

cmc: foundation for change

ANNUAL REPORT

– 2022 –

CMC:FOUNDATION FOR CHANGE
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CMC:Foundation for Change is a Delaware not-for-profit corporation that has exemption from federal income tax as a public charity under §501(c)(3) of the Internal Revenue Code.

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 and translated it into a practical, compassionate, and accessible approach to helping called the *Invitation to Change* (ITC). Through training, support groups, and community infrastructure building, we use the ITC to help family, friends, treatment providers, and community leaders impact the terrible toll of substance use.



Transforming the way substance use is treated.

Our robust *Invitation to Change* training program helps professionals replace ineffective and punitive strategies with compassionate and evidence-based approaches to helping.



Supporting caregivers. We provide families with a wide range of workshops, videos, books, and digital resources they can use to help their loved ones.



Creating awareness and compassion

around substance use problems. Through our *Community Groups Initiative*, we provide affected families a space to move away from shame and isolation and towards action, community, and healing.



Expanding accessibility. Our collaborative partnerships with organizations in historically underserved communities help to make compassionate support strategies available to all.

FOUNDERS' STATEMENT

www.cmcffc.org

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Seven years ago, we achieved a long-held dream of founding a non-profit to reach out to the millions of people across the country who lack access to or financial resources for evidence-based strategies to help someone struggling with substance use. Too often, advice given to families involves “tough love,” “detaching,” or “letting them hit rock bottom,” approaches which are hard on the heart and do not take full advantage of the power family members have to bring about positive change in their loved one and themselves. With the help of Dr. Ken Carpenter and many others, we developed the Invitation to Change Approach (ITC), which is full of techniques that are rooted in substantial research. Our aim was to bring evidence-based ideas together in a way that lay people (family, friends, first responders, educators, faith-based leaders) and health professionals (nurses, doctors, therapists and recovery coaches) can understand and apply in their efforts to assist.

To this end, we developed a Level 1 ITC Certification program that facilitates deeper learning of the ITC model, provides a framework for starting a group, and connects professionals and family members with each other and with us, helping all of us to build a coalition around “science and kindness.” At the time of this report’s release, we have certified more than 180 people to offer ITC-based support groups for families in their communities— and we continue to learn from each other in our twice-monthly meetings for Level 1-certified folks. We now have support groups running across the country - and in the UK!

60 international participants attend our trainings, and they are now equipped to reduce the stigma around substance use and offer evidence-based strategies for helping to their communities.

We created the ITC with the idea of a waterfall in mind - a continuous flow of shared understanding and language between providers, families, and their loved ones, eliminating any obstacles that exist between those providing the tools and those who receive them. We are all human, we all face hardships, and there are common and powerful methods to understand these difficulties, as well as compassionate and effective methods to move forward. We aspire for our Foundation, and the resources and tools we provide, to form a vibrant community of hope, compassion, and successful change. We are grateful to those who support us with their faith and encouragement; this is a battle worth fighting.

We have also begun a collaboration that is very special to us: Your Ally Foundation, founded by Susan Wilkinson, who came to Boston from Uganda many years ago. Your Ally is working to disseminate ITC in Uganda, Zambia, and the African diaspora of New England. We’ve had more than

Our guide to this approach, *The Beyond Addiction Workbook for Family and Friends: Evidence-Based Skills to Help a Loved One Make Positive Change*, came out in August of 2022 and we have been training family members and professionals across the country in this user-friendly, science-based, compassionate approach to helping. The CMC team reached approximately 1500 people at 35+ events in 2022, and are expanding our reach as we enter 2023 as we have 10 trainings scheduled before the end of the summer.

While our trainings are reaching more and more people, we also had the goal of empowering family members and professionals to start ITC support groups in their communities and treatment programs. Most communities have no free group support for friends and family, and if they do, it tends to be Al-Anon—which is a 12-step group based on traditional understandings of addiction. We have the ambitious goal of having ITC groups in communities across the country to provide an alternative to Al-Anon and we are starting to make progress.


JEFF FOOTE, PHD
Co-President & CEO


CARRIE WILKENS, PHD
Co-President & CEO

A FEW WORDS FROM EXECUTIVE DIRECTOR, MEG MURRAY



MEG MURRAY
Executive Director

In 2016, I was working with Jeff and Carrie when they approached me about a new venture: a charity to support families who have a loved one struggling with substance use. As someone who had experienced this myself as a family member, I felt instantly connected to this mission. I was so excited at the prospect of using family and community to help tackle the issue of addiction, instead of what I had long been taught about families – that we were probably making things worse.

