



Georgia Council
for Recovery
Freedom from Addiction



2022
IMPACT REPORT



To our friends and community members,

What a wonderful year it's been in Georgia for the peer-led recovery community. Thank you for your continuous support of the Georgia Recovery Community as we educate, advocate and mobilize for the future. As we share this report with you, highlighting another tremendous year for our organization, it is my great privilege to share two exciting developments with you.

The first, is something that has been long overdue.

At the Georgia Council, it has been our true honor and privilege to be of service to the state of Georgia over the past 14 years of my tenure. While we are proud of the work we have done under the banner Georgia Council on Substance Abuse, discussions have been taking place for quite some time around an organizational name change to better reflect the advancements in our movement.

Recently, the Biden Administration took actions to remove the word 'abuse' from all Federal entities who have that word in their name. We knew that with this action at the Federal level, the time was right for us to move forward with a new name because we recognize and acknowledge that words matter.

On behalf of the Board of Directors, it is with great pride and excitement that I introduce our new name, moving us forward as we accomplish our mission: To reduce the impact of recovery in our communities through education, advocacy, training and peer recovery support services.

From here forward, you will find our same passion, tenacity and dedication to our mission under our new banner: **The Georgia Council for Recovery: Freedom From Addiction.**

We feel our new name is reflective of who we are and what we do, and is inclusive of all types of advocacies - for ourselves, our peers, and the system as a whole. This new banner complements the cornerstone of our work over the past 22 years, and we couldn't be more excited or honored to continue representing the Georgia Recovery Community under this name.

And now for my second announcement.

It is with a mixture of excitement and gratitude that I announce with you all that I will be retiring in calendar year 2023. It has been the greatest honor of my professional life to work alongside

so many wonderful peers across Georgia. I have been blessed with true friendships allowing me to fully embrace the love of this community. This decision has not come lightly, and so I share this news with you, along with the thoughtfulness of how we are moving ahead as an organization.

I'm very excited to share that after a focused search for executive director candidates, the Board of Directors has announced that Laurisa Guerrero has been named the organization's new Executive Director. Laurisa Guerrero currently serves as the Director of Peer Services for our organization, and has been in this position for 3 years, having been employed by the Council for over 6 years.

It is my honor to announce Laurisa as the new, fearless leader of the Georgia Council for Recovery - I am her biggest supporter and have every confidence that she will lead with love, advancing peer-led recovery in communities across Georgia, as she has already been doing in her role with us. Laurisa has a special spirit which unites, connects, and builds successful relationships leading to extraordinary projects and effective policies.

While our name is changing and our leadership is transitioning, our commitment to the recovery community will continue on steadfastly. We will keep moving forward advocating, educating, providing services, and connecting with others seeking or in recovery.

As we embark on a new journey this coming year, please take a moment to read about our many accomplishments in 2022 and how fortunate we have been to have supporters like you who have stood with us, advocated alongside us, and have raised your voices for recovery. We trust that this is just the beginning of something beautiful and hopeful for our great State of Georgia.

With gratitude,

Neil Campbell



love



recovery



gratitude



peace

As you read about our work in 2022, the numbers on this page are a simple summary of a year's-worth of work, accomplished by hundreds of people including our staff, our community, and an incredible network of supporters.



259

new mothers were supported by CARES peers through the Neonatal Intensive Care Unit (NICU) program

72,000

calls and texts have been fielded by our Warm Line to-date

2,380

follow ups with mothers were conducted in the Northeast Georgia Medical Center Neonatal Intensive Care Unit (NICU)

638

individuals seeking recovery from Alcohol Use Disorder (AUD) worked with CARES peers

26,826

calls and texts were fielded by our Warm Line in 2022 alone

719

individuals were supported by CARES peers working in the Northeast Georgia Medical Center



20,652

peer encounters were logged in the Northeast Georgia Hospital System Emergency Rooms to-date

963

peers were trained to-date through our Certified Addiction Recovery Empowerment Specialists (CARES) Program

37

emergency department personnel in Georgia received recovery-focused training

44

Recovery Community Organizations were supported throughout the state of Georgia

1,000

participants engaged with us through 14 community listening sessions and two recovery symposiums

730

all recovery meetings took place this year - two per day!

641

encounters were logged to support individuals involved with the Lumpkin County Emergency Department, Hall County DFACS and Family Treatment Court

These numbers reflect the four essential pillars of our mission: 1) education, 2) training, 3) advocacy, and 4) peer support services.

