



Partnership to End Addiction

Annual Report 2020



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Our Impact, at a Glance

Supported

15,000

families with direct services



Engaged

1M

families with educational materials



Assembled

2,000

local organizations, advocates and volunteers to make a difference in their communities



Helped

82%

of families who connected with our helpline feel more hopeful



“

Dear Friends,

Amid unprecedented uncertainty, 2020 also proved to be an extraordinary inflection point for Partnership to End Addiction. With the world upside-down and the future unclear, we immediately turned our focus and effort to the thousands of families reaching out to us, desperate for help.

The Partnership was an early witness to the mental health and addiction-related spikes that followed, a powerful reminder of the critical nature of our mission.

Our services, which could be accessed virtually, were desperately needed more than ever.

I'm proud of how our organization came together and stretched ourselves to do even more through our direct services to



families, our cutting-edge research and technical assistance, our expert voice in shaping public policy, and our media campaigns to raise public awareness.

I was also moved by how our community, collectively and emotionally, responded to the Black Lives Matter movement and societal reckoning with racial and social injustices.

Without hesitation, we resolved to do our part in dismantling systemic racism and advancing values of diversity, equity, inclusion and belonging – in our organization, in the families and communities we are seeking to serve, and in the systems and policies we are seeking to change.

This is our work. The pages that follow describe merely some of the ways we advanced our mission and goals in 2020. Together they reveal a shared story about heroes — heroes in the families we serve and the many partners with whom we collaborate. And also, the heroes in our special organization — our team of close to 100 employees, our more than 400 parent coaches, and our dedicated board of directors.

It is the honor of a lifetime to work alongside so many heroes. Thank you for believing in us and investing in our mission.

Sincerely,

Creighton Drury
Chief Executive Officer

Our Commitment to Diversity, Equity, Inclusion and Belonging

By Gina Samson, Chief Financial Officer and Sara Lesch, General Counsel

In May 2020, the graphic video of George Floyd's death shocked the world and set in motion a great national reckoning with issues of inequity and racially inspired violence. These events galvanized our staff to refocus how our work to empower families, improve the addiction treatment system and end the addiction crisis can provide essential support in dismantling systemic racism.

A third of our staff volunteered to participate in an anti-racism task force to consider how to address our internal practices, bolster our services for families and increase our voice in support of anti-racism. We met bi-weekly and by the end of August, we created our first diversity, equity, inclusion and belonging strategic plan with a slate of specific action items.



The initiatives are aligned with our commitment to anti-racism as a core tenet for our organization and our mission, which is integrated in our daily work, and formalized in our by-laws.

We took a significant early step to work with a consultant to conduct trainings and facilitate exchanges to ensure that diversity, equity, inclusion and belonging are effectively integrated in our culture as a shared commitment and responsibility. Some recommendations, such as changes to certain internal processes and increasing the amount of inclusive resources we can offer families, could be implemented immediately. Others required a longer-term approach to build capacity, assess priorities, work with external partners and secure resources.

Inspired by the work of our staff and like-minded activists across the country, we continue to look to the principles of anti-racism as a lodestar to guide our work going forward. The anti-racism task force is an ongoing part of this effort. It continues to convene monthly to discuss current and new initiatives, quantify outcomes and ensure that our community is regularly updated on progress and goals met. It is a great opportunity to rally around our shared commitment to anti-racism and our mission, to build on the advances completed so far, to expand our impact, and to work toward a more just and equitable community.

Our anti-racism work will always be a work in progress, but now we have a starting point.

We are Partnership to End Addiction

We can end this epidemic.

Substance use and addiction affects more than 20 million Americans. Together with our many supporters, we are helping families find answers.

We're transforming how our nation addresses addiction by:

- Empowering families ●
- Advancing effective care ●
- Shaping public policy ●
- Changing culture ●

Helping the helpers

We help providers and communities prevent and treat addiction through better systems of care.

