



2011-2012 TROSA Annual Report



A Message From Kevin and Tad

We are pleased to report on the progress at TROSA this year, thanks to the generosity of donors, business customers, volunteers and other supporters. Because of you, TROSA continues to change lives and enable people to become assets to their families, community and places of work. Over the past year, we:

- Completed construction of two new dormitories on our James Street campus. The project provides 148 beds and gives residents hands-on vocational experience (pictured to the right).
- Participated in the US Department of Veterans Affairs Grant and Per Diem Program to help homeless veterans overcome addiction, increase skills and obtain greater self determination.
- Met a \$200,000 challenge grant from the Stewards Fund of Raleigh and were issued a new \$200,000 challenge. To meet the challenge, we must match the sum by June 20, 2013, with contributions from new supporters, increased giving by current donors and resumed support from returning donors.
- Received the Goodmon Award from Leadership Triangle, a nonprofit that trains community leaders, among other honors.

Also this year, we made the strategic decision to close our grocery store and focus on other initiatives that will strengthen our ability to serve the community. TROSA is looking ahead to enlarging vocational training for residents and creating new revenue opportunities so that we can continue helping people overcome their addictions free of charge. We hope you share our excitement about the future of TROSA. We are positively affecting hundreds of lives each year, and we believe that is something to celebrate!

Tad vanDusen
Chair, Board of Directors

Kevin McDonald
Founder, President and CEO

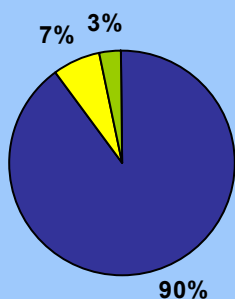


**QUICK FACT: TROSA MOVING AND TROSA LAWN CARE WERE VOTED
THE BEST BY READERS OF THE INDEPENDENT WEEKLY,
HERALD SUN AND DURHAM MAGAZINE**

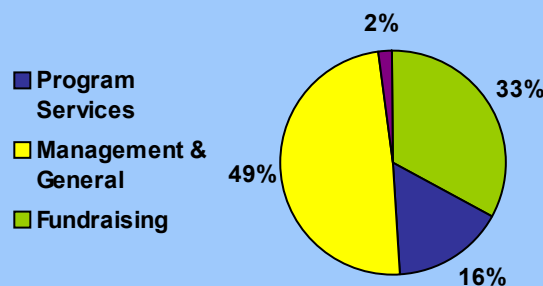
OUR PROGRAM



TROSA offers a two-year treatment program in a community setting, where people recover from substance abuse and gain a future. Residents receive basic services, peer counseling, therapy, access to primary medical care and academic opportunities. Vocational training is a keystone of the program. Founder Kevin McDonald says, *“Everything here is therapy. You have to teach people a work ethic, because you can deal with mental illness and substance abuse, you can deal with physical problems, but if you don’t have a work ethic, you are going to fall again.”* Residents participate in vocational training in resident-run, income-generating businesses like TROSA Moving and TROSA Lawn Care and in internal positions, such as our finance and administrative offices. Many residents have limited or sporadic work histories, so vocational training includes not just job-specific skills, such as using computers, but also essential life skills such as customer service, communication, responsibility and teamwork. *TROSA’s program is offered at no cost to the individual so that substance abusers from all backgrounds can have access to treatment.*



Program Expenses



Program Revenue

RECOVER

Because you've got to want it.



VOICES OF TROSA

Each resident follows a unique healing path, but all share a strong desire to change and can count on the support of TROSA's community. *TROSA is a success because of the courage of our residents, bolstered by the support of volunteers and donors.* Meet some residents who have chosen to share their stories of how TROSA has helped them overcome addiction, abuse and hardships.

