TRANSFORMING how we address addiction
TAKING AN ACTION-ORIENTED APPROACH
Center on Addiction

Annual Report for 2018
 TABLE OF CONTENTS

pg 4   A Message from Creighton Drury, Our CEO
pg 5   Q&A With Jamie Niven, Our Chair
pg 6   Putting Children First
pg 7   Understanding Adolescent Perspectives
pg 8   Helping Families
pg 10  Improving Care
pg 11  Elevating Treatment Through Tech
pg 12  Shaping Public Policy
pg 14  Center on Addiction in the News
pg 15  Evolving Our Identity
pg 17  Our Talent
pg 19  Board of Directors
pg 20  Directors Emeritus
pg 21  26th Annual Awards Dinner
pg 22  Our Funders
pg 27  Financials
pg 28  What’s Next for Center on Addiction
pg 29  Thank You
MAXIMIZING OUR IMPACT
A MESSAGE FROM 
CREIGHTON DRURY, 
OUR CEO

There’s no doubt that 2018 was a transformative year for Center on Addiction. We began by implementing our strategic plan— an approach rooted in empowering families, advancing effective care, shaping public policy, and changing the culture around addiction. This led to exciting developments that have increased our impact and influence.

We developed new branding and simplified our name from The National Center on Addiction and Substance Abuse to Center on Addiction. This change emphasizes our desire to keep addiction at the center of our national conversation.

We shared our knowledge and expertise by acting as a resource to many, including prominent media outlets. Our colleagues lent their expertise to the Today Show and Dateline, we penned letters to the editors of the New York Times and Washington Post, and we informed coverage in leading news sources such as CNN and NBC News.

We forged important relationships with people and institutions with the power to facilitate change. You will be hearing much more about these new mission-focused collaborations in the years ahead. We also bolstered our efforts to deepen philanthropic investments and partnerships, as evidenced by our record-breaking gala.

As 2018 came to an end, we were thrilled to announce to our community and close friends that Partnership for Drug-Free Kids would be merging into Center on Addiction in 2019. The combination of Partnership’s direct family services and advertising along with Center on Addiction’s leading research and policy expertise will lead to even greater impact in the years to come.
Jamie Niven has served as a member of Center on Addiction’s board since 2013. In 2018 he assumed the position of Chair, lending a deep sense of business acumen and nonprofit board service to the organization. Here, Jamie answers questions about the future of Center on Addiction and how it will continue to lead.

Q: What will the merger between Partnership for Drug-Free Kids and Center on Addiction mean to the people they serve?

Partnership adds the missing link to Center on Addiction: services for families that directly connect them to life-saving resources. The addition of Partnership’s expertise makes Center on Addiction the only national nonprofit committed to supporting the entire family. Together, we will address every aspect of substance use and addiction — from prevention to recovery.

Q: Why is now the perfect time for the merger?

There is an urgent need for leadership as the addiction crisis continues to affect our country. It’s important the public understands that hope and solutions are here. We have resources that can catch addiction early and help people receive effective treatment. Partnership’s expertise in pro bono advertising will help us give hope to more lives than ever.

Q: What are some of the goals you hope to achieve?

I am focused on growing and strengthening our strategic partnerships in both the health care and philanthropic sectors.

Q: Why are you hopeful about the future?

We know how to solve this crisis and Center on Addiction has all the tools we need to make an impact. We are driven by solutions and our commitment to transform how our nation addresses addiction.
Many babies, toddlers, and preschoolers are exposed to addictive substances that are commonly found in American homes – ranging from highly caffeinated energy drinks to addictive pain medications. With the rise in popularity of vaping products and the legalization of recreational marijuana in some states, household exposure often includes nicotine pods and marijuana edibles.

In 2018, Center on Addiction released a report that detailed the unacceptably high rates at which children ages 5 and under are exposed to these toxic, addictive substances. The study educated policymakers and health professionals on the risks associated with these substances. More importantly, it helped parents understand how to protect their children.
UNDERSTANDING ADOLESCENT PERSPECTIVES

We surveyed teens across the country to better understand their attitudes, beliefs, and experiences on substance use and addiction. The more we know about their thought processes and influences, the better we can support them.

Center on Addiction also partnered with the Houston Council on Recovery to prevent substance use among teenagers and young people in Houston, Texas. We reviewed the Council’s prevention program for local schools and helped develop a scalable curriculum to prevent and address addiction.
HELPING FAMILIES

Although family therapy has the strongest evidence base for treating adolescent substance use, it is rarely used effectively. In 2018, with funding from the National Institute on Drug Abuse, we worked toward developing a set of tools that will standardize this approach and support therapists in giving adolescents—and their families—the help they need.

