

SHATTER PROOF™

STRONGER THAN ADDICTION



ANNUAL REPORT

2017

"The time has
come to act. And
that's exactly
what I established
Shatterproof to do."



FROM OUR FOUNDER

- DEAR SHATTERPROOF SUPPORTER -

As you may know, I founded Shatterproof shortly after I lost my son Brian to the disease of addiction.

Tragically, my story is all too common.

Substance use disorders are impacting families across the United States in staggering numbers, and we face a health epidemic of unprecedented magnitude.

According to the Centers for Disease Control's latest data, the numbers are absolutely devastating. We lost 63,600 Americans to drug overdoses in 2016. That means that in 2016 about **174 Americans—sons, daughters, friends, and loved ones—died from an overdose every single day**. We're in the midst of the worst drug overdose epidemic in U.S. history.

And that's not to mention the impact of **the #1 killer substance in America: Alcohol**. Misuse of alcohol continues to take the lives of our loved ones at a relentless pace, killing nearly 90,000 Americans each year.

Not only is addiction shattering families from coast to coast, but it's also taking a huge toll on America's economy and social infrastructure.

So much more can be done. **The time has come to act**. And that's exactly what I established Shatterproof to do.

Shatterproof is focused on three goals:

1. Advocating for state and federal policies that dramatically increase access to evidence-based prevention, treatment, and recovery programs

2. Ensuring every American has access to high-quality, evidence-based treatment

3. Ensuring every healthcare provider is educated and equipped to refer patients to science-based addiction treatment, to reduce patient risk through responsible opioid prescribing, and to shatter the unjust stigma of this disease

We've made great progress so far. Together with passionate advocates and ambassadors, we've successfully advocated for lifesaving policy change in 15 states. Our new website, shatterproof.org, is a place where families can find trustworthy information about substance use disorder prevention, treatment, and recovery. And as the lead convener of a group of experts dedicated to transforming treatment in America, we're making historic progress, bringing our country closer than ever to a universal, accessible, and evidence-based addiction treatment delivery system.

None of this would have been possible without your support. And 2018 is poised to be a year of unprecedented solutions.

You'll learn all about our recent work and our plans for the future here in the pages of our first annual report. We could not have accomplished all that we have without dedicated advocates, ambassadors, sponsors, and donors like you.

Thank you for your involvement in Shatterproof's growth and accomplishments so far. **Together, we will accomplish so much more.**

Sincerely,



Gary Mendell
Founder & CEO, Shatterproof

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is a national
nonprofit
organization
dedicated to
ending the
devastation
addiction
causes
families

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The problem: Substance use disorders are killing more Americans than ever before, and without access to effective medical care, this largely preventable loss of our loved ones will continue

About 90,000 Americans die each year due to alcohol misuse. And in 2016, more than 63,600 Americans died from drug overdoses. That's a 21% increase in deaths from 2015. On average in 2016, drug overdoses killed 174 Americans per day—and about 66% of those overdoses involved an opioid.

Due to this surge, overall life expectancy in our country has declined for two years in a row. It's the first time this has happened since the 1960s. In fact, **drug overdoses are now the #1 cause of accidental death in our country**, killing more Americans than car crashes, gun violence, and even breast cancer.

Addiction shatters lives. **It also shatters our society, our economy, and our social infrastructure.** 16% of state budgets are spent on addiction-related costs. Nearly a third of all hospital visits are linked to addiction. The opioid epidemic alone cost the United States more than \$500 billion in 2015.





The solution: Save the lives of Americans suffering from addiction to drugs & alcohol

1

Advocate for state and federal policies to dramatically increase access to evidence-based prevention, treatment, and recovery programs.

2

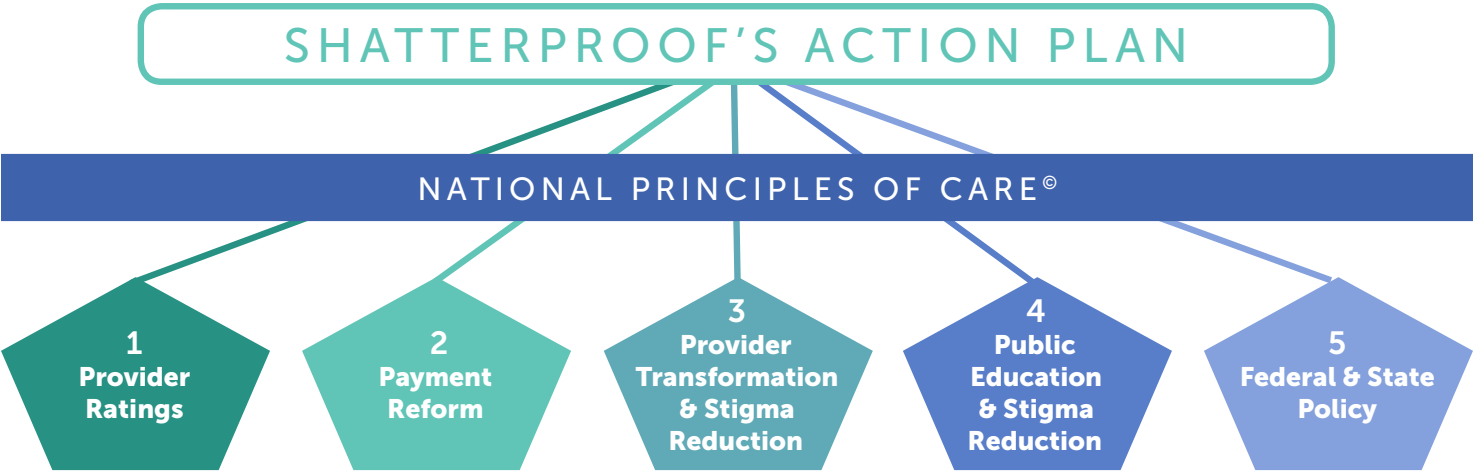
Ensure every American has access to high-quality, evidence-based treatment.

3

Ensure every healthcare provider is educated and equipped to refer patients to science-based addiction treatment, to reduce patient risk through responsible opioid prescribing, and to shatter the unjust stigma of this disease.

Shatterproof leads initiative to transform addiction treatment in America

The addiction treatment industry is largely based on rigid, outdated treatment philosophies rather than those proven by science to improve patient outcomes. Addiction can be treated with the same effectiveness as other chronic diseases such as hypertension and diabetes. Shatterproof has developed the following plan to transform our country's broken treatment system into one that delivers high-quality, lifesaving care.



