



633 East 63rd Street
 Kansas City, MO 64110
 (816) 361-5900 • (913) 233-0747
 Fax (816) 361-7290
 www.firstcallkc.org

Address Correction Requested

Non-Profit Org.
 U.S. Postage
PAID
 Kansas City, MO
 Permit #2113



2010 Annual Report & Accomplishments

2010 Annual Report

is published by First Call

Molly O'Neill, President/CEO
 Keith A. Gary, Chair

Design and Production donated by Geoff Howe Advertising

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.

Board of Directors

Officers:

Keith A. Gary
 Chair

Hugh F. O'Donnell, III
 Vice Chair

Molly Klinock
 Treasurer

Kris Dekker
 Secretary

Sara McAllister
 Past Chair

Directors:

Rusty V. Baltis
 Roy Crooks
 Leslie Eden
 Kevin E. Glynn
 Dr. George Gordon
 Mamie Hughes
 Jean Jacobs
 Kate Marshall
 Dee Pack
 Dick D. Rhyme
 Terri Springer

First Call Staff

Molly O'Neill,
 President/CEO

Ron Griffin,
 Vice President

Susan Whitmore
 Vice President

Emily Brown
 Michelle Irwin
 Delores Jones
 Megan Keller
 Deborah Lee
 Gloria Nepote
 Ken Ortvals

Karen Schalker
 Gordon Stubblefield
 Preston Washington
 Tresa Woods

2011 First Call ~ Calender of Events

For 53 years, First Call has been providing resources to the Greater Kansas City Area. Help us help others. Mark your calenders and join us.

- April ~ National Prescription Take Back Day
- May ~ Night at the K with the Royals
- June ~ 18th Annual Otis Taylor Celebrity Golf Tournament
- September ~ Mike Johnson Memorial Walk for Recovery
- September ~ Celebrateion of Recovery Dinner
- TBD ~ In Gratitude Awards Celebration

Stay up to date
www.firstcallkc.org/events



Missouri Department of
 Mental Health/ADA

Accomplishments in 2010

Reducing the Impact for Individuals and Families

- **208** at risk youth and children impacted by substance use disorders at home attended Caring for Kids classes to help them avoid substance abuse and develop a safety plan.
- **192** adults completed How to Cope, a seven-session course for adult family and friends impacted by a loved one's addiction to alcohol or drugs.
- **166** individuals seeking recovery from a substance use disorder received counseling, assessment, referral, intervention and/or follow-up services.
- **140** individuals attended ME First, a motivational enhancement program for those who are waiting for space in a treatment facility.
- **3,658** families and individuals received crisis counseling by making that first call to the Crisis Calls Hotline (816-361-5900).
- **395** substance abuse professionals attended continuing education and certification classes.
- **18** Community 2000 (C2000) teams provided **136** community awareness and prevention events for **18,767** children, youth and adults in Jackson, Cass, Johnson and Lafayette counties.
- **243** volunteers gave 4,480 hours of direct service and administrative support at First Call events, presentations and service programs.
- The First Call website (www.firstcallkc.org) received **20,050** hits

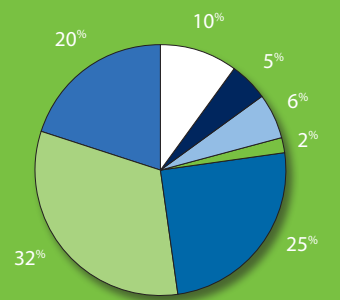
Providing Quality Services to the Community:

- **5,000** copies of In Search Of (a directory lists over 200 metro-area substance abuse treatment providers and affiliated services) were distributed to individuals and the community.
- **202** Speaker's Bureau presentations on substance use disorder education and prevention were presented to businesses, faith organizations, schools and the public.
- **333** How to Cope alumni attended monthly gatherings in support of their ongoing recovery.
- First Call's Community CareLink software contributed to **10** electronic health exchange initiatives in the region.

2010 Revenues

Total: **\$1,287,253**

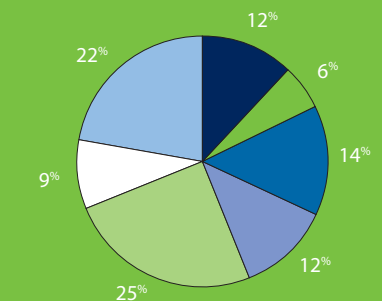
Copies of full audit are available from First Call upon request.



* United Way -10%
 * Corporate -5%
 * Individual Gifts - 6%
 * Special Events - 2%
 * Earned Income - 25%
 * Govt. Contracts - 32%
 * Foundation Grants - 20%

2010 Expenses

Total: **\$1,216,556**



* Referral/Assessment - 12%
 * Prof Development - 6%
 * Admin/Fundraising - 14%
 * Community Outreach - 12%
 * Family Services - 25%
 * Technology - 9%
 * Prevention - 22%

To Our Friends

2010 at First Call was characterized by INNOVATION, INSPIRATION, and—the mother of invention—NECESSITY!