This work includes curricula for the United Nations Office of Drug Control to bolster their efforts to train providers across Asia in family therapy. In addition, with funding from the National Institute on Drug Abuse and the National Institute of Mental Health, we are testing innovative, video-based training to help providers integrate both family therapy and cognitive behavioral therapy into their routine practice.

Center on Addiction's Family Research Team uses family therapy vignettes to test an online tracking system for community-based clinicians across New York.
Pregnant women and new mothers are a vulnerable group in need of support. With funding from the National Institute on Drug Abuse, Center on Addiction will develop and test a tablet-based program for pregnant and postpartum women. The program will provide education, motivation, and support to women who are enrolled in early childhood home visiting programs.
Unfortunately, even when people do receive medical care for addiction, the majority do not get effective or high-quality treatment. We are working with health care systems to change that.

Health care services, including addiction treatment, are designed around payment. This past year, state agencies looked to Center on Addiction to ensure that payment is driven by quality. We built the Technical Assistance Center to improve the quality of care that each person receives when seeking addiction treatment in New York. That includes:

- Modernizing the New York State Office of Alcoholism and Substance Abuse Services (OASAS) residential treatment system.
- Training providers to use medication-assisted treatment (MAT).
- Educating and guiding providers to adopt person-centered treatment.

In 2018, we launched a strategic alliance with the Addiction Institute of Mount Sinai to improve addiction treatment for youth. Adolescents have complex needs that often go unaddressed by adult-focused addiction treatment. We are empowering addiction experts to create innovative, scalable models that include evidence-based screening, prevention practices, and care specifically tailored to young people.
ELEVATING TREATMENT THROUGH TECH

We build tools to help improve the quality of addiction and substance use treatment. Some include:

- **Screening, Brief Intervention, and Referral to Treatment (SBIRT):** We worked with Northwell Health to launch an app that helps providers screen for substance use. Hundreds of health care professionals have used this app to better identify patients at risk and provide care.

- **LOCADTR:** We developed the highly acclaimed LOCADTR tool to ensure people start treatment with the best level of care based on their individual needs, resources, and symptoms. Through our partnership with OASAS, LOCADTR has been used more than 1 million times.

**On The Horizon:**

In collaboration with New York state, we are developing the TPA8 tool to help addiction treatment providers keep track of how well patients are responding to treatment.
Center on Addiction closely tracked federal and state policy responses to ensure policymakers are adopting a comprehensive, health-based approach to addiction. We released statements on major federal policy, including the Trump Administration’s “Initiative to Stop Opioid Abuse and Reduce Drug Supply and Demand” and the bipartisan SUPPORT Act passed by Congress in the fall. The Washington Post quoted our statement in its coverage of the new law.

During this critical year, we bolstered our advocacy efforts to educate lawmakers on the importance of prevention. Our research shows the value of SBIRT, a tool to identify and treat drug and alcohol problems early, before they become serious and/or chronic.

Over the course of several months, we met with more than 60 policymakers – the Surgeon General, Senators, Representatives of Congress, and their staffs – to discuss the importance of screening youth. We built support from federal policymakers to promote screening and early intervention as an efficient, cost-effective way to prevent addiction among young people.

In September, Center on Addiction co-hosted its second summit for state lawmakers with the State Legislative Leaders Foundation held at Johns Hopkins University. We convened addiction experts to present viable solutions to the opioid crisis and shared successful strategies for tackling addiction. The lieutenant governors from Delaware and Maryland also presented at the conference.
We continued to identify barriers and develop recommendations to make treatment more accessible and affordable. We collaborated with other organizations on the Parity at 10 Campaign to promote effective enforcement of the Parity Act, which ensures equitable insurance coverage for addiction.

A summary of our findings and recommendations was published in the Health Affairs blog, reaching a wide audience of policymakers, industry leaders, health policy advocates, and academics.

We authored a chapter for a book, *The Stigma of Addiction*, that identifies the many ways stigma creates treatment barriers. This book is an important contribution to the literature on addiction, as stigma remains the biggest barrier to treatment.

On The Horizon:

Center on Addiction is releasing its second report on coverage gaps for addiction treatment in insurance plans subject to the Affordable Care Act. We shared our findings with governors and insurance commissioners in each state to make them aware of discriminatory practices within insurance plans.
Center on Addiction was featured in a number of major media outlets this year, including *the New York Times*, *the Washington Post*, *NBC News*, *Dateline*, *the Today Show*, *Vice News Tonight*, and *Last Week Tonight with John Oliver*.

