

**SHATTER  
PROOF™**

Stronger Than Addiction

# Return on Investment Report

2021/2022



# We are **SHATTERPROOF**

We are a community of families, advocates, ambassadors, and supporters united by a bold vision: reversing the addiction crisis in the United States.

We know there are real solutions that can prevent addiction and overdose deaths, and we are committed to what research has proven to be effective.

Thanks to your partnership in the past year, Shatterproof launched and expanded evidence-based programs and resources, gained wider recognition of our leadership and impact, and grown our reach nationally.

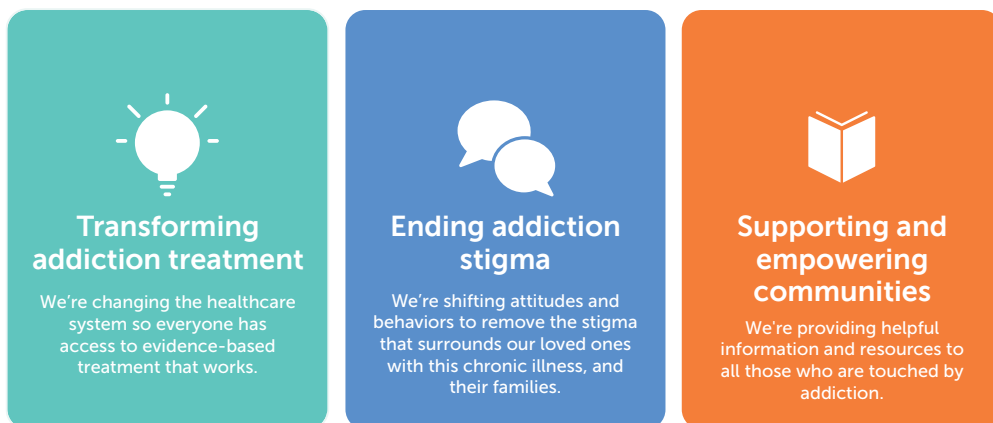
## Our Unique Approach

Shatterproof harnesses the models of business, the rigor of science, and the power of a national movement to create change and save lives.

Since our founding nearly nine years ago, we have carefully built our organization in phases to maximize our ultimate impact.

First, we established our footprint and reputation as a catalyst for systemic change through advocacy. As a result of Shatterproof's leadership, 27 state policies and critical features of two new federal laws have been signed into law.

Currently, our work also includes focus on these three key pillars:



*Together, we are helping individuals and families today—and also changing the way our country prevents and treats addiction for generations.*



# Letter from our Founder & CEO

Thank you for your investment in Shatterproof and for your commitment to reversing our nation's addiction crisis.

I am thrilled to share the progress we're making in developing unprecedented impact in the field of addiction. Our groundbreaking work is a collaboration between valued supporters like you and our talented, dedicated team of staff, boards, ambassadors, and volunteers—together with lawmakers, healthcare providers, community organizations, families, and loved ones who have lived experience with substance use disorder (SUD).

Shatterproof's mission has never been more critical:

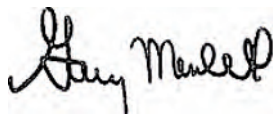
- In 2021, the CDC reports there were more than 107,000 drug overdose deaths in the U.S.—the most ever recorded, a 15% increase over 2020, and more than twice the number of U.S. traffic fatalities or gun-violence deaths. The primary driver of the opioid epidemic today is illicit fentanyl, a synthetic opioid that is up to 50 times more potent than heroin.
- The rising rate of death among our children is horrific. The overdose death rate among teens 14-18 doubled from 2019 to 2020 and rose another 20% from January to June 2021. Drug use among teens has remained generally stable, but drug use is more dangerous due to the increased prevalence of synthetic opioids, such as illicitly produced fentanyl, that get mixed into other drugs and counterfeit pills.
- The intersection of race/ethnicity, health inequities, and SUD is also alarming. Black individuals tend to enter addiction treatment four to five years later than White individuals. Individuals in Latinx communities are also less likely to access SUD care. LGBTQ+ individuals are at a higher risk for SUDs and enter treatment with more severe SUDs.