My New Outlook – Amanda

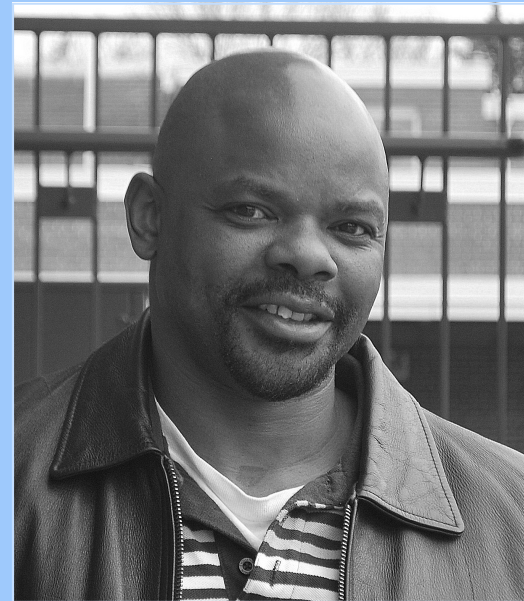
“When I came to TROSA two years ago, I was committed to turning my life around. I grew up in an abusive household and turned to drugs to numb the pain. I became pregnant at 18 and had my daughter. I left her father, but then started a relationship with another abusive man. Coming to TROSA gave me a sense of security and helped me regain my self confidence. I recently turned 25 and I graduated from TROSA this month. I work in the development office where I learn office skills that will help me achieve my goal of working in the administrative field. *I see things differently now. I think about what the outcomes are going to be before I do things.* And I am so grateful for my daughter. I know that the time I have spent at TROSA has not only helped me grow as a woman, but also as a mother.”

Quick Fact 100% of TROSA graduates leave
TROSA with employment.

OUR STORIES

My Training – Herb

“Before I came to TROSA, I was going to spend the rest of my life in prison or I was going to die. I was totally hopeless. I had nowhere else to turn. TROSA has saved my life. *Recovery is hard work, but when you come through it, everything is worth it* I get emotional when I try to explain how much I have changed. I received brick masonry training, and feel proud as I walk around the TROSA campus and see the new dorms I helped to build. I know I could leave today and get a job in the masonry field, but I have decided to stay at TROSA to help others. I’m taking classes to be a certified substance abuse counselor. I am so grateful to TROSA. I feel like I can do anything I choose now.”



My New Life - Karen

“I had always used some sort of drugs for my entire life, but when my husband died, I spiraled downward quickly. I didn’t know how to deal with the grief. I went from a two-story home to living on the street and in shelters. At my lowest point, I was living in a box under a bridge. But TROSA has opened up horizons for me that I didn’t think were possible. The community-based treatment program kept me from feeling that I was going through this alone. I graduated from TROSA last February and have chosen to stay. I work in the finance department, where I learn computer skills, finance skills, and customer service. Here, I know I am trusted, and for someone who hasn’t been trusted for so long, that really makes a big difference. *TROSA allowed me the opportunity to save my life, because you’ve got to want it.* If you don’t want it, it’s not going to happen for you. But life can come from underneath a bridge, in a box, to where I am now.”



Quick Fact Over 40% of our residents were homeless before they came to TROSA.

FUTURE

Turn pain into power.



My Future – Palestine

“My life is proof that your past doesn't have to decide your future.”

I had a paranoid schizophrenic mother and an absent alcoholic father. When I was very young, I was placed in the foster care system, but my sister and I were eventually adopted by an abusive aunt. Once, my aunt forced me to dig a hole in the backyard, and she told me it was to be my grave. When I was 9, my uncle would give me capfuls of vodka so I wouldn't feel the pain of the beatings from my aunt. Later, I lived with other family members, including my grandmother, father and brother. I was beaten, raped and abused during that time. I found comfort in crack, ran away from home, and supported my addiction through prostitution. I knew I needed to change, so I came to TROSA. TROSA gave me time to stop and think, to go back to that 9-year old girl and deal with those emotions that I had never allowed myself to deal with. I stayed at TROSA for four years. I worked in several different departments and earned an associate's degree at Durham Technical Community College. Today, I attend the University of North Carolina at Chapel Hill under an Opportunity Scholarship from GlaxoSmithKline. I hope to earn a master's degree in either public health or social work and pursue a career that allows me to create solutions like TROSA for other drug addicts. *I want to take all of that pain and turn it into power for other people.”*

QUICK FACT: On average, 85% of TROSA's graduates have not relapsed a year after completing treatment (National average is 40-60%).

