

# 2017 Annual Report

# Embracing the Future

## From the CEO

Someday we'll look back and remember 2017 as a tipping point for Face It TOGETHER. We embraced some change-making opportunities that will propel our mission forward in ways we couldn't have imagined just a few years ago.

The most significant development is our expansion to Denver. In 2015, the Denver-based Daniels Fund approached us about bringing our model there. We've spent the time since then laying the groundwork, and we're energized by the support of the community as we prepare to open our doors in Denver this summer.

It was also a breakthrough year for our data. With a few years of evaluation under our belt, our data are starting to tell the story of what we're doing right and how we can be better. We're proud of our transparency and the outcomes that demonstrate we're helping addiction sufferers and their loved ones get well.

We launched new innovation projects that will fully come to life in 2018. Chief among them is a complete transformation of the client experience in our centers. We've enlisted leading experts in patient experience design to ensure that every nuance of our work — from our coaching spaces to phone calls — lives up to our promise of dignity, respect and excellence.

We're also in the midst of a major infrastructure and technology upgrade that will power our work going forward. These changes will give us the ability to enroll and support clients seamlessly from anywhere in the country.

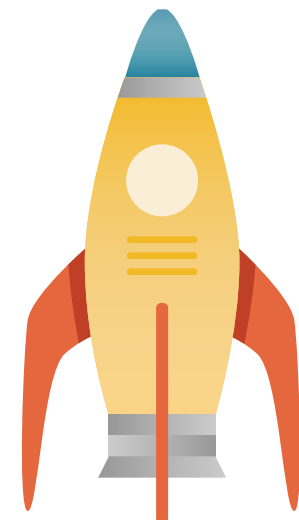
We wouldn't be where we are today without the support of some dedicated investors who have believed in our work and our potential to positively disrupt our nation's system of addiction care and support. Our gratitude to them is immeasurable.

Every day, we imagine a future where fear and shame around this disease feel like relics from the past. Thanks to your support, we're well on our way there.

**Kevin Kirby**

CO-FOUNDER

CHIEF EXECUTIVE OFFICER



## From the Board Chairman

Directors of Face It TOGETHER — who approved a major expansion to Denver that builds on the organization’s extensive experience, valuable research and encouraging outcomes in South Dakota, North Dakota and Minnesota — have a renewed confidence in our vision:

*“A nation that has solved the disease of drug and alcohol addiction.”*

Stepping up to a major metropolitan market is a gutsy, thoroughly-vetted decision for a dedicated group of Midwestern social entrepreneurs, most of whom know the disease firsthand and are smart, passionate and strategic in tackling the country’s No. 1 public health crisis.

Face It TOGETHER deserves the larger, more conspicuous stage that metropolitan Denver offers, to demonstrate the worth of our philosophy and guiding principles for the transformation of lives and saving of lives.

### WHAT IS DISTINCTIVE ABOUT FACE IT TOGETHER?

- We operate as a nonprofit and measure success by helping sufferers get well and stay well.
- We offer hope in what otherwise may seem to be dark and hopeless situations.
- We know addiction is a chronic disease, not a human failing.
- We strive to improve societal attitudes toward addiction and to eliminate stigma and shame.
- We work to reduce the tremendous social, human and economic costs of this disease.

- We believe in the effectiveness of peer addiction coaching for sufferers and loved ones, which is compatible with other resources such as 12-step programs, and inpatient and outpatient treatment.
- We model a client-centric approach to addiction care, consistently providing a welcoming, constructive and non-judgmental experience for those we serve.
- We have earned the generous support of philanthropic individuals, foundations and companies that believe in Face It TOGETHER.
- We have a leadership team and board of directors who are universally aligned with our worthy mission, committed to excellence and focused on solving the disease of drug and alcohol addiction — one person at a time, one community at a time.

We invite you to learn more about our movement and to join our cause, because we can achieve much if we Face It TOGETHER.

***John S. “Jack” Marsh***

CHAIRMAN OF THE BOARD



### MISSION

Our mission is to get drug and alcohol addiction sufferers well.



### VISION

Our vision is a nation that has solved the disease of drug and alcohol addiction.

*“My coach Twila has been my go-to person when I’m struggling or need advice. She holds me accountable, never judging me. I’ve always struggled with reaching out and communicating my needs. Being involved with Face It TOGETHER has opened that door for me and I’ll forever be grateful for that.”*

