

# Coaching Outcomes Report

## Addiction Wellness Data

2016–23

Sharing healing and addiction wellness  
through genuine connection, data and  
community-informed solutions.





**OUR MISSION:**

*sharing healing and addiction  
wellness through genuine  
connection, data and  
community-informed solutions*



**OUR VISION:**

*solving addiction to heal  
families and communities*

**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 2023, isn't a traditional annual report. We've made that decision intentionally, knowing our years of data collection tell a more complete story about the work we do. And, we believe our data philosophy sets us apart in the addiction care landscape.

We don't focus on sobriety as the only measure of wellness. Instead, our coaches help members address all areas of their 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.**



**- JIM JOHNSON**  
Board of Directors Chair,  
Chairman & CEO, GE Johnson Construction Co.

## **KEY TERMS:**

### ***Members:***

We call the individuals we coach “members.” Individuals who engage in Face It TOGETHER’s coaching become a member of something larger than themselves. They’re part of an extended ecosystem of support, connection and wellness. It’s our hope that every member feels welcomed, respected and a sense of belonging.

### ***Person with addiction (PWA):***

“Person with addiction” refers to members who are struggling with alcohol or 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 reducing their use.

### ***Loved one (LO):***

A “loved one” is anyone who is impacted by or concerned for someone in their life with addiction. LOs include spouses, parents, close friends, coworkers and more.

### ***Person at risk (PAR):***

When we work with loved ones, we collect information on the person in their life who is struggling with alcohol or other drugs, their “person at risk.”

## Commitment to inclusion

We serve individuals of all backgrounds and we're actively working to reach communities in need of our low-barrier, dignity-affirming support. Though we're still learning and far from perfect, we're committed to furthering equity in our work. We've always prioritized a learning, transparent culture. We know we still have work to do.

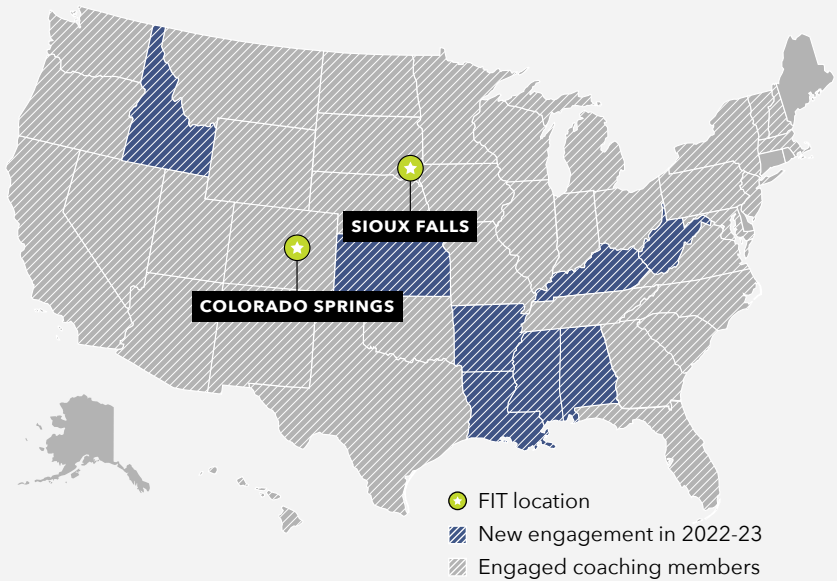
Those with addiction - particularly those in marginalized communities - have experienced significant shame, stigma and guilt. Our model, processes and member interactions are designed with that in mind. We want to serve as a safe, welcoming space free from judgment and stigma.

Through dedicated outreach and listening, we hope to reach those in need and remove barriers facing marginalized communities. As we grow, we also hope to fill gaps in peer experience with more diverse hires. Helping our members overcome challenges, meet goals and thrive after addiction is the most important work we do. The power of the shared peer experience is at the core of that commitment.

***95% agree their coach's personal experience was helpful***



# Our reach



## SOLVING OUR NATION'S GREATEST CHALLENGE

Alcohol and other drug addiction is at the root of a wide range of challenging social problems and is inextricably linked to our quality of life, the strength of our economy and the safety of our communities.

Face It TOGETHER was founded in 2009 as one solution to these challenges in the Sioux Falls community. Since then, we've reached all 50 states, Washington D.C., Puerto Rico, five Canadian provinces and five other countries.