In the coming pages, you can read the stories behind the numbers, and the great work we accomplished this last year **together**.

Education

In 2022, our education team was busy facilitating educational meetings and experiences for people across Georgia. Here's a look at a few of our grant-funded projects and partnering organizations from the past year.



Health Resources and Services Administration (HRSA) Rural Community Opioid Response Project (RCORP)



Partners: Mercer University, Highland Rivers Community Service Board, Mosaic Place Addiction Recovery Support Center, The Arena Recovery Community Organization, and many others.

Project Impact: In FY2022 this grant supported community listening sessions, RCO (Recovery Community Organization) development and support, Community Reinforcement and Family Training (CRAFT), and Naloxone training and distribution in Polk, Gordon, Gilmer, and Fannin counties.



**AUGUSTA
UNIVERSITY**

Partners: Augusta University, GC4R, Federally Qualified Health Center Medlink, and Elbert Partners for Health

Project Impact: In 2022, this grant supported community listening sessions in Elbert and Walton Counties, RCO Development progress in Elbert County, site visits to Reboot Jackson and Walton Empowers RCOs, support for rural healthcare providers who provide Medication Assisted Treatment including prescribing buprenorphine and other available options, and students from Augusta University and Kennesaw State University to create recovery-focused public service announcements.

Partners: Augusta University, GC4R, and Federally Qualified Health Centers: Community Health Care, Tendercare, and East Georgia Healthcare

Project Impact: In 2022, 515 community stakeholders engaged in listening sessions, family connection meetings, Rotary Club and Kiwanis meetings, RCO planning, and Recovery Rallies throughout the counties of Appling, Baldwin, Bulloch, Candler, Emanuel, Glascocock, Greene, Hancock, Jefferson, Jenkins, Johnson, Jones, Laurens, Montgomery, Taliaferro, Telfair, Toombs, Treutlen, Twiggs, Warren, Washington, Wayne, and Wilkinson. Trainings included: Compassionate Conversations, Science of Addiction and Recovery (SOAR), Recovery Messaging, and Dangers of Fentanyl. Support provided for rural Healthcare providers who provide Medication Assisted Treatment including prescribing buprenorphine and other available options.



Neonatal Intensive Care Unit (NICU) Toolkit and Research

Successful collaboration between Optum Health Foundation, Northeast Georgia Medical Center (NGMC), Emory University, and Profgrowth Consulting.

Project Impact:

Teams created a toolkit that can be offered to other states and communities to help develop and promote a NICU peer coaching program. Emory University Rollins School of Public Health is continuing work to develop a retroactive research study on the impact the NICU Peer Coach Program is having on peers, families, peer coaches, and hospital staff. The study will also examine cost savings associated with implementing a NICU peer coaching program.



Division of Family & Children Services Training Project

Focus group data was collected and used to specifically design recovery-focused training for DFCS personnel. In partnership with the CARES who currently work in the neonatal program mentioned above, GC4R developed and delivered two training sessions built to meet the objectives outlined above (four additional training sessions will be provided in FY23). These training sessions are delivered in each of the DBHDD regions.

Project Impact:

In 2022, 17 people participated in focus groups, and 61 DFCS personnel participated in the training program.



Promoting Cultures of Recovery in Emergency Departments

An educational program with the goal of providing recovery-focused education for emergency department personnel across the state to improve linkage to care for patients in and seeking recovery from SUD.



Project Impact: In 2022, we provided education for 37 Emergency Department personnel including physicians, nurses and students across 9 hospitals and 8 RCOs.

Peer Center of Excellence Technical Assistance

Gene Conroy and Emily Ribblett from the Georgia Council for Recovery provided Strategic Planning support and guidance.



Project Impact:

In 2022, our team provided technical assistance to support South Carolina, Massachusetts, and Minnesota, extending the expertise of Georgia's recovery community to support the nationwide recovery movement.

Criminal Justice Coordinating Council Program, Compassionate Conversations Training

An educational program with the goal of providing virtual training and education to High School personnel, School Resource Officers, and select students. This training continues to be offered to various groups including employers, domestic violence shelters, Federal Qualified Health Centers, and others.

Project Impact:

In 2022, the Georgia Council for Recovery provided education in this program for 207 high school personnel and 33 students.

Advocacy

To our vast network of supporters,

This past year the Georgia Council for Recovery was privileged to play an active role in the passage of HB1013 - the Mental Health Parity Act. This historic legislation provided parity in Georgia Law, and is a major policy victory - one that many said could not, and would not happen.