**— Summer Wahous, Bismarck**

# By the Numbers — Our Clients

774 clients engaged in coaching in 2017

 **+68% FROM 2016**



**1,455**  
coaching and check-in calls




**3,603**  
in-person visits



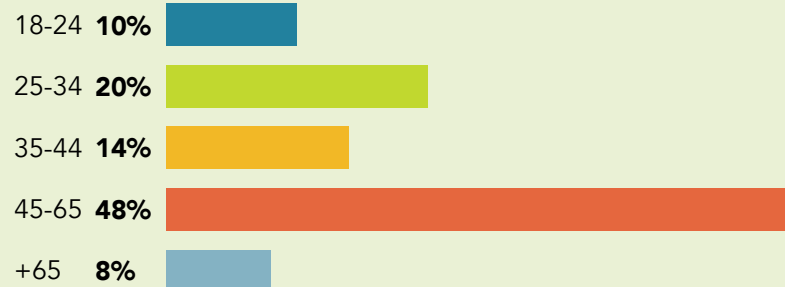
**13,569**  
text messages

## New Clients

445 persons with the disease  
 **+10% FROM 2016**

131 loved ones  
 **+138% FROM 2016**

## Age



## Gender

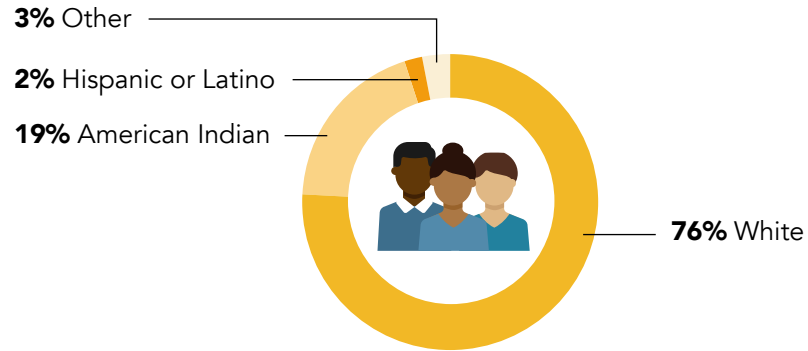


**57%**  
Female

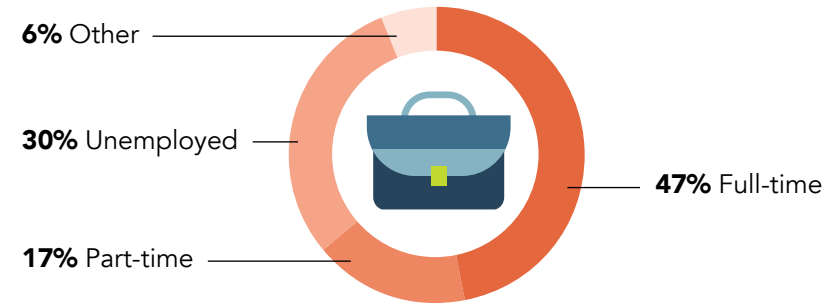


**43%**  
Male

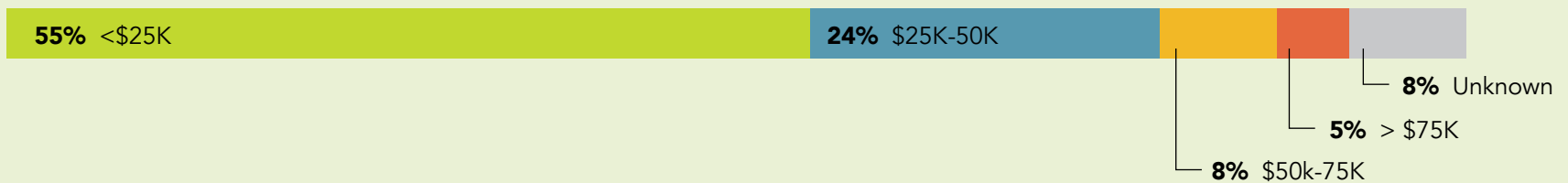
## Ethnicity



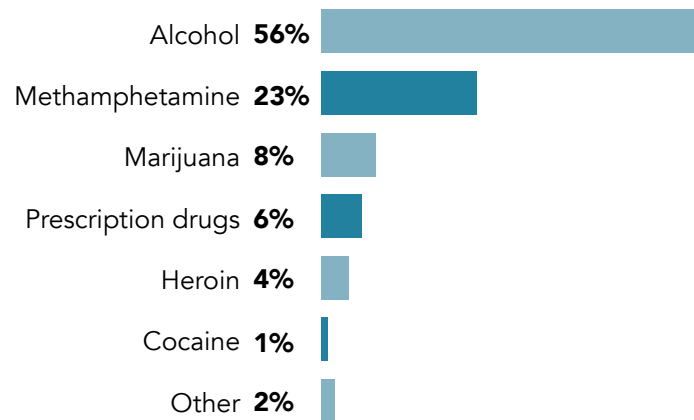
## Employment Status



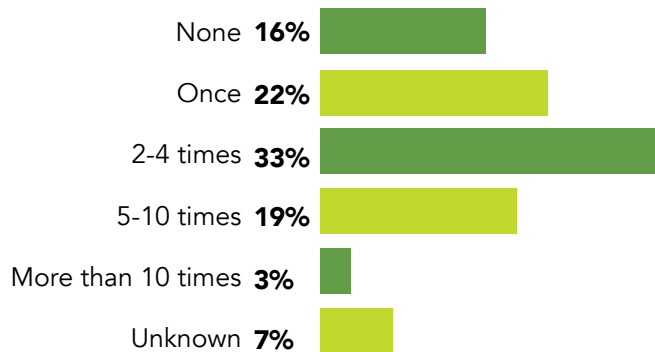
## Income Level



## Primary Addiction



## Times in Treatment Prior to Coming to Face It TOGETHER



*“I like that Face It TOGETHER Bemidji has services for all people affected by addiction. It’s very welcoming and professional. Everyone is nice and well educated. They really make you pumped for recovery and show you the way. The more time I spend with them listening and learning, the more I get the help I need.”*

— Client

*“At Face It TOGETHER I have found strength — knowing I could always talk to a person and I didn’t have to face my challenges alone.”*

— A.F.