Read more on [page 18](#)

Empowering a community

We activate the voices and stories of families to help others, reduce stigma and increase compassion.

Read more on [page 15](#)

Serving all families

We provide free, confidential support to families looking for answers for themselves or their child.

Read more on [page 6](#)

Shifting the conversation

Through our national *Start with Connection* advertising campaign, we work to remind people they are loved and that there is no place for blame.

Read more on [page 13](#)

Support for Families

Amid a new public health crisis, parents and caregivers needed our services to address substance use and addiction more than ever. COVID-19 led to an increased demand for remote resources, and we were poised and ready to support families with our suite of digital services. Our helpline continued to provide evidence-based guidance to caregivers in crisis over the phone, via text messaging and on Facebook messenger, as did our peer-to-peer parent coaching program.

Enhancing our offerings for Spanish-speaking families

No family is immune from addiction. That is why we continue to expand our helpline to better serve the needs of all families – including those who communicate primarily or exclusively in Spanish.

Last year, we added two bilingual helpline specialists to our team, developed additional Spanish-language resources and launched assessments to better evaluate the needs of our Hispanic and Latino clients.

“
**Gracias por su ayuda
 y además**

por ayudarnos en nuestro idioma... Gracias!*

A concerned caregiver

* Thank you for your help and also for helping us in our own language. Thank you!

Recursos en Español





VAPEAR

Lo que debe saber para ayudar a proteger a los niños, adolescentes y adultos jóvenes

Responding to the pandemic with new resources for families

With the pandemic intensifying life for so many families with a substance use disorder, we quickly produced a [COVID-19 resource center](#) on [drugfree.org](#).

The need for this content was clear:

30K pages were viewed in the first three months of the pandemic.

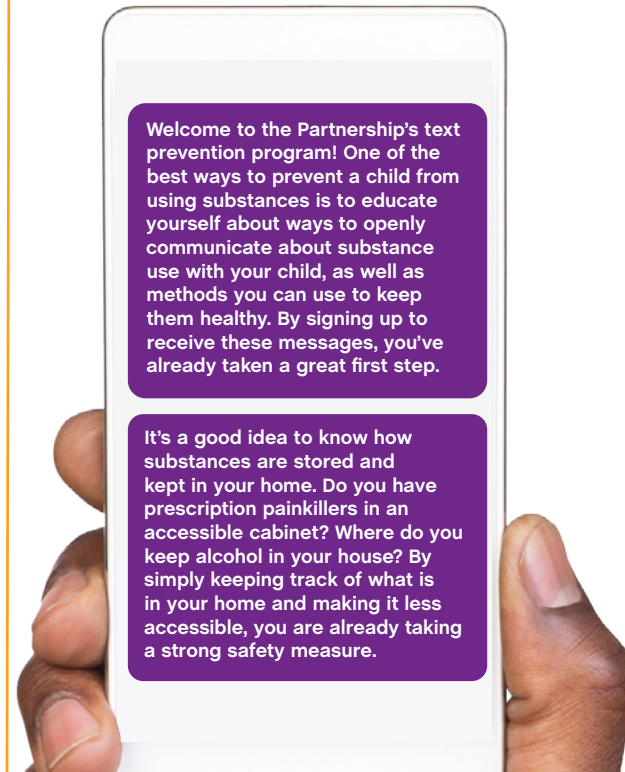
We also updated our Help & Hope by Text program to incorporate messages for families facing the challenges of the pandemic while struggling with addiction.

Help & Hope by Text has always sent messages with evidence-based skills and strategies directly to the phones of concerned parents and caregivers. Since its debut in 2018, we've strived to continue evolving so messages remain relevant and useful.

In addition to adding COVID-19 specific messages, we expanded the program to include messages guiding families interested in learning more about preventing substance use and addiction. These messages provide the recipients with tools to openly communicate about substance use with their loved ones, as well as methods to keep them healthy.

