

DRIVING CHANGE WITH **COMPASSION** AND **EVIDENCE**



For Those We Serve—and Those Who Make This Work Possible

This work is dedicated to every person whose life has been touched by addiction—those in recovery, those supporting loved ones, those continuing to navigate their journeys, and those we remember with love.

Your strength, your voice, and your journey inspire everything we do.

And to the families, advocates, donors, volunteers, partners, and communities who stand with us—thank you. It is through your collective commitment that progress becomes reality.

Together, we are building a future rooted in compassion, connection, and hope.



Contents:

Dear Friends,

As I reflect on the past year, I am filled with deep gratitude and pride. What began as a personal mission has grown into a national movement—one that is transforming how addiction is treated, understood, and prevented. Together, we have challenged stigma, invested in local communities, and advanced transparency across the substance use disorder (SUD) ecosystem.

This year's Return on Investment Report is a testament to what we can achieve when we lead with compassion and evidence. From advancing parity laws to launching innovative initiatives like the Provider's Pathway and expansion of Shatterproof Treatment Atlas, Shatterproof continues to drive meaningful change.

As I transition from my role as CEO, I am extremely thrilled to welcome Pam Jenkins as Shatterproof's new leader. Pam brings more than 30 years of experience in public health and affairs, having led national campaigns to shift public perception, resulting in improved health outcomes. She has been a dedicated member of Shatterproof's Board of Directors since 2021, and her deep understanding of our mission, combined with her strategic vision and passion for impact, make her the ideal person to lead us forward.

I have every confidence that under Pam's leadership, Shatterproof will continue to grow its reach and deepen its impact. Thank you for standing with us. The journey continues—and the future is bright.

With my warmest and deepest appreciation,



Gary Mendell

Founder & Chair Emeritus

Dear Shatterproof Community,

It is an honor to step into the role of CEO at such a pivotal moment in Shatterproof's journey. I'm inspired by the impact this organization has had—in just 12 short years—in transforming how addiction is understood, treated, and addressed across the country. It is a testament to the unwavering leadership and drive of our founder, Gary Mendell, supported and fueled by our donors, partners, board, and staff.

Looking ahead, our focus is clear: we are confronting one of the most urgent public health crises of our time by transforming how America prevents substance use disorder, delivers treatment, and supports individuals and families. With bold action and business mindset, we are building a future rooted in compassion, equity, and possibility. We are committed to closing the treatment gap by addressing the barriers to SUD care today — stigma, cost, and quality — with signature initiatives like Unshame and Shatterproof Treatment Atlas leading the way. In the coming year, we will:

- Unite with corporate and community allies to spark widespread support when people are most ready to listen and act.
- Evolve the Shatterproof Walk to End Addiction Stigma into a national movement that inspires hope and changes the narrative — because stigma is ending lives.
- Advocate for policies that protect our youth, especially as marijuana legalization expands.
- Leverage our voice in real time, urging government leaders to prioritize evidence-based addiction prevention and treatment as essential to public health.
- Launch new resources to help families prevent addiction before it starts.
- Promote and amplify evidence-based practices to ensure scalable solutions reach the communities that need them most.

Together, we will continue to lead with courage, compassion, and urgency. Thank you for being part of this movement.

With hope,



Pam Jenkins

Chief Executive Officer



THE STATE OF ADDICTION IN AMERICA

Across the United States, addiction continues to take a devastating toll on individuals, families, and communities. In 2024, nearly 49 million¹ Americans were impacted by substance use disorder (SUD) —many in ways that put their health and safety at risk. Behind these numbers are real people, and for far too many, substance use becomes a chronic, recurring condition.

Alcohol use disorder affects more than 29 million¹ people in the U.S. Excessive alcohol use accounts for more than 178,000 deaths annually,² making it one of the leading preventable causes of death nationwide. Meanwhile, opioid misuse—impacting nearly 8 million Americans —continues.³ In 2024, 80,391 lives were lost to drug overdoses. Most of these deaths involved opioids, particularly fentanyl, which is a leading cause of accidental death among people 18 to 44.⁴

Young people are especially vulnerable. By the time they finish high school, nearly 50% of teens will have tried an illicit drug.⁵

NEARLY
49M

Americans were impacted by
substance use disorder

80,391

Overdose deaths in one year

29M

Americans affected
by alcohol use
disorder

8M

Americans
misuse
opioids

50%

of teens try illicit
drugs before
finishing high school

High-potency
marijuana linked
to depression,
schizophrenia in
young men ⁶

¹ Substance Abuse and Mental Health Services Administration. Key Substance Use and Mental Health Indicators in the United States: Results from the 2024 National Survey on Drug Use and Health.

