



Annual Report

2019

 Partnership
to End Addiction

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A Message from Our CEO, Creighton Drury

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This has been an incredibly important year for Partnership to End Addiction.

We focused on merging our two legacy organizations to maximize impact in our quest to end the addiction epidemic. The newly combined organization is focused on four priorities:

1. Helping families and parents by empowering them with support and free resources.
2. Collaborating with health care providers and working with them to more effectively treat addiction.
3. Partnering with researchers and policymakers to change the way our nation views and treats this disease.
4. Mobilizing a cultural shift to eliminate stigma around addiction.

This work wouldn't be possible without our talented team at Partnership to End Addiction, as well as our board of directors and our generous donors. In addition, our family of parent coaches and our partners are critical to the work we do. We are also appreciative of our many legal and corporate partners who volunteer their services in furtherance of our mission. Progress requires partnership and collaboration, and we couldn't be more grateful for the passionate people and organizations that work with us.

Now, we enter a new decade with a new name: Partnership to End Addiction. We are excited to move forward with our new name and brand, and realize the full promise of our merger. By expanding our digital capabilities, reaching more families with quality services, and collaborating with government and health care leaders to implement the solutions our country desperately needs, we can transform how the nation addresses addiction.

Our Impact in 2019

7.1M

website visits
in the past year



10K+

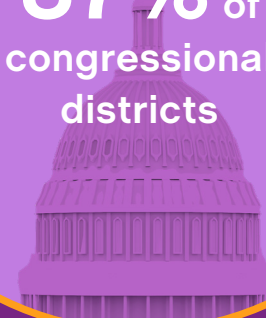
families served
through the helpline



40M+

reached via Facebook
SOS campaign

Advocates in
49 states &
87% of
congressional
districts





Advancing Effective Care

When families are looking for information or support for a child's substance use, our family services provide a wide range of options. Our goal is to "meet them where they are," tailoring and individualizing support for each family's specific needs and situation.

“

I can't tell you how terrible I felt before talking to you... now I know where to begin getting the help I need.

Helpline caller

Helpline and Parent Coaching

We reached more than 10,000 parents with **one-on-one support** through our helpline in 2019, an **84% increase** from 2018. Seeking information and support to help them with their child's substance use or addiction, parents contact our specialists via email, phone, Facebook Messenger and text message. Specialists help families evaluate their needs and assist them with plans for next steps, with the goal of empowering them to take action.

Our parent coaching program provides parents with compassionate support from someone who has been in their shoes. Peer parent coaches are volunteers who have lived experience with their own children's substance use and undergo rigorous training before they begin coaching. In 2019, we trained more than 70 new parent coaches, and **our number of program participants grew 78%**.

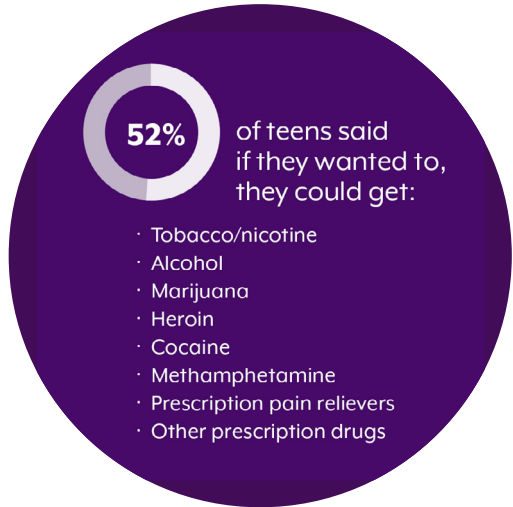
Helping Delaware Families

In 2019, the organization began work with the Delaware Department of Health and Social Services (DHSS) to bring dedicated, science-based resources to the state and support to Delaware families. The collaboration entailed providing innovative, digital resources and one-on-one support to parents and caregivers helping a loved one struggling with opioids or other substances.



Teen Survey

We published [Teen Insights into Drugs, Alcohol, and Nicotine: A National Survey of Adolescent Attitudes Toward Addictive Substances](#), which analyzed responses from teens across the country related to their attitudes, beliefs and experiences regarding substance use and addiction. The better we understand their thought processes and what influences them, the better we can help parents protect their children from substance use and addiction, and get teens the support they need.