Together, we stood up to the special interests, built a bipartisan coalition, and won a unanimous vote with Governor Kemp signing this important legislation into law at a public ceremony on Sine Die at the General Assembly. This was a major advancement for the recovery movement in 2022.

We also witnessed the arrival of the Georgia Recovers license plates. There are thousands of Georgia Recovers license plates on cars in communities across Georgia, literally spreading the word that recovery is real.

This year, we moved between virtual gatherings and in-person events in communities across Georgia, learning, connecting and building as we moved forward with determination to advance peer-led recovery in our state. We stood up to stigma in some instances, and welcomed new friends and allies in even more. What is evident is that the people of Georgia are joining with us in our efforts to build a Constituency of Consequence. When we show up, both virtually and in person, when we are active on social media, when we make a phone call or send an email to our representatives, we grow our coalition and unite more people behind the values and beliefs of peer-led recovery.

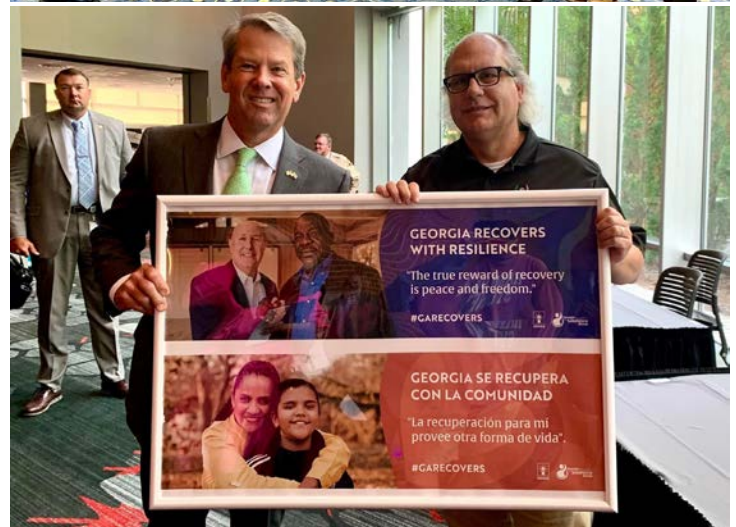
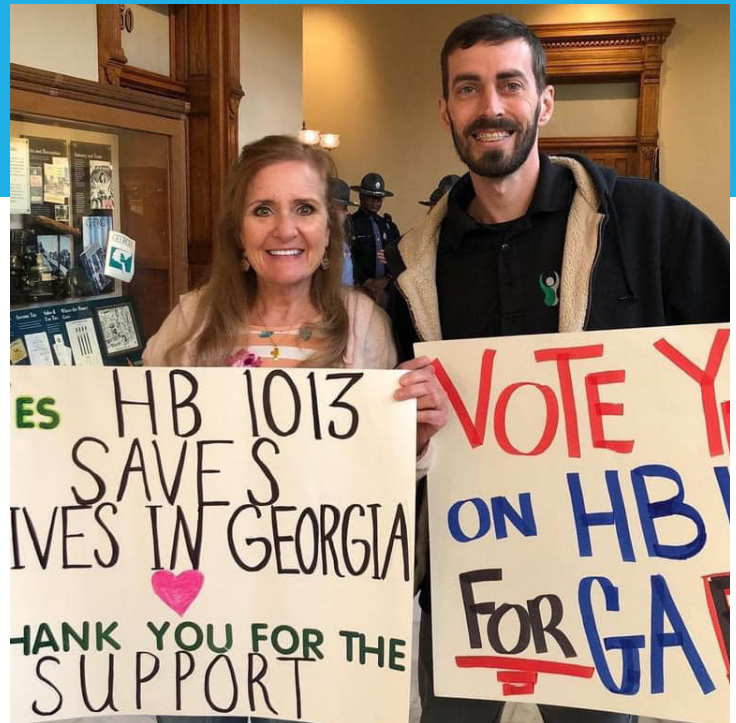
As we continue to move peer-led recovery forward in Georgia, your voice is the voice, your leadership is the leadership, and your efforts are the efforts that make the difference.

Thank you for your leadership and your support this past year. Together, we will continue to show Georgia that **Recovery is Real.**

For Recovery,



Jeff Breedlove
Chief of Policy and Communications



Training

The Certified Addiction Recovery Empowerment Specialist Academy (CARES) was developed by the Georgia Council for Recovery to create a workforce of peers to provide recovery support services to the communities of Georgia.