These trends only make us more resolved. To reverse this crisis and change the way addiction will be prevented and treated for generations to come, Shatterproof is poised to scale and leverage our impact. A generous \$5 million grant from philanthropist MacKenzie Scott is enabling us to do just that—further grow our lifesaving work.

For the 40 million Americans living with SUD, and those who love them, our success is a matter of survival. Years ago, while visiting the White House, I met a mom who hugged and thanked me for Shatterproof's advocacy efforts to pass legislation that she felt had saved her son's life.

I extend that appreciation to you. I am deeply grateful that you are part of our nationwide movement to change and save lives. If you have questions about our results, or about how you can best support our mission, I invite you to reach out to us.

With my warmest appreciation,



**Gary Mendell**  
Founder and CEO



## Pillar 1

# Transforming Addiction Treatment

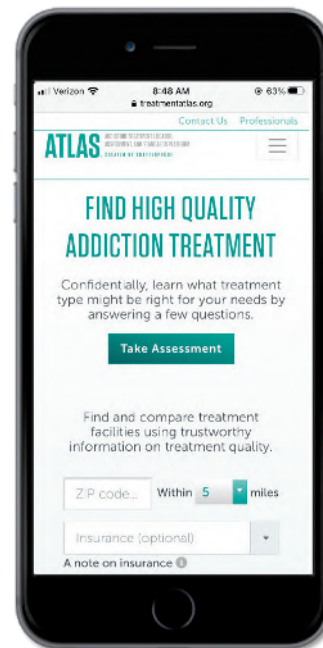
Easy access to evidence-based addiction treatment must become the norm. Currently, only 1 in 10 people who need treatment ever receive it. And for those who do, the treatment rarely follows protocols based on what has proven to be effective.

Shatterproof is transforming the U.S. healthcare system for the more than 40 million Americans living with a substance use disorder (SUD). Like anyone suffering from a disease, they deserve access to treatment that is based on science and complemented by a supportive recovery community, both free of shame and stigma. Removing barriers to lifesaving treatment is a core mission focus of Shatterproof.

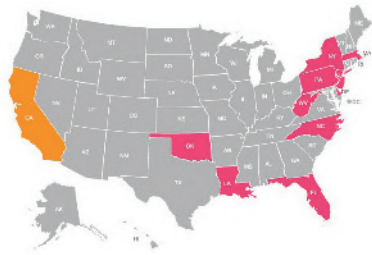
## Standardizing addiction treatment quality to improve care

23 insurers have adopted the Shatterproof National Principles of Care for Addiction Treatment®—our nation's first standard of quality for addiction care. The principles comprise eight evidence-based best practices that improve outcomes for individuals with SUD.

**Expanding access to care through ATLAS** — Shatterproof ATLAS® (Addiction Treatment Locator, Assessment and Standards) platform—[www.TreatmentATLAS.org](http://www.TreatmentATLAS.org)—is Shatterproof's free, one-of-a-kind resource. Backed by science, ATLAS helps families and loved ones find, compare and choose high-quality SUD treatment programs.



**ATLAS Growth** — Currently, residents in 10 states, representing more than 28% of the U.S. population, have access to ATLAS:



- **Current:** DE, FL, MA, LA, NC, NJ, NY, OK, PA, WV
- **Coming Soon:** CA

With expansion underway in California and agreements with two other states in progress, ATLAS will soon be available to more than 43% of the U.S. population.

**ATLAS Platform Enhancements** — As we expand into new states, Shatterproof is committed to increasing awareness and use of ATLAS among those with SUD and their loved ones as well as improving access to, and adoption of, ATLAS within underserved communities.

**Recent platform enhancements include:**

- Updated educational content
- Translating the website into Spanish

**Leading the Field** — ATLAS is our nation's first quality measurement system for addiction treatment.

- By encouraging the adoption of evidence-based services, ATLAS helps improve overall quality of care throughout the entire SUD healthcare system.
- Shatterproof hosts a free technical assistance series for ATLAS providers, featuring live and recorded sessions, resources, and more.
- We launched the cross-functional National Addiction Treatment Quality Committee (NATQC) to advise on future improvements to ATLAS.



