Harnessing the power of the peer, technology and data science to get – and keep – persons with addiction and their loved ones well.
Face It TOGETHER is an addiction wellness nonprofit that provides effective peer coaching to persons with addiction and their loved ones. Coaching is evidence-based, compassionate and data-driven.

This Outcomes Report, including member data from 2016 to 2021, isn't a traditional annual report. We've made that decision intentionally, knowing our years of data collection surrounding addiction recovery and loved one wellbeing sets us apart.

We don't focus on sobriety as the only measure of wellness. Instead, our coaches address all areas of our members' lives. Doing better – not just being sober – is what gets people well.

I was drawn to Face It TOGETHER because I recognized its unique, effective approach for helping people get well from addiction. Since then, I've been so impressed by the organization’s culture and the commitment to treating every coaching member, employee and community partner with dignity and respect. Amid challenges, we remain true to our mission of providing confidential, evidence-based peer coaching for those impacted by addiction.

“– Jim Johnson,
Board of Directors Chair, Chairman & CEO, GE Johnson Construction Co.

KEY TERMS:

Person with addiction (PWA):
‘Person with addiction’ refers to our members who are struggling or have struggled with alcohol and other drugs. PWAs may or may not have received an addiction diagnosis in the past. They come to us with a range of goals, including just reducing use.

Loved one (LO):
A ‘loved one’ is anyone who is impacted by or concerned for someone in their life with addiction. LO members may be spouses, parents, close friends or even coworkers.

Person at risk (PAR):
When we work with loved ones, we collect information on the person in their life who's struggling with addiction, who we call a ‘person at risk.’
COMMITMENT TO INCLUSION
Addiction is present within every community and affects every demographic of people. It’s at the root of a wide range of challenging social problems and is undoubtedly linked to our quality of life, the strength of the economy and the safety of communities. Face It TOGETHER strives to be a supportive, welcoming community and remain steadfastly open and inclusive. We regularly seek feedback from those we serve through coaching satisfaction surveys, our Member Advisory Committee and our Board of Directors. We’ve always prioritized a learning, transparent culture. We know we still have work to do. We’ll continue evaluating our strengths and weaknesses when it comes to equity and inclusion.

“Some atmospheres are so sterile and judgmental. Here, I enjoyed coming through the door. I was treated equal, the same, human.”
— STEVE H.
Member demographics & outputs
2016–2021

16,243 coaching sessions

8,783 were remote coaching sessions (phone & video)

2,566 total coaching members

RACE/ETHNICITY

persons with addiction

1% Asian
4% Hispanic or Latino
5% Black or African American
10% American Indian or Alaska Native
80% White

loved ones

2% Asian
2% Hispanic or Latino
2% Black or African American
2% American Indian or Alaska Native
92% White

FACE IT TOGETHER COACHING REPORT

GENDER

persons with addiction

47% FEMALE
53% MALE

loved ones

83% FEMALE
17% MALE

AGE

persons with addiction

loved ones

INCOME

persons with addiction

more than $100K

less than $25K

$26K – $50K

$51K – $100K

loved ones

$26K – $50K

less than $25K

$51K – $100K

more than $100K
EMPLOYMENT STATUS
persons with addiction

- Full-time: 51%
- Unemployed, looking for work: 21%
- Part-time: 13%
- Unemployed, not looking for work: 8%
- Other: 7%

PRIMARY SUBSTANCE
persons with addiction

- Alcohol: 58%
- Meth: 23%
- Opioids: 9%
- Other: 4%
- Cocaine: 1%

persons at risk

- Alcohol: 64%
- Meth: 6%
- Opioids: 14%
- Other: 1%
- Cocaine: 15%

HISTORY
persons with addiction

- Have family members with or suspected as having an addiction: 75%
- Have previously experienced an overdose: 26%
- Began using alcohol or other drugs before the age of 18: 78%

loved ones

- Are currently or have previously struggled with substance use: 94%
- Have previously participated in formal treatment: 57%
- Struggled with substance use for 10 or more years: 43%

persons at risk

- Are currently or have previously participated in medically-assisted treatment: 36%
- Have been diagnosed with a substance use disorder: 36%
- Participate in support groups: 16%

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- Have been diagnosed with a substance use disorder: 36%
- Participate in support groups: 16%
FINDING LASTING WELLNESS

Our experienced coaches help guide members through the challenges they’re facing around addiction. Members don’t have to remain sober or follow a one-size-fits-all program. We also help connect them to other resources they may need, from inpatient treatment to housing support.

