



2020-2021

# ANNUAL REPORT





## LETTER FROM TROSA PRESIDENT & CEO

This year, our world experienced much loss and upheaval, and continues to do so as I write this note. As a nation, people reported an increase in mental health and substance use disorders to cope with feelings of isolation, uncertainty, fear, and injustice. A record 93,000 individuals lost their lives to drug overdose last year—the largest number ever recorded for our nation.

Throughout many uncertainties, TROSA stayed strong, providing hope and a safe space for men and women to change their lives. We worked hard to maintain what makes our program so uniquely successful: our community. Our community kept our campus safe as we navigated the challenges of the COVID-19 pandemic. Thanks to our amazing staff, residents, graduates, supporters, and program partners, this past year was one of extraordinary growth for TROSA.

**TROSA is an essential community resource—and not just for our home base in Durham, North Carolina.** Our doors are open to individuals across the United States.

TROSA is unique in many ways. We are a cost-free program, taking care of everything you can think of—and much more. Housing, meals, clothing, counseling, dental care, college courses, and transportation are just a few examples of our free services. Lack of affordable treatment means more lives lost, more expenses incurred, and more families and communities in turmoil.

We know that more people need our help. This year—against all odds—we expanded our work. We built and opened our doors to brand new housing for our female residents in Durham; and we started construction on our first-ever satellite campus in Winston-Salem, North Carolina, which we plan to open in 2022.

Our residents have taught our campus the power of resilience, gratitude, and community. And they have taught us courage. It takes courage to change your life, and we celebrated as 152 TROSA residents completed our two-year program—the most graduates ever in a fiscal year. Our graduates don't just change their own lives; they change the lives of all those around them.

Thank you for reading, and please share this report with others. Together, we can empower even more men and women to rebuild their lives and reclaim their futures...for themselves, for their families, and for their communities.

Keith Artin, TROSA President & CEO

# NATIONAL IMPACT

Data from Centers for Disease Control and Prevention

Substance use and mental health disorders have increased during the COVID-19 pandemic.

13% of Americans reported starting or increasing substance use as a way of coping with stress or emotions related to COVID-19.

93K+

more than 93,000 individuals lost their lives to drug overdose in 2020—the largest amount ever recorded

75%

of reported drug overdose deaths involved opioids

29.4%

the rate drug overdose deaths increased in 2020

## TROSA IMPACT NUMBERS (FY 2020-2021)

756

total residents served

152

graduates completing 2-year program

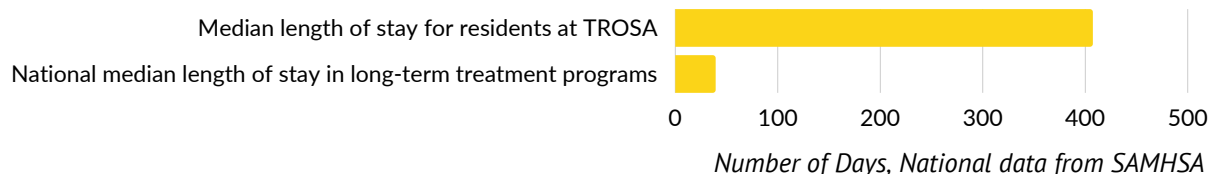
444,084

meals served

1,112,312

vocational and life skills training hours

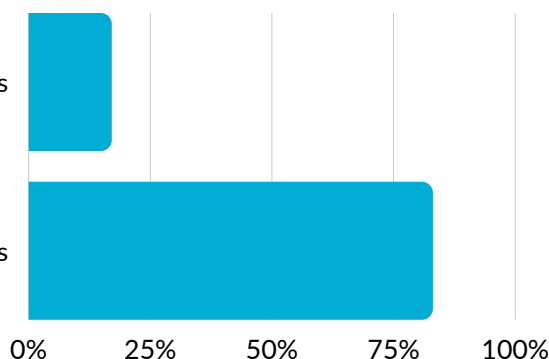
*The longer a person stays in treatment, the greater the chances for long-term recovery.*



