

# 20

**NCADA**  
the place to turn 

# 18

annual report





### 2018 BBB TORCH Award Winner

The Better Business Bureau presents TORCH Awards to “recognize companies and charities with exceptional ethics and service to their employees, customers, suppliers, and communities.” Winners are selected by previous TORCH Award recipients.

### A Vital Source for Nonpartisan Information

In the months before the November election, NCADA provided press releases on the three competing medical marijuana initiatives. Our on-line summaries of each bill’s provisions were accessed over 3,500 times.

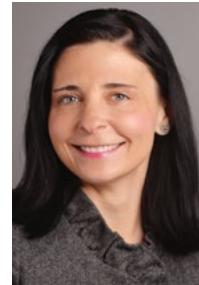


After the passage of Amendment 2, NCADA advised Missouri legislators on how to best implement the amendment to minimize dangers to kids.

NCADA’s Brandon Costerison (far left) served on the medical marijuana panel discussion hosted by St. Louis Public Radio, alongside lobbyists for the three ballot initiatives.

*On the cover:* Jefferson County Red Ribbon Training. Red Ribbon Week is the nation’s largest annual anti-drug event. NCADA conducts day-long trainings to help students plan educational activities for their schools. Trainings were also held in St. Louis City and St. Louis County. Over 300 students representing more than 28 schools participated in 2018.

# The Place to Turn



Nichole Dawsey,  
Executive Director

For many of us, it takes time to recognize that the people we love – or we ourselves – may be misusing alcohol or other drugs. But when that recognition finally hits, it hits hard, usually with fear and uncertainty about what to do next.

That’s where NCADA comes in. Since our inception, NCADA has been the place to turn for information, resources, assessments, referrals, and anything else you could want to know about substance use disorders and where to find help. We are here to be an unbiased resource, without judgment and with enduring hope. We will always be the place to turn for those who don’t know where to go next.

### The Place to Turn

**FOR FAMILIES and INDIVIDUALS** wanting information, support, counseling, and non-biased referral options.

**FOR SCHOOLS** seeking effective substance use prevention programming and leadership training for students, and assessments of teens who have substance-related issues.

**FOR COMMUNITIES** interested in building powerful coalitions to prevent and minimize the harms of alcohol and other drug use.

**FOR LEGISLATORS AND CORPORATIONS** who wish to be aligned with an agency that offers answers to, and solutions for, substance-related issues.

**FOR AN ENTIRE REGION** needing effective awareness-raising campaigns to combat emerging drug trends.

# Finances

## REVENUE

United Way	\$440,309	10.3%
Contributions	534,317	12.6%
Federal and local grants	2,999,430	70.5%
Program service fees	95,868	2.2%
Special events	145,031	3.4%
Other	46,652	1.1%
Gain/(Loss) on investments	(5,892)	-0.1%
<b>Total Revenue</b>	<b>\$4,255,714</b>	<b>100.0%</b>

## EXPENSES

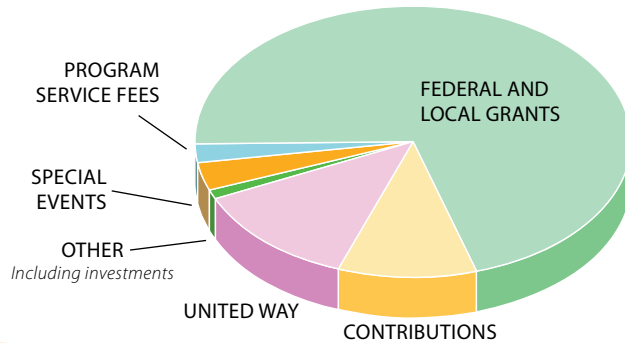
Prevention services	\$1,919,715	45.8%
Community services	1,384,736	33.1%
Fiscal agent services	244,573	5.8%
Management and general	445,405	10.6%
Fundraising	194,483	4.7%
<b>Total Expenses</b>	<b>\$4,188,912</b>	<b>100.0%</b>

