cmc:
foundation for change

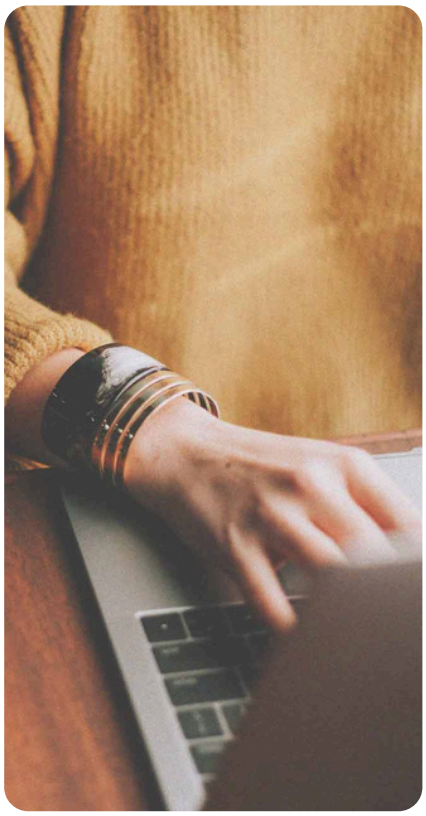
ITC The Invitation to Change Approach®

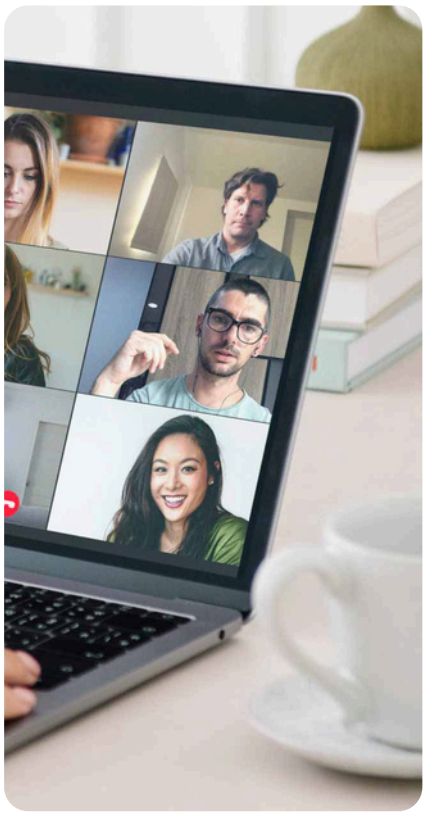
ANNUAL REPORT 2025



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).







Letter from the **Executive Director**



As we close out our seventh year, we find ourselves reflecting on how far we've come and how we are positioned to continue to meet the needs of families supporting a loved one struggling with substances. It is also a chance to thank the many people who make our work possible and to update you on the impact of your investment. We hope you will continue to support us in 2026!

Here is how we are positioned to make an impact in this space:

01 **We Are Growing And We Are Unique**

CMC:FFC is still one of the only organizations supporting families with evidence-based strategies on a national scale. The science is clear: when families are supported, outcomes dramatically improve for people struggling with substances. Outcomes also dramatically improve for the family members—everyone wins. Our team and our growing network of providers and family members trained in our Invitation to Change (ITC) approach are providing this support and making a measurable difference.

02 **Our Approach Is Flexible And Compassionate**

Too often, families are given rigid rules or ultimatums. We do things differently (and the science supports us)! We invite families to connect with their own values as parents, partners, or siblings and to make a plan for helping that reflects those values and that strengthens the chances their loved one gets help and makes changes.

03 **We Listen, Learn, And Adapt**

Through our monthly meetings with community members and our ongoing partnerships, we stay closely connected to what families, clinicians, and peers across the country are experiencing and telling us they need. This feedback helps us refine our trainings, respond to emerging needs, and expand our reach. Our goal is broad dissemination, not ownership, because real change happens through collaboration.

As we look toward 2026, we remain grounded in these values of connection, science, and kindness. With your support, we can continue to grow our network of helpers who are working together to bring hope and evidence-based tools to every family who needs it.



With gratitude,
Meg Murray
Executive Director

2025 Highlights & Goals Reached

800+

Families served across our Workshops, Family Mondays, Lunchtime Series, and Support Groups.

