

Changing Lives

Remembering, reflecting and preparing...



2013
**Annual
Report**



DATA

DRUG ABUSE TREATMENT ASSOCIATION, INC.



Our Philosophy

It is our belief that all children are good, and if given appropriate opportunities, they will become productive, contributing members of society. Since 1980, DATA has developed a range of prevention, intervention and treatment services designed to address the child as an integral part of his or her family and community. Our goal is to provide these children with the skills and competency necessary to achieve these positive outcomes.

Our Mission

DATA provides effective quality programs for children, adolescents and their families experiencing problems with substance abuse and/or juvenile delinquency. We provide services in Palm Beach, Martin, St. Lucie, Indian River and Okeechobee counties. We are committed to providing programs that foster the skills necessary for individuals to be responsible, productive members of their communities.

Our Vision

We envision a community that instills the importance of education and respect for self, life and property, which empowers children and their families to reject drugs, violence and other criminal activity. DATA recognizes that substance abuse affects every aspect of an individual's life and that effective programming will foster self-reliance, social competence and abstinence from substance abuse.

Treatment



Outpatient

Outpatient services include screening, assessment, counseling, information and referral, and urinalysis services. DATA provides screening services for any person referred to the program. The level of care generally involves weekly sessions supplemented by participation in self-help meetings. Family therapy is an integral part of the client's treatment experience. Outreach services are provided for adolescents in their homes and at sites more accessible for the client.

Residential

DATA operates two co-ed adolescent residential treatment centers - The Norman C. Hayslip Center in Fort Pierce with a capacity of 19 beds and the Walter D. Kelly Center in West Palm Beach with 20 beds. The average length of stay is three to six months and includes individual, group and family therapy as well as on-site education programs. The centers operate year round, 24 hours a day. Successful completion of the program is based on: progressing academically, coming to terms with the impact drugs have had on the client's life, and changing behavior that is not acceptable in society.

Prevention



Project SUCCESS

This program operates in targeted middle and high schools in Palm Beach and St. Lucie counties. Project SUCCESS is an evidence-based program that builds on the findings of other successful prevention programs by using interventions that are effective in reducing risk factors and enhancing protective factors. Services include a universal prevention education series, individual and group counseling, parenting programs and referral services.

Intervention

Data runs multiple intervention programs and services for individuals and families that focus on reducing risk factors generally associated with the progression of substance abuse and mental health problems. Intervention is accomplished through early identification of people at risk, performing basic individual assessments, and providing supportive services that emphasize short term counseling and referral.

Aftercare

The Aftercare program and activities focus on relapse prevention strategies for youth who have successfully completed DATA residential and outpatient programs. These services include relapse prevention groups, support groups, and other activities that support a drug-free existence.

TASC

TASC is an assessment and case management program for delinquent youth dealing with substance abuse and/or mental health issues. TASC specialists conduct comprehensive assessment and provide recommendations to Juvenile Justice and the courts. The program is designed to ensure that all delinquent youth needing services are identified and afforded the opportunity to begin their journey to recovery.

HIV Intervention

HIV intervention and outreach services are provided through confidential testing, pre- and post-test counseling, HIV 104 certification education, community outreach and enhancement groups.

School Based Intervention

Using the A-CRA model*, intervention services are provided to youth at several local high schools and middle schools. Services include the identification of youth at risk through individual assessment and education of school guidance staff, individual psychosocial assessment, short-term individual, family and group counseling, and referral to appropriate services for youth who need more intensive services. It also may include science-based anger management and substance abuse education as forms of intervention.

Case Management

Case management services target juvenile justice youth who are identified with substance abuse and mental health needs. The primary purpose is to increase placement rates and treatment outcomes in this difficult population.

**DATA has adopted the Adolescent Community Reinforcement Approach (A-CRA) into its Outpatient, Residential and Intervention programs. A-CRA is a behavioral intervention program designed to reduce or eliminate substance use and the associated adolescent behavioral issues (i.e. poor judgment). A-CRA's evidence-based model works to improve treatment effectiveness by focusing on relapse prevention, problem solving, coping strategies, case management, family support, and family therapy.*



Dear Friends, Supporters and Staff of DATA,

Words cannot express how proud I am to serve as chairman of the DATA Board of Directors.

I first joined the board in 1981 when DATA was in its infancy. After a substantial break to raise my own children, I eagerly returned to the board a few years ago.

For those that may not be aware, DATA was born from the ashes of two unsuccessful drug treatment agencies. In its early years, DATA provided outpatient services only by a handful of dedicated staff inside a small, run-down office located in Riviera Beach.

