Our Mission
Support, inspire, and empower those affected by substance use disorder

Our Goals
Provide resources, guidance, and support for individuals and families to receive quality care
To walk with individuals on their path to recovery
Empower youth to make healthy decisions
Build an active community of recovery advocates across the USA

Looking back on this year, we are amazed to think this was the end of a decade. What started as one act of helping “one person” has become ten years of supporting, inspiring, and empowering individuals, families, and communities nationwide. Herren Project has grown from a grassroots organization into a movement that is poised to change the face of addiction.

We have witnessed immeasurable human casualties associated with a national opioid epidemic and a pandemic that intensified the root causes of addiction like a perfect storm. It is hard to celebrate what we have achieved in times like these, yet we must to bring hope, healing, and connection to those who need to know they are not alone in this fight. Our values are rooted in community and the spirit of helping each other. We aim to inspire hearts and minds and be genuine examples of the impact each of us can have to be a “power of one.”

In 2020-21, we asked ourselves hard questions. Herren Project began a strategic planning process, looking deeper at our high-touch, human approach as a key distinguishing characteristic. We considered how we could best bring impact and began to chart a new course for the years ahead. Recognizing the merits of collaborative solutions, we are building strategic partnerships with local foundations, coalitions, and new corporate partners. Herren Project stands poised to bring impact to this national crisis in the next decade.

We strive to be a national organization with deepening local community roots to bring free treatment, recovery, and prevention resources and support to those in need. We are grateful for the trust and support of the Herren Project community — our donors, passionate volunteers, and committed staff and board.

There is a power of one in each of us. When we join together, we can shine a light strong enough to end the darkest days. We remember those we have lost and bring hope to make this world a little better for all. Our promise will always be a welcoming community ready to walk with people on their recovery journey and prevent substance use disorder.

Gratefully,
Chris & Heather Herren
Celebrating 10 Years
ONE PERSON. ONE FAMILY. ONE COMMUNITY AT A TIME.

"Ten years ago, I wanted to be part of someone’s story. I wanted to offer someone something that was given to me." - Chris Herren

March 30, 2011, marked Herren Project officially becoming a 501(c)(3) nonprofit organization. Starting with one person reaching out for help and accepting the gift of recovery once given to Chris Herren, what began as "one person, one family" has grown into a vibrant community. Over the past decade, Herren Project has walked with thousands of individuals, families, and communities to bring hope, healing, and positive awareness to the disease of addiction. From one $10,000 donation to over 30,000 donors raising over $8.6 million, we are stronger than ever.

This past year was not only an important milestone for Herren Project but marked the transition from a grassroots organization to an organization changing the face of addiction. We took this past year to reflect and begin looking ahead. We are undergoing a strategic planning process to take a deeper look at how we can make a more significant impact in the next decade. For our organization, FY 2022 will be a year of building on the impact of our recovery and prevention initiatives. We are pursuing evidence-informed strategies capable of changing outcomes to serve as a catalyst and connector. We are committed to empowering people everywhere to live happy, healthy, fulfilling lives free from the effects of addiction.

As we celebrate ten inspiring years, we celebrate with our "Herren community." Each of you is a special part of what we celebrate - 10 years of supporting, inspiring, and empowering one person, one family, one community at a time. We look forward to the future and bringing light and hope to those affected by substance use disorder.
“I would like to take a moment to express my gratitude and appreciation for the scholarship I received in memory of Kevin Hagbakovich. Early on in my recovery I was in a very desperate situation, being homeless, and financially exhausted. Receiving this scholarship made it possible for me to solely focus on my sobriety. The recent success that I have enjoyed in life would not have been possible without Herren Project’s generosity. I will forever be grateful for the friends and family of Kevin Hagbakovich who have taken time to help people like myself.” — Christopher Atkins

