

2021
Annual Report



Peter D. Perkins
President, Board of Directors

2021: A Year for Building

PreventEd found their stride in 2021. After rebranding in November of 2020, the staff and board took full advantage of the opportunity to reintroduce ourselves to our community.

Staff embodied our new tagline, “Leading the conversation on alcohol and other drugs.” Conversations were restarted as we returned to in-person services, and new ones began with the PrevenTable podcast and new programs in under-resourced areas. We were awarded funding to establish a Certified Peer Specialist program in Franklin County, and have grown from one to four full time staff serving members of that community. We furthered our position as the go-to for research-based approaches to substance use legislation and news. Governor Parson signed into legislation Missouri’s Prescription Drug Monitoring Program at PreventEd, accompanied by members of our teen coalition that advocated for this bill to pass in Jefferson City. PreventEd outpaced our goal for earned media appearances, and members of the leadership team and staff were regularly quoted in news coverage.

The Board couldn’t be more proud of the work that PreventEd staff have done in pursuit of our mission and to create real and sustainable change in Eastern Missouri. With the foundation that they have established, we look forward to seeing what 2022 and beyond will hold for PreventEd.

PETER D. PERKINS
President
Board of Directors

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*2021 Board Members

YOUNG PROFESSIONALS OF PREVENT+ED

- Hannah Bailey
- Stephanie Behlmann
- Joe Foege
- Danielle Gilbert
- Laura LeGrand
- Annie O’Donoghue
- Taylor Osuji
- Poonam Sheevam

Onward

By Nichole Dawsey



Nichole Dawsey
Executive Director

The past year continued to present challenges and pose decisions that, at many times, felt like walking through a landmine. Can we return to work? If so, how? And when? How do we maintain the culture that has become a hallmark of PreventEd? What can we do to boost morale and recognize the collective trauma that 2020 inflicted?

I’m disappointed to report that we didn’t find answers to all of these questions. But we did try. We returned to work in early June, allowing flexible schedules and work from home options. After pivoting to primarily virtual programming in 2020, we waded back into the world of in-person and, by the end of the year, that was the default for most of our schools and coalitions.

We did our best to maintain the culture by hosting a parking lot party, conducting listening sessions with our staff, and deepening our racial equity work. We moved folks into new roles and doubled down on our core values: dedication, resourcefulness, and collaboration. Staff and Board came together to create and approve a new strategic plan that will guide our work from 2022-2024. And, at our December holiday party, staff lingered over desserts while laughter filled the building for the first time in a long time.

Overdose deaths began to trend downward, but certainly not quickly enough. To meet the growing need for recovery support, we launched a Certified Peer Specialist program in Franklin County. The program’s growth is like nothing we’ve seen before. We started 2021 with 1 peer, and by year’s end, we were employing 3 full-time peers to support people on their recovery journey.

Expansion of services in our rural counties continued when we were awarded funds from the Lincoln County Resource Board for the first time. These funds allow us to deliver school-based programs and GuidEd, our early intervention program for teens, to Lincoln County youth.

We deepened our commitment to communities of color, too. In July, we created a Community Engagement department to conduct outreach and guide us in the work. In an effort to use our power and privilege as a reputable non-profit, we began serving as fiscal sponsors for several small grassroots organizations who are trusted resources in their community. These collaborations have spawned some real innovation in how, who, and where we serve our community. Stay tuned for more even more revolutionary ideas in the year to come.

Speaking of revolutionary... the new brand took off in 2021! Schools and community members have embraced our new name and often joke that they forget we used to be named something else. To spread the word about the work we do, and to garner name recognition, we launched a podcast called the PrevenTable. It’s a great platform that allows us to have conversations about substance use disorders in a nuanced and in-depth manner like never before.

The need for our services remains critically high. But we can only meet the need with the support of our Board, donors, funders, and partners. We are grateful for the countless ways you show up for us, so that we can show up for the kids and families we serve. We have more work to do, but with our eyes fixed forward, and with your support to bolster us, we are resolute in our mission to prevent the harms of alcohol and other drug use. Onward!

