



2019 Annual Report



Becky Nelson
President, Board of Directors

2019 was a big year for NCADA.

In April, our Board of Directors voted to disaffiliate from our national organization, and we were presented with a tremendous opportunity to rethink our name. We engaged with staff, board, funders, coalition leaders, clients, and volunteers to capture thoughts, feelings, and attitudes about who we are, why we do what we do, our challenges, and our opportunities.

The process has been strenuous and extremely labor- and time-intensive, yet exhilarating and refreshing. We delved into why we do what we do, and what it means to the community, and have come out on the other side with a new representation of the organization that actually fits who we are.

Last year also brought many changes for our Board of Directors. We added three new Board members: Leah Picker, Paul Sinak, and Herbie Morrow. All three of these members bring something new and different to the Board, and we're so excited to have them. We also said goodbye to some longtime Board members as Celeste Player, Howard Potratz, Jim Shroba, and Peg Weathers cycled off and joined the Emeritus Board. I can't say enough about the service they provided the organization over the years, and am so grateful that they've chosen to stay involved with the organization.

Our name, our logo, our tagline, and the composition of our Board have changed. But our vision, mission, strategies, activities and staff remain the same. We are committed to our community, and to the work we do. It was this vital work that became our identity for more than 5 decades. We know that as we continue to advance our mission, PreventEd will soon be synonymous with the same life-changing programs and services.

As we release this report, [PreventEd] is finding new ways to serve and adapt to the needs of a community in the grip of a pandemic. Our services have never been more important and we are proud to continue standing strong to educate our kids and to serve as a resource for adults who need a place to turn for information and referrals.

Thank you for continuing to stand with our organization.

BECKY NELSON
President
Board of Directors

BOARD OF DIRECTORS

- Becky Nelson
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- Dustin Allison
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- Nichole Dawsey
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- Terry Davis
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- Herbie Morrow
- Leah Picker
- Tina Poston
- Paul Sinak
- Dr. Kanika Turner

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- Dr. Raquel Cabral
- Danielle Gilbert
- Annie O'Donoghue
- Dr. Taylor Osuji
- Sarah Roberts
- Poonam Sheevam

Beginning Our Journey to Colorbravery

By Nichole Dawsey



Nichole Dawsey
Executive Director

For the last 55 years, this organization has promoted the idea that addiction is a disease that should be addressed head-on. That it should not be ignored in the hopes that it will “go away” nor should it be accepted as a “given.” We challenge institutions to do better for those with substance use disorder, and to treat folks humanely. We have launched statewide campaigns and made commercials teaching caregivers how to “talk about” alcohol and other drugs with their children. We teach teenagers how to confront their friends who are using in a caring way. We preach the value of “courageous conversations” when it comes to substance use disorder. And yet, for my tenure at NCADA (13 years), I’m ashamed to admit that we have been a bit hypocritical. We haven’t had “courageous conversations” about perhaps the biggest elephant in the room: racism. To our credit, and to the credit of those who came before me, we tried. We’ve talked at length about how to better serve our clients. We’ve talked about the need to have a staff and Board that better reflects the people we serve and talked about how to recruit staff of color. We’ve held professional development trainings on poverty, trauma and toxic stress. We’ve created a robust non-discrimination statement and added it to our policy manual and our website.

Despite all of those efforts, we didn’t do the real work to un-center whiteness here. We didn’t challenge how our institution is created and structured. We didn’t question how our system gave opportunities to some, while overlooking others. We didn’t encourage “courageous conversations” about race amongst our staff. We didn’t allow our staff the space to discuss the racial injustice that dominates the headlines. We didn’t disaggregate our program data by race (or gender) to ensure that our outcomes are the same. We didn’t examine our staff engagement at a deeper level, and we didn’t probe to see whether our staff satisfaction varied by race. And our white staff (including me) certainly did not learn about our privilege and how to use that privilege to be anti-racist.

But now it’s time for change.

Thankfully, some long time employees (and a few zillennials) had the courage to agitate and challenge the status quo by nudging me into action. They have pushed me to use my privilege—as a white person in power—to address racism and racial equity head-on. We participated in the United

Way’s, “Building a Framework for Advancing Racial Equity” pilot program, designed to help select member agencies take system-level action. To date, we have:

- Established a common language for diversity, equity, and inclusion (DEI) terms.
- Updated our procurement policy to reflect a racial equity lens.
- For the first time in our history, included a budget line item for diversity, equity, and inclusion work.
- Built capacity to disaggregate data by race and gender
- Created a “lending library” in the break room to provide DEI books and resources for staff.
- Surveyed staff perspective on our racial climate.