The mission and vision of Georgia CARES is to promote long-term recovery from substance use disorders by providing experienced peer support and advocating for self-directed care. We envision a recovery-oriented system of care that supports self-directed pathways to recovery by building on the strengths and resilience of individuals, families and communities.

THE 2022 CARES REPORT CARD



5

CARES Academies facilitated in 2022

361

applications to the CARES Academy were received

102

CARES peers were trained in 2022

963

CARES peers have been trained since the program's inception

369

CARES Connect attendees to support ongoing skill-building, training and networking among CARES alumni 12 monthly webinars

CARES IS GROWING IN 2022

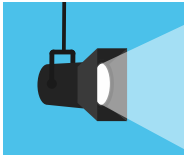
In 2023, the Georgia Council for Recovery will host the first CARES Academy for the deaf and hard of hearing, and is finalizing plans for a Spanish language CARES Academy.

The cornerstone of a Recovery-Oriented System of Care (ROSC) is a vibrant, well-trained peer workforce. However, it is clear that peer support services for individuals who are deaf or hard of hearing are significantly lacking across the country. In order to begin to remedy this in Georgia, the Department of Behavioral Health and Developmental Disabilities (DBHDD), Office of Addictive Diseases (OAD) and Office of Deaf Services (ODS) will be partnering with the Georgia Council on For Recovery (GC4R) to train individuals in recovery from substance use disorders in the CARES model and to help those trained to offer CARES training to their peers who desire to become a CPS-AD. This will be the beginning of building a qualified, connected addiction peer workforce of, by and for individuals who are deaf and hard of hearing.

GC4R will work closely with DBHDD's Office of Deaf Services to: identify candidates; adapt the CARES application process and curriculum to the strengths and needs of the DHH community; and provide instructional support for the CARES Academy as well as CARES Connects and other continuing education requirements including American Sign Language (ASL) signers.

Peer Recovery Support

In the final section of our annual report, you will learn about the incredible work taking place all across Georgia through our peer recovery support programs. Peers are the “why” behind our work. Each one of the projects you’ll read about in this section represents hundreds of thousands of peer interactions - but most importantly, they represent the importance of every person we serve, and the importance of peer-to-peer connection and the hope of recovery.



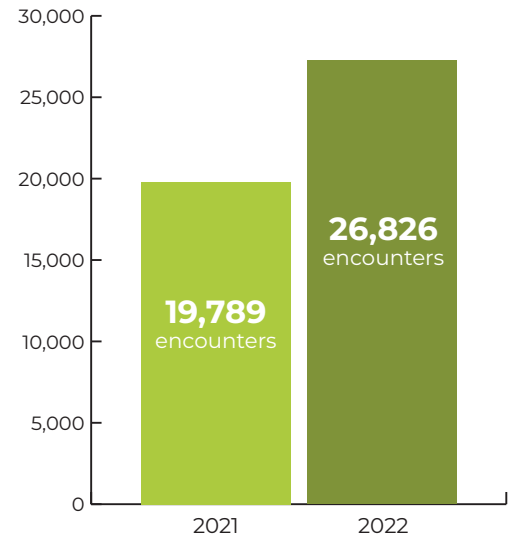
Peer Services Spotlight Warm Line

The Georgia Council for Recovery CARES Warm Line began operation on November 15th, 2017, funded through a contract with the Department of Behavioral Health and Developmental Disabilities (DBHDD).

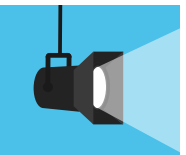
The CARES Warm Line is a peer-operated, non-emergency telephone and text support service for those in or seeking recovery from substance use disorder as well as their families and allies - but it is also so much more than that.

The Warm Line Recovery Coaches connect with peers, family members and allies to promote multi-faceted wellness, supporting multiple pathways to recovery utilizing professional competencies such as Intentional Peer Support, Appreciative Inquiry and Motivational Interviewing to promote long-lasting quality recovery, reduce stigma and promote quality community engagements.

Thank you for supporting the Warm Line, a source of hope and connection offered to individuals across Georgia 365 days per year.



