2012 Calendar of Events

April
12th • Global Health Awards Breakfast, Marriott Headquarters
20th • National Prescription Take Back Day, First Call

May
3rd • Night of the K, Royals vs Yankees, Kauffman Stadium

June
18th • 19th Annual G.A.P. Taylor Celebrity Golf Ramble, Swope Memorial Golf Course

September
12th • Message in a Bottle Celebration of Recovery Dinner with William Moyers, Jr., WWI Museum

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.

Stay up to date on all of our events at: www.firstcallkc.org/events

First Call Staff

Staff:
Molly O'Neill, President & CEO
Don Storey, VP of Operations
Susan Vltnboro, VP of Development
Emily Brown
Keith Nelson
Pat Harris
Matthew Twin
Debby Jones
Helen Keller
Deborah Lee
Nancy McCormick
Kim Ochoa
Ken Orth
Karen Schaller
Gordon Stubblefield
Preston Washington
Tresa Woods

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Richard D. Rhyne, Vice Chair
Molly O'Neill, Treasurer

Directors:
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Preston Washington
Gordon Stubblefield
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Pam Harris
Molly O'Neill
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Kim Ochoa
Dr. Gerald Early
Leslie Eden
Linda Buchner
Rusty Baltis

Board of Directors

2011 Annual Report

Published by First Call
Molly O'Neill, President/CEO
Keith A. Gary, Chair

First Call is a federally recognized tax-exempt agency. All contributions are tax deductible under IRS code 501(c)(3).

www.firstcallkc.org | t: 816-361-6900 | f: 816-361-7290 | 633 East 63rd Street, Kansas City, MO 64110

2011 Revenue

Total: $1,505,448

Foundation Grants 34%
United Way 21%
Government Contracts 14%
Special Events 12%
Individual Donations 9%

2011 Expenses

Total: $1,490,141

Assessment & Referral 12%
Prerequisites 12%
Community Outreach 12%
Administration & Fundraising 7%
Professional Development 25%
Public and Private Grant Support

I learned more in this class than I ever dreamed I would. And I'm putting it to use.

A Letter from Molly O’Neill, CEO

This was a life changing course. Thank you – I would have been here years ago if I knew about it!

Molly O’Neill, President & CEO
A Letter from Keith Gary, Board Chair

First Call enjoyed a very successful year in 2011, despite facing the same challenges presented to all businesses and organizations across the country by the economy. Success under those conditions is a testament to First Call’s strategic direction, quality leadership team, and excellent staff attention to programmatic details. The organization demonstrated remarkable agility in negotiating obstacles and seizing new opportunities.

First Call gained an initial one-year accreditation by the Commission on Accreditation of Rehabilitation Facilities (CARF). Although review processes are rigorous and often nerve-racking, the First Call staff fully embraced the intent of CARF accreditation - improving the quality of the organization and its services. First Call undertook the process voluntarily to demonstrate to our constituents the quality of services delivered each and every day.

The organization achieved another significant milestone in being awarded a $265,000 grant from the Substance Abuse Mental Health Services Administration (SAMHSA) TCE-Health IT Program. SAMHSA funding is very competitive and requires a well-crafted project with assurances of evidence-based outcomes/deliverables. This award leverages the considerable progress in First Call’s Community CareLink health information technology solution and validates the vision for this health information technology solution.

The entire First Call Board of Directors thanks you for supporting our efforts and making our successes possible! As our CEO so aptly stated - ‘WE appreciate YOU for choosing to make a difference’

Keith A. Gary, Board Chair

The How To Cope Program truly met and exceeded all my expectations. It was such a valuable experience and I am so grateful for it.

Keep The How To Cope Program going and have more available - Spread the word!

Keith A. Gary, Board Chair

Guardian Donors $5,000+
Gerald & Shanae Roberge

Champions of Hope $2,500+
Linda & Carl Vansant
Hugh D’Onnell
Tom Springer

Change Agents $1,000+
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Karen & Mike Kernan
Molly & David O’Neill
Geri & Dick Hyne
Jackie & Davis Rooske
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Peter & Anton Hage
Steve & Monica Hage
Kim & Kris Hage
Barbara & Michael Hage
Martha & Jack Hage
Terry Hage
Geri & Dick Hage
Working Spencer Hage
First Call is a Federally recognized tax-exempt agency. All donations 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.

