



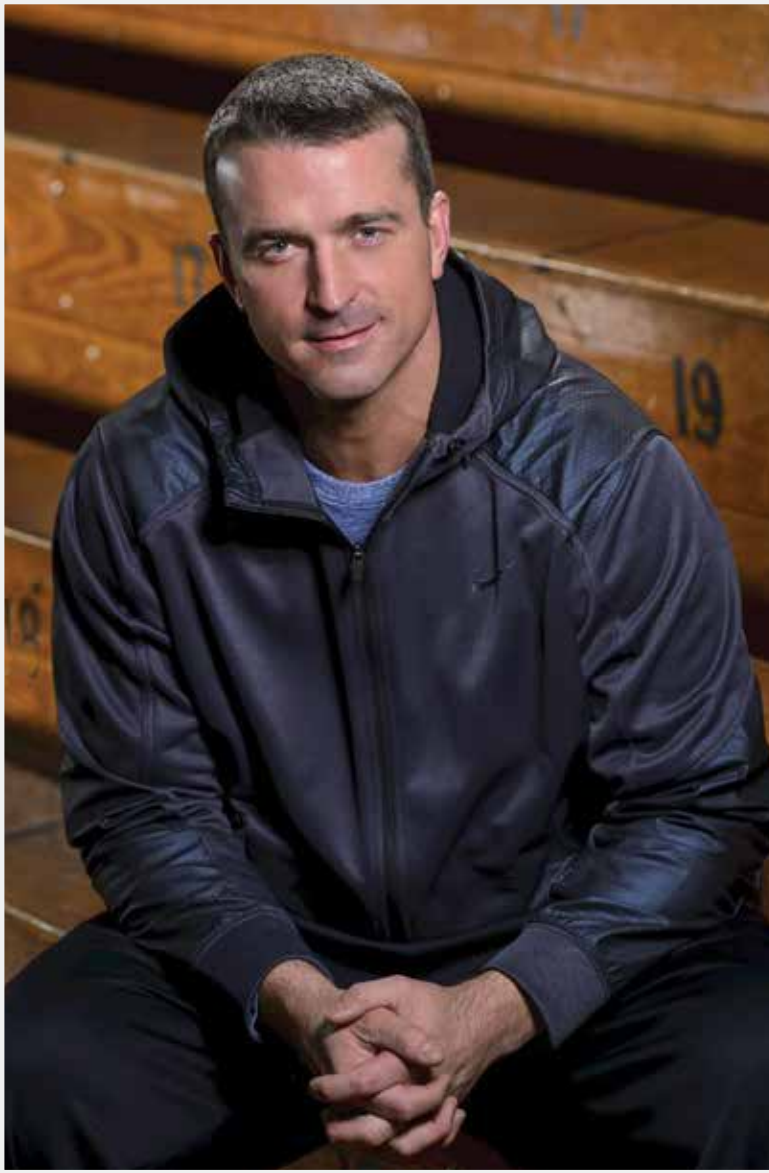
ANNUAL REPORT 2015



REACHING ONE PERSON
ONE FAMILY AT A TIME

Box 131 | Portsmouth, RI 02871 | (401) 243-8590
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.



In 2011 I started The Herren Project with the goal of assisting just one person and paying forward the gift of recovery I had been given of long-term treatment. My story is not unique and millions share the same struggle, facing addiction to substance use and not knowing where to turn for assistance.

In my journey I was blessed with people in my life who would not give up on me at a time when I was out of options. From the nurse who called detox after detox to find a bed to the generosity of one family who offered financial support to seek treatment when all other doors were closed. My journey and experiences led me to form The Herren Project with the mission to help others take the first step to the road of recovery.

Today The Herren Project is nearing the five year milestone and I am proud of the positive impact THP has made to increase education and public awareness on the dangers of substance use. Hundreds of individuals have been assisted through a combination of treatment navigation, educational initiatives and mentoring. Additionally, by sharing my story with thousands of students nationwide, many have started to share their stories and embrace a message of “Good Enough” through the THP Project Purple Initiative, but our work is far from done.

In fact, one in three families nationwide are affected by addiction and over 23 million people are in need of treatment for a substance use disorder. Traveling this country I see first-hand the struggle within a young teen’s eyes and the pain felt as a family deals with the throws and consequences of addiction. We need to continue our work to expand treatment opportunities, deepen educational and prevention initiatives and look at new ways to address this growing epidemic.

