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 or call 816-361-5900 for more information.

Please remember firstcall in your estate plans.

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’t Neill, President & CEO
Michelle Contos, Vice President of Programs
Ken O’Toole, Chief Operating Officer
Susan Whitney, Vice President of Development
Angela Ciro
Keith Faison
Melissa Gant
Karen Gersin
Liz Gilbert
Emily Haga
Michelle Irwin
Megan Keller
Angela Kennedy
Deborah Lee
Megan McKamy
Sam Miyake
Justin Roberts
Karen Schalter
Gordon Stubblefield
Ryan Tootahker

Officers
Hugh F. O’Donnell, III, Chair
Dave Bark, Vice Chair
Richard D. Rhyme, Secretary
Michael Liss, Treasurer

Directors
Georgia Grant Croft
Gerald Early, MD
Leslie Eden
Molly Herronvick
Marne Hughes
George Lopez
Lena Price
Ben Schlosser
Tori Springer
Ralph A. “Lon” Switzer, Jr.
Tony Vannicola

2014 Calendar of Events Board of Directors

2015 Calendar of Events

First Call Annual Report & Accomplishments

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 mobileccl.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) by 7,163 individuals
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
- State of Missouri Department of Mental Health

Diamond Donors $50,000+
- Victor E. Speas Foundation, Bank of America Trustee
- William T. Kemper Foundation

Angel Donors $10,000+
- Cross Foundation, Inc.
- Elmor C. Rhodes Charitable Foundation
- Ina Callkins Charitable Trust
- Johnson County Alcohol Tax Fund

Guardian Donors $5,000+
- Arvin Gottlieb Charitable Foundation
- Everglades Fund
- Commerce Bank
- Breidenthal-Snyder Foundation, Inc.

Patrons $500+
- Avenues to Recovery, Inc.
- Aramark Sports & Entertainment
- Center for Substance Abuse Prevention
- CR Promotions Company, LLC

Change Agents $1,000+
- Addiction Recovery Services, Inc.
- Better Business Bureau of Greater Kansas City
- Breidenthal-Snyder Foundation, Inc.
- Commerce Bank

Patrons $250+
- Caroline Peine Charitable Fund
- Eastgate Christian Church
- Grass Pad, Inc.
- Greenbaum Family Charitable Fund
- Rodan Enterprises

Friends $250+
- CR Promotions Company, LLC
- Wholesale Trucks of America

Donors $100+
- Caroline Peine Charitable Fund
- Eastgate Christian Church
- Grass Pad, Inc.
- Greenbaum Family Charitable Fund
- 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’Neill & 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’Neill, 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 what to find it. 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 thank you for your ongoing support.

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
- The Sisoland Foundation
- William T. Kemper Foundation
- Becky & Ken Ortbals
- Susan Whitmore
- Lena Price & Tom Cohen

#### Diamond Donors $50,000+
- Susan & Keith Gary
- Martha & Steve Butler
- Lugelia & Don Barnes
- Sandy & Michael Chism

#### Angel Donors $10,000+
- Georgia & Bob Croft
- Gerald L. Early & Shauna Roberts
- Lynne & Peter Brown
- Martin & Sheila Cohen

#### Guardian Donors $5,000+
- Hugh F. O'Donnell
- Ralph L. Smith Foundation
- Leslie Eden & Carl Varsant

#### Champions of Hope $2,500+
- Becky & Ken Ortbals
- Susan Whitmore

#### Change Agents $1,000+
- Michelle R. Irwin
- Rachael & Lou Steele

#### Gifts in Kind of Goods or Service

- **Angel Donors $10,000+**
  - Robyn Allison
  - Lina & David Anderson
  - Adam Augustine
  - Marilyn & Edward Aylward
  - Rodrick Becker
  - Betty & John Childers
  - Mina & Todd Clauer
  - Kathleen Cloud
  - Ann Cohen
  - Jim Cox
  - Catherine Daniel
  - Anton & Sybil Dohle
  - Alan & Debbie Edelman
  - Cassie Eisenman
  - Marianne & Michael Eppeheimer
  - Jena Ferns
  - Sharon & Scott Frankel
  - Donations to be contributed through 2017

