



TOGETHER **WE CAN END THE CYCLE OF ADDICTION**

2021 ANNUAL UPDATE



Adult & Teen Challenge

Northeastern Wisconsin

Freedom from addiction starts here.

OUR **MISSION** STATEMENT

Our mission is to help individuals attain freedom from chemical addictions and other life-controlling problems by addressing their spiritual, physical, and emotional needs.



LIVES **TRANSFORMED**
FAMILIES **RESTORED**
COMMUNITIES **STRENGTHENED**

FROM OUR EXECUTIVE DIRECTOR

Dear Friends,

As our team and I have been adamantly pressing towards the goal to launch our men's recovery program, I wanted to take a quick pause to share an update on all our progress and what we have achieved since my inception as the Executive Director in the winter of 2020. Of course, starting from ground zero at the start of 2021, our first initiative was to establish our Board of Directors, whose names I am very proud to highlight in this update!

Secondly, we hired a graphic designer who helped solidify our messaging and branding to be able to launch our marketing campaign. As a part of our marketing campaign, we launched our organization's website, social media outlets and created informational brochures for the public. In addition, we established our business phone line and contact donor management system.

At the commencement of our marketing campaign, we launched our awareness campaign for the Green Bay and Appleton communities. First, our awareness campaign educated the two about Northeast Wisconsin's alarming addiction mortality rates over the past seven years outlined later in this update. Secondly, we educated the community about Adult & Teen Challenges' national program 78% success rate as a practical solution for the substance abuse epidemic we are experiencing. Lastly, we presented a strong case for a need to have a men's and eventually women's faith-based residential drug and alcohol program option in Northeast Wisconsin.

Finally, our last and continued initiative was to establish as many strategic and donor partnerships as possible to help support and sustain our launching efforts. All in all, I am happy to report God has been incredibly faithful to give us great success in all these initiatives in 2021.

At the start of 2022, our primary focus has been to identify the right property for our men's residential program. Once we determine the location, we will officially launch our capital campaign, begin the staff hiring process and start preparations for our grand opening. We have remained open to land opportunities to build new, but our primary focus is on finding a residential or commercial property that fits our specific program facility needs. I am excited to share that we recently came into a residential opportunity in February in the Green Bay area with a high potential of being the right fit! Currently, we are in discussions regarding zoning approval from the city. I kindly request your ongoing prayers as we adamantly pursue finding the right location for our men's program.

Lastly, I want to sincerely thank all our partners and supporters who have come alongside and continue to stand with us to ensure our mission does not waiver—to help provide a program that will truly set people free from addiction. Because of you, we will become a lamp in the darkness and a light of hope to the hopeless!

Sincerely,

Vaushawn Johnson, Executive Director



BOARD OF DIRECTORS

Ken Trudell
Chairman of the Board

Dawn Quait
Secretary

Jay Blazek
Treasurer

Pastor Matt Miller
Member

Vaushawn Johnson
Executive Director

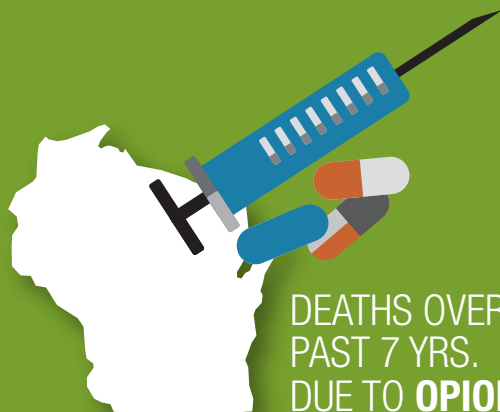
THE PROBLEM

NORTHEAST WISCONSIN DEATH STATISTICS THROUGH 2020



DEATHS OVER THE PAST 7 YRS. DUE TO **ALCOHOL**:

3,200



DEATHS OVER THE PAST 7 YRS. DUE TO **OPIOIDS**:

765

Our targeted reach area for Northeastern, WI (By County):

Marinette, Oconto, Menominee, Shawano, Door, Kewaunee, Brown, Outagamie, Waupaca, Shawano, Winnebago, Calumet, Manitowoc, Fond du Lac, Sheboygan

A SOLUTION

A recent study conducted by the Center for Compassion at Evangel University in 2019 on Adult & Teen Challenge addiction recovery centers confirms astonishing results.

