

PARTNERS IN HOPE



HOPE
SHEDS LIGHT



2020

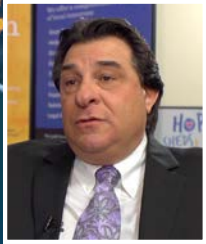
ANNUAL REPORT



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“Hope is being able to see that there is light despite all of the darkness.” - Desmond Tutu

HOPE SHEDS LIGHT
FOUNDERS



[Ron L. Rosetto]



[Stephen L. Willis, Esq.]



[Arvo Prima]



THANK YOU FOR YOUR HOPE PARTNERSHIP

Together, we offer hope – one person and one family at a time, restoring lives after the storm of substance use disorder.

Through all the unanticipated events of 2020, HOPE Sheds Light remained steadfast in our commitment to serve. Dealing with Life on Life's Terms is a pillar of recovery and those of us who know addiction, know how to rise to the occasion during unexpected turmoil. We are proud of the fact that we not only remained open, we expanded our services, got creative in our approach and were able to increase the number of families served and the methods we use to connect with you.

In addition to maintaining all of our programs over the past twelve-months, HOPE Sheds Light added the following initiatives:

- Converted all of our programming to a virtual platform;
- Compiled a comprehensive and easily accessible COVID-19 Resource Guide;
- Introduced daily live online interaction reaching over 48,000 people, providing support and guidance on self-care and stress management;
- Significantly increased our Talk. Text. Chat. support to the Ocean and Monmouth County communities;
- Increased advocacy and financial assistance in accessing sober living;
- Donated reusable cloth face coverings to essential workers at area grocery stores, pharmacies and local human service agencies.

Because of you, more people will continue to sustain our services and reach without interruption. Your commitment to our capacity makes all of this possible. We believe small, daily changes lead to incredible transformations. Thanks to your support, we are turning things around in our community – one person, one family, one day at a time.

With gratitude for your partnership,

[Ron L. Rosetto]

A handwritten signature in black ink, appearing to read "Ron Rosetto".

[Stephen L. Willis, Esq.]

A handwritten signature in black ink, appearing to be a stylized "S" followed by "L Willis".

[Arvo Prima]

A handwritten signature in black ink, appearing to read "Arvo Prima".

2020 BY THE NUMBERS

Your support is making a difference in the community.



RISE WITH HOPE VIEWS
Daily motivational messages on Facebook that transitioned to a podcast with 450+ downloads.

51,152



VIRTUAL ACTIVITIES ATTENDEES

3,250



VIRTUAL FAMILY MEETING ATTENDEES

720



HELPLINE CALLS
24/7 Talk. Text. Chat.

333



INDIVIDUALS SUPPORTED THROUGH SOBER LIVING ASSISTANCE
(averaging \$300 per person)

105



CCAR TRAINING:
30 new peer coaches

HSL started its Peer Recovery Specialist Internship Training for area professionals and agency volunteers. The program is offered through the CCAR Recovery Coach Academy and satisfies all the New Jersey State requirements to be a Certified Peer Recovery Specialist.



OCEAN COUNTY COLLEGE PROGRAM:
Collegiate Recovery Support Services

In 2020, HSL partnered with Ocean County College to offer Collegiate Recovery Support Services. Funding was provided by the New Jersey Division of Mental Health and Addiction Services. This is the first community college in New Jersey to receive this funding.