Persons with addiction

AT 30 DAYS OF COACHING:

- **80%** are less likely to have work negatively affected by addiction
- **84%** see a reduction in high-risk factors

AT 60 DAYS OF COACHING:

- **69%** feel their personal values are clearer
- **63%** are less likely to be impacted by PTSD-like symptoms

AT 90 DAYS OF COACHING:

- **71%** feel less depressed
- **74%** are feeling better overall

AT 120 DAYS OF COACHING:

- **78%** have daily routines to support their wellness

AT 150 DAYS OF COACHING:

- **72%** have access to culturally-appropriate support activities

AT 180 DAYS OF COACHING:

- **66%** have someone special in their lives who is a source of comfort
- **68%** feel more supported by their family

MEMBER OUTCOMES

Our experienced coaches help guide members through the challenges they’re facing around addiction. Members don’t have to remain sober or follow a one-size-fits-all program. We also help connect them to other resources they may need, from inpatient treatment to housing support.
**AVERAGE MEMBER WITH ADDICTION**

**DEMOGRAPHICS**
- Single
- White
- Male or female
- 32–49 years old

**FINANCES**
- Employed (full-time) or looking for work
- Less than $35K income
- Owns or rents their home
- Does not have retirement savings or life insurance

**LIFESTYLE**
- Household size greater than one
- Secondary education
- Has not served in the military
- Does not volunteer
- Just as likely to vote as not vote

**ADDICTION HISTORY**
- Primary substance: alcohol or methamphetamines
- Has a family history of problematic use
- Struggled for more than 10 years
- Has attempted to quit before
- Has been to treatment before; one in four participated in medication-assisted treatment
- Current goal: abstinence
- Other diagnoses: anxiety disorder, depression, PTSD

**Baseline symptoms:** anxiety, depression, engagement in high-risk behaviors, inability to cease negative behaviors, irrational reactions, isolation and a lack of self-worth

Members with addiction report their greatest struggles with:
- Financial wellbeing
- Mental and emotional health
- Stress
- General health
- Impact of a traumatic event
- Family support
- Values
- Giving up on activities that are important to them
- Sense of community
GETTING LOVED ONES WELL, TOO

Our coaching for loved ones focuses on positive and supportive approaches. We helped loved ones make sense of their person at risk’s behavior and empower them to support those they care about – and to get well themselves.

**Loved ones**

**AT 30 DAYS OF COACHING:**

- 56% are more hopeful
- 50% feel their moods are less likely to be tied to their PAR’s wellbeing

**AT 60 DAYS OF COACHING:**

- 41% are more likely to openly communicate with their PAR
- 56% are more likely to participate in activities that bring them joy

**AT 90 DAYS OF COACHING:**

- 48% are less likely to be impacted by PTSD-like symptoms
- 65% are less stressed about their living situation

**AT 120 DAYS OF COACHING:**

- 75% feel their interactions are more positive with their PAR
- 64% feel less exhausted when supporting their PAR

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“This program gave me the skills to communicate with my adult daughter suffering from drug addiction. It is totally different than tough love, detachment or letting them hit rock bottom. I highly recommend this to any loved one!”

I was worried about her and my grandsons. Face It TOGETHER taught me how to talk with her, develop trust between us, get her to admit her disease and eventually encourage her into treatment... I was given encouragement and taught that it was okay to do things for myself. The program is awesome!

—MARY W.
AVERAGE LOVED ONE MEMBER

DEMOGRAPHICS

*married*  White  *female*  40–61 years old

Loved one members report their greatest struggles with:

- Feeling like they are not having a positive impact on their PAR’s wellbeing
- Experiencing trauma-like symptoms
- Productive conversations with their PAR
- Unable to feel joy and trust when it comes to their PAR
- Doubting their decision-making
- Days get off track to deal with things related to their PAR

LIFESTYLE

- Household size greater than two
- Owns their own home
- Post-secondary education
- Has family history of addiction, but doesn’t struggle themselves

FINANCES

- Employed (full-time)
- Greater than $50K income

AVERAGE PERSON AT RISK

Loved one members report:

- Male
- Currently using or struggling
- Living with the LO
- Primary substance: alcohol or marijuana
- Child or significant other of LO member
- Employed (FT) or looking for work
Looking forward

2022

As an organization, we’re continually evaluating opportunities for improvement and using data to enhance the member experience. These are just a few of the areas we’ve identified as priorities moving forward.

MEMBER ADVISORY COMMITTEE
Our Member Advisory Committee is an important step in our ability to effectively involve members in our decision-making process. The Committee held its first meeting in Q1 of 2022. We’re excited to continue improving our processes and learning from those we serve.

INSURANCE REIMBURSEMENT
By aligning Face It TOGETHER with the national training standards in the peer recovery industry, our coaches will obtain a certification that is recognized across the addiction industry and will allow for insurance reimbursement and revenue diversification.

SPANISH TRANSLATION AND HISPANIC OUTREACH
Our website has been translated and is now accessible to native Spanish speakers. We’ll continue translating important literature and collaborating with organizations who work with this population, which historically has experienced a lack of easily accessible services.

A social return on investment

For every $1.00 spent

- Coaching people with addiction delivers a $12.40 social return on investment
- Coaching loved ones delivers a $2.58 social return on investment

The greatest beneficiaries of our coaching include individuals (loved ones and persons with addiction), government, healthcare, employers and victims of crime.
Face it better, together.

We’ve been treating addiction differently since 2009. Connect with our coaches and community at WEFACEITTOGETHER.ORG.

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