The New York Times showcased our research on the link between vaping and addiction, and *The Washington Post* published two letters to the editor penned by Lindsey Vuolo, our Director of Health Law and Policy, and Creighton Drury, our CEO.

On the social media front, our followings increased by:
- 26% on Twitter
- 23% on LinkedIn
- 32% on YouTube
- 14% on Facebook
In May, The National Center on Addiction and Substance Abuse rebranded to a shorter name: Center on Addiction. This year we also debuted our new colors – purple and gold – and our new heart-and-checkmark logo. This logo emphasizes the importance of addressing addiction with knowledge and compassion.
WHO WE ARE

"It is an honor to serve as a board member for an organization that shares my commitment to addressing substance use. Center on Addiction provides reliable resources to families, helping them recognize and obtain the care they need. I am especially excited about our merger with Partnership for Drug-Free Kids, which will significantly expand our impact."

-Melinda B. Hildebrand
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I am committed to removing the stigma surrounding addiction so those affected are able to get the help they need. It is so gratifying to know I work in an organization that shares that commitment.

-Cori Hammond, M.P.H., Research Associate
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We’d like to extend a special thanks to our members of the board who stepped down in 2018. We appreciate the contributions you’ve made to help realize our vision.
26TH ANNUAL AWARDS DINNER

On May 2, our 26th annual awards dinner raised a record $2 million and celebrated the strides made in changing the landscape of addiction.

1. Mariano Rivera, Creighton Drury, and Curtis Martin
2. Quest’s Dennis Moynihan, Wendy Bost, and Gary Samuels
3. Mariano Rivera accepting the 2018 Distinguished Service Award
4. Mary Streett and Clyde Tuggle
5. Dwight Gooden, Gerry Cooney, Ottis Anderson, Roy White, Adam Steiner and Joe Morris
7. Center on Addiction’s Cathy Woods-King, Megan O’Grady, Chris Clemens, Carla Lisio and guests
8. Creighton Drury’s pin
9. The Broadway Boys
10. Broadway star Tovah Feldshuh

“We, as a nation, need to wake up and make things happen.” — Mariano Rivera
The names listed below represent individuals, corporations, and foundations that have graciously given to Center on Addiction. We wish to thank all of our donors, whose generosity has enabled us to commit to understanding the science of addiction and its implications for public education, health care, and public policy. Donors are listed based on their lifetime giving and are represented by the symbols/categories listed below.

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In Honor of Josh Kurkoff
Bradley Kaufman
In Honor of Jeffrey B. Lane
Paul Ades
Jay M. Goldberg
Richard D. Goldstein
Mrs. Ronnie F. Heyman
Kathy and Mitchell Jacobson
Ellen and Robert Jaffe
H. Irwin Levy
Nancy and Harold Oelbaum
Palm Beach Country Club
Pamela and Edward Panzer
The Rothschild Family Foundation
Martha and Jerry M. Saltz
In Honor of Jake Levin
Jill Levin
In Honor of Vincent Lewonka and others
with Addiction
Valerie Lewonka
In Honor of Richard Lowe
Anonymous
In Honor of Jeannine Luisi, Kate Keparutis,
Rosemarie Lammucci, and Shauna Metz
Krista Nicholson
In Honor of Laura Minton
Aimee Venn
In Honor of Rik Mosley
Anonymous
In Honor of Scott Nultall
Kendra Deslouis
In Honor of Joe Plumeri
Sondra and David S. Mack
Pamela and Edward Panzer
The Rothschild Family Foundation
Michael S. Sirkin
Robert P. Stiller
Timothy Tynan
In Honor of Quincy Rae
Skip Shuda
In Honor of Frankie Riera
Laura Hinnau
In Honor of Larry Rosenthal
Jeffrey Bogatin
In Honor of John Charles Rymarquis
Colleen McConnell
In Honor of John and Jana Scarpa
Brian Rich
In Honor of Karen Smalls
Rachel Epstein
In Honor of Andrew Stevens
Maxine Ferrara
In Honor of Kevin Still
Kathy Hobbs
In Honor of Jane Sweeney
John Muether
In Honor of Ricky Taylor
Holly Wise
In Honor of Woe Thompson
Mary E. Thompson
GIFTS IN KIND
FCB
Interpublic Group
White & Case LLP

"A huge, warmhearted thank you to all of our donors - for believing in us and our mission, and helping us save families, save lives, and change the way America treats addiction."