² U.S. Centers for Disease Control and Prevention. (2024). Facts About U.S. Deaths from Excessive Alcohol Use.

³ 2024 National Survey on Drug Use and Health (NSDUH) Releases.

⁴ Centers for Disease Control and Prevention. (2025). U.S. Overdose Deaths Decrease Almost 24% in 2024.

⁵ National Center for Abuse Statistics. (2025). Drug Use Among Youth: Facts & Statistics.

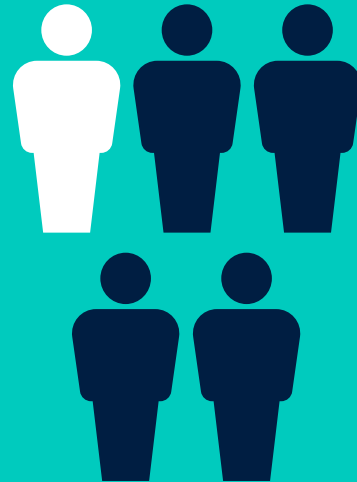
⁶ Hjorthøj, C., et al. High-potency cannabis and mental health outcomes. Psychological Medicine. 2023.

Those who begin using addictive substances before age 15 are more than six times as likely to develop a substance use disorder later in life compared to those who delay use until age 21 or older.⁷

**6X MORE
LIKELY**

to develop a substance use disorder
if starting before age 15

*** Only 1 in 5
people with
substance use
disorder receive
the care they need.**



Meanwhile, marijuana legalization is expanding faster than regulations can keep up, leaving youth exposed to high-potency products with serious mental health risks. Despite the scale of the crisis, treatment remains out of reach for most people. Only 1 in 5 people with substance use disorder receive the care they need. Disparities persist across race, geography, and income, and stigma continues to prevent people from seeking help.



But there is hope. Communities are mobilizing. Policies are shifting. And organizations like Shatterproof are working to close the treatment gap, end stigma, and protect the next generation. The path forward is clear: by treating addiction as a public health issue and expanding access to science-based care and community support, we can empower every individual to shape their future with dignity, hope, and possibility.

⁷ Feinstein, E. C., Richter, L., & Foster, S. E. (2012). Addressing the critical health problem of adolescent substance use through health care, research, and public policy. *The Journal of adolescent health: official publication of the Society for Adolescent Medicine*, 50(5), 431–436. <https://doi.org/10.1016/j.jadohealth.2011.12.033>

TRANSFORMING ADDICTION TREATMENT

Changing the Way Healthcare Addresses Addiction

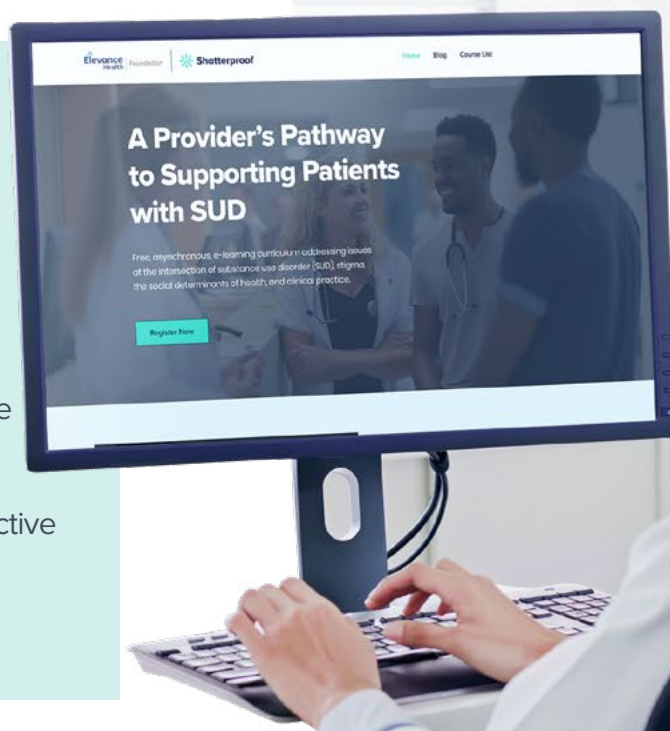
Stigma remains a major barrier to addiction treatment—67% of healthcare professionals do not believe that SUD is a chronic medical condition.⁸

With support from the Elevance Health Foundation, Shatterproof launched “A Provider’s Pathway to Supporting Patients with SUD” in 2024. This free, American Society of Addiction Medicine-accredited training offers CME/CEUs and helps healthcare professionals treat addiction as a medical condition.