Today, I see an agency that has grown to serve Palm Beach, Martin, St. Lucie, Indian River and Okeechobee counties with two residential treatment facilities, an outpatient center, numerous intervention and prevention programs, a highly skilled and dedicated staff, and an annual operating budget of more than \$5 million.

I am proud of the growth and development that took place in my absence. However, some things at DATA are exactly as they were in 1981. The mission to provide effective quality programs for children, adolescents and their families - is stronger than ever.

Dedication, professionalism, and the sense of “family” among staff and clients hasn’t changed a bit. Though, unfortunately, neither has the critical need for substance abuse treatment - particularly among children and their families who, without DATA, could not afford the professional help they need.

In the coming year, DATA, its staff, and our CEO, John Fowler, may face some of the most difficult challenges yet. Government funding is more uncertain than ever. DATA has been working hard to create non-governmental funding sources. Our signature fundraising event - The Pooch Prom - is in its third year and continues to grow. Faithful and loyal supporters, foundations, and other organizations such as United Way, have “stepped up” their donations.

Our board is committed to increasing non-governmental funding sources as new requirements regarding the portability of medical records and reimbursement for patient care are requiring capital expenditures in technology. Additional staff and training is required to comply with new reimbursement policies and procedures. Managed care and additional accountability requirements place more burden on therapists and staff. However, thanks to DATA’s outstanding administration, many of these new requirements were projected and DATA is much better positioned than other similar nonprofit organizations.

As we anticipate the challenges in the near future, we remember the successes of our past - the seeds that were planted and nourished by dedicated people who generously gave of their time and money so that children and their families would have the opportunity for a happy and successful life. If you are not familiar with DATA, I invite you to give me a call and let me explain what we do and how you can help. If you are familiar with DATA, give yourself a pat on the back for our successes - and I will be calling you to let you know how you can help create new successes for DATA.

Sincerely,

A handwritten signature in black ink, appearing to read 'Erskine Rogers', written over a light blue background.

Erskine Rogers
Board Chairman

Dear Friends,

As many of you are aware, the business climate essential to the operation of our agency has changed dramatically over the past year, and is expected to continue in the near future. Through the implementation of our region's Managing Entity, the expansion of those covered by Medicaid, and the predicted impact of Health Care Reform, DATA has remained positive and prepared.

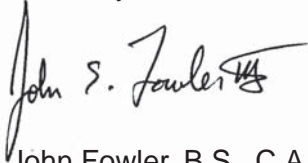
The state's contracts with Managing Entities has required providers in our area to reduce invoices by 5.1 percent, while maintaining the current levels of service. DATA has achieved this goal. Our contracts with the Managing Entity requires us to bill Medicaid first for all covered services, before being eligible for state dollars. DATA has achieved this goal as well. Finally, the Affordable Care Act will require DATA to contract with third party managed care companies and compete for resources with "for-profit" companies. DATA will achieve this goal.

Through this process, the reason for our success is very clear to me. It is the loyalty, dedication, and commitment of our staff and Board of Directors that continues to put us at the top of our field and helps us achieve these difficult goals and objectives. In this changing environment, we have kept our eye on the ball. Everything we do is driven by our mission - to provide effective quality programs for children, adolescents and their families experiencing problems with substance abuse and/or juvenile delinquency.

For more than 30 years, DATA has been a leader in the community by providing exceptional, evidence-based substance abuse services to children and families impacted by addiction, mental health and delinquency issues. Every day I am reminded of our purpose when I see or hear about a client or family's success. Every success results in a new, healthy, productive member of our community. DATA is the solution for the children and families in our five county area that are struggling with these issues.

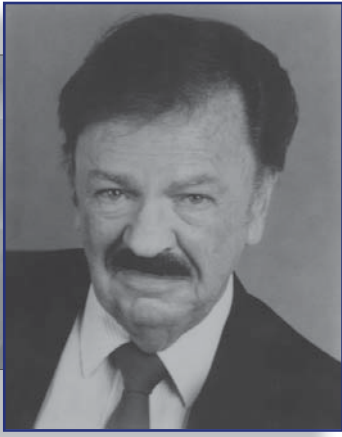
I want to take this opportunity to publicly thank our staff and Board of Directors for their hard work and diligent efforts in achieving these difficult goals and objectives. Our most precious resource is the group of dedicated people that work at DATA every day helping our clients. These are the people that go the extra mile and make a difference in someone's life. I am honored to be a part of the solution that we call DATA.