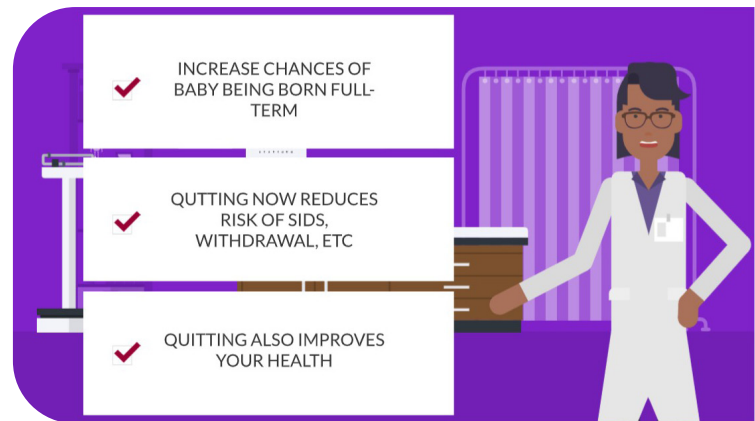


Guide on Co-Occurring Disorders

Getting help for a young person with both a mental health disorder and a substance use disorder can be complicated. In partnership with the Child Mind Institute, we created a [guide to substance use and mental health disorders in adolescents and young adults](#). This guide educates and empowers parents and caregivers to help young people start treatment and support their recovery.

Program for Pregnant and Postpartum Women with Addiction

Pregnant women and new mothers are a vulnerable group in need of support. With funding from the National Institute on Drug Abuse (NIDA), Partnership to End Addiction began developing and testing a tablet-based program for pregnant and postpartum women impacted by addiction. The program provides education, motivation and support to women who are enrolled in early childhood home visiting programs.





Integrated Treatment for Adolescents with ADHD

The Patient-Centered Outcomes Research Institute (PCORI) funded our [study](#) on treatment for adolescents with ADHD, which concluded last year. We found that certain family-based interventions not only showed positive effects in addressing ADHD symptoms, but also common co-occurring problems. These interventions benefited youth with substance use disorders as well as their non-using peers.

Promoting Integration of Primary Care into Behavioral Health (PIPBHC)

Opioid use disorder continues to impact people across the country. However, treatment facilities often lack the resources to implement best practices. In 2019, we provided technical assistance to opioid treatment programs to facilitate integration of comprehensive mental health and primary care. Our efforts concentrated on a program in Bronx, New York.





Shaping Public Policy

The families we work with around the country have faced numerous barriers caused by ineffective and stigmatizing policies. Their struggles drive our commitment to ensuring that policymakers address addiction as a public health issue, not as a moral failing. We are working to elevate the voices of these families and ensure that addiction policies are rooted in science and compassion.

Uncovering Coverage Gaps II

We published our second report examining insurance coverage for substance use disorder benefits: [Uncovering Coverage Gaps II: A Review and Comparison of Addiction Benefits in ACA Plans](#). We found that only four states offered plans in 2017 that provided adequate coverage for addiction treatment. The Affordable Care Act requires certain plans to cover substance use disorder benefits – but we discovered that more than half of U.S. states offered a plan in 2017 that did not comply with those requirements.

Report author Lindsey Vuolo, our Vice President of Health Law and Policy, penned an article for the Health Affairs Blog on one the report's main findings, that coverage for methadone, an effective medication for opioid use disorder, worsened in the midst of the opioid crisis. She argued that [The Federal Government Needs to Take Stronger Action to Prevent Discriminatory Coverage of Methadone](#).





Addiction Solutions Campaign

We co-authored an [op-ed](#) with our [Addiction Solutions Campaign](#) partners that ran in the Cincinnati Enquirer in advance of the Democratic Party's fourth presidential debate, which was held in Ohio. They wrote, "It is imperative that addiction is a topic in the next debate. Our country deserves a meaningful discussion about our commitment to addressing this crisis."

Speaking Events

Partnership to End Addiction policy and advocacy leaders participated in prominent events around the country related to addiction and public health:



Lindsey Vuolo, Vice President, Health Law and Policy, spoke at the PCORI salon series, The Evidence Is In. She addressed the state of policy solutions to the opioid crisis, with a focus on prevention and treatment of opioid use disorder.

Marcia Lee Taylor, Chief External and Government Relations Officer, was a panelist at the Bipartisan Policy Center's [The Role of Litigation in Response to the Opioid Epidemic](#) event, moderated by former White House Office of National Drug Control Policy (ONDCP) chief of staff and senior policy adviser Regina LaBelle.