## Expanding access to evidence-based care through public policies

Shatterproof is leading the charge to create the systemic change that will make addiction treatment more effective, affordable, and accessible nationwide.

**Integrating care through payment reform** — We are working state-by-state to promote payment reform for the Collaborative Care Model (CoCM) for the Medicaid population. CoCM is an integrative treatment approach proven to improve outcomes for behavioral health disorders in the primary care setting. Multiple studies have found that the model effectively improves treatment outcomes for patients with SUD and reduces disparities in outcomes due to race/ethnicity and socioeconomic status of patients.

By year-end 2021, we were instrumental in increasing the percentage of Medicaid covered lives reimbursing CoCM from **27% to 51%**.

Shatterproof has met with senior Medicaid leadership in **21 states** including strongly influencing the addition of the CoCM to Medicaid programs in California, Massachusetts, and Texas and in one of the three major Medicaid plans in Louisiana. We have verbal commitments from Connecticut and Wisconsin that they will begin covering collaborative care codes in 2022.

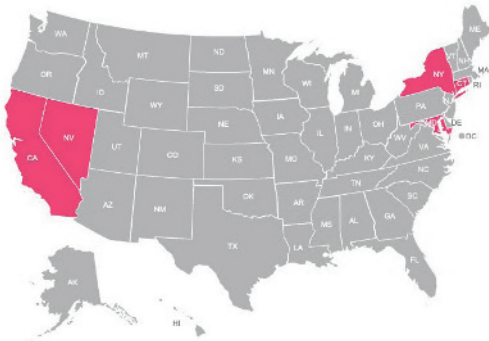
**Making addiction treatment part of mainstream medicine** — Medical professionals do not receive, nor are they expected to have, training in addiction treatment and recovery support. Both are essential to improving the quality of care for Americans with SUD.

In July 2021, the American Society of Addiction Medicine (ASAM) announced the launch of a **free virtual course to educate medical students and healthcare professionals** on prescribing buprenorphine to patients with opioid use disorders. ASAM developed the mini-course in collaboration with Shatterproof and the American Medical Association (AMA).

**Shatterproof was instrumental in securing passage of the federal Medication Access and Training Expansion (MATE) Act** (H.R. 2067/S. 2235) by the U.S. House of Representatives on June 22, 2022, as part of the Restoring Hope for Mental Health and Well-Being Act of 2022 (HR 7666). The MATE Act would require controlled substance prescribers to receive addiction training—representing a crucial step forward to ensure people with SUD have greater access to effective, evidence-based treatment. We expect it will be considered by the Senate later this year.

## Ensuring effective use of opioid lawsuit settlement dollars —

Shatterproof leads a national coalition in partnership with the Johns Hopkins University Bloomberg School of Public Health to enact guiding principles for allocation of opioid settlement dollars at the state level.



In 2021 and 2022, as a result of the Shatterproof-led coalition, **32 states passed opioid settlement legislation**— including California, Connecticut, Maryland, Nevada, and New York where Shatterproof played a particularly influential role—to ensure opioid settlement funds go toward substance use prevention, harm reduction, treatment and recovery services.



Here in Texas, Governor Abbott signed SB 672 into law in June, making this model more accessible to Medicaid patients. For someone with my experience, collaborative care was a lifesaver. Literally. Without coordination of care, I too might have fallen through the cracks. To all those who helped me. Thank you. You saved my life.



**Chad Fahlberg**  
SHATTERPROOF AMBASSADOR



## Pillar 2

# Ending Addiction Stigma

Shatterproof's National Stigma Initiative replicates the success of other transformational social movements—such as HIV/AIDS activism, cancer awareness, and marriage equality—in catalyzing the change needed to create a more tolerant, more compassionate, and healthier future. We are committed to creating solutions that are adept at changing attitudes and behaviors and ultimately closing SUD treatment gaps and health inequities for historically disadvantaged populations who experience compounded discrimination and bias.