You can learn more about preventing adolescent substance use by joining Help & Hope by Text

1. Text **JOIN** to **55753**.
2. Answer a quick series of questions about your loved one and their substance use.
3. Receive messages specific to your family's needs and connect with a specialist at your convenience.

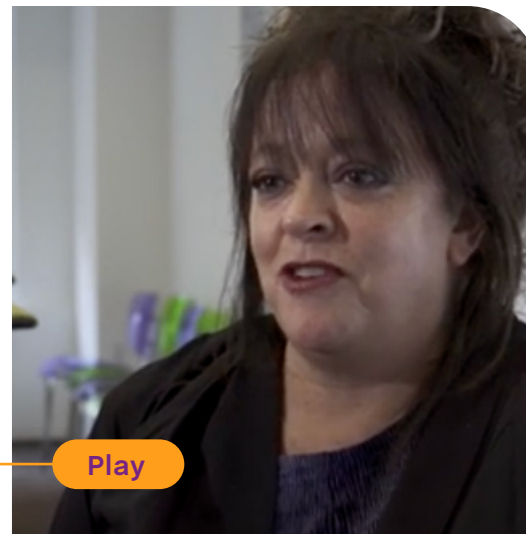


Continuing to deliver peer-to-peer support for families impacted by addiction

Parent coaching is our peer-to-peer program, by which a parent or caregiver seeking help and perspective on their child's substance use issues is paired with a specially trained volunteer who has also traveled the path of a child's substance use or addiction. By speaking with someone who has walked in their shoes, parents can learn how to stay

connected to their loved one and get the support and encouragement they need.

This free resource proved invaluable to parents throughout the pandemic. Our parent coaches provided coaching to more than 350 caregivers in need of support.



View our "Peer-To-Peer Parent Support if Your Child Struggles with Addiction" video

“

I can't thank you enough

for how much you have helped me get through this stressful time ... You checked in with me over the days which I really needed ... I needed someone to listen and to not feel so alone and to talk to someone who did not judge me or my son.

Parent coach participant



Training 2.0: Lessons from moving our parent coach training fully online

Each year, we travel around the country to meet parents and caregivers interested in volunteering as parent coaches. A 20-hour, weekend-long intensive training provides them with the skills to support and encourage other families in need. In early 2020, we held three in-person trainings for a total of 35 volunteers in New Bedford, Massachusetts; Knoxville, Tennessee; and Huntsville, Alabama. But, by the beginning of March, it became clear that future parent coach trainings wouldn't proceed as planned.

Instead of canceling trainings and putting them on hold indefinitely, our team of parent coach training facilitators, in partnership with CMC: Foundation for Change, reimagined the program altogether. Through a mix of meetings held over video chat and self-directed assignments, we were able to develop a six-week program that gave volunteers

the experience they needed to deliver support to other parents.

Three trainings originally intended to take place in Cleveland, Ohio; Flagstaff, Arizona; and New Orleans, Louisiana were reworked and held online, allowing 33 additional volunteers to receive parent coach training.

“We had a lot of preconceived notions about transitioning from in-person to online trainings that didn't come true,” said Madison Moore, Director of Peer Support Services, who manages the parent coaching program. “With in-person trainings, participants start as strangers, but over the weekend, they begin to open up to each other and share their stories. By the end, people are tired, but they're also rejuvenated because of the connections they've made.”

Madison attributes the close bond participants developed to their oversized

“
We thought
connections
would be lost
in a virtual setting. But
they actually weren't lost
at all — and somehow the
sense of community we
built was even stronger.”

Madison Moore
Director of Peer Support Services

need for connection amid the pandemic. “We saw all of these groups truly come together. There was so much community building,” said Madison.

Moving to online trainings has also had the unforeseen benefit of allowing volunteers who live outside the community or who struggle with transportation to participate more easily.

Once the pandemic no longer necessitates virtual solutions, we look forward to continuing to offer this online option, in addition to in-person trainings.

