



**TRIANGLE RESIDENTIAL
OPTIONS FOR SUBSTANCE
ABUSERS, INC.**



TROSA Graduate and Staff Member Scott

**ANNUAL REPORT
FISCAL YEAR**

**2019
2020**

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

Reflection Celebration Gratitude

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.



**Pictured:
TROSA Founder Kevin McDonald
and
TROSA President and CEO Keith Artin**

Why is TROSA Needed?



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

Substance Abuse and Mental Health Services Administration (SAMHSA)



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.

NIDA. 2020, June 15. Death. Retrieved from <https://www.drugabuse.gov/drug-topics/health-consequences-drug-misuse/death> on 2020, August 3
<https://www.cdc.gov/drugoverdose/data/analysis.html>



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.

Substance Abuse and Mental Health Services Administration (SAMHSA)



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

How is TROSA Unique and Successful?



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



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.



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.



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.**



TROSA Graduate Alex / TROSA Thrift Store

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."



2019-2020 FISCAL YEAR **IMPACT**

828

total residents
served

485

daily average
population

177,074

days of safe housing
and program services

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%

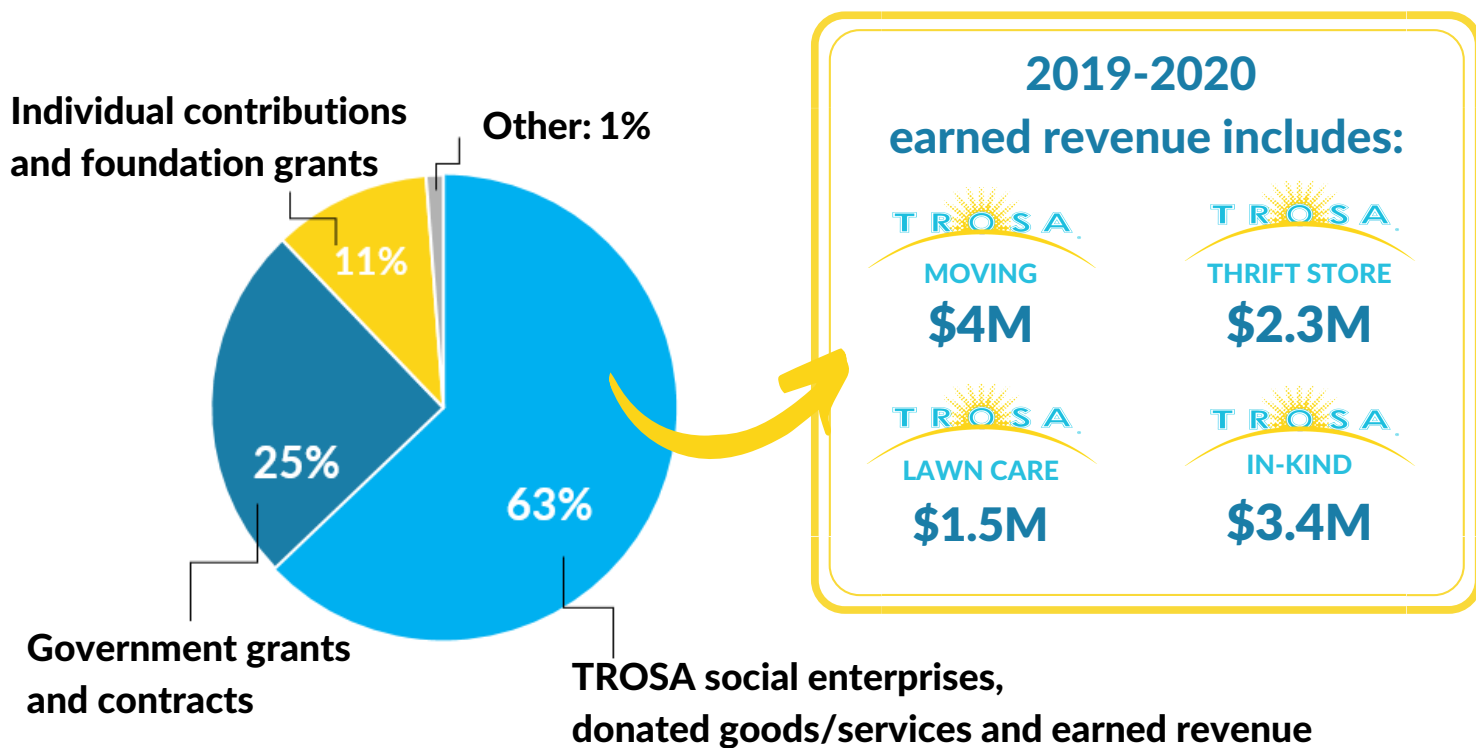
of graduates secured
employment by their
graduation date

