ANNUAL REPORT
FISCAL YEAR 2019-2020
Reflection

Celebration

Gratitude

TROSA has served more than 8,800 men and women since 1994

TROSA provides our innovative and effective recovery services 24 hours a day—seven days a week. Amidst the constant activity on TROSA’s campus, preparing our annual reports allows us to pause for reflection, celebration, and gratitude. This year’s report was certainly no exception.

We began the fiscal year celebrating TROSA Founder Kevin McDonald and reflecting upon 25 years of saving lives, reconnecting families, and revitalizing communities. Thanks to Kevin’s heart, mind, and sheer force of will, TROSA has grown to be an award-winning national model for recovery programs.

Kevin founded TROSA in 1994 with a passion to help others like himself overcome addiction to drugs and alcohol. Kevin lead TROSA as our President and CEO for over 25 years. We announced that Kevin would transition to a new role at TROSA, devoted to mentoring our senior residents and graduates.

His successor—selected by Kevin and the TROSA Board of Directors—is Keith Artin, TROSA’s long-serving COO. Keith took on the role of President and CEO on July 1, 2020.

Kevin shares that he “built TROSA to be larger than any one individual or leader and I’m confident that my vision—TROSA’s mission—will continue to be in good hands with Keith.”

We ended the fiscal year navigating the global pandemic, with gratitude for our residents, graduates, staff, and generous supporters. With a daily average of 450 men and women living and healing at TROSA, our top priority was to keep our residents safe and supported. We were thankful to have the resources to work together as a campus, enacting a multitude of program adaptations to ensure that our residents remained healthy in recovery.

Our men and women in recovery are resilient, creative, compassionate, and strong. Their achievements—always remarkable—are even more inspiring during this uniquely challenging year. We hope you appreciate reading our fiscal data and resident accomplishments and thank you again for your generous support. If you feel inspired to donate, please click this link. Together, we will continue to rebuild lives.
It’s been a wonderful journey. I see change in me every day. I am definitely not the same person I was two years ago, and I continue to strive to be the person that I know I can be.

Warren grew up around farms, neighbors, and family. “It was great. I had a good life.”

Though he was happy at home—“my family loved me unconditionally”—when Warren was about 11 years old he found himself trying to fit in with other kids in the neighborhood. The neighborhood kids experimented with drugs and Warren joined in, eager to be welcomed and feel like part of the crowd. Throughout his childhood and early teen years he used marijuana and alcohol.

When he was 18, he tried cocaine, “and that was it,” says Warren.

Despite his family support and well-paying jobs, he sought comfort in drugs. His addiction overtook his life. He went to prison for the first time at the age of 21. “I was sober in prison, but when I would get out, I would go right back to using again. See the same friends again. Start all over and do whatever I could to keep using.”

After more than 30 years of addiction, Warren realized he needed to focus to “finally get things right.” At TROSA, Warren took classes, therapeutic groups, participated in all activities, and was receptive to feedback and ways to make lasting changes.

Warren has participated in several departments at TROSA, and is currently assigned to TROSA’s award-winning Lawn Care social enterprise. “I’m versatile at Lawn Care, but much more of a hands-on type of guy...I enjoy the machinery, working the equipment, and orchestrating the job on-site.” Warren shares that he also really enjoys connecting with the public and providing customer service. He is proud of his accomplishments.

Warren applied and was accepted to stay longer in TROSA’s program as a Post Graduate. “It’s a big honor to be accepted to stay on beyond the two years here. I’m very proud of that. Guys tell me that they look up to me and that feels good. I have to help carry the torch.”

He graduated in May 2020 and celebrated with a virtual yearbook video message to family and friends. “My family saw my graduation video, and they are proud of me.”

“I like being part of a team. I have a lot to teach the other guys, and I really feel I’m a good fit here. It’s been a wonderful journey. I’ve learned a lot. I see change in me every day. I am definitely not the same person I was two years ago, and I continue to strive to be the person that I know I can be.”
Why is TROSA Needed?

Nationally, 20.7 million people met the diagnostic criteria for a substance use disorder.

Drug-related deaths have more than tripled since the year 2000.

Opioid abuse is a public health crisis. Between 1999-2018 nearly 450,000 people died from overdoses involving an opioid.

More than $600 billion is lost each year due to drug and alcohol use in costs related to crime, lost work, and health care.

And researchers say this is a conservative estimate.

The emotional, mental, and economic costs are incalculable and reach far beyond the individuals combating their substance use disorders.


https://www.cdc.gov/drugoverdose/data/analysis.html

Substance Abuse and Mental Health Services Administration (SAMHSA)
How is TROSA Unique and Successful?

**FREE**

We rely on donations, grants, and earned revenue to provide free housing, meals, counseling, full health services, education, vocational training, and more.

**Calendar**

TROSA gives men and women two years to focus on their own recovery. Graduates receive continuing care services such as housing, transportation, meals, and support groups.

**Brain with Heartbeat**

TROSA provides our residents with licensed counselors on staff in addition to certified peer support specialists to care for mental health issues as part of our holistic approach to recovery.