7 years later, I am so proud to have stepped into the role of Executive Director. My role here is varied: from big-picture planning, operations, fundraising, developing new programs, and HR to lending a hand to my team where it's needed to execute our programs. My favorite part of my job is getting to meet with people who are doing this work all over the world. So if we haven't been in touch yet — don't hesitate to reach out!

I am in awe, on a daily basis, of how much love and energy families put into their efforts to support the people they care about. Recently I heard a parent remark that in the past 10 years of working tirelessly to help her child to try to help them get better — putting much of her own life on hold — not one person had thanked her.

So from all of us here at CMC:FFC to the millions of family members staying up late worrying, researching, grieving, struggling financially, feeling isolated, or waiting for their loved one to respond to their call: we see how hard you are working. And we thank you for everything you are doing. This is not easy, and it isn't fun. I hope we can provide you some hope and some community, and if nothing else, the knowledge that we see and appreciate how much you care. We see you.

— Meg

NEW MEDIA & RESOURCES

ONE SIZE DOES NOT FIT ALL (VIDEO)



After releasing our **Behaviors Make Sense** video in 2021, we are thrilled to release our next concept video this year: **One Size Does Not Fit All**. The video aims to demonstrate the harms—and even the absurdity—of forcing every person who struggles with substances to seek help in the exact same way. The response to the video has been incredibly positive, and we are happy to have our next video, **Ambivalence is Normal**, slated for completion in the coming year.

RETHINKING ROCK BOTTOM (PODCAST)



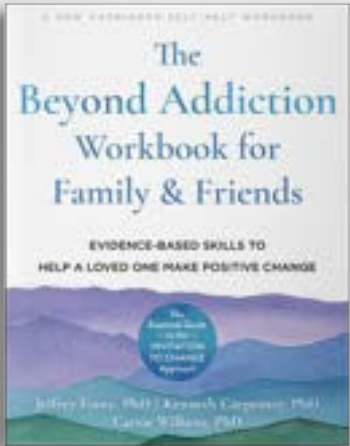
Our new podcast was conceived as a way of approaching our work from a narrative perspective, inviting listeners to learn more about what “science and kindness” looks like in action. Board Member Colleen O’Neal – who is, not unrelatedly, an anthropologist – supported us throughout development, guiding the direction of the podcast in the process. The show is hosted by our Co-Founder and Co-President Dr. Carrie Wilkens, alongside her dear friend and collaborator, the Reverend Jan Brown.

“We’ve had this desire for a number of years to use narrative storytelling as a means and method for us to teach concepts, and simultaneously highlight stories that can help reduce stigma of families who have a loved one struggling with substance use - from a diverse set of backgrounds and circumstances,” says Exec. Director Meg Murray, who has spearheaded development of the project.

We are now officially in production, with several interviews underway – and within those conversations, there are some truly moving, challenging, and special stories that we are so excited to share with you. Look out for **Rethinking Rock Bottom: How Science and Kindness Help People Change** on all podcast platforms in the coming year!

NEW MEDIA & RESOURCES

THE BEYOND ADDICTION WORKBOOK FOR FAMILY & FRIENDS



Many people in our orbit first heard of our work through ***Beyond Addiction***, the book released by our founders Drs. Jeff Foote and Carrie Wilkens, along with Dr. Nicole Kosanke. This year we released our follow-up, ***The Beyond Addiction Workbook for Family & Friends*** by Drs. Foote and Wilkens along with Dr. Ken Carpenter, our Director of Training.

The workbook offers readers a complete education in the Invitation to Change, with accessible lessons on each concept and tons of exercises to help them practice new ideas and skills. Readers can learn to understand their loved one’s substance use in new ways that support communication and collaboration; learn to take care of themselves during this difficult journey; and put concrete behavioral and communication tools into practice.

THE INVITATION TO CHANGE: GROUP LEADERS GUIDE

The number of *Invitation to Change*-based support groups has drastically increased in 2022. To better support the many group leaders who are doing this incredible work, we overhauled our resources and developed a 200-page guide specifically for them. This guide is designed for use with ITC-based groups, with session outlines and worksheets for 15 meetings, as well as advice and support on how to establish and run a community group.



