



# RETURN ON INVESTMENT REPORT

2020



**SHATTER  
PROOF™**  
STRONGER THAN ADDICTION



# Letter from the CEO

When I founded Shatterproof in 2013 after losing my son Brian, my vision was to establish a well-resourced national organization that would provide families with the information they needed to protect their loved ones from developing a substance use disorder, and for those afflicted with this disease, a treatment system based on science, without shame or judgment, just like other diseases. As our community has grown, I have experienced great pride in the hundreds of thousands of people nationwide who have come together to support our cause. Our mission and our progress are a testament to lives lost too soon.

Tragically, our work is more important than ever. It's been gut-wrenching to watch the epidemic inside the pandemic grow more dire. Recent reporting indicates that overdoses this past May were 42% higher than in May 2019. That said, thanks to your generous support, 2020 will also see transformative changes in the treatment system in the United States. Thanks to you, families will have better information than they ever had about the prevention, treatment and recovery of addiction. And thanks to you, Shatterproof is poised to overpower the stigma unjustly associated with those afflicted with this disease.

Together, we are building the future that every family deserves. It's a future that supports those battling addiction, while also lending strength to their loved ones and communities. It is a strength that comes from standing in their corner — advocating, providing resources, and taking action to defeat this horrible disease. Our team at Shatterproof is made up of doers. We don't wait for change, we create it.

Shatterproof is pleased to share with you our 2020 Return on Investment Report. Looking forward, your 2020 investment in Shatterproof will help our team support communities suffering from increased isolation and economic uncertainty due to COVID-19 and expand the transformative work more fully described in this report. With your support, we can help reverse the tides of addiction and provide those living with this disease hope, success stories of their own, and ultimately, long and healthy lives.

If you have any questions about the accomplishments contained in this report, or questions about how you can best support our efforts, please let us know. My deepest appreciation for all you do for so many.

With warm regards,



Gary Mendell

Founder and CEO

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# Our Work: Three Pillars

**AT SHATTERPROOF, WE ARE HARNESSING THE MODELS OF BUSINESS, THE RIGOR OF SCIENCE AND THE POWER OF A NATIONAL MOVEMENT TO CREATE CHANGE AND SAVE LIVES.**

## **1.** Revolutionizing the treatment system.

We are transforming the healthcare delivery system so that every person facing addiction has access to quality care and treatment based on science, just like any other disease.

## **2.** Breaking down addiction-related stigmas.

Addiction is a treatable disease, not a weakness. By changing people's attitudes and behaviors, we're reducing the shame in order to encourage patients to seek life-saving treatment, and providing reassurance, compassion, and support for a full and fulfilling life.

## **3.** Supporting and empowering our communities.

We are providing science-based educational resources that aid in the prevention, treatment and recovery of addiction, while building hope, confidence and resiliency within our families and communities.

# Revolutionizing the Treatment System

With your support, Shatterproof formed the Substance Use Disorder Treatment Task Force, with a mission to completely transform the addiction treatment system in the United States. **With advice from members of the Task Force, our team developed a five-point plan to achieve our mission:**



“...this is not about a disease that we have to spend another \$20 billion and wait another two decades for a vaccine. **We could reduce this epidemic by more than half tomorrow with the information we have today.**”

Mendell told FOX Business' Maria Bartiromo



## National Principles of Care ©

Shatterproof partnered with Pew Charitable Trusts and other leading experts and established a national standard of quality care for addiction treatment that is being widely and consistently adopted by health care practitioners and payers. To date, 23 insurers representing over two hundred million Americans have adopted our Principles of Care. We are only getting started. With your ongoing support, these Principles of Care will be fully integrated into our healthcare system over the coming years.



Routine screenings in every medical setting



A personal plan for every patient



Fast access to treatment



Long-term disease management



Coordinated care for every illness



Behavioral health care from legitimate providers



Medication for addiction treatment



Recovery support services beyond medical care

Since established, Shatterproof's National Principles of Care have been adopted by 23 insurers and counting.