# Coaching Outcomes



95%



of all clients are **more hopeful** after a coaching session\*



83%

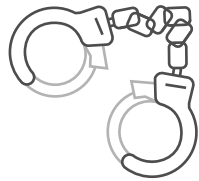


of clients **haven't used** since their last coaching session

*\*Includes persons with the disease and loved one clients.*



### After 30 days of coaching



**27%**

less likely to be involved with the criminal justice system in the past 30 days



**66%**

less likely to have repeated, disturbing memories of a stressful past experience



**72%**

of all clients remain stable or have positive change in employment status\*

*\*Includes persons with the disease and loved one clients.*

### After 60 days of coaching

**81%** less likely to have given up on activities important to them

**9%** improvement in social network



### After 90 days of coaching

- 9% improvement in meeting their basic human needs
- 28% less likely to be negatively impacted by close relationships
- 52% more likely to report minimal stress in their lives
- 53% more likely to have a high sense of connectedness to the world around them

### After 120 days of coaching

- 8% increase in their recovery capital
- 11% improvement in health and wellness
- 29% reduction in risk
- 35% more likely to talk to family about problems
- 36% more likely to report a high sense of hopefulness
- 74% more likely to be satisfied with emotions or feelings

### After 180 days of coaching



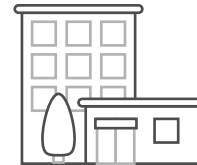
12%

improvement in spirituality and purpose in life



12%

improvement in family and home environment



46%

more likely to have deeper connection to their community



63%

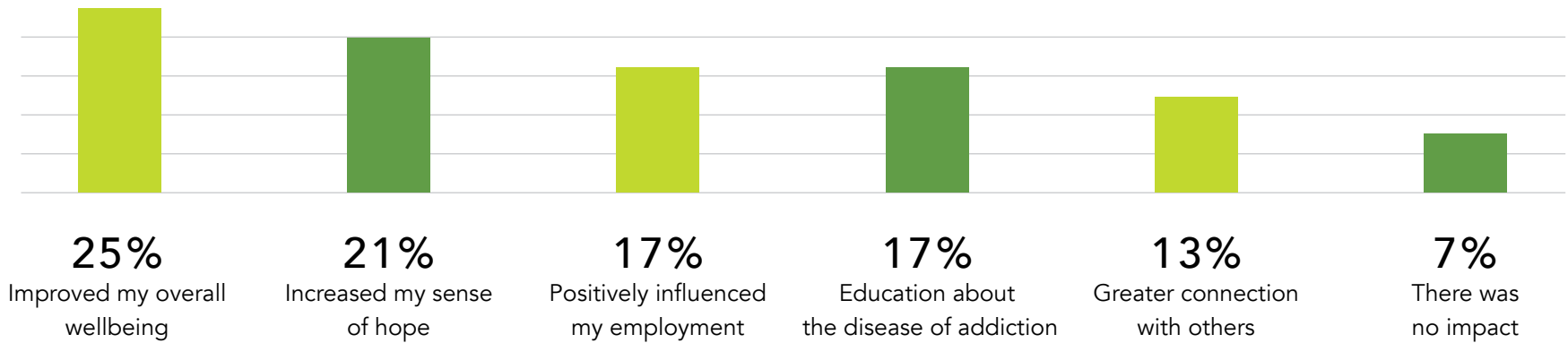
reduce addiction-related healthcare use\*

\*Includes persons with the disease and loved one clients



**Overall, what is the greatest impact that Face It TOGETHER had on your life?**

(multiple selections allowed)



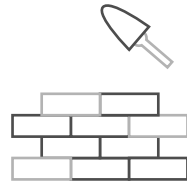
# For Loved Ones

Face It TOGETHER launched a unique coaching program in 2017 designed specifically for concerned loved ones supporting someone with addiction.

**Our highly trained loved one peer coaches help clients:**



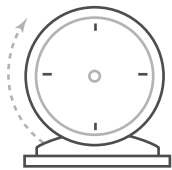
Learn about the complex disease of addiction



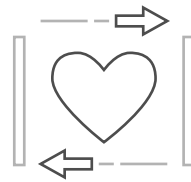
Strengthen their own wellbeing



Improve communication



Model and encourage change



Establish healthy boundaries



Enhance their quality of life

## Guiding to Wellness

Our loved one clients are 100% more likely to feel their family is operating on the same page after 30 days of coaching.

### AFTER 60 DAYS OF COACHING:

- 48% less likely to feel emotions are interfering in daily lives
- 50% more likely to get strength from a profound life or spiritual experience
- 58% more likely to have deeper connection to their community
- 62% more likely to be satisfied with emotions or feelings
- 100% less likely to feel they're enabling their unwell loved one
- 100% less likely to feel their values are compromised by their unwell loved one
- 100% less likely to have given up on activities important to them

### AFTER 90 DAYS OF COACHING:

- 50% less likely to feel stressed
- 83% less likely to say that their unwell loved one is negatively impacting their work



*“Face It TOGETHER is way different than anything else out there — more caring — I believe they have better answers and directions on how to help the people we love.”*

**— Loved one client**

*“Coaching through Face It TOGETHER has been a great support for me. I look forward to our meetings each week. Through my coach’s knowledge about addiction, I’m learning about the signs and behaviors of my son’s disease. She makes me feel comfortable enough to talk openly and I feel I can trust her completely. She gives me encouragement. After each meeting I’m more calm and optimistic about things.”*

**– Stephanie Schulz**

# Engagement & Satisfaction

## How do we know if our clients are satisfied?

If they stay engaged in coaching and give us feedback.



**65%**

of those who enroll in coaching participate in two or more coaching sessions

**32%** continue engagement after 10 coaching sessions

Clients with addiction remain **engaged on average 171 days**

Loved ones remain **engaged on average 161 days**

**86%** of clients would strongly recommend Face It TOGETHER to others

**95%** of the time, clients felt their coaching sessions were helpful

**100%** agree their coach has the knowledge and skills to help them

**100%** agree they were treated with dignity and respect

*There is so much more to addiction when you live it than there is in reading about it, learning about it. Hearing the story of someone living it, someone I could relate to... they were like me, is helpful.*

— Client

*My coach is wonderful... there are a lot of similarities. I almost feel like she could be my sister sometimes. I think this is what we all need. We're just looking for answers and the only way you're going to get them is to talk to people.*

— Client

*It feels like I'm your only client... you are sure caring a lot for one dude and I definitely appreciate it.*

— Rob H.