ITC TRAININGS & COLLABORATIONS



OUR IMPACT

(1/1/2022 - 12/31/2022)

230+ 
hours of training

1,493 
people trained

20+ 
free ITC Community
Groups launched

 **40%**
of trainees received
scholarships

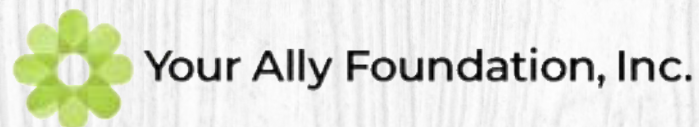
= \$58,000
(approx. value)

\$60,000
reduced costs for
Organizations receiving
training

PARTNER SPOTLIGHT & COLLABORATIONS

A cornerstone of our work is partnership: we collaborate with organizations across the world to adapt our materials, resources, and content to the needs of many different communities.

We are thrilled to have worked with the following organizations over the past year to bring the Invitation to Change into new contexts:



In 2022 we have furthered our work with Your Ally Foundation, with the aim of increasing the availability of evidence-based approaches for treating addiction in Uganda, in Zambia and in the African Diaspora of New England.

Your Ally Foundation is helping local organizations build infrastructure around the ITC, for use in both 1:1 counseling and group work for families. We are very pleased to have trained more than 70 professionals and community leaders hailing from Uganda and Zambia, with more than 30 of them now pursuing Level 1 ITC Certification. Your Ally is also working collaboratively with local treatment centers, schools, and nonprofit organizations across Zambia and Uganda to increase awareness of the ITC and to widen our scope of impact in these areas in 2023.

Your Ally's Founder and President, Susan Wilkinson, brings her knowledge as a psychiatric nurse with a background in substance use treatment, as well as her personal experience having a loved one with substance use disorder, to the table. In her article *A Broken Healer: Navigating the Personal/Professional Tightrope of Caregiving*, Susan says the Invitation to Change helped her "find new meaning in what it means to be an ally."

PENN STATE: PROJECT ECHO



Early in the year, we collaborated with Project ECHO at Penn State, an educational program devoted to substance use topics. In the past, Project ECHO has facilitated knowledge sharing primarily between medical professionals; through partnership with CMC:FFC, the original ECHO model was expanded to include layperson education, namely a collaborative learning environment among family members and caregivers supporting a loved one misusing substances – guided by lectures in the ITC.

This 10-week pilot program was free of charge and open on a first come basis for a *planned* maximum of 50 participants. However, 72 individuals enrolled in the program within several hours of registration opening! Week after week, these participants brought compassion, commitment, and insight to the table, and showed profound support for one another during group discussions.

We are grateful to all these participants for creating such a collaborative spirit, and we've been happy to see them continue to show up in our other workshops. Meanwhile, with Project ECHO's blessing, we have adapted our ECHO lectures into a new 11-week course designed to fit into busy schedules, the ITC Lunchtime Series.

TESTIMONIALS

"I took CMC's Invitation To Change training last year; and both as a Family Addiction Coach and parent of a child with addiction, it has changed my life personally and professionally. ITC has transformed me, and all of my relationships. Well done CMC!!"

"I think of you all nearly every day. I'm just throwing seeds, but you guys are the premium grade. My family is flourishing because of that and every person at CMC seems to be committed to offering the best available information, so thank you personally and [for] all the encouragement each of you spread."

"I so appreciate this workshop being so low cost and accessible. I spent a lot of time feeling like I was spinning my wheels looking for resources (and therapists) that would be supportive as I dealt with my son's substance use, and feel like I found the treasure trove coming upon the work of ITC and CMC foundation. Thank you for what you do. It is so needed."

"It was incredibly helpful in my work with families of addiction patients. As a psychiatrist I was completely unaware of how much I needed this training. I can't emphasize enough how helpful it is!"

"Unlike our other trainings, I had several students call me directly to tell me that they really enjoyed the training and the facilitator."

"I was engaged the entire time. I like the interaction with the attendees. It makes it real."

"Thank you for your work!! As a parent and caregiver who has gone down this road, I wish I had some of this information years ago. I have it now!"

"I realized that my approach to my loved one could bring changes as well!! It gave me hope!"

"This is fantastic work that has changed my life and my loved ones for the better. It has the potential to crush the old paradigm "tough love" and the

WORKSHOP PARTNERS:

In addition to our larger collaborations, we continue to partner with organizations across the country who are serving professionals and family members. Thank you to all our 2022 partners!