**Heart with Checkmark**

TROSA's program is focused on more than just sobriety. Our emphasis is on learning new healthy behaviors to help our men and women in recovery successfully navigate all of life's challenges.
It feels amazing 
to know 
that I’m 
a role model.

Alex was in addiction for 12 years before starting her recovery at TROSA.

Growing up, she was teased by classmates at school. Looking to be part of a group, she fell in with an older crowd at high school and started experimenting with cocaine and ecstasy. Alex graduated high school and completed one year at college...but she didn't return to complete her degree.

“My dad died before I went back,” she shares. Her father's death devastated Alex. She looked for a way to escape the pain of this loss and turned to abusing prescription pills. "I didn’t want to cry, and nothing could make me cry when I was high. I just didn't want to process any of my emotions. I didn't want to feel it at all."

Alex found herself in an abusive relationship, using heroin and committing crimes to pay for her addiction.

She needed to make a change. "I was tired. I was tired of lying to my family. I knew I could be so much more." Alex learned about TROSA and knew she needed a multi-year program.

While at TROSA, Alex has participated in several life skills classes and evidence-based therapeutic groups. She shares that the Grief and Loss class has been especially helpful in coming to terms with the death of her father. And by participating in TROSA, she has been part of a community dedicated to recovery. “I feel safe here,” she shares.

At TROSA, Alex has learned self-awareness; she can identify stressors in her life and can navigate those challenges without substances. She also regained her driver’s license with TROSA’s assistance.

Alex completed TROSA’s two-year program in 2020 and celebrated her graduation. She applied and was accepted to stay longer than two years at TROSA to continue working on her recovery goals and to serve as a mentor on campus.

Alex's community assignment is at the TROSA Thrift Store where she oversees the clothing department and cash registers and provides excellent customer assistance and staff support.

A leader in TROSA's program, Alex has enjoyed learning about herself and has a new appreciation for who she is. "I'm finding myself again and finding out that I can be there for others, too. It feels amazing to know that I'm a role model."
Before arriving at TROSA, residents reported multiple barriers to success:

- 91% experienced periods of incarceration
- 88% of residents had no health insurance
- 54% were unemployed
- 39% were homeless before arriving at TROSA

**Services TROSA Provided:**

- 8,829 medical appointments coordinated
- 538,932 meals prepared and served
- 3,525 one-on-one counseling and psychiatric appointments
- 167,607 days of vocational training
- 78 residents took GED prep courses
- 149 residents earned their driver's license

**Graduate Outcomes:**

- 114 men and women graduated TROSA's two-year program in 2019-2020
- 95% of prior year graduates maintained their recovery after one year
- 99% of graduates secured employment by their graduation date
- $0 cost to TROSA residents for our multi-year recovery services
Sources of Funding

TROSA's expenses during 2019-2020 were over $17 million to care for more than 800 men and women in recovery. **How did we fund TROSA?**

- **2019-2020 earned revenue includes:**
  - TROSA MOVING: $4M
  - TROSA THRIFT STORE: $2.3M
  - TROSA LAWN CARE: $1.5M
  - TROSA IN-KIND: $3.4M

- **Sources of Funding:**
  - Individual contributions and foundation grants: 63%
  - Government grants and contracts: 25%
  - TROSA social enterprises, donated goods/services and earned revenue: 11%
  - Other: 1%

- **Uses of Funds:**
  - TROSA's entrepreneurial spirit and unique funding model of earned revenue help us direct more dollars to TROSA's program services.
Social Enterprises and Community Assignments

TROSA residents are placed in community assignments that provide experiential vocational training and life skills. Some community assignments are in our social enterprise departments—TROSA Moving, TROSA Lawn Care, TROSA Thrift Store—which generate program revenue to keep all of our services free.

In all placements, residents are able to practice new healthy behaviors on a daily basis and gain transferable skills in communication, customer service, conflict resolution, problem solving, and so much more. Most importantly, residents learn the importance of operating as a team and that their actions are vitally important to the wellbeing others.

Our community assignments include the following departments:

- Program Office Administration
- Auto/Truck Repair
- Retailing/Sales
- Medical
- Moving
- Construction
- Lawn Care/Maintenance
- In-kind
- Food Services/Catering
- Finance/Accounting

2019-2020 Awards and Recognition

- Best Furniture Store in the Triangle (TROSA Thrift Store), IndyWeek
- Best Consignment / Thrift Store in Durham County (TROSA Thrift Store), IndyWeek
- Best Landscape Company in the Triangle (TROSA Lawn Care), IndyWeek
- Best Moving Company in the Triangle (TROSA Moving), IndyWeek
- Best Nonprofit in Durham County (TROSA), IndyWeek
- Best Landscape Company (TROSA Lawn Care), Durham Magazine
TROSA responds to COVID-19

Our priority is the health of our residents. As a residential facility housing over 450 men and women from ages 18 to 80, TROSA kept a watchful eye on COVID-19 as 2020 began. We formed a COVID-19 Task Force in early March that met daily through the spring and summer to establish new policies and procedures. The Task Force continues to consult with our local, state, and federal health partners and oversees many new measures to keep our residents and staff healthy and safe. Even as North Carolina's positive case count increased during spring and summer 2020, TROSA ensured our residents' health, safety, and dedication to recovery on campus.