# Expanding Our Reach

## Denver

Two of Colorado's largest private foundations, the Daniels Fund and the Anschutz Foundation, awarded grants to Face It TOGETHER to implement our model in Denver. Our work will focus on bringing together key community stakeholders, such as employers, government leaders, healthcare and addiction care providers, to build a community-wide solution for addiction support.

Plans are underway to open a flagship coaching center in Denver the summer of 2018, with two more centers to follow by 2020.

*“We are pleased to support Face It TOGETHER’s approach and are excited about its potential to transform our community for the better.”*

**— Linda Childears, President  
and CEO of the Daniels Fund**



## North Dakota

With the support of the Bush Foundation, Face It TOGETHER engaged communities and stakeholders across the state to explore solutions to North Dakota's addiction crisis.

We held public listening sessions in eight communities. Based on the feedback, we're developing a statewide strategic plan to deploy peer-based addiction management services.

### LISTENING SESSIONS

- Bismarck
- Fargo
- Grand Forks
- Jamestown
- Devils Lake
- Williston
- Dickinson
- Minot

Our footprint in the state also continues to expand with Face It TOGETHER Fargo-Moorhead opening its doors this past September. In addition, we have a full-time Executive Director in Bismarck, and volunteer coaches there began serving clients in late 2017. Work is underway to find a permanent space in 2018 for coaching in Bismarck-Mandan.

# Innovation

## Infrastructure

We're in the midst of a technology overhaul designed to streamline coaching, communications and data collection across our locations. The changes will enable clients to easily engage with Face It TOGETHER and access confidential coaching from anywhere at any time.

## The Client Experience

We've partnered with the nation's leading experts to ensure every interaction with our clients delivers an exceptional, high-quality experience.

*“From the moment a client steps through our doors, we want them to know instantly that this experience will be markedly different for them.”*

— **David Whitesock, Chief Innovation Officer**



## Recovery Capital Index (RCI)

Our proprietary measurement tool tracks changes in all dimensions of wellness. Together with an external research partner, we're validating the RCI and are anticipating its publication in 2018 in a peer reviewed medical journal.

*Clients with addiction had a 9% increase on average in their RCI scores in 2017*

## Workplace Initiative

We kicked off a new joint initiative with the national advocacy group Shatterproof to significantly expand the reach of the Workplace Initiative. It will pair online workplace education with access to coaching support to serve employees anywhere, starting in mid-2018.

## Coach Training

Our redesigned coach training program is based on best practice models for peer support. It includes 16 hours of online training followed by classroom scenarios and at least 12 hours of shadowing. The curriculum covers everything from chronic disease management to communications skills.

*Trained 30 new coaches across three states in 17 core competencies*



# Face It TOGETHER Sioux Falls

*“We see the relief as people step through our doors and realize we’re here for them. Our goal is to instill hope and help develop the skills to find their way to a more fulfilling life.”*

*—Teresa Kaltenbach, Operations Manager*

## Team

**Terri Brown**, LEAD COACH

**Rachel Herlyn**, COACH

**Dave Jansa**, COACH AND TRAINER

**Teresa Kaltenbach**, OPERATIONS MANAGER AND COACH

**Joe Tlustos**, COACH

**Sue Unzelman**, DIRECTOR OF FIRST IMPRESSIONS

## Advisory Board

**E. Paul Amundson, MD**, MEDICAL DIRECTOR, CVS CAREMARK

**Jessica Leuking, MS, LPC-MH, LAC**, OWNER AND THERAPIST, GENESIS COUNSELING

**Jan Matthiesen**, VICE PRESIDENT OF HUMAN RESOURCES, RAVEN INDUSTRIES

**Rev. Bill Tesch**, DIRECTOR FOR EVANGELICAL MISSION, SOUTH DAKOTA SYNOD, ELCA

Face It TOGETHER Sioux Falls

5020 S. Tennis Lane, #4, Sioux Falls, SD 57108

(605) 274-2262

info@faceitsiouxfalls.org | www.faceitsiouxfalls.org

## Data Snapshot

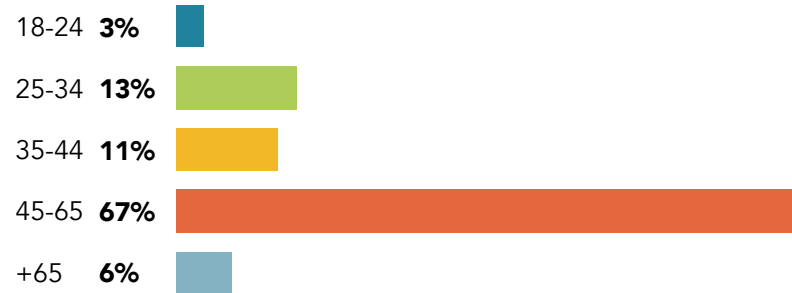
Our loved one clients are 100% more likely to feel their family is operating on the same page after 30 days of coaching.