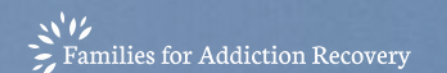
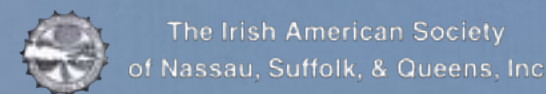
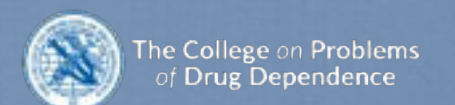
Parkwood Institute



DRUG CRISIS
IN OUR BACKYARD



PORTLAND
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Ophelia





IN-HOUSE PROGRAMS

IN-HOUSE PROGRAMS

COMMUNITY SUPPORT GROUPS AND THE LEVEL 1 COMMUNITY

Over the past few years, we’ve been working hard to develop our ITC certification program, as well as our growing community of ITC-certified group leaders, service providers, advocates, and families.

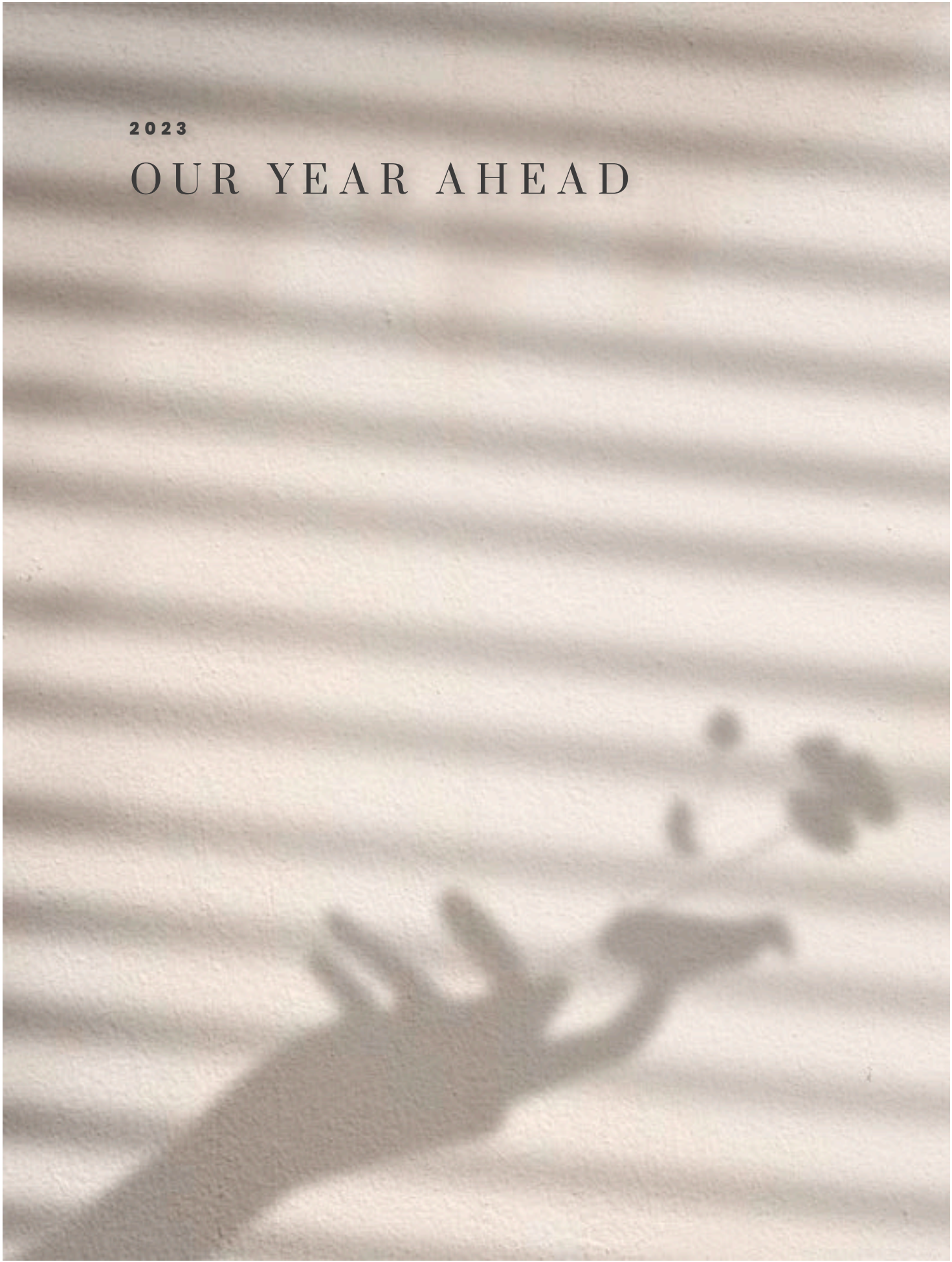
This community is only in its infancy, but we hope that it will play a role in changing the landscape of family support. In 2022, we have certified more than 180 professionals in the *Invitation to Change* – and as a result, we now have more than 25 ITC support groups across the country (and in the UK!). That means that more and more families are gaining access to evidence-based, compassionate support.