Please join The Herren Project in 2016 as we work to bring a message of awareness and hope to the next generation, provide comprehensive treatment navigation services and expanded access to recovery programs for all those suffering from addiction. With your help we can continue to make a difference.

Gratefully,

TREATMENT NAVIGATION

Almost 5 years ago, Chris Herren began educating communities about the realities of substance abuse. He recognized many people did not have access to the treatment they desperately needed and many times did not know where to turn when confronted with an addiction or a loved one needing assistance.

THP Treatment Navigation includes five areas of support for individuals and families. These areas include: treatment navigation into a facility 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, and guidance and support for family members and loved ones.

The THP treatment team has supported 355 individuals and families over the past year with their journey towards recovery. These individuals and families contacted The Herren Project after hearing Chris Herren share his story and were moved to take that first step. The THP team is dedicated to providing treatment navigation, recommending quality treatment facilities and providing support services at no cost to families with the goal of making a difference just one person at a time.

“When I was young I had aspirations and goals. I wanted to become a professional ballerina, travel the world and be successful. To become a heroin addict was never one of them. I came from a loving family and made some choices that took me down the wrong path.

Overdosing 7 times, living on the streets, homeless, entering countless treatment programs and losing my family – nothing fazed me. I became pregnant, relapsed and gave birth to a baby girl addicted to heroin. After another arrest, I went to see Chris Herren share his story. I had run out of options and decided to ask for help. Without hesitation, Chris and the THP team placed me in detox followed by long-term treatment and recovery housing.

Ava’s now over one year old and I wouldn’t be the mother or person I am today without recovery. THP believed in me when I was hopeless. To celebrate one year of sobriety, I ran a 5k with the THP team and raised over \$1,000 for THP programs and mission. They helped save two lives: not just mine, but my daughter’s.”

IN 2015 WE’VE ASSISTED

355 INDIVIDUALS
& FAMILIES



WITH TREATMENT
NAVIGATION &
SUPPORT SERVICES



*Launched in 2015,
the Recovery Housing Program
assisted 30 individuals and
provided over \$53,000 in
recovery housing scholarships.*

SECURED OVER
\$333,000
IN TREATMENT
SCHOLARSHIPS



FOR DETOX AND
COMPREHENSIVE
IN-PATIENT
PROGRAMS



- Marissa, MA

EDUCATION: IMPACT SPEAKER GRANTS

The Impact Speaker's Series was launched in 2011 with the hope of reaching just one person and making a difference in their life. Over the past four years Chris Herren has shared his journey with audiences to impress upon students and people of all ages that the choices they make today can affect the path they take in the future. He encourages audiences to share their struggles and to embrace "Being YOU". The program has brought Chris' message to the halls of schools, community centers, prisons, veteran hospitals, and recovery rallies within New England.

In 2015, The Herren Project teamed with The Alliance of Massachusetts YMCAs to form The Massachusetts Project with the goal of expanding substance use education and prevention efforts within the Commonwealth. The Project included multiple school and community events throughout Massachusetts and directly impacted thousands of students and community members.

Additionally, THP partnered with The Leonard & Hilda Kaplan Charitable Foundation, The O'Neil Family Foundation and The Eric D. Hadar Family Foundation with the goal of educating teens on the dangers of drugs and alcohol through a series of awareness and educational speaking events within the communities of New Bedford, MA, Baltimore, MD and New York City, NY.

As a result of the Impact Speaker Series, communities have restarted a conversation on new prevention initiatives and expanded educational programming around the issue of substance use. It is our hope with additional funding support the Impact Speaker's series will be expand nationwide.



OVER

\$80k 

IN IMPACT SPEAKER PRESENTATIONS
WERE AWARDED IN 2015



REACHING
AN AVERAGE OF
200
STUDENTS
ACROSS THE USA
EACH MONTH

"Hello Mr. Herren, I am one of the many students you spoke too, last December. Your stories touched me. You made me want to become a better person and get the help I need."

"There have been times recently where I have wanted to and had the opportunity to go drink or smoke with friends. I've been offered to buy pills, and I gotta say, I almost did...but said no. And after today I won't. It really moved me."

