



**Shatterproof**  
Stronger than addiction

# Return on Investment Report

2022/2023





# We are Shatterproof

We stand together as a community, consisting of families, advocates, ambassadors, supporters, and individuals from every corner of society. Our shared vision is that no one should experience suffering or loss due to substance use disorder (SUD), a medical condition that is preventable and treatable for everyone, regardless of background or identity.

- **We guide** society, especially families, through the complexities of addiction.
- **We inform** the public on prevention, treatment, and recovery from addiction.
- **We mobilize** the public to eradicate the stigma of addiction and ensure that everyone can have a full and successful life in recovery.

With your support, Shatterproof continues to lead initiatives that are improving the way that our healthcare system prevents and treats this disease, ending the shame and stigma of addiction, and empowering and educating our communities, all while influencing changes to federal and state policies.

## Our Unique Approach

“We don’t wait for change, we create it. Together, we’re working to transform our healthcare system and our society, so that we may prevent, treat, and recover from addiction with science and compassion – the way we do with any other medical condition – and build a future where those touched by addiction don’t experience any shame or stigma.”

– **Gary Mendell, Shatterproof Founder and CEO**

## Shatterproof takes a 360-degree approach to creating change:

- **We shape** policies and laws.
- **We inform** funding decisions, such as the allocation of Opioid Settlement Funds.
- **We identify** effective treatment and guide people to science-based treatment and recovery.
- **We inform** public understanding and perception, opening the hearts and minds of our friends and neighbors.
- **We mobilize** communities to act.

# Letter from our Founder & CEO

As the number of families in America impacted by addiction grows, your support holds greater significance than ever.

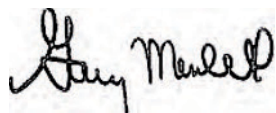
With your investment, Shatterproof has continued to achieve some of the most meaningful results since our inception ten years ago. Shatterproof's advocacy efforts influenced President Biden signing the historic MATE and MAT Acts into law on December 29, 2022. Our community worked tirelessly to advance this landmark legislation, which requires medical providers who prescribe any controlled substance – from Oxycodone to Xanax – to receive eight hours of addiction treatment education and removes barriers to prescribing buprenorphine, an FDA-approved medication that can effectively treat people with opioid use disorder. We expect these laws will have a multigenerational effect in saving lives and provide more people with access to effective, science-based treatment options.

Along with this legislation, Shatterproof also made unprecedented impact in improving the quality and accessibility of treatment in the United States, reducing the stigma associated with this medical condition, and providing education on prevention, treatment, and recovery. Our new strategic partnerships, with organizations such as the Ad Council, will empower more families than ever to protect their loved ones from dangerous drugs like fentanyl.

In collaboration with valued partners like you, as well as lawmakers, the healthcare industry, community organizations, and families – along with our incomparable team of staff and board members, ambassadors, and volunteers, Shatterproof is saving lives.

There are more than 46 million Americans over the age of 12 who identify as having a substance use disorder, and for those people and their families, our work is a matter of life and death. Thank you for being an instrumental part of our nationwide movement to change addiction prevention, treatment, and recovery, without any shame or stigma, for future generations. We could not do this work without you.