“

As a primary care physician working with diverse populations, I’ve taken many courses on substance use disorders—but none have resonated as deeply or proven as practical as this one... I feel more confident, more equipped, and most importantly, more culturally attuned. I can’t recommend this course highly enough to any clinician committed to equitable, effective substance use treatment.

Primary Care Physician, Boston, MA



⁸ Shatterproof. (2024). National Shatterproof Addiction Stigma Index.

Driving Policy to Expand Access to Care

Disparities in care are driven by outdated beliefs and inconsistent enforcement of laws designed to ensure equal access to care.

In partnership with the Kennedy Forum, Shatterproof is advancing state legislation to strengthen enforcement of the Mental Health Parity and Addiction Equity Act, which requires equal insurance coverage for mental health and addiction treatment. In 2024, Shatterproof helped secure a major parity regulatory victory in New York and began work in Oklahoma, Nebraska, and Connecticut that culminated in success in 2025.

To accelerate progress nationwide, Shatterproof also developed a Parity Compliance Framework — a guide to help states adopt and implement best practices more efficiently.

Helping People in the Justice System Get the Addiction Treatment They Need

Federal law blocks Medicaid from covering most health care during incarceration, creating wide gaps in addiction treatment—even though two-thirds of people in prison have a substance use disorder, and another 20% were under the influence at the time of their offense.⁹ Evidence shows that providing treatment, especially medications for opioid use disorder (MOUD), during incarceration saves lives and reduces recidivism.

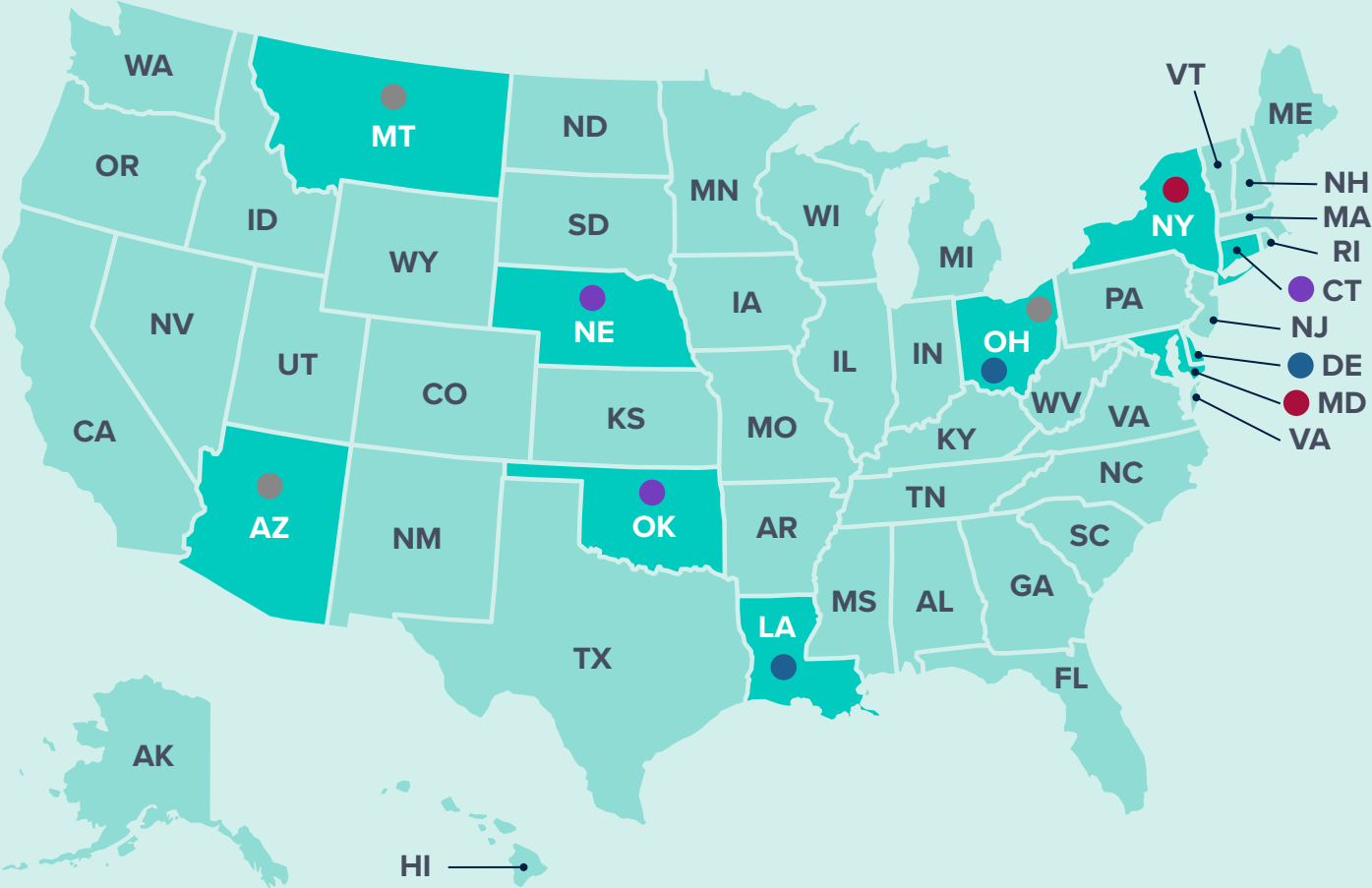
In 2024, California became the first state approved to offer Medicaid-covered re-entry services before release. As of July 2025, 20 other states have followed.