8

New FREE peer-led groups available to anyone, anywhere. Our goal is to have 7-day-a-week support.

600

Professionals have been trained in our continuing education programs to strengthen their skills in working with families.

49

The number of US States our families and professionals joined our programs from.

13

The number of countries (including Kenya, Uganda, Mexico, Hungary, Norway, and Ireland) participants attended our programs from.

02

The number of languages (and growing) our ITC Curriculum is now available in since we launched our Spanish Language Groups.



Support for New Yorkers

Thanks to the generous support of the Mother Cabrini Health Foundation, we've expanded in person and virtual access to ITC groups across New York State. We are also testing new ways to share the ITC through partnerships with regional liaisons and community leaders, especially in rural and underserved areas. We are making the ITC more accessible than ever and providing a sustainable resource that helps communities reimagine how they address substance use and support families. We are honored to continue this important partnership with MCHF into 2026.



Supporting Families Nationally

This year marked the official launch of our National In-House Support Groups Program, extending our reach to families across the U.S. Listening to what families told us they needed, we created more flexible, low-barrier ways to learn the ITC, including drop-in groups and 4-week orientation courses to complement our longer programs. The new formats make it easier than ever for families to find support and stay connected in an ongoing way that suits their needs.



Support for Spanish Speakers

Thanks to passionate volunteers (read about Marcela on the following pages) and the Release Recovery Foundation, our Spanish-language Invitation to Change groups continue to grow. We're creating bilingual materials, training new Spanish-speaking group leaders, and working to make sure families receive support that reflects their language, culture, and lived experience.



Helping the Helpers

We have continued to broaden our reach to professionals who serve families, including clinicians, clergy, educators, and community organizers. Through our Invitation to Change workshops and continuing education programs, we equip them with new evidence-based tools for supporting families. We're in active discussion with partners interested in developing materials for faith-based leaders, in our drive to widen the circle of professionals working to reduce stigma and lower barriers to accessing help.



International Collaborations

Having already reached Canada and the United Kingdom, the Invitation to Change is reaching new continents. In a partnership with a Boston-based organization, three of our ITC trainers traveled to Africa to launch an ITC Train-the-Trainer initiative, training over 100 local community mental health workers across Uganda, Zambia and Kenya—helping local communities build lasting systems of support. Additionally, many of the attendees of the Spanish-speaking groups reside all across Central and South America.

Our Why - **Stories from our Community**



How CMC:Foundation for Change Supports Families

From personal struggle to community impact: how two moms' journeys sparked something bigger.

Julie, a NYC-based author and Mom, was desperate to reconnect with her teenage son, who had been struggling with substance use for several years. Their relationship was tense, and she felt like she had tried everything. Then she came across a weekend Invitation to Change (ITC) training for families and decided to give it a try.

Julie found new ways to understand her son, connect with him, and influence his behavior in ways that supported him in making significant changes. A new sense of hope opened in her. She was deeply touched by the training and left with a new way to approach helping her son.

In 2025 CMC:Foundation for Change supported 452 family members through our Family Mondays talks, Lunchtime programs, and weekend workshops.

Julie's relationship with her son improved. After many years of struggling, he gradually started to make healthy choices and to change his relationship to substances. Inspired, she enrolled in our ITC Group Leader Training so she could begin supporting other parents who were suffering, as she had before attending our training. (For more on Julie's story, listen to her episode of our podcast, Rethinking Rock Bottom!)

Every year, we train over 200 people to become ITC group leaders

Since Julie launched her first ITC group, she has helped dozens of families feel more hopeful in helping their loved one.

We estimate that in 2025, our ITC Certified Leaders reached approximately 80 families through their support groups, coaching, and advocacy work. Since we started training in 2021, these devoted coaches have provided support to almost 9,000 other people who are impacted by a loved one's substance use

One of the parents Julie reached was Marcela, who's loved one had been struggling with mental health and substance use issues. Marcela had joined Julie's group during an especially hard time at home. Over time, like Julie, Marcela started to see positive changes in her loved one. They were more connected, she was opening up to her more, and their relationship was less strained and even joyful at times.

Marcela knew there were few evidence-based supports for the Hispanic community. She wanted to make the ITC available to help Spanish-speaking families. She connected with the staff at CMC:FFC and began volunteering her time to assist in the translation of the ITC materials, joining a growing team of dedicated volunteers.