## DEMOGRAPHICS WE SERVE (FY 2020-2021)

Female Residents

Male Residents



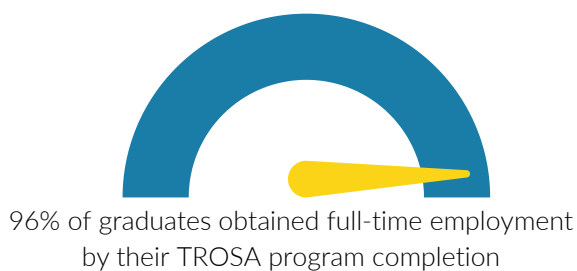
50%

residents under 35 years old

67%

residents reporting multiple drugs of addiction

## GRADUATE OUTCOMES

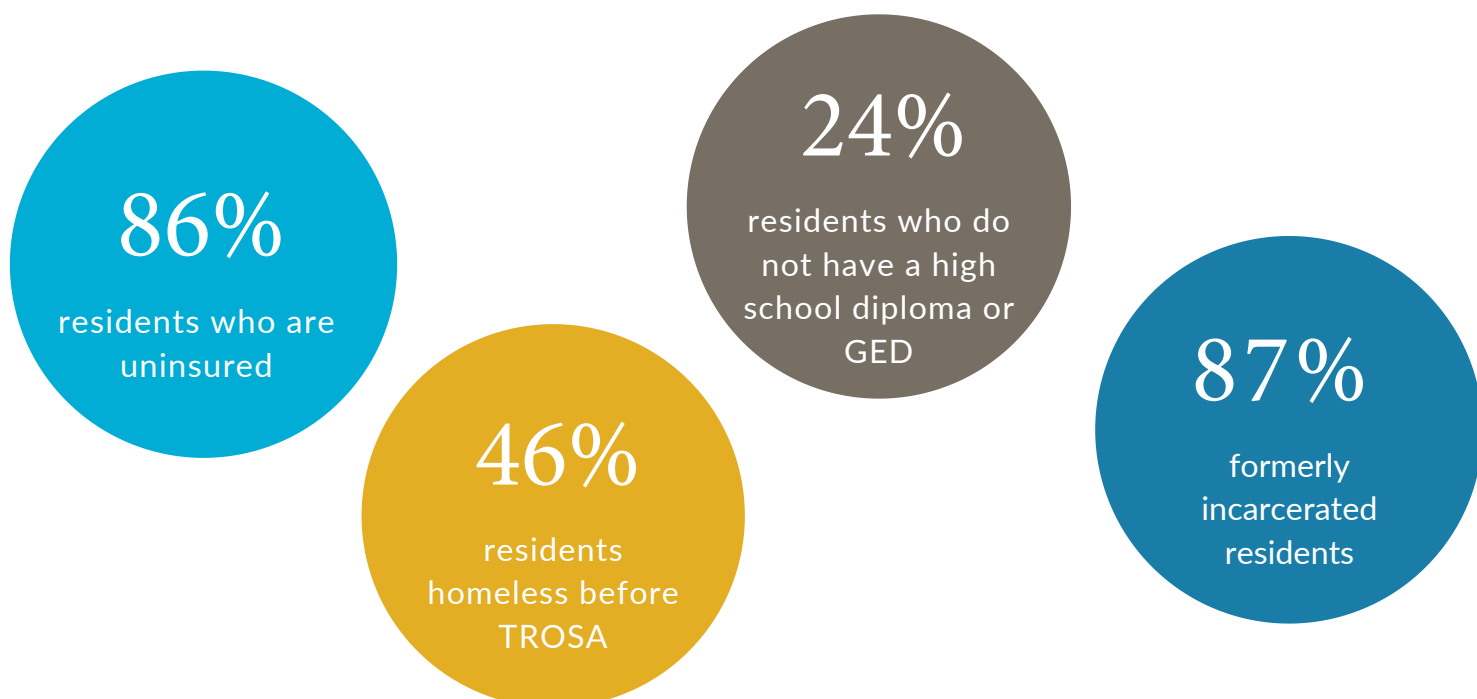


*One year after program graduation:*



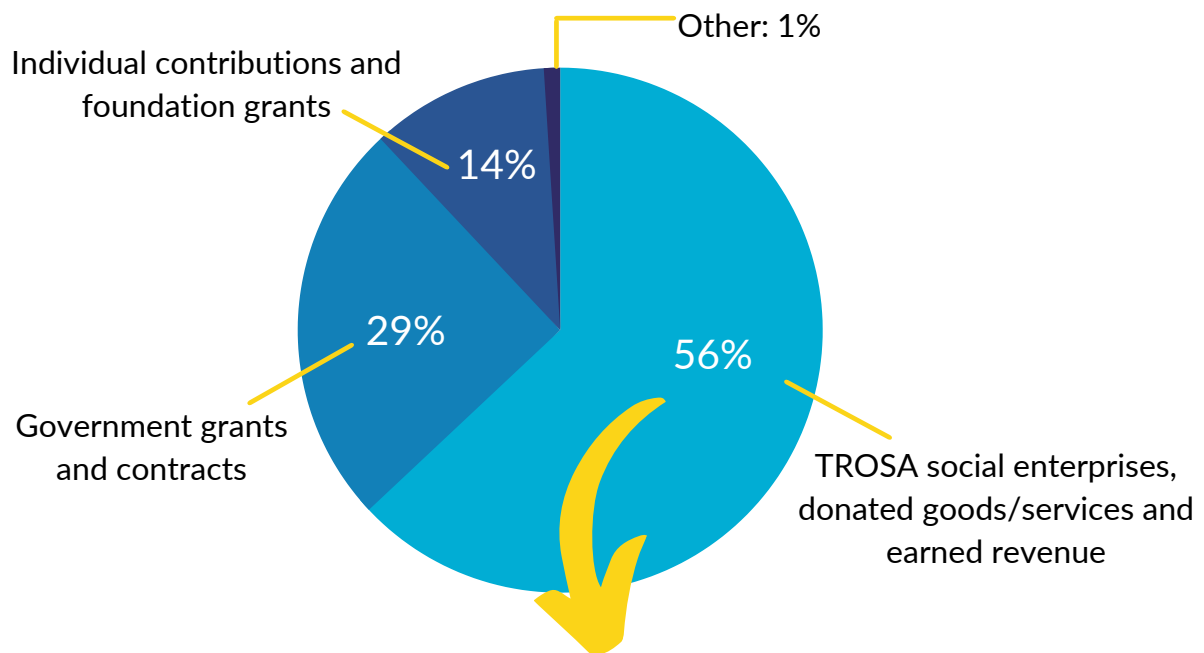
## CHANGING LIVES

TROSA serves our most vulnerable friends, family, and neighbors—men and women who reported the following barriers to success before starting TROSA's program:



# FINANCIALS

## SOURCES OF FUNDING



2020-2021  
earned revenue  
includes:

**TROSA**  
THRIFT STORE

\$2.7M

**TROSA**  
MOVING &  
STORAGE

\$3.9M

**TROSA**  
IN-KIND

\$3M

**TROSA**  
LAWN CARE

\$1.5M

## USE OF FUNDS (OUR EXPENSES):

TROSA's entrepreneurial spirit and unique funding model of earned revenue help us direct more dollars to TROSA's program services.

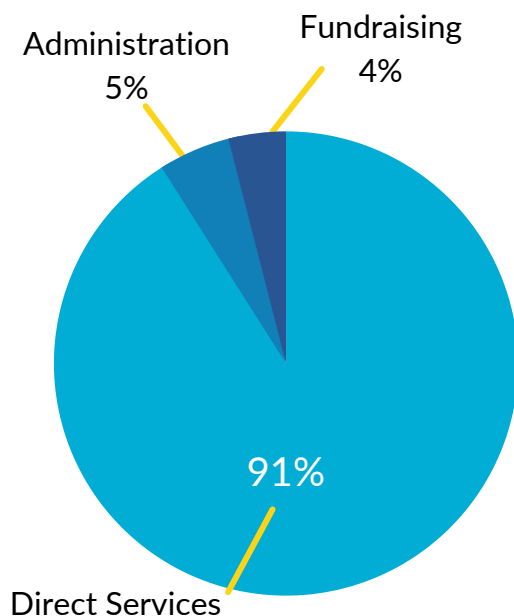


Photo Credit: Allie Mullin Photography | [www.alliemullin.com](http://www.alliemullin.com)

# Kimberly

Kimberly enjoyed her childhood, did well in school, and excelled in many activities. Her life changed when her parents divorced. “That’s when things started to crumble for me. It was difficult for me to understand and cope. So, I turned to what I thought would make me feel good.”



She began using drugs and alcohol at age 15 as a way to escape her emotions. Her substance use disorder led to arrests and incarceration. She was in and out of jail and prison, using heroin, cocaine, and methamphetamines.

After trying shorter treatment programs, Kimberly knew she needed to try something different. “I was tired of giving up on myself. I chose TROSA because it was more than just a typical treatment program.”

She received counseling to help understand and manage her behaviors and emotions in a healthy way. She even received extensive dental work. “I have a lot of confidence in my smile now. I’m able to look in the mirror and see something better. I’ve worked hard for all of this.”

Through TROSA’s supportive services and community partnerships, Kimberly earned her GED, regained her driver’s license, and had two misdemeanors expunged from her record.