This year, Shatterproof led efforts in Ohio to require the state's Medicaid agency to apply for a federal waiver—bringing lifesaving care closer to those who need it most.



⁹ National Institute on Drug Abuse. (2020). Criminal Justice Drug Facts.

Together for Change: Mapping the Reach of Our Advocacy



State Wins

Medicaid Waiver for Treatment in Criminal Justice

Medicaid law excludes using Medicaid during incarceration, leaving a high risk for overdose after release without proper treatment during the transition. Evidence shows that providing treatment—especially medications for opioid use disorder—during incarceration reduces overdose deaths and recidivism.

Opioid Settlement Funds (states with transparency legislation)

Billions awarded to states and communities from lawsuits against companies responsible for the opioid crisis, intended to support addiction prevention, treatment, and recovery. Shatterproof, in partnership with Johns Hopkins Bloomberg School of Public Health and KFF Health News, is driving accountability—tracking how decisions are made and advocating for investments in evidence-based, lifesaving solutions.

Marijuana Regulation to Reduce Harm to Adolescents

As marijuana becomes legal in more states, teens are increasingly at risk — yet regulations haven't kept pace. Research shows that even casual marijuana use can lead to serious mental health issues, including depression and suicidal thoughts.

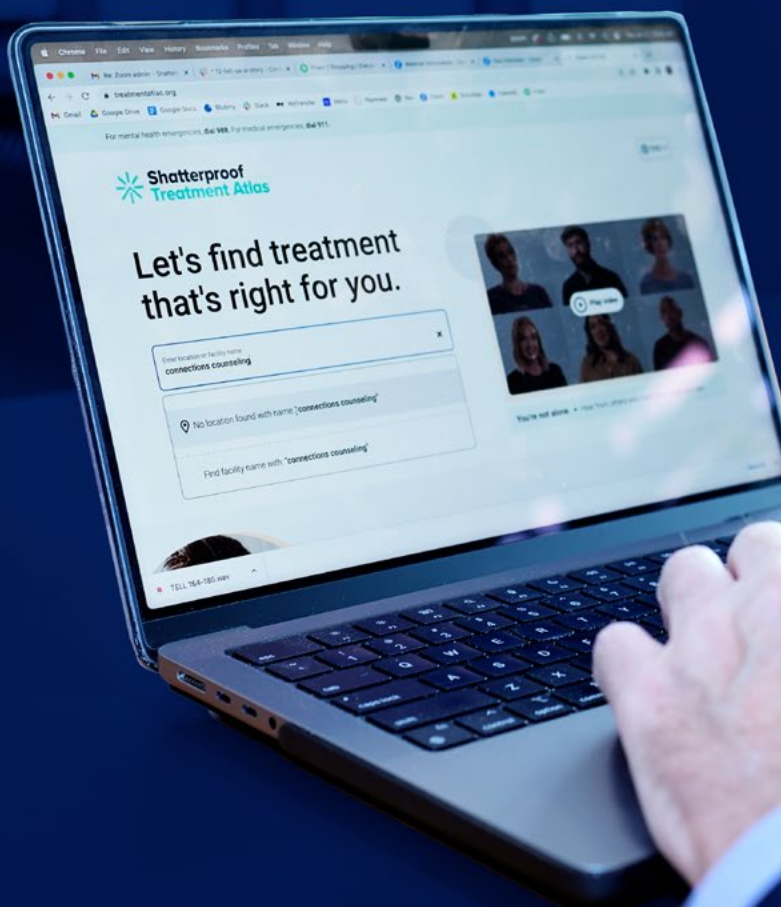
Mental Health Parity

Requires equal insurance coverage for mental health and addiction treatment, addressing issues related to access to care, such as inadequate (ghost) networks.

Trust Through Transparency: Shatterproof Treatment Atlas® Elevates Patient Voices

By inviting people to share their treatment experiences, Shatterproof Treatment Atlas is helping authentic voices shape how we understand quality care. More than **20,000 people** read these reviews to find the treatment center that felt right for them or their loved ones. **90,000 people in 14 states** this past year have found appropriate, evidence-based treatment through our Treatment Atlas directory.

www.treatmentatlas.org



