



Behavioral Health Services  
for Children and Families



# 2020 ANNUAL REPORT

**Residential Heroes**  
Responding to a  
community in crisis

## WHO WE ARE

### OUR PHILOSOPHY

We believe 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 behavioral health problems 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 use affects every aspect of an individual's life and that effective programming will foster self-reliance, social competence and abstinence from substance use.





## RESIDENTIAL

The Walter D. Kelly Treatment Center in West Palm Beach and the Norman C. Hayslip Center in Fort Pierce serve as the temporary homes for adolescents struggling with addiction and behavioral health problems. Both centers operate year-round, with 24-hour supervision and includes treatment programs and on-site education programs enabling residents to continue their studies toward high school graduation. The average length of stay is three to six months.

Residential treatment uses multiple evidence-based strategies for individual, group and family therapy as well as methods that address trauma and life skills. Successful completion of the program is based on: progressing academically, coming to terms with the impact drugs have had on the adolescent's life, and changing behavior that is not acceptable in society.

## OUTPATIENT

DATA's Outpatient services are available to any person needing help with behavioral health issues. Outpatient treatment provides screening, assessment, counseling, information and referral, and urinalysis services. Evidence-based strategies including Motivational Interviewing (MI), Cognitive Behavioral Therapy (CBT) and A-CRA (Adolescent Community Reinforcement Approach) are used. Care generally involves weekly sessions supplemented by participation in self-help meetings. Family therapy is an integral part of the client's treatment. Outpatient treatment averages 14 weeks.

## SCHOOL BASED PROGRAMS

DATA runs multiple behavioral health programs and services for children and families that focus on reducing risk factors generally associated with the progression of substance use and mental health problems. This is accomplished through early identification of those at risk, performing individual assessments, and providing supportive services that emphasize short term counseling and referral.

Our School Based Programs are provided to children at middle and high schools in **the five county area we serve**. Schools are selected based on need and the willingness of school administration to participate and embrace the programs. DATA's School Based Programs are provided in accordance with School Board policy and procedure, and parent or legal guardian permission must be given prior to participation.

### Project SUCCESS

Prevention is the most effective way to reduce mental health and substance use issues in youth as they mature. Project SUCCESS is in **more than 21 middle schools and high schools** in the five county area we serve. This evidence-based program 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.

### School Based Behavioral Health Program

As part of the Marjorie Stoneman Douglas High School Public Safety Act passed in 2018, this program places mental health therapists in **15 Palm Beach County schools** on a daily basis. Working closely with The School District of Palm Beach County, we are able to help youth who may have behavioral health problems or are struggling with a personal or family issue.

### School Based Intervention

Intervention services are provided to children at **more than 18 local high schools and middle schools**. Services include the identification of youth at risk through individual assessment; individual psychosocial assessment; short-term individual, family and group counseling; and referral to appropriate services for youth who need more intensive care. It also may include evidence-based anger management and substance use education as forms of intervention.

## TASC

TASC or Treatment Accountability for Safer Communities is an assessment and case management program for youth offenders dealing with substance use and/or mental health issues. The program provides the framework for a partnership between the justice system and available treatment options for the child. DATA staff is located in nine Department of Juvenile Justice centers in the five-county area we serve. TASC specialists conduct comprehensive assessments and provide recommendations to Juvenile Justice and the courts. The program is designed to ensure that all youth offenders needing services are identified and afforded the opportunity to begin their journey to recovery.



*Since 2000, DATA has received seven consecutive, three-year accreditations from CARF International. Voluntary accreditation from CARF demonstrates our commitment to providing quality, safe and effective behavioral health programs to those we serve directly, and to the community and our funders. All DATA programs are CARF accredited.*



James McInnis, CGFO  
Board Chairman

Dear Friends, Supporters and Staff of DATA,

As we started our fiscal year, we found joy in knowing that we were beginning DATA's 40th year as a behavioral health services organization. Little did we know what a challenging year it would be for us and for so many of you who have been touched by the Covid-19 pandemic.

Looking back on the year, I am pleased to tell you that you have every reason to be proud of the incredible leadership and staff of DATA. Through it all, we never lost sight of our mission - to promote complete health and behavioral success in every aspect of a person's life.

Our Board of Directors provided us with the support and guidance we needed to move forward. Our leadership team and staff devoted countless hours to provide necessary services to children and families.