Kimberly graduated from TROSA’s two-year program in November 2020 and moved into TROSA’s transitional housing for graduates. “I am so appreciative of TROSA’s continuing care services. The team checks on graduates to make sure we are doing ok. I know I can call and talk to them when I need.” She has made deeper connections to her family, and is an active member of the recovery community.

Empowered and confident, Kimberly is now a role model for others. She works for a local organization that helps connect individuals in crisis to services.

“After 17 years of suffering, TROSA gave me the confidence, the push, the skills, and the challenges I needed. And it’s important to keep myself healthy so that I can help others.”



**TROSA GAVE ME THE  
CONFIDENCE, THE PUSH, THE  
SKILLS, AND THE CHALLENGES I  
NEEDED.**

# Joe

"I come from a small little mountain town, and I've succeeded by leaps and bounds at TROSA. I want to give others hope. TROSA gave me my opportunity to succeed. I can have a career and a life now."

Joe grew up at the foothills of the Blue Ridge Mountains. "It was a good way to grow up," he shares. "I've always had a very supportive and hardworking family. There was nothing lacking in my life."



When he was 14, Joe started experimenting with drugs. His family owned and operated a thriving textile business and Joe worked for his family for almost thirteen years until the family store closed. He committed crimes to support his addiction and was arrested. Joe learned about TROSA while in jail. He secured an interview and started the program in 2018.

While at TROSA, Joe has received free residential care, health services, daily therapeutic activities, and participates in TROSA's Kitchen and Catering team as an integral part of TROSA's campus.

Looking ahead, Joe is now hopeful for his future. He graduated from TROSA's multi-year program and applied to stay longer than two years as a TROSA "post-graduate" where he serves as a mentor to others in TROSA's program. Through TROSA, Joe earned his nationally-recognized ServSafe certification, and received training to obtain his Peer Support Specialist certification. Peer Support Specialists are people living in recovery who provide support to others through their lived experiences. This certification is offered to senior residents at TROSA and is another way that Joe can serve as a mentor to others, and opens up a career path in recovery.

Joe looks forward to his future and will soon be preparing his resume and looking for employment with the help of TROSA's Continuing Care department. Continuing Care provides transitional housing, free transportation to employment, and other support services for our graduates.



**TROSA GAVE ME MY  
OPPORTUNITY TO SUCCEED. I  
CAN HAVE A CAREER AND A  
LIFE NOW.**

# Tiffany

Tiffany started using drugs and alcohol at age 14, and continued into adulthood. "I turned to drugs after experiencing the loss of people that were close to me at a young age, and I didn't know how to handle those emotions. I turned to drugs to numb that pain," she shares.

"I knew I couldn't continue to live how I was, but I didn't know how or where to start...I never thought of a future for myself where I wasn't using drugs," shares Tiffany. "I needed help to find a new way to live."



Every TROSA resident participates in community assignments that help build vocational skills and life skills. For her community assignment, Tiffany has participated in TROSA's In-Kind department, which provides vital donated products and serves to our residents.

While participating in TROSA, Tiffany has regained the trust of her family; enhanced her communication skills; learned the importance of team-building; gained marketable vocational training in her community assignment; and has newfound confidence in herself.

TROSA's program empowers residents to make better decisions for themselves—decisions that can affect all those around them. Having the time and space to reflect at TROSA has helped Tiffany; and, in turn, she helps others. As a senior resident, Tiffany has taught peer-led classes and mentors others, sharing the life lessons and communication tools she has learned.

Looking ahead, Tiffany now has goals, confidence, and plans for the future. "I am looking forward to completing TROSA's two-year program."



I WANT TO CONTINUE HELPING  
OTHERS AND CONTINUE TO  
WORK ON MYSELF. I AM MOVING  
FORWARD TO A BETTER LIFE.

# TROSA EAST (T-EAST) EXPANSION

## NEW HOMES FOR THE NEW YEAR! EXPANDING OUR WOMEN'S PROGRAM

In December 2020 our TROSA Women's Program proudly opened the doors to two new buildings our female residents can now call home during their recovery at our TROSA campus in Durham.

For many years, female residents lived off-campus in a TROSA-owned building in downtown Durham. They traveled to our main campus for classes, medical appointments, counseling, daily program activities, and special events. The building needed major renovations, had little privacy, no available outdoor recreation space, and presented logistical challenges to daily travel.