Sincerely,



John Fowler, B.S., C.A.P., I.C.A.D.C.
President and CEO





Walter D. Kelly

Remembering

The Doorbell Man

Before he became the namesake for DATA's residential treatment center, Walter D. Kelly was "The Doorbell Man."

"He was a salesman for NuTone, which makes doorbell chimes, hearing aids, ceiling fans - everything," Pam Middleton remembers with a smile, "so to us he was always The Doorbell Man."

When he wasn't selling doorbells, Kelly was also a tireless volunteer for social service agencies in Palm Beach County, and one of DATA's founding board members. "He never talked about any particularly personal reason for being involved in drug abuse treatment," says Erskine Rogers. "Except for caring about other people."

Rogers joined DATA's board in 1981 and currently serves as its chairman. Middleton arrived as chief financial officer in 1983 and retired in 2011 after 18 years as president and CEO.

"Walt was just always there," they said in unison. Not long ago, Middleton and Rogers met for lunch beside the Intracoastal Waterway to remember Walter D. Kelly and the fledgling treatment center he nourished.

Founded in 1980, DATA's board first met at 301 Broadway in Riviera Beach, a complex that was also home to other social service agencies. The office had nine employees and, when Middleton arrived three years later, an annual budget of \$270,000. The services were outpatient only. No building, no beds.

Walt Kelly helped change all that. When construction on the residential center began a few years later, he was - as always - always there.

"Walt designed the building on an old cocktail napkin," Middleton says. "It was Walt's baby. When they were building, he was there every day. He'd tell me, 'There's a brick out of place over here.'"

Being The Doorbell Man helped opened doors for Kelly. "What kind of lights do you need?" he might ask. When they needed fans, he found a deal on fans. Lighting? He got lighting. "If Walt couldn't get it," says Rogers, "he knew someone who could. He was a salesman, but in a good way." "He was the go-to guy," Middleton adds.

When the center opened in 1986, it was officially DATA House, but the vaguely familiar roof reminded Kelly of a popular restaurant chain, and like him, it too inspired a nickname. "We called it The Pizza Hut," Middleton says. Kelly took the name seriously. Dropping by to visit the residential clients, he would order as many as 25 pizzas for the kids, then host the party.

He bought tickets to Palm Beach Expos games and the Shrine Circus, accompanied the residents and treated them to hot dogs and sodas. He took them canoeing and helped plan DATA's graduation ceremonies and holiday parties. "He wasn't shy," says Rogers. "He would go right up to the kids. He had a way of engaging them without being dictatorial."

Sometimes, Kelly's enthusiasm got the better of him. "He did have some harebrained ideas," Rogers recalls with affection. Once, in the mid-1990s, Kelly sponsored a full-page ad in *The*

Palm Beach Post asking local drug dealers to make generous donations to DATA for all the harm they'd caused. The local drug dealers didn't respond.

"He was one of those guys who would never take, but always gave," says Rogers. In September, 1990, DATA House became the Walter D. Kelly Treatment Center in honor of his service. "He always acted like he didn't want it named after him," Middleton says, "but he loved it. He loved to walk into a place and have people know who he was."

After Mr. Kelly died of cancer in 1996, his wife, Lynn, continued to buy Christmas presents for each of the residents and sponsored the monthly pizza parties until her own death last year.

To Erskine Rogers, Walter D. Kelly was a salesman with a mustache and a dry sense of humor who drove a big Buick and loved Johnny Mathis records, a good man who always wore white shirts and was never without his beeper.

At the Center's Halloween party one year, Middleton donned a white shirt, necktie and mustache. "Everyone knew who I was supposed to be," she said. "Walt was a real character."

"He was a real person," said Rogers, "and he only liked real people." For a decade after his death, a donor who insisted on being known only as "Anonymous" donated \$1,000 every July 22.

That was The Doorbell Man's birthday.

Cleaning up her life started with a broom



One morning not long ago, Walton Stoudenmire, DATA's director of residential services, glanced out his office window at the Walter D. Kelly Treatment Center to find a former resident heading his way.

It was Kimberly.

Stoudenmire was nervous. When former residents reappear, it's often because they've slipped. They've slid. They're using again. But Kimberly, who barely spoke at all when she first arrived at DATA, had come to ask if she could drop by sometime to share a few words of experience and encouragement with the newer residents.

"When she first came to us, she was so shy we didn't know she could talk," Stoudenmire recalls. "Her home life was terrible. School was terrible. She was depressed."