Like almost everyone else these days, in 2010 we were asked to do more with less. We have a critical mission: to reduce the impact of alcohol, drugs and addiction by providing quality resources to individuals, families and the community. In order to continue to accomplish this we must be inspired, but practical, innovators.

Our newest INNOVATION actually began as a partnership way back in 2004 and has led to a mission-driven earned income stream for First Call: Community CareLink, an electronic health record for behavioral healthcare providers. Yes, software! We helped develop it, we own it, we're using and we're selling it. Community CareLink is an amazing tool that facilitates better service and higher quality care to our constituents. In addition to streamlining access to care, Community CareLink improves communication between providers and allows all of us to improve service delivery by capturing data.

INSPIRATION came to us from national awards First Call received for our How to Cope program in 2008 and 2009. In 2010, we decided that First Call should be recognized for all the high quality services we deliver. No more hiding our light under a bushel basket! We applied to one of the top national accrediting bodies, the Commission on Accreditation of Rehabilitation Facilities (CARF). We prepared for the CARF review team visit by pulling documents together, organizing, and making sure we'd dotted all our I's and crossed our T's.

I'm delighted to tell you that First Call now has been recognized as a Nationally Accredited Agency providing high quality services to individuals, families and the community! We are very proud of this accomplishment. First Call's national CARF accreditation now affords us the ability to charge third party payers for the quality services First Call delivers.

Which brings me to NECESSITY. Empowered by the above activities, our long-term goal is to achieve financial self sufficiency. First Call increased earned income from 9% in 2009 to 25% in 2010. While we strive to increase our earned income even more over time, we maintain a commitment to our policy that no one is turned away for lack of ability to pay.

I hope this demonstrate to you that we are working hard to achieve our mission in the most efficient way possible. We want you, our investors, to feel confident that when you make your contribution to First Call, it is well spent! Of course, your return on investment is in lives saved. As one of our fine and generous investors said to me on the phone last fall, "What price can you put on saving a life?" Your support saves lives. And for that, we are deeply grateful!

Molly O'Neill, President and CEO

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

2010 First Call Circles of Giving

Miracle Makers \$15,000 +

Betty Baker
Joe Robinson

Guardian Donors \$5,000 +

Charlotte & Charles Curry

Champions of Hope \$2,500+

Terri A. Springer
Leslie Eden & Carl Vansant

Change Agents \$1,000+

Jane Ann & Rusty V. Baltis, Jr.
Ellen & Keith Gary
Karen & Mike Herman
Julia Irons
Delores Jones
Hugh F. O'Donnell
Molly and David O'Neill
Laura E. Robinson
Jackie & Davis Roeske
David H. Westbrook

Donors \$500 +

Annette & Bernard Abrams
Dori Bader
Georgia Croft
Roy G. Crooks
Kimberly & Kris Dekker
Susan & Robert W. Ellis, Jr.
Dr. George Gordon
Ron Griffin
Fonda Hoffman
Steve Hoover
Jean Roth Jacobs
Brian K. Johnson
Molly Huebner Klinock
Sara McAllister
Jackie McCarthy
Susan and Jack T. Pierson
James E. Ramel
Jerry Rutherford
Helen & John H. Shackelford
Sherrard B. Wallingford

Donors \$100 +

Lucinda Armacost
Russell E. Atha
Sandra Bowlby

Bobby Boyer
John J. Bruegging
Kirk Bushy
Anthony Caldarello
Cynthia Christy
Bradley Cure
Timothy Colley
Kevin P. Cooney
Virginia A. Cukar
Dr. Richard M. Davis
Diane Dekker
Sybil & Antoni Diehl
Anthony Drummond
Drs. Gerald L. Early & Shauna R. Roberts
Thomas Edgerton
Brad Elting
Carlton Erickson
William A. Fay
James Frasca
David A. Gibson
Donald Giffin
Wayne Giles
Judy & Kevin Glynn
Sheryl & John Gress
Jean & Moulton Green, Jr.
Mark Hamilton
Jeanne M. Hanson
James Howard
Mamie C. Hughes
Michelle R. Irwin
Mary B. Johnson
Richard F. Jones
Cheryl L. Keimig
Matthew Kelly
Maureen Kelly
Charles H. Kopke
Dorwin F. Lamkin
Randall Long
Kate Marshall
Dr. A. Thomas McLellan
Robert Meyers
Jason Mickschl
Gloria Nepote

