

# 2015 Impact Report



**Transforming Youth Recovery**  
One Student, One School, One Community At A Time

## About Transforming Youth Recovery (TYR) and Doors to Recovery (DTR)

**Transforming Youth Recovery** is a 501(c) (3) nonprofit that supports educators, parents, and community members in helping students in recovery thrive in the fullness of everyday life. Our mission is to help young people recover and thrive for a lifetime. Our vision is to transform youth recovery... one student, one school, one community at a time.

**Doors to Recovery** is a division of Transforming Youth Recovery that is working to transform the landscape for long-term recovery in Northern Nevada by building upon community assets to empower children, adolescents, and adults in recovery from substance use disorder. **The vision of Doors To Recovery is that every man, woman, and child struggling with substance use disorder will have access to the best, most effective means to achieve and maintain successful recovery and a productive life for themselves and their families, regardless of their ability to pay.**

## Recent national events

In September TYR's executive director, Ivana Grahovac shared her personal story of substance use disorder and recovery with the National Heroin Task Force at the White House.

Transforming Youth Recovery co-sponsored the National Recovery Month luncheon in Washington D.C. where ONDCP Director Michael Botticelli presented TYR with a framed National Recovery Month proclamation.

Then on October 4<sup>th</sup> Ivana addressed the Unite to Face Addiction crowd on the National Mall and read a personal letter of encouragement written by President George W. Bush.

## Update of our CRP grant program and other initiatives

Over the past three years, TYR has been able to assist in the growth of over 100 collegiate recovery programs and efforts throughout the country. By reaching 46 out of the 50 states in the United States, TYR has been able to accelerate the growth of collegiate recovery. TYR has also been able to provide over \$1,000,000 in grant funds and dedicated staff that support universities in achieving sustainability and facilitate information-sharing and collaboration among TYR grantees. Because of this, collegiate recovery programs are underway at small, mid-sized, and large institutions such as the University of Michigan, UCLA, UC Berkley, George Washington University, and many others.

## Research

This year we released part one of the study, *Closing the Gap: An examination of access to Best-In-Class evidence-based alcohol and other drug prevention programs for K-12 students* which found a gap of alarming proportions. After considering 184 existing programs, this study identified only 17 that met a set of criteria for Best-In-Class prevention programs.

## Technology

**Capacitytype** – CAPACITYTYPE™ is a set of tools that help groups and organizations find and make known those things that can build capacity for recovery in their communities. The Capacitytype web application was developed by Transforming Youth Recovery to help groups and organizations locate, describe, map, and reveal community assets.

October 2015 marked the launch of the new platform. In one month's time **35,124** site visits were recorded (up from 1,000 in 2014).

- There are 625 active Capacitytype user accounts (includes admin and editors)
- There are 2,833 assets in the database (311 persons, 2,522 places)
- In the month of October (post 10-4 launch of new application through November 1), there were 35,124 recorded visits to the sites.
- In October, there were 11,092 unique visitors to the sites.
- In October, there were 177 new accounts created – 133 were created at D.C. event on 10-4

## Unite to Face Addiction

TYR/DTR CEO Stacie Mathewson became a Founding Board Member of UTFA.

For the past year Transforming Youth Recovery has played an active role in the planning of the Unite to Face Addiction event and provided significant funding and financial oversight for this historic event held on October 4<sup>th</sup> at the National Mall in Washington D.C.

TYR's Executive Director, Ivana Grahovac spoke to the crowd and read a personal message from former President George W Bush.

## Doors to Recovery Update

Over the past year Doors to Recovery has worked closely with the Northern Nevada community to create a recovery-oriented system of care in Reno. First they funded a study to identify all existing services and then conducted asset mapping of all services located in Northern Nevada.

DTR is working closely with Hopes Clinic who provides substance use disorder treatment to anyone regardless of their ability to pay. Later this month The Josh Montoya House, a new sober living facility for men will open in Reno to help fill the gap in the demand for sober housing. DTR is also providing the University of Nevada Reno with operational funds to support the transition to a fully sustainable collegiate recovery program (NRAP) on campus.

## Transforming Youth Recovery has elevated the impact of several national efforts

Organizing partner and provided significant funding to the UNITE to Face Addiction rally and concert in Washington D.C.

