

# 2016

## ANNUAL REPORT



REACHING ONE PERSON  
ONE FAMILY AT A TIME

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

The mission of The Herren Project is to provide assistance in taking the first steps toward recovery and a life of sobriety, educational programs and resources to increase awareness on the signs of addiction and bring hope for a better tomorrow.

# 2016

MARKED THE FIVE-YEAR  
MILESTONE OF THE FORMATION OF  
THE HERREN PROJECT

"I am grateful for your trust and generous support over the past five years as we continue our work in assisting those who suffer from the disease of addiction find quality treatment programs and take the first step towards a life of sobriety."





# Celebrating

FIVE YEARS OF ASSISTING  
ONE PERSON, ONE FAMILY AT A TIME.



## CELEBRATING FIVE YEARS WITH GRATITUDE

2016 marked the five-year milestone of the formation of The Herren Project. I am grateful for your trust and generous support over the past five years as we continue our work in assisting those who suffer from the disease of addiction find quality treatment programs and take the first step towards a life of sobriety. With your help, The Herren Project has strengthened and developed mission-centered programs and initiatives focused on prevention, education, supporting families and expanding recovery support services within our core areas of focus.

When I started The Herren Project in 2011, I simply wanted to help identify treatment resources for individuals and families who had nowhere else to turn. Since that initial goal, over the past five years The Herren Project has assisted over 1,200 families and individuals through treatment navigation and impacted thousands more through educational programs such as the Impact Speaker Series and the national anti-substance use campaign, the THP Project Purple Initiative.

The disease of addiction does not just impact the individual suffering, it impacts those who love them - a mother, father, sister, brother, daughter or son. Nationally, it is estimated that over 25 million people suffer from addiction to drugs or alcohol, with the reach impacting millions more.

To assist with the impact on the family, in 2016 The Herren Project expanded treatment navigation services to include the addition of weekly online support groups for families who have a loved one struggling with addiction or may have lost a loved one to the disease. Additionally, our team has further developed the recovery coaching and recovery housing programs, with an expansion of experienced coaches and working with certified recovery houses.

As we look forward we need to turn the focus from the last day of addiction to the first day, increase educational and prevention programs and continue to provide a voice. I truly believe that we are making a difference providing the resources people need to secure comprehensive treatment services, recover and make a difference. I am grateful to be part of this amazing team and to have you as a partner on this journey.

Gratefully,

Chris Herren  
Founder, The Herren Project



TREATMENT NAVIGATION

Treatment navigation and the need to assist families in navigating and finding quality treatment solutions was the reason Chris Herren founded The Herren Project back in 2011. Traveling the country, sharing his story and educating individuals about the dangers of substance abuse, Chris began to recognize the struggle within communities to find adequate treatment and services for addicted individuals and their loved ones. Unfortunately, there was nowhere for them to turn. As a result Chris brought together a small team of dedicated individuals to assist them throughout the process, and thus THP Treatment Navigation was born.