Advocacy

Advocacy is critical to shaping public policy and effecting change. In 2019, Partnership to End Addiction advocates spanned 87% of congressional districts. We issued four action alerts, compelling advocates to contact their members of Congress regarding federal legislation that is critical for transforming how we address addiction.



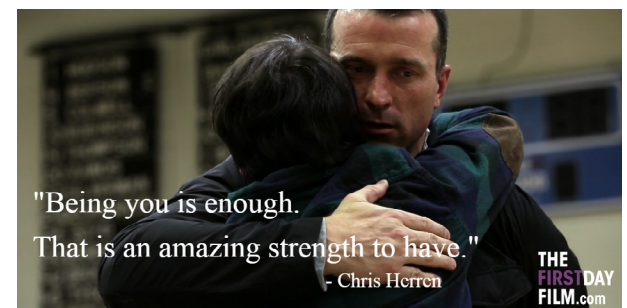
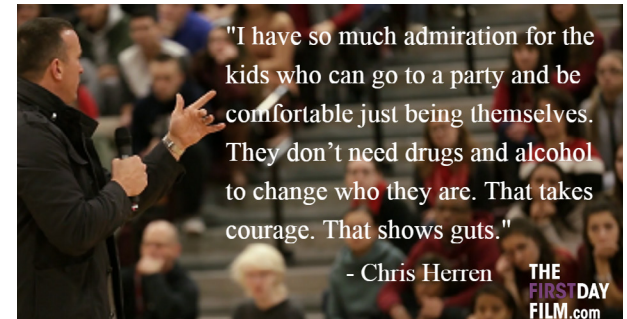


Changing Culture

One of the biggest barriers to support that families encounter is stigma. By encouraging people to talk about addiction and the issues that can lead to substance use, we can help end the addiction crisis.

The First Day

We partnered with the Herren Project on [The First Day](#) film, which takes a deeper look at the issues facing youth today – including substance use and mental health issues. As part of the collaboration, we developed discussion materials, education curricula and resources to help communities prevent and treat substance use disorder.





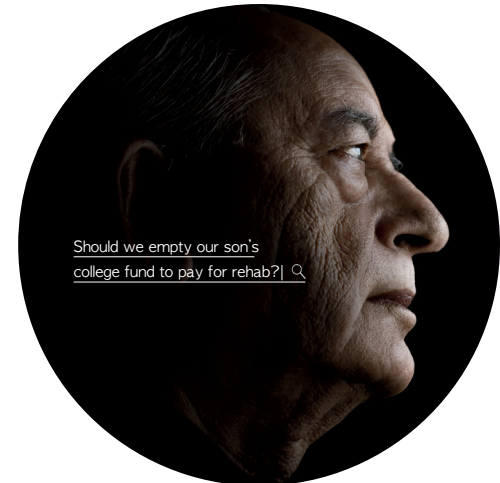
Stop Opioid Silence Campaign

We joined with Facebook to launch a new public awareness campaign aimed at reducing the stigma that surrounds opioid addiction. The [Stop Opioid Silence \(SOS\)](#) campaign encouraged people to break their silence and feel empowered to share their stories with each other, a medical professional, family member or friend — whether they personally struggle with opioid addiction or if a loved one has. More than 40 million people saw the campaign.



Answering “Impossible Questions” Through Public Service Advertising

We launched two advertising campaigns that examined the impact of opioid addiction on families, while offering hope and support. Both campaigns, created pro-bono by New York-based independent agency Terri & Sandy, featured TV, print and out-of-home executions and drew on raw, true-to-life scenarios, many of which have no easy answers. Each ad encouraged parents and loved ones to get the support and resources they need at drugfree.org.



Prescription Drug Take Back Day

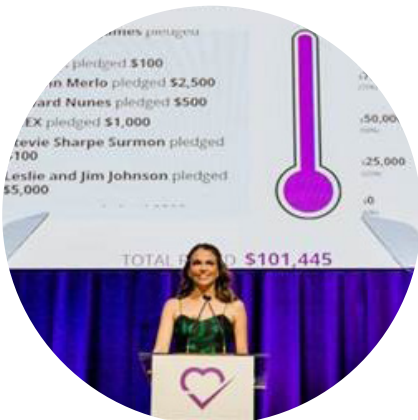
We partnered with the Drug Enforcement Administration to promote [National Prescription Drug Take Back Day](#), a day when collection sites across the country take back unused medications. We also worked with Google to help raise awareness about the national crisis by making it easier for people to find nearby Take Back Day events in their local areas by using [Google Maps technology](#). Google also created a new video, “[Life of a Pill](#),” to help parents and families understand the importance of properly disposing of unused or expired prescription medication safely, which our chief external and government relations officer narrated.