GRADUATES OF THE ONE-YEAR A&TC PROGRAM

78%

SOBRIETY

Remain sober and substance-free 8-20 months post-graduation

91%

RELATIONSHIPS

Reported that their relationships with family members have improved

92%

REDUCED RECIDIVISM

Reported no new legal problems post-graduation

2021 CAMPAIGN HIGHLIGHTS

ATC-NEW BRANDING

The first time we were able to present our new messaging, branding, and marketing materials for our program plant at Thrive Church in Wausau.



50+
**STRATEGIC &
DONOR
PARTNERSHIPS**

CONGRESSMAN MIKE GALLAGHER OF WISCONSIN'S 8TH CONGRESSIONAL DISTRICT

A few of our Board of Directors and I were able to have a private discussion with Congressman Gallagher about the epidemic of Northeast Wisconsin's addiction statistics and how the Adult & Teen Challenge program can help be a part of a viable solution. Congressman Gallagher was very receptive to the information shared and expressed his sincerest support of our efforts!



GREAT LAKES ADULT & TEEN CHALLENGE MENS CHOIR

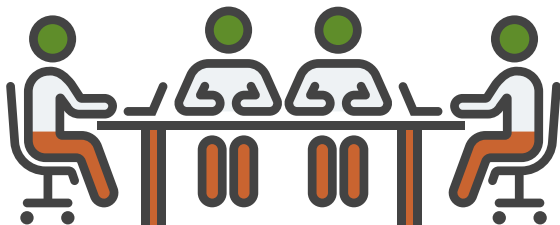
Great Lakes Adult & Teen Challenge Men's choir visited Green Bay First Assembly Church. It was an excellent opportunity to be able to illustrate a live example of what our Green Bay Men's Adult & Teen Challenge program will provide to the community!





THE MAJOR ATC-NEW EVENT

Our Major Awareness Event at Oneida Golf Club was last October. We were able to have a very impactful night as we presented local guest speakers that could validate the local addiction crisis and affirm the need for ATC-NEW. Our guest speakers were Jon and Sue Bornemann (*row 2, 1st image*); Jon a retired tribal and city police officer of 19-years and Sue, a nurse practitioner. Sue served at Community-Based Residential Facility, an inpatient psychiatry option in Brown County. We also were able to have a couple of Green Bay natives and graduates of the Adult & Teen Challenge program share their personal recovery stories. Danleigh Doxtator (*row 2, 2nd image*) and Brandon Thyron (*row 2, 3rd image*) did an excellent job communicating their addiction journey and the restoration that's taken place in their families after completing the one-year program!



40+
**AWARENESS
NETWORKING
MEETINGS &
PRESENTATIONS**

CULTURE OF HONOR & CORE VALUES

Our culture is a foundation of biblical principles governing our community of staff and clients that constitutes God-honoring behavior through our values in Christ.

C.H.R.I.S.T

COMPASSION: We empathize and are always willing to help

HONOR: We treat everyone as a person, not as a problem or a project

RESPECT: We show high esteem and respect for others

INTEGRITY: We walk the talk, led by example, and stand by our values

SERVANTHOOD: We display humility through exemplifying selfless service

TRUST: We demonstrate faith in others and follow through with what we say.

SERVICE STANDARDS

SAFETY: We actively ensure the well-being of all

KINDNESS: We radiate love; treat others with dignity and gentleness

LISTENING: We actively focus and seek to understand what others need

RESPONSIVENESS: We take action, address issues, and follow-through

EXCELLENCE: We aim to provide the highest level of care and professionalism

“Be devoted to one another in love. Honor one another above yourselves.”

ROMANS 12:10

OUR VISION

Our vision is to help struggling individuals break the addiction cycle to see families restored and communities strengthened.



LEARN MORE: www.atcnew.com

TO DONATE: **1460 Shawano Ave., Green Bay, WI 54303**

CONTACT: info@atcnew.com **920-930-2444**



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