

2023
ANNUAL
REPORT

cmc :
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foundation for change

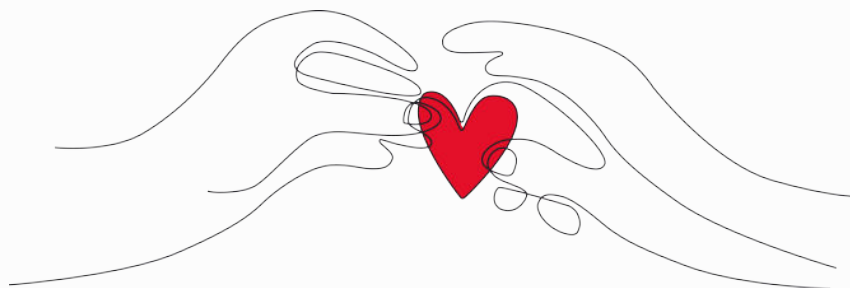
cmc: foundation for change

OUR MISSION

CMC:Foundation for Change is dedicated to providing evidence-based tools for change to everyone who cares about a person struggling with substance use. We have taken the best science has to offer and translated it into a practical, compassionate, and accessible approach for helping called the Invitation to Change (ITC).

We envision a world where...

- People feel empowered to help their struggling loved ones.
- Anyone can access evidence-based, compassionate tools that encourage change.
- There is no stigma around getting help for substance use struggles.
- Evidence-based practices are common-use, and addiction treatment is viewed the same as any other medical or mental health issue.



THE PROBLEM

There are approximately 46 million people in the USA who meet the criteria for a Substance Use Disorder (the most severe form of alcohol and drug problems). Only about 10% of those people will ever come in contact with the treatment system for reasons that include: the shame and stigma associated with these problems, mistrust of the treatment system, other medical and mental health problems, and limited access due to geography or finances.

These barriers place the burden of helping almost entirely on their families, who are more often than not overwhelmed (emotionally, financially, physically), isolated, and suffering from their own guilt and shame. They face the same barriers to treatment, and when they do seek help, they are often provided with outdated and ineffective solutions.

HOW WE WORK TO SOLVE THIS PROBLEM

CMC:FFC's programmatic efforts to combat this problem aim to address limitations of the professional treatment industry as well as bolstering existing peer services. Our programs include:

- **Professional Training and Community Collaboration:** We train approximately 1000 helping professionals each year, and partner with organizations in underserved communities to offer workshops to help make support available to all.
- **ITC Community Support Groups:** We have trained over 300 facilitators to lead groups in the ITC Approach. These facilitators are typically parents with lived experience who start ITC support groups to serve the needs of their community. There are approximately 60 ongoing groups (and growing) worldwide.
- **Direct-to-Family Training and Support:** We provide ITC training directly to family members, including monthly educational groups, a lunchtime training series, and multi-day workshops. We regularly incorporate feedback from family members into our community-delivered material.
- **Resources:** We release new resources regularly. From podcasts, to workbooks, to videos.

OUR IMPACT

40 Support Groups Launched

171 Group Leaders Trained

2,489 Helping Professionals and Families trained in the Invitation to Change Approach

20 Organizational Partners

Our efforts to change the culture around substance use treatment extend beyond the reach of our workshops and trainings. In 2023 we also:

- **Engaged 3,000 listeners** on our new podcast for families, Rethinking Rock Bottom.
- **Launched a new, free, quarterly seminar series**, available to the public for more in-depth learning. Our inaugural seminar by Ken Carpenter garnered 300 views.
- **Reached 8,700 readers** through the purchase or download of our workbook, The Invitation to Change: A Short Guide and The Beyond Addiction Workbook.
- **Expanded our infrastructure to support our 171 new group leaders**, helping them serve the approximately 400 families they engage in support groups annually.

TRAINING PARTNERS



POWERED BY NYU McSILVER



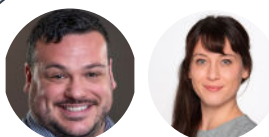
Rethinking Rock Bottom



Episode 1: Focusing on Self-Awareness with Julie Merberg



Episode 1 features Julie Merberg, a NYC-based mom who reflects on learning about her son's anxiety, shame, and pain and how they were hidden motivators of his substance use. This in turn opened the door for her to find more ways to support and help him reduce his substance use. She discusses remaining connected and reimagining what a healthy life looks like for her son—with thoughtful ITC insight from Jan and Carrie.



Episode 2: The Sibling Perspective with Meg and Stephen

On this episode Carrie and Jan welcome Meg and Stephen, siblings who were very close and then grew apart as substance use played an increasingly complicated role in their relationship. Together they highlight the struggles of Stephen's substance use, the secrets and burdens that Meg felt she had to carry alone, and why she, as a sibling, did not fully understand or appreciate her role in Stephen's healing journey – landing on the hope they have found in their relationship as they have each healed.

Episode 3: Grief & Self-Compassion with Becky

When Becky's daughter Katie began struggling with substances, Becky was repeatedly told by friends, family and professionals to disconnect and let her hit rock bottom. Scared and confused, Becky reluctantly agreed, despite how painful and unnatural it felt. She eventually changed tactics and began rebuilding a relationship with Katie. And though Katie ultimately lost her life to substances, Becky's choice gave them both a chance to reconnect. Becky shares with us how being connected to others allowed her to persist in connecting with her daughter, how she allowed herself to love herself and her daughter in spite of so much heartache, and how her connection with Katie lives on even through Katie's passing.