“ Navigating treatment can be very challenging because no one needs treatment until they need treatment. It is in those times that we look to trusted sources to help navigate the process of getting yourself or a loved one the help they need.

Christina T.

PILLAR 2

ENDING STIGMA

Georgia Recovers: Changing Hearts and Minds

Shatterproof, in partnership with the Georgia Department of Behavioral Health and Developmental Disabilities, relaunched the Georgia Recovers campaign, reaching two million adults statewide and driving real change in reducing substance-related stigma. Viewers were more open to working with, living near, and forming close relationships with people affected by opioid use disorder. They were also twice as likely to know how to use naloxone and where to find quality treatment.

Across the country, campaigns are sharing powerful stories of lived experience — through billboards, social media, and community partnerships —to foster empathy, reduce stigma, and highlight the strength, hope, and resilience of individuals and families navigating substance use challenges.



“ My confidence in my story was not there until I shared it with Georgia Recovers. And then I realized, ‘Oh, wow, it is powerful!’ I’m grateful that I did share it instead of holding it in.

Keya, Georgia Recovers Community Impact Committee Member, Savannah, GA.

Shatterproof WALK

To End Addiction Stigma

More than just a walk, this powerful movement to change how our country sees and responds to addiction united over 5,000 participants across 644 teams with corporate partners in 2024, raising \$1.5 million. Across six cities this fall, thousands will come together—families, individuals in recovery, allies, and partners—in support of Shatterproof’s mission.

Together, we walk to say: ***Stigma has no place here.***
No one should face this journey alone.

www.shatterproofwalk.org



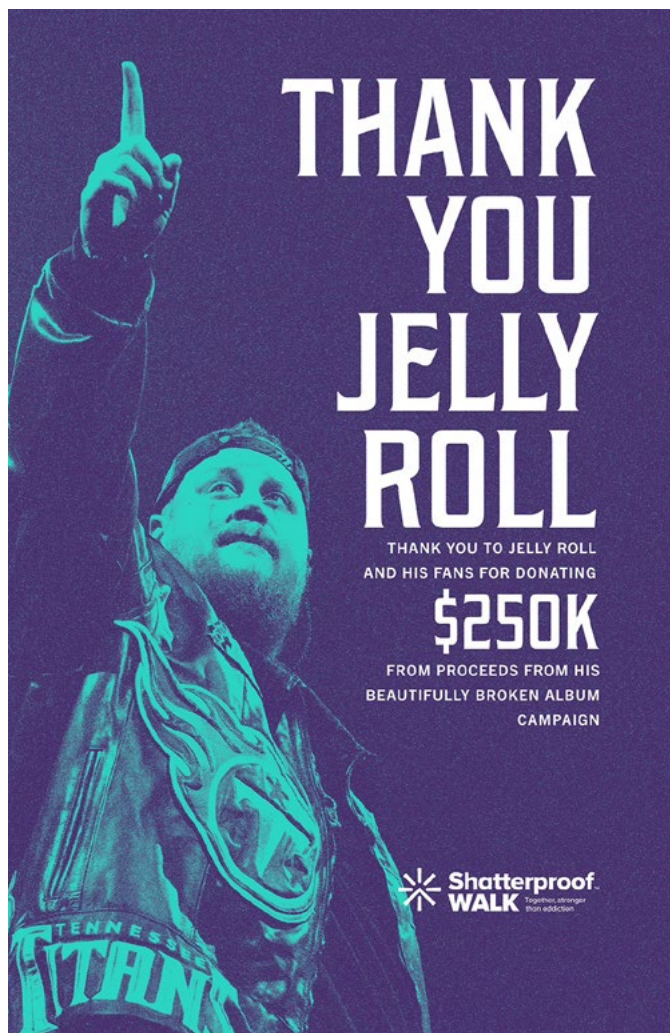
Thanks to our 2024 sponsors: Abbott, Braeburn, CHUBB, County of Los Angeles Department of Public Health, HEI Hotels & Resorts, Highgate Hotels, Hilton, Hyatt, iHeart/HOT 99.5, John Burns Construction, JP Morgan Chase, Lockton, Pacira Biosciences, Vertex Pharmaceuticals