# Addiction Treatment Needs Assessment

Your support enabled Shatterproof, in partnership with the American Society of Addiction Medicine (ASAM) and Open Beds, to develop the Addiction Treatment Needs Assessment, a free, web-based, confidential resource which provides a user-friendly assessment that directs families toward the appropriate level of care based on scientific evidence.

This groundbreaking, easy-to-use assessment cuts through the clutter of predatory marketing by high-cost treatment centers and will help save countless lives. Thanks to Shatterproof and our partners, those seeking treatment now have access to evidence-based resources informed by patient needs and outcomes.

This resource, derived from the ASAM Co-Triage tool used by clinicians, launched in June 2020 and is now available at [www.shatterproof.org/addictionassessment](http://www.shatterproof.org/addictionassessment) and at [recoverttogether.withgoogle.com/treatment/](http://recoverttogether.withgoogle.com/treatment/).





# Quality Measurement: ATLAS™ (Addiction, Treatment, Locator, Assessment, and Standards platform)

Well-supported scientific research has proven that those with a substance use disorder can be effectively treated, with relapse rates no higher than those for other chronic illnesses such as diabetes, asthma, and hypertension.

However, our healthcare system has never ensured adherence to a standard set of treatment quality measures.

Responding to this critical void, Shatterproof created and launched in July 2020 our nation's first quality measurement system for addiction treatment.

ATLAS will help to transform the treatment system in the United States by delivering valuable information to states, health insurers and treatment facilities to enable data-driven and continuous quality improvement.

Equally important, ATLAS is already helping those searching for treatment for themselves or a loved one locate addiction treatment facilities that provide evidence based high-quality care.



“As a philanthropy our goal is to save lives and reduce the economic, social, and criminal justice costs of the opioid epidemic. We have learned so much through the pilot of ATLAS. **The defined measures and data set provide a huge step forward for all of us who are invested in this issue.** We are proud of what has been accomplished, and delighted that it will be at the fingertips of families this summer.”

- Arnold Ventures

The six state pilot of ATLAS included participation by over 1,200 treatment facilities and 8,600 patients and family members. With your support, Shatterproof will scale this program and make ATLAS available to all Americans.



over  
**1,200**  
treatment  
facilities



**8,600**  
patients and  
family members

**“THE WORLD NEEDS  
ATLAS, AND IT NEEDS  
IT NOW.”**

- Senator Ron Wyden, Senate  
Finance Committee Hearing on  
Treating Substance Misuse in  
America: Scams, Shortfalls, and  
Solutions



“The combination of ATLAS and the Addiction Treatment Needs Assessment empowers those impacted by addiction to cut through the confusion, deception and misinformation and allows them to navigate to the most appropriate, high-quality care while accelerating the adoption of clinical best practices.”

- Thomas McLellan, Ph.D,  
Founder, Treatment Research  
Institute

With your continued support, Shatterproof will rapidly expand this resource nationally to serve all **22 million Americans living with substance use disorder in all 50 states.**



# Payment Reform

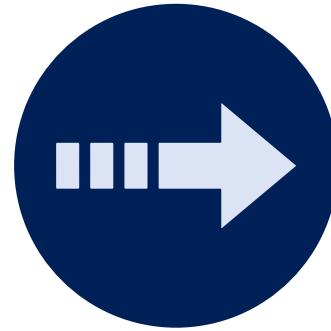
Thanks to your support, Shatterproof has been successful in informing policy changes that improve access to science-based addiction treatment and enable lasting recovery. Our current work includes the adoption of payment models such as the Collaborative Care Model, that incentivize primary care treatment for Medicaid beneficiaries, and will expand treatment access in primary care settings.



**20**  
state policy  
changes



**17**  
states with policy  
change success



**Advance**  
policies that  
incentivize science  
based treatment

Examples of key successes include:

## TEXAS

Shatterproof's Chief Policy Officer, Kevin Roy, worked with the HB 3285 bill sponsor on legislation to remove prior authorization for addiction treatment in the state's Medicaid program.

## OKLAHOMA

In 2019, Shatterproof identified an opportunity to expand access to life-saving medications by appealing to the Oklahoma Health Care Authority's Drug Utilization Board.