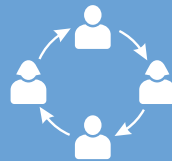
FACEBOOK REACH

590,607



NEW FACEBOOK LIKES

465



FACEBOOK ADS/ BOOSTS REACH

13,798



HOPESHEDSLIGHT.ORG PAGE VIEWS

25,957



HOPESHEDSLIGHT.ORG WEBSITE SESSIONS

14,833



PODCAST DOWNLOADS

450+

DIRECT SUPPORT STORY

Danielle

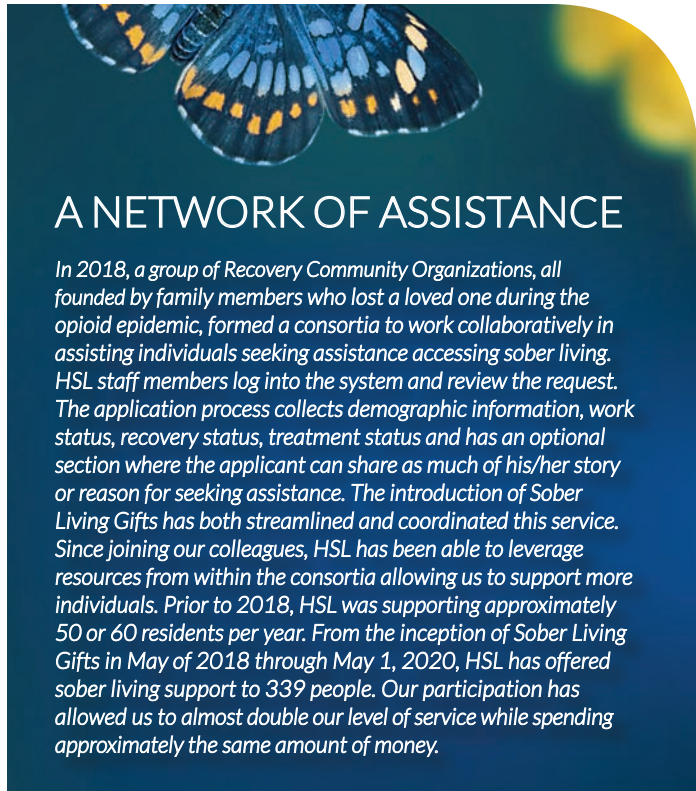
I called HSL when I was experiencing homelessness. I was sitting at the Toms River Library, recently discharged from my treatment facility with no plan. I didn't know what I was going to do. Then a woman at the library gave me the number for HSL. The nonprofit was able to assist me first by just listening and then by providing me with a lot of recovery support services. HSL arranged for me to get housing in a sober living home as well as assisting me with funding for the sober house. A HSL volunteer connected with me and helped me stay actively engaged with my recovery. During this time, I had to leave my job because of the drug use taking place there. I decided it was unsafe. HSL helped me find another job at a small deli in Bay Head. When COVID hit, I lost that job too. Because of my connection with my volunteer recovery coach from HSL, I stayed motivated and didn't give up. I am now working at Philly Pretzel Factory and I am up for a promotion to a manager position because of my work ethic. I am getting manager training at different locations and I am excited for my future.

When I was using drugs, I was separated from my kids. Since getting back on my feet and feeling good about my future, I have taken the steps necessary to be back in my children's lives. I am so proud to share that I just had my first visit with my kids in months and am now becoming an active part of their lives. Thank you for everything you have done for me. I want to stay connected and hope one day I can give back to someone else the way you have given to me.

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“Because of my connection with my volunteer recovery coach from HOPE Sheds Light, I stayed motivated and didn't give up.” – Danielle

SOBER LIVING CONNECTIONS



A NETWORK OF ASSISTANCE

In 2018, a group of Recovery Community Organizations, all founded by family members who lost a loved one during the opioid epidemic, formed a consortia to work collaboratively in assisting individuals seeking assistance accessing sober living. HSL staff members log into the system and review the request. The application process collects demographic information, work status, recovery status, treatment status and has an optional section where the applicant can share as much of his/her story or reason for seeking assistance. The introduction of Sober Living Gifts has both streamlined and coordinated this service. Since joining our colleagues, HSL has been able to leverage resources from within the consortia allowing us to support more individuals. Prior to 2018, HSL was supporting approximately 50 or 60 residents per year. From the inception of Sober Living Gifts in May of 2018 through May 1, 2020, HSL has offered sober living support to 339 people. Our participation has allowed us to almost double our level of service while spending approximately the same amount of money.