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Finances

REVENUE

Federal and local grants	73.0%	\$3,088,586
Contributions	11.3%	\$476,504
United Way	8.3%	\$350,393
Gain/(Loss) on Investments	4.5%	\$188,874
Special Events	1.0%	\$42,184
Other	1.0%	\$43,595
Program service fees	1.0%	\$41,771

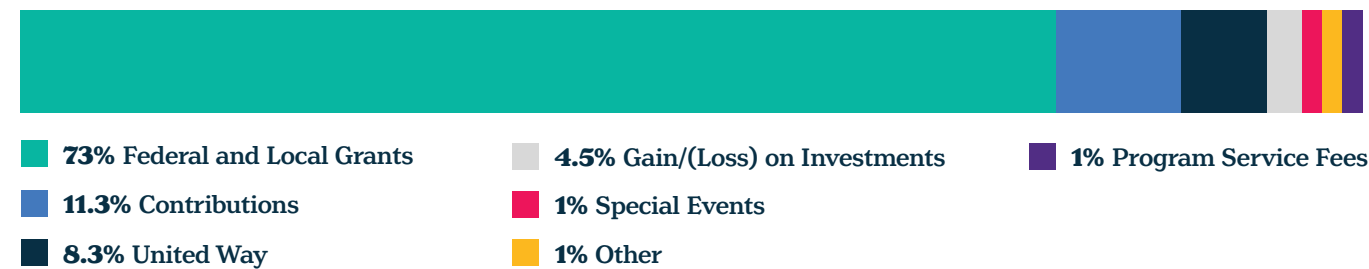
Total Revenue 100.0% **\$4,231,907**

EXPENSES

Prevention Services	47.2%	\$2,029,366
Community Services	33.9%	\$1,457,043
Management and General	16.0%	\$687,584
Fundraising	2.9%	\$125,595

Total Expense 100.0% **\$4,299,589**

Revenue



Expenses



CHANGE IN NET ASSETS

-\$67,682

NET ASSETS, BEGINNING OF YEAR

\$4,456,477

NET ASSETS, END OF YEAR

\$4,388,795

Programs

School-Based Education

51,045 K-12 students served

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

- 88% increase in students that exhibit skills used to develop positive friendships with their peers
- 62% increase in improvement in school engagement and performance
- 80% increase in students that appropriately express emotions or behaviors

Adult Counseling

432 clients served

- 80% attended counseling, support groups or treatment
- 98% are more willing to take positive action toward resolution
- 100% are satisfied with the services provided by PreventEd

Teen Early Intervention

64 teens served

- 60% entered adolescent substance use programs when indicated
- 60% successfully abstained from substance use throughout their enrollment in the program
- 40% demonstrated improved relationships with family members and/or caregivers by the third interim session
- 80% of teens reported no further substance-related incidents at school while enrolled in the program