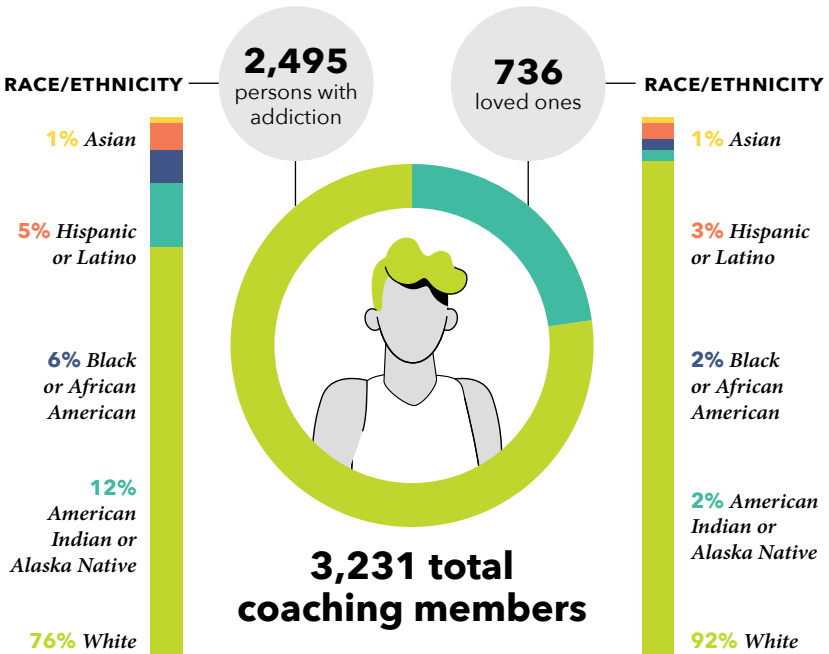
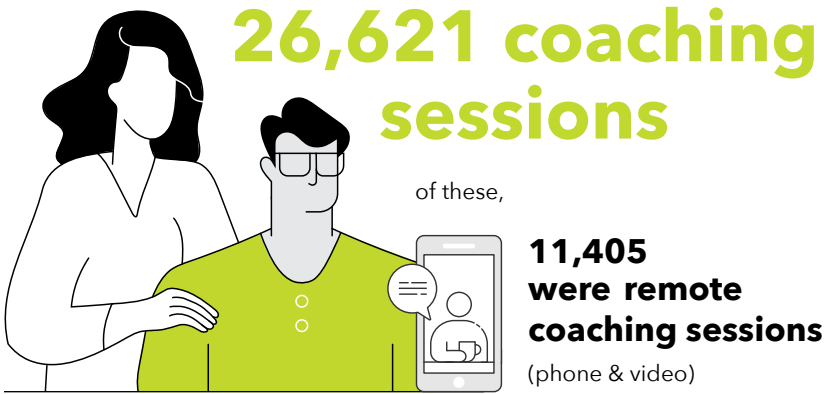
In addition to our two centers in Sioux Falls and Colorado Springs, we've identified wonderful partners in the surrounding communities that allow us to provide in-person support. So far, we've employed this hub-and-spoke model in Sisseton, SD, Cripple Creek, CO and Denver, CO.

*"I can honestly say that if it wasn't for Face It TOGETHER and my coach, Terri, I wouldn't be where I am right at this moment. I love my coach very much. She has been there through all the ups and downs."*

– TAMMY

# Member demographics & outputs

2016–23



**GENDER**

persons with addiction

1% NON-BINARY  
1% TRANSGENDER



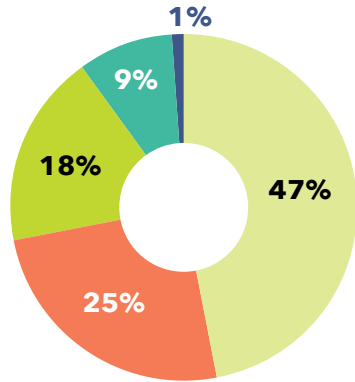
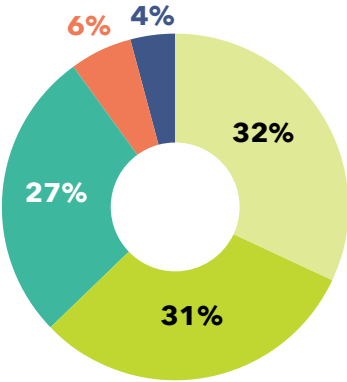
loved ones