2012-2015 issued 143 grants to initiate new or supplement existing collegiate recovery programs throughout the United States

Provided significant funding to Reno and Northern Nevada to create wrap around recovery support for the community

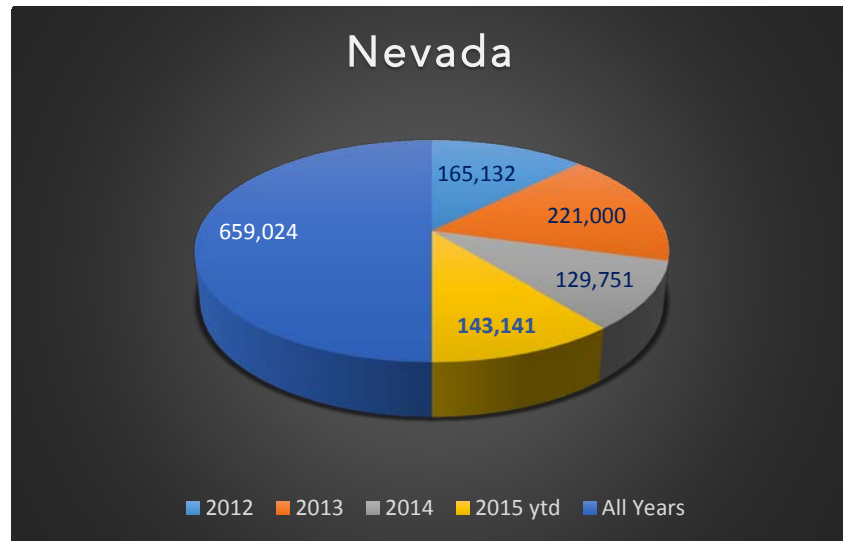
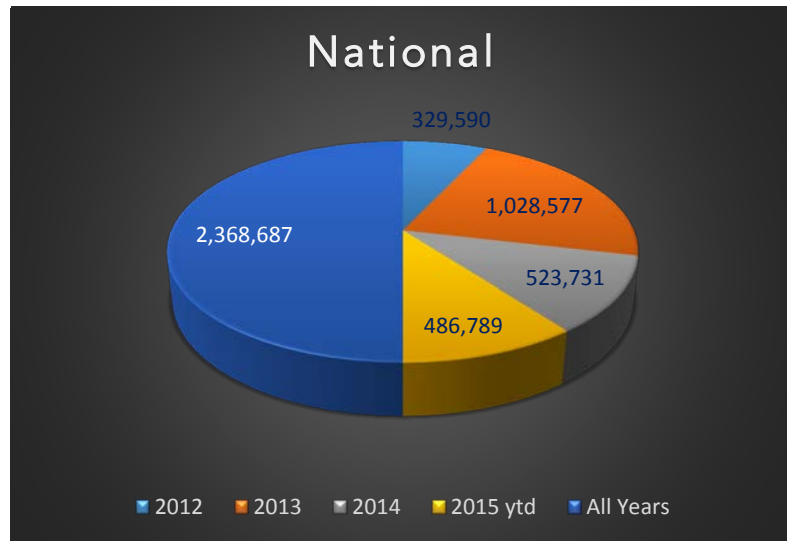
Became Founding Board Member and visionary donor for Facing Addiction

Significant donor to Hazelden / Betty Ford's program, "Beamer" for children

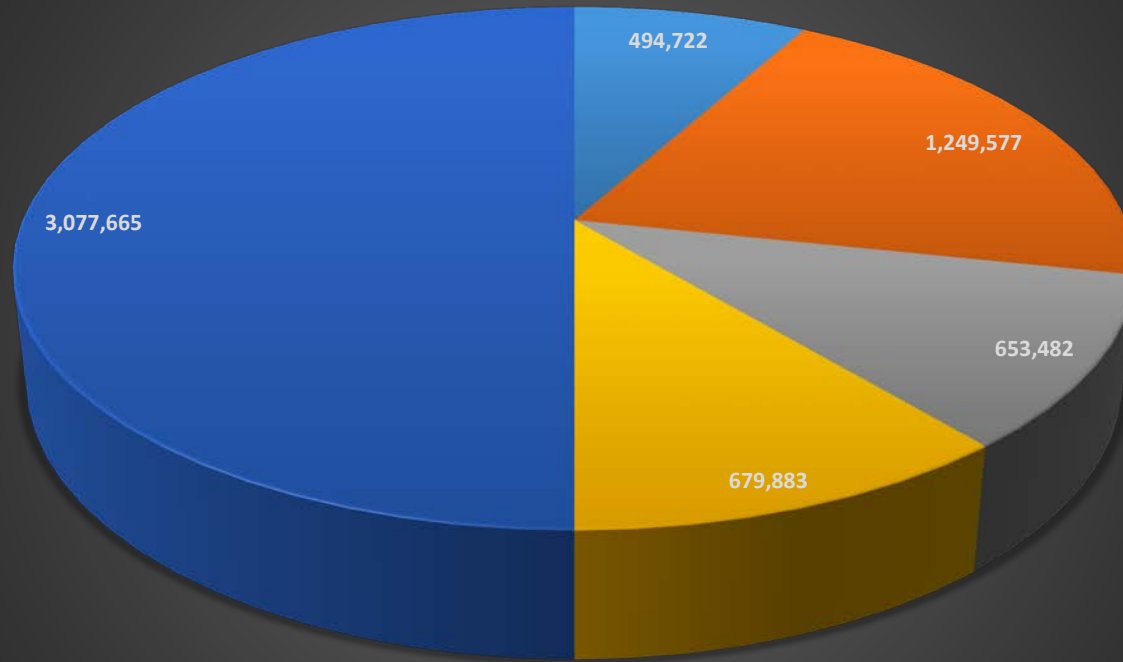
Significant donor to Phoenix Multi-Sport, an organization that promotes holistic wellness in recovery and won the CNN Hero