## Developing, Implementing and Releasing the Shatterproof Addiction Stigma Index

In October 2021, we released results of the Shatterproof Addiction Stigma Index (SASI) in collaboration with The Hartford. The most comprehensive survey ever fielded on addiction stigma, this measurement tool sets a baseline of addiction stigma and attitudes from the public about substance use. It calls attention to, measures progress on, and holds our nation accountable for eliminating one of the most tragic drivers of the addiction crisis.

### Among the findings:

Lack of understanding about addiction by the general public creates a desire for social distance. For example, according to the survey, **nearly half (45%) of the public is unwilling to live next to or be close friends with someone with a SUD.**

**Over half of respondents** indicated that a person's SUD is caused by their own bad character or lack of moral strength.

**Nearly half (44%)** of health care professionals surveyed **endorsed the harmful belief that medications for opioid use disorder (MOUD) substitute one drug for another.**





## Proving that stigma can be reduced

In Pennsylvania, Shatterproof piloted a digital campaign to measurably reduce public stigma toward those with SUD and the medications that treat it. A collaboration with the Pennsylvania Department of Drug and Alcohol Programs (DDAP), the Douglas W. Pollock Center for Addiction Outreach and Research at Penn State Harrisburg, and PGP (The Public Good Projects), the campaign was such a success that funding was extended for another two years.

The Pennsylvania campaign reached **3.8 million in the first 12 months** and resulted in an average **15% reduction in addiction stigma** by those viewing the campaign. (The population-level impact is estimated to be between 4% and 5%).

Launched in March 2022, **“UNSHAME Kentucky” is Shatterproof’s second state-based campaign**—a partnership between Shatterproof, the Kentucky Opioid Response Effort (KORE) and the Foundation for a Healthy Kentucky. Shatterproof expects to announce additional states later in 2022.

Shatterproof is also preparing to launch a **multimillion-dollar initiative to reduce the stigma that healthcare professionals have toward patients with SUD**. This initiative will be conducted through 10 healthcare provider locations that primarily serve historically marginalized communities with higher-than-average levels of health disparities.

## Convening thought leaders

In 2021, Shatterproof hosted our nation’s first annual Stigma of Addiction Summit, in collaboration with the National Academy of Medicine (NAM) and The University of Texas at Austin Dell Medical School. A half-day, virtual conference, the summit was dedicated to understanding, addressing, and eliminating the harmful impacts of stigma on those who experience addiction. Registrants totaled 4,500 experts from universities, health systems, nonprofit organizations, and government.

## Joining the Grand Challenge

Shatterproof has joined Huntsman Mental Health Institute (HMHI) at the University of Utah and experts across the country in leading a nationwide social change “Grand Challenge” to eliminate mental health and SUD stigma by shifting beliefs, attitudes, and behavior. Past similar movements have included seatbelt usage, recycling, and tobacco campaigns. Movements require broad support, take place over decades, and have multifaceted strategies.

“ I lost two of my precious sons to substance use disorders. Being an Ambassador allows me to give them a voice. I’m proud to help Shatterproof speak out about stigma, demand science-based treatment, and support important policy changes that save lives. ”

**Diana**

SHATTERPROOF AMBASSADOR

### Pillar 3

# Supporting and Empowering Communities

Shatterproof is committed to educating and empowering our families and communities nationwide by providing supportive and evidence-based resources related to prevention, treatment and recovery from addiction.

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

# 654K+

people visited the Shatterproof.org website in 2021, and they viewed more than 1.2M pages.

# 210K+

of the pages they visited were specifically geared toward learning about addiction or finding help, indicating there is a need for our free information and support resources to prevent and treat addiction.

# 2,653

stories shared at Shatterproof's National Addiction Memorial on our website, a place where thousands find comfort from a community that intimately understands their loss.



## Shatterproof Just Five®

As of June 30, 2022, **nearly 50,000 individuals** have viewed Shatterproof's Just Five® online learning program, which is available in both English and Spanish, through websites sponsored by partners including, JP Morgan Chase, New York City, the Commonwealth of Pennsylvania, Sutter Health and Hazelden Betty Ford Foundation.



