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# First Call Annual Report & Accomplishments

# '14

## 2015 Calendar of Events

For 56 years, First Call has been providing resources to the Greater Kansas City area. Help us help others. Mark your calendars and join us.

### Community Gratitude Luncheon

Rabbi Mark Borovitz, Keynote  
**Monday, April 13, 11:30 a.m.**  
 Ewing Marion Kauffman Foundation

### Celebrity Golf Tournament

Featuring Willie Wilson  
**Monday, June 8, 11:00 a.m.**  
 Swope Memorial Golf Course

### A Celebration Evening

Laurie Dhue, Keynote  
**Thursday, September 17, 6:30 p.m.**  
 InterContinental Kansas City at the Plaza

## First Call Staff

### Staff

Molly O'Neill, *President & CEO*  
 Michelle Comtois, *Vice President of Programs*  
 Ken Ortvals, *Chief Operating Officer*  
 Susan Whitmore, *Vice President of Development*

Angela Circo  
 Keith Faison  
 Melissa Gard  
 Karen Gerson  
 Liz Gilbert  
 Emily Hage  
 Michelle Irwin  
 Megan Keller  
 Angela Kennedy  
 Deborah Lee  
 Megan McKamy  
 Sam Niyazi

Justin Roberts  
 Karen Schalker  
 Gordon Stubblefield  
 Ryan Toothaker

## Board of Directors

### Officers

Hugh F. O'Donnell, III, *Chair*  
 Dee Pack, *Vice Chair*  
 Richard D. Rhyne, *Secretary*  
 Michael Liss, *Treasurer*

### Directors

Georgia Grant Croft  
 Gerald Early, MD  
 Leslie Eden  
 Molly Hermreck  
 Mamie Hughes  
 George Lopez  
 Lena Price  
 Ben Schloegel  
 Terri Springer  
 Ralph A. "Lon" Switzer, Jr.  
 Tony Vannicola

It is the mission of First Call to reduce the impact of alcohol, drugs and addiction by providing quality resources to individuals, families and the community.

Please visit us at [firstcallkc.org](http://firstcallkc.org) or call 816-361-5900 for more information.

Please remember  in your estate plans.

## Clinical Services: A Recovery-Oriented System of Care

- **3,549** received crisis counseling by making that first call to the Crisis Call Line (816-361-5900)
- **329** received substance use disorders assessment and referral at First Call
- **1,907** received substance abuse assessments across the KC ROSC network of providers
- **127** attended ME First/ME After, a motivational enhancement mentoring program
- **314** logged on to mobilecl.org to access their own client record and treatment plan
- **93** attended How to Cope, a class for adults impacted by a loved one's substance use
- **180** attended Caring for Kids, a class for children impacted by substance use at home

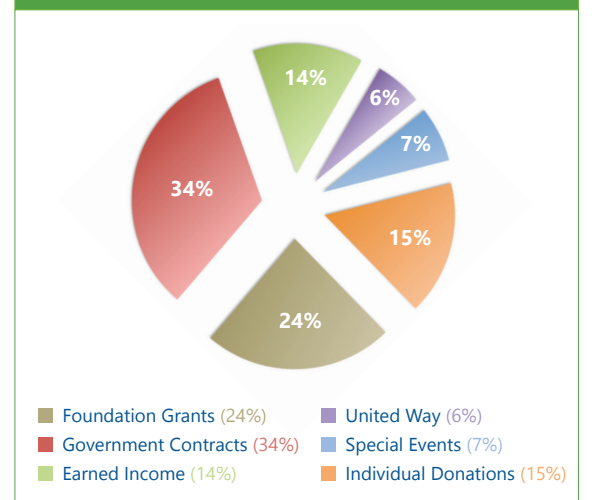
## Prevention Services: Caring for Children and Youth

- **626** participated in school-based youth prevention programs
- **12** coalitions organized **159** events for **16,552** children, youth and adults

