“The walls crumbled — and the light streamed in. I wasn’t trapped. I wasn’t helpless. I was free, and I didn’t have to drink…this was freedom! Freedom from anger and fear, freedom to know happiness and love.”

— Margaret “Marty” Mann
Marty Mann’s words on the front cover (an excerpt from the chapter “Women Suffer Too” in *Alcoholics Anonymous*, 2nd Edition, pg 228) still resonate 70 years later. This pioneering woman, whose work inspired our organization’s founding, speaks of her experience in early recovery. Today her words greet all of our clients when they visit us.

**NCA Mission**  To reduce the prevalence and consequences of alcoholism and other drug addiction diseases through education, diagnosis, and treatment.

**NCA Purpose**  To fight stigma, raise awareness, mobilize communities, foster recovery, provide hope and healing.

**NCA Promise**  To provide a safe and supportive environment for clients to (re)examine their relationship with alcohol and drugs, to make informed decisions, and to live healthier, happier lives.

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2014–2015 National Council on Alcoholism and other Drug Addictions, Bay Area

**Board of Directors**
- Mark Graham, *Board Chair*
- Christian O’Donnell, *Treasurer*
- Greg Muth, *Secretary*
- Gloria Bauer
- Chuck Gathard
- Diane Hambrick, MD
- Zack Lynch
- Brad Pope
- Shirley Wantland

**NCA Advisors**
- Karen Bluestone
- William Morrison
- Jim Stillwell
- Francine Ward, Esq.
- Steve Wilson, Esq.

**NCA Management**
- Fay Zenoff, MBA
  *Executive Director*
- Nazneen Abdullah, MPH
  *Director Program Administration*
- Keith Schroeder, LMFT
  *Director Clinical Service*
- Pedro Torres, MPA
  *Director Operations & Prevention*
Guided by the inspired leadership of our executive director, Fay Zenoff and our talented staff, we have truly experienced one of the most productive and transformative years in our 58 years as an organization.

Reflecting on the evolution of our practice as well as our role in the larger recovery community, this year we changed our name to “Center for Open Recovery” (COR). With the recognition that we are part of a world-wide recovery movement, our future is built in collaboration with the work of others— with a renewed focus on stabilizing the acute stages of addiction and supporting the thousands of individuals and families seeking to establish and strengthen new lives in recovery.

We are committed to openly working with others, and dedicated to advancing the effectiveness of everyone working in the field of recovery from drugs and alcohol, through learning and sharing. We will accomplish this with a cross-sector of partners committed to:

1. Leveraging each other’s work for greater collective and individual impact
2. Contributing our expertise and resources to advance the field
3. Embracing a philosophy of innovation and continuous improvement

We are committed to helping end discrimination against people seeking recovery. We do this to respond to the broadest spectrum of recovery needs. We do this inspired by founder Marty Mann, who wrote that alcoholism is a disease and the alcoholic a sick person; that the alcoholic can be helped and is worth helping; and that alcoholism is a public health problem and therefore a public responsibility.

We are very grateful for the generous financial investment of community donors and foundations, without which we could not provide, improve upon and expand our services and programs.

We say goodbye and a heart-felt thank you to long time board member and former president, Greg Muth. We thank Dr. Diane Hambricht and Christian O’Donnell for their years of service on the board, and we welcome Chuck Gathard, who brings extensive corporate communication experience. And finally, as my own term as board president comes to an end, I will remain on the board to support the leadership of our new president Shirley Wantland.

I am grateful to have had the opportunity to serve, and thank all the partners who have contributed to our growth. As was often said during these years of transition — Onward!

Mark Graham
Board President
2012–2015
Financial Highlights For the first time in NCA’s 58-year history, the organization’s income has grown to support a $1,000,000+ operational budget. Philanthropic investment increased from 14% to 26% of revenue — reflecting strong confidence in the importance and value of our work. The City and County of San Francisco provided NCA with support through the Northern California Community Loan Fund, in partnership with Urban Solutions, via the Nonprofit Displacement Mitigation Program. This grant significantly off-set the unanticipated costs associated with the recent eviction and move.

Continued Growth

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<td>$67,839</td>
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</table>

National Council on Alcoholism — Bay Area | 2
Program Highlights  NCA has a long history of providing our programs in a variety of languages to meet the diverse needs of the Bay Area. This year, we were pleased to add Spanish to the languages in which our DUI programs are offered — which enables us to serve a population that we previously had no access to due to licensing restrictions. While providers are often incentivized to just meet State compliance and licensing requirements, NCA supports clients to make healthy behavioral changes. We do this with our therapeutic and educational curriculum, within a supportive and safe environment, which is managed by an experienced staff of counselors and client-focused professionals. Over 1,400 people were directly served by our programs this year.