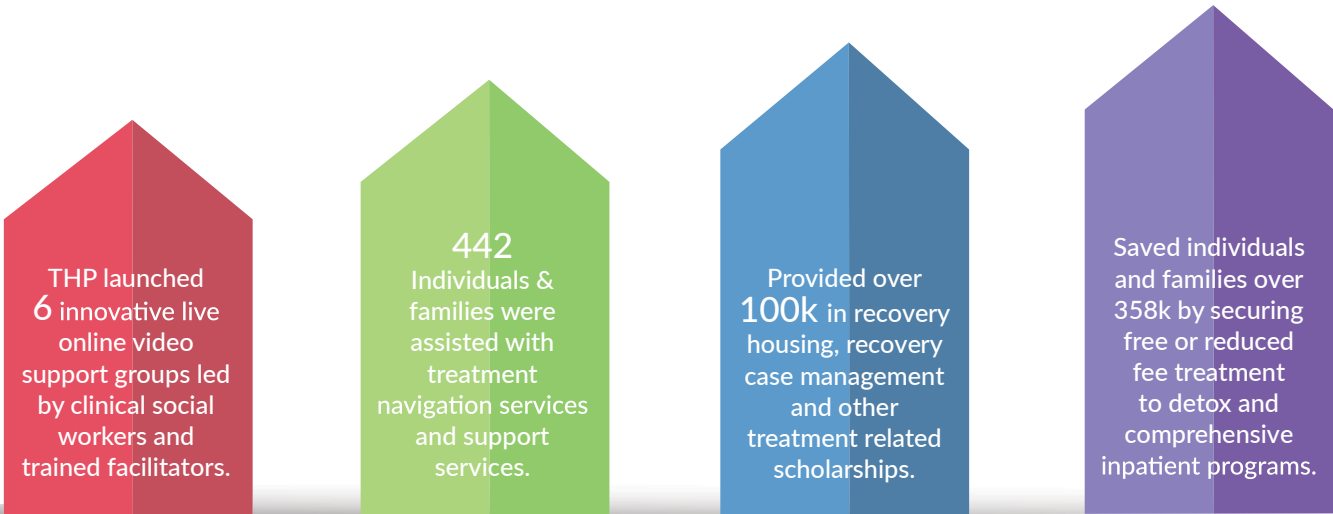
THP Treatment Navigation consists of six areas. These areas include treatment navigation for those struggling with addiction, assistance with aftercare planning and support upon completion of a treatment program, a scholarship program for those in need of a recovery residence, recovery coaching, guidance and support for family members and loved ones and on-line support groups. In 2016 THP has assisted over 442 individuals and their families.

Recovery Housing Program and Mentoring

With over 23.5 million people needing treatment for an addiction, there is increasing lack of treatment resources available for those seeking recovery. From bed availability to what insurance will not cover, adequate length of stay and support is not readily available. In an effort to positively support those taking the steps towards recovery, The Herren Project offers recovery housing scholarships which include recovery coaching services. The goal is to provide those completing treatment the chance to get back on their feet, and transition into their new sober life in a safe and successful way. This affords the individual additional weeks in a more structured environment that they would otherwise have not had. Since its inception in December of 2015, THP has seen this program have a significant and positive impact on long term sobriety and success.

Support Groups

The need nationwide for assistance and support for families of those struggling with addiction has become increasingly apparent. To meet this need THP took an innovative approach to the traditional support group setting, and created an online platform to reach families nationwide. THP currently offers three ongoing family support groups: two groups for family members with addicted loved ones, and one for those who have lost a loved one to addiction. Due to their success, THP launched three more groups this Fall. These groups will include: a weekly 12-Step model group for those between the ages of 18 and 30, a weekly relapse prevention group, and twice a year Wellness Recovery Action Planning group (WRAP).