\$0

cost to TROSA residents for our
multi-year recovery services

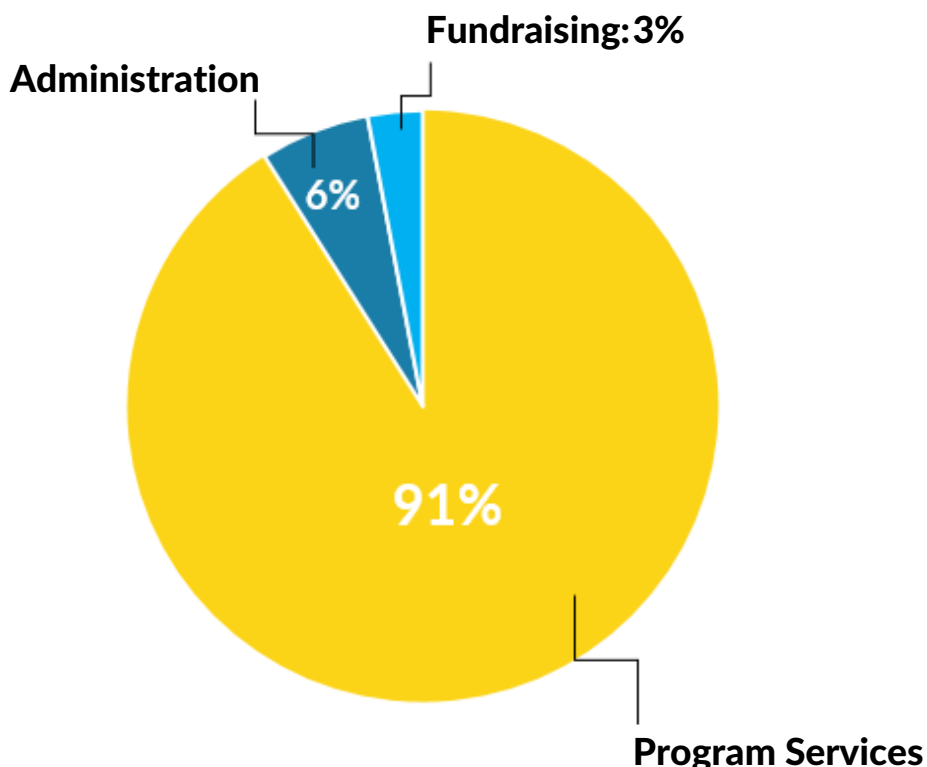
Sources of Funding

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?**



Uses of Funds

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



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



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



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.



Pictured: Members of TROSA's "Clean Team" staff in March 2020 (L-R) Roger, Scott, and Josh

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.

Pictured (right): TROSA donating campus-made masks to Durham County Fire Marshall



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**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

COVID-19 Funding Losses

TROSA is an active community partner, but we had to take new safety measures to keep our campus safe, including the temporary closure of TROSA Moving and TROSA Thrift Store from March through June 2020. These two social enterprises bring in over 50% of our annual program funding, but also have the greatest public contact with our residents.

These closures resulted in TROSA losing more than \$1.5 million—a direct loss to our daily program operations.

New Program Services

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.

Counseling

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.

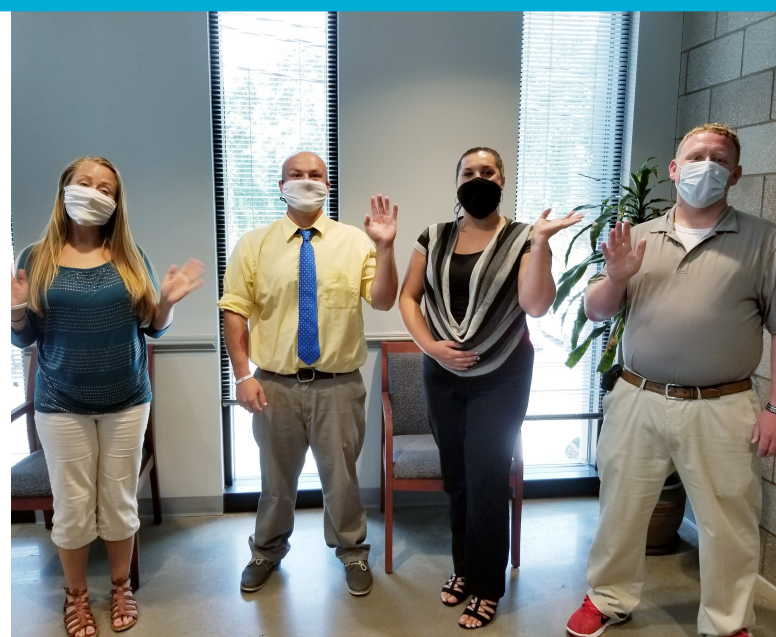
Lead TROSA Clinical Counselor Lisa Finlay, shares: "I think we were all somewhat nervous about how teletherapy would be accepted by the residents, and whether it would be as effective as in-person therapy, but I think all of the clinicians have been surprised by how well it's going. I know that residents really appreciate being able to continue with their work during this crisis, when they may need it more than ever."

TROSA's Intake Department

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.

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.





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**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

TROSA BOARD of DIRECTORS

July 1, 2019 - June 30, 2020

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Capsule Group, LLC

Peter Oliver
Mountain Comprehensive
Care Center



Learn more

Stay connected, read graduate stories, and learn how you can help support our work by visiting the following sites. Together, we will continue to rebuild lives!



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