Inside this annual report, you will hear from several of our "Residential Heroes" including Walton Stoudenmire, director of residential programs; Ariana Raub, Kelly Center program supervisor; Paul Evatt, Hayslip Center program supervisor and Dorothy Robinson, Kelly Center resident manager. They recount the many changes that were necessary to treat, inform and protect our young residents and their families – at one point, working 12-hour days, seven days a week.

Once again, I am proud to call DATA's CEO and President John Fowler my friend. He continues to impress us all with his vision and leadership. Under John's guidance and that of Chief Operating Officer Carol Fiddis and our Chief Compliance Officer Dr. Jay Flicker, each made sure our Outpatient, Residential and School Based services ran smoothly. Their combined years of experience at DATA was invaluable in helping us find the right path to get us through the difficult days of the pandemic.

There are so many others who worked tirelessly because they care so deeply about our mission; and I can't thank them enough.

Our 40th anniversary year was indeed an unusual year. However, once again, it is a reminder that we are indeed one of Florida's first residential substance abuse programs for adolescents to treat both mental health issues and substance use.

Serving the whole child – that's what we do, no matter what. We are DATA.

Sincerely,

  
James McInnis, CGFO  
Board Chairman



Dear Friends and Family,

It has been a challenging year to say the least. As I reflect back, all I can think of are the positive things. I am so proud to be the CEO of a company of dedicated people who have done nothing but step up to the plate and be counted as marvels. In the face of tremendous adversity, our families, our staff, and our community have faced the fear and tragedies as one. You have done nothing less than emerge from this as heroes. Each year, I think about what to write in this letter and it's always the same - it's about you.



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

As the pandemic hit us, we responded. We went completely remote in a matter of days. From day one, our focus was on our clients and their families. What could we do to safely continue providing high quality services? Some of you got sick. All of us experienced moments of fear. The residential staff kept coming to work, even with the threat and danger to themselves and their families. Our children and their families were our highest priorities because we work from this mission.

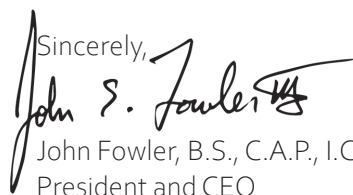
The crime rate has gone down, behavioral health utilization diminished, and abuse and neglect have almost disappeared. Was the pandemic a cure? Quite the contrary. Suicide rates and deaths from overdose have skyrocketed. The indicators are there. In the face of our community systems operating at half mast, we know the truth. Our clients and communities need us more than ever. The children and families in our communities are hurting more than ever. Just over the horizon, we will experience the true impact of systemic shut down, of isolation, of families being impacted by the necessary changes in our society to manage this crisis. Agencies like ours will be needed more than ever.

As the criminal justice system re-engages, as schools truly come back on line, as we return to the new normal, we will see the true impact this crisis has had on the children we serve. Crime, substance use, mental health, abuse and neglect, and the impact on pausing the development of our children will all exacerbate the needs of our target population. If I have learned anything through this crisis, it is how you - the community that is DATA - has and will respond to the needs of our children and families.

As the leader of a company in the face of such a financial crisis, I need to thank our funders and the State of Florida for providing the stop-gap measures and the flexibility to allow us to continue services through these difficult times. We have not had to furlough one staff member. We have not had to discontinue a service. We have not had to let any child go unserved. We have been allowed to remain whole through this terrible crisis.

In closing, I come back to the core. I come back to you. The staff and families of this agency are second to none. The sacrifices that you have made, and the work that you do is nothing short of marvelous. I am honored to be a part of this great family that we call DATA, and humbled by the incredible work that you do. You are ALL truly heroes.

We are DATA.

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

# Our Residential Heroes - Responding to a community in crisis

After 25 years at DATA, Walton Stoudenmire thought he had seen it all.

As Director of Residential Programs, he's helped the agency grow through good times and lean. He's seen new drugs with strange names emerge to threaten his teenage clients. He's celebrated with those who overcame their addictions and mourned those who didn't.

And then the COVID pandemic struck.

"Have I ever had a challenge like this?" he says. "Absolutely not. We've had hurricanes to deal with, but we were playing this by ear." And so, Stoudenmire and his staff at the Walter D. Kelly and Norman C. Hayslip Treatment Centers in West Palm Beach and Fort Pierce took on their biggest challenge.