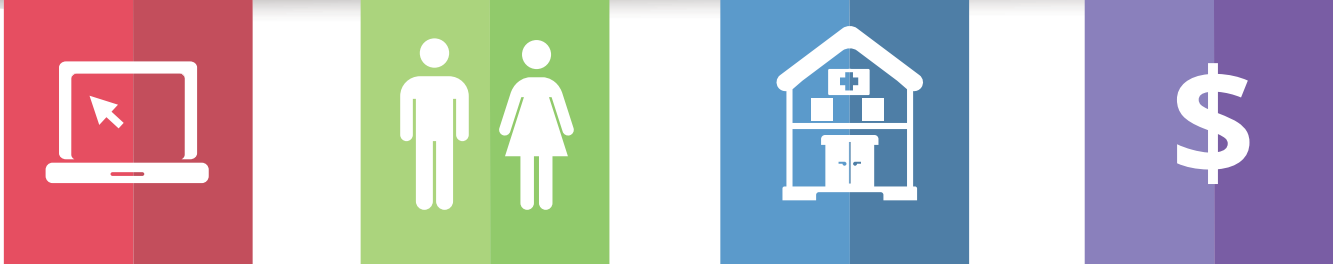


6 ONLINE SUPPORT GROUPS

442 ASSISTED IN TREATMENT

100k RECOVERY HOUSING

358k SAVINGS FOR PATIENTS



FINDING RECOVERY

*It takes angels to rescue a man from the depths of circumstance and apathy I found myself in less than a year ago. The Herren Project reached out their hand not once, but twice in an effort to save me from myself - the former being an uncanny demonstration of my unwillingness to change, my complete lack of understanding of the predicament I was in, and the naiveté that a trip to a rehabilitation center was reserved for rock-bottom dwellers... anyone but me. In November 2015 I was hospitalized for alcohol-induced, acute pancreatitis. A month later, I lost my job, my home, my truck, and my possessions. More important than anything material, I lost myself. I had reached my rock-bottom. With loving persistence, the Herren Project shed light directly into the darkness that consumed my existence. February 10, 2016 was the last time I picked up a drink. In that time I have gained so much more than sobriety. I have found peace, with myself and the world around me. Today, I am a son, a brother, and an uncle. I am all of these things because the Herren Project knew and believed I could be. No words can express the gratitude that I have for the new lease on life the Herren Project has afforded me. - Jared Henry*



IMPACTING FAMILIES

*The first time I heard of Chris Herren was from my boys who saw him speak to the students at their middle school and years later from my Aunt Lisa who was raising money running marathons to support The Herren Project. Who would have guessed that Chris Herren and the amazing staff at The Herren Project would be so directly involved in my life.*

*On January 21, I found my 18 year old son unresponsive, lips blue and barely breathing. I called 911, an ambulance came, narcain was given without results, my son was flown to a Boston hospital and was in ICU. He survived and The Herren Project team stood by my side. He went directly from the hospital to the airport to the next chapter of his recovery. The help and support my son and family received did not stop there. My son was connected to a recovery coach when he moved from rehab to a sober house. I was invited and continue to participate in a weekly support group.*

*Four months after my older son's unintended overdose, I contacted The Herren Project again for help for one of my other children. Thankfully, his drug use did not bring him to the point of near death before he received the help he needed in rehab. Both of my children (19 and 16 years old) are in recovery. With the deepest gratitude I thank all at The Herren Project for their compassion, professionalism, logistical and emotional guidance during a time of fear. - Susie Duffy*



EXPERIENCING LOSS

*My daughter, Emma began using heroin in high school. I began losing my mind shortly after that. I was crushed under the weight heroin placed on Emma, her mother, her sister, and me. We did what anyone would do under the circumstances; we called every doctor, many, many hospitals, every treatment center and psychiatric hospital we knew or could find. I felt alone. I lost hope. Just when I thought that I had run out of ideas and options, I found the Herren Project. With their support I realized that astoundingly, I was not alone and that there were other parents who understood what I understood. I saw that there were others who were just as mystified as I was. Somehow, I began to heal. I continued to feel less and less alone. I found a little hope. Then, as with so many of our children who are afflicted with this terrible disease, my daughter died. It has only been a few weeks since her death but I have yet again been helped in my grief with the support of THP groups and counselors. While I expect that I will be forever broken and sad, I am not alone. I am moving from day to day. I have hope still. - James Franchek*





In 2016 The Impact Speaker Series continued to make a difference as Chris shared his story in schools, recovery centers, at rallies, on fields and in gyms with the hope of reaching just one person.

The Herren Project teamed again with The Leonard & Hilda Kaplan Charitable Foundation and The O’Neil Family Foundation furthering the reach of the message within the communities of New Bedford, MA and Baltimore, MD. Additionally, through the generosity of the NewportFed Foundation, Chris was able to share his message with school communities within Newport County, RI. In total over \$100k in Impact Speaker grants were awarded across New

England. In response to hearing the message, the THP student outreach team received emails from students sharing their stories and asking for assistance in handling an issue or taking that first step.