A STORY AND REQUEST FOR HELP:

Nicholas B.

When Nicholas contacted us during the height of the COVID-19 pandemic, he was nine months free from drugs and alcohol and was experiencing homelessness. As such, he was facing multiple challenges maintaining his recovery. He had a long history of treatment and incarceration and many sober homes were denying him access. Social services put him in a motel and gave him our number. He called seeking support. We were able to place Nicholas in a sober living home after a lot of advocacy. With a place to live, he was able to sustain his employment as a pipe laborer. It was really important to him to keep this employment secured.

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“Along with being financially beneficial, his work gave him a sense of purpose and reason to fight for his recovery.”

This was his trade and his passion. Along with being financially beneficial, his work gave him a sense of purpose and reason to fight for his recovery. In a short period of time, Nicholas was able to move out of the sober living house and has secured his own housing. Now Nicholas is shifting his focus to rebuilding the relationships in his life. He works with his recovery coach and has established better communication with his kids. He has a goal of

saving enough money to take his kids on a cruise. Currently, much of his coaching session is spent working on budgeting and saving money so he can turn that goal into a reality. He has regained the trust of his employer who has now agreed to help Nicholas with his fines so he can get his license back. Nicholas wants to remain in contact with his coach because he knows he still has a lot of work to do.

EDUCATION AND TRAINING

HSL has adopted The Substance Abuse and Mental Services Administration (SAMHSA) peer support services best practice model.

HOPE Sheds Light offers education and training for community members looking to volunteer as advocates and family support peers, internship opportunities for anyone interested in achieving their certification as a New Jersey Certified Peer Recovery Specialist, and educational workshops to increase your recovery capital and family management skills.

SAMHSA established recovery support systems to promote partnering with people in recovery from substance use disorders and their family members to guide the behavioral health system and promote individual, program, and system-level approaches that foster health and increase housing to support recovery; reduce barriers to employment, education, and other life goals; and secure necessary social supports in their chosen community. A certified Peer Support Specialist is an individual living in recovery with mental illness and/or substance use disorder or a family member who has been trained. HSL's CEO is a certified trainer of the peer recovery certification program. HSL conducts trainings for their volunteers and area professionals to obtain the certification as a Peer Support Specialist. Our Certified Peer Specialists' model healthy personal recovery and perform a wide range of tasks to assist individuals.

2020, we launched the Celebrate Families program. This is an evidence-based family management skill building program designed specifically to support parents in early recovery who are reuniting with their children. The program combines strategies that support recovery capital as well as introduces age-appropriate parenting skills.



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*When the student is ready,
the teacher will appear.*

COMMUNITY SUPPORT

Because of your support, HSL is steadily building our capacity to serve.

HSL continues to provide navigation support and we are available to assist you and your loved ones when you are seeking help to access treatment. We offer support coping with the stress of living with and loving someone with a substance use disorder.

Our growing team of Certified Peer Support Specialists consist of trustworthy and non-judgmental peers who have been where you are and are knowledgeable about the resources available to you and your loved ones. They can be your advocate and guide through the very complicated pathways to assistance.

These services include:

- *Helpline*
- *Online Resources*
- *Outreach*
- *Sober Housing Assistance*
- *Community Education*



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“Once you choose hope,
anything is possible.”

– Christopher Reeve



NAVIGATION AND EDUCATION

It's easy to get lost and confused when you don't know your way.

From our inception in 2013, HSL wanted to make sure that other families didn't have to struggle the way we did when our founders needed help for their children. Building a trusted online resource center that could help families understand addiction and access support and hope for recovery remains at the heart of our mission.