Emily Feinstein - Executive Vice President and Chief Operating Officer, Center on Addiction
# FINANCIALS

The Center on Addiction financial report as of December 31, 2018.

<table>
<thead>
<tr>
<th>ASSETS</th>
<th>2018</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash and cash equivalents</td>
<td>$799,360</td>
<td>$1,452,397</td>
</tr>
<tr>
<td>Grants &amp; contributions receivable, net</td>
<td>2,788,176</td>
<td>3,512,539</td>
</tr>
<tr>
<td>Prepaid expenses and other assets</td>
<td>346,571</td>
<td>411,826</td>
</tr>
<tr>
<td>Investments</td>
<td>31,800,381</td>
<td>50,387,458</td>
</tr>
<tr>
<td>Property and equipment, net</td>
<td>7,813,388</td>
<td>8,151,814</td>
</tr>
<tr>
<td><strong>TOTAL ASSETS</strong></td>
<td><strong>$43,547,876</strong></td>
<td><strong>$63,916,034</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>LIABILITIES</th>
<th>2018</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounts payable and accrued expenses</td>
<td>$1,530,213</td>
<td>$1,661,238</td>
</tr>
<tr>
<td>Deferred revenue</td>
<td>278,196</td>
<td>30,298</td>
</tr>
<tr>
<td>Bonds payable</td>
<td>0</td>
<td>14,000,000</td>
</tr>
<tr>
<td><strong>TOTAL LIABILITIES</strong></td>
<td><strong>$1,808,409</strong></td>
<td><strong>$15,691,536</strong></td>
</tr>
<tr>
<td><strong>TOTAL NET ASSETS</strong></td>
<td><strong>$41,739,467</strong></td>
<td><strong>$48,224,498</strong></td>
</tr>
<tr>
<td><strong>TOTAL LIABILITIES AND NET ASSETS</strong></td>
<td><strong>$43,547,876</strong></td>
<td><strong>$63,916,034</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>DETAIL OF NET ASSETS</th>
<th>WITHOUT DONOR RESTRICTIONS</th>
<th>WITH DONOR RESTRICTIONS</th>
<th>2018</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Operating funds:</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Available for operations</td>
<td>$4,581,521</td>
<td>$4,581,521</td>
<td>$4,741,795</td>
<td></td>
</tr>
<tr>
<td>Program services</td>
<td>$1,802,044</td>
<td>$1,802,044</td>
<td>$1,806,721</td>
<td></td>
</tr>
<tr>
<td>Future periods</td>
<td>104,366</td>
<td>104,366</td>
<td>102,443</td>
<td></td>
</tr>
<tr>
<td>The Joseph A. Califano, Jr. Institute for Applied Policy</td>
<td>10,659,630</td>
<td>3,045,915</td>
<td>13,705,545</td>
<td>14,430,270</td>
</tr>
<tr>
<td>Program Concentration Fund</td>
<td>21,545,991</td>
<td>21,545,991</td>
<td>27,143,269</td>
<td></td>
</tr>
<tr>
<td><strong>TOTAL NET ASSETS</strong></td>
<td><strong>$36,787,142</strong></td>
<td><strong>$4,952,325</strong></td>
<td><strong>$41,739,467</strong></td>
<td><strong>$48,224,498</strong></td>
</tr>
</tbody>
</table>
To create an even greater impact, we are merging with Partnership for Drug-Free Kids. Partnership’s expertise – including iconic public service advertising and direct-to-family resources – complements Center on Addiction’s legacy of groundbreaking research and public policy. Uniting our organizations will create more opportunities to transform the way our nation addresses addiction.
THANK YOU

A special thanks to board member Michael Roth and the Interpublic Group of Companies for their creative expertise in helping Center on Addiction reach millions of Americans. In particular, we would like to recognize Devries Global and dna Communications for their valuable time and expert insights that contributed to our branding and public relations efforts. Thanks to the talented team at FCB Health — Daniel Bajusz, Kathleen Murphy, Thomas Conigliaro, Zach Birenbaum, Dylan Carroll, Shoui Peng, Erin Brennan, Michael Benedetto, and Tameka Curwen — who designed and contributed to this annual report.

We are also grateful for the pro bono legal counsel of the law firm of White & Case LLP. We are especially thankful to Morton Pierce, Michelle Rutta, Tal Marnin, Claudia Smith, Wendy Lepp, and Steve Chabinsky.