SUBSTANCE USE DISORDER TREATMENT TASK FORCE STEERING COMMITTEE

Thomas McLellan*
Founder and chairman of the Treatment Research Institute, and former Deputy Director of the Office of National Drug Control Policy under President Obama

Gary Mendell*
Founder and CEO of Shatterproof

* Co-Chairs

Michael Botticelli
Executive Director of the Grayken Center for Addiction Medicine at Boston Medical Center, and former Director of the Office of National Drug Control Policy

Charles Ingoglia
Senior Vice President, Public Policy and Practice Improvement at the National Council for Behavioral Health

Penny S. Mills
Executive Vice President/CEO, American Society of Addiction Medicine

John O'Brien
Senior Consultant at Technical Assistance Collaborative, Inc., former senior advisor for healthcare financing at the U.S. Department of Health and Human Services

Daniel Polsky
Executive Director of the Leonard Davis Institute of Health Economics

Betty Tai
Director, Center for the Clinical Trials Network, National Institute on Drug Abuse

Jay Butler
President, Association of State and Territorial Health Officials, and Chief Medical Officer, Alaska Department of Health and Social Services

TRANSFORMING TREATMENT through the National Principles of Care®

The Shatterproof Substance Use Disorder Treatment Task Force drafted and published the Principles as the core components of quality addiction treatment. These principles are derived from the US Surgeon General's Report on Alcohol, Drugs and Health and are supported by decades of research.



1. Routine screenings in every medical setting
2. A personal plan for every patient
3. Fast access to treatment
4. Disease management, rather than 28 days
5. Coordinated care for every illness
6. Behavioral health care from legitimate providers
7. Medication-assisted treatment
8. Support for recovery outside the doctor's office

Forbes 16 Insurance Companies Make Commitment To Address Opioid Crisis

By David V. Lee
FULL REPORT
As a group, the 16 insurance companies...



If conquering the opioid crisis were like playing in the World Series, yesterday's announcement might be akin to hitting a home run, maybe even a Grand Slam.

On Wednesday, Gary Marshall, founder and CEO of Shatterproof, Dr. Thomas McLellan, former deputy director of the Office of National Drug Control Policy, Chris Boerum, president (strategy, segments and solutions) of Cigna Corporation, and Mary Ann Christinger, vice president (clinical operations and transformations) of Horizon Blue Cross Blue Shield New Jersey, announced that 16 major health-care payers would adopt eight "National Principles of Care" for the treatment of addiction.

STAT Large insurers, payers commit to support evidence-based medical therapy for addiction




A major step toward the battle against the opioid crisis was taken Wednesday as 16 large insurers, payers and health systems committed to support evidence-based medical therapy for addiction.

The group includes payers such as Anthem, Aetna, Cigna, Horizon Blue Cross Blue Shield, Humana, Kaiser Permanente, Medica, Molina, National Health and Medical Insurance, and UnitedHealthcare. The group also includes health systems such as Cleveland Clinic, Geisinger, Intermountain, and Kaiser Permanente. The group's commitment is to support evidence-based medical therapy for addiction, which includes medication-assisted treatment, behavioral therapy, and other evidence-based treatments.

Since the announcement of the Principles in November 2017, sixteen major healthcare insurance companies, representing over 248 million lives, have committed to adopt Shatterproof's Principles of Care®. These insurers have pledged to identify, promote, and reward treatment that aligns with the Principles, and to work collaboratively with Shatterproof to monitor and evaluate their implementation.

This is an unprecedented achievement for addiction treatment in America. And it's just the beginning.

TRANSFORMING TREATMENT through provider ratings



"You've probably consulted trusted consumer-oriented websites, such as Yelp, to guide decisions. No such resource exists for addiction treatment, and it's challenging to know which programs offer evidenced-based medical care."

Sam Arsenault
Shatterproof National Treatment
Quality Initiatives Director

"The outpatient facility we were referred to was so busy, it had no room for my son. We were told to return every morning at 7 AM and wait there until 2 PM to see if a bed would open up. My son finally just gave up and went back to using."

Tammy D.

Every year, hundreds of thousands of Americans cycle through expensive addiction treatment programs not rooted in science. Still more receive no treatment at all: they don't know where to get help, they are afraid to seek treatment, they don't know how they'll afford care. And as a result, Americans are needlessly dying.

**This is heartbreaking. It's unacceptable.
And it must change.**

There must be accountability and transparency on the type of care delivered by addiction treatment programs to help individuals and families locate care, ensure all treatment providers work to improve quality, and align market forces to incentivize the best practices for patients. **Shatterproof is creating a provider rating system for addiction treatment programs that will do just that.**

By making reliable and valid quality information available to the public through a user-friendly, searchable website, this system will provide consumers with the information they need as they select treatment providers. It will inform insurers as they reimburse for care, and thereby accelerate much-needed alignment with science-based treatment.

TRANSFORMING TREATMENT through payment reform



"My son has been hospitalized multiple times. I've run out of financial resources to get him the help he still needs."

Meg F.

Payment for addiction treatment, because of long-engrained stigma and misconception as a moral failing rather than a medical condition, **is not consistent with other medical conditions**. While state and federal laws require coverage of addiction treatment at parity with other medical conditions, all too often, barriers in payment, coverage, and access remain.

Working directly with the insurance community, **Shatterproof is dedicated to removing barriers to quality care** and ensuring market forces incentivize treatment practices that align with the National Principles of Care and are the best for patients. Many insurers have already begun making great improvements in this area.

Thanks to a generous grant from the **Laura & John Arnold Foundation**, Shatterproof is working with research partners at the University of Pennsylvania's Leonard Davis Institute for Health Economics and Task Force members to **identify changes in payment policies that will improve access and quality of treatment**.

"My son is thriving in rehab. But I just found out my insurance won't cover it. I'm devastated, but I don't have the heart to pull him out. I don't want him to die."

Jennifer H.

"My brother relapsed during his treatment. Because heroin was found in his system, his insurance company denied the claim. My parents were on the hook for the \$5,000 rehab bill."

Sierra S.

TRANSFORMING TREATMENT through provider engagement

Treatment begins with providers.

Here's how we're collaborating with the provider community to improve addiction treatment, reduce risk, and shatter stigma.

Ensuring usage of the provider rating system

We're leading formal focus groups with members from provider membership organizations like the American Society of Addiction Medicine, the National Association of Addiction Treatment Providers, the National Council for Behavioral Health and more. These sessions will help us **craft a rating system that is valuable to and well-utilized by providers.**

We'll also give providers first access to the rating system through a preview period, allowing providers to test the system and have any concerns addressed before it goes public.