We have engaged with Undo Bias, a consulting firm, to accompany us in our work. They have led us in various caucusing exercises and have helped us create an internal Racial Equity Committee. The Committee is composed myself, a Board member, and 8 staff members.

Their self-identified goals are: to create a process by which staff can confidentially report critical incidents of intolerance; provide “lunch and learns” on various DEI-related topics; and encourage staff to be “colorbrave.”

And now our real work begins. Because now that we have addressed the elephant in the room, we must do something about it. Our internal goal is to eliminate disparity of employee experiences, from hiring to retiring, within 3 years. We have identified internal benchmarks and developed outcomes to measure our success and track our progress. We realize this a lofty goal. But our staff are scrappy and determined. We set ridiculously high goals and then we move mountains to achieve them. This isn’t a trend, and it’s not a knee-jerk reaction to satisfy funders or some disgruntled staff. This work is the right thing to do and it’s long overdue. Feel free to hold me, and the rest of the Agency, accountable.



Now that we have addressed the elephant in the room, we must do something about it.

Finances

REVENUE

Federal and local grants	70.4%	\$2,931,239
Contributions	10.6%	\$442,719
United Way	10.3%	\$426,963
Special Events	3.5%	\$147,532
Gain/(Loss) on Investments	2.3%	\$94,105
Other	1.8%	\$75,901
Program service fees	1.1%	\$46,642

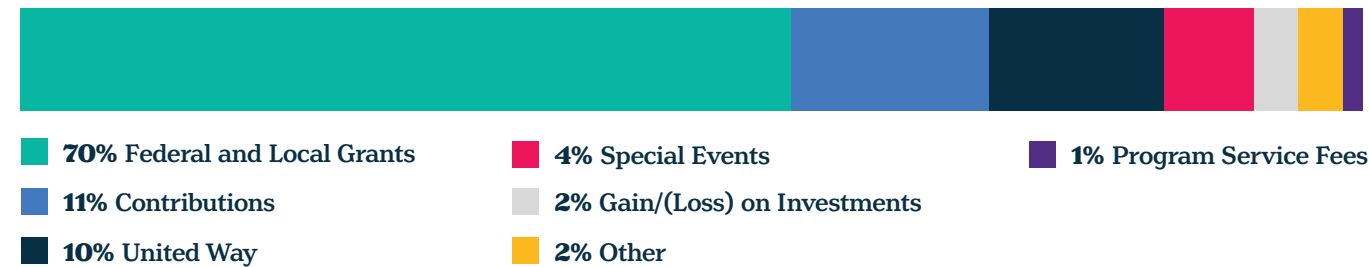
Total Revenue	100.0%	\$4,165,101
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EXPENSES

Prevention Services	50.2%	\$2,006,127
Community Services	29.0%	\$1,161,966
Management and General	14.9%	\$595,589
Fundraising	5.9%	\$236,260

Total Expense	100.0%	\$3,999,942
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Revenue



Expenses



CHANGE IN NET ASSETS

\$165,158

NET ASSETS, BEGINNING OF YEAR

\$4,666,827

NET ASSETS, END OF YEAR

\$4,831,985

Programs

School-Based Education

65,063 K-12 students served
248 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

475 clients served

- 79% of clients attended counseling, support groups, or treatment based on our counselor's recommendations.
- 81% are more willing to take positive action toward resolution