386 persons with the disease engaged in coaching

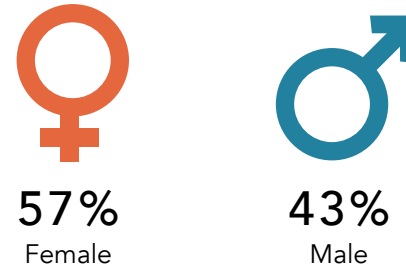
84 loved ones engaged in coaching

3306 coaching sessions (in person and over the phone)

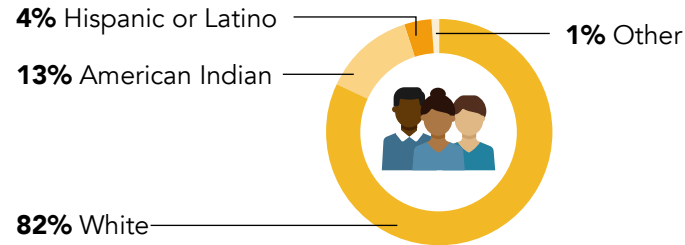
### Age



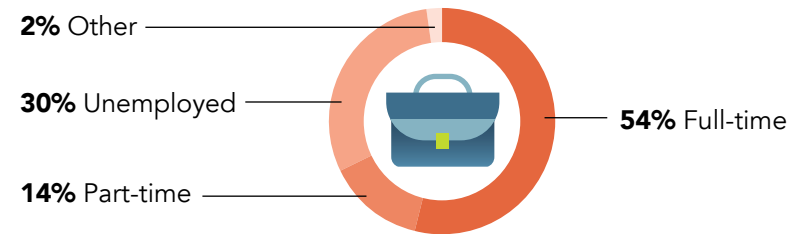
### Gender



### Ethnicity

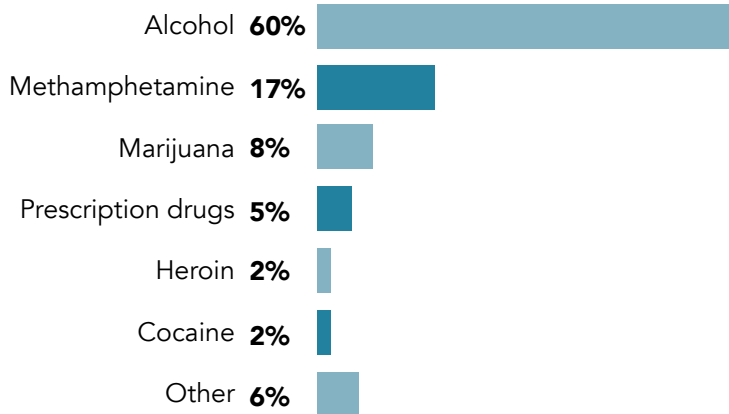


### Employment Status

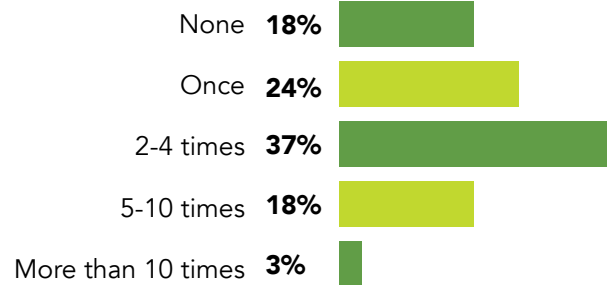




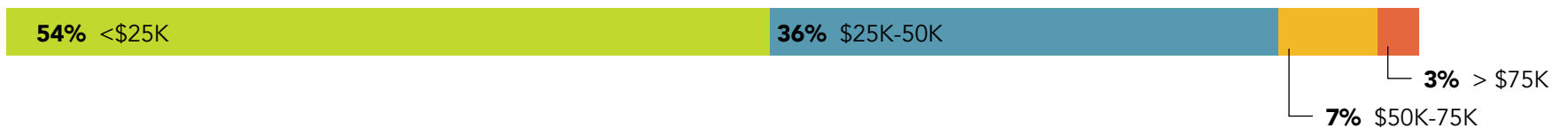
**Primary Addiction**



**Times in Treatment Prior to Coming to Face It TOGETHER**



**Income Level**



# Face It TOGETHER Bemidji

*“Thank you to everyone who has been a part of creating this much-needed resource in our community. I am beyond excited to see how we grow in the next year.”*

*—Margot Kelsey, Executive Director*

## Team

**Margot Kelsey**, EXECUTIVE DIRECTOR

**Amber Vincent**, LEAD COACH

**K.P. Selzler**, COACH

**Dean Preuss**, VOLUNTEER COACH

**Verna Olson**, VOLUNTEER COACH

**Jodale Lutgen**, VOLUNTEER COACH

**Mandi Seitz**, VOLUNTEER COACH

**Gerriann Erickson**, VOLUNTEER COORDINATOR

## Board of Directors

**Karie K. Barry**, HUMAN RESOURCES DIRECTOR AND LANDLORD, EVERGREEN YOUTH AND FAMILY SERVICES

**Julie Beevor**, NURSING FACULTY, NORTHWEST TECHNICAL COLLEGE, AND UTILIZATION REVIEW SPECIALIST, SANFORD HEALTH (SECRETARY)