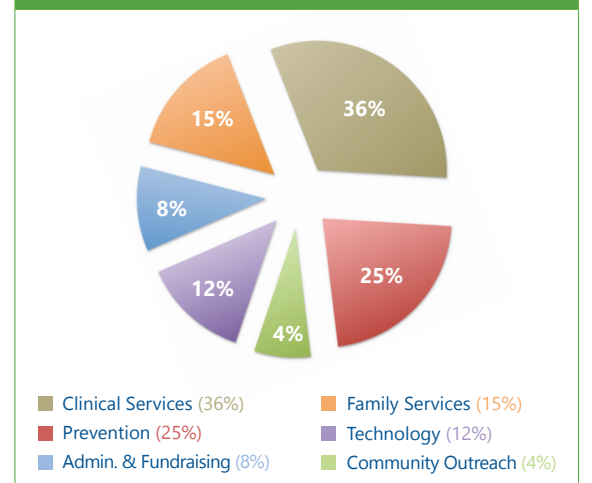
## Outreach Services: Caring for Our Community

- **10,125** attended **57** Speaker's Bureau presentations at businesses, schools and health fairs
- **187** attended **10** substance abuse professional continuing education and certification classes
- **115** volunteered **512** hours of direct service and admin support
- **36,086** hits to the First Call website ([firstcallkc.org](http://firstcallkc.org)) by **7,163** individuals

## 2014 Revenue Total: \$1,967,704



## 2014 Expenses Total: \$1,705,159



# Public and Private Grant Support

## Platinum Donors \$100,000+

Health Care Foundation of Greater Kansas City	United Way of Greater Kansas City
Jackson County COMBAT	US Substance Abuse and Mental Health Services Administration
State of Missouri Department of Mental Health	

## Diamond Donors \$50,000+

Victor E. Speas Foundation, Bank of America Trustee	William T. Kemper Foundation
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## Angel Donors \$10,000+

Cross Foundation, Inc.	Lena Price Charitable Foundation	Sunderland Foundation
Elmer C. Rhoden Charitable Foundation	Morgan Family Foundation	The Sosland Foundation
Ina Calkins Charitable Trust	Prime Health Foundation	
Johnson County Alcohol Tax Fund	Robert P. Grafrath Trust	

## Guardian Donors \$5,000+

Arvin Gottlieb Charitable Foundation	Feist Family Foundation	Shank Charitable Trust
Blue Cross Blue Shield of KC	Gill Family Investemts, LP	
Country Club Christian Church	Hallmark Cards, Inc.	

## Champions of Hope \$2,500+

American Century Investments	R. A. Long Foundation	Torosian Foundation
Dunn Family Foundation	Ralph L. Smith Foundation	
Park Foundation	Switzer and Associates Painting Co.	

## Change Agents \$1,000+

7th Street Casino	Ira and Florita M. Brady Foundation Fund	Switzer Brothers Painting
Addiction Recovery Services, Inc.	J. E. Dunn Construction Company	Two Rivers Behavioral Health
Better Business Bureau of Greater Kansas City	James B. Nutter & Company	Valley Hope Association
Breidenthal-Snyder Foundation, Inc.	Jon Price Charitable Fund	Wally Foundation
Commerce Bank	MedTrak Services	
Everglades Fund	Lowenstein Family Supporting Foundation of the JCFGKC	

## Patrons \$500+

Aramark Sports & Entertainment	Missouri Bank	Truman Medical Center Behavioral Health
Avenues to Recovery, Inc.	Peoples Bank	Valley Hope - Overland Park
Bukaty Companies	Ramp Up Labor	
Center for Substance Abuse Prevention	The Pierson Foundation	
FCI Advisors	Thomas S. Watson Family Foundation	

## Friends \$250+

CR Promotions Company, LLC	Wholesale Trucks of America
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## Donors \$100+

Caroline Peine Charitable Fund	Smart Companies
Eastgate Christian Church	The Kaiser Group, Inc.
Grass Pad, Inc.	Tower Properties
Greenbaum Family Charitable Fund	Wilson-McShane Corporation
Rodan Enterprises	

*First Call is a federally recognized tax-exempt agency. All contributions are tax deductible under IRS code 501(c)(3). We have made every attempt to ensure all donors have been listed and names spelled correctly.*

# Letters from Molly O'Neil & Hugh O'Donnell



Early this year I celebrated 30 years in remission from a substance use disorder. February 17th, 1985 was the first day of my amazing journey of recovery, and for this, my gratitude is boundless.