With my warmest appreciation,



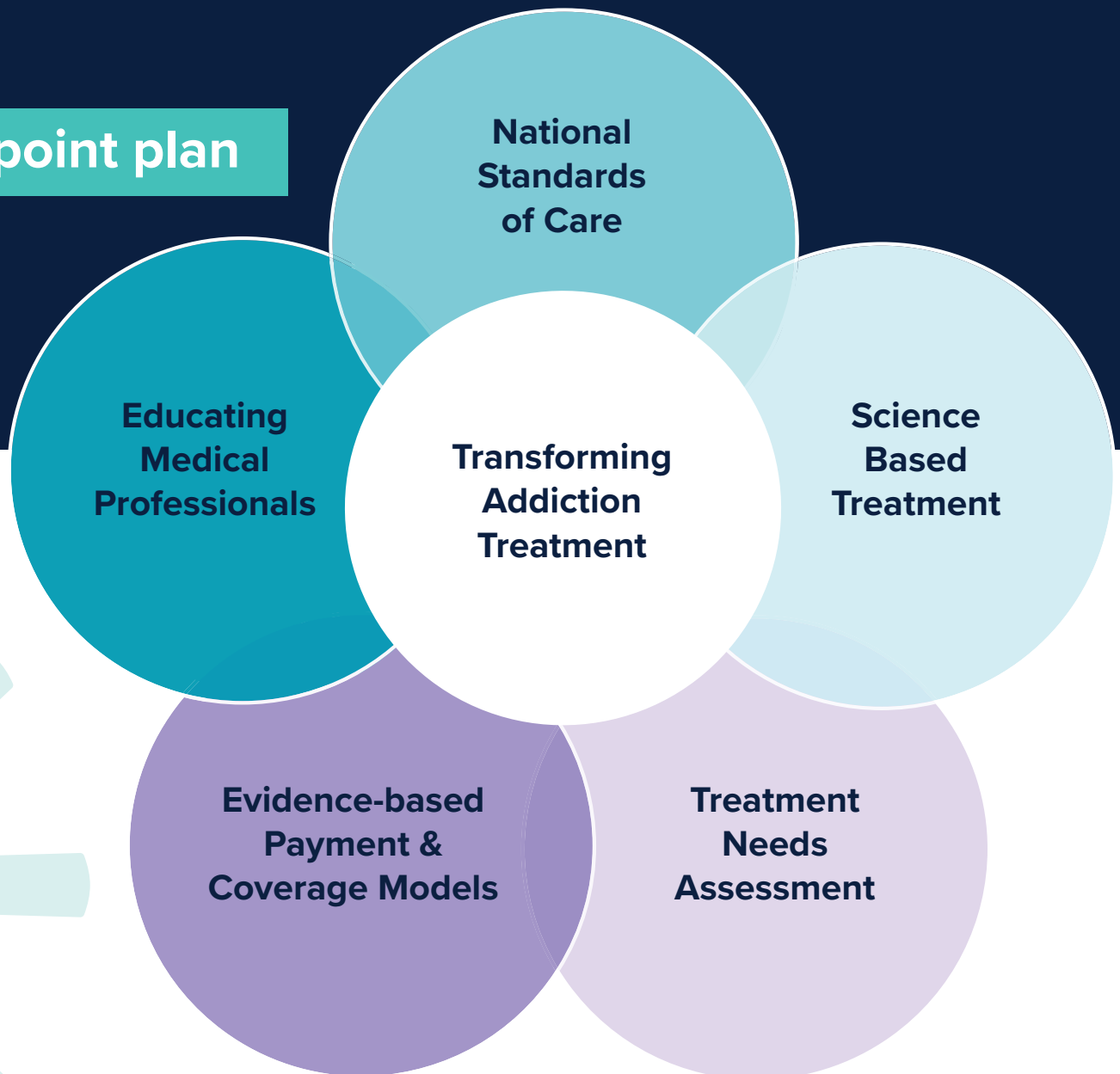
**Gary Mendell**  
Founder and CEO



# Pillar 1: Transforming Addiction Treatment

Addiction is a treatable medical condition, but only **1 in 10 people** with a substance use disorder in the U.S. get the treatment they need. In addition, those that attend treatment often do so at treatment programs that do not follow science-based protocols nor provide the most appropriate level of care for their particular situation. Shatterproof is changing this, working tirelessly to transform the healthcare system. Our landmark programs take an unprecedented approach, not only helping our loved ones today, but also systematically transforming the way our nation will treat addiction for generations.

## 5 point plan



# Shatterproof National Principles of Care<sup>©</sup>

Evidence-based practices, which have **proven to improve outcomes for individuals with a substance use disorder.**



## 1. Routine screenings in every medical setting

During check-ups and in the ER, from pediatric to psychiatric care—screenings for a SUD should be as common as measuring blood pressure.



## 2. A personal plan for every patient

One size doesn't fit all. Treatment must consider unique social, mental, biological, and environmental needs—with frequent check-ins and adjustments.



## 3. Fast access to treatment

Addiction alters brain chemistry, making moments of motivation to seek treatment fleeting. So when an individual is ready, it is essential that they have access right away.



## 4. Long-term disease management

While inpatient treatment may be appropriate for some based on disease severity, this isn't the best option for all. And it's not enough for sustained success. Long-term outpatient care—similar to the management of other chronic diseases—is key to recovery.



