OUR MISSION

SUPPORT. INSPIRE. EMPOWER.

Herren Project helps individuals and families to live healthy, fulfilling lives by preventing substance misuse, celebrating recovery, and creating resilient communities.

OUR VISION

Our vision is a stronger, more resilient, and connected community where all people thrive free of the effects of the disease of addiction.

OUR BELIEFS

- We believe addiction is a pervasive, destructive, and preventable disease. Together we are stronger in the fight.
- We believe everyone deserves to live a healthy, fulfilling life free from the effects of addiction.
- We believe with the proper support, inspiration, and tools for healthy living, recovery and wellness are possible for people of all ages.
- We meet all people wherever they are in their journeys of recovery and wellness.
- We support all pathways to recovery.
- We value diversity, inclusion, and equity for all.
- We believe connection is the most essential factor in the prevention of and recovery from addiction.
- We are committed to walking with each individual and family on their journey to recovery from addiction.
- We are committed to providing resources, guidance, and support for individuals and families to receive the quality care they deserve, regardless of their resources.
- We strive to strengthen families and build communities that protect and support healthy living.
- We believe one person’s story can inspire another and create a ripple effect for positive change.
- We serve all populations nationwide to build stronger communities, overcome and destigmatize the disease of addiction and prevent substance misuse.

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Reflecting on the accomplishments of the past year, I am filled with immense pride and gratitude for what we, as a community, have achieved. Resounding success and unwavering commitment to our mission, vision, and beliefs have marked the journey of Herren Project over the last fiscal year. Thank you for walking alongside us to extend the ripple effect of what Chris and Heather Herren started over 12 years ago.

Our vision remains steadfast: to foster a stronger, more resilient, and connected community where all people can thrive, unburdened by the destructive grip of addiction. In the past year, we have inched closer to this vision by taking monumental steps toward preventing substance use, celebrating recovery, and creating resilient communities.

First and foremost, our efforts in substance use prevention have borne fruit. Through our educational programs, outreach initiatives, and collaborations with schools and communities nationwide, we have empowered countless individuals and families to make informed choices and lead lives free from addiction. Our evidence-informed Herren Project Clubs expanded to 309 sites in 38 states and 3 countries. We’ve witnessed a surge in awareness, which is the first step towards prevention, and this is a testament to our unwavering dedication.

Celebrating recovery remains at the heart of what we do, and we have much to celebrate. Our support networks, from peer-to-peer connections to mentorship programs, have provided lifelines to those in recovery. Our Team Herren Project has surpassed $4,000,000 in total donations since 2014, indicating the power of community and belief in our mission. The stories of resilience and triumph we’ve encountered are a testament to the enduring spirit of individuals striving to overcome addiction. Their success is our success, and we continue to be inspired by their journeys. We welcomed over 4,000 family members into support groups from 40 different states in 26 weekly sessions.

Furthermore, in the face of adversity, we have been unwavering in our mission to create resilient communities. We provided over $500,000 in recovery support to nearly 400 individuals. Our partnerships with local organizations, sober living houses, and sober communities, as well as our outreach initiatives, have fortified our connections. We have seen communities come together in times of crisis, proving that the collective strength of our vision is not just a dream but a tangible reality.

Our Annual Report bears witness to a year of substantial progress and transformation. The Herren Project community has rallied behind our mission and vision, making great strides toward a future free from the devastating effects of addiction. While we celebrate our accomplishments, we remain committed to the path ahead. Together, we shall continue to support, inspire, and empower individuals and families to lead healthy, fulfilling lives and build a stronger, more resilient, and connected community.

Thank you for your unwavering support and dedication. Together, we will continue to extend the ripple effect, making a difference and forging a brighter future for all.

With gratitude and determination,

Bonnie Sawyer
Our Inspiration & Legacy

THE RIPPLE EFFECT OF RESILIENCE, HOPE, AND COMPASSION

Today, thanks to someone’s helping hand, Chris Herren has celebrated long-term recovery for over 15 years. Grateful for the gift of recovery, he and his wife founded Herren Project in March 2011. Their example and inspiration have inspired many individuals and families to reach out for help and have empowered communities nationwide to come together to help prevent the disease of addiction.

What Chris and Heather began twelve years ago started with a simple gesture -- an outstretched hand to help another in a time of need -- Herren Project carries on today, walking with all people on their journey to recovery. What the Herren family started, Herren Project, continues as a legacy of love for our fellow human beings, flawed as each of us may be, but every bit worthy. In the spirit of helping all people, we aim to share our stories and offer peer support. We give hope and compassion where there is darkness and stigma. We work to lift hearts and minds.

Herren Project’s endowment at the Rhode Island Foundation enables this legacy of love to carry on for years to come. Expertise from the Rhode Island Foundation is available for donors wishing to give to the endowment or to leave a legacy gift. Please inquire about the Herren Project Fund at the Rhode Island Foundation for more information.