**AGE**

persons with addiction

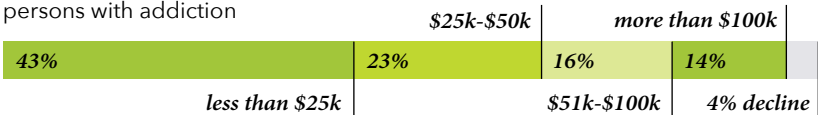
loved ones



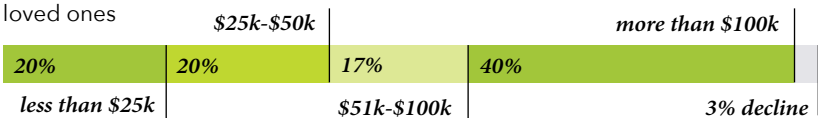
18-24    25-34    35-44    45-64    64+

**INCOME**

persons with addiction

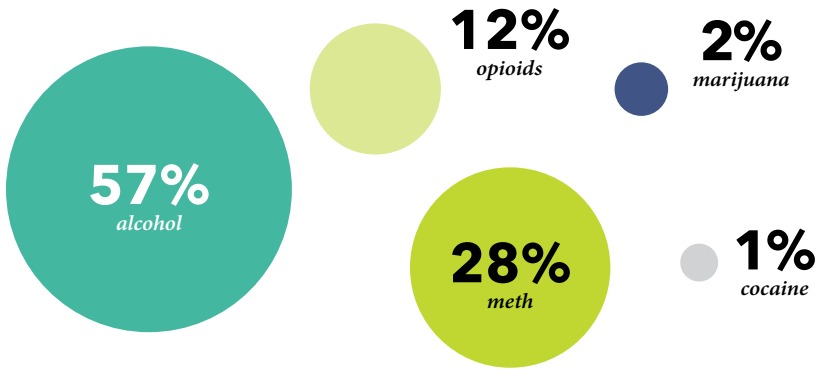


loved ones

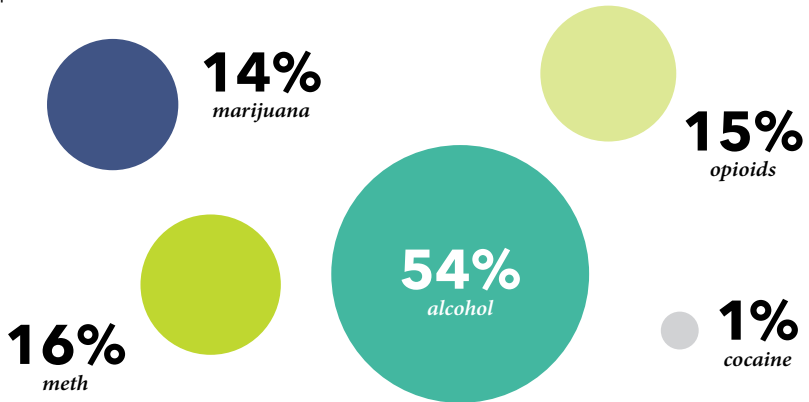


**PRIMARY SUBSTANCE**

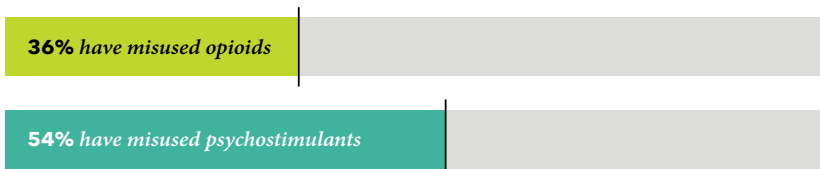
persons with addiction



persons at risk

**SECONDARY SUBSTANCE**

persons with addiction





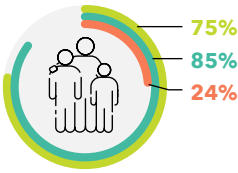
## HISTORY

A core tenant of our approach is the recognition that peer coaching is just one possible piece of someone's wellness puzzle. We collaborate with other care providers and employers so members can get the help they need.