## 5. Coordinated care for every illness

Many people with addiction also suffer from other mental or physical disorders. Treatment for all illnesses should be coordinated and integrated into the SUD treatment plan.



## 6. Behavioral health care from legitimate providers

Behavioral interventions help individuals manage their disease and sustain recovery—and should be offered by properly trained, accredited, and well-supervised providers.



## 7. Medication for addiction treatment

Just like with other chronic diseases, medication is appropriate for treating some individuals. It should be destigmatized and easily accessible.



## 8. Recovery support services beyond medical care

Practical and emotional support from family members, the community, and peer groups improves outcomes for individuals with substance use disorders.

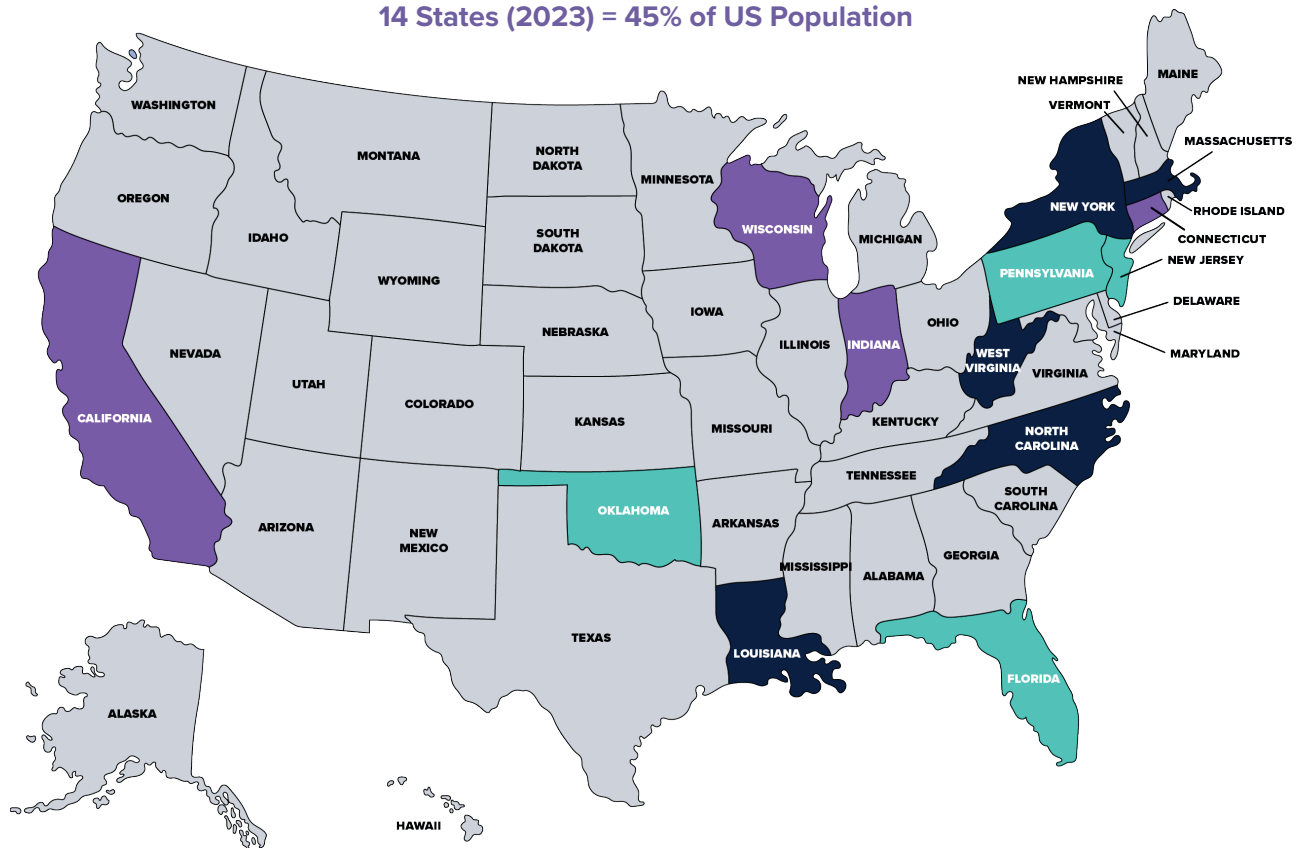
# Shatterproof Treatment Atlas

Since its inception in 2020, the **Shatterproof Treatment Atlas** has expanded its impact, aiding increasing numbers of families in crisis through streamlined search, comparison, and selection of SUD treatment programs supported by scientific evidence. As the pioneering resource of its nature in the United States, Treatment Atlas links users with science-grounded services, providing families with reliable assistance and encouragement during their most critical moments.