With Marcela's help (and that of other dedicated volunteers), we published La Invitación al Cambio in January of 2025.

In February of 2025 Marcela, along with two other volunteers, Patti and Dalia, launched our first Spanish ITC Group. The pilot group was a success. It supported 65 families in its first year.

In October 2025, thanks to a grant from the Mother Cabrini Health Foundation, CMC:FFC hired Marcela as our first Spanish Community Liaison. She dedicates her time to connecting with Spanish-speaking families across New York State, ensuring that this free support reaches more communities than ever before.

Today Julie is completing a Master's degree in Marriage and Family Therapy and, together with her son Nate, she has gone on to create a support and coaching business for families using the ITC to help others. She writes a newsletter for families that reaches an average 2,500 views per post.

The impact of Invitation to Change doesn't end with one of our workshops. For many parents, it becomes the start of something larger—a way to turn personal struggle into purpose. Families like Julie's and Marcela's not only find healing at home, they carry that hope outward, helping other parents, influencing programs in their communities, and opening doors for people in underserved areas. What begins as a search for help often grows into an opportunity for much larger impact in their own and other's lives.

Reflections from

Our Trainees

What Families Say:

"As someone who loves someone with SUD, it was life-changing to finally have a space where I was treated with kindness and compassion. My anger, fear and longing was recognized and validated. I was given real tools that helped me and my loved one. For the first time, I have real hope - not just fantasies or wishes that things could be better."

What Professionals Say:

"The ITC approach is so needed. It fills the gap in how we meet people who are using substances, allowing us to meet them where they are at, while giving their family members real tools. It's non-condescending support. The training was remarkable and allowed time to hear the perspectives of others."

When Professionals are also Families:

"I had a rare conversation with my loved family member. We barely spoke, but in this conversation, they sounded upbeat—almost happy. This surprised me. We laughed, reminisced, and they even noted that we'd surpassed the 60-minute mark, longer than the past year's worth of conversations combined. Usually, I felt disappointment, fear, and sadness when talking to my loved one… In trying to shield myself from these difficult emotions, had I also shut out compassion and empathy? Had I given up on connection? I've been to Al-Anon and understand the benefits of community, support, and connection to spirituality. But I think I lost sight of what was meaningful to me. The us-versus-them mentality had calcified my boundaries and left little room for flexibility. Then, at the ACBS World Conference, I attended a training session…on the Invitation to Change (ITC) model. Sitting on the edge of my chair, I felt as if my personal and professional worlds collided. ***Tears streamed down my smiling face because, for the first time in a long time, I felt hope. My existential struggle evolved: How do I care for myself while also holding space to be compassionate toward my loved one?"***

2025 Financial Snapshot

Support from donors, foundations, and training participants helped us provide families with practical tools, expand access to support, and train professionals and community leaders.

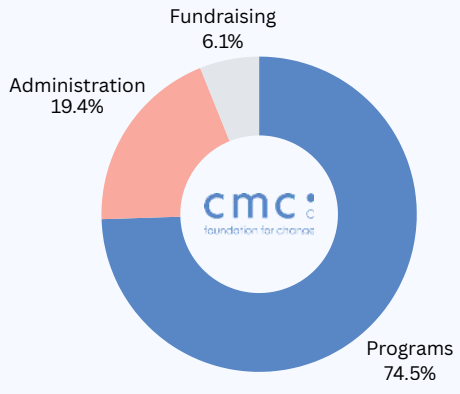
TOTAL REVENUE & OTHER INCOME	TOTAL EXPENSES
$1,049,996	$892,905

How Our Work Was Funded

REVENUE SOURCE	AMOUNT
Grants and restricted donations	$352,273
Donated professional services	$243,000
Individual, board, and corporate giving	$218,528
Training, books, and other program income	$181,644
Debt forgiveness	$44,173
Consulting and other income	$10,379

How We Invested Our Resources

PROGRAMS	$665,533
ADMINISTRATION	$172,896
FUNDRAISING	$54,476



Revenue and expenses each include $243,000 in donated professional services. Revenue includes grant funding designated for 2026 activities and $44,173 in debt forgiveness. Amounts are rounded to the nearest dollar.