- **Patrons $500+**
  - Joy & Dee Pack
  - Kevin Sink / Henry Domke Fine Art
  - Howl at the Moon
  - Joe Robinson Productions
  - Kelly's Westport Inn
  - Terry McGovern
  - Mizzou Men's Basketball
  - Real Fitness & Conditioning

- **Change Agents $1,000+**
  - Molly & Andrew Hermreck

- **Friends $250+**
  - Gary Grubbs' Running Sports
  - George Lopez
  - All Star Awards and Ad Specialties
  - Ann & Craig Alexander

- **Donors $100+**
  - Mark Sorenson Photography
  - Holiday Inn Country Club Plaza
  - City in Motion Dance School
  - Bristol Seafood Grill

- **Donors <$100**
  - Michelle Irwin
  - Panera Bread

### Individual Donors

- **Platinum Donors $100,000+**
  - Beth & Michael Lisa
  - Terri Springer

- **Guardian Donors $5,000+**
  - Leslie Eden & Carl Varsant
  - Jennifer & Curtis Krack
  - Carole & Steve Price
  - Benjamin Schloegel

- **Champions of Hope $2,500+**
  - Joyce & Dee Pack
  - Lena Price & Tom Cohen
  - Angela & Chris Smart

- **Change Agents $1,000+**
  - George Lopez
  - Benjamin Schloegel
  - Susan Whitmore
  - Toni Worth

- **Friends $250+**
  - Anne & David Glitman
  - Thomas Gregoire
  - Mary Gresham
  - Liz & Kyle Henry
  - Michelle Irwin
  - John Latenser
  - Zachary Kuntz
  - Alice Linskalo
  - Sheila & David Maddox
  - Jennifer & John Hamburg
  - John & Pat Kelly
  - Edie & Brian Larson
  - John Latenser
  - Annie & David Kstalke
  - Thomas Gregoire
  - Mary Gresham
  - Liz & Kyle Henry
  - Michelle Irwin
  - John Latenser
  - Melissa Gard
  - Karen & Jeffery Gerson
  - Jane & Donald Giffin
  - Ginger & Byron Ginsburg
  - George Gordon
  - Graham Hunt
  - Michelle Irwin
  - Amanda & Brad Koffman
  - Vicki Massey
  - Kyle McDevitt
  - Martin McInerney
  - Julia & Paul Miller
  - Ginger & Byron Ginsburg
  - George Gordon
  - Graham Hunt
  - Michelle Irwin
  - Amanda & Brad Koffman
  - Vicki Massey

- **Donors $100+**
  - Paul Smith Salon
  - Cooper's Hawk Wines & Restaurant
  - Skin
  - California Pizza Kitchen-Country Club Plaza
  - Sopra Salon
  - Unicorn Theatre
  - Mizzou Men's Basketball
  - Real Fitness & Conditioning

