



MEN'S CAMPUS

1020 W. Market
Louisville, KY 40202
502.585.4848

WOMEN'S CAMPUS

1503 S. 15th
Louisville, KY 40210
502.568.6680

CAMPBELLVILLE CAMPUS

105 Hiestand Farm Rd.
Campbellsville, KY 42718
270.789.0176

RECOVERY LOUISVILLE OUTPATIENT SERVICES

1017 W. Market
Louisville, KY 40202
502.357.1972

THEHEALINGPLACE.ORG



ANNUAL REPORT

AUGUST 2020



ABOUT THE COVER PHOTO

The mural featured on the cover of this annual report was created by Riley Gregor.

"The Healing Place is not only an investment on a better way of life but also in relationships, community, and partnership. It continues to amaze me how much opportunity there is to stay involved after completing the program.

One of the beautiful facts of sobriety is to learn, find, and hone in on a passion. Not only has The Healing Place helped me grow in all those aspects, but it has also given me the support to apply it to the facility that means so much to me.

The mural itself is simple, with the logo and tagline. I wanted to bring in more of a design element to the mural and play with hues of blue. The mural has a nice flow from start to finish with the eye and I believe expands beyond the simple, yet effective logo. The clients and other artists wlike Nigel Padilla helped me through the whole process. Thank you to The Healing Place on all fronts. " - Riley Gregor

A NOTE FROM THE PRESIDENT



**KARYN
HASCAL**
PRESIDENT

It has been 31 years since The Healing Place opened, and we remain a vital resource for our community. Without our services, nearly 1,000 men and women would be on the streets, crowding the emergency rooms, hospitals, jails, and courtrooms.

To many of our clients, we are their only home, resource, and place to go. We are their safe place. With many other recovery resources forced to shut down during the COVID-19 pandemic, The Healing Place has literally become this community's safety net. We have remained open, focused on addiction recovery and providing vital services on a daily basis.

Due to the ongoing pandemic, we are already seeing decreased funding with philanthropic donations, and especially with contract services and earned income. Our contract services that we provide for community partners have decreased 45-50% and our earned revenue has

dropped 40-45%. While experiencing this decrease in funding, The Healing Place remains open and has had to hire additional staff to help monitor and enforce the CDC guidelines during recommended during this crisis.

While we are uncertain about the future of the conditions surrounding the pandemic, we are certain that our mission will continue to be one of reaching those who are still suffering from addiction and providing the resources necessary for recovery.

We are grateful for everyone who continues to partner with The Healing Place and support our clients, especially during this challenging time.



The detox units on our men's and women's campuses served nearly 2,800 clients in the first six months of 2020. They served more than 5,900 in 2019.

When someone checks into our detox, staff asks the client to identify their primary drug of addiction. We continue to see more people answer meth or alcohol, rather than heroin.

The substances change, but addiction remains a constant... and so does alcohol. Since the pandemic began in March, a quarter of the men who have checked into detox did so for alcohol addiction.



The Serenity Trail at our women's campus is an important place for many of our clients. It provides them with a quiet place to reflect on their journey in sobriety.



**HEATHER
GIBSON**
VICE PRESIDENT
OF PROGRAM SERVICES

I thought opening a new men's campus and implementing three new federal grants was difficult, but nothing could have prepared me for 2020!

In 2019, we increased our services by opening the second half of our men's facility, doubled our detox capacity, implemented three new federal grants, expanded our clients' access to Vivitrol, provided services to homeless veterans, and increased our message of long-term recovery with our first ever Reclaiming Recovery conference.

I was feeling pretty good about the progress we had made. We were finally getting to a place where folks who need help with addiction would get the appropriate level of recovery services in both intensity and duration. Then 2020 came along with its novel coronavirus. We had choices to make. We could shut down services or we could find a way to stay focused on our mission while minimizing risks to clients and staff. I'm proud to

say we never entered serious discussion about shutting down our services.