**6 States (2020) = 13% of US Population**

**10 states (2022) = 28% of US Population**

**14 States (2023) = 45% of US Population**

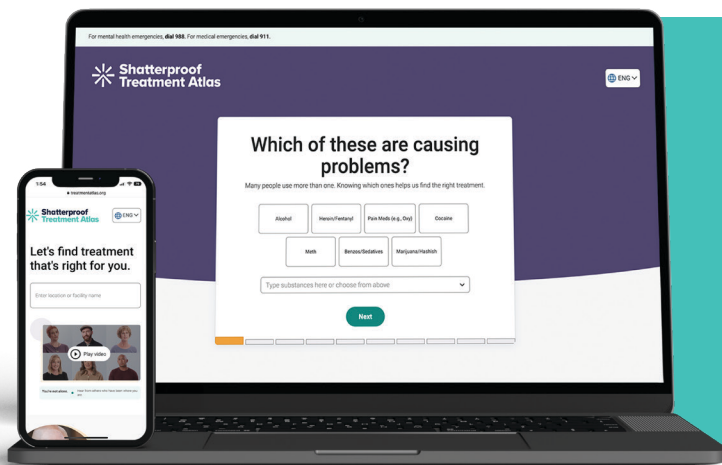


In 2023, **Treatment Atlas** became available in California, Connecticut, Indiana, and Wisconsin, expanding to reach 45% of the U.S. population.

# A New Premium Website Experience

In April 2023, Shatterproof launched its redesigned **Treatment Atlas** website ([www.treatmentatlas.org](http://www.treatmentatlas.org)). Whether researching nearby treatment programs that are following **science-based** protocols or finding the appropriate level of care (e.g. residential, outpatient), Treatment Atlas is the most reliable source of information.

**Treatment Atlas** will also continue to provide secure and exclusive access to data for treatment providers, states and payers, allowing them to understand the geographic distribution of treatment programs and how facilities perform based on the the Shatterproof National Principles of Care<sup>®</sup>.



Since April, Treatment Atlas has helped more than 700,000 individuals in search of science-based addiction treatment.

## Specific improvements include:

- Search results that provide treatment options aligned with the clinical needs and preferences of the person searching for treatment.
- The ability to identify a program covered by patients' insurance within network is considerably more extensive.
- The ability to read about others' treatment facility experiences as well as filter for specific served populations.



# Shaping public policy: changing laws, perceptions, and treatment

On December 29, 2022, President Biden signed into law the **MATE and MAT Acts**. The culmination of years of advocacy, these groundbreaking pieces of legislation effect two significant changes:

- The MATE Act requires **eight hours of baseline education on addiction treatment** for any medical practitioner who prescribes controlled substances, including opioids.
- The MAT Act removes barriers to prescribing buprenorphine, which has been proven to effectively treat opioid use disorder and will help to eliminate some of the treatment disparities faced by marginalized populations.

## Increasing access to the Collaborative Care Model

- Our efforts to promote payment reform for Medicaid patients using the **Collaborative Care Model (CoCM)** continue to expand. CoCM is an integrative treatment approach in which primary care providers, care managers, and psychiatric consultants work together to provide treatment for behavioral health conditions, including SUD. Extensive research has shown that this model not only results in better outcomes for patients, but also reduces disparities due to patient race, ethnicity, and socioeconomic status.
- Shatterproof is collaborating with state legislatures and Medicaid agencies in Florida, Georgia, and Ohio, among others, to activate billing codes for the CoCM. This effort is expected to have billing codes activated in 38 states by year-end, improving the quality of care for approximately 78% of Medicaid beneficiaries.