PILLAR 3

EDUCATING AND EMPOWERING COMMUNITIES

Beautifully Broken, Boldly Healing: Jelly Roll Uses His Voice to Inspire Hope

Award-winning artist Jelly Roll partnered with Shatterproof to raise awareness about addiction, drawing from his own lived experience. In 2024, he donated proceeds from preorders of his album *Beautifully Broken* to support Shatterproof and other mental health organizations — using his platform to inspire hope and catalyze change.



Reaching More Communities, Together

In 2024, Shatterproof partnered with more than 450 community-based organizations to strengthen local addiction responses. Through training, webinars, and accessible resources, the organization elevated community voices and delivered evidence-based strategies tailored to real-world needs. Efforts also expanded to better serve LGBTQIA+ individuals, pregnant and postpartum women, and Spanish-speaking communities.

Protecting Youth Amid Expanding Marijuana Legalization



As marijuana becomes legal in more states, teens face growing risks — yet regulations have not kept pace. Even casual use is linked to serious mental health issues like depression and suicidal thoughts, and in young men, heavy use is tied to a significant number of schizophrenia cases.¹⁰

Despite legalization in 23 states, many lack strong safeguards around product safety, advertising, and youth access. Shatterproof is working to ensure legalization does not come at the expense of children’s health by advocating for:



THC caps and warning labels
(Montana, Ohio)



Bans on youth-targeted ads and
school-area restrictions (Arizona)



Prevention campaigns and youth
impact research (Ohio)

¹⁰ Canter, C. (2023, May 5). Recreational Cannabis Use By Teens Linked to Risk of Depression, Suicidality. Columbia University Department of Psychiatry.

GET INVOLVED

Racing Toward Change: Team Shatterproof

In 2024, 46 athletes joined Team Shatterproof, an endurance challenge that empowers participants with expert coaching, personalized fundraising support, and a powerful sense of community. These dedicated individuals collectively raised \$250K and competed in premier races — like the NYC Half and Full Marathons, Marine Corps Marathon, and Tokyo Marathon — all to raise vital funds and awareness for our mission.



Create Your Own Fundraiser

In 2024, 55 passionate individuals raised \$300,000 through personal events — from lacrosse tournaments and fitness challenges to livestreams and hobby-inspired fundraisers. Whether honoring a loved one, celebrating recovery, or simply wanting to make a difference. Start your own at cyof.shatterproof.org

Fueling the Movement

At Shatterproof, volunteerism is more than service — it is a movement powered by people. In every story shared, event organized, and action taken, volunteers bring lived experience, compassion, and commitment to the forefront. We rally individuals — those personally impacted and those who care deeply about our mission. Their voices and actions are bold, visible, and impossible to ignore. Join us. www.shatterproof.org/volunteer