In 2022, Warm Line encounters increased by 36% from 2021



Peer Services Spotlight Emergency Department Program

“Many staff changes have happened in the hospital since coming back from COVID and what we observe is that our programs are going strong. We have reconnected and introduced ourselves to so many hospital staff. The awareness of our program has stretched through the hospitals which has allowed us to follow our peers to medical floors and collaborate with departments that assist our peers with resources towards long term recovery. These departments include Nurses stations, Social Workers, Behavioral Health Staff, Hospital MAT for SUD providers, ICU staff, Hospice, Chaplains, Infusion Center, and the medical floor where there are new wings for people with SUD related health concerns. Once our peers come through the ED, their journey may take them to other departments in the hospital and we continue to support them where they are after making a connection in the ED.” - Education Program Manager

Two Hospital Staff who have supported all of the NGCC programs by being a part of Recovery Coach interviews and being allies for Recovery Coaches in the hospital, were recognized by the Georgia Council for Recovery as Recovery Champions during Recovery Month this September.

7,123

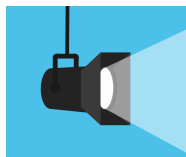
Peer encounters to date

13,529

Successful follow up encounters

822

In the last year (October 2021-October 2022) The ED program has had 822 Peer encounters with 2,934 successful follow up encounters.



Peer Services Spotlight **Neonatal Intensive Care Unit (NICU)**

The NICU peer program serves a diverse population in Northeast Georgia. Peer Recovery Coaches provide support to mothers who have a history of substance use disorders and/or current challenges, as well as provide support to their families. Peer Recovery Coaches also provide support to mothers with direct case plans and safety plans issued through the Division of Family and Children's Services (DFCS), as well as mothers and families with children in the Foster Care system. Peer Recovery Coaches provide support to mothers and families who are involved in local accountability courts such as Family Treatment Court, Drug Court, and HELP Court.

Recovery support can help families to:

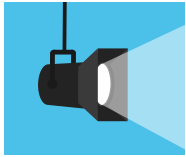
- Decrease the length of an infant's hospital stay.
- Reduce future addiction-related births or hospital stays, as well as the number of babies leaving the hospital in the custody of DFCS.
- Gain awareness about the positive benefits of long-term recovery.

NICU Peer Recovery Coaches are trained to:

- Engage with parents and families who have an infant admitted to the NICU to develop a supportive relationship.
- Answer any questions parents and families may have about recovery support and treatment options.
- Provide support in developing an appropriate and safe support system for mother and baby.
- Maintain contact after you and your baby leave the hospital and continue to support you in your recovery.
- Provide education on overdose prevention and the use of naloxone.



This year, the NICU Peer Program supported 873 new mothers, and provided over 5,790 follow-ups to support these mothers on their journey of recovery and motherhood. Thank you for supporting this life-transforming program!

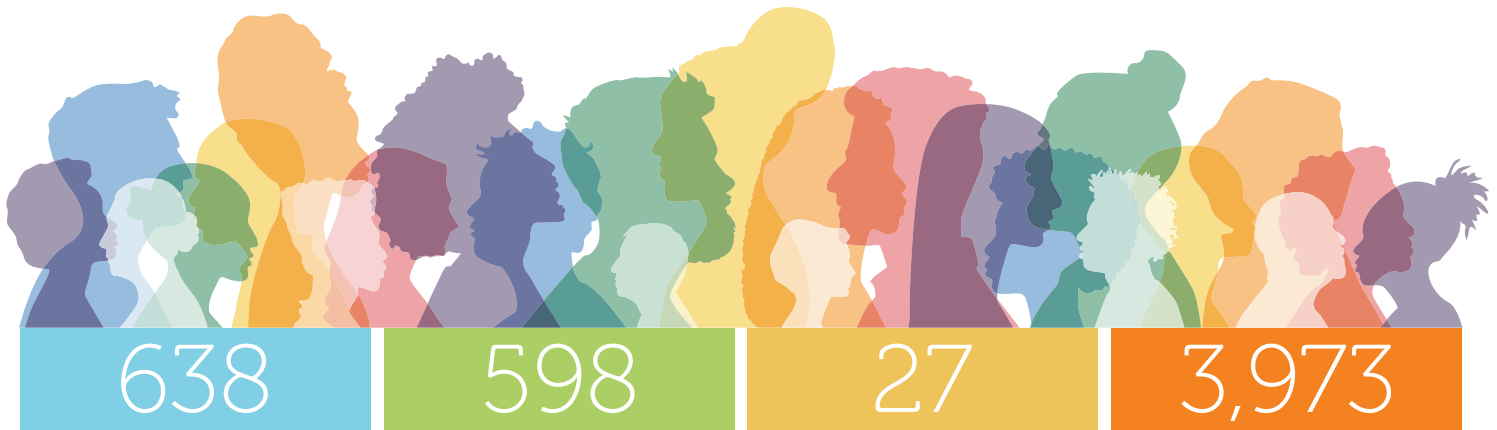


Peer Services Spotlight **AUD Emergency Department Peer Support Program**

GC4R's alcohol use disorder (AUD) emergency department (ED) peer support program provides wrap around services to individuals presenting to Northeast Georgia Medical Center's ED for alcohol related incidents. Each peer chooses which services they would like to utilize depending on their own individual circumstances and needs. The AUD program provides on-going support when individuals leave the emergency department and return to their respective communities.