## Ensuring effective use of opioid settlement funding

- Following our partnership with Johns Hopkins University to create guidelines for the best use of funds from opioid settlements, Shatterproof continues to lead the way in ensuring these funds are used effectively to address the problems caused by the opioid crisis and save countless lives. **By June 2023, Shatterproof has aided the passage of legislation in several states**, including Connecticut, Florida, Iowa, Maine, Maryland, Michigan, New Jersey, Oregon, South Carolina, South Dakota, and Vermont.

“

My family and I are proud to donate to Shatterproof and support the great work they do to **end addiction and the stigma surrounding it**. To know that we can work with an organization that touches people's lives in such a meaningful way is a privilege and we are humbled to be a part of a brighter tomorrow.”

- Katelyn Coghlan



# Pillar 2: Ending Addiction Stigma

**The obstacles of shame and judgment associated with addiction hinder treatment and recovery.** Shatterproof's stigma reduction work is one of the key components of our lifesaving mission, and we are committed to changing public knowledge and attitudes to ensure addiction is treated like any other medical condition: with science-based solutions.

From our foundational research, Shatterproof Identified six systems capable of effectively reducing stigma. Our current efforts are concentrated on two of these systems:

- **Communities**, via state-funded public health campaigns to reduce public stigma.
- **Healthcare professionals**, via an educational intervention to change attitudes medical professionals have toward their patients and the medications that treat opioid use disorder.

## Transforming Attitudes Among Communities

Adding to Shatterproof's campaign in Pennsylvania, in March 2022 Shatterproof launched Unshame Kentucky in partnership with the Kentucky Opioid Response Effort. **This campaign reached roughly 14% of the state's population** and reduced public stigma by an **unprecedented 10% in just one year**. Adopting this same approach, California launched Unshame California and Georgia launched Georgia Recovers, expanding the impact of **Shatterproof's community-based stigma reduction campaign to 21% of the U.S. population.**



**As Shatterproof's stigma reduction efforts expand, enhancements to these programs include:**

- Translating campaign materials and digital content to Spanish
- Partnering with researchers at Indiana University to test and improve the efficacy of campaign messaging
- Increasing the number of those exposed to our messaging with integrated media strategies
- Broadening the diversity of the story library

# Transforming Attitudes Among Healthcare Professionals

Shatterproof has prioritized the reduction of stigma among healthcare workers towards individuals with SUD and those seeking treatment for opioid use disorder. This initiative has been largely influenced by the insights gained from the **Shatterproof Addiction Stigma Index (SASI), the most comprehensive measurement of stigma associated with substance use disorder ever developed and published.** The SASI data is invaluable in steering advocacy efforts, driving policy changes, and supporting evidence-based interventions aimed at diminishing stigma and enhancing access to effective treatment.

**Two key findings of SASI indicated that among healthcare professionals:**

**65%**

do not recognize substance use disorder as a chronic illness like diabetes, arthritis, or heart disease.

**45%**

believe medications used to treat opioid use disorder merely replace one form of drug addiction with another.

## In partnership with the Elevance Health Foundation

Fueled by \$5.4 million from Elevance Health Foundation, Shatterproof is developing a culturally competent stigma reduction program for healthcare professionals, focusing on healthcare professionals who serve the Latinx community. This initiative seeks to enhance patient-centered care, mitigate health disparities, and will be deployed in 2024. The Elevance grant additionally provides support to disseminate results and to scale this initiative to healthcare sites across the U.S.

“

If you've ever had a loved one deal with mental illness or substance use issues you know how scary and complex it is. Shatterproof's mission to de-stigmatize these things and help educate people about resources will create a more compassionate world for folks to work through these issues in.”

- Joel Stillerman



# Pillar 3: Supporting and Empowering Communities

As the overdose crisis in the U.S. continues, Shatterproof seeks to expand its reach and build strategic partnerships to provide communities with the necessary resources and support to help those they care about, empowering more families through science-based addiction prevention, treatment, and recovery education.



Thanks to the addition of new partnerships that include Kaiser Permanente and Head Start, the **Shatterproof Just Five online learning program has expanded to 60 employers and community partners.** Since inception, the program has been utilized by over 100,000 people, delivering an efficient and comprehensible education on SUD prevention, treatment, and recovery to a greater number of families than ever before.