Educating on new opioid prescribing best practices

In 2016, the CDC issued their Guideline for Prescribing Opioids. Shatterproof was one of the leading advocates for this important guideline, which ensures that patients have access to safer, more effective pain treatment while reducing the number of people who misuse opioids.

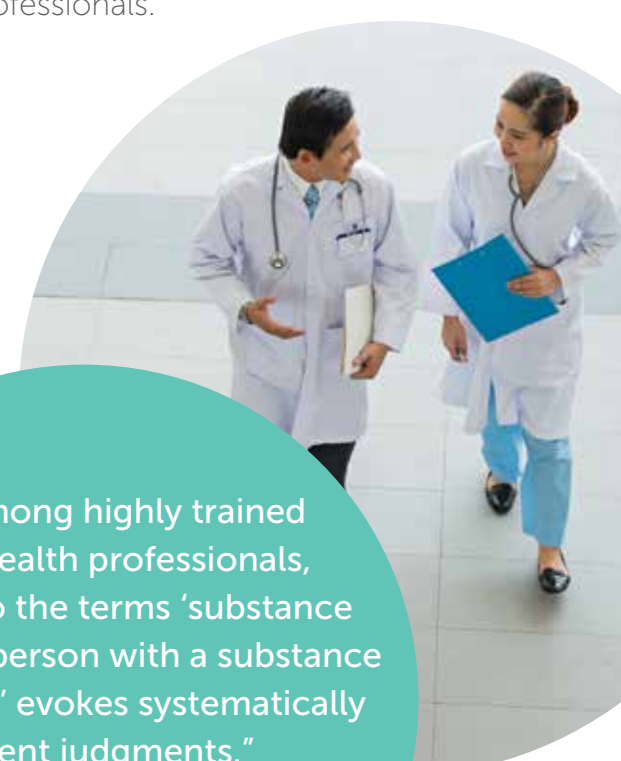
Shatterproof has partnered with Patient Point, a pioneer in the point-of-care marketing industry, to educate health care providers about the CDC Guideline. **Our educational messages run more than eight times a day in more than 1,870 primary care physician offices nationwide.**

Researching stigma among providers through a grant from the GE Foundation and RIZE Massachusetts

Reducing the stigma of addiction isn't about being polite, or politically correct. **It's about saving lives.**

Negative perceptions of people with substance use disorders are all too common among health professionals. And evidence has shown that negative attitudes among medical professionals directly contribute to worse care.

Through this grant, Shatterproof will research this problem. We'll explore the barriers that emergency department and primary care physicians face when providing care to patients with opioid use disorders. This will help illuminate a path toward greater understanding, and reduce stigma, among medical professionals.



"Even among highly trained mental health professionals, exposure to the terms 'substance abuser' and 'person with a substance use disorder' evokes systematically different judgments."

STUDY PUBLISHED IN THE
INTERNATIONAL JOURNAL
OF DRUG POLICY

TRANSFORMING TREATMENT through policy changes

Shatterproof is focused on state and federal policy change that supports access to quality, evidence-based treatment for every American with a substance use disorder.

Federal policy change

There's a lot our federal government can do to start turning the tide of the opioid epidemic. And much of it doesn't cost a penny.

Shatterproof advocates for federal legislation that:

- Expands and incentivizes evidence-based treatment
- Broadens access to lifesaving naloxone
- Strengthens Prescription Drug Monitoring Programs (PDMPs) and mandates their use
- Improves prescriber education around opioids and benzodiazepines

As new bills emerge on Capitol Hill, Shatterproof will advocate for legislation that focuses on these key provisions.

State policy change

From Texas to Maine, California to Georgia, Shatterproof has successfully advocated for policy change in 15 states. These bills have strengthened 911 Good Samaritan laws, improved Prescription Drug Monitoring Programs, expanded naloxone access, and more.

Shatterproof will continue to advocate for local policy change that reduces the devastation of addiction in American communities.

"Shatterproof has given me the chance to use my experience to help others. It has also helped me to feel stronger. We are making changes one day at a time."

- ADA H.

"I lost my two precious sons to substance use disorders. Being a Shatterproof Ambassador allows me to give them a voice."

- DIANA L.



A GRASSROOTS MOVEMENT TO DRIVE THIS CHANGE



More than 1,000 Shatterproof Ambassadors make up a vital network of volunteer peer leaders and advocates. They have all been impacted by substance use disorder and act as the face and voice of Shatterproof in communities nationwide.

With a generous grant provided by Chubb Charitable Foundation, Shatterproof has been able to expand our Ambassador program nearly 300% in the past year.

By testifying at local and federal hearings, sharing their stories with media and legislators, and representing Shatterproof at

local events, the Ambassador program drives our grassroots movement to create lifesaving policy change.

TRANSFORMING TREATMENT through public education



The Shatterproof Workplace Program is a proactive education and ROI/cost saving program for employers. It seeks to **educate and positively impact existing views on addiction, ensuring sufferers get the treatment they need**, while reducing the stigma of addiction as well as the economic drain of substance use disorders for employers.

Approximately 75% of people suffering from addiction or caring for someone suffering from addiction go to work every day, and the economic impact is nearly \$450 billion annually. To personalize these costs for employers, Shatterproof, the National Safety Council, and NORC at the University of Chicago

developed the Substance Use Cost Calculator, which provides industry- and business-specific information to show how untreated substance use can cost as much as \$13,000 per employee.

"Addiction is a tough subject to discuss but it's not a matter of poor moral character. It's a form of mental illness and we need to treat it that way."

John Gaal
Director of Training & Workforce
Development, St. Louis-Kansas City
Carpenters Regional Council

The Shatterproof Workplace Program takes a holistic approach to helping businesses **reduce the cost of untreated substance use disorders in the workplace**. The program provides education and policy guidance to help reduce shame/stigma, and improve wellness and productivity.

- ▶ Workplace Education
- ▶ HR Policy & Benefits Review
- ▶ Program Evaluation



TRANSFORMING TREATMENT through public education

Across the country, the loved ones of those with substance use disorders often find themselves in surprising and uncharted territory, facing heavy stigma and shame. To help families navigate these challenges, we created a national model for training facilitators to lead a program for families that promotes evidence-based resources, offers peer experience sharing, and provides educational materials.

Generously funded by a grant from UnitedHealth Group Foundation, **the Family Program provides much-needed guidance from trained facilitators in a stigma-free environment.** The 12-session program is complemented by peer-to-peer support between meetings and 24/7 access to an online library of evidence-based education and resources.