## Treatment Capacity

Currently only approximately one-third of all medical schools provide clinical didactic training of both recognition and treatment of substance use disorder (SUD).

Thanks to your support, Shatterproof is the leading voice in our country to correct this and ensure that all healthcare professionals are properly educated.



"If you are going to be allowed by federal regulations to prescribe controlled substances, you should also have an accompanying understanding of the risks of addiction and the basics of treatment for it,"

- Kevin Roy,  
Chief Policy Officer,  
Shatterproof



### NATIONAL

#### HR 4974/S 1448: Medication Access and Training Expansion (MATE) Act

Shatterproof and the American Society of Addiction Medicine (ASAM), an important and trusted partner, have been the leading champions on the MATE Act. Shatterproof has supported this legislation from inception, providing critical review of its contents with the bill sponsors. This bipartisan legislation would require addiction training as part of obtaining a DEA license to prescribe controlled substances. The bill has already been given a hearing by the House Energy and Commerce Subcommittee on Health. Through our grassroots advocacy campaign, launched in March 2020, over **2,400 total advocates** have now made more than **10,000 unique connections** (e-mails, calls, and tweets) with Members of Congress about this campaign.

Shatterproof is also coordinating efforts with its partners to change the training requirements of the credentialing bodies of medical schools. Success will be measured by a change in The Accreditation Council for Graduate Medical Education core curriculum to require broader addiction training and/or the number of medical schools that require SUD treatment education.



# Breaking down addiction-related stigmas

As you have seen throughout this report, Shatterproof has already made a significant impact on solutions to the addiction crisis. However, there is still an enormous gap in our nation's response—reducing the stigma associated with this treatable disease. Due to addiction stigma, too many Americans feel shunned, shamed, and diminished. And many lose hope. With your continued support, Shatterproof will take on the challenge to end addiction stigma.

## Self Stigma

Accepting and internalizing negative stereotypes about oneself.

*"I had to accept my diagnosis and follow my treatment plan to get better just like any illness. I am not morally flawed, nor am I stupid or self-destructive."*

RODOLFO MILAN



## Public Stigma

Negative attitudes and fears that isolate those with addiction.

*"The stigma that surrounds SUD is shattering. We 'addicts' as society calls us, carry enough guilt and shame for our use and the pain its caused."*

ANNE EMERSON



## Stigma Against Medication

Belief that medications "trade one addiction for another".

*"A lot of people don't consider someone sober if they are on [medications], but I am more productive, kinder, more hardworking, and much more attentive... Different things work for different people."*

EMILY BROCKWAY



## Structural Stigma

Excluding those with addiction from opportunities and resources.

*"One barrier to treatment is definitely insurance, as most places do not take Medicaid...the other barrier is that places will not take persons with pre-existing conditions. It makes people lose motivation."*

LOURDES LEBRON-TRIBBETT



# The National Movement to End Addiction Stigma

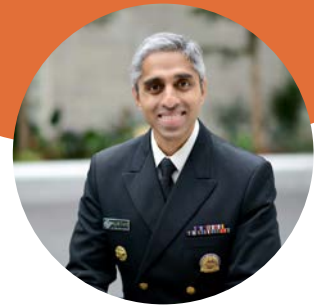
Shatterproof's movement will engage stakeholders in six segments of our society—employers, healthcare, government, criminal justice, media and entertainment, and local communities—to implement evidence-informed easy-to-use educational programs. In just a few months since finishing our Business Plan, Shatterproof has already solidified numerous partnerships and its Movement to End Addiction Stigma began in September with the launch of its state based campaign, Life Unites Us, in the state of Pennsylvania.

## MEASURING IMPACT: THE ADDICTION STIGMA INDEX

To hold our nation and ourselves accountable, and to continually learn and iterate our programs, Shatterproof has designed a first-of-its-kind, comprehensive measurement system, The Addiction Stigma Index. This survey will measure the knowledge, attitudes and behaviors that are expected to be leading indicators of morbidity, mortality and cost in our society.

“Stigma has created an added burden of shame that has made people with substance use disorders less likely to come forward and seek help... We must help everyone see that addiction is not a character flaw – it is a chronic illness that we must approach with the same skill and compassion with which we approach heart disease, diabetes, and cancer.”