“

What really helped me

was other parents sharing what worked for them: healthier ways to deal with situations, insights into addiction, coping with stress, and how and where to go for help.

The mother of a child struggling with substance use who participated in our online support community

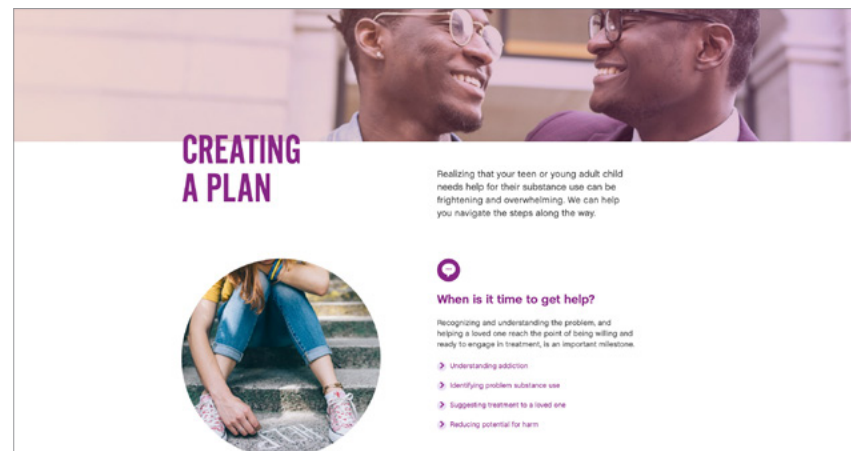
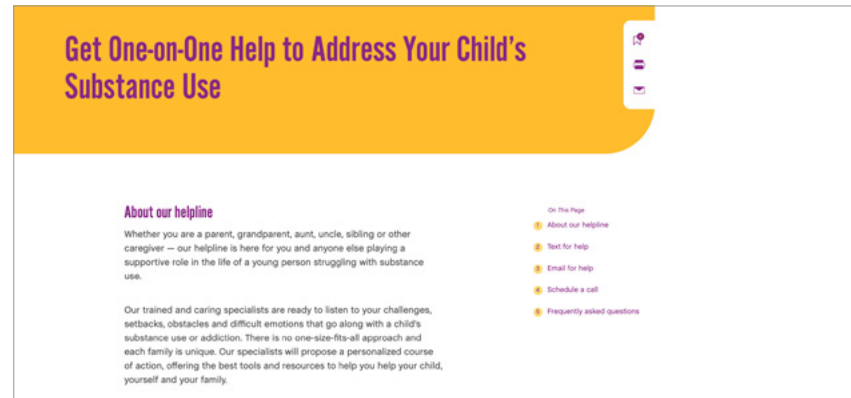
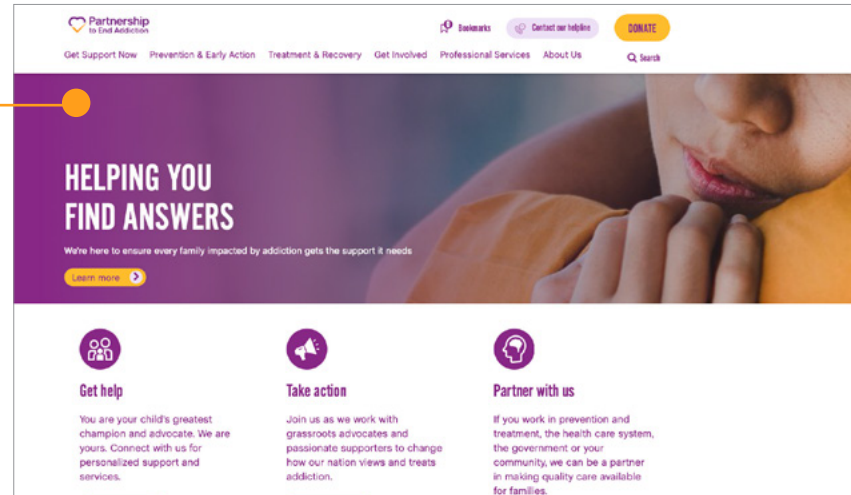


Marketing and Communications

Debuting a brand new drugfree.org

Our new website, drugfree.org, provides critical information for families impacted by addiction, as well as policymakers, researchers and health care professionals in the addiction space.

