First Call Annual Report & Accomplishments

Clinical Services
• 3,456 received crisis counseling by making that first call to the Crisis Call Hotline (816-361-5900)
• 1,736 received substance use disorders assessment and referral
• 234 attended ME First ME After, a motivational enhancement mentoring program
• 309 logged on to www.mobileccl.org to access their own client record and treatment plan
• 107 completed How to Cope, a class for adults impacted by a loved one’s addiction
• 251 attended Caring for Kids, a class for children impacted by substance use disorders at home.

Prevention Services
• 1,761 participated in school-based youth prevention programs
• 11 coalitions organized 198 events for 13,172 children, youth and adults

Outreach Services
• 8,844 attended 61 Speaker’s Bureau presentations at businesses, schools and health fairs
• 216 attended substance abuse professional continuing education and certification classes
• 95 volunteered 461 hours of direct service and administrative support
• 34,853 hits to the First Call website (www.firstcallkc.org) by 10,811 individuals
# Public and Private Grant Support

## Platinum Donors $100,000+
- Health Care Foundation of Greater Kansas City
- Jackson County Community Backed Anti Drug Tax (COMBAT)
- Missouri Department of Mental Health
- Price Family Charitable Foundation
- SAMHSA (US Substance Abuse and Mental Health Services Administration)

## Angel Donors $10,000+
- American Century Investments Foundation
- Blue Cross Blue Shield of KC
- CareEntrust Inc.
- Cross Foundation, Inc.
- Elmer C. Rhoden Charitable Foundation
- Ina Calkins Charitable Trust
- Johnson County Alcohol Tax Fund (ATF)
- William T. Kemper Foundation

## Guardian Donors $5,000+
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- Country Club Christian Church
- Hallmark Cards, Inc.
- J. B. Reynolds Foundation
- Morgan Family Foundation
- State Street Foundation
- Village Presbyterian Church

## Champions of Hope $2,500+
- Feist Family Foundation
- House of Diamonds
- Lathrop & Gage LLP
- Park Foundation
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- Torosian Foundation
- Victor E. Speas Foundation, Bank of America Trustee
- Shank Charitable Trust
- Shawnee Mission Medical Center
- Sterneck Capital Management
- Two Rivers Psychiatric Hospital
- Wally Foundation

## Change Agents $1,000+
- Anonymous
- Better Business Bureau of Greater Kansas City
- Breidenthal-Snyder Foundation, Inc.
- Burtin & Associates, Inc.
- Church of the Resurrection
- Commerce Bank
- Emdeon Business Services
- FCI Advisors / Midwest Trust
- Flo Harris Foundation of the Jewish Community Foundation
- Ira and Florita M. Brady Foundation Fund
- James B. Nutter & Company
- Jon Price Charitable Fund
- Lockton Companies
- MEDIAHEAD
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- Plaza III
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- Shawnee Mission Medical Center
- Sterneck Capital Management
- Two Rivers Psychiatric Hospital
- Wally Foundation

## Patrons $500+
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- Mariner Holdings, LLC
- Rodan Enterprises
- Smart Companies
- Valley Hope Association
- Watson Family Foundation
- Westport Fund

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- Gary Gribble’s Running Sports
- GE United Way Campaign
- Grass Pad, Inc.
- Greenbaum Family Charitable Fund
- Heartland Men’s Chorus
- Honeywell Hometown Solutions
- Houlihan’s Restaurant Inc.
- ILK Properties
- Kansas City Marriott Downtown
- Kansas City Repertory Theatre
- Legal Aid of Western Missouri
- Madison Avenue Psychiatric Services
- Peoples Bank
- Pepsi Americas, Inc
- PGI
- Polsinelli
- Sader Law Firm, LLC
- Superior Linen
- Waldo Pizza
- Wholesale Trucks of America

*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.*
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- Terri Springer

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- Joyce & Dee Pack
- Benjamin Schloegel
- Colleen & Tony Vannicola

#### Champions of Hope $2,500+
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- Anne & Stephen Dunn
- Julie Garwood

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- Jolene Shaw
- Barbara & William Fay
- Katherine & Edward Manda
- Stephanie & John Shuchart
2013 was a time of great change and exceptional growth. Our heartfelt gratitude goes out to the truly beneficent people in the Greater Kansas City community! With your help, First Call continues to strive for excellence.

At our new location at 9091 State Line in Kansas City, Missouri, our community has a place of dignity and respect to call home. We who are, who care for, and who care about people impacted by addiction have been sorely in need of an environment that reflects our inherent worth. We can now truly believe that the healing begins as soon as we walk through the door. (Open House coming soon!)