"Nothing may take away one's grief, as it is hoped nothing can take away one's love."

Episode 4: Hitting the Pause Button with Dave and Tina



This episode we speak with Dave and Tina, parents whose son, Craig, struggled with his mental health from a young age. As he got older, substances entered the picture as well. When Dave and Tina tried to help, they found themselves ping-ponging between worlds. Addiction providers told them that their son needed mental health support, while the mental health programs said he needed to treat his substance use issues first. All of this left Dave and Tina floundering as they desperately tried to help their son.

Dave and Tina eventually found a different approach (a combination of CRAFT and the ITC) which helped them learn communication skills and positive reinforcement strategies to help their son and keep their family connected.



Episode 5: Race and Substance Use with Felicia Pullen

In this episode, we talk with Dr. Felecia Pullen, the founder, President, and CEO of Pillars and Let's Talk SAFETY, Inc.

In her life and work, Felecia encourages a view of substance use that acknowledges its complex realities, with overlapping lenses of race, class, culture, and systemic injustice. This conversation highlights the challenges people of color face in treatment and brings to light the very real and painful impact of systemic racism and generational trauma.

Race continues to be a blind spot in the treatment community, but acknowledging these issues is essential for effectively treating communities of color.

Meet the Hosts:

Episode 6: A Drive for Compassion with Jan and Carrie



Treatment providers spend significant amounts of time having vulnerable conversations with people but rarely share their own stories.

On this final episode of the first season of Rethinking Rock Bottom, hosts Dr. Carrie Wilkens and Reverend Jan M. Brown take the opportunity to share their own experiences and some of the personal reasons that they are so passionate about helping families heal. They each navigated very different paths that led to their work of helping people heal, and their deeply personal reasons keep them both motivated to do this important work.

Together they each share their journey to CMC:Foundation for Change, the struggles and realizations they encountered along the way, and how hope has led them to serving and supporting others as they navigate their own paths toward healing.

TRAINING TRACK: A ROAD MAP

Our training track provides in-depth learning and certification opportunities for people in helping roles to gain new skills and to connect with a community of ITC professionals.

Step 1

The ITC Intensive

A 17-hour intensive overview of the Invitation to Change Approach. Participants spend significant time understanding each topic in the ITC, with exercises to enhance engagement and learning, as well as time for group debriefs and discussions. Participants receive a Certificate of Completion and qualify to enroll in any of our trainings on applications of the ITC.

Step 2:

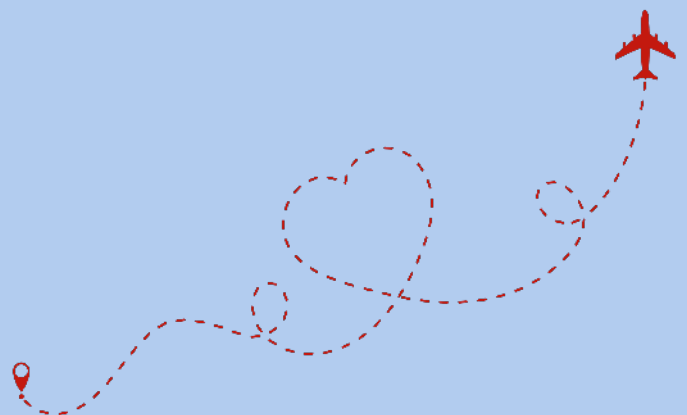
Choose one of our applications trainings

For those interested in a deeper dive, we currently offer a 12-hour ITC Group Leader training. Attendees learn to lead support & skills groups and to employ the ITC group curriculum. Participants who complete the training gain ITC Certification in leading groups. More practical applications trainings coming soon include ITC Grief Groups and ITC for Clinicians and Coaches.

Step 3:

ITC Certification and access to our ITC Learning Community

Completing Steps 1 & 2 give trainees ITC Certification, as well as an invitation to join our growing community of over 400 families and professionals. Community members also have access to free ongoing training, regular support and supervision meetings, the ability to list their groups in our ITC Group Directory, and more.



FEEDBACK WE RECIEVE

"I am so happy with the ITC program, it changed my loved one's behavior positively , and helped me cope with the relapse with more understanding, which made it easier and helped my self compassion. This is the second time I have taken this class, and I love it because I learn something new in each workshop. Thank you for being there for us, the families!!"

"This workshop was so helpful. I found the material engaging and relevant. The exercises helped the material become applicable. I thought the leaders did a fantastic job and I am thankful to have had this opportunity. I appreciate everything the team is doing to get this message out into the world to help families."

"I feel so blessed that this training is open to other areas of the country. The ITC philosophy not only helps families in the throes of SUD, this program is a way of living and promotes understanding and compassion to others and toward oneself."

"As someone who loves someone with SUD, it's life-changing to finally have a space where I'm treated with kindness and compassion and my anger and fear and longing is recognized and validated, while I'm also being given real tools that can help me and my loved one. I have real hope - not just fantasies or wishes that things could be better - for the first time."

"I so appreciated the examples, the approachability of the presenter, the obvious familiarity and experience with working with you. It was a really wonderful day of learning and sharing.."

"Wow. Just wow. I'm so impressed and grateful. Thank you."



THANK YOU TO OUR 2023 DONORS

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