

OCTOBER-DECEMBER 2021  
IMPACT REPORT  
EVENTS, PROGRAMS AND MARKETING



# BY THE NUMBERS

- Victim Services
- Financials



REACH: Directly assisted 12 new victims helping their loved ones get into treatment since 10/1/2021

- YTD provided direct services to 12 victims
- Since 10/1/2019 we have served 376 Victims
- Yr3 grant: Goal: 135 new clients Actual: 12 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. Fentanyl seizures rising at dramatic rates.
- Total 2020 Overdose Deaths estimated at 100,300.

NOTE: We filled the VAIV role at part time vs the prior year VAIII full time role.  
Taylor will focus on developing the WellBEing programming under SPARC.

**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  
Wellness Programming

# EMPLOYEES / AWARDS



- Taylor Justice Burns
  - NEW Part Time VA IV



# VOLUNTEERS

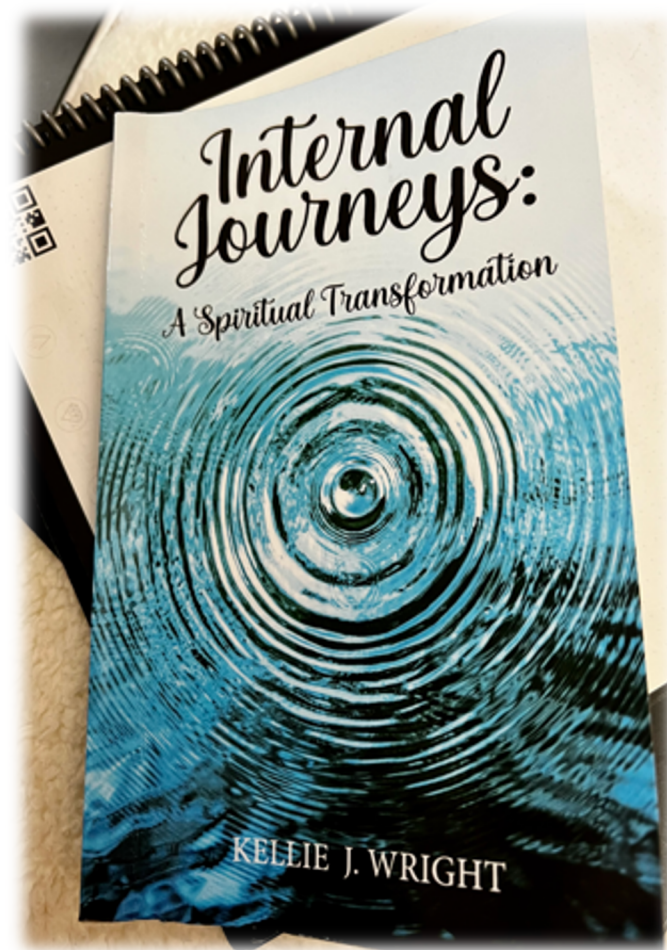


- Volunteer Match of **\$274.40** for Q1 Volunteer Support:
  - Raptor Gravel Ride with All Sports Productions serving Aid Stations
  - Bentonville Christmas Parade representing Recovery Community

# EVENTS \* PROGRAMS

- SPARC Programs





- 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
  - On hold until 2022  
due to Covid



# **COURAGEOUS** *CONVERSATIONS*

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



- #Ride4Recovery—  
Peer led group
- Participated in  
Bentonville  
Christmas Parade  
with OzArk  
Outdoor Foundation
- Volunteered for  
Raptor Gravel  
Grinder Race at  
Aid Stations with  
two peers



- #Run4Recovery
- Group on hold until 2022





## #MINDFUL MOVEMENT

- Volunteer led Yoga during weekly self-love transformation class – paid stipend





**#HIKING4HEALING**

- Group on hold until 2022

# TRAININGS & MEETINGS Q4

- Chopra Mediation  
Certification in process –  
Gina

# MARKETING

- Social Channels
- Website



## Social Media

Facebook: The entire account, both fb and IG, was disabled by fb on 11/19/2021.

The account was evidently hacked. Gina has been working with facebook to get the account reactivated without success as of 1/3/2022.

SAD fb: 2,600 followers

SAD Ride4Recovery: 1,100 followers

SAD IG: 1,055

R4R IG: 343



- Website traffic strong given zero marketing spend or major events but down vs previous quarter

## Overview

Monthly



October 6, 2021 - January 3, 2022



- 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

343

-10% from last 90 days



### Page Views

687

-5% from last 90 days



### Avg. Pages Per Unique Visit

1.8773

+8% from last 90 days





# THANK YOU DONORS

Easley Family Foundation  
Kimberly & Russel Meyers  
Dr. Ryan Carlson  
Plessinger Family  
David Clark  
Anonymous donors



THANK YOU

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