“I started drinking and smoking weed at the age of twelve. What started out as innocent fun, derailed my entire life. Isolated, suicidal, and completely broken by the age of twenty-six, I made an attempt on my life. Through what seems like a miracle, I was put in touch with Herren Project. They provided me a treatment scholarship for in-patient services and aided with sober living costs. In treatment, I learned the nature of my disease and what I was suffering from. Herren Project set me up with an amazing recovery coach, Patrick, who saw me through some really difficult trauma in my early recovery. We still keep in touch which shows how much this organization cares about helping people who suffer from addiction. I attribute the success of my recovery to this experience and the financial help from Herren Project.” — Veronica Nese

One of our goals at Herren Project is to find quality treatment options for individuals ready to take the first step toward a life in recovery from drug and alcohol addiction.

This year the nation experienced a record increase in drug and alcohol addiction rates. We lost 93,331 Americans to a fatal drug overdose. Herren Project saw the impact of this first-hand as we experienced a 528% increase in support inquiries from 2020.

During this unprecedented time, we were able to meet the urgent need and not turn anyone away. Herren Project provided critical support and treatment placement for men and women across the country. We walked with thousands through our nightly online recovery meetings serving 18,214 to handling inquiries from 9,685. Additionally, 422 people took the first steps towards recovery, with 150 men and women awarded additional services through a recovery scholarship. With the ability to provide additional aftercare through recovery housing and coaching, 78% of our scholarship recipients reached a critical milestone achieving 90+ days of sobriety.
“After I finished my first, and hopefully last, run through treatment, I was really struggling with how I could continue navigating my new ‘people, places, and things’ in a halfway house due to my financial state and the fact that being transgender has made it so difficult for me to feel comfortable and safe living in many places. Herren Project not only gave me relief of budgeting but a feeling of ease and family in a way that has never been easy for me. They have taken the time to honestly get to know me and my personal place in a world of sobriety by understanding that every individual deserves a different kind of “prescription to life,” whether or not we know what that even looks or tastes like or how long it will take to get there. With your help my time has been spent finding true joy in the world around me instead of time that I used to take advantage of using alcohol and abusing myself. I have found that being myself, is a self that I actually really like.” — James Lane Miller

Individuals who reach out to Herren Project for assistance often do not have insurance or the financial means to get the care they need and deserve. Herren Project advocates for each man and woman to bridge that gap to find quality treatment, regardless of their circumstances. We work with vetted drug and alcohol treatment providers nationwide to assure our clients receive the best possible treatment options available to start their journey to recovery. Thank you to these treatment facilities that generously granted in-kind donations totaling $1,393,000 to help individuals take the first step.

$1,393,000
In-Kind Donations by Treatment Partners

Trusted Treatment Partners

Herren Project’s family support services continue to expand. Family inquiries tripled in FY 2021. The increased need to assist family members in navigating a loved one’s addiction resulted in three new clinicians and an additional nine online support groups for siblings, spouses, parents, and family members, as well as two more grief groups.

This year we expanded our online resources to offer educational webinars, monthly lunch and learn, and Q & A sessions. These resources were designed to empower family members to create healthier relationships with their loved ones. Our 15-minute phone consultations continued to provide support with licensed clinicians during times of crisis. When family members receive the support and education they need to support a loved one, there is a higher chance for recovery for the individual and family. Our family support services continue to make a significant impact in sustaining recovery.

“...we joined the family support group and it has really changed our lives. Our daughter continues to use but we have learned to set boundaries, make a “yes list”, and blame ourselves less – and feel more confident in our decisions. We continue to grow and feel supported with the group as everyone really understands and has been through similar situations. Surprisingly, there is a lot of laughter during our group and we love that! Rebecca brings humor into our discussions and we feel free to talk openly—knowing we are safe to expose our wounds and share our joys. Thank you Herren Project. You are just what we needed!” — Joan and Mike Van Den Berg

