

JULY – SEPTEMBER 2021

IMPACT REPORT

EVENTS, PROGRAMS AND MARKETING



# BY THE NUMBERS

- Victim Services
- Financials

**SPEAKUP**  
**ABOUT DRUGS**



**REACH:** Directly assisted 42 new victims helping their loved ones get into treatment since 8/1/2021

- YTD provided direct services to 212 victims
- Since 10/1/2019 we have served 345 Victims
- Yr 2 of our grant: Goal: 135 new clients Actual: 212 new clients

**STATUS:**

- Relapse rate and fatal overdoses seems to be stabilizing in Arkansas.
- US Overdoses up 30% across the US between December 2019 and December 2020;  
up 40% in Arkansas.
- Total 2020 Overdose Deaths estimated at 100,300.

**Referrals include:** Treatment programs  
Sober living programs  
Recovery services/programs  
Life or Wellness Coach  
AA / NA Meetings

**Services Provided:**

Medicaid Applications  
Court Advocacy  
Referral to other service  
WellBEing Programming

## **VOCA Grant Financials**

Financials available upon request

## **SAD/R4R Donations: Q4 Sources**

- Corporate Donation: Van
- Private Donors
- Fb Donations
- Bikes:
- In Kind Match

# EMPLOYEES / AWARDS



- Bentonville Chamber of Commerce Bike&Brew
  - Non-Profit Recipient
- OZArk Outdoor Foundation:
  - Non-Profit Spotlight

# VOLUNTEERS

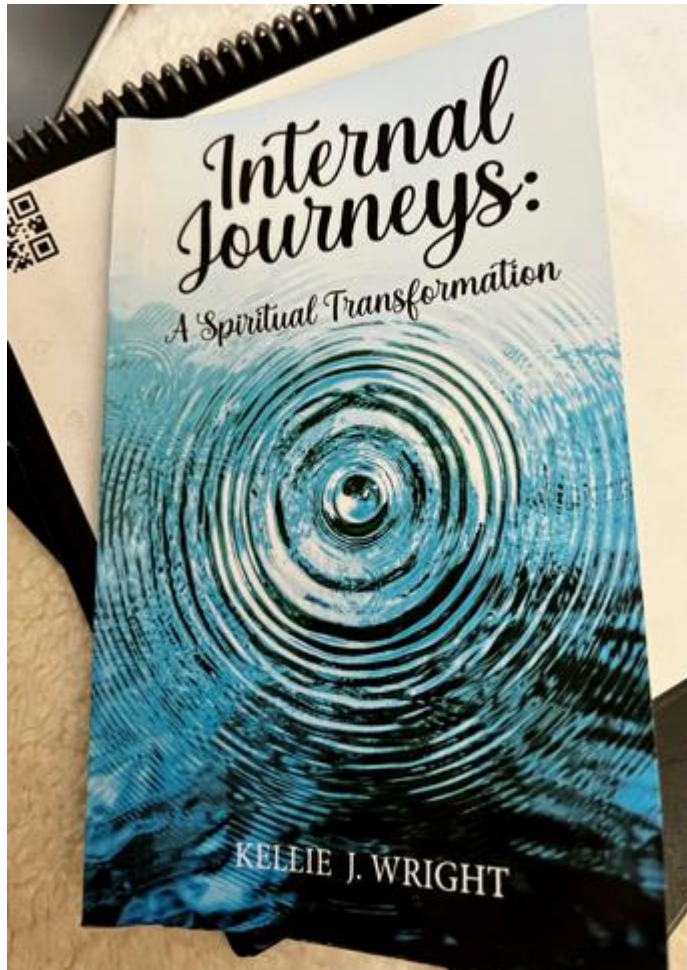


- Volunteer Match of \$0 for Q4;submitted: Exceeded annual cap in Q2
- Volunteer Support:
  - Awareness Booth 9/23 at Amazeum Cycling event
  - Street clean-up (18 - September)
  - Peer To Peer Support (2)
  - Tour d'Taco Ride for Compassion House – Single mothers, many struggling with SUD; info booth
  - Parent's Night Out with Benton County Sheriff's Office - booth

# EVENTS \* PROGRAMS

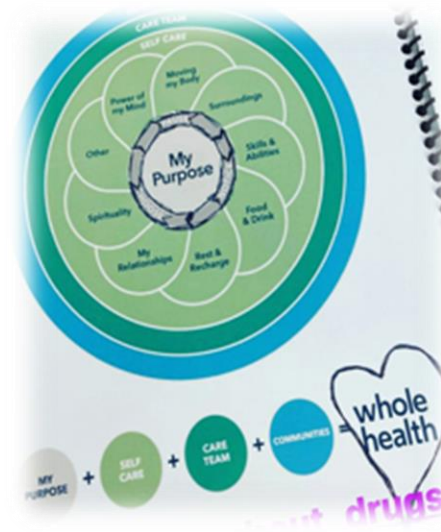


- SPARC Program – Benton County
- SPARC Program – Baxter County
- SPARC Program – Self Love Transformation with Peers
- Courageous Conversations