Kimberly and her father had been fighting. Police were called and her bedroom was searched. Pot was found. At drug court, she was put on six months probation, with outpatient counseling at DATA. And then a school search found Xanax, a prescription anti-anxiety drug, in her pocket.

"She had no future but jail," Stoudenmire says. On September 11, 2009, Kimberly arrived at the Kelly Center. She was 16. "I really wanted to run away," she recalls. "It was all so new. Everyone thought I was going to run." She wanted to run, but where?

"If not for DATA," she says now, I would probably still be using. I probably would never have quit on my own. I wanted to, but I couldn't. Part of me said, I don't need help, and part of me knew I did."

The part of her that knew she needed help prevailed. Kimberly stayed, and seven months later, in April 2010, she left the center - clean, sober and a whole lot wiser.

"When I first got here and it was my turn to clean, I didn't know how to sweep," she says. "Miss Carolyn, one of the resident managers, showed me how to use a broom."

In taking on that broom, and all the other responsibilities she was given, Kimberly says she found her key to staying sober. "I'd never had any structure in my whole life," she explains. "I never had a schedule. Now I wake up in the morning and my house is clean. I make my bed."

She also started reading the Bible during her free time. "We don't promote any particular religion, or discourage it," Stoudenmire emphasizes, "but everyone here is welcome to read religious books."

On a Monday evening in October, Kimberly came back to the Kelly Center. First, she thanked Miss Carolyn, Miss Peggy and Miss Moore. "They're the adults you see every day, and it's almost like getting comfortable with a new family member," she says. "They played a huge role in my recovery."

Then she met with the current girls in the regular group session. She told them about her own struggle, the need to stay strong and determined, and the importance of not falling back into old habits with old friends when they leave.

"I haven't seen any of my old friends since I left DATA," Kimberly says. "I wonder if they're okay, but I don't think about it very much. My whole environment has changed."

Instead of Xanax, she finds peace by following her faith and taking long walks on the beach. "I had a boyfriend who came out of another drug treatment program just as I was coming in here," she says. "When I came out, we got back together - and he's my husband now."

The girl who came to DATA at 16 is 20 now, married for the past three years, with two boys of her own. She lives in Tequesta, works part-time as a child-care worker at a Gold's Gym and hopes, when her children are older, to build some sort of career around health and fitness.

"DATA was very helpful." She thanked Stoudenmire. "It's so stable, and those rules - that's what every child needs."

And then Stoudenmire thanked her. "This is my job, and I enjoy it," he said. "But seeing you in the parking lot that day, wanting to tell us how you're doing - that was special. We get all the cursing and yelling, but when someone comes back to thank us, like you did - then it's more than just a job for us."



Board Member

Debbie Praeg proud to have been a part of DATA

In 1989, Debbie Praeg and her husband, Don Klar, bought some property on the northern end of a small island on the Indian River above Sebastian Inlet.

"My husband bought me a pontoon boat for my birthday, and we named it the Blue Goose," she remembers with a laugh. "But there was an ulterior motive. He stripped it down to use as a barge."

For the next two years, they spent their weekends building a house. "We floated materials from Home Depot to the island on that barge," she says. "We floated the septic tank on it."

Now a two-story house stands on the property, a retirement home of sorts, and Debbie Praeg has retired as DATA's immediate past chairwoman after serving nearly 16 years on the board.

The time has come to spend more time on her island in the sun. "I'd seen Pam Middleton (the former President and CEO) through her retirement and John Fowler in as the new president and CEO," she explained. "My husband is heading into retirement and we want more time together."

Praeg left the board at the end of September, far more worldly than the woman who joined the board in 1997. "I didn't come from an environment where I had any family members with a drug problem," she

recalls, "so when I saw it in real life, it was shocking."

She still remembers a 13-year-old boy she met early on. "He was a beautiful, blond-haired surfer boy from Singer Island," she says, "and the stuff that came out about his life and what he'd been doing to get drugs." She still shudders. "I'd never been exposed to anything like that before."

But if the clients' lives sometimes shocked her, the effort DATA makes to turn those lives around has kept her committed through so many years of board meetings, membership drives, fundraising luncheons and, most recently, DATA's signature fundraising event, the Pooch Prom.

"What keeps you going ultimately is the outcomes," she says. "Seeing that the program works." DATA's approach works, Praeg believes, because it's a comprehensive, full-time residential program that treats only adolescents.

"No one is discharged until they've completed certain steps," she says. "If they fail a step, they drop back and have to repeat it, like failing a grade in school. And we treat the family as well. They go to therapy sessions, too, both alone and with the child."