Statistically significant educational improvements were observed across the most important lessons and concepts including:

- Confidence to recognize signs of addiction (**52.5% baseline; 87.7% follow-up**)
- Knowledge about ways to reduce the risk of addiction (**54.1% baseline; 86.5% follow-up**)
- Knowledge of how to help someone with addiction (**38.7% baseline; 81.7% follow-up**)

**Brilliant!! Absolutely brilliant!!** I have been in the SUD field for over 28 years and to have this type of accurate, easy-to-understand, plethora of easily accessible SUD information takes my breath away!! And as a woman in long-term recovery for over 30 years, the portrayal of those of us in recovery was stellar ... I am ever grateful that there is a platform now available that echoes that which we have been trying to say for many years ... thank you!!

**Shatterproof Just Five® Participant**



# We Thank You All

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

Our country is suffering, and it is critical that Shatterproof scale the implementation of its evidence-based strategies and get our tools and resources into the hands of as many of our loved ones in need as possible. Thanks to the generosity of MacKenzie Scott, we will be able to continue to further grow our lifesaving work. While we are proud of our results to date, there is so much more work to be done to prevent as many of our loved ones as we can from developing this disease, and also meet the needs of the millions of families impacted.

**Gary Mendell**

SHATTERPROOF FOUNDER & CEO

## 3,000+ Shatterproof Ambassadors

By uniting and empowering to create change by representing Shatterproof in local communities, this growing program continues to expand opportunities to increase awareness and support of our advocacy and program priorities.

## Junior Council

Our growing cohorts of young leaders dedicate their time, talent, and resources to shatter stigma, raise awareness of addiction as a disease and raise funds in support of the Shatterproof mission.

## Shatterproof Classic

The pandemic impacted the success of this annual event when we scaled it back for 2020 and 2021. This year we will repeat with the same leaner format and the September 19, 2022, event is sold out.

## Chairman's Reception

Also due to the pandemic, our annual Richard's Gala was replaced by this virtual event, which in 2021 featured a performance by Melissa Etheridge and presentation of the 2021 Shatterproof Brian Mendell Memorial Award to actress Jamie Lee Curtis.





## 13,000+ Walkers Anticipated

After a two-year (COVID) hiatus, Shatterproof’s Rise Up Against Addiction Walks return in fall 2022 with seven in-person events taking place across the country. We anticipate more than 13,000 joining us this year and expect to raise more than \$3 million, making the Walk program the largest platform we have to educate, empower, and support the greatest number of individuals and their loved ones as they seek lifesaving addiction information and support.

## DIY Fundraising

Growing numbers of supporters are committing to “do-it-yourself” fundraising—including substantially more runners making Shatterproof the charity they run for during the New York City Marathon.



Our team (The Slowstars) participates in Rise Up Against Addiction in honor of my twin brother Rob, who we lost nearly 10 years ago. It’s been cathartic for our whole family to feel the support and love of the Shatterproof community, and to know that the money we raise for Shatterproof goes directly to help others who are suffering from substance use disorders. In this way, Rob continues to touch so many people in a positive way, just as he did during his remarkable life.



**Katy**  
TEAM SLOWSTARS

# Visit [Shatterproofwalk.org](https://shatterproofwalk.org) to Register for an event in your city or participate from anywhere with Rise Up Your Way.

Since 2017, these walks have been uniting friends, families, coworkers, and communities to raise vital funds, and transform the way addiction is prevented and treated in America, all without any shame or stigma. Walk Day is a chance for our community 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 disease.

