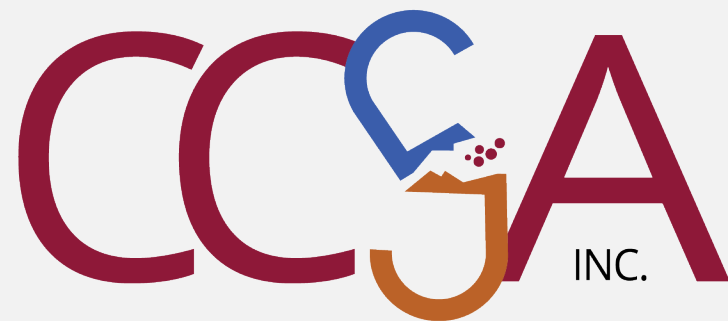

Communities Confronting Substance Abuse



Communities Confronting
Substance Abuse

Our Mission

Communities Confronting Substance Abuse, Inc. is a not-for-profit organization founded with the goal of creating stigma-free Jewish communities through awareness, education and programming regarding substance misuse and addiction.

The more we eliminate stigma, the more we save lives.

The Problem

- Stigma: Stigma causes shame and embarrassment
- Asking for Help: Families and sufferers do not ask for help
- Isolation: Resulting isolation feeds the disease
- Lack of Support: Those affected lack support and resources
- Worse Outcomes: All this results in more deaths and a greater toll on families and communities



The Solution



Education

- Student Presentations
- Parent/Faculty Programs
- Panels & Discussions



Awareness

- Community Events
- Newspaper Articles
- Forums & Seminars
- Social Media



Support

- Support Group for Loved Ones
- Resources for Information & Assistance
- Network of Resources

Current Traction



Education

- 25 schools as current customers
- Over 2,500 students by end of current academic year



Awareness

- Most recent events (online) had 400 participants from all over U.S., Canada, U.K. and Israel

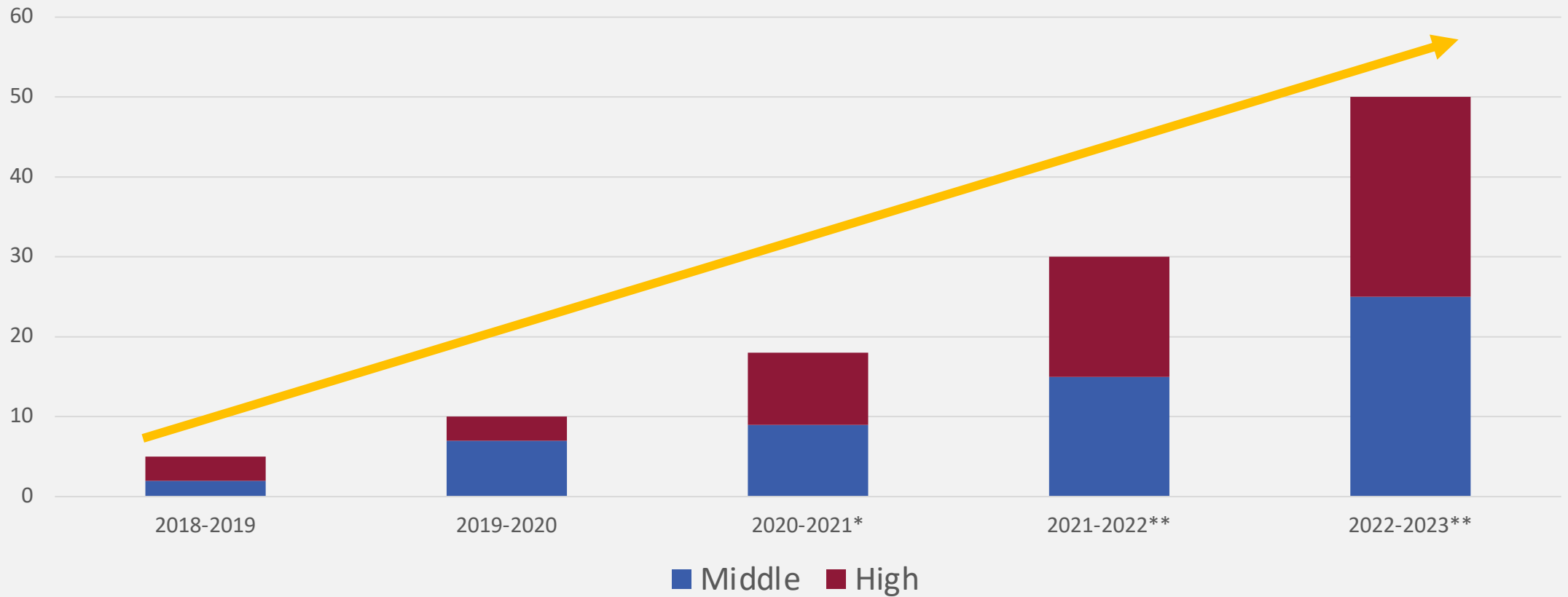


Support

- Servicing an average of 20 people in support group from various Jewish communities

Market Penetration – Schools

Number of School Presentations



*Actual and Scheduled

**Projected

Marketing and Outreach

Print & Digital

- E-newsletter
- Direct Email
- Newspaper articles
- Advertisements
- School newsletters and emails
- E-group announcements

Communal Leaders & Organizations

- OU Impact Accelerator
- Prizmah: Center for Jewish Day Schools
- Communal Rabbis
- Clinicians and Professionals
- Guidance Counselors and Administrators
- Chesed Leadership Program
- Network of Organizations and Treatment Providers

Social Media

- Instagram
- Facebook
- LinkedIn
- Website

Strategic Objectives



Continue to build national network of communal leaders, mental health professionals and laypeople to create coalition of resources.