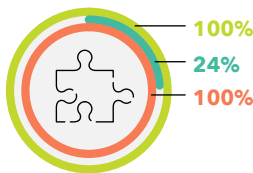
**persons with addiction**

**loved ones**

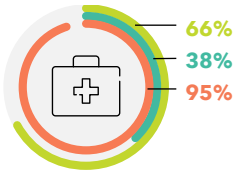
**persons at risk**



Have family members with or suspected as having an addiction



Have a history of problematic use of alcohol or other drugs



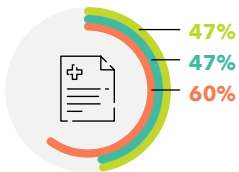
Are currently using or struggling with cravings to use



Have previously experienced an overdose



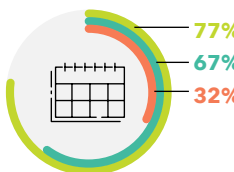
Have previously participated in formal treatment



Have been diagnosed with a substance use disorder



Began alcohol or other drug use before age 18



Have participated in counseling or therapy



Participate in support groups

# Member outcomes

We help guide members through challenges in all areas of their lives. Sobriety isn't required and we don't follow a one-size-fits-all program. We help connect members to other resources they may need, such as inpatient treatment to housing support.

## *Persons with addiction*

### AT 30 DAYS OF COACHING:

**81%**

are more engaged in healthy activities

**79%**

are less stressed about their health

### AT 60 DAYS OF COACHING:



**76%**

are less stressed about their financial obligations



**80%**

are more satisfied with their social networks

### AT 90 DAYS OF COACHING:



**80%**

are more satisfied with their mental and emotional wellbeing



**76%**

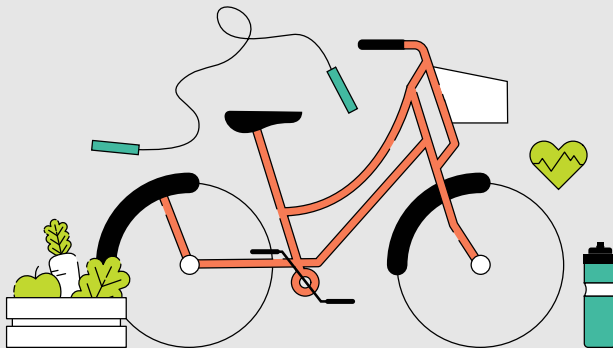
feel closer to their spirituality

*Persons with addiction*

**AT 120 DAYS OF COACHING:**

**73%**  
are more satisfied with  
their employment

**78%**  
have improved access  
to healthcare



**AT 150 DAYS OF COACHING:**



**81%** report improved nutrition



**79%** feel they have meaningful participation in their communities

**AT 180 DAYS OF COACHING:**



**88%** feel a greater sense of purpose



**88%** are more in touch with their values

## GETTING LOVED ONES WELL, TOO

Our coaching for loved ones rejects tough love and instead focuses on positive, supportive approaches. They work better and they usually feel better, too. We help loved ones overcome complex challenges with personalized, evidence-based support. We walk alongside them as they set boundaries, model change and improve communication. We empower them to support those they care about – and to get well themselves.

### *Loved ones*

#### AT 30 DAYS OF COACHING:



**92%** are more hopeful



**80%** are less likely to lie to protect their PAR

#### AT 60 DAYS OF COACHING:

**83%**

believe their PAR is responding positively to their efforts to help

**93%**

understand the role that relapse plays in their PAR's journey

#### AT 90 DAYS OF COACHING:



**82%** are satisfied with their own emotions



**88%** are prioritizing their own self-care

**“ I am eternally grateful to Face It TOGETHER! I have a loved one who struggles with mental illness and addiction. I was in a very dark place. I was desperately searching and came across Face It TOGETHER. They are like no other organization I’ve ever had the privilege of reaching out to. Janelle has always offered a judgment-free, safe zone for me to openly confide in her. Knowing that she has her own lived experience tells me that she truly understands. I suggest to anyone that may be struggling and truly needing support to not hesitate to reach out to Face It TOGETHER. The name of their organization speaks for itself. Reach out. ”**

**– PATSY**

### Loved ones

#### AT 120 DAYS OF COACHING:

**90%**

report improved support from family and friends

**83%**

are less likely to struggle with compassion fatigue

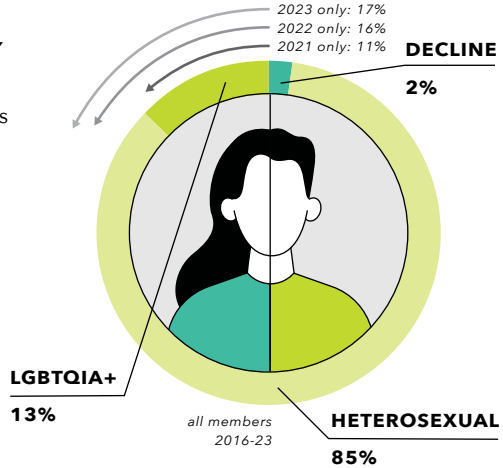


# Population highlights

## LGBTQIA+ COMMUNITY

We're here to serve the LGBTQIA+ community, regardless of sexual orientation and/or gender identity.