Chicago, IL  
9/10

Washington, D.C.  
9/24

Boston, MA  
10/2

New York, NY  
10/29

Atlanta, GA  
11/5

Dallas, TX  
11/12

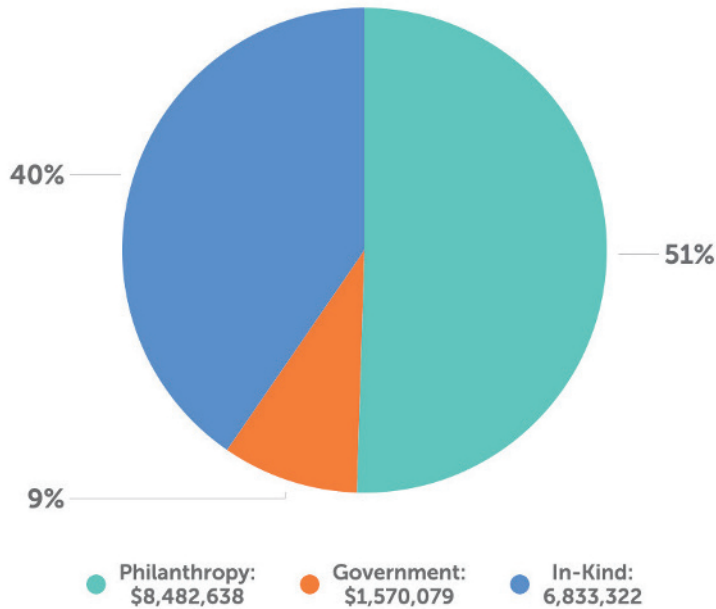
Los Angeles, CA  
11/29

**Rise Up  
Your Way**



# Our Financials

## Revenue



## Public support and revenue:

2021

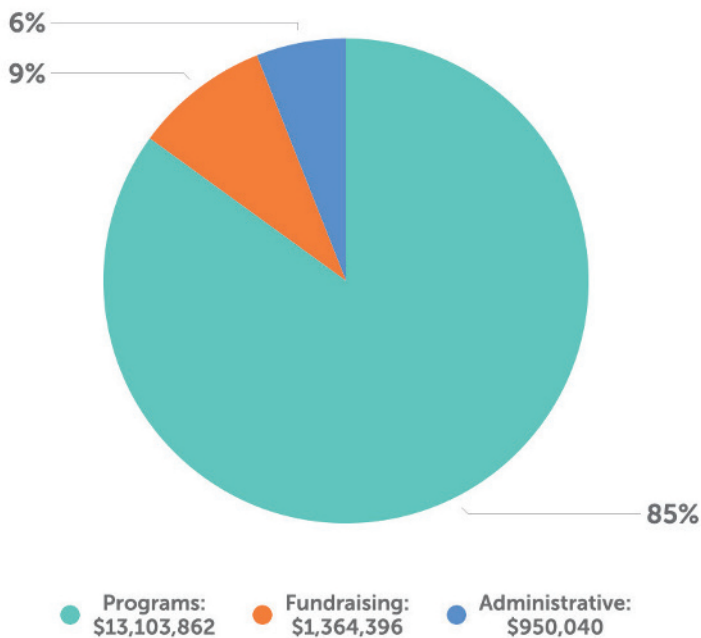
Philanthropy	8,482,638
Government	1,570,079
In-Kind	6,833,322
Miscellaneous income	14,004
<b>Total public support and revenue</b>	<b>16,900,043</b>

## Expenses:

2021

Program services expenses:	
Education/Stigma Reduction	8,838,972
Treatment	2,716,706
Public Policy	1,548,184
Total program service expenses	13,103,862
Supporting services expenses:	
Fundraising	1,364,396
Administrative	950,040
Total supporting services expenses	2,314,436
<b>Total expenses</b>	<b>15,418,298</b>

## Expenses



## Change in net assets before other income:

2021

Net assets - beginning	6,490,648
Change in net assets before other income	1,481,745
Other income:	
Employee retention credit income	204,054
Paycheck Protection Program loan forgiveness	583,255
Total other income	787,309
Change in net assets	2,269,054
<b>Net assets - ending</b>	<b>8,759,702</b>



# Thank You

Our recent accomplishments outlined in this report simply would not have been possible without dedicated supporters like you. From all of us at Shatterproof, thank you for your continued support of our lifesaving mission.



**SHATTERPROOF™**

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