Shatterproof Family Programs:

- ▶ Share evidence-based education and resources—helping families overcome the myths, chaos, and confusion that surround the disease of addiction.
- ▶ Are co-led by a clinician trained in addiction management as well as a trained peer coach.
- ▶ Offer a safe and caring setting where families can exchange experiences, develop friendships, and minimize feelings of stigma and shame.
- ▶ Encourage an environment of recovery within homes and communities nationwide.
- ▶ Help families navigate the types of treatment resources and recovery services that are uniquely suited to meet their individual needs.
- ▶ Provide trusted educational resources that have been reviewed by our medical/scientific experts.



"At first, we covered up what was going on. Our son's substance use disorder made us feel isolated, angry, and guilty. We didn't have the resources to guide us through this challenging ordeal."

FAYE, SHATTERPROOF AMBASSADOR

"When we first learned of our son's addiction, we felt alone. Not knowing where to turn for help was one of the toughest things we faced."

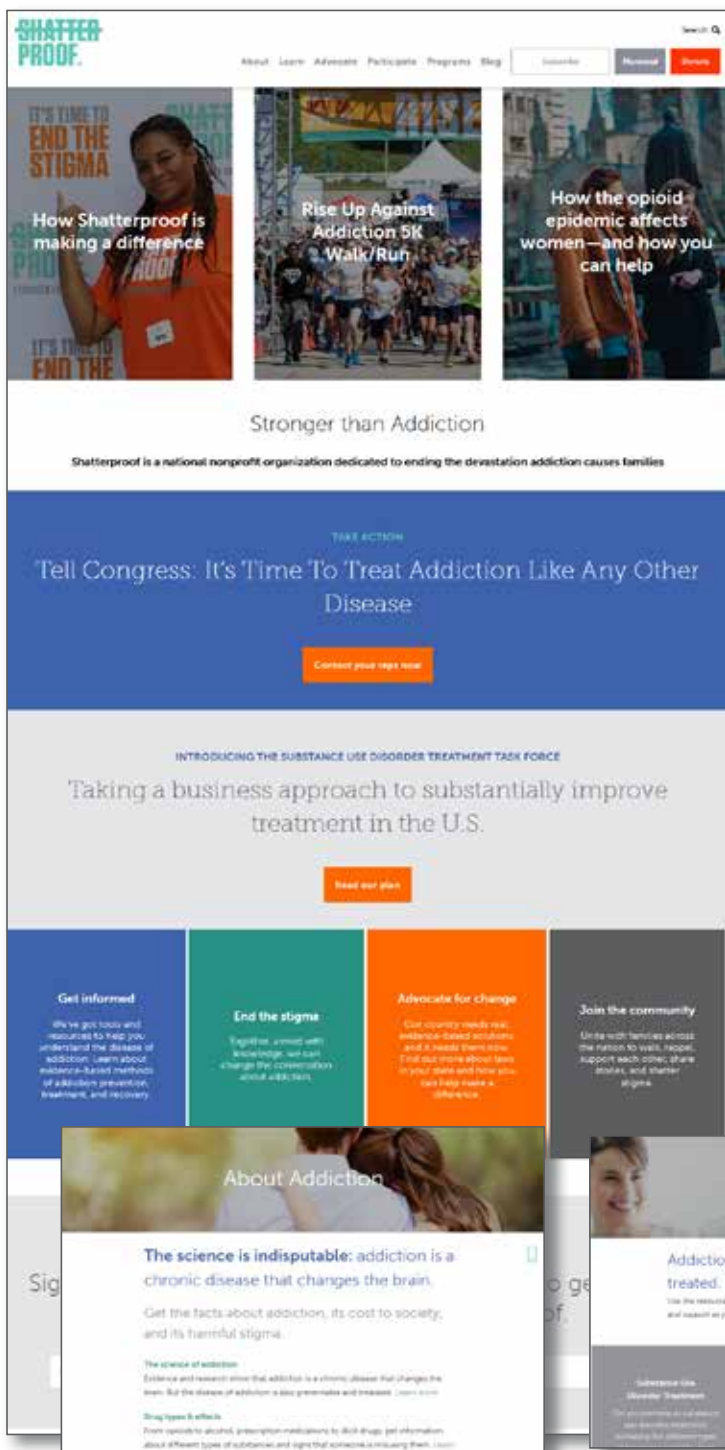
PETER, SHATTERPROOF AMBASSADOR

"The sea of recovery is uncharted and frightful. Talking with other parents about our loved ones' substance use disorders not only brings us out of the shadows of guilt and fear, but brings us into the light of hope."

DAVID, SHATTERPROOF AMBASSADOR

TRANSFORMING TREATMENT through public education

Shatterproof's website—a lifesaving resource for families dealing with addiction



Shatterproof.org re-launched in January 2017, and we are so proud to offer a comprehensive educational resource for families that provides evidence-based information about addiction prevention, treatment, and recovery. **In its first year, more than 500,000 visitors have utilized the tools and resources that are part of the website.**

All of the information on the site has been vetted by experts in the field of addiction. Our award-winning blog includes interviews with scientists, doctors, and researchers, first-hand personal stories of those whose lives have been affected by addiction, weekly news updates, and timely advice. By sharing stories and science-based information, our goal is to end the stigma associated with this disease and help ensure that those afflicted gain access to proven and effective treatment and long-term recovery.

The Shatterproof website redesign was generously funded by a grant from CVS Health Foundation and Cigna Foundation.



ADDITIONAL ACCOMPLISHMENTS TO DATE

Thanks to your involvement, we've accomplished a lot in just a few years. And with your ongoing support, there are many more victories to come.

