



Coaching Impact Value Summary Benefit-Cost Analysis

This prospectus outlines the social value created by Face It TOGETHER through its coaching of Persons with Addiction (PWA) and Loved Ones (LO) of a person with addiction. The goal of this document is to communicate the benefit-cost ratio of this coaching that goes above and beyond traditional financial returns.



SOCIAL PROBLEM

Addiction is at the root of our most destructive and costly social, health and public safety problems. It's also a tremendous economic drain due to lost productivity and higher turnover, absenteeism and hidden healthcare costs. Everything we think and do about addiction has to change.

THE IMPACT OF THIS ORGANIZATION

At Face It TOGETHER, we believe people impacted by addiction, including their loved ones, deserve the same dignity and respect as anyone else affected by a serious illness. That's why we work hard to make sure our clients feel welcome and at ease as soon as they connect with us. We do purposeful, mission-driven work as a business in the social sector. We see ourselves as change agents, using innovations in customer experience, technology and data science to deliver personalized health coaching that transforms the lives of people impacted by addiction.

ADDICTION MANAGEMENT COACHING

We provide one-on-one Addiction Management Coaching (AMC), based on best practice models for peer-based support and proven, field tested tools and techniques. AMC helps our clients manage the complex issues around addiction, with a focus on achieving wellness in all respects. We provide this coaching to those suffering with addiction as well as their loved ones. Coaches have lived experience with addiction and are matched with clients based on best fit.

FIT STORY

Our story began in 2009 in Sioux Falls, SD when the community, frustrated by the old way of doing things, came together to find new, shared solutions to drug and alcohol addiction. In 2018, we moved our headquarters to Denver and have coaching centers in CO, SD, ND, and MN, and clients in more than 16 states.

UN SUSTAINABLE DEVELOPMENT GOALS (SDGs)

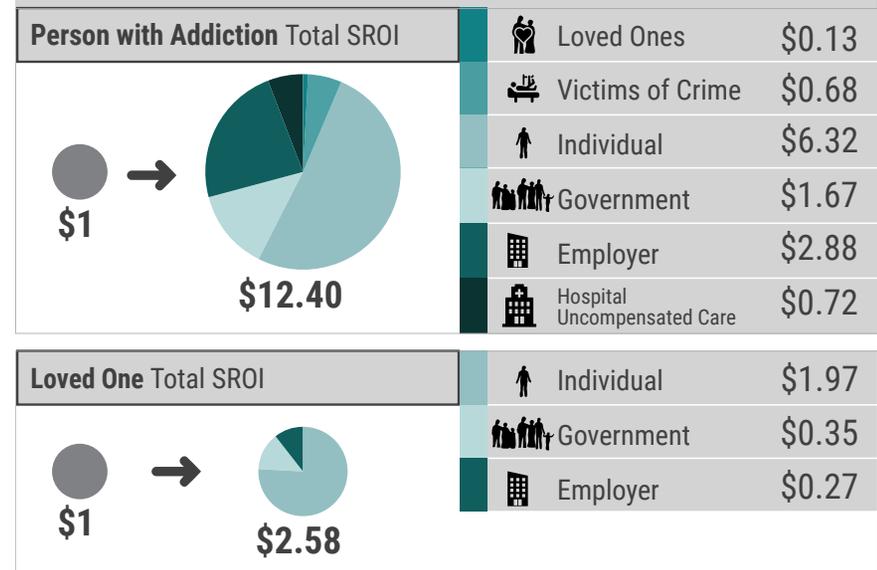
The following SDGs are addressed with these programs:



RECOVERY CAPITAL INDEX (RCI)

Face It TOGETHER's instrument to measure an individual's addiction wellness, the RCI, uses three domains and 22 components in areas covering personal, social and cultural capital. The RCI was externally validated with the research published in the May 2018 issue of South Dakota Medicine.

SOCIAL RETURN ON INVESTMENT OVERVIEW





Coaching Impact Value Map

This diagram shows the value FIT's coaching creates, and to whom those benefits accrue.

Social Return on Investment

Total SROI		\$1 → \$12.40	
Loved Ones	\$0.13	Government	\$1.67
Victims of Crime	\$0.68	Employer	\$2.88
Individual	\$6.32	Hospital Uncompensated Care	\$0.72