Teen Early Intervention

159 teens served

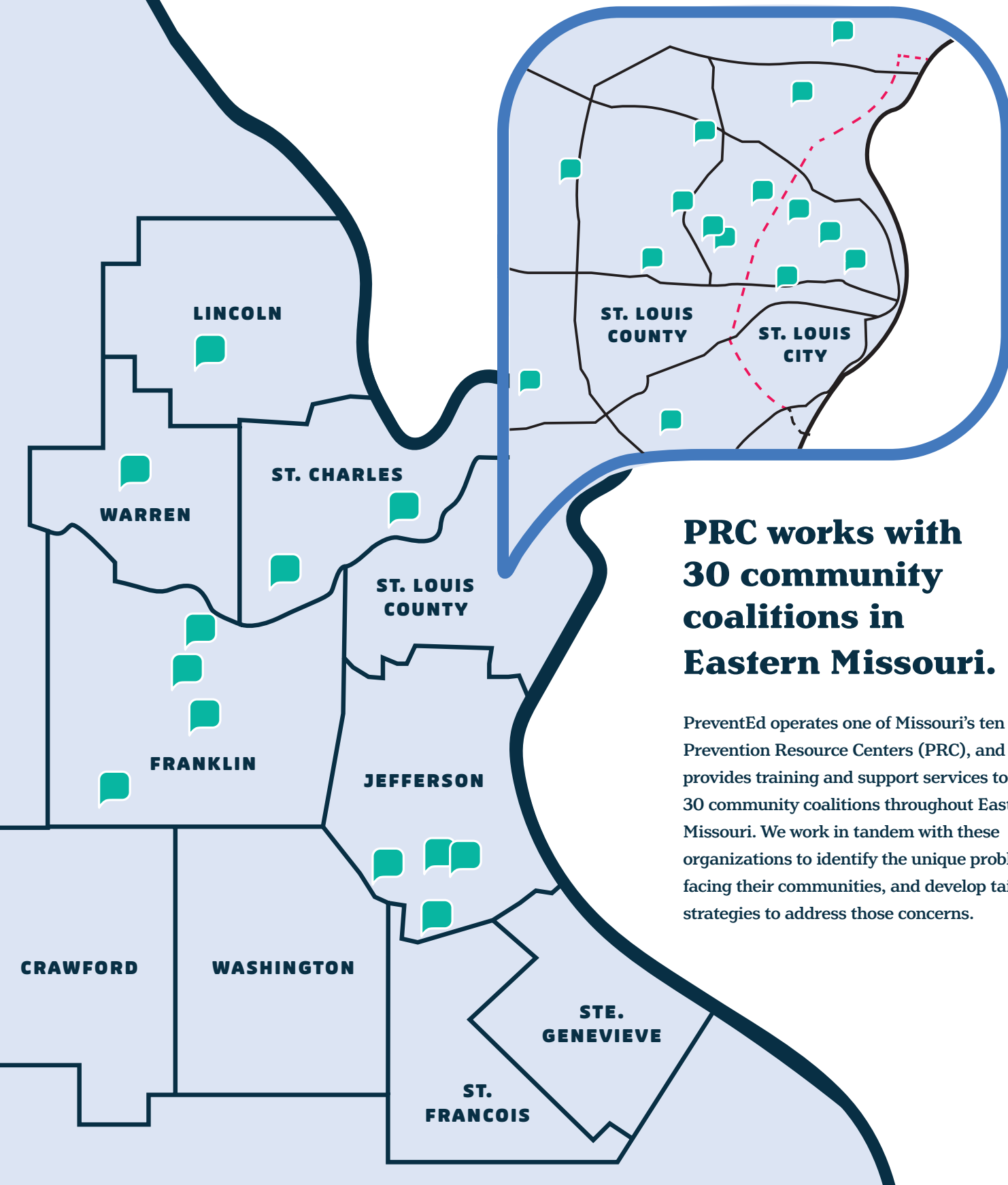
- 67.8% entered adolescent substance use programs when indicated
- 77.6% successfully abstained from substance use throughout their enrollment in the program
- 51.9% demonstrated improved relationships with family members and/or caregivers by the third interim session
- 89.7% returned to school with fewer substance-related incidents



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My class loved these lessons. They are able to communicate with their friends effectively and be more caring and kind.

Coalitions



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.

In the Community

Stomp Out Addiction

In a collaboration with Faith Oakville Congregation, over 700 participants joined together to Stomp Out Addiction, show support for loved ones, and learn more about substance use disorders. The event raised \$15,000 in the effort to work towards a community free of the harms of alcohol and other drug misuse.



Sans Bar

Aiming to fulfill the need for wellness-related events in the St. Louis community, our junior board, The Wellness Council, hosted two alcohol-free Sans Bar pop-up events.



SANS BAR STL

In the Community *continued*

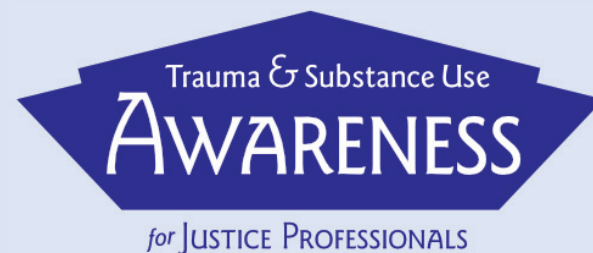
Teen Mental Health First Aid

Through the expanded Teen Mental Health First Aid program, we partnered with Northwest R-1 High School to train students to identify and respond to mental health and substance use problems among their peers.



Trauma and Substance Use Awareness for Justice Professionals

Support from the Children's Justice Act afforded us the opportunity to provide law enforcement (with an emphasis on interviewers and interrogators), attorneys, and guardians ad litem with the necessary education and tools to understand and successfully communicate with children while minimizing trauma.



Advocacy – Legislative Forum

Our annual Legislative Forum brought together local legislators to discuss Amendment 2 (medical marijuana), the opioid crisis, substance use prevention, prescription drug monitoring program, access to treatment for substance use disorders, health insurance parity, and other related and relevant issues.



Leading the conversation on alcohol & other drugs



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