The impact is difficult to measure as many of the attendees at presentations are students. Often as a team we hope and pray the message will resonate and assist them as they navigate decisions and their path in life. The story highlighted below is just one that has touched The Herren Project Team.

THP Student Outreach continues to provide students across the United States an outlet for reaching out and sharing personal experiences in a safe environment after hearing Chris Herren speak. Our team, led by a licensed clinical social worker, offers trusted support and advice to every student who reaches out. An average of 210 students per month, from high and low risk areas, were supported in 2016. Student Outreach is a valuable resource for pre-teens and teens to find the courage to reach out for help regarding personal struggles on issues of their own substance use, a family member’s substance abuse, self-harm, bullying, and other mental health and social issues. The team has been able to actively help students when warranted by intervening in some potentially serious situations. Student Outreach is making an impact in the lives of students and opening up lines of needed communication that would otherwise been left unopened.

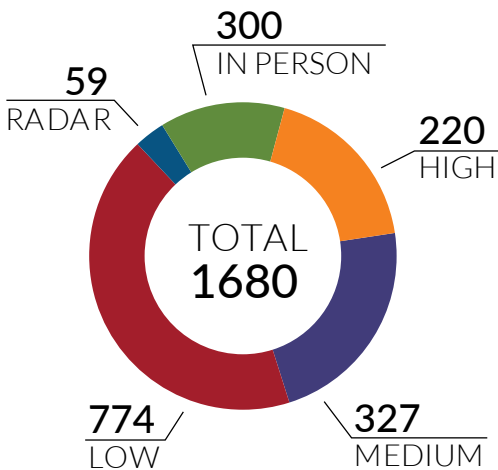
210 STUDENTS PER MONTH



RISING AGAIN: MY JOURNEY

“On the day I found out about my dad’s passing due to complications of alcoholism, my brother and I both decided to go to school. Coincidentally, that afternoon former Boston Celtics player, Chris Herren, came to speak about his career-ending struggle with addiction. I was blown away with what Chris shared. During my freshman year of college, I finally built up the courage to send an email to The Herren Project. I shared my story and asked how I could get involved. They offered me an opportunity to design a T-shirt for their 2016 campaign and share my story. My design revolves around the sun, but more specifically the sunrise. Although extraordinary, the sunset represents something coming to an end; whereas, the sunrise signifies the beginning of something new. Each day brings constant struggle in the life of an addict. I know for my dad, getting up every day and facing his past was almost unbearable. But just like the sun, he was able to rise up and keep trying. I reminded myself each day that no matter what the day brings there is always a tomorrow; that the sun will always rise again.” - Isabella McGoldrick

Recap of 2016 Student Outreach



“That talk changed me for the better. After that, I opened up to my new friends at lunch time. They were very accepting and they understood what I was going through. I used to get bullied a lot, and I still do. But I would laugh it off like I wasn’t hurting. But I was. You gave me the courage to tell my story to my friends.”

“I’ve struggled with depression and anxiety and, as a 16 year old, drug addiction. After the assembly, I went home and finally told my parents what I did years ago. I cannot thank you enough for giving me the courage to speak to them.”

“I expected Chris to be like any other speaker about drugs, so at first I shrugged it off. But his story and words rang true with me. I’ve been struggling with addiction with cocaine, amphetamines, and basically anything I can get my hands on. Today, I realized that I’m not the man I want to be. That I’m not setting the best example for my little brother, who looks up to me. It really made me reflect upon who I am and who I want/need to be. So I’ve decided to make the change.”



## THP RUNS

THP RUNS has enjoyed another tremendous year of growth as we continue to engage people from across the country to run, walk, and participate in healthy activities, for, and with, The Herren Project. We are a network of people who help each other, and others, live stronger, healthier lives while we work to promote the power of recovery and healing through running.