My journey began with a gift. I received professional treatment for my illness because of a special fund at the hospital where I was treated. I was 23 years old, working as a bartender with no health insurance, living paycheck to paycheck and I could not afford the care I needed. Had I not gotten help, I would have died from this disease, as my father did.

The professionals at the treatment center saved my life. They armed me with tools to combat cravings, to communicate my needs and to avoid relapsing. They taught me skills to deal with the wreckage of my past and continue in recovery, one day at a time.

For the last 29 years I have worked to help others struggling with this disease. I can't express the depth of appreciation I feel for this opportunity. The men and women in recovery and seeking recovery I have come into contact with over the years have enriched my life in countless ways, offering love, courage, wisdom, spiritual guidance, acceptance, knowledge and so much more.

My story is not uncommon. I am not unique. And my life is worth no more or less than anyone else's. I did not need redemption; I needed healing. I did not need to be made whole; I needed to be treated. I did not need judgment or condemnation; I needed to understand my disease and how to live in recovery until we find a cure.

Millions of people suffering with substance use disorders and millions of their family members impacted by substance use need access to help. Thank you for investing in our community and our future.

*Molly O'Neil*

**Molly O'Neil, President and CEO**



We've just completed our first year in our new home! The feedback we have received from our clientele, staff and those visiting the new facility have been nothing but positive. Of course, there are expenses related to our new home. Thanks to our many public and private benefactors, we have now raised over \$1.2 million of the \$2 million Families First Campaign goal. From the bottom of our hearts, we thank our public and private benefactors for their contributions not only to the capital campaign, but to the continuing operations of First Call.

First Call helps individuals searching for recovery, as well as families and friends affected by a loved one's addiction. Watching those folks begin to heal is our inspiration. Additionally, the prevention department is working diligently to reduce the number of people who will ultimately need recovery services.

Alcohol and drug addiction is America's greatest public health issue. We are committed to the vision that all who need help, need to know where to find it – at First Call. It has to be our priority at this time to increase awareness about First Call's valuable resources, and the executive leadership team and Board of Directors are determined to do that. To advance that goal, in 2014 we hired a Director of Marketing and Communications, Liz Gilbert. Liz has made great strides already.

First Call had three wonderful events in 2014. At the Gratitude Luncheon, former Royals player Willie Wilson, a new friend to First Call, was our Keynote Speaker. Willie is also the new face for First Call's Annual Celebrity Golf Tournament. The 2014 Tournament was an overwhelming success. Those participating had a great time and we raised money for the organization while increasing awareness of First Call. You can't ask for more than that.

Our fourth Annual Celebration Evening featured former NBA Celtics player Chris Herren at the College Basketball Experience. Chris treated us to a moving and insightful speech of his travels through addiction and now a lasting recovery. You know you have one heck of a speaker on your hands when the teenagers who are there to clean up after the event start filtering in to listen to the talk.

We extend our special thanks to those who attended these events and the volunteers and staff who made these events possible. First Call continues to work hard to reduce the impact of alcohol, drugs and addiction by providing quality services to individuals, families and the community.

Please feel free to stop by and visit us. We would love to see you and show you around. Feel free, too, to extend an invitation to friends and neighbors. And of course, send anyone who needs help, hope and healing in our direction. The First Call Board of Directors of First Call sincerely thanks you for your ongoing support.