Family members seeking guidance and information can access the organization’s educational content on treatment, recovery and prevention in addition to one-on-one support from trained helpline specialists. They can also learn about advocating for policy changes, leading efforts in their own communities and volunteering with Partnership to End Addiction. Professionals in government, research and health care can engage with the organization’s state- and federal-level policy and advocacy work, professional services, partnership opportunities, and addiction research and science.



Starting a conversation with “Start with Connection”

Building upon our history of iconic public service announcements, we created the *Start with Connection* campaign to emphasize the importance of personal connection in addressing our nation’s addiction crisis.

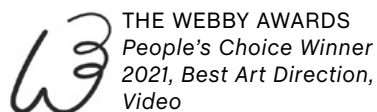
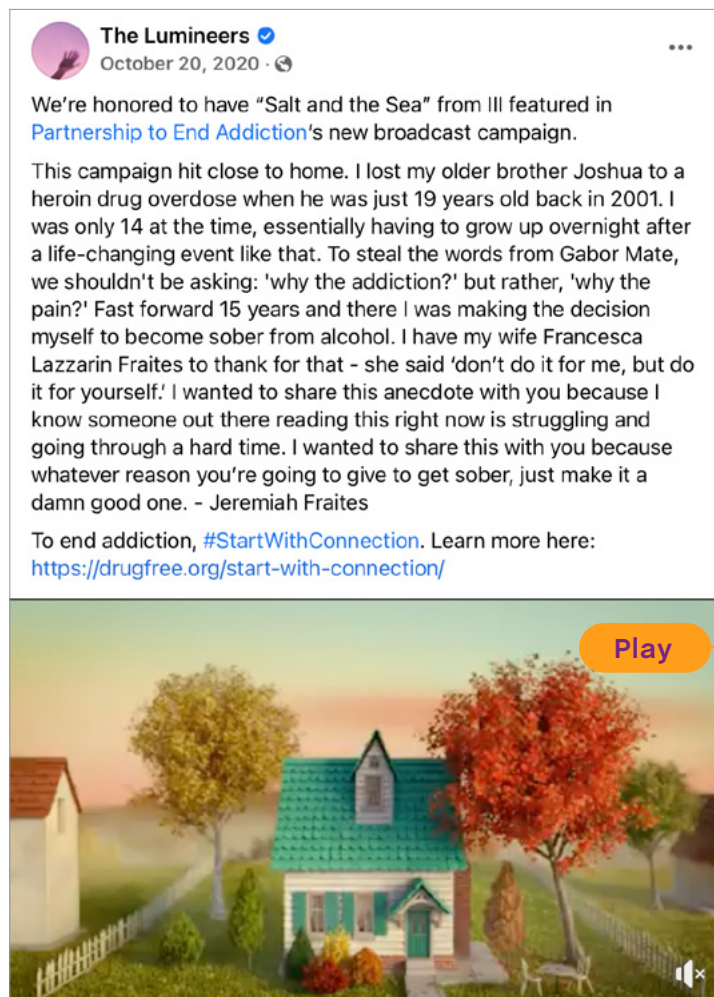
Animated broadcast PSAs featuring the song “Salt and the Sea” by The Lumineers told dynamic stories about the barriers addiction creates between family members — and the importance of closing those gaps with empathy and understanding. Print, radio and digital media also emphasized the critical role strong connections with loved ones play in preventing and treating addiction.

On Facebook, Twitter and Instagram, supporters

shared photos with loved ones displaying acts of connection.