Looking back now on all those years of volunteer work with DATA, what was the most satisfying part? She has to think a moment. "One single thing?" she says. "I suppose I'm proud if my contribution has helped DATA stay in business today - and it's holding its

own among all the nonprofits for treating adolescent substance abuse."

Praeg's contributions were not glamorous or detached. When the annual fundraising luncheon was replaced by the Pooch Prom in 2011, she and DATA publicist and Pooch Prom organizer Cheryl Crowley found themselves dealing with last-minute crises as 48 canines prepared to walk the red carpet at Downtown at the Gardens.

"There was a lot of emailing and lots of running around buying party hats and wrist bands," Praeg remembers. "The night before this year's Prom, Cheryl had me sewing pillows for the Pooch Prom King and Queen throne."

This year, the number of pooches promenading for DATA jumped to 60, and they hope to better that number in 2014.

"The dogs pay," Crowley points out with a straight face. "We let the humans attend for free."

Now that she has more free time, Praeg said, she and Don will spend it at their island getaway. But she'll remain a Palm Beach County resident as well, still keep her job as a surgical coordinator and assistant technician for a local ophthalmologist - and, of course, still promote DATA's mission every chance she gets.

"We never turn a child away," she says. "They can run away, but the door's always open, and I'll always be an ambassador for DATA."

How you can support DATA

Once again, we hope the stories in our 2013 Annual Report helped to give you a better understanding of who we are and what we do every day at DATA. Substance abuse continues to be a serious problem in Florida. Substance abuse does not discriminate and it can happen to any child, at alarming young ages - when we least expect it.

One hundred percent of every donation to DATA goes directly to support DATA's highly-regarded, well-known and proven programs designed to meet the specific needs of children, teens and their families.

Other ways you can help:

Become involved with DATA by serving on a committee, talk with friends, co-workers and lawmakers.

Introduce DATA to corporations and other potential donors.

Make a contribution in honor of a family member or friend as an enduring tribute in their honor.

Participate in DATA's annual Pooch Prom event at Downtown at the Gardens in Palm Beach Gardens on April 26, 2014, and encourage friends (and their dogs) to participate.

DATA is a nonprofit, tax-exempt charitable organization under section 501(c)(3) of the Internal Revenue Code. All donations are tax deductible.

To contribute to the Drug Abuse Treatment Association, Inc. by mail, please send your donation to:

DATA
1016 Clemons Street
Suite 300
Jupiter, FL 33477

Or visit us online at www.drugabusetreatment.org or call DATA at 561.743.1034.

Statement of Activities Year Ending June 30, 2013

Revenue and Support

Contributions and net Fundraising	\$ 261,294
Grants/Contracts	\$ 4,431,566
In-Kind Donations	\$ 295,836
Medicaid and Program Service Fees	\$ 159,359
Interest Income	\$ 16,248

Total Revenue and Support **\$ 5,164,303**

Expenses

Program Services

Residential	\$ 1,992,417
Prevention (Prevention and Project Success)	\$ 763,050
Outreach	\$ 580,834
Intervention (TASC and Onsite)	\$ 554,506
Outpatient	\$ 523,077
Other Programs	\$ 135,095

Total Program Services \$ 4,548,979
Supporting Services \$ 597,351

Total Expenses **\$ 5,146,330**

Net Surplus **\$ 17,973**

2012-2013
Board of Directors

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Vice Chairman
Mark Taplett

Treasurer
Gary Frechette

Secretary
Sally Mohler

Directors
Elaine Fitzgerald
James McInnis
Maryann Pascarella
Deborah Praeg
Pieter Stryker
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Walter D. Kelly (1927-1996)

President and CEO
John Fowler, B.S., C.A.P., I.C.A.D.C.

A special thank you

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WPBF 25 News
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Sheila Zayas



Town of Palm Beach United Way



United Way Indian River



United Way Martin County



United Way St. Lucie

DATA Locations

Administration

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772.464.6169 Fax

Walter D. Kelly Treatment Center

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West Palm Beach, FL 33407
561.844.9661 Phone
561.840.8716 Fax

Outpatient/Intervention & Prevention

1720 E. Tiffany Drive, Suite 102
Mangonia Park, FL 33407
561.844.3556 Phone
561.845.0316 Fax

Outpatient/Intervention

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Fort Pierce, FL 34981
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Guy Sitting on Dock by Philipp Pilz



DATA

DRUG ABUSE TREATMENT ASSOCIATION, INC.

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