ADVOCACY

Shatterproof is advocating for changes in state and federal policy. Our accomplishments include:

- ▶ Successfully advocated for life saving policy change in 15 states, including strengthening state Prescription Drug Monitoring Programs and 911 Good Samaritan laws, broadening access to opioid overdose antidote naloxone, and improving prescriber education
- ▶ Supported passage of the federal Comprehensive Addiction & Recovery Act (CARA) and the 21st Century Cures Act which provided over \$1 billion in funding for substance use disorder
- ▶ Successfully advocated for the issuance of the CDC Guideline for Prescribing Opioids for Chronic Pain
- ▶ Reached a groundbreaking agreement with 16 insurers, representing over 248 million lives, to adopt the Shatterproof National Principles of Care for the treatment of addiction

EDUCATION

Shatterproof provides lifesaving resources and evidence-based solutions. In 2018, we will:

- ▶ Launch a workplace program dedicated to reducing the costs, stigma, and negative impact of addiction while building recovery-friendly work environments
- ▶ Offer families greater connectivity and support through our evidence-based tools and resources

COMMUNITY

We're uniting families across the nation to support each other, share stories, and shatter stigma by:

- ▶ Creating the only national grassroots event series for substance use disorder: The Rise Up Against Addiction 5K Walk/Run
- ▶ Providing a platform for advocates to make their voices heard
- ▶ Bringing a new model for parent support to local communities
- ▶ Educating and engaging local communities through our Ambassador program

SHATTERPROOF™ RISE UP AGAINST ADDICTION 5K WALK/RUN

The Rise Up Against Addiction movement officially began in 2017. Shatterproof held five 5K Walk/Run events to honor loved ones lost to addiction, celebrate those living in recovery, and bring the disease of addiction into the light. These inspirational events brought together families and communities affected by substance use disorder for an unforgettable day that showed they are not alone.

Highlights from the Shatterproof Rise Up Against Addiction 5K Walk/Run event series:

Nearly 8,000 participants

in Kansas City, New York, Washington, D.C., Boston, and Atlanta

\$1,754,000 raised

to support families, bolster advocacy efforts, and provide evidence-based resources

Special guest speakers included Governor Charlie Baker in Boston, Representative Holly Rehder in Missouri, NBA legend and Choices Matter spokesperson Grant Hill in Atlanta, industry leaders from Wyndham Hotels, Cigna, Thomson Reuters, Pacira and Indivior, experts Michael Botticelli and Dr. Sarah Wakeman, and local Shatterproof Ambassadors sharing stories of hope. We are so grateful to all our program speakers and media partners who supported these events.





To register for our
Rise Up Against Addiction
events, or for more
information, visit
shatterproof5k.org

2017 was indeed a
successful first year. In
2018, we head to 11 cities
across the country.

Cleveland, OH (6/3)

Kansas City, MO (6/9)

Los Angeles, CA (6/24)

Denver, CO (7/21)

Boston, MA (9/23)

Chicago, IL (10/6)

New York, NY (10/14)

National Capital Area (10/20)

Atlanta, GA (11/3)

Orange County, CA (11/10)

Dallas, TX (11/17)



"Fundraising for the
5K was a motivating,
encouraging, and
therapeutic experience
for me. Putting my
grief and pain towards
something positive has
helped me heal."

Jessica Lasorsa
Boston



"I wasn't sure what to
expect on 5K day. But
when I arrived, I was
touched by the amount
of people there. To see so
many walkers and runners
who were going through
the same thing was eye
opening and comforting."

Jenny Schranz
Team Kayla Schranz
Kansas City

SHATTERPROOF™ RISE UP AGAINST ADDICTION 5K WALK/RUN

Thank you to our Top 10 National Teams, Local Teams, and Individual Fundraisers for raising funds that will help shatter the stigma of addiction.

TOP 10 FUNDRAISERS

1. Kevin Conroy - \$53,445
2. Linda & Rob Faktorow - \$26,275
3. Gary Mendell - \$17,900
4. Julie Kivisto - \$10,600
5. Ysabel Goldberg - \$10,515
6. Kim Allison - \$10,280
7. Arne Sorenson - \$10,000
8. Gary Henson - \$9,725
9. Christopher Lazos - \$7,400
10. Nella Larizza - \$7,200

TOP 10 LOCAL TEAMS

1. Mariner Foundation - \$66,411
2. Team Jack - \$60,335
3. Brian's Wish - \$50,325
4. Team Faktorow - \$49,320
5. Pacira Pharmaceuticals - \$29,535
6. Goodwin - \$29,215
7. LaSalle Hotel Properties - \$28,210
8. Team Cigna - \$26,750
9. Team Louie - \$25,815
10. Houlihan Lokey - \$25,800

TOP 10 NATIONAL TEAMS

1. Brian's Wish - \$54,105
2. Goodwin - \$30,460
3. Cigna - \$28,950
4. Chubb - \$24,375
5. CBRE - \$21,160
6. Tortoise - \$19,250
7. United Healthcare Group - \$18,830
8. HEI Hotels and Resorts - \$16,155
9. For Michael - \$8,385
10. Vineyard Vines - \$6,964

STORIES OF HOPE SHATTERPROOF AMBASSADORS



"I have decided to turn my pain into passion and share my story of recovery with the hope of inspiring others to move away from the darkness and into the light. Today, I am thriving in recovery and know how tangible this is for everyone else who is where I was. I thank Shatterproof for bringing us together to rally around such an important issue."

MAEGEN KENNEY, BOSTON

.....



"I'm a part of the Shatterproof community indefinitely. It will take many, but we WILL end the devastation addiction causes families. It's amazing how much has already been accomplished by Shatterproof and I'm excited for the future."

MICHELE ABREU, NEW YORK CITY

We would like to give special thanks to our Shatterproof Rise Up Against Addiction 5K Walk/Run sponsors. Their support has made a difference in the lives of those affected by addiction.

NATIONAL SPONSORS

Visionary Level

Choice Hotels
Hilton Hotels & Resorts
Pacira -
Plan Against Pain
Wyndham Hotel Group

Platinum Level

LaSalle
Loews

Gold Level

HEI Hotels & Resorts
Jones Lang LaSalle
Marriott Hotels & Resorts
Wells Fargo

Silver Level

Indivior

Bronze Level

Chubb
Kaleo
Vineyard Vines

LOCAL SPONSORS

Visionary Level

Cigna
Faktorow Family
Goodwin
Indivior
Mariner Foundation
Thomson Reuters
WeWork

Platinum Level

AHLA
Capitol Crossing
JBG Smith
Maltese Capital
Management

Gold Level

Bank of America
Merrill Lynch
CBRE
Chicago Title
Insurance Company
Coherence
Capital Partners
Delta Galil
Family of Brian Mendell
Gary Giglio
Goldman Sachs
Houlihan Lokey
IHG
Massachusetts Department
of Public Health
Polsinelli
Rosemawr Capital
UnitedHealth Group

Silver Level

Atlantic Realty
BMO Capital Markets
Carr Properties
Four Seasons Private
Residences - One Dalton
Macquarie Group
Newmark Knight Frank
Nuance Investments
Royalty Pharma
Tortoise Advisors
Travel Concepts
Wilkie

Bronze Level

Ackman-Ziff
Acutis
Adapt Pharma
Brown Smith Wallace
Cobbs Allen
Dentons
HG Vora Capital Mgmt
HITT
Impact Fitness
Marianne Boesky
Patriots Foundation
Pensford Financial
Skadden, Arps, Slate,
Meagher & Flom LLP
Zaro's

Support Level

Arrived Outdoors
Center for
Fiduciary Management
Crestwood
Dentons
Kavar Capital
Lansing Trade Group
Mariner Retirement Advisors
Peppes Dental
Shawnee Mission Health

Media Partners

CBS - 4WBZ
Mix 93.3
The CW69

In-Kind Support

Event Medical
Staffing Solutions
Grey
Price Chopper
Publicis Health Media

Distribution Partner

Big Peach Running
Company





SHATTERPROOF CHALLENGE RAPPEL

Rappelling down the side of a skyscraper is certainly a unique way to bring attention to the disease of addiction.