“15 years ago I was close to death. Today I celebrate 15 years of sobriety. I am living proof that recovery is possible.

Today I carry a message of hope and show what one person can do for the community.”

– Chris Herren
The Need

AN URGENT CALL TO ACTION: THE TIME IS NOW TO MAKE A DIFFERENCE

In the face of an unprecedented crisis that continues to grip our nation, the urgency of our mission has never been clearer. More than 107,000 precious lives were lost to overdose in the past year alone. Stop and let that number sink in: 107,000 children, sons, daughters, siblings, parents, friends – gone. This is a heart-wrenching reality that demands our immediate attention.

A Silent Epidemic Among the Young

This is a generation that should be full of vitality, promise, and hope, yet it is being cut down in its prime by the cruel grip of addiction. Now, more than ever, is the time for prevention programs that can instill resilience in our vulnerable youth, equipping them with the tools to navigate life’s challenges.

The Herren Project Community

In the midst of this darkness, a beacon of light emerges - the Herren Project community. With unwavering determination, we stand united to support, inspire, and empower those affected by addiction. This is a groundswell of compassion, a movement fueled by the hearts of our donors, the dedication of our staff, and the selflessness of our volunteers. Together, we forge a path towards recovery, healing, and strength.

The Call to Action

Now, more than ever, the need for our programs, services, and support is pressing. The time is now to make a stand against addiction. We refuse to let addiction claim more lives, tear apart more families, and rob our communities of their potential. With your continued support, we can change the trajectory of this crisis. Every dollar donated, every hour volunteered, brings us one step closer to a future free from the chains of addiction.

Over One Million Lives Lost

A staggering reality has taken hold of our country - over 1 million lives have been lost to overdoses since 1999. This unfathomable loss ripples through all demographics, through every corner of our nation.

Overdoses tripled among teens from 2019 - 2021

Accidental Fentanyl overdose is the leading cause of death for 18 - 45 year olds.

Every day, nearly 300 lives are lost to the disease of addiction. That is one life every 5 minutes.
Our Strategic Commitments

In 2021, we developed our strategic plan and vision to guide the organization through 2024. Our strategic vision recognized the urgency of the epidemic we faced. Given our experience and capabilities, we were compelled out of a sense of moral responsibility to rise to the challenge.

In FY 2023, we continued on a path of measured growth commensurate with our organizational capacity while we set to building the scaffolding to support an organization of greater reach and transformational impact.

We enhanced our alumni engagement efforts to improve outcomes. We grew our team of recovery coaches and counselors and implemented six months of recovery support in our recovery scholarships. We improved administrative and technical systems and policies. We implemented and made progress on our DEI plan. And, we made necessary investments in our development capacity.

In FY 2023 we also saw an influx of government funding dedicated to the opioid crisis come through states and municipalities -- a process of distribution that favored community service providers. Not many organizations have our history of operating in the sector to offer an array of services, across state boundaries and throughout the country. We remain hopeful that our national status will ultimately serve our mission, even if it creates challenges in eligibility for community-based funding.

Herren Project is a SAMSHA designated Collaborative Partner of Choice. We bring unique offerings – recovery scholarships, family support, and youth-centered social and emotional learning skills development – and we stand ready to partner with community-based organizations that can learn and benefit from our model.

As we continue to gather grassroots support and expand into diverse areas of funding, we look for the power of philanthropy to bring about the transformation we desire and the capacity to deliver the impact we know we are capable of.

The time is now.
Our Impact at a Glance*

INDIVIDUALS
- Treatment Placement Assistance
- Recovery Scholarships & Coaching
- Alumni Groups
- Private Facebook Community
7,449 individuals received treatment placement assistance
Coaching access increased from 7 weeks to 6 months

FAMILIES
- Online Support Groups
- Phone Consultations
- Educational Webinars
- Private Facebook Community
Averaging 330 people attending 26 different weekly online support groups
79% improvement in mental health in support group members

TEAM HERREN PROJECT
- Athletic Fundraising Events
- Private Facebook Community
- Addiction Awareness
- Fellowship & Support
2,000 Team Herren Project members participated in 250 events worldwide.

PREVENTION & WELLNESS
- Herren Project Clubs
- Wellness Week with Herren
- Student & Community Scholarships
- Adult & Youth Ambassadors
309 registered Herren Project Clubs across 38 states in the country.
30 activities translated into Spanish

In FY 2023 Herren Project awarded $508,000 allocated for recovery and treatment scholarships.
A 35% increase in funding over the last 3 years.

* Herren Project data since 2011
Individual Recovery Services

2023 saw a record number of people reaching out for support to take their first steps toward recovery from alcohol and drugs. Executive and board leadership have focused on the gaps in the addiction marketplace to best meet the urgent need. Investments made are targeted to double our impact in post-treatment long-term recovery and peer support.