*Hugh O'Donnell*

**Hugh O'Donnell, Board Chair**

# Families First Campaign Pledges

We are grateful to the following families, individuals and foundations for Families First capital campaign donations to be contributed through 2017

## Platinum Donors \$100,000+

Hall Family Foundation Price Family Charitable Foundation Victor E. Speas Foundation, Bank of America  
The Pack Family Terri A. Springer

## Diamond Donors \$50,000+

The Sosland Foundation William T. Kemper Foundation

## Angel Donors \$10,000+

Georgia & Bob Croft Susan & Keith Gary Joyce & Dee Pack Sunderland Foundation  
Gerald L. Early & Shauna Roberts Beth & Michael Liss Benjamin V. Schloegel Colleen & Tony Vannicola

## Guardian Donors \$5,000+

Dunn Family Foundation Hugh F. O'Donnell Ralph L. Smith Foundation  
Leslie Eden & Carl Vansant Molly & David O'Neill

## Champions of Hope \$2,500+

George Lopez Becky & Ken Ortbals Susan Whitmore

## Change Agents \$1,000+

Molly & Andrew Hermreck Michelle R. Irwin Rachael & Lou Steele

# Gifts in Kind of Goods or Service

## Angel Donors \$10,000+

KPRS Hot 103 Jamz/KPRT AM Lena Price & Tom Cohen

## Patrons \$500+

AKKA Karate Westport Joy & Dee Pack Mizzou Men's Basketball Real Fitness & Conditioning  
Georgia & Bob Croft Kevin Sink / Henry Domke Fine Art

## Friends \$250+

All Star Awards and Ad Specialties Gary Gribble's Running Sports Howl at the Moon Kelly's Westport Inn  
Ann & Craig Alexander George Lopez Joe Robinson Productions Terry McGovern

## Donors \$100+

City in Motion Dance School Mark Sorenson Photography Paul Smith Salon  
Holiday Inn Country Club Plaza Nigro's Western Store No. 1 Cooper's Hawk Winery and Restaurant

## Donors <\$100

Bristol Seafood Grill Michelle Irwin Sopra Salon  
Holly Abrose Panera Bread Unicorn Theatre  
Michelle & Ilya Frumkin Skin California Pizza Kitchen-Country Club Plaza

# Individual Donors

## Platinum Donors \$100,000+

The Pack Family

## Angel Donors \$10,000+

Beth & Michael Liss Terri Springer

## Guardian Donors \$5,000+

Georgia & Bob Croft Leslie Eden & Carl Vansant Joyce & Dee Pack Benjamin Schloegel  
Shauna Roberts & Gerald Early Jennifer & Curtis Krizek Carole & Steve Price

## Champions of Hope \$2,500+

Pennie & Cliff Cohn Gary Jenkins & Janice Colt Molly & David O'Neill Angela & Chris Smart  
Susan & Keith Gary Hugh O'Donnell Lena Price & Tom Cohen Colleen & Tony Vannicola

## Change Agents \$1,000+

Jeffrey Adams Randi & Richard Crabtree George Lopez Liza & Guy Townsend  
Carmen & Aaron Benson Mary Frances & Robert Cunningham Becky & Ken Ortbals Jenny & J. Michael Vaughan  
Cheryl & David Bodensteiner Joseph Fahey Richard Rhyne Susan Whitmore  
Lynne & Peter Brown Jill & Donald Hall Debby & Jake Schloegel Toni Whitworth  
Martha & Steve Butler Karen & Michael Herman Marney Donnelly & John Sherman  
Sandy & Michael Chism Jeffrey Kuntz Phyllis & Ralph "Lon" Switzer

## Patrons \$500+

Linda Buchner Liz & Kent Gilbert AJ Loscalzo Helen & John Shackelford  
Melanie & Jeffrey Cameron Kate & Steven Hughes Sheila & David Madden Lili & Chris Shank  
Tracey & Patrick Concannon Jenny & John Isenberg Terry McGovern Denise & Scott Slabotsky  
Kathie & J. Michael Cronan Jane & Pat Kelly Dawn & Charles Murphy Diane & Bruce Smith  
Lynne & Thomas Debacco Jean Kiene Lisa Pelofsky Robin & Frank Sterneck  
Jill Dollins Julie Kivisto Andrea & Kent Price Bonnie Vontz  
Cindy & Mark Doolittle Edie & Brian Larson Jacqueline & Davis Roeske Jane & Edgar Walsworth  
Kelly Flynn John Latenser Chris Rosburg & Heather Hale