Operational Highlights  Our recent move gave NCA the opportunity to design a highly functional and welcoming space. Clients are greeted with the inspirational words of Marty Mann above the reception area. We now have wide corridors, natural lighting in our large classrooms, bright colors on the walls, and comfortable meeting rooms for one-on-one sessions. All of these improvements reinforce to clients and staff alike that this is a supportive healthy place.

Current Programs and Services  Our bylaws stipulate that we seek to meet the unmet needs in the community — and thus innovation to introduce relevant and impactful services is part of our DNA. Specific programs and services currently include:

- **Youth Education** — evidence based prevention program for students in grades 4–8.
- **Youth Mentoring** — for teenagers in undeserved neighborhoods to become agents of change.
- **DUI Classes** — full range of programs from 12 hours to 18 months.
- **Drug Assessments & Diversion Programs** — for those struggling with the consequences of substance use disorders.
- **Private Counseling** — low cost, high quality individual, couple and family sessions.
- **Strengthening Families** — workshops offering self-regulation, communications and parenting skills for disadvantaged populations.
- **Coalition Engagement** — partnering with a cross sector of community stakeholders to support a safer, healthier environment.
**NCA Client Story**

"I wasn’t even driving, but I got a DUI!"

My drinking was stress-related. When stress increased, drinking increased, and as a lawyer there was a lot of stress. I worked from morning ‘til night, came home and drank until I passed out, daily. On weekends I just drank the whole time. In 2008, I entered rehab, completely burnt out. I stayed sober for four years after that because I attended 12-step meetings, learned to listen and put my recovery first.

Life got better and better. In time, I thought “I got this”—I can go back to normal drinking. I wanted to date, and social drinking was part of the norm. I thought I could manage my drinking. An occasional glass became common and soon it was steady drinking. When things got crappy, I would show up at 12-step meetings. When things got better, I would stop going. I didn’t get that there was a connection.

But it was drinking wine in a parked car that led to a DUI charge which brought me to NCA-BA. When I arrived, I was angry. I didn’t think I belonged and felt it wasn’t fair. I am a lawyer! There were people in class who had been to jail. I didn’t think I fit in with them.

Having been compelled to attend by the court and the DMV, I thought NCA-BA’s program would be dreadful. But from the first phone call, I was greeted with warmth and compassion. I was not being treated like an “offender”. The educational program was interesting; the group counseling sessions were real. Connections were made. Experiences shared. Something magical happened.

The classmates who I had looked down on were the ones whose messages meant the most. Counselors shared their own stories. Classmates inspired each other to return to or find recovery for the first time. Those who were heavy social or binge drinkers re-examined their drinking and made decisions to change.

I never planned to be an addict. And I never expected that in a DUI class at NCA-BA, I would be inspired to rebuild my life in sobriety and become a total advocate of recovery. I just read Marty Mann’s biography. She articulated the three purposes of her work and thus of NCA: End Stigma. End Stigma. End Stigma!

As a gay man, I know that understanding and opinions are changed through personal connections. When I came to NCA-BA I was full of shame. Today I am proud to be in recovery. I plan to stay involved with NCA-BA as we work to end stigma and help more people live healthier happier lives.

Phil Walker, Attorney
DUI Program Participant, 2015
Overdose

Prescription Drugs
The total number of US overdose deaths involving prescription drugs is higher than all deaths caused by illegal street drugs combined.

Accidental Death

Underage Drinking
4,358 youth under age 21 die each year from alcohol-related car crashes, homicides, suicides, alcohol poisoning, and other injuries such as falls, burns, and drowning.

Sexual Abuse

College Drinking
More than 97,000 college students between the ages of 18 and 24 are victims of alcohol-related sexual assault or date rape.

Breast Cancer

Women
Women who have one drink or more per day increase their chances of developing breast cancer compared to women who do not drink.