“Eye opening! And I thought I was savvy in regard to this topic since my youngest daughter is a person with Substance Use Disorder (SUD.) I believe everyone should take the time to review Just Five as it would be life changing in our fight to help those with SUD move forward in a positive direction with treatment!”

- Just Five User

**Participants who completed courses on the Just Five platform have showed statistically significant improvements across the most important lessons, including:**

**39%** → **82%**  
Baseline Follow-up

Knowledge of how to help someone with addiction

**53%** → **88%**  
Baseline Follow-up

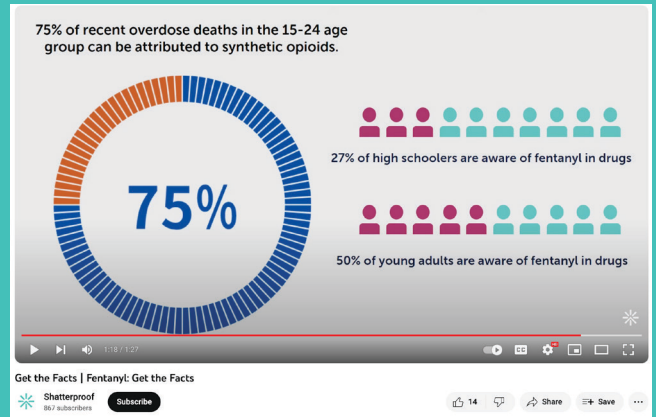
Confidence in recognizing signs of addiction

**54%** → **87%**  
Baseline Follow-up

Knowledge about ways to reduce the risk of addiction

# Expanding Education

Concurrently with expanding Just Five, Shatterproof broadened the educational resources available on its platform by introducing a four-part video series called **“Fentanyl – Get the Facts.”** These new modules enhance users’ understanding of who is at risk and how to safeguard themselves and their families, offering reliable and essential information to tackle this growing crisis.

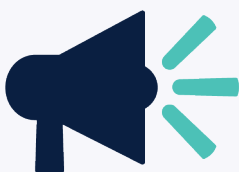


## The “Real Deal on Fentanyl”

Shatterproof served as an issue advisor on a new national **Ad Council** campaign to tackle **America’s overdose crisis**, helping young Americans understand the danger and prevalence of fentanyl. Funded by Snap, Inc. and YouTube, the campaign developed classroom-style lessons that offer hands-on learning opportunities to educate young people on the dangers of fentanyl. In addition, Shatterproof is currently lobbying Congress to secure federal funding that would support a national fentanyl education campaign.



## Help for those in crisis



Shatterproof is the first substance use organization to partner with Crisis Text Line. The partnership provides free, 24/7 high-quality text-based mental health support and crisis intervention in both English and Spanish to people struggling with substance use disorder or who are experiencing any type of mental health crisis. A person in recovery or struggling with SUD can text “SHATTERPROOF” to 741741 to reach a Crisis Text Line volunteer Crisis Counselor.



Since 2017, Shatterproof Walks have united friends, families, coworkers, and communities to raise vital funds and transform the way addiction is prevented and treated in America, all without shame or stigma. Walk day is a chance to come together and celebrate those who are living in recovery, bring hope to the millions that are still suffering, and honor those who lost their lives to this devastating epidemic.



## 2023 Shatterproof Walks

**Chicago, IL** Saturday, September 30  
Diversey Harbor - Presented by Hyatt

**Boston, MA** Saturday, October 7  
Carson Beach

**Washington, D.C.** Saturday, October 21  
National Harbor

**New York, NY** Saturday, October 28  
Pier 84 - Hudson River Park

**Los Angeles, LA** Saturday, November 4  
Grand Park

**Dallas, TX** Saturday, November 11  
Reverchon Park

### Thank you to our 2023 Walk Sponsors:

AllMed | Braeburn | Captivate | Chubb | Elevance Health Foundation | G-P (Global Made Possible) | HEI | Hilton | Hyatt | ICG | iHeart/Hot 99.5 | Indivior | Lockton | Mariner Wealth Advisors | The Only Bra | Pacira Pharmaceuticals | PreClivity | SoundCloud

### More 2023 Events

- Shatterproof Golf Classic Monday, October 2, Rolling Hills Country Club, Wilton, CT
- New York City Marathon Sunday, November 5, New York City