Broadcast ads were viewed more than 88 million times across network and local TV and national cable — while 4.5 million additional viewers watched the ads on YouTube. Our print ads were also featured in numerous, prominent publications including *The New York Times*, *Sports Illustrated*, *The Wall Street Journal*, *Forbes*, *New York Post*, *AdWeek*, *OK! Magazine* and more.

In addition to allowing us to use the song, “Salt And The Sea” from the hit album *III*, in our PSAs, Jeremiah Fraités, co-founder of The Lumineers, shared an emotional post on social media in support of the campaign.



CLIO AWARDS
Bronze Winner, 2020
Animation, Public Service

We would like to express our gratitude to Jeremiah Fraités and The Lumineers for helping make this campaign so compelling, as well as our partners at DiMassimo Goldstein, Bonfire, Horizon Media, DeVries Global and dna Communications.



“

This podcast is a small step in the complex journey we must take as a nation to address this public health crisis. *Heart of the Matter* features powerful, candid and personal conversations on substance use and addiction.

Elizabeth Vargas

Heart of the Matter with Elizabeth Vargas

To counter-balance the isolation emphasized by both COVID-19 and addiction, we debuted a brand new podcast entitled *Heart of the Matter with Elizabeth Vargas* hosted by Emmy Award-winning journalist and Partnership to End Addiction board member Elizabeth Vargas.

This podcast allows guests to share intimate stories about the role addiction has played in their lives and gave listeners the opportunity to hear from others who have been impacted by this devastating disease.

“

Because this is a problem that is characterized by shame, blame and stigma, we don't talk about it very often.

So, what happens is not only are we confused about what to do, but we're alone and we're trying to navigate this path by ourselves.”



David Sheff

Journalist and *The New York Times* bestselling author of “Beautiful Boy: A Father's Journey Through His Son's Addiction” featured in *Heart of the Matter with Elizabeth Vargas Episode 3: Parenting, perseverance, and relapse with David Sheff*.



Following its October debut, *Heart of the Matter with Elizabeth Vargas* was downloaded 15,000 times in 2020.

You can download new episodes of *Heart of the Matter with Elizabeth Vargas* on drugfree.org/podcast.

Advocacy

Advocacy is critical to shaping public policy and affecting change. In 2020, Partnership to End Addiction advocates spanned all 50 states and 93% of congressional districts.

We issued several action alerts, inspiring advocates to contact their members of Congress regarding federal legislation that is critical for transforming how we address addiction. The legislation we supported included:

- Adding addiction funding in the COVID-19 relief package
- Creating grant programs for community organizations and other nonprofits to provide family support services
- Requiring prescribers to undergo addiction training before receiving or renewing their license to prescribe controlled substances

We also rallied thousands of supporters to find their own voices as advocates by hosting empowering webinars and publishing our own [advocacy toolkit](#).

Filled with resources about the state of addiction, tips for talking to legislators, advocacy tactics and more, the advocacy toolkit allows every person impacted by addiction to make a difference at any level of government.

In October of 2020, we celebrated a big win. The U.S. House of Representatives passed the **Family Support Services for Addiction Act**. This legislation will create a much-needed grant program for community organizations and other nonprofits to provide family support services. This includes investing in caregivers' and families' roles in addressing substance use disorder and addiction, empowering them with training, education and peer-to-peer support.

“**While COVID-19 is a novel virus, there’s no novelty to addiction. In fact, we are in the midst of a long-existing addiction crisis poised to surge to new levels in the context of our current reality.**”

Joseph A. Califano, Jr.,
Chair emeritus of Partnership to End Addiction and former U.S. Secretary of Health, Education and Welfare

Creighton Drury,
Partnership Chief Executive Officer

penned an op-ed in August 2020 in support of including addiction funding in COVID relief legislation published in *The Hill*, titled, “**Is Congress finally awakening to our nation’s addiction crisis?**”



Partnership in Practice

With our partner programs, we connect the essential efforts of local organizations and volunteers to science-based resources that can help families. Whether convening community partners or assembling a corps of volunteer parent coaches and advocates, our strength as a national organization helps us unite and lift up those working to reach families in their own communities.