Change in  
Net Assets  
\$66,802

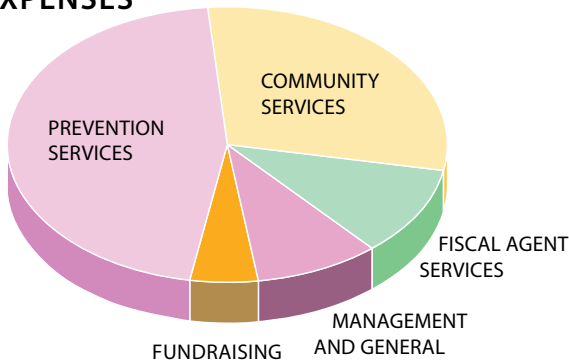
Net Assets,  
Beginning of Year  
\$4,600,025

Net Assets,  
End of Year  
\$4,666,827

## REVENUE



## EXPENSES



The 2018 Super Bowl provided a platform for NCADA to, once again, communicate with the region about something important. This year, our half-time PSA launched the *Talk About It* campaign.

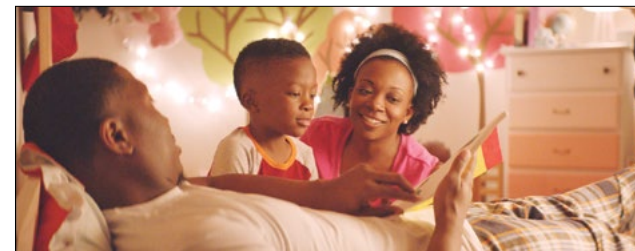
*Talk About It* is based on the simple-but-powerful truth that parents who talk with their kids about alcohol and other drugs cut their risk of use in half. *Talk About It* aims to give caregivers not just the motivation, but the *tools* to navigate these potentially uncomfortable conversations. The PSA provided a link where people could download age-appropriate talking kits and watch additional PSAs.



Volunteers "Talk About It" at Tower Grove Farmers' Market.

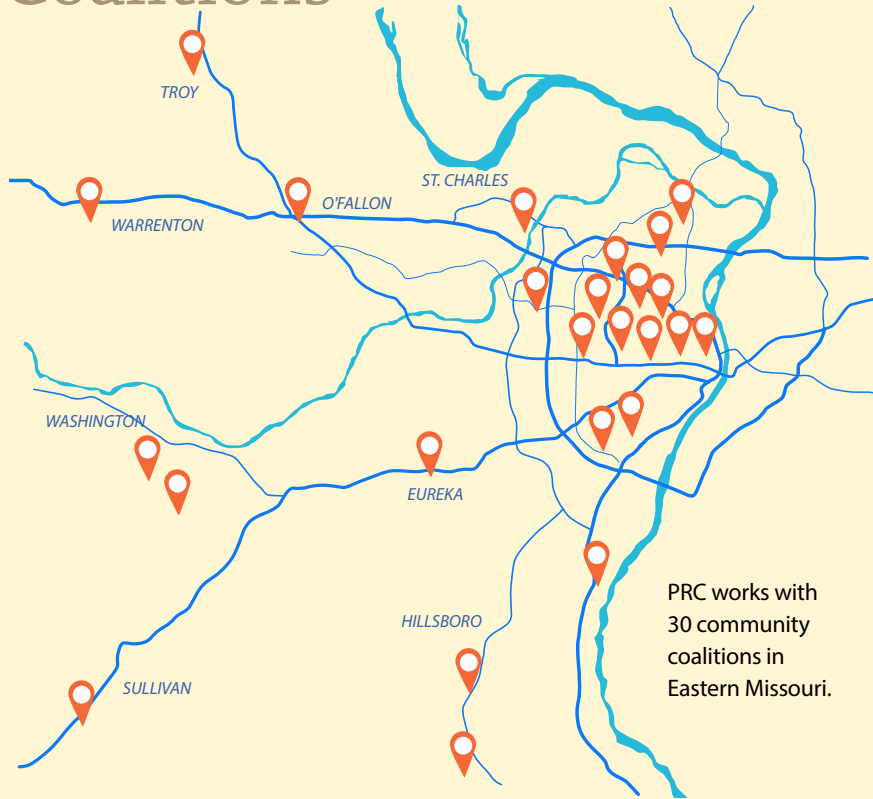
Reaction to *Talk About It* was immediate and positive. In the days following the Super Bowl, hundreds of people visited the *Talk About It* website, and community groups requested *Talk About It* materials.