The concept of the THP RUNS initiative began in 2014 with the running of the Boston Marathon. Since that day, more than 320 people have participated in one or more running, cycling and walking events, raising more than \$450,000, and unmeasured awareness for the transformational work of The Herren Project and its mission.



### THE ICEBREAKER RUN

Director of THP Runs, Pam Rickard, was one of six ultra runners, including new THP team member David Clark, who participated in a groundbreaking Icebreaker Run across the US. The 24-day, 3,100-mile relay run began in LA and finished in DC on stage at Mental Health America's annual conference. Across the miles crucial conversations were started regarding mental health issues and addiction, creating positive change for all involved. The Icebreaker Run resulted in more than \$2,000 in direct donations, extensive awareness for THP and THP RUNS, as well as the addition of more than 20 new active THP runners.



### THP ADVENTURE RUNS

Born from the enthusiasm and interest built during the Icebreaker Run for unique running adventures, THP RUNS will hold the inaugural THP Adventure Run in the Spring of 2017. Participants will be offered destination running experiences around the world in various running formats and distances. THP Adventure Runs will focus on interesting locations, unusual experiences and opportunities to connect and grow, build awareness around the issue of substance use and the power of recovery through sport.



### THP ULTRA TEAM

David Clark joined The Herren Project team in October of 2016. An accomplished endurance athlete, author and trainer, David found recovery 11 years ago losing 160 pounds, adopting the vegan lifestyle and rededicating his life to helping others live a healthy lifestyle. David ran his first marathon in 2006 and has gone on to compete in over 30 endurance races including Badwater 135 (a 135 mile run across Death Valley) and the Leadville 100. Bringing experience to the THP Team from the ultra-marathon and endurance fitness community, David will focus on building a THP team of athletes focused on ultra marathons and endurance races. Additionally, he will spearhead innovative ways to bring continued awareness to the disease of addiction, acknowledging those we have lost and that recovery is possible.

### THE NUMBERS SINCE 2014

24  
STATES

82  
RACES

102k  
MILES

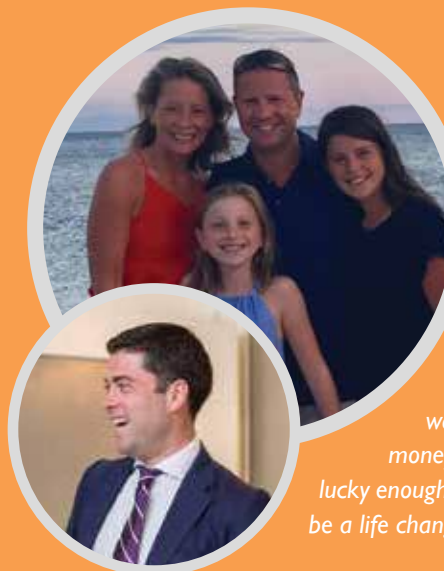
322  
RUNNERS  
WALKERS

\$455k  
RAISED



THE HERREN PROJECT  
RUNS

MAKING A DIFFERENCE, ONE STEP AT A TIME



### RUNNING FOR WILLY

*"January 25, 2016, my sweet, loving cousin Willy died by suicide. The morning of his funeral, my husband Alex and I went for a run. It was a crisp, cold, blue-sky day in Central Park. Running was the first thing that made me feel better since that devastating night. In the days and months after his funeral, we were haunted by the things we should have said or done. What could our family have done differently? What could we do now to make a difference?"*

*We decided to find a way to help others in Willy's name. It was too late to help Willy, but it wasn't too late to help another family. We chose to run the Falmouth (MA) Road Race, raising money in Willy's name. As we looked for an appropriate charity that would honor Willy's life, we were lucky enough to find the The Herren Project (THP). What we learned as we worked with THP is that it would be a life changing experience for us.*

*We discovered that THP is a strong support group that helps people heal through running, and that THP saves lives. We realized that Chris Herren has dedicated his life to not only educating our youth on the dangers of drugs and alcohol, but even more importantly, that they matter, and that the world needs them, just as they are.*

*We raised \$22,565 for the work of THP, and I know it will make a positive difference in someone's life, as our experience running with and for THP has made a difference in ours. " - Wallis Bowyer*



The THP Project Purple Initiative, a national anti-substance use campaign was launched in 2012 to support and inspire youth and communities nationwide to take a stand against substance abuse and make a difference in their communities. The “Go Purple” initiative continues to bring a message of education and awareness to the dangers of substance use and encourage positive decision making to navigate life’s challenges.