"Thank you for forever changing my life Mr. Herren. I know you receive a lot of emails that all say the same thing but I need you to know that your wish to get at least one person to be helped is true. You helped just about everyone in the room today. Thank you so much."

STUDENT OUTREACH

THP receives an outpouring of communication from middle and high school students both in person and by e-mail following Chris Herren's speaking engagements nationwide. Chris' honest approach reaches students in a way that allows them to feel safe to share their own personal life experiences. THP Student Outreach provides students an outlet to reach out and share their feelings while also receiving trusted support and advice from our team, which includes a licensed clinical social worker.

An average of 200 students from both high and low risk areas are supported each month from various schools and communities across the United States. THP Student Outreach provides a safe environment for pre teens and teens to open up and the courage to seek help for their struggles. In 2015, close to 1,600 students were assisted by our team with advice and resources regarding their personal stories and in some cases the THP team has worked closely with the school or community liaison to intervene in potentially serious situations.



IN 2015 CLOSE TO
1,600
students
WERE ASSISTED BY OUR TEAM



My family would like to express our gratitude to The Herren Project for being there to guide us through the most difficult time in our lives. We had been fighting addiction with our son for four long years. Through the grace of God our daughters were introduced to Chris while he was speaking at their High School, and as his mission statement claims...Reaching One Family at a Time. That day it became apparent we were that family. Chris asked our daughters one simple question. Has your brother ever received the help he needs? After answering no Chris then replied "I can do that for him, let me help." Tears of joy flowed from their faces. Hope in a dark world, finally light at the end of a long dark tunnel called addiction. Numbers were exchanged and the rest fell into place. Every detail of rehab was worked out on his behalf through the Herren Project. We were so relieved to have such support during our darkest days. Thank you for being there for us! Chris meeting our daughters that day helped save our son's life, and we will be eternally grateful. Thank you also to Kristin who was there not only to be an advocate but also a friend, and to simply listen while offering support and guidance from one mom to another.



- The Estep Family, WV

THP PROJECT PURPLE INITIATIVE

A national anti-substance use campaign, the THP Project Purple Initiative empowers youth to stand up and make a difference. Inspired by a student wearing a purple shirt who stood up in an assembly to share she was a sober student, Chris Herren started the THP Project Purple Initiative with the goal of promoting positive decision making and standing together against substance abuse. To “Go Purple” gives students’ motivation and support as they embrace a message of substance use prevention, education and awareness. Students learn that they do not need drugs and alcohol to meet life’s challenges; that they are perfect the way they are.

The THP Project Purple initiative has seen tremendous growth in 2015 and it is estimated over 300,000 people of all ages nationwide have embraced the message since the launch on April 24, 2012. In January of 2015,

The Herren Project teamed with the National Institute on Drug Abuse (NIDA) to launch the National Drug & Alcohol Fact Week in conjunction with the THP Project Purple Initiative week in the hopes of combining resources, educational materials and increasing awareness. The Initiative has also expanded to include substance free post prom grants, college scholarships for high school students who embody the “Go Purple” spirit and print campaigns to include both elementary and middle schools as well as college students.

The THP Project Purple Initiative continues to develop nationwide, expanding the THP Project Purple message and reach. From the purple skylines of Boston, Seattle and Dallas to mentoring programs, grants, service projects and events promoting positive decisions.

THE HERREN PROJECT
**PROJECT
PURPLE**
initiative™



 **400** SITES ACROSS
THE UNITED STATES

 **300k** PEOPLE OF ALL AGES

Since 2012 there have been over 400 THP Project Purple sites nationwide with an estimated 300,000 people “Going Purple!”

THP RUNS INITIATIVE

THP RUNS has experienced tremendous growth in 2015 as people from across the United States have run, walked, and participated in over 40 events representing The Herren Project. In just the past year, THP RUNS has encouraged participants to help each other and others live stronger, healthier lives while working to bring awareness to the disease of addiction and to promote the power of recovery.

The concept of the THP RUNS initiative began in 2014 when THP had a team of four runners, including Chris Herren, run the 2014 Boston Marathon. Since crossing that finish line in 2014, more than 175 people have participated in one or more athletic events and races raising more than \$220,000 and unmeasured awareness for the transformational work of The Herren Project, its mission and programs.