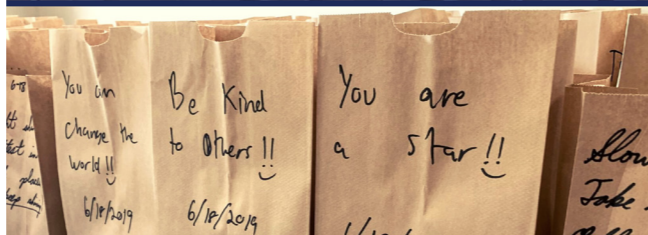
Addiction would continue to kill our people and it was important for us stay open for them. We were innovative and staff never slowed down to ensure our programs continued seamlessly. Services looked a little different with our clients on property most of the days and 12 Step meetings closed to the public. We scrambled to find hand sanitizer and PPE like the rest of the world. We changed protocols weekly and sometimes daily.

Despite these challenges I am proud to say that we never stopped providing services to those who needed it. This was quite the challenge, but addiction continues to be a severe crisis that we as a community, state, and country have to keep battling - pandemic or not.

Alcohol sales are up more than 50% and overdose rates have tripled since the start of the pandemic but The Healing Place has been able to keep our doors open and provide much needed detox and recovery services for folks who need our help. We, like the rest of the world, have had to adapt and change during these strange times but one thing that will never change is our focus on the individual out there still struggling with alcoholism and addiction.

VOLUNTEER OF THE YEAR

We are thrilled to honor **Laura Setters**, founder of **Backpacks from Beth**, as our Volunteer of the Year. Since August 2015, Laura has delivered more than 2,700 backpacks filled with hygiene items, notebooks, notes of encouragement, and so much more for clients at our men's campus as well as our campus in Campbellsville.



MESSAGES OF HOPE

Community partners like **Brown-Forman** make a huge difference at The Healing Place. For the past several years, their summer interns have come to our women's campus to learn about our program and to pack lunches with motivating messages for our clients to take with them to class.

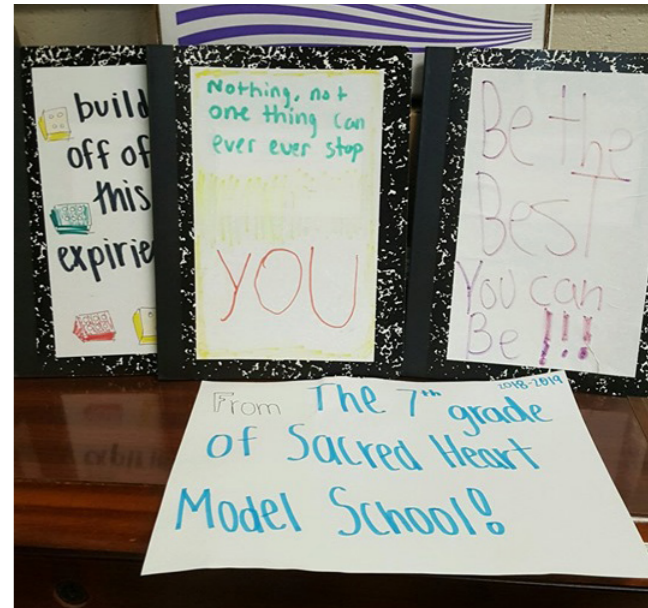
GIVING BACK

Our friends at **Burnett Ave. Baptist Church** never hesitate to volunteer when needed. From helping out at our Alumni Reunion to providing service work as part of the church's anniversary every year, we know that we can count on them to be there when we need them.



SHOWING ENCOURAGEMENT

Notebooks are always in short supply since our clients use them as a big part of their recovery process at The Healing Place. When 7th grade students at **Sacred Heart Model School** collected notebooks, they didn't just donate them as is - they wrote notes of encouragement. A few words of kindness mean a lot.



EVERY GIFT MAKES A DIFFERENCE

BOARD PROFILE



ALLYSON STURGEON
BOARD CHAIR

With my kids getting older, I wanted to give back more in my community. I first learned about The Healing Place through my employer, LG&E and KU Energy, and was concerned about the growing impact of addiction on the Louisville area.