In 2016, the THP Project Purple Initiative’s reach has continued to grow in numbers across the U.S. and also internationally, with the first THP Project Purple team in Tanzania, Africa. Additionally, the impact of events embracing the themes of “I AM”, “Good Enough”, “Purple & Proud!” has reinforced the message to thousands of teens, and people of all ages, that you do not need drugs and alcohol to meet life’s challenges; that you are perfect just the way you are.

The Herren Project teamed up again with the National Institute on Drug Abuse (NIDA) to launch the National Drug & Alcohol Drug Facts Week in conjunction with “Go Purple” week in late January. THP also awarded three Go Purple! scholarships to high school seniors pursuing higher education, Purple & Proud grants to support substance-free post prom celebrations and expanded the 2016 THP Project Purple Initiative print campaign to include younger demographics and prevention messaging.



On March 31, 2016, The Herren Project partnered with the Shotkus family and the Wellesley, MA location of Lyn Evans Designs for a Dressed to Give Charity Fashion Show at Dedham Country Club in MA. Spearheaded by Georgia Jenkins, Lyn Evans Wellesley Store Manager and her dedicated staff, the event started with a Spring fashion show highlighting the latest trends. Serving as Masters of Ceremonies was Susan Wornick, former Boston news anchor and the late Linda Shotkus of Lyn Evans Designs. Models included THP board and team members, individuals and family members of those who have been assisted by The Herren Project. The evening also featured a silent and live auction raising over \$17k to support the mission and programs of The Herren Project. It was an amazing evening of fashion, fun and community.



- A CLOSER LOOK AT 2016 -

THE STATS  
THE PROGRAMS  
THE IMPACT

In 2016 The Herren Project provided treatment navigation, placement and navigation for over 440 families and individuals impacted by substance use disorder in addition to funding alcohol and drug use prevention and education initiatives reaching over 400,000 individuals nationwide. Over 60 individuals were provided recovery mentors and 14 youth were provided camp scholarships.

Treatment Navigation

Over \$358,000 was secured in treatment scholarships or fee reductions through THP treatment partners that are selected and vetted by the THP treatment team. On-line support groups were launched assisting 30 individuals and families weekly. Thousands of hours were provided for navigational services to assist individuals, obtain quality rehabilitative care and support services.

Education & Impact Speaker Programs

In 2016, The Herren Project partnered with The Leonard & Hilda Kaplan Foundation, The O’Neil Family Foundation and NewportFed Foundation to bring educational and awareness programs to youth and communities. Over \$100,000 in Impact Speaker Presentations were awarded to schools, community groups, treatment facilities and recovery organizations.

Student Outreach

The Herren Project received and responded to over 1,680 students who reached out to us after hearing Chris Herren’s message of hope, recovery and good decision making. Our Student Outreach team assisted 59 students who were in immediate crisis and helped link them to services and support back at their schools or within their communities.

The THP Project Purple Initiative & Prevention

550 THP Project Purple sites nationwide and 1 international site in Tanzania, Africa have registered for the THP Project Purple Initiative since 2012 with an estimated 400,000 people of all ages “Going Purple”. Additionally, THP sponsored a “proud and purple” post-prom grant program for 3 communities and a scholarship program for 3 students seeking further education who embodied the “Go Purple” spirit.