- **Donors <$100**
  - Angelo Crofts
  - Silent Auction Items
  - Donations to be contributed through 2017
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Crisis Calls</td>
<td>The First Call Crisis Call Hotline (816-361-5800) is the only 24/7 hotline for those seeking help or treatment for a substance use disorder in the Kansas City metropolitan area</td>
<td>3,549 individuals called the crisis call hotline</td>
<td>85% of callers are provided referrals to community services related to the caller’s identified area(s) of need.</td>
<td>83% of callers provided referrals to community services</td>
<td>Increased number of referrals provided to callers by 179% (2,307 referrals documented in 2013 and 4,330 referrals documented in 2014)</td>
<td>1.86</td>
<td>$40.34</td>
<td>$161.37</td>
</tr>
<tr>
<td>Assessment and Referral</td>
<td>Substance use disorders assessment by a Certified Substance Abuse Counselor; referral to treatment, psychiatric assessment, primary healthcare and support services</td>
<td>329 First Call individual assessments; 1,907 assessments across KC ROSC network</td>
<td>50% improve Addiction Severity Index (ASI) (employment, legal issues, family, social, medical and psychological)</td>
<td>78% show improvement in ASI scores</td>
<td>In late 2014, First Call added two Recovery Advocates to provide intense and individualized support on the Crisis Call Line</td>
<td>1.38</td>
<td>$55.06</td>
<td>$11.36</td>
</tr>
<tr>
<td>ME First ME After</td>
<td>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</td>
<td>127 clients participated in the ME First/ME After program</td>
<td>80% enter treatment with sustained / increased motivation for change</td>
<td>57% entered treatment with sustained / increased motivation for change</td>
<td>Worked to diversify funding sources in response to a disruption in funding which suspended the program for part of 2014</td>
<td>.91</td>
<td>$664.88</td>
<td>$74.12</td>
</tr>
<tr>
<td>Mobile CCL</td>
<td>Technology-based motivational enhancement sustains clients’ engagement with providers through online applications and access to one’s own client record and treatment plan</td>
<td>314 clients engaged via Mobile CCL web portal</td>
<td>Addiction Severity Index (ASI) scores will be reduced between intake and six month follow up interview.</td>
<td>80% of all participants with both intake and follow up interviews showed significant reduction in at least six of the seven ASI domains</td>
<td>Implementation support for other sites adopting and utilizing the Mobile CCL client portal</td>
<td>2.54</td>
<td>$969.01</td>
<td>$80.75</td>
</tr>
<tr>
<td>How to Cope</td>
<td>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</td>
<td>93 adults attended How to Cope</td>
<td>80% increase knowledge of harmful effects of alcohol/drugs; 80% complete a plan to promote healthy relationships and abstinence from substance abuse</td>
<td>94% showed an increase knowledge of the harmful effects of alcohol and other drugs; 100% completed an action plan</td>
<td>Updated and revised the How to Cope curriculum; developed and implemented robust evaluation tools in pursuit of NREPP status</td>
<td>1.41</td>
<td>$1,384.25</td>
<td>$99.89</td>
</tr>
<tr>
<td>Caring for Kids</td>
<td>Caring for Kids is a 17.5 hour course targeting at-risk children and youth impacted by a substance use disorder at home</td>
<td>180 children and youth attended Caring for Kids</td>
<td>80% will show decreased likelihood of use of alcohol or other drugs; 80% complete a plan of action to stay safe</td>
<td>89% showed decreased likelihood of use of alcohol or other drugs; 100% completed an action plan</td>
<td>Developed flexible program delivery to accommodate Caring for Kids sites. Developed/implemented new evaluation tool in pursuit of NREPP</td>
<td>1.6</td>
<td>$833.42</td>
<td>$173.58</td>
</tr>
</tbody>
</table>

**KCMO Staffing**

<table>
<thead>
<tr>
<th>Staffing per 100 clients</th>
<th>ME First/ME After</th>
<th>How to Cope</th>
<th>Mobile CCL</th>
<th>How to Cope</th>
<th>Caring for Kids</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.86</td>
<td>1.38</td>
<td>1.41</td>
<td>2.54</td>
<td>1.6</td>
<td></td>
</tr>
</tbody>
</table>

**Cost per Client**

<table>
<thead>
<tr>
<th>Cost/Client 2014</th>
<th>ME First/ME After</th>
<th>How to Cope</th>
<th>Mobile CCL</th>
<th>How to Cope</th>
<th>Caring for Kids</th>
</tr>
</thead>
<tbody>
<tr>
<td>$40.34</td>
<td>$55.06</td>
<td>$664.88</td>
<td>$969.01</td>
<td>$1,384.25</td>
<td>$833.42</td>
</tr>
</tbody>
</table>

**Cost per Unit**

<table>
<thead>
<tr>
<th>Cost/Unit 2014</th>
<th>ME First/ME After</th>
<th>How to Cope</th>
<th>Mobile CCL</th>
<th>How to Cope</th>
<th>Caring for Kids</th>
</tr>
</thead>
<tbody>
<tr>
<td>$161.37</td>
<td>$11.36</td>
<td>$74.12</td>
<td>$80.75</td>
<td>$99.89</td>
<td>$173.58</td>
</tr>
</tbody>
</table>