When I arrived in Durham in 1994, charged with building an innovative recovery program from the ground-up - with only $18,000 and a flooded, abandoned school house - I welcomed the challenge. Failure was not an option. I knew firsthand what it would take to get results, and that lives were counting on me.

I started the program with about 13 residents; today, we serve a daily average of 500.

More than 20 Million Americans need treatment for drug or alcohol abuse, yet only about 10% will get the care they should receive. Multiply this by the friends and family affected by addiction, and the toll of substance abuse is devastating. A main barrier to treatment is cost.

We keep TROSA free to all, so that our residents can focus on what matters most: Recovery.

More and more people are waking up to the reality of substance abuse. Its debilitating effects have no regard for race, gender, income level, employment. It doesn’t matter how old you are or where you live.

In addition to providing evidence-based therapies, our emphasis on education, vocational skills, job placement, and continuing care gives TROSA graduates the tools they need to maintain their sobriety. We need to ensure that as our population grows, we can provide an integrated model of health care for our residents. We need examination rooms; we need private, secure counseling rooms; we need centralized areas for medication, equipment and training; we need space to take advantage of the tremendous offer from our community health providers to volunteer their time; and we need to show our residents that their health matters.

Building our new Comprehensive Care Center is long overdue. Now is our opportunity to show that this innovative, model approach to recovery can continue to succeed in the face of growing demands for our help.

This is a pivotal moment for TROSA and for the field of recovery. I hope you will join us.

Thank you,

President, CEO and Founder
Investing in Recovery

TROSA has experienced unprecedented growth without the needed upgrades to our physical and mental health service facilities. As our resident population increases, so does our urgent need for a new Comprehensive Care Center to address the physical and mental wellbeing of the 500 individuals living at TROSA, each and every day.

TROSA remains an innovative recovery center that works. Our success is due in large part to addressing the long-term comprehensive health needs of our residents. To keep pace with the urgent demand for our services, we are building a new Care Center that will address a high volume of complex resident physical and mental health needs fielded by a small staff:

- In 2015-2016, TROSA provided 3,522 counseling and psychiatric appointments.
- In 2015-2016, TROSA handled more than 11,000 health-related issues for over 900 individuals with a daily average of 500 residents living at TROSA full-time at any given time. These include:
  - 7,313 medical appointments handled on-site at TROSA
  - 3,847 off-site appointments coordinated, which include specialty care such as dental, vision, surgical, and emergency services - all at no cost to TROSA residents

TROSA's Existing Health Facility

- TROSA's current on-site health facility is housed in a former forklift shed. The shed was remodeled by our residents who were being vocationally trained in construction. Unfortunately, due to age and structural limitations, further remodeling is not feasible.
- Our current clinic is not conducive to an integrated care model. For example, physical therapy must be conducted in a corner of the gym, and counseling and psychiatry are in yet another location. We provide excellent care in the face of such constraints, but we need to consolidate our services.
- We have a need for additional community health providers and senior-level medical students from neighboring schools and health centers to volunteer their time; however, we do not currently have the space to best utilize their services.
A New Care Center = An Improved TROSA

The benefits of our new Comprehensive Care Center will be felt throughout TROSA’s campus.

In addition to ensuring that all health-related services, and clinical and volunteer health staff, are housed under one roof, the Comprehensive Care Center will also be home to our Intake care team.

Intake specialists handle admissions to TROSA and field inquiry calls from prospective TROSA residents.

In 2015-2016, 2,532 assessments were made for individuals looking to begin recovery at TROSA. 22,586 phone calls were made to TROSA, asking questions about our program.

As residents present increasing complexity with respect to their recovery needs, it’s important to be able to make informed assessments, and for all staff to communicate quickly and easily – because when an individual comes to TROSA, every second counts.

Our Comprehensive Care Center will allow therapy groups such as Seeking Safety, Anger Management, and Grief & Loss, and educational classes such as Nutrition and Smoking Cessation to be conducted in one centralized location. Building our Center will release a number of spaces on campus currently used as satellite locations for care, allowing TROSA to internally enhance all of our campus properties.

In short, investing in the Comprehensive Care Center will be an investment in TROSA’s overall growth.

Every $1 invested in addiction treatment through TROSA yields a return of $12 in reduced crime and health care-related costs. www.drugabuse.gov
TROSA Comprehensive Care Center
Building Healthy Lives Campaign Goal: $2,639,000
Estimated Remaining for Campaign: $395,000

*as of February 2017

Generous lead gifts to our Campaign will be recognized in a number of meaningful ways. Naming opportunities are available for lead gifts.

For more information, please contact: Kristin Pearson, Director of Development, kpearson@trosainc.org - 919-419-1059 (x 1284) - 1820 James St. Durham NC 27707
Intake Waiting Room
Counseling Offices
Intake Offices
Building Services
Circulation Areas
Meeting Rooms
File Rooms
SECOND FLOOR

- Intake Waiting Room
- Intake Offices
- Counseling Offices
- Meeting Rooms
- File Rooms
- Building Services
- Circulation Areas

FIRST FLOOR

- Appointment Waiting Room
- Medication Waiting Room
- Staff Offices
- File Rooms
- Exam Rooms
- Building Services
- Circulation Areas

Illustrative Building Section A

Illustrative Building Section B
Leadership Giving
As our great thanks, to mark the importance of this project and recognize the inspirational giving of our donors, lead gifts to the TROSA Comprehensive Care Center—Building Healthy Lives Campaign will receive the following recognition opportunities:

<table>
<thead>
<tr>
<th>Gift Level*</th>
<th>Naming Opportunity</th>
<th>Number of Opportunities at this Level</th>
<th>Donor Wall</th>
<th>Event Recognition</th>
<th>Print and Electronic Media Recognition</th>
</tr>
</thead>
<tbody>
<tr>
<td>$500,000</td>
<td>Name Our New Building</td>
<td>1</td>
<td>Name will lead our donor recognition wall, most prominently displayed inside the main entrance to the Center.</td>
<td>Our public thanks at our events: Family Day, BBQ &amp; Friends, and TROSA Tree Lots.</td>
<td>Name will appear in all publications, print and electronic media, and references to Center.</td>
</tr>
<tr>
<td>$250,000</td>
<td>Main Appointment Waiting Room</td>
<td>Reserved</td>
<td>Name will be most prominently displayed on our donor recognition wall inside the main entrance to our Center.</td>
<td>Our public thanks at our events: Family Day, BBQ &amp; Friends, and TROSA Tree Lots.</td>
<td>Name will appear in all publications, print and electronic media, and references to Center.</td>
</tr>
<tr>
<td>$200,000</td>
<td>Intake Waiting Room</td>
<td>1</td>
<td>Name will be prominently displayed on our donor recognition wall inside the main entrance to the Center.</td>
<td>Our public thanks at our events: Family Day, BBQ &amp; Friends, and TROSA Tree Lots.</td>
<td>Name will appear in all publications, print and electronic media, and references to Center.</td>
</tr>
</tbody>
</table>

*NOTE: All gifts of $5,000 and above will be publicly recognized.

*NOTE: Gifts made at the $100,000+ level can be paid in pledge installments for 2-3 years.
Comprehensive Care Center Campaign Committee:

Catherine Gilliss (Chair)  
Jeff Clark  
Perry Colwell  
Kevin McDonald  
Prudence Meehan  
Miles Palmer  
Garrett Putman