In 2022, we received dedicated funding to conduct outreach in the LGBTQIA+ community. By collecting firsthand experiences and feedback, we've worked to remove barriers and live up to our values. We hope to continue this equity work and replicate it with other in-need populations.



### AT 120 DAYS OF COACHING, THE FOLLOWING PERCENT OF LGBTQIA+ MEMBERS REPORTED IMPROVEMENT IN THESE AREAS:



Healthy environment: 95%



Beliefs: 100%



Sense of purpose: 100%



Healthy lifestyle: 95%



Significant other: 93%



Sense of community: 93%

### AVERAGE MEMBER HIGHLIGHTS

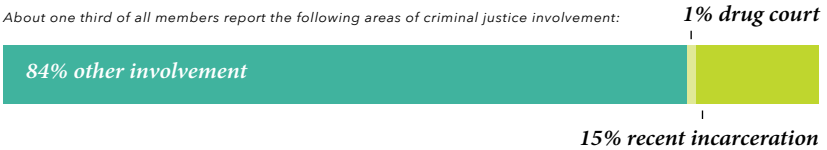
- ✔ Stayed engaged for more than 100 days
- ✔ Completed 8 to 10 coaching sessions
- ✔ Demonstrated an 8% to 10% growth in wellbeing score

## CRIMINAL JUSTICE COMMUNITY

We're here to serve those who were formerly incarcerated, gang involved or otherwise justice impacted. Many of our coaches and members have extensive experience with the marginalization that comes with the criminal justice system. Their stories - and many others - demonstrate that someone's past doesn't define who they are today.

### CRIMINAL JUSTICE INVOLVEMENT

About one third of all members report the following areas of criminal justice involvement:



### AVERAGE MEMBER HIGHLIGHTS

- Average of 12 sessions
- 114 days of engagement
- 14% change in overall wellbeing
- 39% were employed full-time
- 22% were referred by someone in the criminal justice system
- 57% either owned or rented where they lived

#### AT 120 DAYS OF COACHING:



**88%**

see general health improvements



**86%**

feel safer in their environments



**84%**

are living healthier lifestyles



**77%**

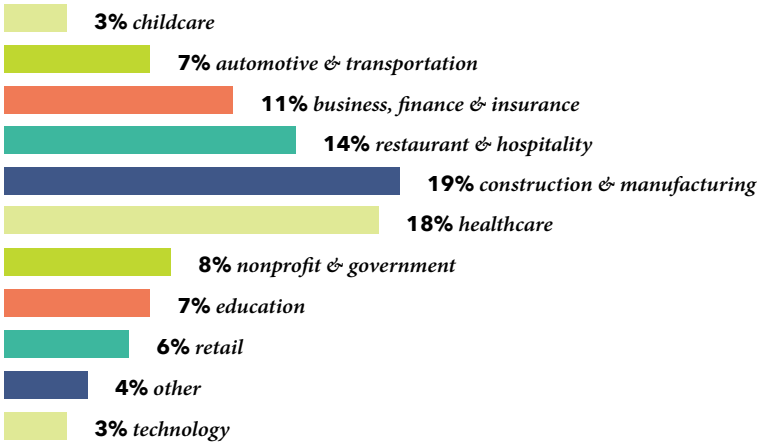
are more satisfied with their social networks

## EMPLOYMENT

About 70% of those with addiction are employed. But only one in 10 will get help - often due to shame and fear. FIT @ Work, our employer partnership program, provides peer coaching as a mental health benefit to employees and their families. The next two pages provide a snapshot of the employment of our members, including individuals who come to us through FIT @ Work.