With support from the Walter R. Earle Foundation, we have been able to optimize our online presence and position HSL as a trusted online source for education and assistance navigating a very complex service system. The Pathways to Community Wellness Program offers the promise of removing the fear and stigma that remains the largest barriers for families in need of help by changing the workplace culture to be more recovery friendly while offering best practice strategies in prevention education.

In 2019, the Pathways to Community Wellness Program has grown to include providing access to area police departments. Officers responding to 911 calls related to overdoses, are able to offer family members a card that provides them with an access code to the Pathways' platform where they can connect with one of HSL's trained family coaches.



The Pathways to Community Wellness Program offers the promise of removing the fear and stigma that remains the largest barriers for families in need of help.



RECOVERY MANAGEMENT

HSL opened the Hope Recovery Center

The HOPE Recovery Center, located in Toms River, serves as a local hub for recovery support services offering a monthly calendar of workshops, support groups and wellness activities designed for the whole family. The Hope Recovery Center provided the best vehicle for HSL to expand its virtual presence through COVID-19 in addition to increasing our in-person presence to include weekly support groups in both Ocean and Monmouth Counties. HSL continues to offer grief and bereavement support for families who have lost a loved one.

Recovery programs include:

- *Wellness Programs*
- *Recovery Coaching*
- *Family Support Groups*
- *Youth Wellness and Creative Arts*
- *Grief and Bereavement Support*



RECOVERY COACH SERVICES

HSL continues to recruit, train and cultivate a core group of dedicated volunteers who are ready to offer this professional service to individuals and families. The coach/mentee relationship is collaborative in nature and is focused on a strengths-based model. It is also designed to help clients identify and move “barriers” aside that prevent them from potentializing. The relationship is based on trust, experience and mutuality. The most significant difference between a Recovery Coach and other helping professionals is that the Recovery Coach is trained to focus on “empowering” the client to do for themselves what they dreamed about. It is through the motivation, guidance and accountability Recovery Coaches provide that transformation occurs. This new effort holds the most promise for success for our families as we continue to grow.



HOPE SHEDS LIGHT RECOVERY CENTER

JANUARY 2021 CALENDAR



The MISSION of HOPE Sheds Light is to raise awareness and educate individuals, families and the community about the impact of addiction by having the courage to share personal experiences and offer strength, wisdom, hope and resources that lead to positive community change and long-term recovery.

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	Our Call-in Recovery helpline is open daily. Please call 1-855-850-HOPE				Happy New Year CLOSED	CLOSED
CLOSED		Finding HOPE 6:30 pm to 8:00 pm Guest Speaker	Collegiate Peer Support Group 3:00 pm – 4:00 pm	Healing Hearts 6:00 pm – 7:00 pm Zen Den 5:00 pm – 6:00 pm (7-10) 6:00 pm – 7:00 pm (11-15)		CLOSED
Yoga/Mindfulness Trail Walk Collegiate Peer Support Group 10am		Finding HOPE 6:30 pm to 7:30 pm	Collegiate Peer Support Group 3:00 pm – 4:00 pm The Phoenix Yoga 4:00 pm – 5:00 pm 6:00 pm – 7:00 pm	Healing Hearts 6:00 pm – 7:00 pm Zen Den 5:00 pm – 6:00 pm (7-10) 6:00 pm – 7:00 pm (11-15)		Virtual Paint Party 6:30 pm – 9:00 pm
CLOSED		Finding HOPE 6:30 pm to 8:00 pm Guest Speaker	Collegiate Peer Support Group 3:00 pm – 4:00 pm	Healing Hearts 6:00 pm – 7:00 pm Zen Den 5:00 pm – 6:00 pm (7-10) 6:00 pm – 7:00 pm (11-15)		CLOSED
24 th - Community Bike Ride 2:00 pm – 4:00 pm		Finding HOPE 6:30 pm to 7:30 pm	Collegiate Peer Support Group 3:00 pm – 4:00 pm	Healing Hearts 6:00 pm – 7:00 pm Zen Den 5:00 pm – 6:00 pm (7-10) 6:00 pm – 7:00 pm (11-15)		

