



2020

Annual Report

PREVENTED.ORG



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President, Board of Directors

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Last year was a year like no other.

While the agency was adapting to and dealing with the pandemic, it also completed its rebranding. The agency emerged from 2020 vital and reinvigorated with a new name, PreventEd, and a new logo.

Our new name maintains the essence of who we are. It honors our past, and embraces the future by doubling down on our youth prevention focus and validating the experiences of those in treatment and recovery. It underscores the real “work” of the Agency – providing education on substance use in age-appropriate, digestible, and empathic ways. Our new tagline, “Leading the conversation on alcohol and other drugs,” further emphasizes our approach: relatable, science-based dialogue to reduce prejudice and promote understanding of substance use disorders.

The Board has been continually impressed and is immensely proud of the work that PreventEd staff have done to propel the agency through the past year’s challenges. We are excited about the opportunity the new branding will present going forward to reinforce the public’s knowledge of the agency and its mission of working to reduce or **Prevent** the harms of alcohol and other drug use through **Education**, intervention, and advocacy.

PETER PERKINS

President

Board of Directors

P-I-V-O-T!

By Nichole Dawsey



Nichole Dawsey
Executive Director

From March 18 through June 8th (and then again beginning November 16th), the PreventEd offices were closed due to COVID-19. While our physical offices were closing, the real work had just begun. We knew our services would become more critical than ever before.

In our counseling department, our direct engagement with clients had to continue, as substance use accelerates with additional stressors and when faced with isolation. We maintained our ability to connect with clients via the phone and through tele-health services. Counseling staff stayed in contact with other area providers so that we could make appropriate and timely referrals.

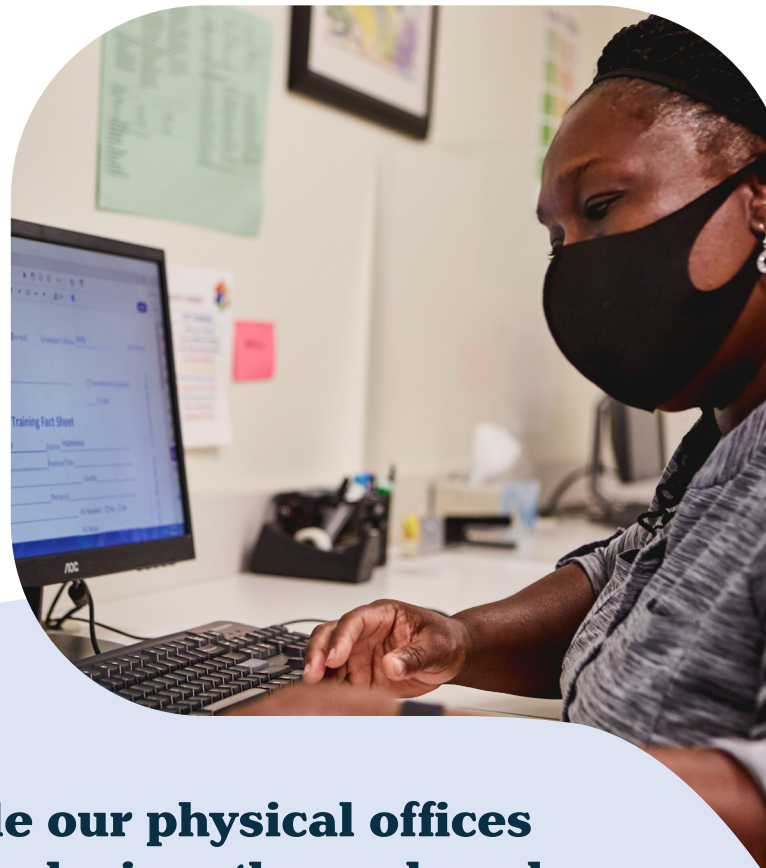
Community prevention and education work might have initially slowed down in the early days of the epidemic, but once it picked up speed, it grew- FAST. Community Strategists stayed connected to local community coalitions and helped facilitate virtual meetings. In the pandemic's first few months, overdose deaths, particularly in communities of color, began to dramatically increase. Our Overdose Education and Narcan Distribution continued via webinars with staff dropping off, mailing and organizing Narcan pick-up points for community members. PreventEd hastened our work around racial equity, forging non-traditional partnerships to reach ALL members of our community. And we broadened our advocacy efforts to protect those with substance use disorders from being unhoused or unnecessarily incarcerated.