Our community is thinking and talking about itself differently. We understand that the disease of addiction to drugs and/or alcohol is not a "concept;" it is a disease. Since 2005, substance use disorder has been defined as a Chronic Disease, and identified in 9.5% (24 million) Americans over the age of 12 (SAMHSA National Survey on Drug Use and Health 2005).

As is true for any disease, we address substance use disorder (addictive disease) from a Prevention, Treatment, Recovery and Cure approach. Chronic Disease management is imperative – however, wouldn’t the ultimate goal be to eradicate the disease altogether? Let’s take a lesson from our cancer-fighting colleagues. Let’s use science-based options for people to be permanently recovered from addictive disease. With the strength of our community at our backs, we at First Call will continue to acknowledge, interact with and push the science forward on behalf of our community. If it is possible to find cures for other diseases, surely it is possible to find a cure for a substance use disorder.

Our community is ready to embrace the notion that the disease we focus on is part of the overall health of an individual, a family and a community. More than 1.5 million visits to hospital emergency departments annually are associated with some form of substance misuse or abuse (Drug Abuse Warning Network 2008) with an estimated $12 billion in associated hospital costs (Kassed et al 2007). Yet, more than 90% of patients who meet the criteria for substance use disorder may not independently perceive a need for treatment and therefore do not seek it (SAMHSA Office of Applied Studies 2008).

Obviously, substance use disorder services should be integrated with primary care! First Call’s Community CareLink technology supports just that kind of care coordination. We are bridging the gap by participating in KHIN (Kansas Health Information Network) to share information with medical providers, by partnering with Children’s Mercy Hospital and Clinics to educate new doctors, and by offering health screenings to people who show up for our services.

As First Call continues to grow and thrive in what promises to be an historic time for the professional Addiction Prevention and Recovery field, we remain ever mindful that the steps we take, whether they are to lead or follow, are always to one end: Reduction of the impact of alcohol, drugs and addiction by providing quality resources to individuals, families and the community.

That is our mission, and that is our promise to you.

Molly O’Neill
President and CEO
First Call has a new home! We purchased a building at 9091 State Line and moved in February 2014. We are excited to be in a new facility that will provide a better environment for those we serve and First Call staff.

We thank you, our public and private benefactors, for the support that has enabled us to make this move with confidence.

First Call continues to work hard to reduce the impact of alcohol, drugs and addiction by providing quality resources to individuals, families and the community. First Call helps individuals searching for recovery as well as families and friends impacted by a loved one’s addiction. Watching these 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.

First Call’s executive leadership team and the board of directors are working hand-in-hand to raise awareness about First Call resources available to address one of America’s greatest public health issues—alcohol and drug addiction. We are committed to the vision that all who need help know where to find it—at First Call.

Please stop by to visit our new home. We would love to see you and show you around. Feel free to extend the invitation to friends and neighbors.

The Board of Directors of First Call sincerely thanks you for your ongoing support.

