



# 2023 SPONSORSHIPS

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## MEDIA KIT & EVENT GUIDE



# The Program

## ORIENTATION - 30 DAYS

*New residents spend their first month adjusting to the way of life at the Foundation and are introduced to the rigorous curriculum, standards, and expectations. As new residents detox during the first 30 days, they get acquainted with the peers they will live and work with, and turn to in support of their mutual goals of sobriety and self-sufficiency.*

## PHASE 1 - 18 MONTHS

*In Phase 1, residents begin to work on the issues that led them to SSF.*

*Days are divided between a full-time work schedule and intensive therapy, education, and case management, all aimed at helping residents address trauma, manage addiction, improve relationships, and build basic life skills necessary for stability and self-sufficiency.*

*SSF incorporates a number of evidenced-based practices recognized by the Substance Abuse Mental Health Services Administration (SAMHSA) in Phase 1, including Cognitive Behavioral Therapy, Dialectical Behavior Therapy, Motivational Enhancement Therapy, Schemas Therapy, Relapse Prevention Therapy, Eye Movement Desensitization and Reprocessing, and Alcoholics Anonymous (AA) and Narcotics Anonymous (NA).*

*A significant part of Phase 1 is workforce development. Unemployment is a formidable barrier to sobriety and stability – the vast majority of residents are unemployed upon entry. Residents take a job skills assessment and are placed on a track that builds on their previous skills, experience, and interests. Residents work on-site or off-site jobs made available through the Foundation’s network of workforce development partners, creating an employment and skill pipeline that helps lead to gainful employment upon completion of the program. Residents meet with their counselor, assessing progress, providing coaching, and incorporating therapeutic support as needed.*

## AFTERCARE - 6 MONTHS

*When residents are ready for the aftercare phase, they move to Vine Street, an SSF-owned home located in Denver for the next six months. Here, residents have more individual freedoms and become prepared to fully re-enter the community while managing and maintaining their sobriety. Residents continue to participate in individualized case management and therapy focused on community reintegration and relapse prevention.*

# The Need

Stout Street Foundation serves more than 300 residents a year, in the face of an epidemic of drug addiction in Colorado.

Amid increasing need and an unprecedented health crisis, our services have never been more important.

- Colorado is the only state that ranks as the top in opioid painkiller, alcohol and cocaine users
- Colorado's drug overdose rate more than doubled from 2010 to 2017
- Less than 17% of those in need of help for substance use disorder find the support and resources they need.

# About Us

For 47 years, Stout Street Foundation has been a leader in the Denver recovery community. From humble beginnings at a house on Stout Street, to a 144-room hotel in Commerce City, we continue to be one of the most effective therapeutic communities in the nation. We have helped thousands over the years and continue to treat more than 300 individuals each year. We are a self-sufficient non-profit organization, with no state, or federal funding. Within the structured environment, we provide food, lodging, and specific programs and treatment for our residents.

*Our program provides intensive inpatient services to adult men and women who have identified substance use as a major problem. The program begins with a comprehensive psychiatric, emotional, social, family, and spiritual assessment. This is reviewed with each client who will participate with the treatment team in developing an individualized plan of care that addresses their needs and builds on their strengths.*



# The Residents

More than half of SSF residents have been in two or more recovery programs prior to SSF.