They worked exhausting hours. They drew on years of collective experience. They dreamed up creative solutions to unpredictable problems. And most important of all, they reaffirmed their unshakable commitment to the scared and struggling teenagers in their care.

Along the way, they became Residential Heroes.

"In July, we shut the whole program down," Stoudenmire says. DATA stopped admitting new clients to the residential centers. Parents were no longer allowed to visit. Family sessions were conducted virtually.

Normally, when clients progress to Level 2 of their treatment six steps to sobriety, they are granted weekend passes, a chance to spend time with family.

Weekend passes were canceled. "The kids' safety was my number one priority even before COVID," says Dorothy Robinson, a residential manager with 20 years' experience at the Kelly Center, "but I had to learn about it, so I could explain to them why they couldn't go home. They took it in stride."

Little changes were made, too. Paper plates instead of plastic. And while the rest of the world was being told to use hand sanitizer frequently, DATA's clients couldn't use it all. "It's 60 percent alcohol," Stoudenmire explains. "They might drink it."

Now the centers had to serve more than two dozen teenagers with substance abuse and behavioral problems who felt like they were in prison.

"In the beginning, the kids had some concerns, but none of them really freaked out," recalls Ariana Raub, Kelly's residential program supervisor. "The more we communicated with them, the calmer they became."

The staff took a two-pronged approach: Give the clients regular, reliable information about COVID, and keep them busy. "We met day to day to tell them what's going on and keep them up to date," says Paul Evatt, the residential program supervisor at the Hayslip Center.

"Squirt, squirt, wipe, wipe" became a chant as the clients were charged with wiping down the walls, sinks, doorknobs and bathroom tiles every three hours.

"Normally we don't allow them to watch movies," Evatt says, "but now we have Friday night movies."

John Fowler, DATA's president and CEO,

bought ping-pong tables and punching bags, weight sets and a bench press, telescopes and puzzles to keep the residents active. "That helped quite a bit," Evatt says.

At one point, staffers were working 12-hour days, seven days a week. "I went from home to work to home," Stoudenmire says. "No one called in sick, and no one complained. I'm so proud of our staff."



Everyone, both staff and clients, was tested three times a day. But still, the COVID virus found the Kelly Center. "A staff member got it," Stoudenmire reports.

Three clients tested positive. Two were sent home, but "Andrew" had a sister who was physically compromised after a recent surgery. He couldn't go home. "We isolated him in a room with a TV and DVR," Stoudenmire says. "It took about a month for him to test negative."

Andrew has since completed the program and returned home.

The Hayslip Center has had no one test positive.

While caring for clients, the staff also had to care for themselves. Ariana Raub has rheumatoid arthritis, fibromyalgia and chronic fatigue syndrome. Paul Evatt has diabetes. When Dorothy Robinson gets home, she leaves her work clothes in a bag by the door and sprays them with Lysol to help protect her family members.

"We're working together closely," Raub says. "We're a family. However, with COVID, we found out how much faith and trust we have in each other."

"And the kids really, really have to trust us."

***We're a family. However, with COVID, we found out how much faith and trust we have in each other.***





# Carol Fiddis – Finding the path to normal

When a medical crisis like the COVID-19 pandemic threatens DATA's staff and clients, you want to rely on someone who can meet every new challenge, every day. You want someone with 20 years' experience at the agency.

You want someone who has earned the respect and trust of her colleagues.

## You want Carol Fiddis.

As DATA's Chief Operating Officer, Fiddis makes sure the agency's outpatient, residential and school-based services run smoothly. She monitors the continuation of care clients depend on. She wrestles with the funding sources. Since March, she's done all that and so much more.

With the arrival of the COVID pandemic, DATA's mission to serve the whole child presented whole new challenges. "We had a plan in place," Fiddis recalls. "Suddenly, the entire staff was working from home, so we were having our hour-long daily meetings by Zoom rather than in person."

For seven and a half months, DATA's directors, therapists and counselors in the administration and outpatient facilities worked from home. Clients who once met their counselors at the Outpatient Centers in Fort Pierce and West Palm Beach now met via teleconference. Instead of two human beings sharing a room, they were two human beings on computer screens miles apart.

"Our biggest challenge has been in not being able to sit face-to-face with the clients during counseling," Fiddis says. "The key to counseling is establishing a relationship, and working with the online technology it was so easy to lose that contact. When the client is wearing a mask, you can't see their expression."