Financial Overview

Our Annual Dinner

We raised more than \$2 million at our inaugural gala, and celebrated the merger of Center on Addiction and Partnership for Drug-Free Kids. Generous donations from the November 2019 event have advanced the impact of our work and helped even more parents, like featured volunteer coach Kathy Strain. Special thanks to our wonderful honorees, corporate citizens CVS Health and President and CEO Larry J. Merlo, and Viacom and President and CEO Bob Bakish, as well as our special tribute award recipient, Pulitzer Prize-winning journalist Terry DeMio. We are also deeply grateful to our Master of Ceremonies, two-time Tony Award-winning actor Sutton Foster, and of course, our Board of Directors, Gala Host Committee and all of our invaluable sponsors, donors, parent coaches and volunteers.



Financial Statement

Partnership to End Addiction Balance Sheet as of December 31, 2019 and 2018

ASSETS	2019	2018
Cash and cash equivalents	\$1,718,723	\$799,360
Grants & contributions receivable, net	\$2,222,923	\$2,788,176
Prepaid expenses and other assets	\$1,809,532	\$346,571
Investments	\$36,992,623	\$31,800,381
Other Assets	\$1,712,833	\$0
Property and equipment, net	\$7,580,618	\$7,813,388
TOTAL ASSETS	\$52,037,252	\$43,547,876

LIABILITIES		
Account payable and accrued expenses	\$1,950,689	\$1,530,213
Deferred revenue	\$707,348	\$278,196
TOTAL LIABILITIES	\$2,658,037	\$1,808,409
TOTAL NET ASSETS	\$49,379,215	\$41,739,467

DETAIL OF NET ASSETS	WITHOUT DONOR RESTRICTIONS	WITH DONOR RESTRICTIONS	2019	2018
Operating Funds:				
Available for operations	\$8,448,196		\$8,448,196	\$4,581,521
Program Services		\$2,523,404	\$2,523,404	\$1,906,410
The Joseph A. Califano Institute for Applied Policy	\$12,193,197	\$3,542,543	\$15,735,740	\$13,705,545
Program Concentration Fund	\$22,671,875		\$22,671,875	\$21,545,991
TOTAL NET ASSETS	\$43,313,268	\$6,065,947	\$49,379,215	\$41,739,467

Thank You to Our Individual Champions

Circle of Hope \$10,000+

Jonathan Able
Harriet S. Burke
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Cornerstone of Hope \$5,000 – \$9,999

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Cindy Rachofsky

Benefactor of Hope \$1,000 – \$4,999

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Henry Wempe
Sandeep Yarlagadda
Elisabeth Zamule
Robert B. Zoellick, Esq.

Bequest donors leaving a legacy

Iris C. Clark and Frederick W. Kanner, Esq.

You, too, can leave an **enduring legacy** to ensure the sustainability of our critical mission by including Partnership in your last will and testament. **Start your will today** to leave a gift that will last for generations to come.

Thank You to Our Corporate and Foundation Partners & Government Funders

Visionary \$500,000+

Google LLC

Innovators \$250,000 – \$499,999

Conrad N. Hilton Foundation

Champions \$100,000 – \$249,999

CMR Foundation

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Jazz Pharmaceuticals

The Milbank Foundation

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Voices for Non-Opioid Choices

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Truth Initiative

The University of Chicago

James & Virginia Welch Foundation

Wells Fargo & Company

The Zip Foundation

Roy J. Zuckerberg Family Foundation

Government Funders

New York State Office of Addiction Services and
Supports (OASAS)

New York State Office of Mental Health
(OMH)

Patient-Centered Outcomes Research
Institute (PCORI)

U.S. Department of Health and Human
Services (HSS)

- Food and Drug Administration (FDA)
- National Institutes of Health (NIH)
 - National Institute On Alcohol Abuse And Alcoholism (NIAAA)
 - National Institute on Drug Abuse (NIDA)
 - National Institute of Mental Health (NIMH)

• Substance Abuse and Mental Health
Services Administration (SAMHSA)

U.S. Department of Justice (DOJ)

- Drug Enforcement Administration
(DEA)

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without you.**



 **Partnership**
to End Addiction



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