To reinforce the campaign's momentum, NCADA coordinated a *Talk About It* STL "Community Day." Leading up to the community day, twenty large pill bottle replicas were placed throughout the St. Louis region. Then on Saturday, April 14th, the sites were staffed by trained volunteers who handed out literature, provided information about the campaign, and encouraged parents to get talking kits at [TalkAboutItMO.com](http://TalkAboutItMO.com).



The *Talk About It* PSAs featured families protecting their kids by using seatbelts and bike helmets – and by talking about substance use.

# Coalitions



PRC works with 30 community coalitions in Eastern Missouri.

## Local activism is a vital resource, powered by people working for better, stronger, communities.

NCADA 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.

NCADA acts as both advisor and strategist, providing updates on trending drug problems, advocacy alerts, and funding opportunities. When these coalitions are equipped and empowered, they become powerful agents of change.



NCADA provides local coalitions with advocacy alerts and informational materials (left), as well as updates on funding opportunities and trending drug problems.

# NCADA Counseling—2018

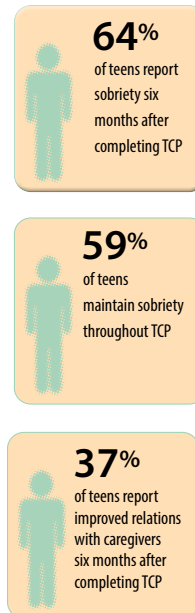


## Transitional Counseling Program

Most of the teens that come through our doors for help don't meet the criteria for substance use disorder, but are at risk of developing alcohol and other drug-related problems unless positive change occurs in their lives. The Transitional Counseling Program (TCP) can be the catalyst for change for teens that need help, just not in the way traditional treatment provides.

In 2018, NCADA's funding to launch TCP came to an end, so we had to seek new support to ensure this life-changing program would continue. With the help of multiple organizations, foundations, grantmakers, and a lot of individual donors, NCADA raised the \$139,000 we needed before the end of the year to keep the program going – and free of charge for teens and their families – through 2019.

Throughout 2018, TCP continued to help teens achieve lasting positive change in their lives.



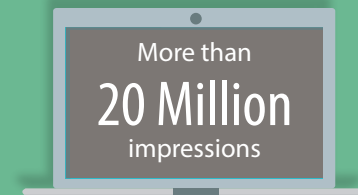
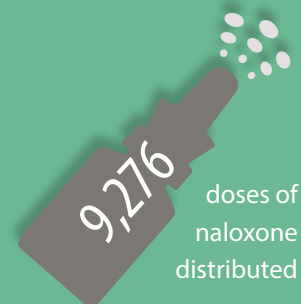
# MO-HOPE Outcomes

In September of 2016, NCADA collaborated with the Missouri Department of Mental Health and the Missouri Institute of Mental Health to create the MO-HOPE (Missouri Opioid-Heroin Overdose Prevention and Education) Project.

2018 marked yet another record-breaking year for opioid overdose deaths in the Eastern Missouri Region, with over 1,000 confirmed deaths. The number of deaths is a tragedy, but with the prevalence of fentanyl in the region's drugs supply, the fact that the numbers aren't higher is a testament to the effectiveness of ongoing efforts to save lives.

The goal of the MO-HOPE Project is to reduce opioid overdose deaths in Missouri through expanded access to prevention, public awareness, assessment, referral to treatment, overdose education, and naloxone for those at risk of experiencing or witnessing an overdose.