2025
Board of Directors



Dr. Pamela Jones - Board President

Clinical Psychologist, Private Practice



Cindy Feinberg, CPC, CAI

Founder, The Recovery Coach NY



Seth Akabas, Esq.

Founder, Akabas & Sproule Attorneys at Law



Dr. Jeff Foote

Co-Founder & CEO of CMC:Foundation for Change Co-Founder & Partner at CMC:Berkshires and Center for Motivation and Change NYC



Reverend Jan Brown

Founder and Executive Director of SpiritWorks Foundation Center for the Soul.



Frank Loverro

Co- CEO of Kelso & Company



Dr. Ken Carpenter

Director of Training & Clinical Psychologist, Center for Motivation and Change Director of Training, CMC:Foundation for Change Research Scientist, NY State Psychiatric Institute at Columbia University



Alexander Muresanu

Chair of the Carlson Family Foundation



Will Regan

Co-Founder / Managing Partner of CMC:Berkshires



Marla Rosen

Patient Advocate & Former Chair of the Regional Patient and Family Advisory Council for the Cancer Centre of South-Eastern Ontario

Our Foundation Partners

Mother Cabrini Health Foundation's $187,973 grant helped us expand free, peer-led ITC family support across New York State, providing 138 group sessions in 2025. Their investment also supported training for 26 group leaders and the development of Spanish-language programming, building local capacity to support families affected by substance use.

Release Recovery Foundation's $10,000 grant in 2025 supported the expansion of peer-led ITC family groups in New York City and Spanish-language programming. Their investment helped cover facilitator stipends, participant workbooks, and outreach, connecting families with compassionate support and practical skills for helping a loved one.

The Milton A. and Roslyn Z. Wolf Foundation's $15,000 grant enabled us to train professionals from three Maine organizations serving immigrant, refugee, and BIPOC communities in 2025. The training equipped trusted community providers with ITC tools to support families affected by substance use.

To Our Generous Donors

To all the individuals, families, board members, and community supporters who gave in 2025: thank you. Your generosity helps us bring practical tools, connection, and hope to families supporting a loved one struggling with substance use.



We Need **Your Help!**

Share our Resources with a Family in Need — Free

Know a family struggling with a loved one's substance use? Share our free resources with them. Through our website, families can access support groups, books, and practical guidance that offers hope and concrete tools for helping.

Share Information about our Professional Workshops — Free

Counselors, clinicians, and peer support specialists are looking for new ways to better support families and their communities. Tell them about our Invitation to Change Intensive, a training that will equip them with evidence-based, compassionate strategies. All revenue from professional workshops helps sustain our programs.

Purchase a Book — $15

Buying the Beyond Addiction Workbook or The Invitation to Change: A Short Guide is an easy way to make a difference. All revenue goes to support our programs and mission of helping families access free resources, support groups, and skills training.

Provide Support Materials to Families — $100

Your gift puts workbooks, guides, and other printed materials directly into the hands of families wanting to support a loved one with understanding and effective strategies.

Support our Outreach Fund — $200

Many families never hear that compassionate, evidence-based tools like the Invitation to Change (ITC) or ITC Support Groups exist. Your gift helps change that by funding outreach campaigns, building partnerships, and getting materials into the hands of community leaders who can make a difference.

Train a Group Leader — $800

When you fund a new ITC Group Leader, you multiply our impact. This funding covers a training stipend, outreach toolkit, and materials, creating an opportunity for someone to change their own life and those in the community around them.

Fund a Family Support Group — $1200

Your gift will bring an Invitation to Change support group to life by covering a month's worth of facilitator stipends, training and group materials, and an outreach toolkit, offering families a lifeline of connection and hope.

Support Our Annual Fund

A gift to the CMC:Foundation for Change Annual Fund strengthens everything we do. It helps us develop new trainings, sustains our staff, expands the FREE resources we offer (written and digital), and helps us manage day-to-day operations. Your support keeps our momentum going!

cmc
foundation for change

ITC The Invitation to Change Approach®



LEARN MORE AT

cmcffc.org

SUPPORT OUR WORK AT

cmcffc.org/donate
or scan the code below

FOLLOW US ONLINE:

Instagram: @cmcffc

Facebook: @cmcffc

Twitter/X: @cmc_ffc