At the residential centers, the Norman C. Hayslip Center in Fort Pierce and the Walter D. Kelly Center in West Palm Beach, social distancing wasn't an option. "Our residential facilities have been open the whole time," Fiddis says, "and we had no staff issues. None of the staff was afraid to come in."

There were compromises, of course. When residential clients reach Level 2 in their recovery, they've earned a weekend pass home. In today's world, that's too dangerous.

"The kids who arrived in March haven't been home since," she says, "but we've had no complaints."

In August, Fiddis celebrated 20 years at DATA, first as a prevention supervisor, rising to Director of Prevention, Director of Quality Assurance and, since 2014, Chief Operating Officer.

DATA's gain has been surgery's loss.

"I wanted to be a medical doctor," she explains, "but the sight of blood makes me faint."

She earned bachelor's and master's degrees in psychology and counseling from Palm Beach Atlantic University instead. "Adding, I was good at it."

"Carol is really what it means to be DATA," says DATA President & CEO John Fowler. "She has a very strong work ethic and consistently does what it takes to do a very difficult job. You can sum up Carol in three words – loyalty, dedication and commitment. When you look for someone who shows these traits at the highest level possible, you find Carol."

Born in Jamaica, Fiddis has lived in Florida since she was 12 and has two adult sons. When not working, she enjoys reading psychological thrillers and traveling. She's visited Japan, Spain, England, Morocco, Amsterdam, Italy, South America, Mexico and the Caribbean.



Carol Fiddis  
Chief Operating Officer

Her favorite vacation spot? "Thailand. I'm a cheapskate," she confesses, "and you can get a five-star hotel in Thailand for next to nothing. And I love the food."

Alas, trips to Dubai and Bali were cancelled this year. Now, slowly, life at DATA is returning to normal, Fiddis says. DATA's directors, therapists and counselors have returned to work in their offices. Outpatient counseling continues being done remotely; and about 50 percent of the more than 50 middle and high schools where DATA serves roughly 5,000 clients each year have welcomed students back to their brick & mortar buildings.

"We're a lot closer to normal than we were two months ago," Fiddis says. "Having the staff back in the office is half the battle."

# Staff Recognition

## Honoring all our DATA heroes

**"We ourselves feel that what we are doing is just a drop in the ocean.  
But the ocean would be less because of that missing drop."**

- Mother Theresa

Each year, DATA recognizes and honors employees for their years of service and dedication to the children and families we serve. DATA is nothing without our staff of essential workers who have given an incredible number of hours, weeks and months as our country continues to battle the COVID pandemic. We acknowledge the following employees and also give a huge shout-out to the most compassionate, committed and unwavering team to be found in any nonprofit organization. Thank you!

### 20 Years of Service

Tomomi Yuge  
Carol Fiddis  
Dorothy Robinson

### 15 Years of Service

Britanya Wynds  
Kyle Salow

### 10 Years of Service

German Torres  
Jodie Edwards  
Karen Lane

### 5 Years of Service

James Jay Flicker  
Brianna Penney  
Wilguine Dessalines-Valcin  
Jamie Spinelli  
Kari Greer  
Christine Ranieri

### One Year of Service

Kayla Markoya  
Romona Sawyer  
Alexa Valencia  
Kevis McCray Jr.  
Jeremy Tabbert  
Ariana Raub  
Marie Ferdinand  
Ted Mathurin  
Jeremy Loomis  
Delvin McFadden  
Glenn Arnold  
Yolanda Wade  
Chrisan Leslie  
Denisa Danne  
Alex Malsbury  
Maria DelRosario  
Dache Williams  
Kay-Ann Marshall  
Raven Contreras  
Michele Gulotta  
Julia Capleton  
Blaise Johnson  
Cassandra Seebaran  
Charmin Connor  
Scott Sherman  
Stephanie Grogg





# How you can support DATA

## 2019-2020 Board of Directors

### CHAIRMAN

James McInnis, CGFO

### VICE CHAIRMAN

Jeffrey White

### TREASURER

Mark Taplett

### SECRETARY

Eric Seymour

### DIRECTORS

Gary Frechette  
Sally Mohler  
Erskine C. Rogers, III  
Maryann Pascarella

### LIFE DIRECTORS

Norman C. Hayslip (1916-2004)  
Walter D. Kelly (1927-1996)

### PRESIDENT AND CEO

John Fowler, B.S., C.A.P., I.C.A.D.C.