## Friends \$250+

Mark Allison Annie & David Glickman Andrew Komer Susan & Jack Pierson  
Donna & John Allred Thomas Gregoire Charles Kopke Lisa & Steve Ruben  
Laura & Andrew Baker Mary Gresham Sara Larson Charlie Schloegel  
Tiffany & Brian Carlson Mark Hammett David Lurie Jill & David Shapiro  
Connie & Brad Drees Liz & Kyle Henry Larka McCray Rachael & Lou Steele  
Allison & Tim Dunn Molly & Andrew Hermreck Audrey Navarro Sean Switzer  
Jo Anna & Thomas Edgerton Jeff Kershenbaum Michael Newbold Danica Tormohlen  
Corby Ferns Donna & Michael Klinock Florence Pack

## Donors \$100+

Robyn Allison Melissa Gard Kyle McDowell Tom Steadman  
Linea & David Anderson Karen & Jeffry Gerson Martin McInerney Seth Stillings  
Adam Augustine Jane & Donald Giffin Julia & Paul Miller Rita & Steve Stollman  
Marilyn & Edward Aylward Gerri & Byron Ginsburg Rita & Charles Miller Mary & Russell Thompson  
Roderick Becker George Gordon Kyler Mulhauser J. L. & C. A. Utz  
Becky Beers Barbara & Paul Heschmeyer Sarah & Dan Myers Christine Vanerp  
Melina & Matthew Bland Sally Hilkene Annabel & James Nutter Larry Vilmer  
Zane Blodgett A. Huber III Paddi O'Sullivan Doris Virden  
Rita & Gary Brammer Mary & Alan Huneke Lynn & Joe Poskin Kathryn Waigand  
Bill Burns Graham Hunt Jason Pritchett Lenise & Dave Ward  
Betty & John Childers Michelle Irwin Michon & Thomas Quick Rose Wasko  
Mirra & Todd Clauer Carrie James Delores Ramirez Cooper Weeks  
Kathleen Cloud Susan Johnson Barbara & Gary Reeves Richard White  
Ann Cohen Richard Jones James Roberts Helen & Bruce Whitmore  
Jim Cox Ward Katz Helen Robison Amy & Michael Whitmore  
Catherine Daniel Megan Keller Abigail Schmidt Stephen Wood  
Antoni & Sybil Diehl Lisa Kiene Allison & John Schorgl Mark Zastrow  
Alan & Debbie Edelman Amanda & Brad Koffman Olufemi Sharp  
Cassie Eisenmann M. Koger Jean Shoemaker  
Marriane & Michael Eppelheimer Rachel Krantz & Edward Goldstein Janis & Bob Smith  
Julie Fern Mary Madden Mack Spenser  
Sharon & Scott Frankel Vicki Massey Susan Stanley & Mark Hamilton