Source: National Institute of Health National Institution on Drug Abuse

National Council on Alcoholism — Bay Area | 5
2014–2015 NCA Donors & Partners

With gratitude for your unwavering support

Individuals & Families
Anonymous
Rose and Chris Barlow
Gloria Bauer
Bruce Bodaken
Barry Cohn
James E. Collins
Prudence Ferrone
Mark Graham
Diane Hambrick
Leslie Barron Johnson
Lawrence Kaplan
Ian Levine
Zack Lynch
Andrew Paxton
Robyn and Brad Pope
Stephen Rademaker
Cathy and Stephen Simon
Shirley Wantland
Fay Zenoff

Businesses & Corporations
Alta Mira Recovery Services
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San Francisco Alcohol Prevention Coalition
St. Francis Living Room
Tenderloin Boys & Girls Club
Tenderloin Health Improvement Partnership
Tenderloin Healthy Corner Store Coalition
Tenderloin Neighborhood Development Corporation
UCSF Clinical & Translation Science Institute
Vietnamese Youth Development Center
Youth Development Center
Youth Leadership Institute

The Board would also like to thank its NCA-BA 2014–2015 Staff: Jasmine Alvarez, Veronica Chirino, Crystal Crawford, Scott Grinthal, Quyen La, Gaspar Lopez, Michelle McCormack, Helena Mercurio, Chuck McNeil, Denise Miller, Marissa Roarty, Patrick Roddy, Scott Romyns, Tamara Rosales-Orzynski, Joe Szlamnik.

We would also like to thank Michael L. Lawrence for his contribution of time and talent to creating this report.
**COR Mission** Center for Open Recovery champions long-term recovery from addiction through advocacy, education, collaboration and service.

**COR Purpose** Respond to the void in leadership, programs, policies, education, and services in the San Francisco Bay Area focused on sustaining long-term recovery.

**COR Goal** End addiction and recovery stigma. Mobilize Bay Area residents in recovery. Change the way addiction is perceived, policy is created, treatment delivered and recovery supported.

**COR Focus** Create ‘recovery-ready communities’ through a collaboration with a cross-sector of partners committed to sustaining recovery as a critical component of public health and personal wellness.

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### 2015–2016 Center for Open Recovery Leadership

**Board of Directors**
- Shirley Wantland, *President*
- Chuck Gathard, *Vice-President*
- Brad Pope, *Treasurer*
- Zack Lynch, *Secretary*
- Mark Graham, *Immediate Past President*

**Advisors**
- Gloria Bauer
- Diane Hambrict, MD
- William Morrison
- Greg Muth
- Jim Stillwell
- Francine Ward, Esq.
- Steve Wilson, Esq.

**Management**
- Fay Zenoff, MBA
  *Executive Director*
- Nazneen Abdullah, MPH
  *Director Program Administration*
- Pedro Torres, MPA
  *Director Operations & Prevention*
Those of us working to remain on the road to recovery know that we must do more than just stay sober — though at the beginning that may have been enough. In recovery, we are actively engaged in a process of re-examination, transformation, growth and becoming.

This past year, as an organization, we went through a major re-examination and stock-taking. With leadership from our board of directors and support from Harvard Business School Community Partner consultants, we came to recognize that it was timely — in fact, imperative to refocus, re-position and evolve. And though not simple nor easy, through this process, we recommitted ourselves to our core purpose — inspired by Marty Mann’s founding vision for this organization — to help people find (and maintain) recovery from addiction.

What’s more, due to the changing landscape of San Francisco, we were made to abruptly relocate. A disruption primarily felt by our staff who worked above and beyond to deliver programs uninterrupted throughout the move and months of construction. And though at first a most unwelcomed move, the process uncovered new philanthropic support and allowed us to design a more cohesive working environment.

Now located in the mid-Market corridor at UN Plaza, we cannot ignore the constant clash of our booming economy and the circumstances of those falling behind which plays out daily in front of our doors. With a grant from the Saint Francis Foundation, we conducted a study of initiatives that is inviting a cross-sector collaboration to respond in new ways to the crisis of marginally-housed and homeless addicts on our streets. New perspectives, inspiring new partnerships to find new solutions.

Sometimes change requires simplifying and getting back to the core. It is an exciting time to be involved with this organization. As Shakespeare wrote: “We know what we are now, but not what we may become...” Indeed we do. It takes courage to grow and change and step into the unknown.

With deep gratitude to Mark Graham, who completes his term as Board President, it has been a privilege to work with him and the entire board, advisors and staff. May the path ahead lead us all to become more of what we are meant to be — to recover our best selves — and to support all those who seek to find and stay on their path.