For 2018 alone, MO-HOPE collected 2,222 reports of lives saved across the state by naloxone being used to reverse an overdose.



(Includes web page loads, magazine and newspaper ads, radio ads, Facebook views, public transit posters, billboard drive-bys, and other viewing opportunities.)

# Major Gifts

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## REVOLUTIONARY \$50,000+

Express Scripts Inc.  
Moondance Foundation  
Howard Potratz and  
Gayle Kirsten

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## TRAIL BLAZER \$25,000+

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## CHAMPION \$10,000+

American Direct Marketing  
Resources  
Dick and Nancy Arnoldy  
Jeffrey and Mary Ann Buckner  
Dana Brown Charitable Trust  
Mallinckrodt  
Maritz Inc.  
Jim and Nancy Murphy

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## GAME CHANGER \$5,000+

Boeing Employees Community  
Fund  
Scott and Emily Brown  
Clifford Willard Gaylord  
Foundation  
Brady-Raeber Equity Financial  
Services Inc.  
Herman and Phenie Pott  
Foundation  
Sandra Herrmann  
Seeger Toyota

Midwest BankCentre  
Regional Business Council  
Saigh Foundation  
Connie Schnuck  
W. Grant Williams III

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## ADVOCATE \$1,000+

Alpine Investment Management  
Judy Anthon  
Argent Capital Management  
The Aviary Recovery Center  
Terry and Marilyn Bader  
Boeing Company Gift Match  
Program  
C and R Mechanical Co.  
Jack and Ann Cahill  
Canon Solutions America  
Marco and Beth Castaneda  
Clayco  
Clinical Collection Management  
Crestwood-Sunset Hills  
Rotary Club  
Doug and Chelle Dohrmann  
Dovetail  
Tom Elfrink  
Fifth Third Bank  
First Congregational Church  
Webster Groves  
Fox 2/KTVI/KPLR  
Frederick Pitzman Fund  
Joanne Gordon

Steve Hawkins  
Thomas and Anne Herrmann  
Brian and Kirsten Hogan  
Patrick Kinlen and  
Daina Skujins-Kinlen  
Laborers' Local 110  
Samuel Levine  
Stafford Manion  
John and Laverna Meyer  
David and Elizabeth Mueller  
David and Rebecca Nelson  
Nidec Commercial Motors  
Ronald and Kim Oberlag  
Paric Corporation  
Peter and Meredith Perkins  
Steve and Celeste Player  
Recovery St. Louis  
Request Electric Inc.  
Steve and Ann Roberts  
Phil and Kay Roush

Benjamin and Louise Sandler  
Thomas and Missie Seeger  
Lawrence and Maureen Sobol  
Martin and Karen Stein  
Rick and Sheila Stein  
John and Mary Straub  
Tegna Foundation  
Scott and Beth Tomasino  
Nick and Jennifer Tompras  
Toyota Dealer Match Program  
Toyota Motor Credit Corporation  
USA Mortgage/  
DAS Acquisition Co LLC  
Walking for Wellness: Stop Heroin  
Henry and Lynn Watkins  
Howard and Susan Weissman  
Jack Whittle  
Stephen and Terry Wintermann



# Schools Served

In 2018 NCADA served 260 schools and over 64,000 unduplicated students.