AUD peers enrolled in the MAT program are provided with the following program services, all at no cost to the peer:

- Assessment and referral to the program by behavioral health specialists, provided by our program partner, Northeast Georgia Medical Center
- Ongoing Peer Support including telephone follow-ups and individual face-to-face coaching sessions by GC4R peer coaches
- Inpatient detoxification services provided by our program partner, Laurelwood Behavioral Health
- Sober living vouchers to cover initial entry fees & rent (up to \$1300), managed by our program partner, Reboot Jackson, a Recovery Community Organization (RCO)
- Weekly Counseling with a licensed clinician, provided by our program partner, MedLink Georgia
- Monthly Healthcare Check-Ups, provided by our program partner, MedLink Georgia
- Monthly Medication, extended release Naltrexone, provided by our program partner, MedLink Georgia
- Monthly Injection administration, provided by our program partner, MedLink Georgia
- Transportation by a Certified Peer Recovery Coach to and from all program associated appointments, provided by our program partner, Reboot Jackson
- Case Management/Care Coordination, provided by the Georgia Council for Recovery's full-time Case Manager



638 peers with AUD served,
598 accepted follow-up support

27 peers enrolled in wrap
around services

Team conducted 3,973
successful follow ups

And while these numbers tell a story, sometimes the stories say what numbers can't. Here are just a few other things we did this year to help Georgians on their journey of recovery.

- Assisted with vacating a peer's apartment and advocating for the peer to be absolved of liability associated with their lease agreement so they could go to long-term treatment
- Obtained clothing vouchers for local thrift stores for several peers without clothing
- Retrieved peers' belongings on several occasions from various homeless encampments so they could remain in care and get treatment
- Provided letters for court proceedings
- Assisted peers in obtaining IDs

The banner of **recovery** is our collective why.

Thank you for helping us make an impact and helping more people find the hope of recovery this year.



“Everyone kept telling me what I needed to do, but you were the first person who just listened.”

“The call that stood out to me was from a father who found out his daughter was admitted to detox today. By the end of the conversation, he stated how grateful he was because he felt a lot more reassured that his daughter was in a safe environment and would get the help she needed. He went on to say how my story gave him hope for his daughter. I encouraged him to call back anytime for support and to share our information with his daughter as well.” -Abby

“I closely listened to each peer and dispensed hope and empathy. Again, it was truly an honor to serve on the Warm Line, affording unparalleled support to all, for each specific peer’s needs. A truly rewarding day. I am honored.” - Lucy



“I don’t have many people in my life anymore that I can turn to, but I know if I need to, I can call or text you, and that means so much to me and may just keep me alive.”





"I'm in recovery today, because you believed in me when I didn't even want to live, I stopped caring, and you just kept showing up."

"It was a great night on the Warm Line. I supported familiar peers calling to check in and vent. I supported all of my peers with love and compassion. I had one new peer call to talk about some current challenges he was experiencing. I actively listening, engaged in conversation and validated. With permission I shared some of my lived experience. The peer thanked me and stated, 'You have no idea how hearing some of your story has impacted me.' The peer also said it encouraged him to keep pushing and not to give up. It was a wonderful reminder of how one connection can really impact a peer in such a positive manner. I am so grateful for what I do on the CARES Warm Line." - Brhea



"Going to the hospital that night was the best thing that had happened to me because it put me in contact with my recovery coach."

"Just having someone who calls me regularly helps a lot and makes me feel like I'm not alone."



We hope you are encouraged and inspired to continue pressing forward and partnering with the Georgia Council for Recovery to accomplish what we can only achieve together.

This is what recovery looks like.

SHOUT OUT

to Recovery Community Organizations
and Addiction Recovery Support Centers

You are the heart of recovery in your communities!