– Vivek Murthy, former US Surgeon General



“I have learned from my interactions with Shatterproof and health and safety officials, as well as friends and employees who’ve lost loved ones to opioid overdoses, that **one of the most impactful ways to fight the national opioid crisis is to directly address the stigma associated with addiction.** Stigma can stand in the way of individuals seeking help when they need it most. **The Hartford is committed to addressing stigma by engaging with empathy and projecting hope to our employees, customers and communities.** I encourage all business leaders to consider joining us and Shatterproof, to take action to end addiction stigma and remove this hurdle for those who might otherwise seek timely help with substance misuse. **Working together, we can overcome the opioid crisis.**”

- Chris Swift, Chairman & CEO, The Hartford

# Leaders of our Movement to End Addiction Stigma

## FOUNDING PARTNERS

Founding partners have demonstrated a commitment to leading the Movement to End Addiction Stigma. They are organizations supporting the movement with critical resources, thought leadership, and by fueling the adoption of change in their organizations and communities.



The Hartford



Brian Mendell Memorial Fund



The State of Pennsylvania

## MEMBERS

Member organizations supporting the movement through financial support and by implementing change in their organizations and communities.



axialHealthcare



Emergent Biosolutions

## COALITION MEMBERS

Member organizations supporting the movement through financial support and by implementing change in their organizations and communities.



McKinsey & Company



Dell Medical School at The University of Texas at Austin



National Safety Council



The Public Good Projects



Milken Institute Center for Public Health

DE THE STIGMA OF ADDICTION

# SHARE YOUR STORY.

Missing you —

LOVE LIFE NOT DRUGS!  
Mike  
SHATTER PROOF

IN MEMORY OF...  
SCOTT B.  
WISS  
SHATTER PROOF

MEMORIAL  
Austin  
we love you  
SHATTER PROOF

For a who ba  
GOD B  
SHATTER PROOF

MEMORIAL  
Gloria  
rap  
Lola  
SHATTER PROOF

I AM  
#shatterproof

Supporting  
Pamela  
Gene  
Sarah + Elizabeth  
SHATTER PROOF

MEMORIAL  
My son  
Lore  
SHATTER PROOF

Everyone affected by addiction  
E-Team

GO TEAM CIGNA  
Supporting  
Pamela  
Gene  
Sarah  
Elizabeth  
SHATTER PROOF

For all the times I made the attempt but was saved  
SHATTER PROOF

GO TEAM CIGNA  
GENE RAP  
PAMELA NICKSON  
ELIZABETH B  
SARAH MATHIAS  
SHATTER PROOF

MEMORIAL  
My son Ben  
I love you  
Ben  
SHATTER PROOF

13 years clean and counting  
Subway saved my life  
U  
SHATTER PROOF

Brave  
SHATTER PROOF

MEMORIAL  
Cynthia  
Maria Aguilar  
7.25.93 - 4.2.15  
SHATTER PROOF

July is here to support!  
SHATTER PROOF

LIFE  
SHATTER PROOF

MEMORIAL  
Andrew's Mommy  
Cynthia M Aguilar  
7.25.93 - 4.2.15  
SHATTER PROOF

IN HONOR OF...  
DESIRAY  
WELFON  
mom of Lauri  
SHATTER PROOF

MEMORIAL  
Aunt  
SHATTER PROOF

Uncle  
Elidah  
SHATTER PROOF

MEMORIAL  
my sister  
Jobeth  
SHATTER PROOF

Jeremy  
SHATTER PROOF



# Supporting and Empowering Our Communities

**Research shows that the general public is often unaware of or misinformed about the basic facts of addiction.** Lack of knowledge and misconceptions can perpetuate stigma and prevent people from seeking help for themselves or loved ones.

With your support, Shatterproof developed a digital education program, Just Five, curated to be highly effective for all audiences. Just Five is an online, self-paced, mobile-enabled program focused on increasing awareness, reducing stigma, and sharing information and resources about addiction prevention and treatment. Through its Just Five program, Shatterproof partners with companies to provide life-saving education to their employees and communities.