YOUR SUPPORT

My Service – Greg Ruskan, PT

“I was introduced to TROSA several years ago and as I learned more about the program, I knew it was something I wanted to get involved with. *The visit sparked something in me. I don't know why, but I knew there was something I could do.* I started volunteering one day a week, offering physical therapy to residents. Soon after, Duke became more formally involved and allotted 2 hours a week for other physical therapists to volunteer at TROSA. At Duke, I train my physical therapy students in a screening that assesses levels of strength, balance and proper body mechanics. With this screening, we can identify if a person has a high risk to injury, and teach proper exercises or stretches to help reduce that risk. We brought that screening to TROSA, and give one-on-one assessments to the residents. We also look at the individual's vocational training and tailor exercises and stretches to reduce job-related risks. Workplace safety is an integral part of vocational training and offering this screening program helps address that.”



My Passion – Dr. Ron Olson

“Medicine provides the honor of being part of a person's life when he or she is in crisis. As one of the volunteer physicians at TROSA for over ten years, I help TROSA residents as they meet the challenges of their health problems while battling their addiction. Often, these are some of the most disadvantaged and overlooked people in our community. Nearly all of the people who come to TROSA have no health insurance, and most have not seen a physician in years, if ever. As residents begin to live without drugs, physical problems that were numbed become apparent. *I know that we are making a difference in their lives and I'm proud to be a part of this.* I recruit other volunteer doctors and nurse practitioners for the TROSA clinic. We also support Donna, TROSA's nurse practitioner, who provides daily medical care to the TROSA residents.”

QUICK FACT: Federal studies show that for every \$1.00 invested in substance abuse treatment, there is a \$4.00 to \$7.00 benefit to society.



We need your support!

The Stewards Fund, a local foundation, has issued us a \$ 200,000 challenge! It's an all or nothing match, so we need your help today!

Give a gift and receive early access to fundraising sales, discounts on services, and other perks by becoming a:

Friend of TROSA - Donate between \$75 and \$499 annually

TROSA Ally - Donate between \$500 and \$999 annually

TROSA Partner - Donate over \$1,000 annually.

*Thank you for supporting
the men and women of TROSA!*

Celebrating our Accomplishments of 2011-2012 :

- Served **762** people
- Served more than **400,000** meals
- Celebrated our **1,200th** graduate
- Coordinated more than **5,000** medical visits
- Volunteered nearly **5,000** hours in the community
- Helped **85** people prepare for the GED
- Helped **67** people take a college course
- Helped **116** people get their driver's licenses
- Helped **45** people get a Commercial Driver's Licenses
- Completed construction of **2** new dormitories

Chair-
Tad vanDusen
Williams Mullen, PA

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Community Member

Keith Artin
Merge Records

Greg Britz
Center for Documentary
Studies

Jeff Clark
The Aurora Funds

Patrick Getzen
Blue Cross Blue Shield of NC

Wendy Kuran
Duke Kunshan University
and China

Kathleen McDonald
Contrast Creative

Kevin McDonald
TROSA

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Duke University

Levia Rodriguez Shepherd
GlaxoSmithKline

Ernie Roessler
National Commerce Financial
Corporation (Retired)

Luke Roush
Sovereign's Capital, LP

Lao Rubert
Carolina Justice Policy Center

Robert Shepard
Duke University

Edward Skloot
Duke University

Liliana Valle
Lenovo

Rich West
Advanced Liquid Logic

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