Creating a Community: The Community Partners Network

We enhanced our capacity to support partnership this past year by formally introducing the community partners network. Across the country, countless grassroots organizations are working to help their communities face the devastating impact of substance use and mental health issues. Yet, due to lack of support and resources, these organizations frequently fold within the first five years of operation.

With this in mind, we created a community partners network to strengthen member organizations by sharing resources, fostering communications and increasing the bandwidth of the small-but-mighty teams dedicated to helping families.

Between its premiere in August 2020 and the conclusion of the year in December, we convened 70 partners in 32 states and the program has only continued to grow throughout 2021.

“There are all these organizations across the country working their hearts out,” said Liz Cairns, Director of External Partnerships. “They needed to be talking to each other. Now, everyone’s work is stronger because they have guidance and materials they can trust from Partnership to End Addiction and a group of peers they can lean on and learn from.”

How we help our community partners:

- Networking opportunities
- Educational webinars
- Evidence-based materials
- Parent coach training
- Support accessing local funding opportunities
- Advocacy resources

Policy

Our policy team turns the knowledge and insights gained from research, as well as the experience of families impacted by addiction, into actionable policy recommendations.

While federal and state policy priorities shifted to focus on the COVID-19 response, we continued to urge the nation's leadership to dedicate resources to preventing and treating addiction by publishing several new policy reports:

Evidence-Based Strategies for Abatement Harms from the Opioid Epidemic

By collaborating with other leading addiction experts, we created a report of evidence-based recommendations for states and localities on how to effectively spend the opioid litigation funds.

Insurance Barriers to Mental Health and Substance Use Care

We published four online reports, in conjunction with Legal Action Center, focusing on specific insurance practices that create barriers to substance use disorder care and include surveys of state laws and regulations, analysis and policy recommendations:

- [Legislation Limiting the Use of Prior Authorization for Substance Use Disorder Services and Medications](#)
- [Medical Necessity Criteria for Substance Use Disorders](#)
- [Network Adequacy Standards for Substance Use Disorder and Mental Health Services: Federal and State Regulation and Enforcement of the Parity Act](#)
- [Mental Health and Substance Use Disorder Parity Compliance Standards](#)

Johns Hopkins Bloomberg School of Public Health is leading a coalition of organizations to encourage state legislators to spend opioid litigation money on effective solutions for addiction, such as those outlined in this report.

Research and Advancing Effective Care

Our experienced team of scientists and practitioners works to develop, test and disseminate evidence-based protocols and technology-based interventions. We aim to improve the reach, accessibility and quality of substance use prevention, treatment and recovery services.

Collaborations with public and private partners

Through collaborations with public and private partners, we have made tremendous strides to advance effective care:

Treating teens

With support from the National Institute of Mental Health, we created an online provider training centered around core techniques of family therapy or cognitive behavioral therapy that uses video-based modeling, along with weekly course modules. As part of this effort, we will test the efficacy of this brief, ongoing and accessible training style. We aim to determine whether or not it leads to increased use of evidence-based techniques in the clinical workforce treating adolescent substance use and other externalizing problems.

Serving families

Thanks to funding from the Substance Abuse and Mental Health Services Administration (SAMHSA), we recently joined the National Federation of Families and other partners to create the first national family support technical assistance center. This center aims to serve



ADVANCING CARE & PREVENTION

Our researchers and health care experts remain at the forefront of advancing how we treat and prevent addiction.

Policy leadership

Funded by The Joseph A. Califano, Jr. Institute for Applied Policy, we're urging all levels of government to move toward more evidence-based solutions by turning research data and insights into more effective policies and practices.