Name	City	County
Anchored in Recovery*	Jesup	Wayne
Bridge Recovery*	Cleveland	White
Change Center	Albany	Dougherty
Circle of Recovery Peer Center*	Savannah	Chatham
Connections The Place 2B	Columbus	Muscogee
Coweta FORCE	Newnan	Coweta
Divas Who Win Freedom Center	Athens	Clarke
FTR (Freedom Through Recovery)	Statesboro	Bulloch
Gardens of Hope*	Vidalia	Toombs
Georgia Council for Recovery	Atlanta	Dekalb
Grit & Grace RCO	Conyers	Rockdale
iHOPE	Warner Robins	Houston
Impact Alliance of South Atlanta*	McDonough	Henry
Inclusive Recovery*	Athens	Clarke
J's Place	Gainesville	Hall
LivingProof Recovery	Rome	Floyd
Loud Recovery*	Dahlonega	Lumpkin
Macon Recovers	Macon	Bibb
Mosaic Place	Cedartown	Polk
Navigate Recovery - Safe Harbor	Lawrenceville	Gwinnett
Never Alone Clubhouse	Douglasville	Douglas
New Life Addiction Recovery Support Center	Americus	Sumter
New Roots Glynn*	Brunswick	Glynn
Oasis	Tifton	Tift
Paula Crane Life Enrichment Center	Morrow	Clayton
Peers Empowering Peers	Sandy Springs	Fulton
Phoenix RCO*	Austell	Cobb
PLR (People Living in Recovery)	Athens	Clarke
Positive Pathways	Blairsville	Union
R2ISE	Atlanta	Fulton
RCFF - The Connection	Cumming	Forsyth
Reboot Jackson	Jefferson	Jackson
Recovery Connections	Lawrenceville	Gwinnett
Recovery Resources of Atlanta-Midtown	Atlanta	Fulton
RISE UP	Dublin	Laurens
Self-Discovery 24*	Toccoa	Stephens
The Arena	Cartersville	Bartow
The DOOR	Decatur	Dekalb
The HUB	Waycross	Ware
The Recovery Spot of West Georgia*	Carrollton	Carroll
The ROCC	Holly Springs	Cherokee
The Vine*	Griffin	Spalding
Unified in Recovery	LaFayette	Walker
Walton Empowers	Monroe	Walton
Wecoverly Peer Recovery Center	Thomasville	Thomas
Your Haven	Buchanan	Haralson

* RCOs that launched in 2022

For additional information on your local RCO/ARSC, please visit www.gasubstanceabuse.org/rco-directory

Thank You to Those Who Partnered With Us in 2022

- A Better Way Recovery Residence
- Addiction Alliance of Georgia
- Advent Health Murray
- Alkermes
- Alcohol & Drug Abuse Certification Board of Georgia
- American Counseling Association of Georgia
- American Foundation for Suicide Prevention – Georgia
- ARCO
- Athens Piedmont Regional
- Atlanta Harm Reduction
- Atlanta Veterans Administration Medical Center
- Augusta University
- Beyond the Box
- CareSource
- The Carter Center
- The Center for Addiction Recovery at Georgia Southern University
- The Centers for Disease Control and Prevention
- Center for Pan Asian Community Services
- The Center for Victims of Torture
- The Clinton Foundation
- Community Health Care Systems
- Criminal Justice Coordinating Council
- The Council on Alcohol and Drugs
- Department of Behavioral Health and Developmental Disabilities (DBHDD)
- Department of Community Supervision
- Department of Family and Children Services
- Douglas Baby Steps Recovery Program
- Dr. James Paul Seale, MD
- East Georgia Health Care Center
- Emory Center for Training and Technical Assistance
- Family Connections of Georgia
- Family Treatment Court of Hall County
- Floridians For Recovery
- Forsyth County Schools
- Fulton County Accountability Court
- Fulton County School Resource Officers
- Georgia Addiction Counselors Association
- Georgia Association of Community Service Boards
- Georgia Association of Recovery Residencies
- Georgia Communities Working Group on Addiction and Recovery
- Georgia Department of Public Health
- Georgia General Assembly Working Group on Addiction and Recovery
- Georgia Mental Health Consumer Network
- Georgia Mental Health Policy Partnership
- Georgia Overdose Prevention
- Georgia School of Addiction Studies
- Georgia Statewide Opioid Task Force
- Georgians For A Healthy Future
- Hall County DFCS
- Grady Hospital
- Hazelden Betty Ford Foundation
- ICF.com (Inner City Fund)
- Imagine Hope
- In Ryan’s Name
- Kennesaw State University Center for Young Adult Addiction and Recovery
- Kia Plant - West Point Georgia
- Learning Curve Consultants
- Medlink Federally Qualified Health Center
- Memorial Hospital (Bainbridge)
- Mental Health America of Georgia
- Mental Health Policy Partnership
- Mercer University
- Metaphorically Speaking
- NAMI – Georgia
- Navicent Health
- Northeast Georgia Health System
- North Atlanta Church of Christ
- Northside Hospital
- Oconee Valley Federally Qualified Health Center
- Opioid Treatment Providers of Georgia
- Optum Health Foundation
- Outfront Media
- Peer Recovery Center of Excellence (PR COE)
- Piedmont Newnan Hospital
- Polk Atrium Hospital
- Profgrowth Consulting
- Reboot Jackson
- Rise Up Recovery Residence
- St. Mary’s Hospital
- The The Substance Use Disorder Policy Partnership
- Tendercare Clinic
- Tanner Health System
- University of Georgia
- VALOR Station
- Walton County Schools
- WellStar North Fulton Hospital