The Shatterproof Challenge Rappel has united over **4,000 people** in over **20 cities** across the country since 2013 to face their fear of heights and help raise **over \$7.4 million** to support Shatterproof's mission.

Here are some highlights:

► Several CEOs from across the country have participated in the Rappel over the last few years, including Geoff Ballotti of Wyndam Hotel Group, Wendy Spencer of AmeriCorps, and James Burba of Burba Hotel Network.

► Government officials who have rappelled with Shatterproof over the years have included Congressman Chris Murphy of Connecticut and Congressman Don Beyer of Virginia.

► Celebrity rappellers have included Tony Horton, creator of the bestselling fitness series "P90X," actor Michael Grant Terry, Chad Smith from the "Red Hot Chili Peppers," and country singer Lauren Alaina.

► Rappel event series top fundraisers and Shatterproof friends Jeff Assaf and Maurice Reznik have raised over \$280,000 to shatter the stigma of addiction.

► Since 2014, Cigna has supported the Rappel with more than 270 rappellers and over \$400,000 raised to increase funding for addiction prevention, treatment, and recovery.

► Throughout the years, team mascots have also taken the thrilling Rappel ride, including the Dallas Cowboy's Rowdy, the Dallas Maverick's Champ, the Cincinnati Red's Rosie Red, Boomer the Bobcat from Quinnipiac University, Chompers from the Hartford Yard Goats, and Sonar from the Hartford Wolf Pack.

► The 2017 Shatterproof Challenge Rappel at the ALIS hotel conference was featured on ESPN's SportsCenter as one of its "Top 10 Plays."



"People with addiction wake up every morning and are afraid of what the day will bring. The Shatterproof Challenge Rappel gives all of us the chance to conquer our fears – while raising money to help fight a disease that kills tens of thousands of our friends and family every year."

Gary Mendell
CEO and Founder

RAPPEL TOP 10 TEAMS (ALL TIME)

1. Cigna - \$428,998*
2. Waterford Group Charitable Foundation - \$328,645*
3. ICG Advisors - \$286,817*
4. HEI Hotels & Resorts - \$199,888*
5. The Rocks - \$125,524
6. Delta Galil Industries - \$103,550*
7. Team E - \$98,026
8. Crow Holdings Capital - \$97,653
9. City National Bank - \$93,538*
10. Team Jack - \$59,702

* includes sponsorship

RAPPEL TOP 10 FUNDRAISERS (ALL TIME)

1. Maurice Reznik - \$139,485
2. Jeff Assaf - \$139,403
3. Kevin Conroy - \$78,515
4. Greg Mech - \$72,605
5. Steve Joyce - \$57,840
6. Len Wolman - \$47,705
7. Kirk Rimer - \$47,690
8. Karl Reinhardt - \$36,522
9. Brian Cuban - \$30,430
10. Rex Marco - \$29,565

"I volunteered first in Dallas and again in Orange County, CA. Besides helping a great cause and meeting terrific people, it was fun to be around the excitement of an event like the Rappel Challenge. The Shatterproof staff at each event were awesome!"

Cathy G.
San Diego, CA

"We have experienced first-hand the destruction substance use disorder can cause and proudly support and celebrate all that Shatterproof has done to raise awareness across our country. We will continue to rappel and run to do so!"

Tracy & Steve F.
Orange County, CA

We would like to give special thanks to our Shatterproof Challenge Rappel sponsors.
Their support has made a difference in the lives of those affected by addiction.

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UNITING COMMUNITIES ACROSS THE COUNTRY

Shatterproof continues to bring people together to Rise Up Against Addiction

Richards Benefit

More than 300 Shatterproof supporters came together on April 26, 2017, for Shatterproof's inaugural benefit, A Chef's Tasting at Richards of Greenwich. This exclusive event was dedicated to ending the devastation addiction causes families, a cause near and dear to many in the local community, including co-chairs Megan Flanigan and Joanie Reznik, who both have been impacted by addiction. The event was an enormous success, raising over \$750,000 to help support our advocacy efforts, provide trusted, evidence-based resources, and end the stigma of addiction.

Bill Mitchell, owner of Richards, a men's and women's specialty retail store, who is in long term recovery, became involved in helping Shatterproof's mission after hearing Gary speak at an event four years ago. He shared his personal story. **"My name is Bill Mitchell and I am a recovering alcoholic since June 20, 1990. What Shatterproof stands for is what I try and advocate: That we must end the stigma of addiction and promote recovery!"**



For Michael

Create Your Own fundraising events have given supporters the opportunity to use creative ways to raise money for Shatterproof. One of our most successful fundraising events in 2017 was For Michael, a "build your own boat" relay race with a silent auction, dunk tank, food, and games. The event, led by family and friends of Michael Taylor of Darien, CT, who passed away from an overdose at age 26, took place on Saturday, May 20, 2017, and brought together over 400 attendees who raised \$225,000. For Michael will now take place each May.

"We were never focused on money," says Will Herling, one of the organizers of the event and Michael's friend since middle school. **"We want it to be fun, but one of the main points of this is erasing stigma. It's about awareness and making a statement in the community that this isn't something to stigmatize."**

Shatterproof Golf Classic

For the past four years, Shatterproof hosted its Golf Classic, which has become a tradition among new and old friends and supporters of Shatterproof. Shatterproof's 4th Annual Golf Classic was held on Thursday, September 28, 2017 at the Stanwich Club, and attracted 27 foursomes. The tournament was followed by dinner, as well as a silent auction, with proceeds from the event benefiting Shatterproof's lifesaving programs. To date, the Classic has raised over \$1,000,000.