Significant donor to Recovery Campus Magazine, doubling their distribution to 40,000 recipients

Significant contributions made to other national, state, and local organizations committed to youth recovery



## Total Giving



■ 2012 ■ 2013 ■ 2014 ■ 2015 ytd ■ All Years

<b>Giving Summary</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>	<b>2015 ytd</b>	<b>All Years</b>
<b>Nevada</b>					
Nevada Donations	3,950	71,000	79,751	116,440	322,045
University of Nevada, Reno	161,182	150,000	50,000	26,700	386,932
<b>Total Nevada</b>	165,132	221,000	129,751	143,140	708,977
<b>National</b>					
Conferences and Summits	6,000	10,000	64,480	41,000	121,480
Sponsorships - National Organizations	163,000	150,150	57,250	165,000	535,400
Support Grants to Nonprofits	33,190	10,000	9,000	10,033	62,223
School and College Donations	12,400	16,971	25,500	22,600	77,471
Association of Recovery Schools	75,000	441,456	30,000	30,000	576,456
Collegiate Grants	40,000	400,000	337,500	218,156	995,656
<b>Total National</b>	329,590	1,028,577	523,731	486,789	2,368,687
<b>All Giving</b>	<b>494,722</b>	<b>1,249,577</b>	<b>653,482</b>	<b>679,883</b>	<b>3,077,665</b>

## Sustainability Plan 2016

TYR will apply for targeted major grants to fund specific initiatives: K-12 study and program implementation, Community College Grant Study and Grant Initiative, and Collegiate Recovery sustainability project with Capacity. The grants will align and reflect the TYR 2016-17 Strategic Plan.

We will also work to develop a private enterprise model (like Newmans' Own) that would create long-term sustainability and find investors to fund it. (E.g.: Sober living homes, sober events production on college campuses, etc.)

### Grants

**Conrad Hilton Foundation** grant to fund **K-12 prevention studies from 2016 through 2018** and ask for **operational expense funding**

**Robert Johnson Wood Foundation** grant to fund the **Community College study and Grant Initiative**

**Newman's Own Foundation** to fund the **CRP Sustainability program**.

**Bill and Melinda Gates Foundation** to fund a portion of the **13 year K-12 prevention study** in Washoe County.

### Retail Companies

We will raise donations through local and national companies throughout the year: retail giving, restaurant giving, AmazonSmile, Charity Miles, and apply for in-kind donation of advertising funding from Google Grants AdWords program.

### Individuals

We will continue to cultivate relationships with key individuals and begin moving them through a "pipeline" tracking the relationships from the beginning: with first contact, first meeting, and based on first meeting determine how they can support and / or collaborate, etc., site visits to TYR office when possible, monitor further steps, referrals to other individuals and organizations, etc. asking for advice on soliciting donations.

### Partnerships

We will look into partnering with **Foundations Recovery Network** to host a 5K race in San Diego in 2016, "Heroes in Recovery."

We will look into partnering with **The Brent Shapiro Foundation** to get sober high school students to colleges with recovery communities.

We will look into partnering with the **Posse Foundation** to get groups of students in recovery admitted to the same college through their scholarship program.

## TYR Advisory Board

We will form an Advisory Board of supporters that will help us with fundraising by contributing a certain dollar amount to TYR each year and / or will help us create greater visibility with other donors and grant makers and help us to elevate our brand.

## Fundraising Campaigns

**Josh Montoya Beach Memorial 2016** will become a fundraising campaign. We will ask people to donate in the name of their lost loved ones and will incorporate these names into the overall design on the sand. We will use photographs and create a collage of the photographs as part of the campaign collateral this year. We will also move the date to October to allow more people to attend.

## Giving Tuesday Nov 2016

We will develop a video based on footage we have of student testimonials and solicit donations to support collegiate recovery. We will explain the impact we have made to date and ask for donations to help us collegiate recovery communities.

## Engagement

Throughout 2016 we will work to engage our audience and donor base and will begin sending out quarterly updates on our progress with links to videos and other informative information.

Twice yearly through November

We will personally call all donors and potential donors to strengthen relationships

## End of Year Asks

We will send out personalized year of end giving solicitations to significant donors and develop a campaign for a year end ask to all list-serves asking for donations.