Hugh O’Donnell
Board Chair
## Measuring Success, Improving Service

<table>
<thead>
<tr>
<th>Program</th>
<th>Services</th>
<th>Output 2013</th>
<th>Outcome Target 2013</th>
<th>Outcome Actual 2013</th>
<th>Improvements Implemented in 2013</th>
<th>Program Staffing</th>
<th>Cost/Client</th>
<th>Cost/Unit of Service</th>
</tr>
</thead>
<tbody>
<tr>
<td>Crisis Calls</td>
<td>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.</td>
<td>3,494,000 individuals called the crisis call hotline.</td>
<td>85% of callers provided referrals to community services related to the caller’s identified area(s) of need.</td>
<td>85% of callers provided referrals to community services related to the caller’s identified area(s) of need.</td>
<td>Expanded referral database to include over 400 service providers, including 14 providers who have allowed for direct scheduling of appointments.</td>
<td>2.31</td>
<td>$3,569</td>
<td>$140.77</td>
</tr>
<tr>
<td>Assessment and Referral</td>
<td>Substance use disorders assessment by a Substance Abuse Counselor; referral to treatment, psychiatric assessment, primary healthcare and support services.</td>
<td>17.8% of individuals assessed; 60% treatment plans followed-up assessment.</td>
<td>50% improve ASI scores (Addiction Severity Index measures in full employment; legal issues, family and social relationships, medical and psychological); 50% show a decrease in substance use.</td>
<td>50% show improvement in ASI scores; 60% show a decrease in substance use.</td>
<td>First Call added two Recovery Advocates to provide intense and individualized support.</td>
<td>2.46</td>
<td>$3,584</td>
<td>$3.04</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>238 clients participated in the ME First program.</td>
<td>80% enter treatment with sustained / increased motivation for change.</td>
<td>82% entered treatment with sustained / increased motivation for change.</td>
<td>First Call added ME After program to sustain motivation for recovery after treatment.</td>
<td>1.26</td>
<td>$328.00</td>
<td>$25.45</td>
</tr>
<tr>
<td>Mobile CCL</td>
<td>Technology-based motivational enhancement program sustains clients’ engagement with providers through online applications and access to one-on-one client record and treatment plan.</td>
<td>300 clients engaged via Mobile CCL web portal.</td>
<td>Employment rate and abstinence from drugs and alcohol will improve after six months.</td>
<td>65% improved employment; 172% improved abstinence; 132% improved social connectedness.</td>
<td>Implemented a marketing and outreach program in February; implemented text messaging; and increased resources available via the portal.</td>
<td>2.15</td>
<td>$1,410.53</td>
<td>$105.72</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>107 adults attended How to Cope.</td>
<td>60% increase knowledge of the harmful effects of alcohol and other drugs; 50% complete a plan to promote healthy relationships and abstinence from substance abuse.</td>
<td>87% increased knowledge of the harmful effects of alcohol and other drugs; 100% completed an action plan.</td>
<td>Program expansion to Church of the Resurrection in Johnson County; updated and revised the How to Cope manual; published worksheets online.</td>
<td>1.62</td>
<td>$799.77</td>
<td>$45.70</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>251 children and youth attended Caring for Kids.</td>
<td>80% will show decreased likelihood of use of alcohol or other drugs; 100% complete an action plan.</td>
<td>90% showed decreased likelihood of use of alcohol or other drugs; 100% completed an action plan.</td>
<td>Service expansion includes summer programming at Police Athletic League, Riles Home, Olathe Academy and University Academy.</td>
<td>1.85</td>
<td>$492.47</td>
<td>$26.63</td>
</tr>
<tr>
<td>Youth Prevention</td>
<td>Sobriety Group for students with a substance use-related offense; Life Skills 101 enhances students’ communication and relationship skills with their peers; Obama Auto Buying Program; and Students Invest in Success helps students avoid and/or cope with peer pressure.</td>
<td>1,761 participated in school prevention programs.</td>
<td>75% of students completing the SS and Life 101 programs indicate improvement in their ability to make positive, healthy choices when exposed to alcohol and other drugs.</td>
<td>85% improved ability to make positive, healthy choices when exposed to alcohol and other drugs.</td>
<td>Participating school expanded to Olathe South High School; North headphones Support Center; Olathe East High School; Sacred Heart Elementary; Pala Academy and University Academy.</td>
<td>1.63</td>
<td>$146.17</td>
<td>$64.00</td>
</tr>
<tr>
<td>Community Prevention</td>
<td>First Call provides technical assistance to community-based drug, alcohol and tobacco prevention teams in Jackson, Cass, Johnson and Lafayette counties.</td>
<td>11 teams organized and participated in 795 events; for 13,172 children, youth and adults.</td>
<td>In the four-county service area: 10% annual reduction in alcohol-related car accidents; 10% reduction in alcohol-related drug-related juvenile offenses.</td>
<td>Most recent available county data 2011-2012: 25% reduction in car crashes; 12% reduction in school suspensions; 25% reduction in juvenile offenses.</td>
<td>Prevent team coordinated the first Urban Prevention Coalition.</td>
<td>2.36</td>
<td>n/a</td>
<td>n/a</td>
</tr>
<tr>
<td>KCYMA</td>
<td>Kansas City Youth Mercantile Alliance (KCYMA) brings area merchants, youth, parents and public policy partners together to reduce the sale of tobacco products to youth.</td>
<td>Technical support provided to Jackson, Lafayette and Cass counties.</td>
<td>Promotion of public policy and legislative changes to prevent/reduce tobacco sales to youth and youth tobacco initiation.</td>
<td>KCYMA passed bills requiring minors, youth, and adults advocated for clean air ordinance. KCYMA focused on building school-based coalitions.</td>
<td>Implementation of SMAG (Students With A Goal) at schools in Cass County; formation of new clean-air coalition in Lafayette County (Lafayette Prevention Coalition).</td>
<td>1.22</td>
<td>n/a</td>
<td>n/a</td>
</tr>
</tbody>
</table>
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 www.firstcallkc.org or call 816-361-5900 for more information.

Please remember in your estate plans.

## 2014 Calendar of Events

- **Community Gratitude Luncheon**
  - Willie Wilson, Keynote Address
  - **Tuesday, April 8, 11:30 a.m.**
  - Ewing Marion Kauffman Foundation

- **Celebrity Golf Tournament**
  - Featuring Willie Wilson
  - **Monday, June 23, 11:00 a.m.**
  - Swope Park Memorial Golf Course

- **Message in a Bottle Celebration**
  - Chris Herren, Keynote Address
  - **Tuesday, September 16, 6:30 p.m.**
  - College Basketball Experience at Sprint Center

## First Call Staff

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  - Molly O’Neill, President & CEO
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