For every citizen, 2020 has brought great conflict, worry, pain and sorrow. However, in the middle of it all, we have witnessed remarkable stories of compassion and courage from all walks of life. For 40 years, DATA has been a refuge of hope for children and families struggling with addiction and behavioral health problems. We've helped thousands of children avoid the lure of substance use, helped teens find the path to an addiction-free life and reunited families. None of this would be possible without our devoted essential workers.

One hundred percent of every donation to DATA goes directly to support our exceptional, evidence-based programs designed to meet the specific needs of children, teens and their families impacted by addiction, mental health and delinquency issues.

### Ways you can help:



Become involved with DATA by following and engaging with us on social media, talking with your friends, co-workers and lawmakers.



Introduce DATA to corporations and other potential donors.



Make DATA part of your annual giving with a contribution in honor of a family member or friend as an enduring tribute in their honor.

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](http://www.drugabusetreatment.org)  
or call DATA at 561.743.1034.

# FINANCIALS

## Annual Operating Performance Year Ending June 30, 2020

### Income

Grants/Contracts	\$6,610,321
United Way Grants/Contributions	\$ 270,637
Fees, Insurance & Medicaid	\$ 148,867
In-Kind	\$ 386,463
Investment Income	\$ 34,189

**Total Income** **\$7,450,477**

### Expenses

- <i>Program Services</i>	
Residential	\$2,342,555
Outpatient	\$ 634,353
School Based Treatment & Outreach	\$1,253,805
School Based Prevention	\$1,026,371
TASC (Treatment Accountability for Safer Communities)	\$ 564,720
Behavioral/Mental Health Services for Students	\$ 737,943
Medical Services	\$ 14,200
Client Incidentals	\$ 7,645

Subtotal Program Services \$6,581,592

- *Supporting Services* \$ 838,668

**Total Expenses** **\$7,420,260**

---

**Net Surplus** **\$ 30,217**

*\*Above figures based on unaudited financial statements*



# OUR GRATITUDE

## A special nod to our Board of Directors for their dedication and passion for DATA

Gary Frechette	Erskine C. Rogers, III
James McInnis, CGFO	Eric Seymour
Sally Mohler	Mark Taplett
Maryann Pascarella	Jeffrey White

We are especially grateful to the following local government and social service agencies who continue to provide funding for our Walter D. Kelly and Norman C. Hayslip Treatment Centers, Outpatient Centers and School Based Intervention programs.



Town of Palm Beach United Way  
United Way Indian River  
United Way Martin County  
United Way St Lucie



## Our heartfelt gratitude to our generous Friends and Donors

Access 365 Urgent Care	Sally Mohler
Angela Alonso	Northern Trust
Robert D. Critton, Jr.	Maryann Pascarella
Michael Drew, Big Dog Holdings	Erskine C. Rogers, III
Gary Frechette	Eric Seymour
The Hayslip Family	St. Lucie County Sheriff's Office
Adrienne Hunecke	Mimi Totten
Jennifer Hunecke	Mark Taplett
ImMEDIACyPR	Eric Weinberger
The family of Lynn and Walter Kelly	Jeffrey White
James McInnis	WPBF 25 News
Alletta McKenzie	

**Plus, a big shout-out to Angie Olson for making more than 60 homemade COVID masks for our clients and staff in each of our residential units. Thank you, Angie!**



## DATA Locations

---

### Administration

1016 Clemons Street, Suite 300  
Jupiter, FL 33477  
561.743.1034 Phone | 561.743.1037 Fax

### Norman C. Hayslip Treatment Center

4590 Selvitz Road  
Fort Pierce, FL 34981  
772.464.7575 Phone | 772.464.6169 Fax

### Walter D. Kelly Treatment Center

1041 45th Street  
West Palm Beach, FL 33407  
561.844.9661 Phone | 561.840.8716 Fax

### West Palm Beach Outpatient/Intervention & Prevention

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

### Fort Pierce Outpatient/Intervention

4590 Selvitz Road  
Fort Pierce, FL 34981  
772.595.3322 Phone | 772.595.3704 Fax



### Annual Report produced by

Editor: Cheryl K. Crowley  
Feature Story Writer: Ron Hayes  
Design: Sunny Graphic Design



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



drugabusetratmentassociation



DATAcaresFL