



# We can't protect them from everything.

## But we *can* reduce their risk posed by a disease that's devastating our families and communities.

Addiction to alcohol and drugs takes the lives of **10 people every hour** — more lives than car crashes, gun violence, and breast cancer. Substance use disorder (SUD) is **the fourth largest cause of death** in our country, surpassed only by heart disease, cancer, and, more recently, COVID-19.

In the first 12 months of the pandemic, from March 2020 to March 2021, the U.S. saw a **historic number of deaths from overdose**: 96,000 sons and daughters, siblings, spouses and partners, grandchildren, parents, and friends were lost—and the lives of their loved ones were shattered.

As a nation, our response to this disease has been built on **myths, stereotypes, and stigma**—causing our loved ones to experience deeper pain, isolation, and feelings of hopelessness. Further, we've created a system that often puts life-saving addiction care out of reach, especially for minority populations—particularly Black Americans.

Shatterproof is leading the charge to transform how our country prevents and treats addiction. By employing relevant business models, the rigor of science, and the passion of a movement, we're achieving landmark success that is unprecedented in the field of addiction.

Our **proven solutions** are changing hearts, minds, and systems—all to save lives.

Your partnership and generosity will make even more groundbreaking, life-saving addiction advocacy work possible.

## Head and Heart: Leadership That Gets Results

Gary Mendell is working to solve our nation's addiction crisis by applying the same skills he used as a successful entrepreneur in the hospitality industry. He founded Shatterproof to spare others the tragedy his family has suffered.



Gary's son, Brian, had struggled with addiction since his teens. In 2011, after attending eight different treatment programs and marking 13 months of continual sobriety, Brian took his own life. He had internalized the stigma and shame that surrounds addiction in our country. Brian was 25.

Afterwards, Gary sought to learn how other families could be spared the same devastation. He found research that could have prevented Brian's death. But it was sitting in medical journals ... not being implemented. That revelation—and the resolve that followed—sparked Shatterproof.

Today, Gary is a national leader in the addiction space and a frequent speaker on ending the stigma unjustly associated with this disease. He has appeared on CNBC, FOX, and MSNBC, and he's testified before the President's Commission on Combating Drug Addiction and the Opioid Crisis and before Congress. Gary's unique perspectives have also been reflected in *The Wall Street Journal*, *Forbes*, and the *Washington Post*.

***Not one more loved one should have to die from this treatable illness.***



If you know someone who has struggled with addiction, you know all too well the pain and anguish of watching a loved one in the clutches of this disease.



**Gary Mendell**

SHATTERPROOF FOUNDER AND CEO

# Urgent Initiatives That Need Your Partnership

Shatterproof focuses on key priorities that make a measurable difference in saving lives. After eight years of tremendous achievement, each is on the cusp of even greater impact:

**Revolutionizing Addiction Treatment** - Easy access to evidence-based addiction care must become the norm. As part of our work to transform the addiction treatment system, Shatterproof launched our **ATLAS Platform**, which helps families and loved ones find, compare, and choose among high-quality SUD treatment facilities. After a successful first year, ATLAS is poised to more than triple in reach in 2022, with implementation in 13 states representing more than 42% of the U.S. population.

*With your support, Shatterproof can invest in efforts to support a successful bottom-up adoption of ATLAS in current states and expand across the U.S. We can also make platform enhancements and build awareness to increase usage, including into underserved communities.*

**Ending Addiction Stigma** - Stigma is a critical impediment in our nation's response to addiction. When we, as a nation, view addiction as a moral failing—instead of the disease it is—stigma erodes self-worth, creates social isolation, and reduces access to care. **Shatterproof's National Movement to End Addiction Stigma** is already achieving measurable change, and we've set a bold goal to achieve a 7.5% reduction in stigma by 2025, measured by our new **Shatterproof Addiction Stigma Index (SASI)**.

*Your generosity will enable Shatterproof to scale our successful stigma reduction efforts across additional, crucial channels—including criminal justice, media, and communities where minority populations are especially vulnerable to addiction stigma.*

**Educating and Empowering Communities** - Millions of families and loved ones look to Shatterproof for science-based information, tools, and support during their journey. Among them are free resources on **our website**, as well as **Shatterproof Just Five**, our successful innovative online learning tool for employer-sponsored addiction education.

*Your gift will help Shatterproof raise awareness of all that we offer, so we can reach more families and communities ravaged by addiction. That includes launching a version of Shatterproof Just Five for a broader audience, so we can further expand how we debunk addiction myths and share facts about this misunderstood and treatable chronic disease.*

**Advocating for Systemic Change** - Shatterproof urges legislators at the state and federal levels to prioritize our country's addiction crisis and put decades of solid addiction science into practice. Our ongoing priorities include: working state-by-state to promote a scalable treatment model in the primary care setting for the Medicaid population; advocating for every healthcare professional to receive training in the basics of addiction care, treatment, and recovery support; as well as ensuring that states spend opioid settlement funds to prevent and treat addiction.

*When the National Prescription Opiate Litigation is concluded in 2022, states will be authorized to allocate settlement funds to support evidence-based programs for opioid use disorder (OUD) and co-occurring SUD. In partnership with the Johns Hopkins University Bloomberg School of Public Health, Shatterproof is leading a national coalition to enact guiding principles for allocation of those funds. Your partnership can help ensure the dollars go towards evidence-based programs that will save lives—unlike tobacco settlement funds a generation ago.*

## Together, We're Stronger Than Addiction. We Know Better. We Can Do Better.

### Addiction is **Preventable**

but we haven't been preventing it.

### Addiction is **Treatable**

but we only treat a small percentage of those who need treatment.

### Addiction is **Undeniable**

but we've continually denied the science behind addiction.

## Join Us in This System-Changing, Life-Saving Work

Talented, experienced, and deeply committed, the Shatterproof staff is relentless about transforming SUD treatment in America.

We are backed by our highly motivated volunteers—directors, advisors, junior board members, and advocacy ambassadors—along with partner organizations and, always, families and loved ones who have lived experience with addiction.

Our collaboration extends to lawmakers, healthcare providers, insurance companies, and community-based organizations, compelling their action in this work.

We always seek to energize an even broader community of support.



Your charitable investment in our work and our people will be an expression of our shared humanity.

**Thank you for engaging with us and considering how your desire to help others may align with our mission to save and improve the lives of so many we cherish.**

Have thoughts, observations, or a story to tell? We would love to hear from you.



101 Merritt 7 Corporate Park, 1st Floor, Norwalk, CT 06851  
1-800-597-2557  
info@shatterproof.org



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