"With over 30 years of sobriety, I am honored to be able to chair the Golf Classic along with Ted Cook and other contributing members," says Jonathan H. Rabinowitz, who serves as the chair of the event. **"We've been fortunate, year after year, to enjoy glorious weather, stellar people, and cheering crowds to support a worthwhile cause and celebrate the strides Shatterproof has made."**



Americas Lodging Investment Summit (ALIS)

The hotel industry has long been a generous supporter of Shatterproof and our mission. The Shatterproof Challenge Rappel fundraiser returned to Americas Lodging Investment Summit (ALIS), the leading and largest hotel conference in the world, for the second year in a row in 2017. Attendees rappelled down 26 stories of the JW Marriott Los Angeles Live or supported their colleagues with a donation. The event raised over \$600,000.

To show our thanks and to celebrate those companies and individuals in the hotel industry who mean so much to us, Shatterproof held our inaugural Hospitality Heroes reception in January 2018 at ALIS. This special evening raised an amazing \$580,000 towards Shatterproof's mission and honored Thomas Corcoran, President & CEO, TCOR Hotel Partners, and Shatterproof Advisory Board member, who was given the inaugural Hospitality Hero Award.

Corcoran has played an integral role in uniting the leaders of the hospitality world to reduce the devastation of addiction. **"Our industry is disproportionately affected by addiction and helping to end stigma and talk about it at a high visibility event such as ALIS is extremely important,"** says Corcoran. More than 40 hospitality companies joined Shatterproof in sponsoring this event.



MAKING A DIFFERENCE

Meet some of the people whose lives have been changed by Shatterproof's work.

"My son was addicted to opioids. I participated in a Senate hearing with Shatterproof to change opioid prescribing guidelines. Knowing my story made an impact on the law and will make a difference in another parent's life — that's empowering. Shatterproof changed my life and now I'm working to help change the lives of others. I want to be that pinhole of light when there is nothing but extreme darkness."

DEE DELUCA-MATTOS, AMBASSADOR



"When I woke up in the emergency room, the doctors told me naloxone had saved my life. This miraculous medication got me breathing again, preventing my opioid overdose from turning fatal—like they do for 115 Americans every day. Shatterproof's advocacy work made naloxone more accessible in my home state of Florida. Without that advocacy work, I might not be here right now."

MARK CURTIS, ADVOCATE

"In 2015, my brother was revived by Narcan after overdosing on Vyvanse, Adderall, and OxyContin. I'm hoping that with my help and the help of others, we can make changes to the health system all over the United States. I attended the Opioid Forum in Hartford with Shatterproof, where I shared my story and discussed the opioid epidemic with state legislators."

KERILYN WHITEHEAD, AMBASSADOR



"WHY I SUPPORT SHATTERPROOF"

Shatterproof is grateful to all our supporters, from our Rise Up Against Addiction 5K Walk/Run participants, to our major donors committed to shattering the stigma of addiction, to the generous grants provided by those dedicated to advancing our mission.

THE LEONA M. AND HARRY B
HELMSLEY
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"Shatterproof is setting a powerful example by applying a business mindset to drive progress in treating addiction. For any seemingly intractable problem – like the opioid crisis – we need novel ideas and fresh thinking, and Shatterproof embodies both."

DAVID PANZIRER
TRUSTEE OF THE HELMSLEY CHARITABLE TRUST, NEW YORK CITY

"When our family was directly impacted by the opioid epidemic, we began to understand the severity of this crisis – that we're not alone. We see what Gary Mendell has accomplished with Shatterproof for addiction and we are in awe. The Shatterproof mission is our mission. Gary gives everyone his ear, heart, and energy. He has a great mind that will figure out how to end this disease. Shatterproof is the future."

MAURICE & JOAN REZNIK, CONNECTICUT



"The Shatterproof Rise Up Against Addiction 5K Walk/Run is such a wonderful event. After the walk, you're ready to take down addiction. Being a part of Shatterproof gives me something positive to focus on. I'm making a difference so that other families don't have to go through what mine went through. Losing my brother was the worst thing that could happen, but Shatterproof gives me the opportunity to be my brother's voice and honor his life."

VICTORIA KAPLAN, TEAM J R KAPO, NEW YORK CITY

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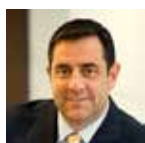
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For the period of January 1 to December 31, 2017

On behalf of those whose lives you have impacted, and everyone at Shatterproof, we offer our sincere appreciation.

\$500,000+

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The Washington Post

The Health 202: This hotel CEO thinks he can fix America's opioid abuse problem
By Paige Winfield Cunningham November 27

THE PROGNOSIS



Gary Mendell is leading an initiative for insurers to embrace evidence-based approaches to addiction treatment. Mendell is pictured at a panel discussion hosted by The Post in May 2016. (Photo by Jared Sussman)

Yes, President Trump [has declared opioid abuse a national emergency](#). But a hotel CEO is leading a much more targeted – and more promising – effort to address the country's rampant addiction problem.

Gary Mendell, the chairman of HHG Hotels & Resorts who lost his son to drug addiction six years ago, has convinced four of the five major U.S. insurers – Aetna, UnitedHealth, Cigna and several of the Blue Cross plans – and a dozen smaller companies to sign onto [eight principles of care](#) for patients struggling with addiction.

Forbes

MAY 21, 2017 @ 10:11 AM

Here Are The Next Steps To Tackling The Opioid Epidemic



Bruce V. Lee,

CONTRIBUTOR I cover the intersection of business, health and public health.



Gary Mendell, founder and chief executive officer of Shatterproof.org, is serving recovery with a business approach to tackling the opioid epidemic. Photograph: Patrick T. Fallon/Bloomberg

Yes, the U.S. is in the midst of an opioid-use crisis, an epidemic. Yes, the opioid crisis is bad, with 91 Americans dying every day from overdoses and many other lives being shattered, according to the Centers for Disease Control (CDC). Yes, the crisis has been

Medium



Gary Mendell

Author, Entrepreneur, Founder of Shatterproof, a national nonprofit organization dedicated to reducing the devastation the disease of addiction reveals families.

Nov 9 2017 • a new read

Fixing the Broken Addiction Treatment System Starts Now

When my son Brian finally found an addiction treatment plan that worked for him, it felt like an incredible breakthrough. I remember the day he called home and, for the first time in a long time, there was excitement and hope in his voice. "Dad," he said to me, "For the first time, I really feel like I can get through this!"



My son, Brian

At this point in Brian's treatment, he had already been through seven ineffective programs. When those programs didn't help Brian get well, it only intensified his feelings of shame and failure.