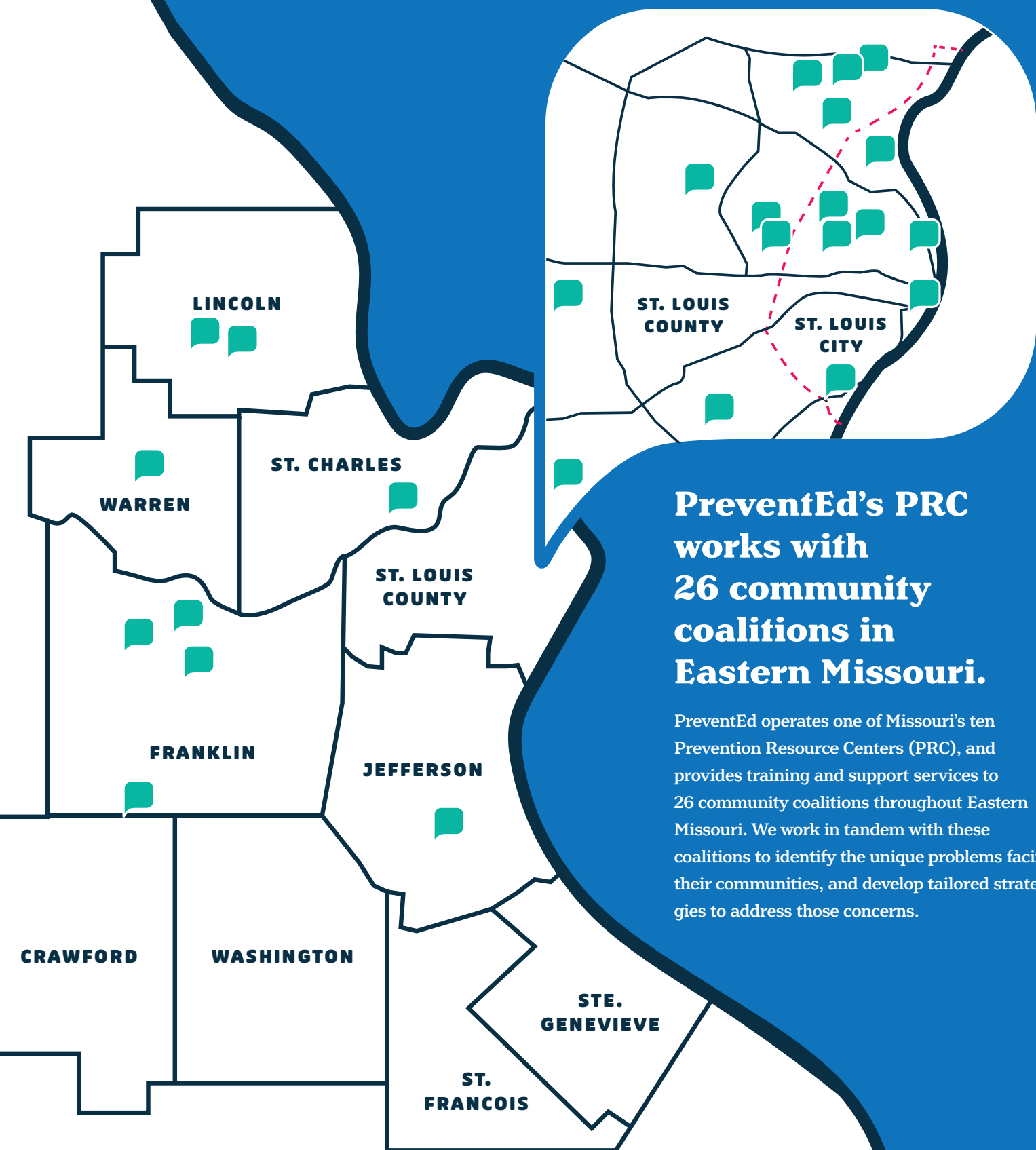
Peer Support Services

68 clients served

- 60% of clients make changes based on knowledge gained
- 80% of clients are satisfied with services
- 95% are making changes regarding their drinking/drug use
- 100% are satisfied with services provided by PreventEd

Community Coalitions

Community Advisory Board



PreventEd has prioritized racial equity work in earnest since 2018, and realizing the need to hear directly from the community members is crucial. Witnessing 2021's sharp increase in overdose rates and racial reckoning has only highlighted the existing inequity in Eastern Missouri.

To this end, PreventEd created a new department in 2021: Community Engagement.

They hit the ground running, and the Community Engagement Team really found their stride. In September, efforts were stepped up to recruit members for the organization's new Community Advisory Board. The purpose is to form partnerships between its members' organizations and PreventEd, while collaborating on specific projects which will support the Greater St. Louis Community.

The group's first meeting was held on November 18, and has thirteen members:

Yvonne Berry – Retired Volunteer and Engagement Manager, American Red Cross

Angela Broadnax – Crisis Intervention Coordinator, YWCA Metro St. Louis

Rebecca Haley – Community Initiatives Coordinator, St. Louis Family Courts

Marsha Hawkins – Hourd – Executive Director, GUIDES Family Life Center

Min Liu – Member, Chinese Culture and Education Service

Eric Mason – Health Associate, Williams & Associates

Fiach Redden – Leadership Volunteer, St. Louis Queer Support Helpline (SQSH)

Keith Robinson – Dir. of Re-Entry Programming, Community Action Agency of STL County

Autumn Shepherd – Development Specialist, WeStories

Shuntae Shields-Ryan – VP Marketing, Public Relations & Communications, Boys & Girls Club

Cleo Starpattern – Staff Member, SQSH

Gerald Watson – Director, Fresh Start Coalition

Audrey Wittenauer – Federal Programs Specialist, Hazelwood School District

With this diverse group of individuals who represent diverse world views, experiences, and lived realities, PreventEd hopes the Community Advisory Board will advise us on the work we should be doing in the communities that we should be focusing on, in the way welcomed by each community. And, just as importantly, to advise us on the work we should not be doing.





Prevent + Ed

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