We have also developed an inspiring community of people who are deeply engaged with the ITC, with an active Facebook discussion group and well-attended twice-monthly meetings that are full of collaboration. The work we’re doing is personal; it has a real effect on people’s lives. So it is only fitting, we think, that the community behind that work feel personal, too.

PROGRAMS FOR FAMILIES

In 2022 we were excited to finally expand our in house offerings serving families directly. Having a range of options is important to us which is why we have provided 3 options.

- 1 Family Mondays:** Hosted by our friend, collaborator, and trainer Dr. Nicole Kosanke, these twice-monthly evening drop-in sessions are a flexible way for families to learn how to support a struggling loved one from a place informed by science and kindness. These sessions are particularly popular: we regularly get 40-60 family members in attendance.
- 2 Lunchtime Series:** inspired by our March 2022 collaboration with Project ECHO we launched the ITC Lunchtime Series, an 11-week course that gives families space to learn the ITC in a schedule-compliant and collaborative way. This series emphasizes community participation and discussion-based learning: the 1-hour sessions begin and end with the group sharing their thoughts on the ITC topics at hand. This structure began as an experimental departure for us, and so far, the experiment is a success: survey responses reflect that participants feel heard, informed, and optimistic about the results of using their new perspectives and skills.
- 3 16 hour Invitation to Change Training:** Our 16- and 17-hour trainings remain our fullest immersion in the ITC model, designed to foster deep learning and a sense of community among participants. The days are long and a little intense – no accident on our end, since as Dr. Foote likes to put it, these sessions give everyone a sense of being “in the trenches” together. We welcome families to share this time with us – and that invitation extends to our 16-hour trainings for professionals as well, where the lived experience of families is always appreciated.



2023

OUR YEAR AHEAD

OUR YEAR AHEAD

SPECIAL PROJECTS

International work: We are partnering with Your Ally Foundation to increase the availability of evidence-based approaches for treating substance use disorders in Uganda, Zambia, and the African Diaspora of New England with plans to expand the project in 2023.

Supporting Spanish-Speaking Families: With funding we plan to translate our website, videos, and existing workbooks into Spanish with the ultimate goal to create a robust Spanish-language protocol for family members and treatment providers wanting to start community support groups for Spanish speakers.

Addressing the need for Grief Support: We are working intensively to design a peer-led group curriculum for parents and families who have lost a loved one to substance use. We aim to get feedback on this curriculum from a current of parents in our ITC community who have lost children to drug-related deaths, and then begin the process of launching a network of *Invitation to Change*-based grief groups for parents and families.

GROWING OUR PROGRAMS

In 2023, we hope to...

- > **Expand our low-cost offerings for families:** We want to give family members more ways to learn and connect by offering a range of options that fit their needs, including more drop-in workshops, lunchtime meetings, and weekend trainings.
- > **Build an online hub for our community:** We want to offer our community more ways to connect, learn, and access helpful materials. We envision an online space specifically for members with resources, implementation tools, group materials and more.
- > **Provide new supports for group leaders:** Our dedicated group leaders are making a big difference in their local communities, but they need more support! In 2023 we hope to offer them additional clinician-led check-in meetings to facilitate their work. Creating a more comprehensive support structure for these leaders helps our work reach more people in need.



THANK YOU TO OUR 2022 DONORS!

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Craig Russel and Pamela Jones, PhD

YOUR GENEROUS DONATIONS HAVE HELPED US:

- 1 Publish** *The Beyond Addiction Workbook for Family and Friends*, a thorough and actionable guide for caregivers.
- 2 Grow** our ITC Support Group Curriculum: **We created 200+ pages of new resources for peer leaders**, helping them launch and lead Invitation to Change support groups in their communities.
- 3 Begin** production on our podcast, which uses narrative storytelling to illuminate the impact of shame and stigma on people trying to help, while sharing inspiring examples of how real change happens for a family and the community around them.
- 4 Partner** with organizations providing services for underserved communities to expand access to compassionate approaches.
- 5 Expand** our range of workshops, with several new options for families (drop-in sessions, 10-week courses) and new Continuing Education offerings for recovery professionals.

And thank you to the many anonymous donors who have helped make our programs possible this year.



THANK YOU

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