**Joe Czapiewski**, PRINCIPAL CONSULTANT, JFC STRATEGIC SERVICES

**Tim Flathers**, DIRECTOR, HEADWATERS DEVELOPMENT COMMISSION

**Andy Haskell**, PRESIDENT, BANK FORWARD (VICE CHAIR)

**Howard Hoody**, RETIRED PHYSICIAN AND COMMUNITY LEADER

**Warren Larson**, DIRECTOR OF PUBLIC AFFAIRS, SANFORD HEALTH BEMIDJI (CHAIR)

**Kay Mack**, ADMINISTRATOR, BELTRAMI COUNTY (TREASURER)

**Jen Martineau**, MENTAL HEALTH PRACTITIONER, ABINOOJIYAG NOOJIMOO WIGAMIG; CHILDREN'S HEALING CENTER, RED LAKE

**Jay Passa**, HEALTH EDUCATION COORDINATOR, STUDENT CENTER FOR HEALTH AND COUNSELING, BEMIDJI STATE UNIVERSITY

**Karen White**, VICE PRESIDENT FOR PROGRAMS, NORTHWEST MINNESOTA FOUNDATION

Face It TOGETHER Bemidji

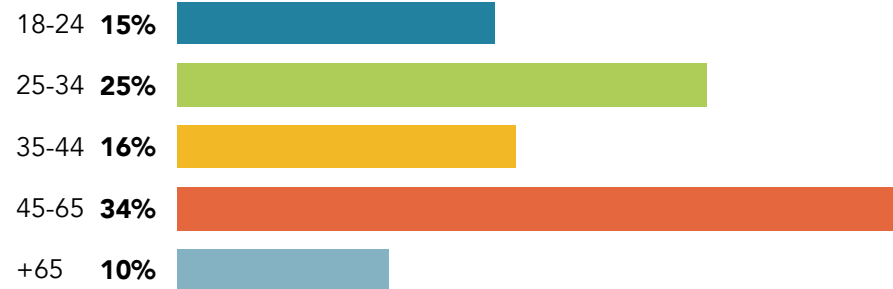
408 Beltrami Avenue, Suite 100, Bemidji, MN 56601  
(218) 444-9494

faceit@faceitbemidji.org | www.faceitbemidji.org

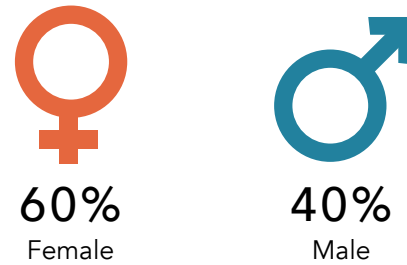
### Data Snapshot

- 200 persons with the disease engaged in coaching
- 30 loved ones engaged in coaching
- 1436 coaching sessions (in person and over the phone)

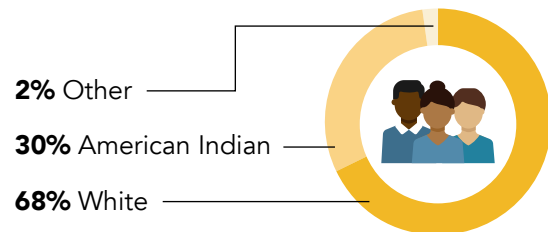
### Age



### Gender



### Ethnicity

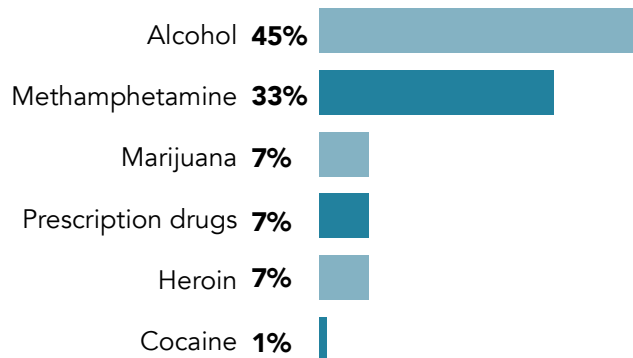


### Employment Status

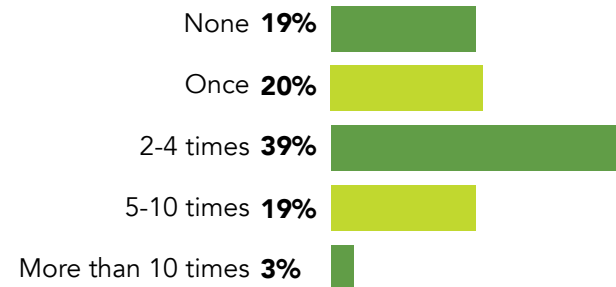




### Primary Addiction



### Times in Treatment Prior to Coming to Face It TOGETHER



### Income Level



# Face It TOGETHER Fargo-Moorhead

*“To see the smiles on the faces and hear how we have made an impact on people’s lives in such a short time is very heartwarming and rewarding.”*

*—Kristi Ulrich, Executive Director*

## Team

**Kristi Ulrich**, EXECUTIVE DIRECTOR

**Jake Metcalf**, LEAD COACH

**Gale Stahl**, DIRECTOR OF FIRST IMPRESSIONS  
AND COACH

**Brad Mouldrem**, VOLUNTEER COACH

**Kyle Christianson**, VOLUNTEER COACH

**Tomas Hale**, VOLUNTEER COACH

**Gary Tjosaas**, VOLUNTEER COACH

## Board of Directors

**Lisa Borgen**, VICE PRESIDENT ADMINISTRATION, AMERICAN CRYSTAL  
SUGAR COMPANY (CHAIR)

**Julie Peterson Klein**, CHIEF CULTURE OFFICER, BELL BANK

**Doug Okland**, VICE PRESIDENT, SANFORD CLINIC FINANCE, SANFORD HEALTH

**George Sinner**, SR VICE PRESIDENT-BUSINESS/AG BANKING, CORNERSTONE BANKS

**Shannon Roers-Jones**, ATTORNEY, ROERS



Face It TOGETHER Fargo-Moorhead

1650 45th Street S, Suite 122, Fargo ND 58103

(701) 566-5631

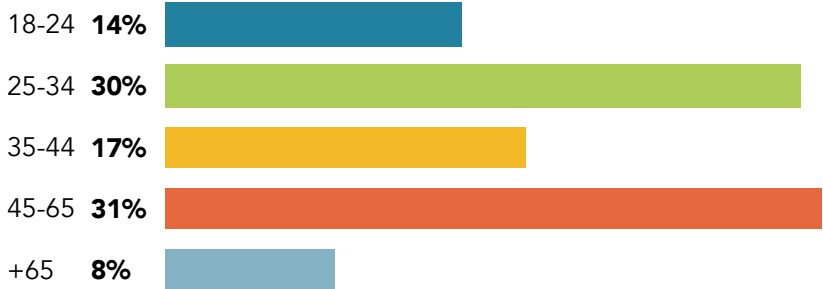
[faceit@faceitfargomoorhead.org](mailto:faceit@faceitfargomoorhead.org)