“After being released from jail, I went to see Chris Herren speak and my life was changed forever. Chris and the Herren Project team provided me with the long-term treatment and unwavering support I needed for sobriety to finally stick. This time, things were different. This time, I had Herren Project.”
– Marissa C., 9 years sober

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<th>Increases</th>
<th>Expansion</th>
<th>Extended</th>
<th>Accelerated</th>
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<td>Recovery Scholarships</td>
<td>Alumni outreach &amp; engagement</td>
<td>Coaching access from 7 weeks to 6 months</td>
<td>Tracking to improve the monitoring of program outcomes</td>
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- 87% of scholarship recipients achieved a 90-day sobriety milestone
- 378 people from 21 states were placed
- 384 people received a scholarship
- 2,599 inquiries for help from 47 states

Individual Services means that people in need don’t need to do this alone. Whether they need a hand to guide them in the right direction, or they just need someone to listen to them, we’re here to help.

- Erica Boudreau, Recovery Care Coordinator
Family Recovery Services

The need for family support groups continued to increase this year as the demand for grief support tripled with record fatal overdoses. Leadership made it a priority to fund access to our online support groups and one-on-one consultations. Our online support groups are free and accessible to everyone with a connection to the internet.

Family and individual services walk with individuals at their pace without judgment. We are dedicated to meeting individuals where they are at, providing solutions, and promoting health and wellness.

- Angie Tibbetts, Director of Recovery Services

“We found Herren Project after our son died of an accidental overdose. The Tuesday grief group has been a guiding light as we navigate the emotions of loss and grief that we feel. Rebecca's facilitation is the perfect blend of wisdom, validation, encouragement, and support. Herren Project has offered our grief a home to be explored, managed, and understood. We are so grateful.”

- Brad & Meg Taylor

- 4,184 participants from 40 states
- 1,262 total group meetings
- 207 15-minute consults per year
- 26 different support groups
**Prevention and Wellness**

Herren Project Clubs are increasingly becoming a vehicle for program content that seeks to engage peers in relevant and meaningful ways while preventing substance misuse.

We support a total of 309 clubs in 38 states and 3 countries. Herren Project Clubs’ peer support program of evidence-inspired social and emotional learning activities helps teens identify mental health challenges and respond to them quicker while arming youth with social and emotional coping skills to reduce risk.

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**309**

Herren Project Clubs at schools in USA, England & Canada

**$7000**

Provided in scholarships and grants

**30**

Activities translated into Spanish

**16**

Youth Ambassadors in 6 states

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“To be successful in our prevention efforts, we first must teach our youth to love themselves and that they are perfect just as they are. We must talk about pathways to prevention and equip today’s youth with the power to make healthy choices for their minds and bodies!”

- Naomi DeSantis, Prevention Education Coordinator

“I started supporting Herren Project after I went to see Chris speak and saw the impact he had on the students. I have seen the progress and success of the services Herren Project provides those in need through their placement and support services. I am very happy to support Herren Project and plan on continuing!”

- Cathy Romano, 24 Club Member and long time supporter
Team Herren Project

Team Herren Project is an inclusive, diverse community of individuals committed to raising funds and awareness to support the work of Herren Project. Participants celebrate recovery, heal from loss, and inspire those around them through healthy activities like 5ks, marathons, triathlons and Spartan Races.

“I’ve run and raised money for charities in the past and I will honestly say that Team Herren Project is the first charity where I truly felt a personal connection. That is of course in part due to my connection to the recovery community but also due to the warm and welcoming Herren Project team.”
- Team Herren Project Teammate

702k Raised in FY 2023 by Team Herren Project

2000 Team Herren Project teammates

Over $4,000,000 Raised since Project inception

38 Total events

The power of one person helping others is exponentially multiplied when they are part of a community, especially a community they trust, believe in, and have fun with. That is Team Herren Project. We get to use the power of sport, the power of relationships, the power of community to build an organization that helps others and that meets people where they are.
- Pam Rickard, Director of Active Engagement
Ambassadors

THE POWER OF COMMUNITY AND CONNECTION

Herren Project Ambassadors are a group of community members, young and old, from across the country who go the extra mile to connect others to Herren Project’s services and promote the power of recovery and wellness. Each participates differently, from organizing events to raising funds for the mission. Still, one thing they all have in common is that they all raise positive awareness and help break the stigma of addiction to drugs and alcohol.

This past year we bid farewell to seven of our long-time ambassadors - Caleb Daniloff, Pamela Hogue, Pete Navatto, Meg Navatto, Kristie Sievers, Marissa Lopes, and Walt Smith. We thank them for sharing our mission and message nationwide. As we said good-bye, we were grateful to welcome 11 new ambassadors bringing our total to 29. It takes a strong community and we are fortunate for their passion and dedication.