Financial Position

We are extremely grateful for all the support we have gotten in 2022. Whether from an individual donor, a foundation, or state or federal grants program, we are conscientious custodians of every dollar. We know that our supporters expect us to live our mission to “increase the impact of recovery in our communities through education, advocacy, training and peer recovery support services” and we are grateful to be able to do this 365 days per year. Many thanks to all our supporters who recognize that an investment in recovery is both very smart and very impactful.



	2022	2021
Public Support & Revenue		
Government grants - federal	\$2,853,005	\$1,348,448
Government grants - federal - PPP loan forgiveness		308,974
Government grants - state	470,357	616,642
Conference income	9,245	13,600
Contributions	44,632	20,645
Training/speaker fees	60,615	29,998
Project program revenue	360,935	126,106
Interest income	28	39
Other income	0	4,168
Total Public Support & Revenue	\$3,798,817	\$2,468,620
Expenses		
Program services	\$3,690,835	\$2,468,620
Supporting services	106,620	286,669
Total expenses	\$3,797,455	\$2,336,074
Change in Net Assets	\$1,362	\$132,546
Net Assets, Beginning of Year	\$243,135	\$110,589
Net Assets, End of Year	\$244,497	\$243,135

The Georgia Recovery Ambassadors Billboard and Social Media campaign was a tremendous success. With 16 Recovery Ambassadors representing the diversity of the Georgia Community the campaign shattered pre campaign projections delivering the message that Recovery is Real to communities across Georgia.



By the numbers

Total estimated impressions
 Billboard Impressions161,697,650
 Mobile16,805,181
 Digital Direct2,500,053
 (Thanksgiving and Holiday campaign)

Total Impressions.181,002,884

The campaign delivered over 181 million impressions throughout 2022! Each impression is someone seeing the campaign.

Billboards included:

- 14 static in Atlanta, LaGrange, Savannah
- 22 Digital in Atlanta, Rome, Savannah
- 9 Digital in Columbus DMA
- 2 Digital in LaGrange DMA
- 40 Digital during the Digital Direct Campaign (each one-week flight)

Total Faces: 87 Billboard Faces!



2022 is the year the Georgia Council on Substance Abuse became the Georgia Council for Recovery. Our Board of Directors has anticipated that staff would recommend a name change for the past several years. They recognize that “words create worlds” and that it is so important for the leading recovery community organization in our State to respect that reality. Staff conducted focus groups, received input from stakeholders and presented recommendations to the Board, who listened, thought about, discussed and finally came to our new and improved name.

The other impactful change that the GC4R Board oversaw this year was the announcement from the executive director that she would be moving on at the end of fiscal year 2023. This required a thoughtful and fearless examination of our agency culture and a good look at whether we have built a strong bench for the future. Based on our culture of looking within for all promotions and vacancies and the leadership-building that has occurred since November 2019, a selection was made. As Neil Campbell transitions out of the position on June 30, 2023, Laurisa Guerrero will transition into the role, beginning July 1, 2023.

SHOUT OUT TO OUR BOARD:

- Board Chair: Gwen Skinner
- Incoming Board Chair: Marcea O'Brien, Esq.
- Secretary: Bryan Ramos
- Treasurer: Tom Roeck
- Members: Jim Emshoff and Hines Brannan

A Board must be both tuned in to their agency mission and to what is happening in the communities it serves. The GC4R Board clearly scores high marks on both of those elements. They are supportive, focused and they conduct the business of GC4R with integrity and strength.

Thank you for your support.

You can donate to GCSA by visiting gasubstanceabuse.org/donate-to-gcsa