[www.faceitfargomoorhead.org](http://www.faceitfargomoorhead.org)

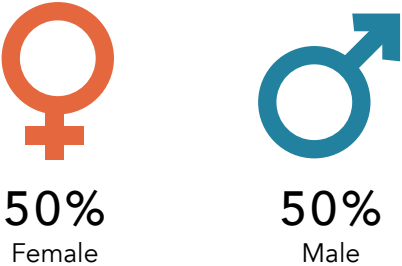
### Data Snapshot

- 60 persons with the disease engaged in coaching
- 12 loved ones engaged in coaching
- 315 coaching sessions (in person and over the phone)

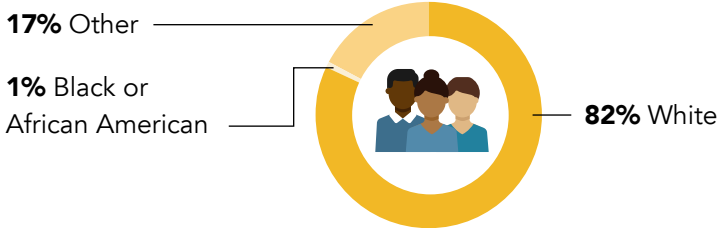
### Age



### Gender



### Ethnicity



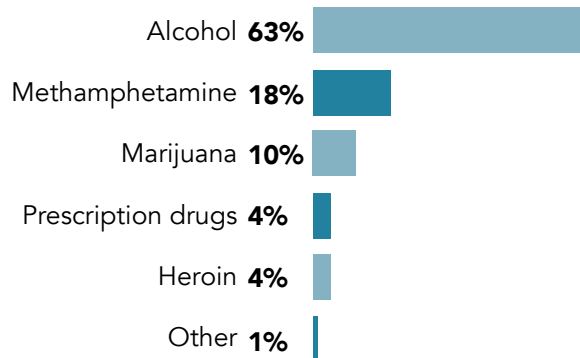
### Employment Status



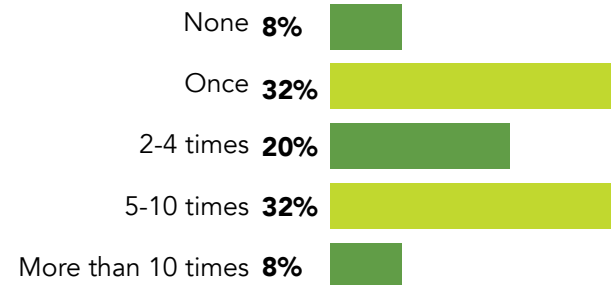




### Primary Addiction



### Times in Treatment Prior to Coming to Face It TOGETHER



### Income Level



# Face It TOGETHER Bismarck-Mandan

*“It’s been so gratifying to connect with community members to eliminate shame and stigma around addiction. We’re excited by all the possibility before us to help more families in our community.”*

*—Jennifer Horning, Executive Director*

## Team

**Jennifer Horning**, EXECUTIVE DIRECTOR

**Cathy Anhalt**, VOLUNTEER COACH

**Twila Johnson**, VOLUNTEER COACH

**Marnie Walth**, VOLUNTEER

## Board of Directors

**Scott Davis**, EXECUTIVE DIRECTOR, NORTH DAKOTA BUREAU OF INDIAN AFFAIRS

**Sen. Dick Dever**, STATE SENATOR, STATE OF NORTH DAKOTA

**Pat Heinert**, SHERIFF, BURLEIGH COUNTY SHERIFF’S DEPARTMENT

**Ellen Holt**, VICE PRESIDENT OF HUMAN RESOURCES, CHI/ST. ALEXIUS

**Al Hurley**, CHIEF OPERATIONS OFFICER, SANFORD HEALTH BISMARCK (FORMER) (CHAIR)

**Chris Jones**, EXECUTIVE DIRECTOR, NORTH DAKOTA DEPARTMENT OF HUMAN SERVICES

**Genie Sauvageau**, REGIONAL SALES MANAGER, MIDCONTINENT COMMUNICATIONS

**Mike Seminary**, MAYOR, CITY OF BISMARCK

Face It TOGETHER Bismarck-Mandan

701 E. Rosser Avenue, Bismarck, ND 58501

(701)-595-7380

faceit@faceitbismarck.org | www.faceitbismarck.org

*\*no data for Bismarck-Mandan as they started coaching in late 2017*

# Face It TOGETHER Headquarters

*“Face It TOGETHER has helped me tremendously. I’ve been coming here for over eight months and I believe without the great staff and support I would not be where I am now. I love how it’s a free service to the community. I feel very connected. I also feel that I would like to give back and help others.”*