“TThis all-volunteer force is always shining their light by sharing their experience, strength, and hope in their respective communities and at different Herren Project events.”
- Sean MacMillen, Community Engagement Coordinator

My favorite part is, of course, the connection with my Herren Project family. But the retreat is always so powerful. It’s beautiful to see the power of recovery in action and the difference that Herren Project is making in people’s lives. I also love seeing how my fellow ambassadors live their truth and share their stories and lives with others. It’s truly a beautiful event.”
- Allison Terlacher
Fiscal Year 2022 Donations

5,717
Total Donors

$263
Average Gift

Herren Project Financial Report

**Income**

$1,934,394

- Direct Public Support – $855,702
- Team Herren Project – $702,099
- Grants – $186,672
- Stock Gifts – $87,844

**Expenses**

$2,128,515

- Treatment – $1,107,382
- Education – $652,080
- G&A – $184,463
- Fundraising – $184,590

Deemed accurate pending final audit.
THANK YOU TO THE FOLLOWING ORGANIZATIONS & FOUNDATIONS FOR YOUR GENEROUS SUPPORT.

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Accenture/The Blackbaud Giving Fund
Affinity Consulting
Alexander Ian Diamantopoulos Foundation, Inc.
Allure Hair Spa
AmazonSmile Foundation
Amersource Bergen
Amwins Group
Anchor Counseling Center
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Apex Entertainment
Aquadeck Pediatrics
Arold Construction Co., Inc.
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ATC Plumbing & Mechanical
Bank of America Charitable Foundation
Bannister Giving Fund
Barrett Family Foundation
BataSSia Electric, Inc.
Baycoast Bank
Belchertown High School Student Council
Beneficiency Community Impact Fund
Berry Global
Blind Society
BlueWater Health
Body Movement Physiotherapy
Boston Athletic Association
Brainiac Wellness
Briarpatch Pediatrics, PC
Bright Funds Foundation
C & L Innovation
Cahill & Driscoll, Inc. DBA Damien’s
The Cape Cod Foundation
Cardinal Health
Cavanagh Company
CDW
Charities Aid Foundation of America
CharityVest, Inc.
Chissy In The City Creations
The Christmas Project
Clark Capital Management Group
Cleaning Services Group, Inc.
Clements Market Charity Golf Classic
Confidence Training & Wellness
Corvino Foundation, Inc.
The Coughlin Family Trust
Courtney Roderick Run for Recovery
Creative Energies
Crowe Foundation
Custom Ink
CycleBar Providence
Davidson Holding Company, Inc.
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Disotto Enterprises Inc. DBA Avelino’s Restaurant
DMF, Inc.
Dover Sherborn High School Guidance
Duggan Mechanical & Plumbing Services, Inc.
EAD Management Services, Inc.
Edwards Lifesciences Foundation
Enterprise Holdings Foundation
Factset
The Family of John & Melinda Taylor
FHLBank Boston
Fidelity Marketplace
Filbert Street Salon
Flannery Construction
Fortitude
Fox Rock Foundation/Fox Rock Capital
Fox Vending, Inc.
Frank Gerrity Charitable Trust
Franklin Templeton
Frontstream
Gallery of Wines
Gates Family Foundation
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GCF
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Herlihy Family Memorial Fund of Greater Worcester Community Foundation
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Hope For Recovery Illinois Toolworks
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J&D Enterprises
The Jack Tarver Family Foundation
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JEOL USA, Inc.
Joanne F. & William G. Segal Charitable Fund
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The Jones Family
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JustGive- Great Nonprofits
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THE 24 CLUB
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PYH133 Kim
Benny Koh
Riggs Kollar
Antigoni Konstantinidou
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Karen Lamond
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Kendall & Derrick Perkins
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Rachel Quinnian
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Ryan Sgroi

Shalinder Singh
Judith Skurnik
Jamie Stebbins
Nigel Stinson
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Alton Thad
Brady Thomas
Leona Thomas
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Emily Tisdale
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Andrea Villanueva
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Nancy & Let Adler
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Luce Barrack
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Beverly Bartley

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Christopher Kerrigan
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Becky Mayo
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Teddy Minner
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Vinny Natoli
Liam O'Brien
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Craig Silva
Wesley Skeie
Colin D Smith
Linda & Steven Sprvak
Joe Stacy
Kaitlyn Sullivan
Tom & Cindy Sullivan
Alison Terlacher
Gary Tews
Owen Thomas
Wait the Ironman
Wedding guests of Megan Roberts & Tony Knaff
Wednesday Night Grief Group
Jonathan Wentworth
David White

"Reading Basketball Junkie is where my journey into sobriety began. By telling his story, Chris helped me. Giving to the Herren Project allows me to help Chris in helping others."

- Tim P., long time supporter