[▶ Our policy work](#)



LET'S WORK TOGETHER

Collaborating with partners of all types — spanning health care, research and academia, communities and schools, and state and federal governments — we are the most trusted source in improving addiction care and prevention.

[Implement turnkey solutions](#)

families whose children experience mental health and substance use challenges by providing resources, technical assistance, and training to the workforce, organizations and communities that support them.

Promoting integration of primary and behavioral health care

With support from SAMHSA, this program serves individuals with opioid use disorders who are also at risk for, or already have, chronic health or behavioral health issues. This program is being implemented consecutively at three opioid treatment programs. It includes developing and delivering staff training on integrated care implementation, as well as sustainability planning.

Person-centered care

In partnership with the New York State Office of Addiction Services and Supports (OASAS), Managed Care Technical Assistance Center (MCTAC) provides technical assistance to adult substance use disorder providers within the OASAS system of care. Technical assistance is centered on principles of person-centered care and delivered via online platforms and video-based formats. MCTAC collaborates with technical assistance and training partners to create and deliver innovative substance use content to providers throughout the state.



Publications with purpose

Our work is advancing science and policy to transform how our country addresses addiction. One way we do this is by publishing resources for parents, caregivers, health care professionals and community leaders, as well as submitting Partnership-led research for publication in life science journals and other outlets.

2020 publications include:

- New resources on vaping, alcohol, marijuana and prescription medications
- Prevention guides and toolkits for schools and youth-serving organizations, parents of LGBTQ+ youth, as well as military families
- Nine articles in life science journals and other publications

“

Thank you.

**Your resources and encouragement
are invaluable. I know I have a place
to come for help.**

A parent in need



Financial Statement

Partnership to End Addiction Balance Sheet as of December 31, 2020 and 2019

ASSETS	2020	2019
Cash and cash equivalents	\$1,988,856	\$1,718,723
Grants & contributions receivable, net	1,990,409	2,222,923
Prepaid expenses and other assets	1,276,566	1,809,532
Investments	52,812,716	36,992,623
Other Assets	1,619,643	1,712,833
Property and equipment, net	783,447	7,580,618
TOTAL ASSETS	\$60,471,637	\$52,037,252
LIABILITIES		
Account payable and accrued expenses	2,523,555	1,950,689
Paycheck Protection Loan Payable	1,100,000	
Deferred Rent	1,791,689	
Deferred revenue	94,462	707,348
TOTAL LIABILITIES	\$5,509,706	2,658,037
TOTAL NET ASSETS	\$54,961,931	\$49,379,215

DETAIL OF NET ASSETS	WITHOUT DONOR RESTRICTIONS	WITH DONOR RESTRICTIONS	2020	2019
Operating Funds:				
Available for operations	\$10,606,637		\$10,606,637	\$8,448,196
Program Services		\$2,493,098	2,493,098	2,523,404
The Joseph A. Califano Institute for Applied Policy	12,843,704	3,188,740	16,032,444	15,735,740
Program Concentration Fund	25,829,752		25,829,752	22,671,875
TOTAL NET ASSETS	\$49,280,093	\$5,681,838	\$54,961,931	\$49,379,215

Thanks to Our Corporate, Foundation and Government Funders

Innovators \$250,000 - \$499,999



Champions \$100,000 - \$249,999

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 Staten Island Partnership for Community Wellness
 Triple Threat Productions, Inc.
 Truth Initiative ♥
 The Weather Channel ♥

Government Funders

Combating Opioid Overdose Through Community-level Intervention Initiative
 New York State Dept. of Health
 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)
 - National Institute of Neurological Disorders and Stroke (NINDS)
- Substance Abuse and Mental Health Services Administration (SAMHSA)

 U.S. Department of Justice (DOJ)

- Drug Enforcement Administration (DEA)

 U.S. Office of National Drug Control Policy (ONDCP)

Thank You to Our Individual Champions

Circle of Hope \$10,000+

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Thank you.

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