Enhance our brand recognition and reputation nationally so that communities know who to turn to for education, programming and communal support.



Continue to develop evidence-based educational programs designed for Orthodox Jewish communities and partner with as many yeshivot as possible.

Competition

Educational Programming

- Local Government Resources (Police; Prevention Coalition; Prosecutor's Office)
- Darcheinu (SEL Curriculum)

Support Groups

- Treatment Facilities
- JACs
- Al-Anon; Nar-Anon

Competitive Advantages

Personal Experience

- Evidence-based educational program presented by people in recovery
- All programming presented by experts in addiction

Communal Focus

- Messaging focused on addiction being a disease that could happen to anyone
- Emphasis on communal response in all programming

Collaborative Strategy

- Utilize local resources where available
- Coordinate with communal leaders and schools
- Work with mental health professionals

Our Team

FOUNDERS



Lianne Forman

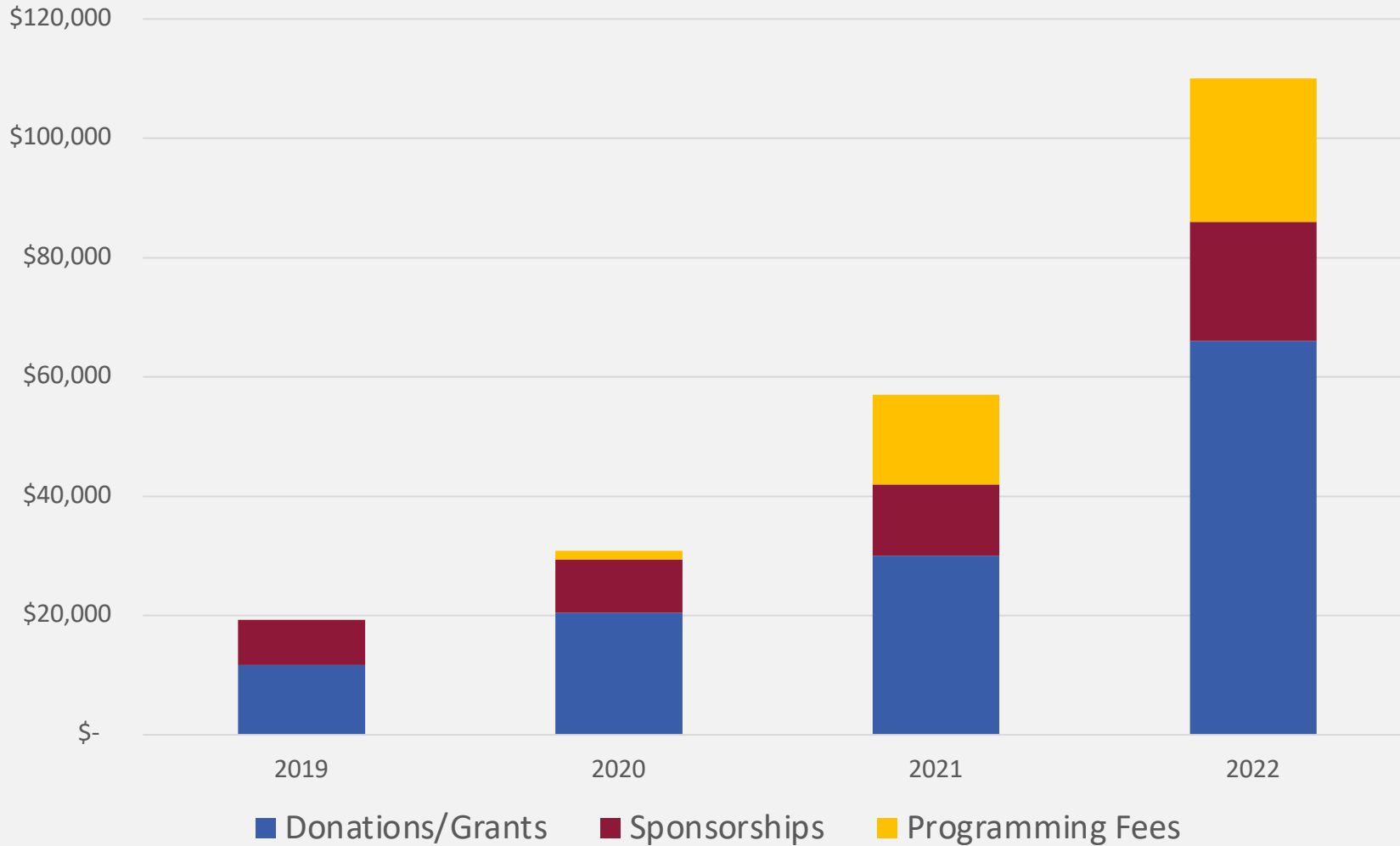


Etiel Forman

BOARD OF DIRECTORS	ADVISORY BOARD
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	Dr. Rayzel Yaish

Financial Overview

Income



Financial Overview (cont.)

Expenses