## Shatterproof's Just Five Educational Program

Since its launch in fall 2019, 20 businesses, representing more than 300,000 employees, have committed to the program.

Partner companies include JP Morgan Chase, GE, Optum Behavioral Health and several other large employers.

Hazelden Betty Ford has also recently partnered with Shatterproof to provide this resource to thousands of individuals and families using their helpline.



**20**  
have committed  
to this program



**1,000,000**  
employees now have  
access to the program





Just Five is an online, self-paced, mobile enabled program focusing on increasing awareness, reducing stigma, and sharing information about addiction prevention and treatment. Just Five includes six five-minute learning experiences. Lessons combine animated and expert videos, interactive learning, and supplemental materials.

Through this program you will learn:

 The Science of Addiction	 Are You at Risk?	 The Dangers of Opioids
 Signs, Symptoms, and Treatment	 How You Can Help	 The Gift of Recovery

Shatterproof is grateful for the outstanding support and partnerships of:

**The Hartford Insurance**  
**United Healthcare Foundation**  
**Highmark Health**

in developing this educational platform.



## Shatterproof Ambassadors

For too long, people with addiction have suffered in silence. Bringing their voices to the forefront of change is a crucial step in advancing lifesaving policies, removing barriers to quality treatment, educating communities and ending the stigma of addiction.

Shatterproof's Ambassador program unites and empowers a growing army of volunteers from around the nation to help create that change. From holding education events to changing policies in their local schools, Ambassadors have played an instrumental role in igniting grassroots support for life-saving policy change.

Toni Van Kirk is one of 2,400 Shatterproof Ambassadors nationwide. Like her peers, Toni has been a critical voice on addiction.

Our Ambassadors are individuals in recovery, family members, and passionate individuals who want to drive impact in their communities. Year-over-year this network has grown by numbers and visibility, representing Shatterproof in testimonies, at public events, and in media interviews. Most importantly they represent a supportive, united and hope-driven community.

“Being a part of Shatterproof is an honor. I am in recovery – for 8 years now—and I also lost my best friend to a heroin overdose. Shatterproof is educating communities about stigma and what we can do. **My community, my clients, and myself have all been victims of the stigma around addiction and mental health issues.**”

- Toni Van Kirk,  
Shatterproof Ambassador,  
Wisconsin





SHATTERPROOF  
**RISE UP**  
AGAINST ADDICTION  
5K WALK/RUN

TAG US!



@ShatterproofHQ



@WeAreShatterproof

#shatterproof5k



VOLU



## Thought Leadership

Shatterproof is grateful to be called on as a thought leader, addressing the addiction crisis with hope-fueled solutions at an increasing number of events and conferences every year.

- 2019 NQF Annual Conference “Answering the Call: Results That Matter in Quality and Value”, Washington, D.C. (March 24, 2019)
- 2019 Confab of Women Change Makers, “What’s Killing Us: Deconstructing Addiction” panel, Dana Point, CA (April 9, 2019)
- National Academy of Medicine, Action Collaborative on Countering the US Opioid Epidemic, “The Most Important and Difficult Obstacle We Must Overcome”, Washington, D.C. (April 30, 2019)
- 2019 Rx Collaborative Annual Meeting, Willis Towers Watson, Orlando, FL (May 15, 2019)
- CECP Summit 2019, “Act Now on the Opioid Crisis”, New York, NY (May 22, 2019)
- Second Digital Health Promotion Executive Leadership Summit, (Put on by George Washington University Milken School of Public Health, University of Maryland School of Public Health, the Society for Public Health Education (SOPHE), and the Public Good Projects), Washington, D.C. (June 3, 2019)
- BIO’19, “Opioids: Changing the paradigm of treating pain and addiction - one year later”, Philadelphia, PA (June 4, 2019)
- 12th Annual McKinsey Healthcare Conference, plenary presentation, “Combatting stigma around opioid addiction”, Chicago, IL (June 27, 2019)
- Gary Mendell testifying at Johnson and Johnson trial, Oklahoma City, OK (July 18, 2019)
- Pro Bono Institute “Changing Lives Through Pro Bono” 2019 Annual Dinner keynote, New York, NY (October 10, 2019)
- Helmsley Charitable Trust/JDRF dinner keynote, New York, NY (October 15, 2019)
- Family Tax Office Institute Special Philanthropic Program, New York, NY (October 16, 2019)
- Webinar: Tackling Opioid Addiction: A Case Study with Shatterproof & Kolmac Clinic (October 22, 2019)
- Liberation 2019 (Medecision), “Engaging Consumers to Break Down Stigma and Drive Change”, Frisco, TX (October 23, 2019)
- Testifying at Senate Finance Committee on Substance Abuse, Washington, D.C. (October 24, 2019)
- Milken Future Health Summit, panel on addiction & stigma with Nora Volkow, Andrey Ostrovsky, and Kelly Clark, Washington, D.C. (October 29, 2019)