Supporting More Families

INSPIRING FAMILIES TO FIND HOPE & HEALING

We came to Herren Project feeling a bit lost and worn out. Our loved one had been deep into fentanyl addiction for three years and we were still trying to find a way to help as well as find a way to live our lives on our own terms. We joined the family support group and it has really changed our lives. Our daughter continues to use but we have learned to set boundaries, make a “yes list”, and blame ourselves less - and feel more confident in our decisions. We continue to grow and feel supported with the group as everyone really understands and has been through similar situations. Surprisingly, there is a lot of laughter during our group and we love that Rebecca brings humor into our discussions and we feel free to talk openly—knowing we are safe to expose our wounds and share our joys. Thank you Herren Project. You are just what we needed!” — Joan and Mike Van Den Berg

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Herren Project’s prevention initiatives positively impact young adults across the United States by increasing protective factors against substance use. The pandemic created many obstacles for schools and community members as they had to adapt to a new virtual environment. Herren Project quickly responded by providing a virtual edition of Herren Project Clubs and an interactive Google classroom. Despite the challenges, we saw successful outcomes with our registered clubs and the use of our evidenced-informed activities. In the 2020-21 school year, clubs grew by 79 new schools, reaching 211 clubs in 34 states.

Engaging with youth in more productive ways is a priority for Herren Project to produce more successful outcomes in preventing addiction. Our capacity for reaching youth grew substantially in FY 2021. Our prevention team and youth engagement specialist developed engaging content through popular social media channels like YouTube, Instagram, and TikTok, which has grown to over 20k followers within three months!

In September 2020, we announced the first Herren Project Youth Ambassador board. The program was integral in connecting with youth across the country, fostering an authentic, empowering, and inspiring atmosphere in the pursuit to prevent substance use disorder. This passionate group of 16 middle and high school students has brought vitality and energy to the peer-led movement. Our youth ambassadors reach young people of all ages, spreading positive messaging and inspiring others by example, empowering their peers to live a healthy, fulfilling life substance-free.

“I'm so grateful to have the opportunity to be a part of the Herren Project Youth Ambassador Program. It has provided me with an incredible network of peers who share my passion for preventing drug and alcohol use in our generation. The support and encouragement I receive from the program has been invaluable in helping me to reach out to my community and share my story.” — Ava Tiffany

“Herren Project Youth Ambassador program is amazing and has impacted me in so many unique ways. I was able to connect with like-minded leaders across the nation and collaborate on projects related to wellness, self-esteem, and prevention. I formed friendships and was inspired by what other young leaders are doing in their clubs, schools, and communities. I was able to then take these ideas back from the YA program and apply them in my own Herren Project Club to spread the message around my own community which was so neat!” — Ava Tiffany
“After losing my youngest brother to a heroin overdose in December 2018, I found myself drowning in grief and reaching for change. Serendipity would connect me with Herren Project on Facebook and the rest, as they say, is ‘her story.’ With the encouragement from my Team Herren Project teammates, I ran my first of 3 half marathons last October and I ran again this October. Nothing has made me prouder than raising money for this cause, a cause that is so close to my heart. In this spirit, I imagined, created, and launched my new coffee brand, Dragonolia, donating $1.00 from every bag sold back to Herren Project because discovering this community and support network early on gave my path a purpose and gave my soul a home.” — Jen Fox

“I am a person in long term recovery from substance use disorder. My path has not been a straight line, and I relapsed after 20 years of sobriety. Early on in my second recovery journey, I had the opportunity to watch Chris Herren’s 30/30 segment, ‘Unguarded,’ as well as hearing Chris speak at a local high school. What resonated with me was that Herren Project is ‘doing the work’; just as I, in my sobriety, am doing the work. After that meeting, I signed up to do an ‘Own Your Own Event’ with Team Herren Project and shortly after, signed up to do the Boston B.A.A. 5K through Herren Project. I have been able to see the effect of this disease on the non-addicts; the spouses, the parents, the siblings, the children. I have witnessed Herren Project offering the resources to those in need and their families. I am proud that this year I was named as an Ambassador for Team Herren Project.” — Walter J. Smith