The thing that made all the difference in Brian's eighth program was the use of medication-assisted treatment (MAT). A psychiatrist prescribed Brian Suboxone, a brand-name version of the medication buprenorphine. While taking this medication as prescribed by his doctor, combined with behavioral therapy, Brian went a full year without using and was feeling better than ever.

But when Brian was ready to move to a less intensive program, the new program changed his treatment. "I see you're on Suboxone, I don't believe in it, you have to get off," Brian's new psychiatrist told my son. He was made to feel ashamed, like he wasn't really in recovery.

Without his medication, Brian fell into despair. Months later, still substance-free but seeing upward in his suffering, my son took his own life.

Only 1 in 10 Americans with a substance use disorder receives any treatment, and even worse, most who do get treatment receive care that is not based on proven research. I've been so frustrated by the slow pace of change in our country, despite an abundance of quality research that lights the path toward sustained recovery for every American with a substance use disorder.

We took an exciting first step toward changing and improving the way that treatment for addiction is delivered in the United States. 16 major healthcare payers, representing over 348 million lives, have committed to improve the access and quality of addiction treatment. They have agreed to adopt our Task Force's eight National Principles of Care, all derived from the Surgeon General's Report on Alcohol, Drugs, and Health and backed by decades of research.



THE WALL STREET JOURNAL

U.S.

Group of Addiction Experts, Insurance Executives Unites to Combat Opioid Abuse

New task force aims to try to force some treatment standards on the fragmented and erratically regulated field



As the national opioid addiction crisis grows, a task force of addiction experts, government officials, and insurers wants to standardize the most effective addiction treatments. Health and Science Deputy Bureau Chief Jeanne Whalen joins Lunch Break's Tanya Rivers to discuss her exclusive story. Photo: Getty

By

Jeanne Whalen
April 16, 2017 8:08 AM ET

Addiction experts have issued multiple tomes of guidelines about how best to treat the disease, but too few rehab clinics around the U.S. are following the advice, public-health officials say.

Chicago Tribune

Cost of substance abuse hits employers hard, new tool shows



A screen grab shows a webpage from the Substance Use Cost Calculator, which lets employers enter their industry, location and organization size to determine how much substance abuse might be costing the company. (National Safety Council)

Alexia Klejbold-Ruiz
April 6, 2017

As headlines scream about the ravages of the nation's growing opioid epidemic, employers are waking up to the notion that substance abuse may be wreaking havoc in a nearby cubicle – and a new tool aims to help them see just how costly that can be.



A message for donors from our CEO

Shatterproof is dedicated to reducing the devastation the disease of addiction causes families. Our plan to attack this is simple: Operate our nonprofit like a business, with measurable results in saving lives.

We carefully spend every dollar we receive on programs we know will make a difference. And we've had a big impact so far. Our successful advocacy campaigns in 15 states have led to policy change that will save more than 1,000 lives per year. The CDC Guideline on Prescribing Opioids for Chronic Pain, which Shatterproof was a lead advocate for, will save 10,000 lives every year once fully implemented. The all-new shatterproof.org provides thousands of families with peer-reviewed, evidence based information about addiction.

And our work continues. This year, we launched a number of new programs: The Substance Use Disorder Treatment Task Force, our Workplace Program, national Rise Up Against Addiction 5K Walk/Run events, and our Family Programs. With each program, detailed tracking, ambitious goals, and measurable results keep us grounded and accountable. We're creating new ways to help families, while having a significant impact on our country's addiction epidemic.

Overall, 2017 was a year to be remembered. Thanks to generous people like you, we ended the year in strong financial condition, with \$2,039,758 in net assets. We have united over 150,000 Americans as donors, advocates, and supporters. I'm humbled and awed watching our organization grow. And it's all thanks to you.

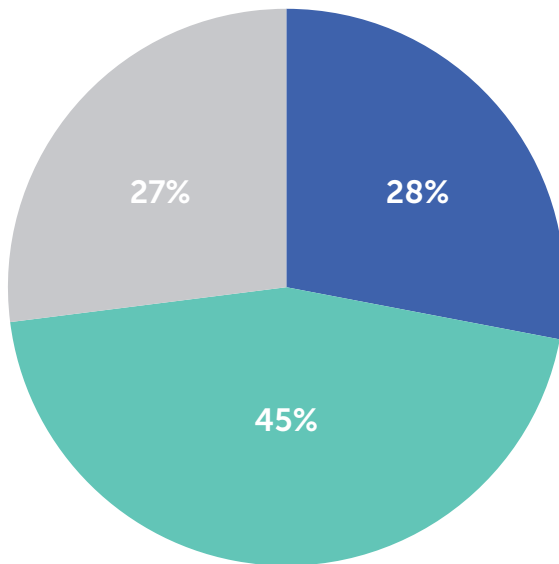
I believe 2017 will be remembered as a year in which personal tragedies, experienced by families across the country, were turned into hope for so many.

Thank you for your continued support,

A handwritten signature in dark blue ink, appearing to read 'Gary Mendell', with a stylized, flowing script.

Gary Mendell
Founder & CEO, Shatterproof

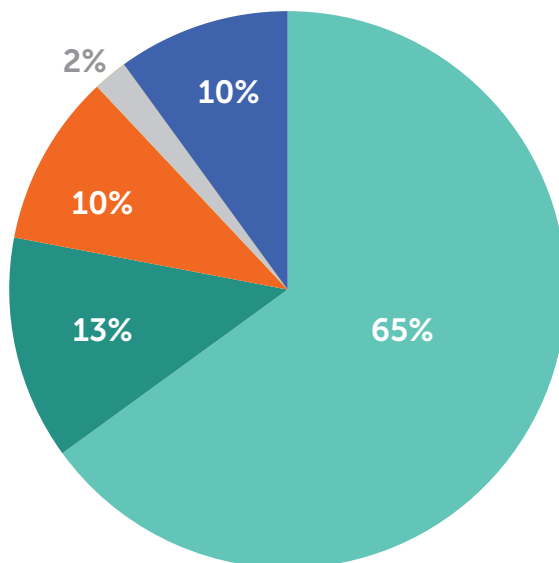
- INCOME -



- Events (\$4M)
- Contributions (\$2.5M)
- Donated Goods & Services (\$2.4M)

\$8,900,000

- EXPENSES -



- Education (\$5.4M)
- General & Administration (\$800K)
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- Events (\$800K)
- Advocacy (\$1.1M)

\$8,300,000



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