# Our Champions

Everyday our growing community is actively raising awareness and support for our shared mission to reverse the course of the addiction crisis and save lives.

**Together we are stronger than addiction.**



have participated in events to support Shatterproof



have been shared on Shatterproof.org



have accessed resources on Shatterproof.org

## WE THANK YOU ALL.





Shatterproof is grateful for the thousands of participants that participate in grassroots fundraisers and do-it-yourself events around the country every year. The life-saving awareness and mission critical resources raised grows year-over-year and fuels our momentum. Here is just one of those stories:

## SPOTLIGHT: Miles for Shatterproof

When Marty Bicknell, CEO of Mariner Wealth Advisors in Kansas City, presented Katrina Scott, Mariner's CIO, with a highly coveted fundraising bib for the Boston Marathon her first and second thoughts were "Can I? I will."

Katrina, an avid runner with a personal focus on continual improvement, credits her father for instilling in her the importance of helping others and giving back. And she credits mentors for coaching and supporting her professional success. One such mentor, Gary Henson, lost his son, Garrett, to overdose and, in tribute to them both, Katrina put on that Boston Marathon bib for the first time in 2018.

Over the past three years, Katrina's Miles for Shatterproof effort has inspired support from dozens of donors, raised mission critical resources for Shatterproof and brought an entire community together to support families affected by addiction.

Gary Henson, also a member of Shatterproof's Board of Directors, has called his hometown of Kansas City "fly over country". What Katrina Scott has demonstrated with the Miles for Shatterproof community is that Kansas City is better called the "heart of America."

While the Boston Marathon was canceled for 2020 due to COVID-19, Katrina trained at home and ran in Kansas City in September, raising over \$262,000 to support Shatterproof's important work, the most of any team in 2020.



# A Note from Our Board

The Shatterproof Board of Directors, like the families and communities our organization was founded to serve, have all been personally impacted by addiction. Whether it be as a parent, a colleague, or neighbor, we have experienced and witnessed the devastation that this treatable disease has wrought.

As a Board, we recognize that successful organizations are led by strong, effective leaders. It is for this very reason that we are proud of the critical work being led by Gary Mendell and the staff at Shatterproof. As you've read in this report, Gary's extensive business experience and for-profit lens has created an ROI-focused, get-it-done culture in this nonprofit.

Shatterproof's strict commitment to science, evidence-based solutions, and transformational change has informed the business plan that Shatterproof is executing daily.

Shatterproof's growing impact is, in part, due to the business acumen of its leadership and their laser focus on results. However, Shatterproof's growth and achievements are also a testament to our investors and the growing number of stakeholders and communities rising up against addiction.

Our country faces difficult challenges ahead and Shatterproof is ready and eager to continue leading this fight against the devastation of addiction. Thanks to the investments made by many of you, Shatterproof has been able to deliver transformational results which have saved thousands of lives, and is now positioned to save tens of thousands of lives in the years ahead. Together, we can reverse this health crisis and create a better and brighter future, free from the disease of addiction and the stigma that surrounds it.

**We thank all of you for being a part of Shatterproof.**



Gary Henson  
Board Member



Jeffrey Assaf  
Board Member









**SHATTER  
SHATTER  
PROOF™**

**STRONGER THAN ADDICTION**

**WE ARE SHATTERPROOF.**

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

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