As the immediate need for our services grew, we knew the time was right to enhance and expand our housing and community spaces for our female residents. Called TROSA-East (T-East), the new Women's Program campus is directly across from our main campus, providing our female residents with increased time for program activities and opportunities to form meaningful connections to others in our program.



TROSA program graduates and staff members Carol and Susan relax on our new T-East porches



T-East homes being built



T-East new home front



T-East new bedroom

T-East gives our women safe, updated living spaces they can be proud to call home. Our next critically needed phase will be a building to house an additional 30 female residents, and a new Community Center--a gathering hub for our Women's Program with space for therapeutic groups and classes, communal dining, and indoor activities to complement their beautiful new living spaces.



T-East Phase One Complete: New Homes for 60 Female Residents

## Phase 2: Community Center and Expanded Housing



Rendering of our T-East campus

# TROSA TRIAD EXPANSION

## EXPANDING TO WINSTON-SALEM, NC

After years of planning, TROSA started construction on our first program expansion outside of Durham, North Carolina!

On April 30, 2021, TROSA held a small, private groundbreaking ceremony marking the start of our construction and renovation for a new campus in Winston-Salem, NC. We plan to open the campus in 2022. TROSA has also secured a lease for a 40,000 square-foot commercial property in Winston-Salem for a thrift store that will open in 2022.

The thrift store will provide marketable vocational training for residents and will serve as a social enterprise to help fund the program.



TROSA Triad Director Pierre Bynum

We know that more long-term and cost-free comprehensive recovery programs are needed, and we look forward to expanding our program outside of Durham to reach more people in need of free residential recovery services.



Special thanks to our "ground breakers" (pictured L-R in our group shovel photo): Forsyth County Commissioner Chair David Plyler; Appalachian Regional Commission Program Manager Olivia Collier; Rep. Kathy Manning; TROSA Board Chair Stran Summers; TROSA Triad Director Pierre Bynum; TROSA President and CEO Keith Artin; Sen. Joyce Krawiec; Rep. Donny Lambeth; Sen. Paul Lowe; and Golden LEAF Foundation President and CEO Scott Hamilton

# TROSA TRIAD EXPANSION TIMELINE

Phase 1 2020	TROSA secured a 50-year <b>site lease transfer</b> from Addiction Recovery Care Association (ARCA). Planning for construction and program operations complete.
Phase 1A 2021	<b>Breaking ground.</b> Site work and construction of congregate living buildings and dining hall renovations.
Phase 1B 2022	Start providing TROSA's recovery services to 20 residents while completing construction on congregate living buildings and more dining hall renovations. TROSA Thrift Store and TROSA Lawn Care social enterprises will be operational. <b>End of 2022: Projected to have capacity to serve 100 residents.</b>
Phase 2 2022-24	Construction of new staff and resident housing; renovations of existing ARCA buildings; construction of gymnasium and community center on TROSA Triad campus.
Phase 2A 2024	Construction for Phase 2 is complete. <b>Full campus capacity of up to 200 residents.</b>

# COVID-19 AND TROSA

TROSA is home to a daily average of 400 men and women living and learning side-by-side in recovery. We are fortunate to have access to excellent, continued guidance from our community and state health partners. Together, we kept a watchful eye on the COVID-19 pandemic and we worked as a community to enact many new health and safety policies that prevented the spread of COVID-19 in our tight-knit campus. Despite logistical and financial challenges brought on by the pandemic, we are proud that we were able to persevere and continue our daily therapeutic program services, celebrating our residents' important program milestones.

## Program Graduations:

TROSA graduations are very special events, usually attended by hundreds of family and friends. In the absence of public events this past year, TROSA created safe virtual graduation experiences.

Every TROSA graduate was given the opportunity to individually record speeches while wearing our traditional cap and gown. These speeches were then edited together in a meaningful keepsake video shared with our graduates and their family and friends.



## A Vaccinated Campus:

With the support of our local health partners, the first of our TROSA residents and staff received their COVID-19 vaccinations in winter 2021. TROSA has continued to provide vaccinations, for new incoming residents, on a rolling basis throughout the year. TROSA's Chief Program Officer Karen Kelley shared: "TROSA's residential treatment program is a Community. The concept of "community"—working together as a team—is a core value for TROSA, and our success in preventing COVID-19 infections amongst our large population of residents and staff was absolutely a community effort! Everyone played their part to keep our entire campus safe."



TROSA Nurse Practitioner Sarah Cottingham with Duke Health volunteers distributing vaccines to TROSA residents and staff



TROSA graduate and medical office coordinator Michael assisting in our health center

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