Recovery Housing Program & Mentoring

The THP recovery housing program provided over \$100,000 in scholarships to individuals leaving treatment facilities who were ready to take the next step in their recovery. The program assisted over 60 individuals and provided no cost recovery coaching that resulted in multiple individuals reaching milestones in their recovery, gaining employment and returning to their families.

Youth Mentoring

14 hoop players impacted by family members suffering from addiction were awarded one week basketball camp scholarships valued at \$2,800 with the goal of providing an outlet for fun, positive mentoring and basketball skill instruction in a structured environment.



550

SITES ACROSS  
THE UNITED STATES



400k

PEOPLE OF ALL AGES



1st INTERNATIONAL SITE

TANZANIA

PAINTING THE TOWN PURPLE - CLINTON, CT

The town of Clinton, Connecticut showed us all just what “Going Purple,” looks like with a week jam packed of THP Project Purple Initiative events including a dodgeball tournament, spirit days where students adorned the color purple, assemblies at their local high school where Chris was invited to speak to both middle and high school students and a night time community event that drew hundreds to the Morgan School gymnasium.

This community truly embodied “Going Purple,” with additional help from the town’s, Friends of Clinton Youth & Family Services Bureau in conjunction with the “Pretty Committee,” which aided in spearheading the event and lined the town of Clinton with 496 purple flags, one for each opioid death in Connecticut in 2013, and to help raise awareness of the national opioid epidemic. Clinton’s “Pretty Committee” and Clinton THP Project Purple Initiative team went above and beyond to ensure that this powerful message of prevention and hope was brought to their students and community at large.







## REACHING ONE PERSON, ONE FAMILY AT A TIME.



## IN HONOR AND MEMORIAM

The following list represents gifts given in memory and honor of a loved one with the hope of making a difference in the life of others.

Michael Alfieri  
Margaret Alves  
Evan Artz  
Todd Blumenfeld  
Daniel Breault  
Michael Collins  
Rachael Collins  
Thomas Cook  
Nicholas Crawford  
Dennis P. Crowley Sr.  
Jesse Christian DeRusha  
Rickey DeSimone  
Samuel Donovan  
Stephanie Eranio  
Glenda Elizabeth Ferguson  
Kevin Fitzgerald  
Emma Franchek  
Michael Donovan Frohlich  
Alexander Ghiz  
Ethan Graham  
Nicholas Haberlein  
Riyan Hamed  
Douglas Harvey  
Brent Hastings  
Andrew Hoffman  
Keith Hopkinson  
Matty Hutchinson  
Spencer Kubala  
Craig LaMond  
Thom Lincoln  
Derek Lyons

Nico Marcantuono  
Joseph Marceda  
Terry Mathias  
Scot McDevitt  
Kevin Meara  
Jonathan Moules  
Stephen Moyer  
Michael Murray  
Dylan Nagle  
Ryan Nash  
David Nunes  
Carol O'Dowd  
Michael Orlando  
Ronald Poirier  
Cory Quinn  
Banou Radji  
Patricia Rathbun  
James Reppucci Jr.  
Willy Sargent  
William "Billy" Silva  
Constantine Thomas Simones  
James Albert Stewart III  
Nicki Lee Sweeney  
John Sullivan  
Mark St. Jean  
Brendan Tapley  
Michael Thorpe  
James C. Walsh III  
Joshua J. Wetherbee  
Kyle Wright

Since 2011, The Herren Project has developed programs and initiatives to provide treatment navigation, prevention and educational initiatives as well as mentoring programs with the goal of assisting just one person, one family at a time. Please help THP continue to strengthen our programs by considering a tax-deductible gift. Each dollar can make an impact providing hope, programming and support for a better tomorrow.

Visit [www.theherrenproject.org/support](http://www.theherrenproject.org/support) to secure your on-line donation or simply send in the enclosed envelope with your check made payable to The Herren Project. Thank you for your continued support.



THE HERREN PROJECT  
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REACHING ONE PERSON  
**ONE FAMILY AT A TIME**

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