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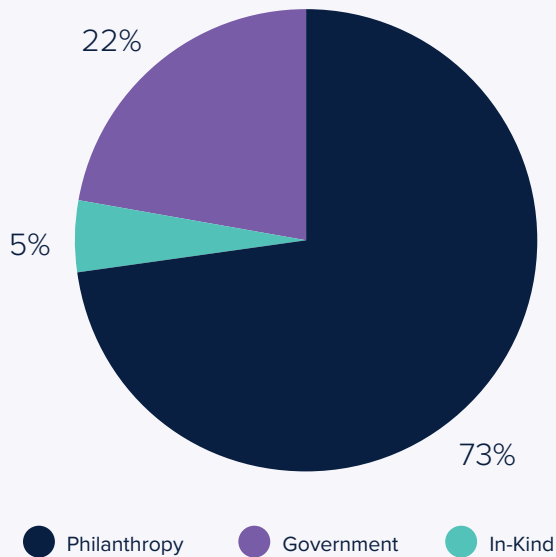
My team, Be The Reason, is participating because we believe that everyone deserves to be seen. Whether it be normalizing naloxone, speaking up to break stigmas surrounding addiction, or reaching out to help those who are feeling lost, we believe that you can be the reason someone knows they matter. We all have the opportunity to be the reason someone gets another chance.”

**-Vanessa Porea**

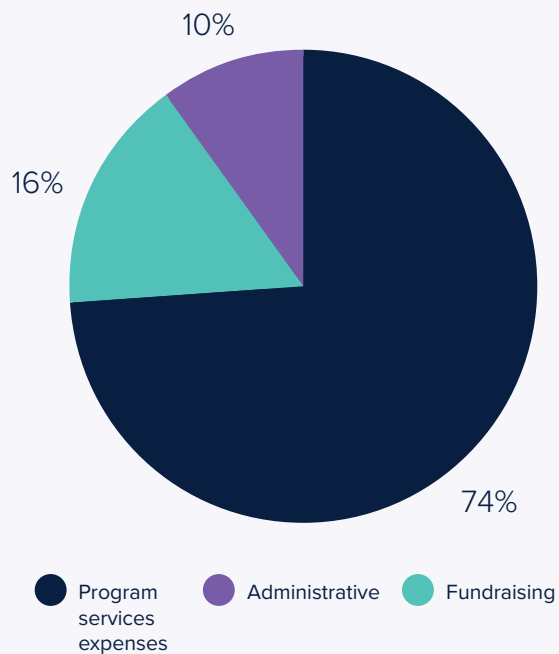


# Our Financials

## Revenue



## Expenses



Public support and revenue	2022
Government	\$5,161,729
Philanthropy	\$16,970,525
In-Kind	\$1,242,338
Miscellaneous Income	\$115,058
<b>Total public support and revenue</b>	<b>\$23,489,650</b>
<b>Expenses</b>	
<b>Program services expenses</b>	
Education	\$6,713,753
Treatment	\$3,690,101
Public Policy	\$1,944,041
<b>Total program service expenses</b>	<b>\$12,347,895</b>
<b>Supporting services expenses:</b>	
Fundraising	\$2,581,619
Administrative	\$1,724,325
<b>Total supporting services expenses</b>	<b>\$4,305,944</b>
<b>Total Expenses</b>	<b>\$16,653,839</b>
<b>Change in net assets before other income:</b>	
Net Assets - beginning	\$8,759,702
Change in net assets before other income	\$6,835,811
<b>Other income:</b>	
Employee retention credit income	\$193,832
Paycheck Protection Program Loan forgiveness	\$647,472
<b>Total other income</b>	<b>\$841,304</b>
<b>Change in net assets</b>	<b>\$7,677,115</b>
<b>Net assets - ending</b>	<b>\$16,436,817</b>



From championing vital opioid-related legislation to initiating groundbreaking programs that combat stigma and enhance addiction treatment quality and accessibility, our accomplishments in the past year have been achievable because of your unwavering support.

We extend our heartfelt gratitude for your dedication to driving change and, ultimately, for your role in potentially saving countless lives

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To learn more visit  
[www.Shatterproof.org](http://www.Shatterproof.org)