Embracing Opportunities

IN A YEAR OF UNCERTAINTIES AND OBSTACLES

The Team Herren Project community continued to shine and thrive throughout this last year. Pandemic-related cancellations and postponements were disappointing, but that didn’t stop teammates and ambassadors from fundraising, building relationships, and growing awareness for the organization. Many teammates created their own virtual events and participated in the Season of Hope Run in December. Leading by example, Director of Active Engagement Pam Rickard ran ten virtual races across Virginia to raise awareness for the disease of addiction. Pam ran over 193 miles in 6 days, raising $7,000 to help fight the addiction epidemic.

Happily, in June 2021, races began to open, and Team Herren Project was represented in the local Newport 10 Miler. In July, Team Herren Project sent a group of twelve to Washington to compete in the Ragnar Pacific NW. Despite the challenges, Team Herren Project met its goal, raising $385,180 for the programs of Herren Project.

Heren Project celebrates our 2020-21 ambassadors. These 27 men and women from across the country go the extra mile to connect others to Herren Project’s services and promote the power of recovery. Each of them organized events, raised positive awareness, and necessary funds in their local communities to support, inspire and empower those affected by substance use disorder. We are stronger due to the commitment from each one of them.

Alyson Cannone - CO
Peti Bergbacher - NY
Carla DaCruz - MA
Holly Goforth - VA
Glen Harrington - MA
Susanne Jones - FL
Pamela Krogan - CT
Christina Lapkin - MA
Danielle Lussier - MA
Sean MacMillen - MA
Jaimie McDonald - NC
Cadlin Martin - NY
Moghul Martin Malini - NY
Meg Navatto - NY
Pete Navatto - NY
Sean Nikolen - NC
Kathleen Ready - SC
Andy Rogers - WA
Julie Rogers - WA
Tom Rickerd - CA
Danielle Sharp - FL
Kriste Siers - TX
Ginger Stephens - TX
Walt Smith - NY
Allison Teichler - OH
Mary Widnap - NC
Scott Widnap - NC

861 Team Herren Project teammates from 38 states & 3 countries

$385,180 dollars raised by Team Herren Project

27 ambassadors from 12 different states advocating for awareness and raising funds

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Our Reach & Engagement

A THRIVING ONLINE COMMUNITY

Although the pandemic created many challenges, it did provide opportunities to engage and reach more people than ever before. Addiction relapse rates and overdoses were at a record high. Individuals, families, and communities were in urgent need of educational resources to help prevention efforts. Herren Project turned social media and online platforms into powerful tools for education and positive engagement.

Our clinical team offered their expertise to families through five webinars and 24 lunch and learns to support and empower them in coping with their loved one’s substance use. We held an additional 4 webinars and screenings of The First Day film and MTV’s 16 and Recovering for schools and communities to prevent addiction and raise awareness for the disease. Webinars prove to be a valuable resource, reaching over 4,500 people.

Social media engagement through YouTube, Facebook, Twitter, LinkedIn, Instagram, and TikTok gave us even more opportunities to not only raise awareness but to continue to inspire and empower people nationwide through education and positive awareness. Collectively, our reach has exceeded over 3,266,884 people with over 70k active followers.

Finally, through recovery and family support groups, our online community doubled this year, reaching an all-time high of approximately 448 people actively participating per week.

18,274 individuals attending nightly recovery groups with an average attendance of 86 people per week.

508 educational webinars reaching 508 registered participants with over 1,464 views on YouTube.

54 episodes of Herren Project Live streamed weekly on Facebook with over 9,262 views on YouTube.

508 Lunch & Learn informational webinars reaching over 205 registered participants with over 789 views on YouTube.

20 weekly online support groups for families and loved ones with an average of 67 people per week.