THP RUNS is a dynamic group of individuals who are committed to bringing awareness to the 23.5 million people nationwide touched by addiction, to honor those lost to this disease and to make a difference one step at a time.

Holly contacted us shortly after losing her husband, Matt, to a heroin overdose. She and Matt seemingly 'had it all,' beautiful children, excellent careers, loving family, but that was not enough to save Matt's life from the grip of addiction. Holly began training to run her first marathon earlier this year, as she believed her husband was working on his recovery. Unfortunately, that was not the case, as he lost his battle just 3 months before her race. Holly found The Herren Project as she was searching for answers and healing after Matt's death. Honoring her husband she ran the Baltimore Marathon setting her goal to raise \$1,000 for the work of THP. When Matt's sister, Tracy, learned of Holly's plan, she too signed up to run the

marathon, joining Holly and THP RUNS, to run in Matt's honor. The women ended up raising more than \$6,000 and finished truly making an impact on all those touched by their story.

- Holly, MD



175
PARTICIPANTS

40
EVENTS

\$220k RAISED

THE HERREN PROJECT
RUNS

MAKING A DIFFERENCE - ONE STEP AT A TIME

ALEX AND ANI | CHARITY BY DESIGN®

In April of 2015, The Herren Project partnered with ALEX AND ANI | CHARITY BY DESIGN® for the launch of the Take the Wheel Charm Bangle. The bangle symbolizes embarking on an exciting adventure promoting guidance, hope and navigation through life's journey. ALEX AND ANI® has donated 20% of the purchase price from each Take the Wheel Charm sold between April 2015 and December 2015 resulting in thousands of dollars being donated to The Herren Project to support THP initiatives and programs. In 2016 THP looks forward to continuing the journey with ALEX AND ANI | CHARITY BY DESIGN® to take the wheel and positively impact the lives of others.



ALEX AND ANI® | CHARITY BY DESIGN

- A CLOSER LOOK AT 2015 -

THE STATS THE PROGRAMS THE IMPACT

In 2015 The Herren Project provided treatment navigation, placement and navigation for over 355 families and individuals impacted by substance use disorder in addition to funding alcohol and drug use prevention and education initiatives reaching over 300,000 individuals nationwide. Over 30 individuals were provided recovery mentors and 7 youth were provided camp scholarships.

Treatment Navigation

Over \$333,000 was secured in treatment scholarships or fee reductions through THP treatment partners that were selected and vetted by the THP treatment team. Thousands of hours were provided for navigational services to assist individuals obtain quality rehabilitative care and support services.

Education & Impact Speaker Programs

In 2015, The Herren Project partnered with The Alliance of Massachusetts YMCAs, The Leonard & Hilda Kaplan Foundation, The O'Neil Family Foundation and The Eric D. Hadar Family Foundation to bring educational and awareness programs to youth and communities. Over \$80,000 in Impact Speaker Presentations were awarded to schools, community groups and recovery organizations.

Student Outreach

The Herren Project received and responded to over 1,600 students who reached out to us after hearing Chris Herren's message. Our Student Outreach team assisted 75 students who were in immediate crisis and helped link them to services and support back at their schools or within their communities.

THP Project Purple Initiative & Prevention

Over 400 sites nationwide have registered for the THP Project Purple Initiative since 2012 with an estimated 300,000 people of all ages "Going Purple". Additionally, THP sponsored a post-prom grant program and a scholarship program for students who embodied the "Go Purple" spirit.

Recovery Housing Program & Mentoring

The THP Recovery Housing Program provided over \$53,000 in scholarships to individuals leaving treatment facilities who were ready to take the next step in their recovery. In its first year the program helped over 30 individuals and provided no cost recovery coaching that resulted in multiple individuals reaching the one year of recovery milestone, gaining employment and returning to their families.

Youth Mentoring

Youth basketball players impacted by family members suffering from addiction were awarded basketball camp scholarships valued at \$1,400 with the goal of providing an outlet for fun, positive mentoring and basketball skill instruction in a structured environment.

THE HERREN PROJECT
P.O. Box 131
Portsmouth, RI 02871

Since 2011, The Herren Project has developed programs and initiatives to provide treatment navigation, intervention and educational initiatives as well as mentoring programs with the goal of assisting just one person, one family at a time. Please support 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 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.



REACHING ONE PERSON
ONE FAMILY AT A TIME

www.theherrenproject.org