In addition to providing daily services to residents in recovery, our TROSA staff stepped-up to fulfill new needs. This included establishing a “Clean Team” that disinfected our properties.

Clean Team co-lead Josh struggled with addiction for 14 years before coming to TROSA. He graduated TROSA’s two-year recovery program in 2017 and is now a staff member and a role model and mentor to our residents.

Josh shares this quote: “It’s our job as staff members to make sure the residents are well taken care of...but that’s not our only job. It doesn’t end there. As staff we have to also set an example of what it takes in a challenging situation, so that our residents know they are safe.”

TROSA residents and staff wear masks and adhere to social distance measures. TROSA sewed over 2,000 of our own cloth masks for residents and staff—more than enough for our campus.

Our masks were distributed to local health departments and first responders. TROSA is so thankful for the efforts of our community partners on the front lines.

I feel so safe here at TROSA. We continue to work on our recovery, which comes before everything.

This is teaching us how to handle things when life shows up.

TROSA Graduate Tracey
As a result of COVID-19, TROSA closed new admissions for several months while we created a detailed plan for how to accept new residents safely. With guidance from our medical and public health partners we reopened admissions in June 2020. These closures resulted in TROSA losing more than $1.5 million—a direct loss to our daily program operations.

Despite this funding loss, TROSA introduced many new enhancements to continue our daily care: teletherapy for residents to meet with counselors and partnering psychiatrists; “televisits” with family; virtual graduation ceremonies for graduates; extensive investment in cleaning supplies and PPE; and new campus wellness and life skills classes. We also took care of our graduates. We waived transitional housing and transportation fees, delivered items and meals to graduates in need, and created a graduate support hotline and check-ins.

Feelings of isolation and disconnection are deadly for individuals struggling with substance use disorders. TROSA worked hard to keep our residents engaged in their treatment program at TROSA and knew it was important to find a way to continue our one-on-one counseling services.

TROSA has professional counselors on our staff, as well as a long-standing clinical partnership with the Duke School of Medicine's Department of Psychiatry and Behavioral Sciences. As part of our COVID-19 response, TROSA's counseling continued as teletherapy, made possible through the dedication of our staff counselors. Lead TROSA Clinical Counselor Lisa Finlay, shares: "I think we were all somewhat nervous about how teletherapy would be accepted by the residents, and whether it would be as effective as in-person therapy, but I think all of the clinicians have been surprised by how well it's going. I know that residents really appreciate being able to continue with their work during this crisis, when they may need it more than ever."

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Pictured here are our Intake specialists, who answer questions from prospective residents and their families.

During 2019-2020, this department received close to 70 calls a day and made 2,645 admission assessments for resident applicants.
Joey realized he needed to rebuild his life from the ground-up: “Before I got to TROSA, there was nothing about myself that I liked. I needed a second chance. I was lucky enough to get one at TROSA.”

TROSA gave me a second chance to live my life with courage and purpose...to have courage and be kind.

The strong pills brought both physical and emotional relief...and when his prescription for pain pills ended, the need for the comfort they brought remained. Joey started forging prescriptions to obtain pills to get through the day. He fell deeper into addiction, using pills and cocaine, and then served time in jail.

Joey, age 37, grew up in a small town in rural North Carolina, in what he describes as “a very traditional home...big on morals, values, and family.”

Though surrounded by family and community, Joey shares he felt ostracized. In a town without much diversity, he struggled to accept his sexual orientation and didn't feel he could be his true self.

2006 was a very challenging year for Joey. He came out as gay, faced a series of personal struggles, and suffered a painful torn meniscus from an accident. A doctor prescribed him opioids for the pain.

At TROSA, Joey’s community assignment has been with the In-Kind department. This department is responsible for establishing relationships with companies and community partners around the country to provide donated items and services for the men and women at TROSA.

Joey helps coordinate donated dental and optometry services for fellow residents and helps arrange for special resident events and activities.

He is particularly proud of his role helping fellow residents receive new smiles. He finds helping fellow residents rewarding. “I’ll see a resident who had no self-esteem and so much decay or pain in their mouth that they didn’t want to show their teeth. Now, when they go to a job interview they’ll have the confidence to answer questions without worrying about their teeth.

Through his community assignment, Joey has learned how to multitask, communicate with a wide range of individuals from many professions, and how to use his creativity to make positive changes around him.

Most importantly, he’s learned to celebrate himself. “Before TROSA, I had trouble recognizing my strengths. I’ve learned that my life has a lot of value. TROSA gave me a second chance to live my life with courage and purpose... to have courage and be kind. At TROSA, I get to do extraordinary things on a daily basis. The level of trust that’s given to me and seeing the difference I can make in someone else’s life...that’s extraordinary.”
Addiction is not just drug use. It's also mental health: attitudes, behaviors, feelings, and emotions.

Today, I have my life and my sobriety, and I want to be a contributor to society.

TROSA Graduate and Staff Member Adrian

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