Individual Donors

Leah Kropp
Cara LeBorge
Leigh Anne Larson
Mary Madden
Tom Markle
Karen & Michael Markle
Nancy & Frank Markle
Larry Milne
Doris Milne
Mary Vormen
Sally Wallace
Preston Watson
Sherry Webster
Rowena & Jim White
Barbara & Michael Whitley
Amy & Michael Whitley
Ann & James Zarr

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The How To Cope Program was exactly what I was looking for--found it with the information and the facilitator’s guidance and patience,

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## Measuring Success, Improving Service

<table>
<thead>
<tr>
<th>PROGRAM</th>
<th>SERVICES</th>
<th>OUTPUT 2011</th>
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<th>OUTCOME ACTUAL 2011</th>
<th>IMPROVEMENT ACTION PLAN &amp; DATE</th>
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<th>PROGRAM COST PER CLIENT</th>
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<tr>
<td>ASSESSMENT &amp; REFERRAL</td>
<td>Substance use disorders assessment by a Certified Substance Abuse Counselor; includes referral for those in need of treatment and/or psychiatric assessment.</td>
<td>304 clients presented for assessment</td>
<td>95% of clients identified with substance use disorder or mental health disorder will be offered access to recovery services</td>
<td>85%</td>
<td>Mobile MET implemented to increase clients' motivation for sustained engagement with treatment providers through the use of web-based motivational interviewing (December 2011)</td>
<td>1.75 FTE</td>
<td>$156.69 per client</td>
<td>$308 units of service at $77.24 per unit</td>
</tr>
<tr>
<td>ME FIRST</td>
<td>Five-week group motivational enhancement program provides clients one-on-one contact with a mentor to create and maintain a plan for ongoing recovery.</td>
<td>146 clients participated in the ME First program</td>
<td>80% will show an increase in motivation from admission to completion as evidenced by an increased readiness to change score on the SOCRATES</td>
<td>75%</td>
<td>Kemper Foundation funding helped increase ME First participation by 32% (March 2011)</td>
<td>2.5 FTE for 25 Contractor</td>
<td>$435.56 per client</td>
<td>$726 units of service at $660.60 per unit</td>
</tr>
<tr>
<td>FAMILY SERVICES</td>
<td>Seven-session, 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 the disease.</td>
<td>137 adults attended How to Cope</td>
<td>85% will show an increase in self-care from pre-test to post-test.</td>
<td>81%</td>
<td>How to Cope expanded to Springfield, MO (Kansas City Community Center) and Danbury, CT (Midwestern CT Council on Alcoholism) (December 2011)</td>
<td>1.7 FTE for 1 Volunteer</td>
<td>$595.61 per adult client</td>
<td>$595.61 per unit</td>
</tr>
<tr>
<td>C-2000</td>
<td>Community-based drug prevention teams (C2000) established to mobilize communities to reduce alcohol, tobacco and other drugs in Jackson, Cass, Johnson and Lafayette counties.</td>
<td>18 community teams organized</td>
<td>Community will indicate an increase in perceived risk of use; decrease in ATOD suspensions and expulsions; and decrease in alcohol-related car crashes.</td>
<td>Ongoing contract with Kansas University to improve Caring for Kids measurement tools, assessment, and to explore the feasibility of follow up tracking (January 2011)</td>
<td>Evaluation tool under review</td>
<td>1372 units of service at $117.42 per unit</td>
<td></td>
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<tr>
<td>VIOLENCE INTERRUPTION PROCESS (VIP)</td>
<td>Caring for Kids is a seven-session, 17.5 hour course targeting at-risk children and youth impacted by a substance use disorder at home.</td>
<td>111 children and youth screened Caring for Kids</td>
<td>University of Kansas staff is compiling work on the development of an outcome measure to determine increase in coping skills and resiliency.</td>
<td>Ongoing contact with Kansas University to improve Caring for Kids measurement tools, assessment, and to explore the feasibility of follow up tracking (January 2011)</td>
<td>Evaluation tool under review</td>
<td>872 units of service at $117.42 per unit</td>
<td></td>
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<tr>
<td>VIP</td>
<td>An intensive three day immersion training experience designed for students whose violent behavior is associated with alcohol or other drug use.</td>
<td>112 students participated in VIP</td>
<td>55% of students will show a decrease in reported incidence (bullying, verbal abuse, physical abuse and/or ATOD use) from pre- to posttest.</td>
<td>Lessons 1-4 are now offered for one time on first day of orientation; lessons 5-6 offered in twenty minute sessions during homeroom (September 2011)</td>
<td>100% of Missouri students who participate are referred for substance abuse or mental health services (September 2011)</td>
<td>463 units of service at $573.65 per unit</td>
<td></td>
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</tr>
</tbody>
</table>

First Call offers training so that leaders of communities, organizations, and neighborhoods can understand what is happening in terms of tobacco sales and drugs and alcohol in the communities.