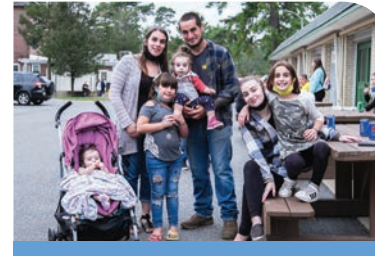
732.244.0783 | rise@HOPEShedsLight.org **HOPEShedsLight.org**

YOUTH AND FAMILY SERVICES

HSL has expanded its focus to provide direct recovery support to parents in Early Recovery and children impacted by substance use disorder. HSL's family programs draw upon the emerging science of recovery designed to break the historical trauma often experienced within families impacted by generations of substance use disorder. HSL will also introduce a vocabulary of destigmatization language in order to combat the propensity for people in recovery and their children to internalize feelings of shame, fear, anger and guilt that become the fertile soil for addiction later in life.

Services include:

- *Family Management Skills*
- *Celebrate Youth Advisory Counsel*
- *Young People in Recovery*
- *All Recovery Meetings*
- *Civic Engagement*



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“HOPE is passion for what is possible.”

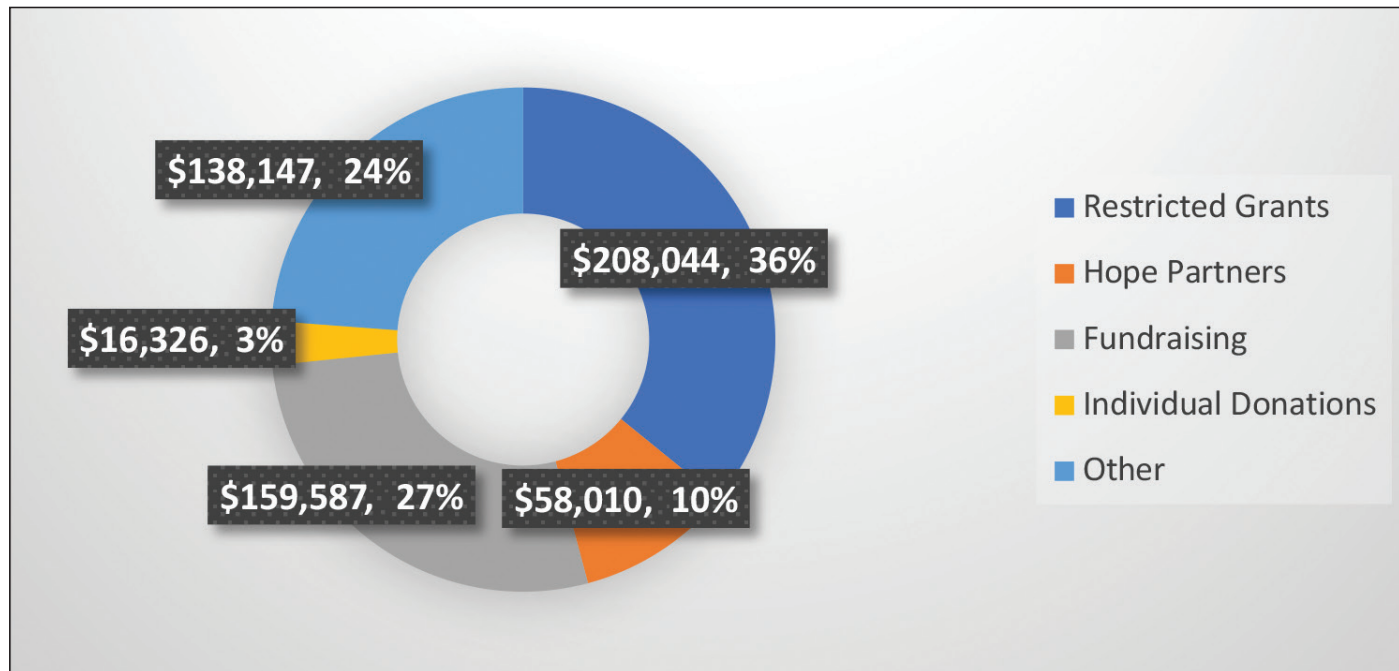
– Soren Kierkegaard



OUR INCOME SOURCES

FOR THE 12 MONTH PERIOD ENDED OCTOBER 31, 2020

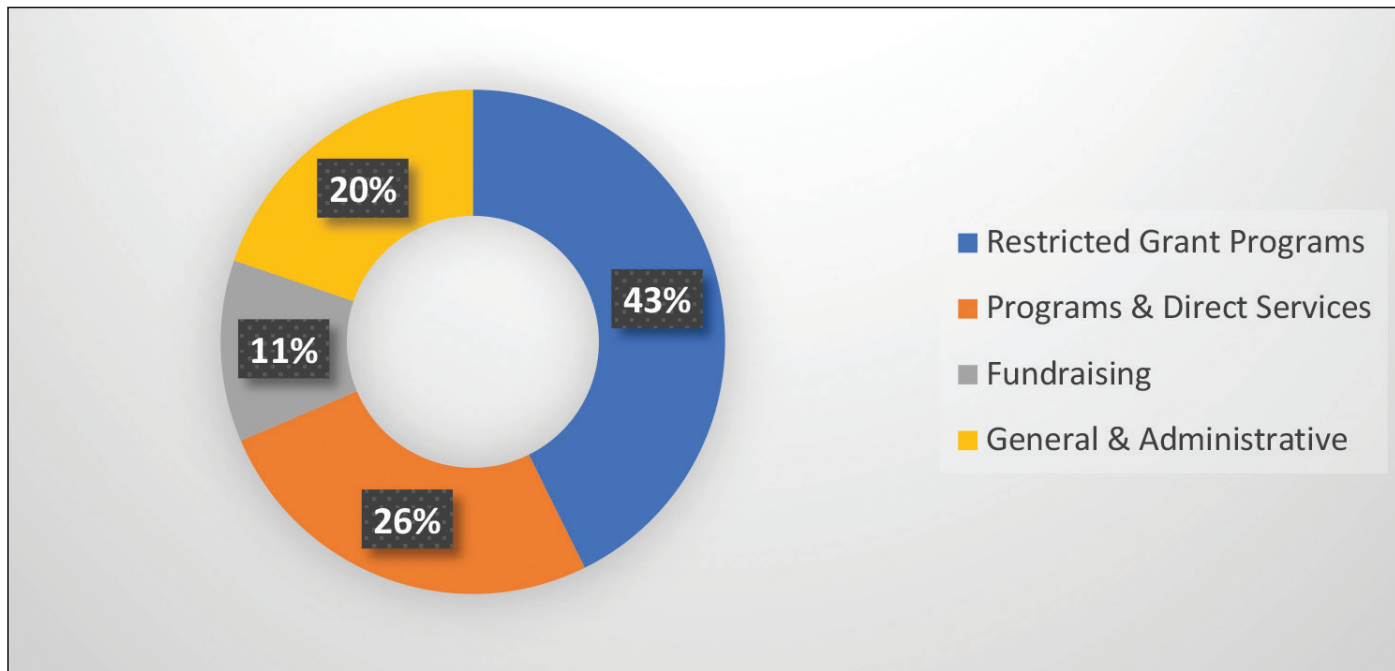
HOPE Sheds Light is committed to a plan for growth that is based on ethical and strategic stewardship of our financial resources. As we continue to successfully traverse the fluctuations in the nonprofit landscape and steadily transition out of our start up phase and into a period of growth, our board of directors and CEO remain invested in building a diverse set of revenue streams with full transparency to our donors and a steadfast commitment to fulfilling our mission with a conservative execution of funds.