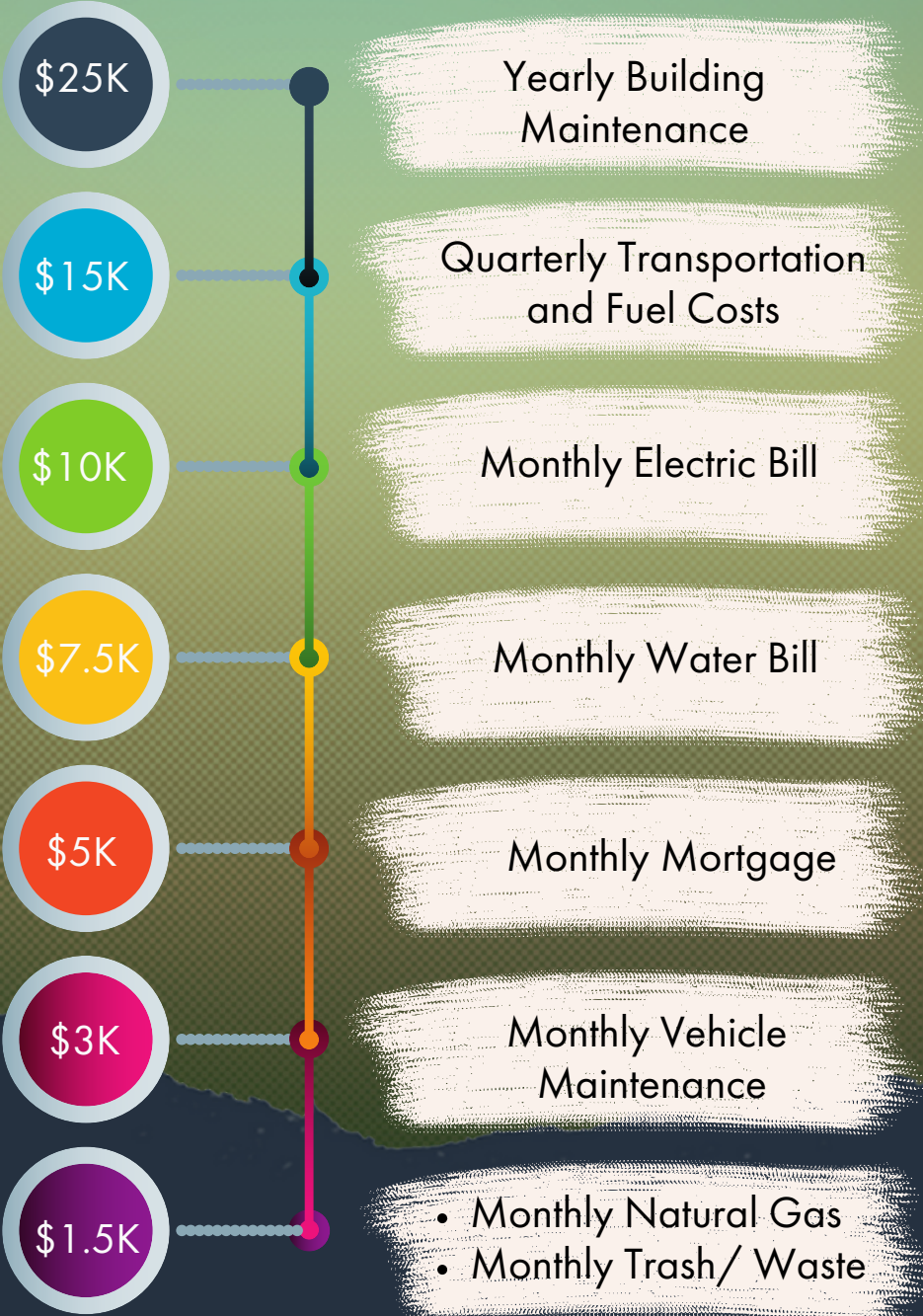
## Drug of Choice

- 28% Methamphetamine
  - 28% Alcohol
  - 20% Multiple Substances
  - 18% Opioids
  - 8% Other
- 78% Male  
22% Female

Average Age 36

Average Age of First Use 14

# EXPENSE BREAKDOWN



# **SPONSORSHIP BENEFITS**

## **Company Logo Recognition**

- SSF Website with Link
- Event Website with Link
- Event In-Person
- Event Marketing

## **Stout Street Foundation Press Releases:**

- Each Event Related to Social Issues
- Leads Traffic to Website
- Can Use on Company Website

## **Audience and Reach:**

- Diverse Supporters
- Thousands in Database
- Each Event Brings Unique Demographic

An opportunity to be a part of a solution to the substance abuse epidemic in Colorado!

# A Word From Our CEO



Greetings and Happy 2023!

Hello everyone, my name is Sharol Wells, and I am a proud graduate of the Stout Street Foundation (SSF) class of 1999. In October of 2022, I humbly accepted the position of President/CEO of this extraordinary organization. I have truly been blessed to be a part of this amazing program for over 25 of

the 47 years it has been of service to individuals like me who came through these doors lost, broken, and in need of a safe place to heal. As a person whose life was forever changed for the better, it is my ultimate goal to do everything in my power to give individuals struggling with addiction the opportunity I was given to find a better way to a more meaningful life.

The pandemic forever changed the world as we knew it. Today we are witnessing staggering amounts of drug use, mental health, and death that, unfortunately, result from isolation, fear, and for most, a lack of resources. The Stout Street Foundation can provide the services any person would need to overcome the overwhelming odds that those struggling with addiction face. With your help, we can all be part of the solution. We ask you to join us in participating in two amazing events this year. All the funds raised will go directly to support the residents of Stout Street Foundation on their journey to living in recovery.

Whether you have been a longtime supporter or considering getting involved for the first time, I encourage you to come to see our campus in person and meet our passionate staff or go to our website [www.stoutstreet.org](http://www.stoutstreet.org) and hear stories from our residents about what this opportunity for change has meant to them.

Please consider joining us as we continue to "Help people, Help Themselves."

With Deepest Gratitude,

Sharol A. Wells BS, CAS  
President/CEO

# Graduate Insights

"My life now was unimaginable when I arrived at Stout Street, 12 years into an addiction that spanned my adulthood. Thanks to the support and community I found there, I am celebrating 12 years free of substances this year."

-Keenan V, Class of 2014

"Stout street has taught me change is inevitable. It is my choice what I CHOOSE to do with it. I choose to embrace change as an opportunity for growth and transform myself and my life into what I desire."

-Mawana G, Class of 2015

"I have 15 years of sobriety thanks to SSF. Thanks to the staff and the fundamentals of the program, I know there is a safe place to always come to for support and guidance when I need it and that there is nothing that I cannot handle."

-Tosha M, Class of 2011

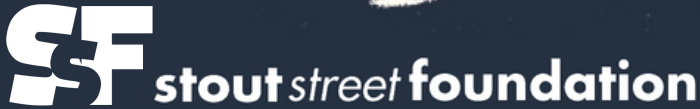
"This program was worth every sacrifice, all the hard work, and the time that I invested in reestablishing and healing important relationships and becoming the person I am today. I have been given more than I could ever ask for and much more than I thought I deserved. I owe them my life and all I have in it."

-Deidre T, Class of 2000

"Stout Street gave me the opportunity to examine the destructive thinking and detrimental behaviors that were keeping me in my addiction. The TC model helped hold me accountable to real behavior change and showed me the power that I had, the entire time, to be the best version of myself. I'm truly happy and owe the beautiful life I live today to this foundation."

-Joseph E, Class of 2015

# THANK YOU FOR YOUR INTEREST



"Helping People Help Themselves"

[www.StoutStreet.org](http://www.StoutStreet.org)

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We look forward to partnering with you!  
To further discuss sponsorship opportunities:

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