Kenneth R. Pegue
Jacqueline & Walter Pouppirt
Marilyn Scafe
Benjamin V. Schloegel
Cecile Schloegel
Abigail Schmidt
Michael B. Sheehan
Carmen Sigler
M. J. Spencer
Issac F. Stallworth
Keith Stamm
Tom Steadman
Gordon L. Stubblefield
Carolyn & Thomas B. Summers
Mary V. Suzi Hagen
Edna Talbo
Jim Vaughn
Doris W. Virden
Sally A. Wallace
Preston Washington
Rowena & Jim White
Helen & Bruce Whitmore
Elizabeth & David Whitmore
Robert J. Willis
Tresa Woods
John Wubbenhorst
Dr. James S. Zarr

First Call recognizes the support of the following Foundations:

Diamond Donors \$50,000+

Village Presbyterian Church (U.S.A.)
Health Care Foundation of Greater Kansas City

Miracle Makers \$15,000+

Hall Family Foundation
William T. Kemper Foundation
Morgan Family Foundation
Victor E. Speas Foundation, Bank of America Trustee

Angel Donors \$10,000+

The Cross Foundation, Inc.
Elmer C. Rhoden Charitable Foundation
Shumaker Family Foundation

Guardian Donors \$5,000+

Country Club Christian Church
Arvin Gottlieb Charitable Foundation
The Flo Harris Foundation of the Jewish Community Foundation

Champions of Hope \$2,500+

R. A. Long Foundation
Park Foundation
Shank Charitable Trust

Donors \$500+

Dunn Family Foundation
The Pierson Foundation
Steven & Karen Pack Family Fund of the Jewish Community Fund
The Christopher D. Smithers Foundation, Inc.

Donors \$100+

1215 Fund Jewish Community Foundation of Greater Kansas City
Dess L. Caylor Charitable Trust

First Call recognizes the support of the following Corporations:

Angel Donors \$10,000 +

Blue Cross Blue Shield of KC

Guardian Donors \$5,000 +

DST Systems

Change Agents \$1,000+

Anton Paar
Brendenthal-Snyder Foundation, Inc.
Bukaty Companies
Burtin & Associates, Inc.
Emdeon Business Services
Kansas City Royals
Shaw Electric Co.

Donors \$500 +

E. J. Cody Co., Inc.
Rew Materials
U. S. Engineering Co.

Donors \$100 +

Bank of America Matching Gifts
Comet Industries
Cometco Resources, LLC
C-Star
Grass Pad, Inc.
Greater Kansas City Chemical Abuse Council
Merrigan & Co.
The Missouri Bar
Missouri Office Systems and Supplies, Inc.
Rodan Enterprises LLC
Sierra Building Products
Soul Seekers
STRAUB Construction Co., Inc.
Welcome House, Inc.
West Central Missouri Professionals

We have made every attempt to ensure all donors have been listed and names spelled correctly.

Please visit our website - www.firstcallkc.org - and sign up for less paper/more trees. Include your e-mail address and we will e-mail all correspondence to you. See the "Join our mailing list" page and sign up! Thank you for including First Call in your estate planning. For more information please contact Michelle Irwin at First Call, 816-361-5900.

FROM THE BOARD CHAIR

First Call enjoyed a very successful year in 2010, 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 has expanded its portfolio of programs and services to include Community CareLink, an electronic method for tracking clients across multiple providers to significantly improve client care and treatment coordination. This electronic tool has garnered interest from within the bi-state region and across the country. Aligned with our organization's consistent reputation for collaboration and coordination, Community CareLink enables better coordination and communication among service providers – all for the benefit of our constituents.

The organization has leveraged the national recognition of How To Cope as an evidenced-based program by applying many of the same design principles to their other addiction and recovery programs. First Call has developed a strong collaboration with the University of Kansas School of Social Work to enable and facilitate building in measurable outcomes that demonstrate program effectiveness. The collaboration will provide opportunities for seeking grant support from federal agencies and private foundations in support of this important work.

Lastly, and with sadness, Jim Eades retired from the First Call Board of Directors this year. Jim has provided remarkable service and leadership to our organization over the years, including as the Chief Executive Officer for a number of those years. Jim remains a tireless advocate for addiction and recovery services – but most importantly, for those in desperate need of our services. I am proud to have served with Jim on the Board and will miss his perspectives, guidance, and personal example. We all wish him the very best!

As our CEO so aptly described, First Call will continue to INNOVATE, INSPIRE, and respond to NECESSITY as we move into 2011 – and beyond! The entire First Call Board of Directors thanks you for supporting our efforts and making our successes possible!

Keith Gary, Board Chair

First Call deeply appreciates its support from:

United Way of Greater Kansas City
COMBAT —
The Community Backed Anti-Drug Tax of Jackson County
Missouri Department of Mental Health Alcohol and Drug Abuse Division
Alcohol Tax Fund of Johnson County
Kansas City Missouri Public Schools
Healthcare Foundation of Greater Kansas City