



Fresh Start at A Glance

Mission: “Fresh Start Recovers Lives by Housing, Treating and Supporting People affected by Addiction”.

Vision: “Every Individual ~ Recovery for Life”

About Fresh Start Recovery Centre:

- Fresh Start - originally known as CLASP - was incorporated under the Alberta Societies Act on November 9, 1992.
- Originally operated as a co-ed substance use disorder (SUD) treatment centre in the Calgary District of Midnapore.
- In 2002 Fresh Start re-located to the community of Abbeydale.
- On June 15th, 2012 Fresh Start officially opened its purpose built, 40,000 square foot, 50-bed facility in the Greenview district in North East Calgary.
- Core Treatment Program – 14 to 16 weeks, abstinence-based, live-in and day program anchored in the 12-step recovery model.
- Highly structured Program with curfews, chores, meditation, health and wellness regime and structured physical activity on top of its basic treatment program.
- Post treatment support and a relapse prevention program (implemented in 2017) help to enhance the chances of long-term recovery
- Weekly alumni meetings also offer ongoing support, fellowship and a venue to celebrate long term sobriety milestones for more than 900 alumni.
- Average wait time for the live-in program is typically around the 90-day mark, with an average of 110 men on the waitlist. In 2016 the number of men waiting to get award winning, life saving treatment for the disease of addiction/SUD topped 183 at its peak; 2016 peaked above 211 men in the shadow of a severe economic downturn in Alberta paired with widespread reports of rising alcohol and Fentanyl usage.
- In 2012 a 5-week/10-hour Family Healing Program was added to provide support to support any community member affected by SUD.
- Demographics of the men we serve: 18-80-year-old male (average age 33.5), homeless with SUD and concurrent mental health disorders (59.8% in 2012 dropped to 31.8% in 2016 and further to 22.8% in 2018)
- 90% experienced multiple substance dependencies (i.e. alcohol, cannabis, cocaine) with 37.7% reporting alcohol as being their substance of choice and 70% have “lost” their families due to their disease of addiction or Substance Use Disorder (SUD).



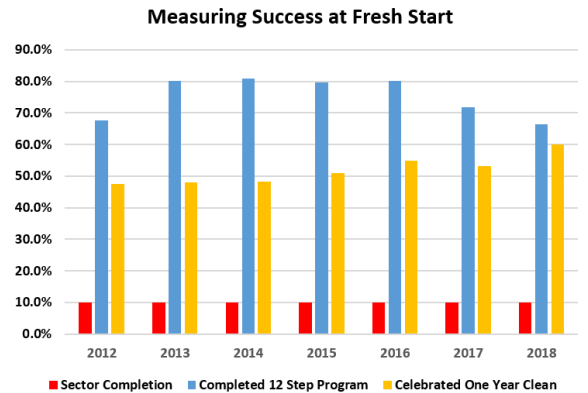
Fresh Start	Bed Capacity
Primary Treatment	50
Phase III Supported Housing	46
Total Treatment & Long Term Care Beds	96

What Success Looks Like:

The recovery sector measures success by % of people maintaining post treatment sobriety after one year; that sector wide benchmark ranges between 5% - 10%

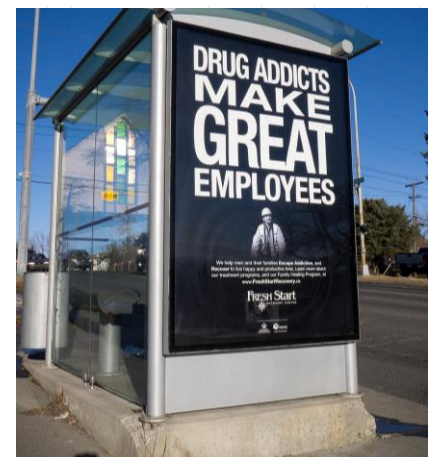
Measuring Success at Fresh Start

Year	2012	2013	2014	2015	2016	2017	2018
Sector Completion	10.0%	10.0%	10.0%	10.0%	10.0%	10.0%	10.0%
Completed 12 Step Program	67.7%	80.1%	81.0%	79.6%	80.2%	71.9%	66.4%
Celebrated One Year Clean	47.6%	48.1%	48.2%	51.0%	54.9%	53.2%	60.0%



Financial Overview:

- In 2005, 48% of the men seeking housing, treatment and support at Fresh Start were homeless as a result of their substance use disorder; each individual living on the street costs society \$134,642 per year* (2008 Report on Cost of Homelessness in the City of Calgary).
- On average, Fresh Start can successfully house, treat and support one homeless man at cost of **\$43,800** per year. This saves our community \$90,842 per person per year.
- Fresh Start demonstrates financial responsibility:
 - administrative costs are less than **5%** of total revenues.
 - fundraising costs are **6%** of donations.
 - Historically, Alberta Government funding has covered **3.83%** of the operating costs of service delivery in 2018 or the equivalent of fourteen (14) days (355 hours).