# Measuring Success, Improving Service

	Program	Services	Output 2014	Outcome Target 2014	Outcome Actual 2014	Improvements Implemented in 2014	Program Staffing	Cost/Client	Cost/Unit
Kansas City Recovery-Oriented System of Care (KCROSC)	<b>Crisis Calls</b>	The First Call Crisis Call Hotline (816-361-5900) is the only 24/7 hotline for those seeking help or treatment for a substance use disorder in the Kansas City metropolitan area	3,549 individuals called the crisis call hotline	85% of callers are provided referrals to community services related to the caller's identified area(s) of need.	83% of callers provided referrals to community services	Increased number of referrals provided to callers by 179% (2307 referrals documented in 2013 and 4130 referrals documented in 2014)	1.86	\$40.34	\$161.37
	<b>Assessment and Referral</b>	Substance use disorders assessment by a Certified Substance Abuse Counselor; referral to treatment, psychiatric assessment, primary healthcare and support services	329 First Call individual assessments; 1,907 assessments across KC ROSC network	50% improve Addiction Severity Index (ASI) (employment, legal issues, family, social, medical and psychological)	78% show improvement in ASI scores	In late 2014, First Call added two Recovery Advocates to provide intense and individualized support on the Crisis Call Line	1.38	\$55.06	\$11.36
	<b>ME First ME After</b>	Five-week programs provide group (ME First) and one-on-one (ME After) weekly contact with a mentor to help clients create and maintain a plan for ongoing recovery	127 clients participated in the ME First/ME After program	80% enter treatment with sustained / increased motivation for change	57% entered treatment with sustained / increased motivation for change	Worked to diversify funding sources in response to a disruption in funding which suspended the program for part of 2014	.91	\$664.88	\$74.12
	<b>Mobile CCL</b>	Technology-based motivational enhancement sustains clients' engagement with providers through online applications and access to one's own client record and treatment plan	314 clients engaged via Mobile CCL web portal	Addiction Severity Index (ASI) scores will be reduced between intake and six month follow up interview.	80% of all participants with both intake and follow up interviews showed significant reduction in at least six of the seven ASI domains	Implementation support for other sites adopting and utilizing the Mobile CCL client portal	2.54	\$969.01	\$80.75
	<b>How to Cope</b>	How to Cope is a 17.5 hour course designed to help adults impacted by a loved one's substance use disorder overcome the related physical, psychological and social effects of addiction	93 adults attended How to Cope	80% increase knowledge of harmful effects of alcohol/drugs; 80% complete a plan to promote healthy relationships and abstinence from substance abuse	94% showed an increase knowledge of the harmful effects of alcohol and other drugs; 100% completed an action plan	Updated and revised the How to Cope curriculum; developed and implemented robust evaluation tools in pursuit of NREPP status	1.41	\$1,384.25	\$99.89
	<b>Caring for Kids</b>	Caring for Kids is a 17.5 hour course targeting at-risk children and youth impacted by a substance use disorder at home	180 children and youth attended Caring for Kids	80% will show decreased likelihood of use of alcohol or other drugs; 80% complete a plan of action to stay safe	89% showed decreased likelihood of use of alcohol or other drugs; 100% completed an action plan	Developed flexible program delivery to accommodate Caring for Kids sites. Developed/implemented new evaluation tool in pursuit of NREPP	1.6	\$833.42	\$173.58
	Prevention	<b>School Based Prevention</b>	Sobriety Group; Life Skills 101; Olweus Bullying Prevention Program (OBPP); and Students Invest in Success (SIS)	626 participated in school prevention programs	75% of students completing the SIS and Life 101 programs indicate improvement in their ability to make positive, healthy choices when exposed to alcohol/drugs	90% improved ability to make positive, healthy choices when exposed to alcohol and other drugs	OBPP schools expanded to Satchel Paige and Faxon Elementary; KCMO School District principals surveyed to identify prevention needs.	1.48	\$212.27
<b>Community Prevention</b>		First Call provides technical assistance to community-based drug, alcohol and tobacco prevention teams in Jackson, Cass, Johnson and Lafayette counties	12 teams held 159 events for 16,552 children, youth and adults	5% decrease in student alcohol use in their lifetime; 5% decrease in-lifetime tobacco use; 5% decrease in-lifetime medication misuse; 5% decrease in-lifetime heroin use	2012-2014: 12% decrease in student in-lifetime alcohol use; 11% decrease tobacco; 40% decrease medication misuse; 22% decrease heroin	Lee's Summit CARES was selected as ACT Missouri's "Coalition of the Year" for 2013-14 for the team's marijuana prevention education and advocacy work in the community.	3.66	n/a	n/a