—Lyndie Dufault

## Team

**Kevin Kirby**, CO-FOUNDER AND CHIEF EXECUTIVE OFFICER

**Jim Sturdevant**, CHIEF OPERATING OFFICER

**David Whitesock**, CHIEF INNOVATION OFFICER

**Steve Schwartz**, CHIEF REVENUE OFFICER AND  
PRESIDENT, FACE IT TOGETHER HEALTH

**Erika Batcheller**, CHIEF COMMUNICATIONS OFFICER

**Kristen Goettsch**, SENIOR EVALUATION SCIENTIST

**Teresa Kaltenbach**, DIRECTOR OF ADMINISTRATION AND  
FINANCE; MIDWEST OPERATIONS MANAGER

**Tim Ryan**, DIRECTOR OF BUSINESS DEVELOPMENT

**Ally Krupinsky**, COMMUNICATIONS SPECIALIST

## Board of Directors

**Jack Marsh**, FORMER PRESIDENT, AL NEUHARTH MEDIA CENTER,  
UNIVERSITY OF SOUTH DAKOTA (RETIRED) - CHAIRMAN

**Joe Henkin**, FOUNDER, HENKINSCHULTZ COMMUNICATIONS ARTS (RETIRED)

**Dan Rykhus**, CHIEF EXECUTIVE OFFICER, RAVEN INDUSTRIES

**Kevin Kirby**, CEO AND CO-FOUNDER, FACE IT TOGETHER

## National Board of Advisors

**Sterling Ball**, ERNIE BALL; BIG POPPA SMOKERS

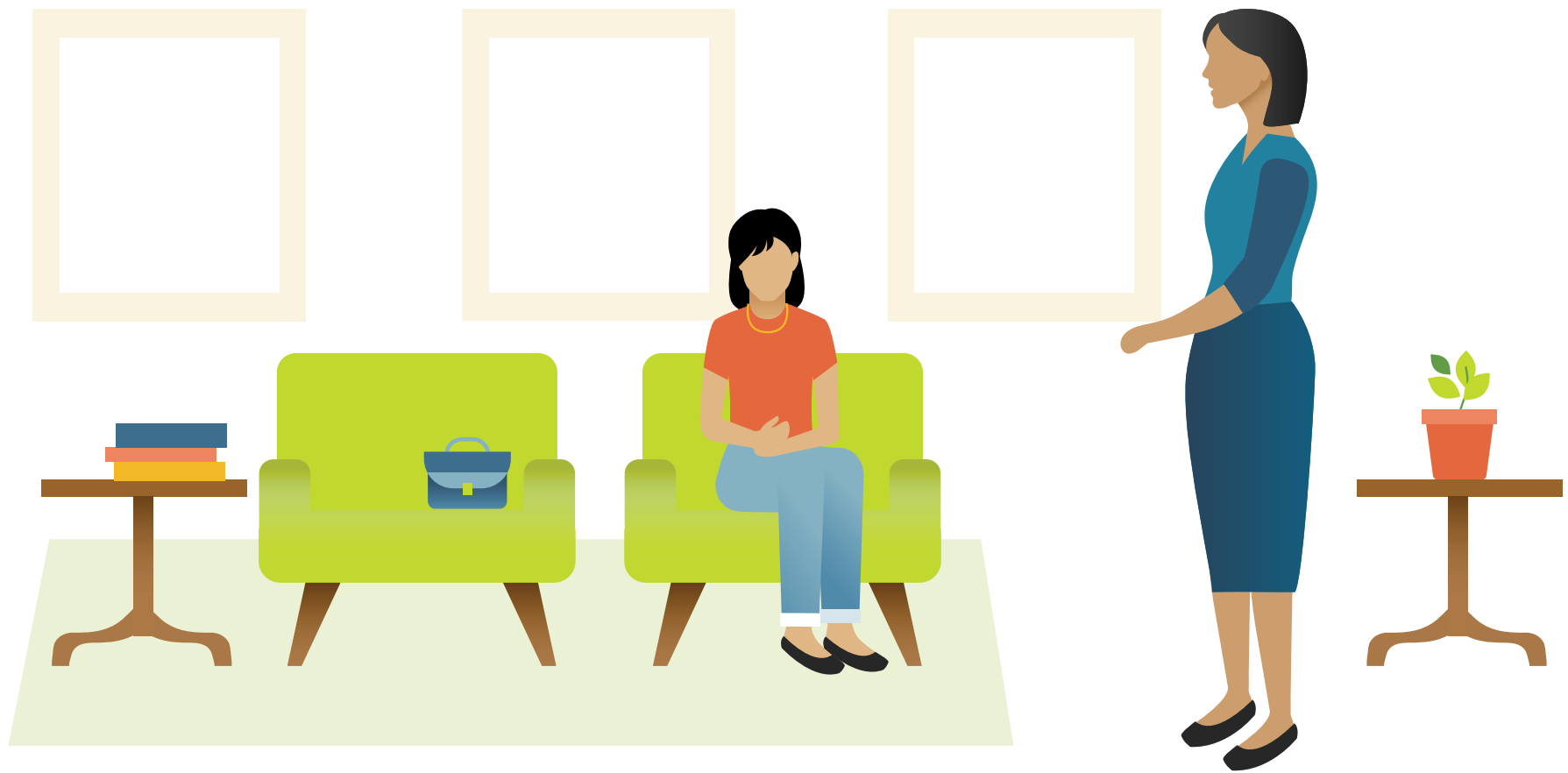
**Lisa Bari**, CENTER FOR MEDICAID SERVICES INNOVATION CENTER

**Stephanie Bousheri**, WELKIN HEALTH (FORMER)

**Dr. Sara Dolan**, BAYLOR UNIVERSITY

**Ruth Krystopolski**, CAROLINAS HEALTHCARE SYSTEM

**Pat O’Brien**, RADIO AND TV PERSONALITY AND AUTHOR



Face It TOGETHER

231 S. Phillips Avenue, Suite 201, Sioux Falls SD 57104

(605) 496-9139

faceit@wefaceittogether.org | www.wefaceittogether.org



Our mission is to get drug  
and alcohol addiction sufferers well.