Aftton High	Central Institute for the Deaf	Edgar Road Elementary	Green Pines Elementary
Airport Elementary	Central Middle	Ellisville Elementary	Green Trails Elementary
Annunciation (Holy Cross Academy)	Chesterfield Elementary	Epworth	Hagemann Elementary
Antonia Elementary	Christ Community Lutheran	Eureka Elementary	Hancock Place Elementary
Armstrong Elementary	Christian Brothers College High	Eureka High	Hancock Place High
Arrowpoint Elementary	Clark-Vitt Elementary	Fairway Elementary	Hancock Place School District
Athena Elementary	Clay Elementary	Fanning Middle	Hanna Woods Elementary
Atonement Lutheran	Claymont Elementary	Farragut Elementary	Hanrahan Elementary
Avery Elementary	Cold Water Elementary	Flynn Park Elementary	Hardin Middle
Babler Elementary	Commons Lane Elementary	Fort Zumwalt East High	Hawk Point Elementary
Ballwin Elementary	Computer School Elementary	Fox Elementary	Hawthorn Leadership School for Girls
Barretts Elementary	Confluence Academy	Fox Middle	Hazelwood ASC
Barrington Elementary	Cor Jesu Academy	Francis Howell High	Hazelwood Central Middle
Bayless High	Craig Elementary	Francis Howell North High	Hazelwood North Middle
Beaufort Elementary	Crestview Middle	Gateway Science Academy Elementary	Hazelwood Southeast Middle
Bellerive Elementary	Crestwood Elementary	Gateway Science Academy Middle and High	Henry Elementary
Bermuda Elementary	Cross Keys Middle	Geggie Elementary	Herculeaneum High
Bierbaum Elementary	Danforth Elementary	Gerald Elementary	Herzog Elementary
Black Hawk Middle	De Soto High	Gibson Elementary	Hickey Elementary
Blevins Elementary	Dewey International Studies Elementary	Glasgow Elementary	Highcroft Ridge Elementary
Boone Elementary	Dressel Elementary	Glenridge Elementary	Hillsboro Elementary
Bowles Elementary	Duchesne Elementary	Gotsch Intermediate	Hillsboro High
Brentwood Middle	Eagle Tower Grove East	Grace Chapel Lutheran	Hillsboro Intermediate
Bridgeway Elementary	Earl Nance, Sr. Elementary	Grandview High	Hixson Middle
Bristol Elementary		Grannemann Elementary	Hoech Middle
Buder Elementary			Holman Middle
Carman Trails Elementary			Holy Cross Academy
Central Elementary (Union)			Holy Rosary

Koch Elementary
Kratz Elementary
Ladue Fifth Grade Center
Ladue Horton Watkins High
Ladue Middle
Lafayette High
Lemasters Elementary
Lincoln Elementary
Lonedell Elementary
Lusher Elementary
Lutheran High North
Lyon Academy at Blow
Main Street Elementary
Margaret Buerkle Middle
Marion Elementary
Mark Twain Elementary
Marquette High
Marvin Elementary
Mason Ridge Elementary
McGrath Elementary
McKelvey Elementary
McKinley Classical Leadership Academy
McNair Elementary
Meadows Elementary
Mehlville High
Meramec Elementary
Meramec Elementary (Clayton)
Metro Academic and Classical High
MICDS
Mid Rivers Elementary
Monroe Elementary
Nahed Chapman New American Academy
Nipher Middle
North Glendale Elementary
North Kirkwood Middle
Northwest Valley Middle
Null Elementary
Oak Hill Elementary
Old Bonhomme Elementary
Our Lady of Providence (Holy Cross Academy)
Our Lady of the Pillar
Our Redeemer Lutheran
Parker Road Elementary
Parkway Central High
Parkway Central Middle
Parkway North High
Parkway Northeast Middle



Prevention educators Jaime Hoff (top left) and Colby Stinebaugh (top right) conduct NCADA's new "It's Complicated" program, training upper class HS students how to teach information on cannabis to younger students.



NCADA prevention educator, Candance Harris (left), teaches a Conflict Mediation class to fifth graders. Many NCADA programs are designed to develop students' self-confidence and resiliency skills, which serve as protective factors against future substance use.