ANNUAL EMPOWERMENT APPEAL

In July, we celebrated the power one person can have when they lend their time, talent, and treasure. As part of our third annual appeal to raise funds to support Herren Project’s treatment, recovery, and prevention services, 13 men, women, and teens were recognized for their impact on changing the face of addiction in their local community. Each has been an integral part of Herren Project’s success over the past decade and an example of what one person can do to make positive change. Once again, our community stepped up and made an impact, with 956 donors raising $333,700 during July.

$51,480 awarded in scholarship & grant donations for recovery scholarships

The Corvino Foundation joined forces with Herren Project to benefit individuals who need extra support as they move through the stages of recovery to increase their chances for sobriety from alcohol and drugs. The Corvino Foundation generously awarded Herren Project $51,480 toward recovery scholarships for ten New Jersey residents.

Organizations Making an Impact

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Corporate Partnerships
Hemen Project recognizes we are interconnected and co-invested with community organizations and businesses to fight against the disease of addiction. The Corporate Partner Program officially launched in November lays the groundwork to further build partnerships on collaborative approaches to address the significant societal problem of addiction. Corporate partners support Hemen Project’s mission which fuels the capacity to serve employees and their families with dedicated addiction services through Hemen Project’s Corporate Recovery and Wellness program. We are grateful for our three corporate partners. They recognize the importance of providing dedicated services for substance use disorder for their employees and families and coming together in the fight against addiction. We look forward to the expansion of this program in 2022.

Community Partnerships
Every year Hemen Project relies on the financial support of “gamechangers” in our local communities. These partnerships are vital to our mission and work. We are grateful to collaborate with like-minded organizations and fundraisers to provide and create positive awareness for substance use disorder. Thank you to ROAR, MPM Golf Tournament, Bob Keener Memorial Golf Outing, Liam’s Anchor, Brent’s Bed, Rotary Club of Davidson, Dragonolia, Clements’ Marketplace, Jojo Rings, Hemen Talks, and 2021 Co. for supporting our mission this year.

Focusing on Wellness
BE YOU. LIVE WELL
Hemen Project, Hemen Talks, and Hemen Wellness hosted their second annual, nationwide prevention initiative and wellness movement, Wellness Week with Hemen, March 1 – March 6, 2021. Chris Hemen and the entire Hemen organization joined schools and communities across the country to celebrate wellness, recovery, and the power of being you.

This week-long, wellness-driven initiative ignited conversation and action regarding the importance of wellness in our everyday lives to help prevent the misuse of substances and, ultimately, addiction. Wellness Week with Hemen aims to give people the tools they need to practice wellness in their daily lives and show its impact on our physical, spiritual, and mental health.

In 2021, we partnered with 45 organizations in communities across the country to spread the “Be You, Live Well” message and create a wellness movement. The week ended with the Hemen tradition of “going purple,” with schools and communities showing their purple spirit.
FOCUS ON DEI INITIATIVES
Herren Project established an internal DEI committee with the help of an outside consultant to improve diversity, equity, and inclusion in the workplace and better serve the BIPOC & LGBTQ+ communities.

RECOVERY FRIENDLY WORKPLACE
Herren Project received a Certificate of Special Recognition from RI Governor Gina Raimondo as a recovery-friendly workplace in Rhode Island. Herren Project joins Recovery Friendly Workplaces throughout the state to perpetuate positive change and help eliminate barriers for those affected by addiction.

THE HERREN PROJECT FUND
With the help of a few transformational donors and board support, an endowment was created at the RI Foundation. The Herren Project Fund will allow for planned gifts to create a legacy and sustain the organization’s long-term future.

STUDENT SCHOLARSHIPS AWARDED
Herren Project awarded two $1,000 scholarships to high school seniors Peyton Gardner and Ethan McCarty, who exemplified Herren Project’s mission of positive role models and inspiring others in their communities.

THE BURGH IN NYC
After the Pittsburgh Marathon was canceled, Herren Project Ambassador, Christine Hopkins, created her own event, “The Burgh in NYC.” Along with three Team Herren Project teammates, they came together to support Christine in running her first marathon to raise awareness for addiction.