- SPARC: Self-Love Transformation
  - Facilitated by Gina
  - Class Size: 6
  - Participants learned
    - \* Foundation of loving self as way to build a strong base for a sustained recovery
    - \* Meditation
    - \* Yoga



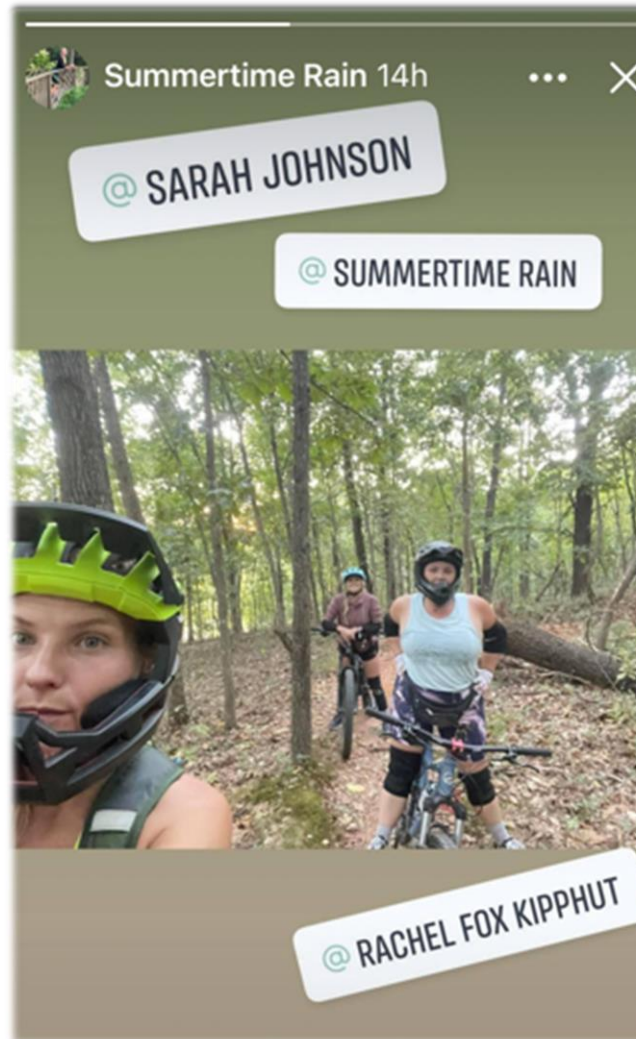


- SPARC: Benton County
  - Facilitated by Gina/Tracy
  - Class Size: 18
  - Participants learned
    - \*Whole Health LifeSkills
      - Goal Setting, Pause/ Notice & Choose, Communication skills



# **COURAGEOUS** *CONVERSATIONS*

- Parent's, Partners  
Peer Support
  - Provided one-on-one support for one family and two individuals



- #Ride4Recovery— Peer led group
- Men's group averages 16 riders
- Ladies Mtn Biking had sustained participation June – September
- Strong community support for this group



## #MINDFUL MOVEMENT

- New programming
- Meeting Thursday evenings
- Averages 6 attendees



## #HIKING4HEALING

- New group forming and shows strong interest
- Will include short local hikes to build up to longer day hikes



- #Run4Recovery
- On hold until coach is secured
- Plan is to lead weekly runs and train for spring 2022 local events

# TRAININGS & MEETINGS Q4

- Arkansas Prescription Drug Summit
- Ayurvedic Health Fundamentals and Teacher Certification – Gina completed and certified
- Meditation Certification:
  - Gina just started

# LEGISLATION



- Speakup About Drugs Coalition of America is our legislative arm
- SAD included on French Hill bill for tougher legislation for Fentanyl trafficking
- Facebook page was disabled by fb which led to all of our pages being taken down so new pages are being built



# MARKETING

- Social Channels
- Website



## Social Media

Facebook: The entire account, both fb and IG, was disabled by fb on 11/19/2021 after the account was hacked. Gina has been working with facebook to get the account reactivated without success as of 1/3/2022.

SAD fb: 2,632 followers

SAD Ride4Recovery: 1,127 followers

SAD IG: 1,055 followers

R4R IG: 343 followers

- Website traffic strong given zero marketing spend or major events

## Overview

Monthly



July 1, 2021 - October 31, 2021



- We changed the way we count unique visitors to more closely match the way Google Analytics does it. This could result in lower unique visitor counts and page views for your site.



### Unique Visits

552

-32% from last 123 days



### Page Views

1,019

-26% from last 123 days



### Avg. Pages Per Unique Visit

1.7439

+193% from last 123 days





# THANK YOU SPONSORS and DONORS

Bob Maloney COLLISION CO  
Easley Family Foundation  
Honey Stinger  
Fielding Inspections  
Plessinger Family  
David Clark Family  
Jeff & Laura Easley Foundation



THANK YOU

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