HOW WE SPEND EACH DOLLAR

FOR THE 12 MONTH PERIOD ENDED OCTOBER 31, 2020

While the first 5 years of our agency's lifecycle required an investment in capital resources, the next five to ten years will include an increasing percentage of allocation in program development and execution. As the distribution charts reflect, HSL is already allocating 80% of our funding to direct services. Our goal is to increase that percentage to 88% by 2022 which is the Gold Standard for mature nonprofits. **HSL is proud of the fiscal growth.** 100 percent of our board and executive staff are donors and take an active role in securing our continued success.

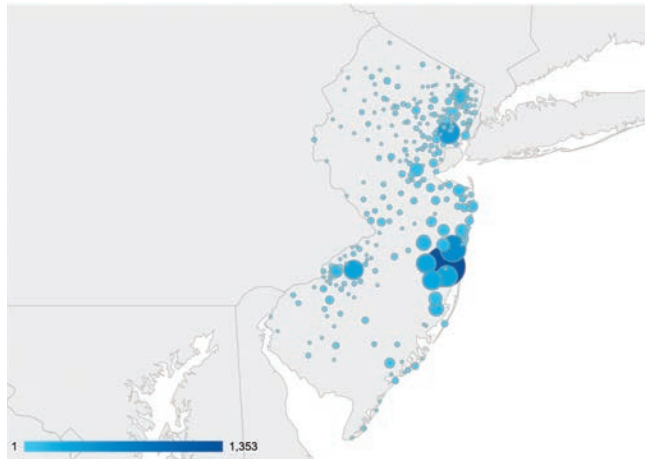


EXPANDING OUR FOOTPRINT...

NEW JERSEY:

Geographic Website Traffic Sources in 2020

10,268 SESSIONS



Data is a powerful tool!

And we were witnessing an increase in our virtual reach as indicated in our analytics. But, when HSL was forced to shift to virtual programming, the data turned into people and stories. Our data was converted into meaningful exchanges and we discovered that we had a much larger audience than we previously realized. Our Family Meetings and Grief Group were welcoming people from across the state and in some cases across the nation. We began to realize that in the midst of crisis we were being guided towards new opportunity. So, we launched Rise with HOPE, a daily Facebook Live segment where we shared our personal self-care practices that reached an amazing 51,152. In late 2020, we dipped our toes into the podcast world. The initial response was very positive and in 2021, we look forward to a full launch of the Rise with HOPE podcast.

MOVING FORWARD

HOPE in the community.

- We are working to expand our Recovery Center services to include Youth Recovery Support Programming and Volunteer Opportunities;
- We will meet outside weather permitting and on Zoom;
- We will launch the Recovery Speaks Anti-Stigma Campaign bringing families in recovery together to support, celebrate and lift one another up;
- We have embarked upon a year-long mission in partnership with the Ocean County Health Department and many key community stakeholders to bring a Recovery High School to Ocean County.



IN SUMMARY...

Recovery is real.

2020 taught me the meaning behind the adage, *Have an Attitude of Gratitude*. I needed to work hard at remembering on a daily basis all that I have to be grateful for as it was so easy to get caught up in the fear and uncertainty that tried so hard to define my world. I am so grateful to all of you for staying close and sharing your experience strength and hope with me and our growing HOPE Sheds Light family. Because of you, I remain hopeful and have faith that together we can navigate a pathway to wellness for ourselves and others as we overcome the storm of addiction. I am ready to embrace the experiences ahead of us in 2021 ...

— Pamela Capaci, CEO



Toll-Free HELPLine: 855.850.HOPE

Phone: 732.244.0783

Email: rise@HOPEShedsLight.org

253 Chestnut Street, Toms River, NJ 08753



Thank
You

HOPE Sheds Light is supported by friends and families directly affected by addiction, and found recovery through continuous love, support and understanding.



HOPEShedsLight.org