MPM GOLF TOURNAMENT
The 3rd Annual MPM Memorial Golf Tournament raised over $20,000 in memory of Matthew Malone, with proceeds benefiting Herren Project’s treatment, recovery, and prevention programs.

31 NIGHTS OF LIGHT
Prudential Center in Boston recognized 31 nonprofit organizations throughout December. The Boston sky lit purple as a beacon of hope in the fight against the disease of addiction on December 12.

RECOVERY MONTH
In September, we joined the voices of recovery and celebrated the connections in our life during National Recovery Month.

2021 Year in Review

THE HERREN PROJECT FUND
in partnership with the
RHODE ISLAND FOUNDATION

HEEREN PROJECT // 2021 ANNUAL REPORT

HEEREN PROJECT // 2021 ANNUAL REPORT
$1,733,363
Fiscal Year 2021 Donations

5,704
Total Donors

$315
Average Gift

Every effort has been made to ensure the accuracy of the information listed.

Thank you to the following organizations & foundations for your generous support.

Stratton School of Business
Wells Fargo Foundation
Rhode Island Foundation
Sarah's House
United Way of Central New Mexico
United Way of Massachusetts Bay & Merrimack Valley
United Way of Metropolitan Chicago
Veterans Health Administration
VFW Post 312

Direct Support

$177,703 - General Fund
$76,490 - Grants
$360,980 - Team Herren Project

Expenses

$905,376 - Treatment
$383,911 - Education & Prevention
$229,811 - General Expenses
$176,480 - Grants
$905,374 - Treatment
$383,111 - Education & Prevention
$385,180 - Team Herren Project
$229,811 - General Expenses
$174,628 - Fundraising

Deemed accurate pending final audit.
We are grateful to the following individuals and groups that supported us in our 2021 fiscal year.
Ashley Rose
Keira Rose
Maureen Rose
George Root
Lorijean Rooney
Mis Ronni
Jim Ronan
McKayla Romanello
Joe Romanello
Allison Roman
Sarah Rogers
Jennifer Rogan
Nicole Roether
Dana Roeth
Mardeleine Rodriguez
Nicole Rodriguez
Davone Rodgers
Jennie Robinson
Jason Robinson
Selena Robertson
Andrea Robertson
Sarah Roberts
Tina Rizzo
Eric Rivas
Robert Ritz
Jean Saccoach
John Rydzynski
Michelle Ryder
Terri Rybarczyk
Tim Ryan
Sean Ryan
Maverick Ryan
Chris Ryan
Joe Ryan
Donna Russomanto
Katherine Rushforth
Roberta Rusch
John Rugolo
Michael Rucker
Connor Rubin
Nancy Roy
Chip Roy
Elizabeth Roussos
Betsy Roush
Matthew Rosso
Olivia Rosenfeld
Anne Schick
Valerie Scheinfeldt
Helen & Herbert Scheiner
Ken Schapiro
Marc Schain
Anna Schab
Frank Scanzillo
Gerry Scalise
Iris & David Sasportas
Pamela Sardinha
Srikant Sarangi
Wendy Santos
Paul Santos
Jane Santoro
Jennifer Sanford
Araceli Sandoval
Jennifer Sanders
Jessica Sandell
Christine Sandberg
Roy Sanchez
Taylor Sahl
Sean Sahagian
Maitane Sesma
Pam Servideo
Joan Serverson
Deena Sena
Josh Seeman
Grey Seate
Maddie Scott
Andrea Scott
Lawrence Scott
Kyle Scott
Christy Schutte
Basil Schultz
Julie Schuck
Jon Schuberth
Thomas Schreck
Sally Schopmeyer
Kimberly Schoen
Tracy Schober
Beth Schnell
Amanda Schneider
Susanne Schneider
Mike Schmidt
Ronda Schmid
Sital Shah
Ramona Setherley
4140
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