Unfortunately, as schools closed down and faced their own challenges, PreventEd school-based prevention services came to a quick halt. Over about 3 months, a group of educators evaluated which of our 30+ programs were delivered most frequently, and narrowed those down to 16 curricula. Each of those programs included

between 4-14 scripts to transition to a virtual or learning management system platform. This was no easy feat, but before we knew it, we had virtual lessons, interactive activities, virtual surveys and books, pre-recorded activities, and even our own recording studio. We are proud to report that our programs have officially entered the 21st century!

As Plato said, "Necessity is the mother of invention." This has never resonated more than during the past year as PreventEd quickly shifted to meet the needs of our staff, clients and community. Quick pivots are not a hallmark of PreventEd, as we always want to ensure we have everything aligned, precise, and well-researched. But a worldwide pandemic did not afford us those luxuries.

In true PreventEd style, our dedicated and skilled staff approached each obstacle as an opportunity to grow the work, learn new skills, and further our mission.



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While our physical offices were closing, the real work had just begun.”

Finances

REVENUE

Federal and local grants	76.55%	\$2,891,187
Contributions	7.76%	\$293,023
United Way	9.04%	\$341,570
Special Events	0.94%	\$35,665
Gain/(Loss) on Investments	3.82%	\$144,225
Other	1.31%	\$49,532
Program service fees	0.57%	\$21,579

Total Revenue	100.0%	\$3,776,781
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EXPENSES

Prevention Services	48.06%	\$1,995,561
Community Services	26.59%	\$1,104,245
Management and General	19.39%	\$805,039
Fundraising	5.96%	\$247,444

Total Expense	100.0%	\$4,152,289
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CHANGE IN NET ASSETS

-\$375,508

NET ASSETS, BEGINNING OF YEAR

\$4,831,985

NET ASSETS, END OF YEAR

\$4,456,477

Revenue



Expenses



Programs

School-Based Education

38,002 K-12 students served

187 schools

STUDENT SURVEYS DEMONSTRATE

- 90% of students reported that the program influenced them to stay away from marijuana
- 89% of students feel more confident about handling peer pressure
- 97% of students gained an understanding of how harmful stereotyping can be

TEACHER SURVEYS DEMONSTRATE

- 72% increase in students that exhibit skills used to develop positive friendships with their peers
- 60% increase in improvement in school engagement and performance
- 70% increase in students that appropriately express emotions or behaviors

Adult Counseling

321 clients served

- 84% of clients attended counseling, support groups, or treatment based on our counselor's recommendations.
- 90% are more willing to take positive action toward resolution