Fay Zenoff
Executive Director
addiction
[uh-dik-shuh n]
noun
1. the state of being enslaved to a habit to something that is psychologically or physically habit-forming, as narcotics, to such an extent that its cessation causes severe trauma

open
[oh-puh n]
adjective
1. immediately accessible
2. free of obstruction
verb
1. to begin, start, or commence an activity
2. to afford access
3. to make accessible

center
[sen(t) r]
noun
1. the source of an influence, action, force
2. a principal point, place, or object
3. a meeting place
verb
1. to come to a focus; converge; concentrate
2. to collect around a focus

recovery
[ri-kuhv-uh-ree]
noun.
1. regaining something lost
2. restoration to health
3. return to any former and better state
What is Center for Open Recovery (COR)?
Center for Open Recovery is our new legal name. This change reflects the evolution of our work, mission and purpose.

After decades of being known as The National Council on Alcoholism and other Drug Addictions (NCA-BA), we are shifting our name and our focus away from the disease — and towards the solution: long-term recovery.

We remain committed to the work of NCADD’s founder, Marty Mann: “to help individuals, families and entire communities discover a path of recovery a life free from addiction to alcohol and drugs”.

What happened to NCA’s programs and staff? Our current client offerings — including the NCA DUI programs will continue to be offered and led by our devoted and talented staff.

What does ‘open recovery’ mean? Open — is open to interpretation. Open to live life in recovery without shame. Open to collaborate on solutions. Open to share stories of addiction and recovery. Open to seek support without barriers. Open to help others find and stay on their paths. We are Open.

Why introduce COR now? We have always sought to respond to the unmet needs our community — to help reduce the prevalence and consequences of drug addiction and alcoholism as is stated in our bylaws.

Given that today in the Bay Area there are so many other capable direct service providers responding to the acute crisis stages of addiction, we recognized that it is time to strengthen the part of the continuum of care that is under-resourced: sustaining long-term recovery.

Is COR still affiliated with the National Council on Alcoholism and Drug Dependence? Yes, we remain an independent affiliate (NCADD.org). We are very proud of our long history and continue to value collaboration with affiliates and colleagues across the country.
Support Community Health  “TL Third Space” is being designed to address the unique needs of homeless and marginally housed addicts who are currently on the streets of San Francisco. A safe communal place to gather without being a public nuisance or criminalized; a place to find social connections, health care and recovery support. A collective-impact model will align the efforts of multiple local organizations to lift those who have fallen between the cracks and support a healthier community for all residents.  
Learn more: openrecoverysf.org/projects

Provide Community Resources  Offering a range of direct services in-house, including drug and alcohol counseling, and programs in the community for families in need, COR also hosts a website full of recovery-related links and resources. Learn more: openrecoverysf.org/resources

Grow Community Engagement  Through involvement with numerous partnerships, coalitions and collaborations with local nonprofit organizations and government agencies, we share the common goal of helping local communities thrive. From initiatives focused on environmental prevention, personal safety, food justice, health care access and more, we are actively involved in creating recovery-ready communities. Learn more: openrecoverysf.org/collaborate

Build Community Awareness  The first annual Road to Recovery 5K is about community and celebrating recovery from addiction together — no matter which path is taken. The first of its kind in the Bay Area — an athletic event celebrating recovery from addiction — Road to Recovery 5K is to be held May 1, 2016 at Crissy Field in San Francisco. The event will include a 5K run/walk, music, food, fun, friends and inspiration. Learn more: roadtorecoverysf.org
Center for Open Recovery envisions a future where stigma is no longer a barrier for those seeking support with addiction and recovery; a future where there is a continuum of accessible recovery resources, and where long-term recovery from addiction is a community priority and valued individual right.
Donor Profile

“Why I support Center for Open Recovery”

As a mother of two young adults, I know there is a need for more awareness, education and resources when it comes to drinking and drug use. By reducing the stigma, we can more readily have conversations — that include parents, schools, and kids — to support a healthy understanding of use, abuse, and addiction. I support COR because I believe in the organization’s leadership, their vision and our community’s need for a strong voice of and advocate for recovery.

Victoria Love, Real Estate Agent
Marin County Resident

How you can too

Support Center for Open Recovery

Ways to give

Donate openrecoverysf.org/donate
Volunteer openrecoverysf.org/events
Sponsor roadtorecoverysf.org

Make a gift online or mail a check to:
Center for Open Recovery
1170 Market Street, 6th floor
San Francisco, CA 94102

For Planned Giving, Gifts of Security, Wire Transfers, and Corporate Matching, please contact Fay Zenoff, Executive Director, at (415) 296-9047 fay@openrecoverysf.org