Person with Addiction

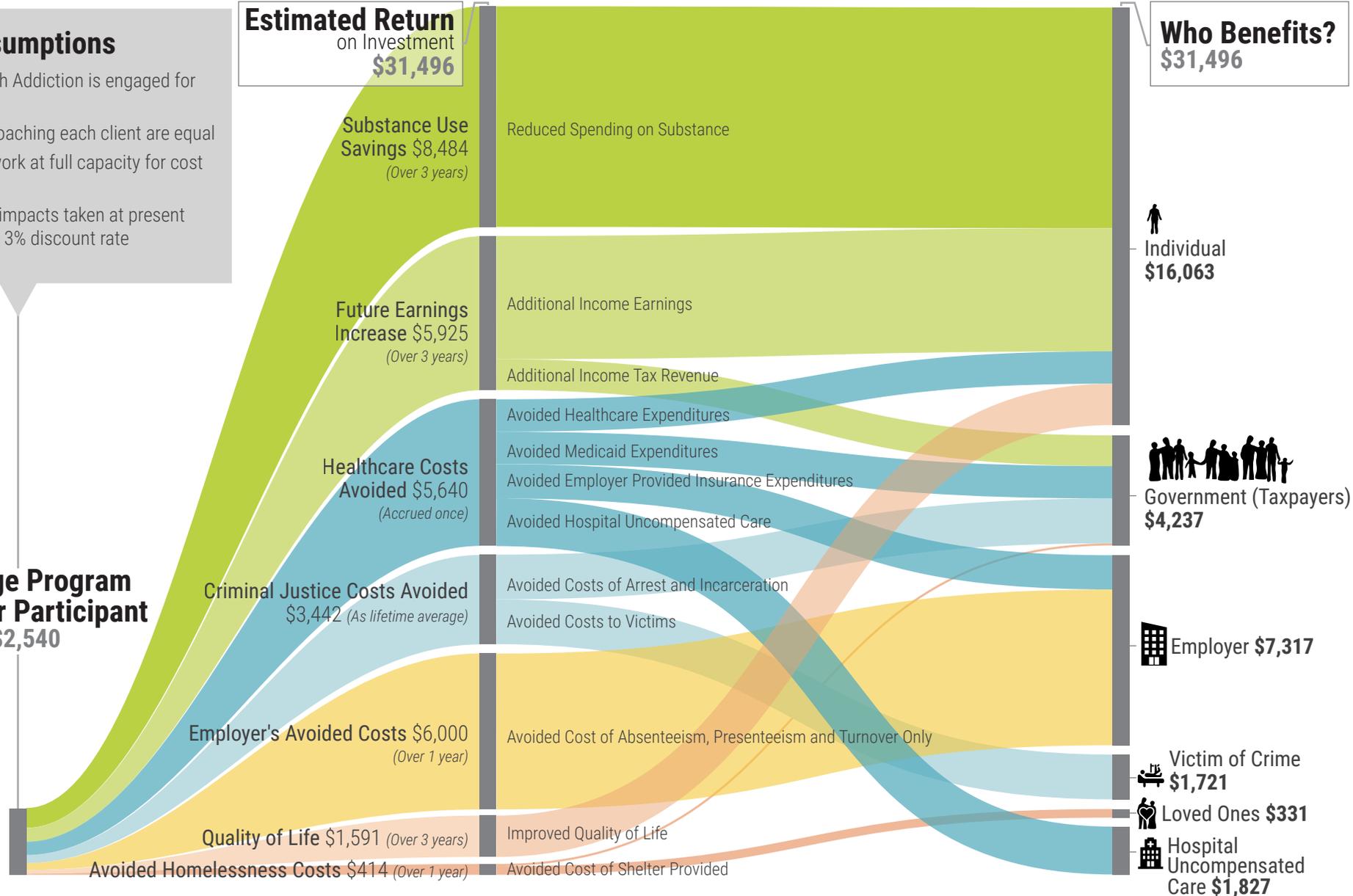
Core Assumptions

- ✓ Person with Addiction is engaged for 120 days
- ✓ Costs of coaching each client are equal
- ✓ Coaches work at full capacity for cost structure
- ✓ Multi-year impacts taken at present value with 3% discount rate

Estimated Return on Investment
\$31,496

Who Benefits?
\$31,496

Average Program Cost per Participant
\$2,540





Coaching Impact Value Map

This diagram shows the value FIT's coaching creates, and to whom those benefits accrue.

Social Return on Investment

Total SROI **\$1 → \$2.58**

Individual	\$1.97
Government	\$0.35
Employer	\$0.27

Loved One

Core Assumptions

- ✓ Loved one is engaged for 60 days
- ✓ Coaches work at full capacity for cost structure
- ✓ Multi-year impacts taken at present value with 3% discount rate

Additional Outcomes that Could not be Monetized

- ✓ Increased hope and happiness
- ✓ Increase in family cohesion and less family conflict
- ✓ Decreased isolation
- ✓ Healthy boundaries established
- ✓ Stronger community connections
- ✓ Improved sense of purpose and spirituality

Average Program Cost per Participant
\$2,540

Estimated Return on Investment
\$6,562

Who Benefits?
\$6,562