Teen Early Intervention

51 teens served

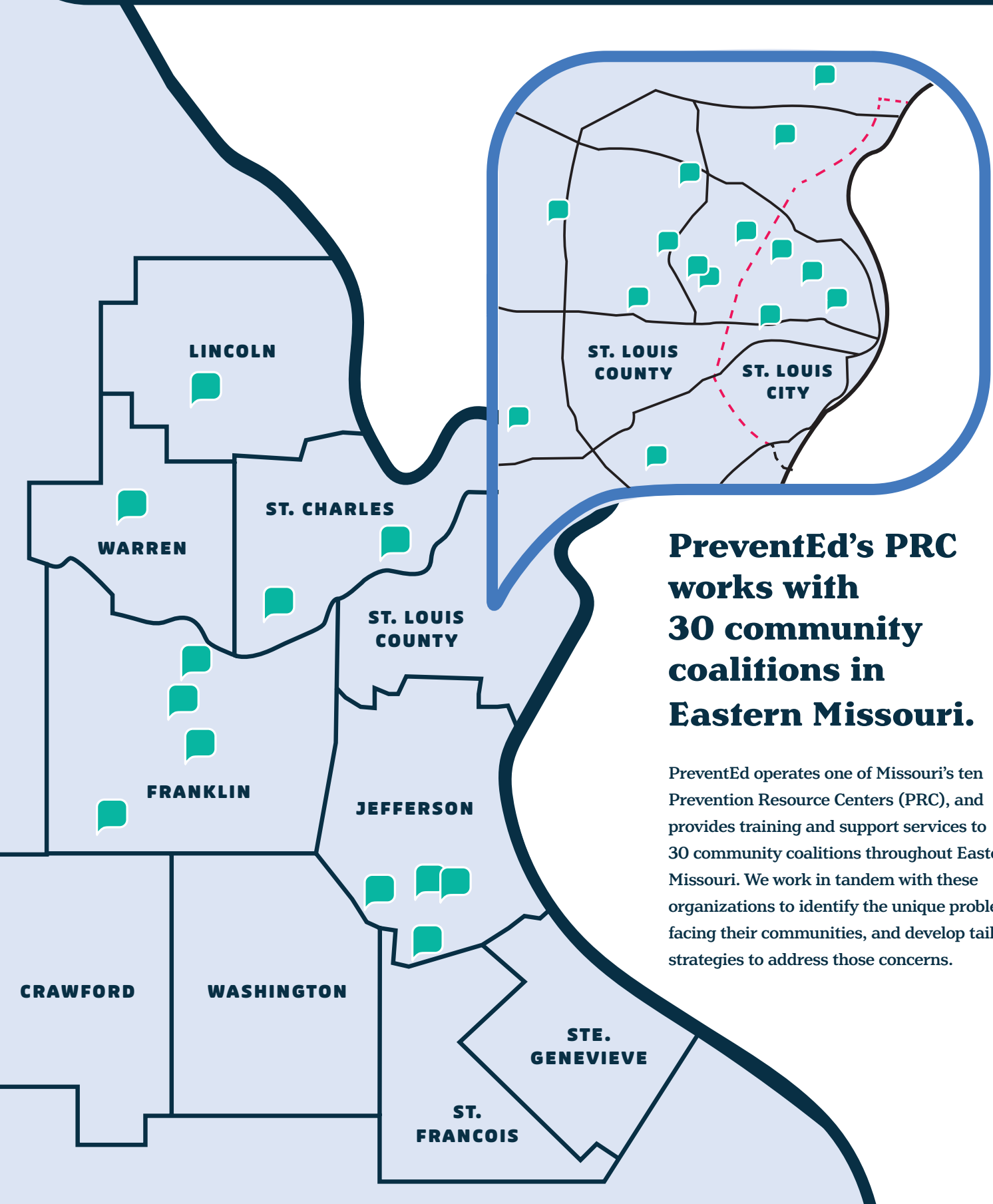
- 68% entered adolescent substance use programs when indicated
- 46% successfully abstained from substance use throughout their enrollment in the program
- 34% demonstrated improved relationships with family members and/or caregivers by the third interim session
- 95% of teens reported no further substance-related incidents at school while enrolled in the program



“

I really like the program because it doesn't just help you understand how you could help others, but how YOU can become your better self.”

Coalitions



PreventEd's PRC works with 30 community coalitions in Eastern Missouri.

PreventEd operates one of Missouri's ten Prevention Resource Centers (PRC), and provides training and support services to 30 community coalitions throughout Eastern Missouri. We work in tandem with these organizations to identify the unique problems facing their communities, and develop tailored strategies to address those concerns.

Racial Equity

The 2020 deaths of George Floyd, Breonna Taylor, and Ahmaud Arbery accelerated our journey towards equity and further solidified our commitment to the work. The Racial Equity Committee, formed in 2019, deepened their role within the organization and spearheaded several initiatives:

PreventEd Racial Equity Milestones

FEBRUARY 2020

- Wednesday Wisdoms, a weekly educational series for all staff on African American and Latinx history and culture, was established.

APRIL 2020

- A partnership with the St. Louis American newspaper was developed to create quarterly opinion editorials and advertisements for an urban demographic.

JULY 2020

- The Racial Equity Monthly Book Club held its first meeting with 35 members, covering the book *Stamped: Racism, Antiracism, and You*.
- A staff racial equity survey was created and disseminated by the Racial Equity Committee to gauge knowledge and comfort level with reporting incidents of bias.

AUGUST 2020

- Dr. John Wright, Sr. presented the “History of Race in St. Louis Politics, Educational Systems and Housing” during the Annual Staff Day Away.
- Due to targeted recruitment efforts, PreventEd board demographics ascended to 50% female and 31% African American.

SEPTEMBER 2020

- An M/WBE purchasing policy was approved by the Board, setting goals and solidifying the bidding process for expenditures over \$3,000.
- Board liaison added as member of the Racial Equity Committee.
- Confidential Incident Reporting process created and implemented.

NOVEMBER 2020

- A page dedicated to the Racial Equity Committee was added to the new PreventEd website.

DECEMBER 2020

- United Way invited PreventEd leadership to participate in the second cohort of a pilot program led by Dr. Kira Banks to institutionalize racial equity at the systems-level.





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