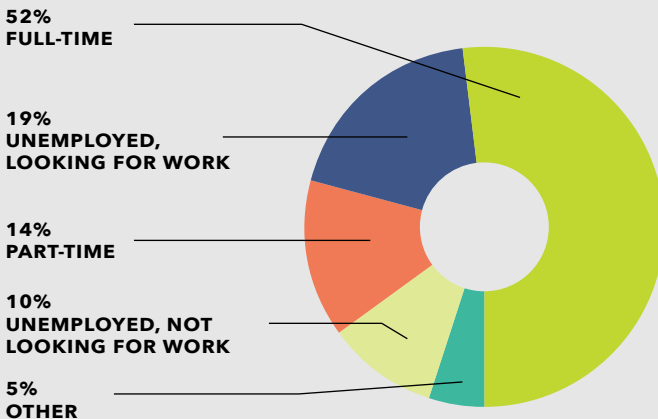
### INDUSTRY BREAKDOWN

all members



### EMPLOYMENT STATUS

all members





## Employment outcomes

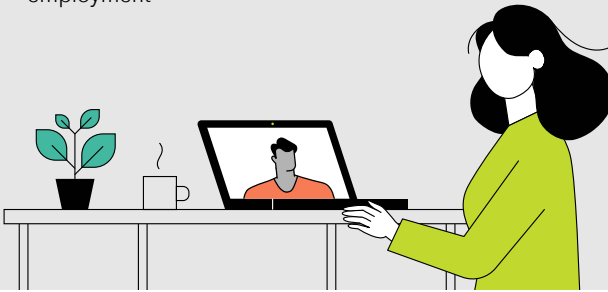
### AT 30 DAYS OF COACHING:

**61%**

of LO members say their emotions are less likely to negatively impact their employment

**48%**

of PWA members are less stressed about their debts or financial obligations



### AT 60 DAYS OF COACHING:

**67%** of LO members are less likely to report their employment has been negatively impacted by their PAR's addiction

**58%** of PWA members are more satisfied with their current employment

### AT 90 DAYS OF COACHING:

**61%** of all members agree their employment was positively impacted because of their time with a peer coach

**74%** of PWA members report their employment is less likely to be negatively impacted by addiction-related issues

# Member satisfaction



## HEARING FROM THOSE WE SERVE

Listening to individuals impacted by addiction is built into our organizational fiber. From our very start, the power of the peer has been central to who we are and what we do. Over time, we've refined our model to better meet the needs of our members and provide pathways for their feedback. In addition to our Member Advisory Committee, which meets quarterly, we collect frequent satisfaction surveys and conduct regular interviews with our members. It's our honor to hear their stories, remove barriers and walk alongside them on their journeys to wellness.

**89%**

agree their sense of hope increased because of coaching

**95%**

are satisfied with the services they received from Face It TOGETHER

**98%**

would recommend Face It TOGETHER to others

**96%**

agree their coach treated them with dignity & respect

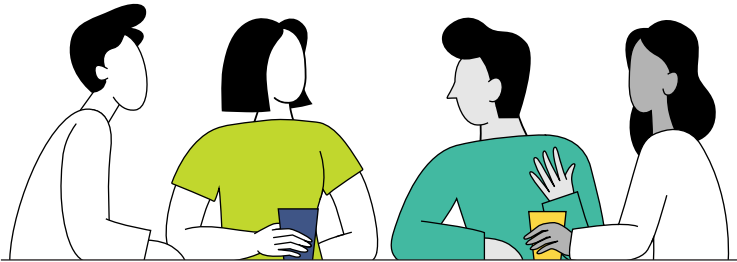
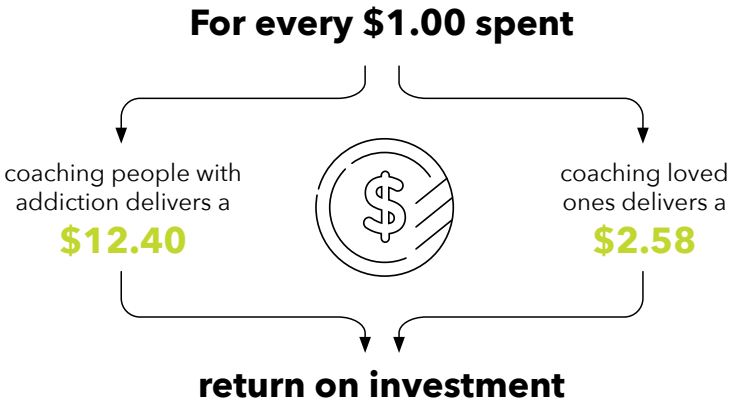
**90%**

agree their lives were transformed for the better

*"I cannot give enough praise to Face It TOGETHER. Shannon has helped tremendously, between being a shoulder to lean on when the temptations, triggers and cravings get tough and the endless amount of resources given to help cope. I would recommend this place to anyone who's struggling with any addiction. They really do care and make sure you're seen and valued."*

– JESSICA

# 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**

[care@wefaceittogether.org](mailto:care@wefaceittogether.org)

(855) 539-9375