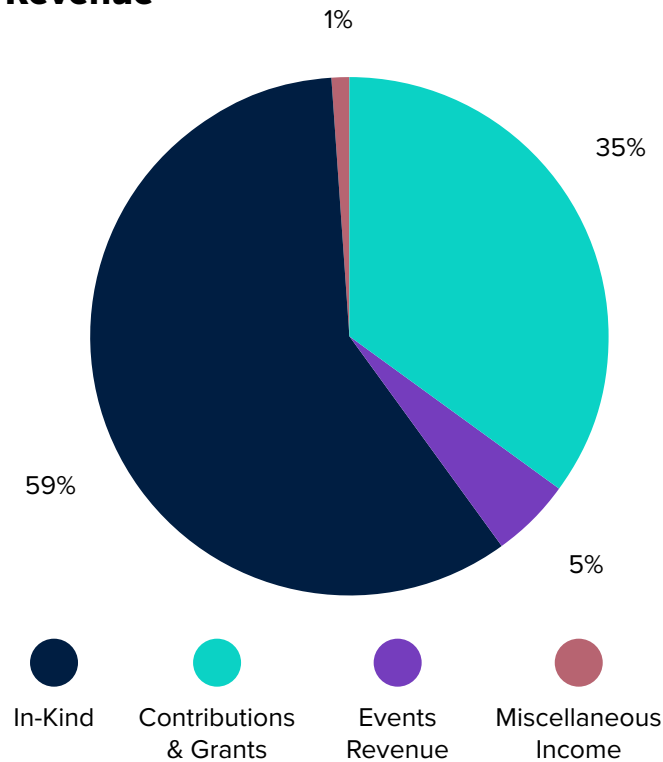
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Volunteering with Shatterproof allows me to connect with my community, raise awareness, and help shift the conversation around addiction toward understanding and compassion.

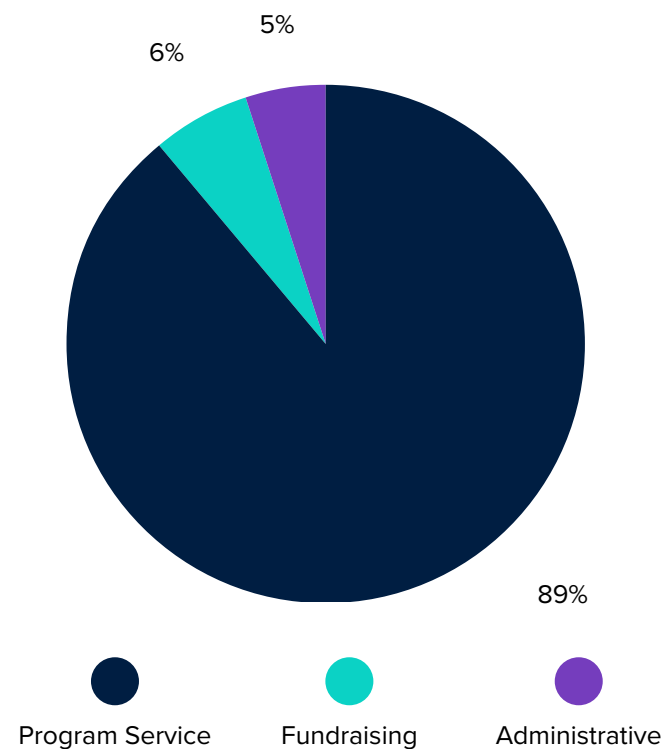
Emma H.

OUR FINANCIALS

Revenue



Expenses



Public Support and Revenue 2024

Contributions & Grants	\$ 18,667,901
Events Revenue	\$ 2,461,468
In-Kind	\$ 31,286,172
Miscellaneous Income	\$ 625,744

Total Public Support and Revenue \$ 53,041,285

Expenses

Program Service Expenses

Education	\$ 38,889,213
Treatment	\$ 6,400,243
Public Policy	\$ 2,034,535

Supporting Service Expenses

Fundraising	\$ 2,982,342
Administrative	\$ 2,441,299

Total Expenses \$ 52,747,632

Change in Net Assets

Net Assets - Beginning	\$ 17,370,760
Change in Net Assets	\$ 293,653

Other Income

Total Other Income	\$ 100,327
Change in Net Assets	\$ 393,980

Net Assets - Ending \$ 17,764,740



Shatterproof is a national nonprofit organization dedicated to reducing the burden of substance use disorder in the United States. Shatterproof is focused on increasing access to quality, science-based addiction treatment; educating society on prevention, treatment, and recovery; driving change through public policy; and reducing addiction stigma to ensure that people who use substances or have a substance use disorder can live healthy and fulfilled lives.

Shatterproof operates with three imperatives: base everything on science; help people today while also catalyzing partnerships to improve the healthcare system for future generations; and follow rigorous metrics for maximum impact.



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To learn more visit
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