Parkway School District	Sherwood Elementary	Uthoff Valley Elementary
Parkway Southwest Middle	Sigel Elementary	Valley Park High
Parkway West Middle	Sorrento Springs Elementary	Vineland Elementary
Parkwood Elementary	South Point Elementary	Visitation Academy
Patterson Heights Middle	Spoede Elementary	Walker Elementary
Pierremont Elementary	Spring Bluff Middle	Washington High
Point Elementary	St. Catherine Laboure	Washington Middle
Pond Elementary	St. Francis Borgia High	Washington Middle (Mehlville)
Ralph M. Captain Elementary	St. Francis of Assisi	Washington West Elementary
Reed Elementary	St. Gabriel the Archangel	Webster Groves High
Ridge Meadows Elementary	St. Gertrude	Wedgwood Elementary
Ridgewood Middle	St. Joseph's Academy	Westchester Elementary
Ritenour High	St. Louis Catholic Academy	Westridge Elementary
Ritenour Middle	St. Mary's High	Wild Horse Elementary
River Bend Elementary	St. Michael the Archangel (Holy Cross Academy)	Wildwood Middle
River Roads Lutheran	St. Paul - Fenton	Willow Brook Elementary
Robinson Elementary	St. Peters Elementary	Wilson School
Rockwood School District	St. Rose of Lima	Windsor High
Rockwood South Middle	Stanton Elementary	Windsor Middle
Rockwood Summit High	Steger Sixth Grade Center	Woerner Elementary
Rockwood Valley Middle	Stix ECC Elementary	Wren Hollow Elementary
Rogers Middle	Sullivan Elementary	Wright City Middle
Rosati-Kain	Sullivan High	Wydown Middle
Ross Elementary	Sullivan Middle	Wyland Elementary
Russell Elementary	Sunrise Elementary	Yeatman-Liddell Middle
Sappington Elementary	Townsend Elementary	Zion Lutheran Bethalto
Saul Mirowitz Jewish Community	Trautwein Elementary	
Seckman High	Trinity Catholic High	
Selvidge Middle	Twillman Elementary	
Shaw VPA Elementary	University of Missouri - St. Louis	
Shenandoah Valley Elementary	Ursuline Academy	

# Volunteers

Chris Allen	Elizabeth Freeman	Kathleen Malkowski	Vinnie Schneider
Dustin Allison	Laura Greiner	Christine Manfrede	Jeremy Scott
Kimberly Becker	Cindi Guller	Stafford Manion	Andy Seeger
Hanna Bennett	Tracy Haefner	Hydie McGuire	Michael Shepley
Dayton Black	Joel Hanewinkel	Morgan McKenny	Becky Shimony
Garrett Boyer	Sarah Hanneken	Connor McLaughlin	Val Snyder
Clay Butler	Carmen Heard	Randy Mellovitz	Katie Spradling
Collin Carpio	Amanda Holyman	Hannah Meyer	Matt Stewart
Brooke Carter	Sue Huelsing	Jacob Patrick	Debbie Strobl
Evan Carter	Avonna Hughes	Zachary Patrick	Jordan Washington
Kara Carter	Gene Jacobson	Doris Patzius	Sammie Wilkinson
Julie Conroy	Mia Johnston	Marissa Pummer	Hailey Williams
Amy Cooper	Brian Jones	Amanda Purdum	Jazmine Williams
Donna David	Emily Jung	Sarah Rice	Shannon Williams
Patty DeRosiers	Jess Kagan	Ann Roberts	Keesa Zamora-Ortiz
Hannah Dillon	Ryan Lawyer	Steve Roberts	
Laura Dyer	Tiffany Le	Phil Roush	
Adrienn Eagles	Jack Leeman	Connie Schnuck	
	Scott Leisler		



Volunteers make the difference between an okay event and a roaring success. Their contributions range from stuffing envelopes to providing professional services that would otherwise be way outside our budget. We humbly thank them, one and all.



## The 39th Annual Teen Institute for Prevention Leaders

Teens take their behavioral cues from other teens. That is the guiding principle behind Teen Institute.

Teen Institute brings together students from across the St. Louis region for an intense learning experience over four days and three nights, combining workshops, panel discussions, and leadership training.

On the first day the teens are presented with challenges that require teamwork and spontaneous leadership. They learn the best strategies for building consensus and cooperation.

In classes and workshops, the teens hear the latest research on opioids, alcohol and other drugs. They learn how to help friends headed down dangerous paths. They learn the importance of trusting what they know is right, and being willing to speak out for their beliefs.



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