I toured the campus and met some of the folks who work on the front line and

I was impressed with the work that The Healing Place does and the meaningful difference the organization makes in the lives of others in need. Attending my first community meeting sealed the deal for me and in July 2015, I became part of The Healing Place Board of Directors. I became Board Chair in January 2020.

During my time on the Board, I have learned that people working together – even with small actions – can make a big difference in our communities. The history of The Healing Place is an example of how one person’s idea can be the seed to grow the garden that serves the community for the future. The Healing Place is an organization

that is committed to its core principles and financial prudence, yet open to new ideas. These core values allow The Healing Place to be nimble when life throws unexpected curveballs – like a worldwide pandemic following expansive growth within the organization.

I don’t think there is a person alive who has not been impacted by addiction in some way and I am so proud to be a small part of an organization that truly is where hope is found.



DARRYL WALES **CHENIQUA COLEMAN**

Alumni of the Year are nominated by and voted on by alumni, staff, and clients.

2019 FINANCIAL REPORT

Every year, The Healing Place undergoes an independent financial audit by an outside firm. The 2019 audit was conducted by Strothman & Company PSC and produced a qualified opinion, noting an intercompany transaction that was not eliminated. The financial statements present fairly, in all material respects, regarding the financial position of The Healing Place, Inc. and Affiliates as of December 31, 2019.

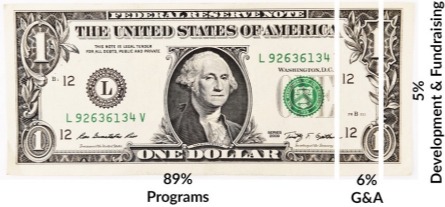
2019 Consolidated Balance Sheet Summary

The health of our organization can be seen in our very strong debt to equity ratio.

Total Assets	\$44,594,941
Total Liabilities	\$ 6,149,224
Net Assets	\$38,445,717

2019 Operating Expenses

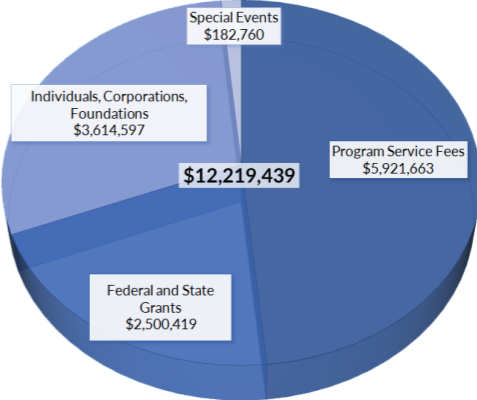
Programs	\$11,172,263
General & Administrative	\$ 840,372
Development & Fundraising	\$ 610,638
Total Expenses	\$12,623,273



2019 Sources of Revenue

Here at The Healing Place, we rely on a variety of revenue sources including donations, contracts for services provided, government grants, and special events.

In 2019, our major operating revenue of \$12,219,439 was received as follows.



The Annual Report is published by The Healing Place Development Office.

For questions or comments:
The Healing Place Development Office
1020 W. Market
Louisville, KY 40202
info@thehealingplace.org

We are truly grateful to everyone who generously donated their time, talent, and treasure to The Healing Place in 2019.

We value all of our donors and we know that you value your privacy. Because of this, we have chosen not to publish names in this year’s annual report.

BOARD OF DIRECTORS

Allyson Sturgeon <i>Chair</i>	Rob Frederick <i>Past Chair</i>	Andrew Pyles <i>Treasurer</i>	M. Deane Stewart <i>Secretary</i>
Karen Ash	Rachael Givens	K. Thomas Reichard, MD	
Peggy Bennett	Scott Gregor	Katie Ryser	
Toni Clem	Bert Guinn	Richmond Simpson	
Alfonso Cornish	Dean Harrison	Tina Simpson, MD	
John Couch	Paige Hincks	Carson Stewart	
Julie Denton	Ian Hooper	Nicole Trammell	
Larry Droege	Christopher Jones, MD	T. Lee Weyland	
Lee Dulaney	Mike Lorch		