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Your support has helped Fresh Start earn our Accreditation Primer status on October 31, 2015 and successfully pass our first accreditation review in 2017! Accreditation is a HUGE deal; it sends a message to all we serve and all who have invested in the Fresh Start Recovery process that we all take recovery seriously and that together, we can constantly strive to improve and offer people affected by addiction/SUD the best possible chance for a life free from drugs and alcohol.



Health accreditation in Canada is largely voluntary. Organizations like Fresh Start that take part in the accreditation process choose to do so because they have first-hand knowledge of how accreditation improves quality, reduces risk and strengthens accountability to and for all.

Fresh Start's 2018 Sources of Revenue

- Accommodation
- Fundraising & Donations
- Alberta Health Services – Addiction and Mental Health
- Restaurant & Food Truck Sales
- Interest
- Operating Deficit



Under new provincial licensing regulations, Fresh Start was one of the first treatment centres in Alberta to be licensed as a Residential Addiction Treatment Provider.

Fresh Start Recovery Centre has been a **Charity Intelligence Canada "Four Star Agency"** every year since 2007.

"In Charity Intelligence's search for excellent charities across Canada, Fresh Start came up on our radar in 2007. For over 8 years, and now with research on over 650 Canadian charities, Fresh Start Recovery consistently "tops the list" in giving donors exceptional bang for the buck. A remarkable achievement by a truly outstanding Canadian charity."

~ Kate Bahen, CFA, Managing Director, Charity Intelligence Canada (2015)



In 2015 Charity Intelligence (Ci) partnered with **Success Markets Inc.** out of Washington, DC to conduct Social Return on Investment (SROI) studies on many of their Four-Star Charities – they looked at Donor Accountability, Financial Transparency, Needs Funding and Cost-efficiency.



From the results Ci took the charities with the top 10 SROI scores and created a fund called Canadian Charity Impact Fund (CCIF) which donors could contribute to and be assured that their donations were well leveraged through high SROIs; Fresh Start was one of the original Top 10. Fresh Start was on the CCIF list again in 2016. In 2017 when Ci rolled out with their Top 10 Impact Charities list, Fresh Star was among the Top 10, and again in 2018 and 2019.



In 2018 a second Top 10 Impact list was created to highlight charities that operate within Canada. This was done to distinguish them from international non-profits that operate outside of Canada who typically have exceptionally high SROIs because of their low cost associated with operating in developing countries. Because Fresh Start's SROI remains so high, we were on both the Top 10 Impact Charity and Top 10 Canadian Impact Charity lists in 2018 and 2019. Fresh Start was also recognized as a Ci Top 100 Rated Charity in 2018 and 2019. In addition to Ci's generous recognition, **Money Sense Magazine** named Fresh Start as one of "Canada's top-rated charities 2019: Top 100".



"Overall, the social value created by Fresh Start far exceeds most other charities that we have analyzed to date."
~ Dr. Terrance Colvin, Success Markets Inc.

Fresh Start is the only charity in Canada that has been on the Top 10 Impact Charity list every year (2015 - 2019) that Ci has measured SROI and offered the Top 10 Impact designation.

"Giving for impact means looking beyond administrative and fundraising costs to see what difference a charity is making in the lives of its clients," says the organization's research director, Greg Thomson. *"If you donate \$100 to a charity and it creates \$200 worth of social value, that is a good investment,"* he says. *"These 10 high-impact charities as a group are likely to produce over \$600 in value from a \$100 gift."*

In 2015 Fresh Start Recovery Centre is one of ten first time recipients of Canadian Nonprofit Employer of Choice (NEOC) Awards.

The NEOC Award recognizes organizations that have committed themselves to better business management practices ensuring successful mission achievement. Canada's nonprofit sector has recognized the vital importance of incorporating private sector business practices in areas such as marketing, financial accountability and people management while still honoring the sector's best practices in service and mission delivery.

All winners successfully completed the NEOC Organizational Profile and Employee Commitment Survey achieving a minimum overall score of 75% to qualify for the award. Fresh Start was one of three organizations West of Ontario to receive this award and the only one in Calgary.



From 2006 until the final year of the Donner Awards in 2014, Fresh Start was consistently recognized among the top three treatment centres in Canada. In 2010, 2013 and 2014 Fresh Start received the **Donner Award** for Best Treatment Centre in Canada. In 2014 Fresh Start also won the prestigious **William H Donner Award** for best Social Serving Agency and the **Peter F Drucker Award** for most consistently well-run agency in Canada.