



**Come  
back  
to life.**

Everything for recovery because recovery is everything.



**Ashley**  
Addiction Treatment

## **Annual Report FY 2016**

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# FROM OUR LEADERSHIP



Fiscal year 2016 has been one of exciting change for the Ashley organization. A new name and brand, a splendorous new building, new patient programs and services: everything has evolved, because we believe in a commitment to those we serve: everything for recovery because recovery is everything!

Father Martin and Mae Abraham built this organization on the promise of healing with dignity. The changes we are experiencing honor that legacy while positioning Ashley to grow, thrive and fulfill that promise.

What hasn't changed is the financial security of the organization. Due to the generous support of our donors, we were able to give more than \$3.2 million in charity care in 2016.

In the pages of this annual report, you will read about other initiatives, recently in place or forthcoming, that will help us continue to grow and lead the addiction treatment industry. These include:

## Strategic Highlights

- Outpatient Treatment Centers in partnership with major hospital systems
- Development and expansion of Community Substance Use Education and Prevention programs
- Young Adult Extended Care Program

## Operating Highlights

In October 2015, we proudly opened our newest building, Skip's Hall for Integrated Addiction Treatment. This facility has helped streamline the admissions process, expand medical care, and provide holistic healing modalities like acupuncture and therapeutic massage. New features, including a healing meditation garden and a spacious new fitness center, all help to create an atmosphere of awakening. Private and semi-private rooms in the new building have increased our capacity to a total of 100 beds.





## Financial Highlights

The success of our annual Fundraising events, such as the Mae Abraham Legacy Luncheon and the Lou Bantle Golf Classic, help strengthen our Women's Programs and Military Scholarship Fund respectively. Newer events, like our galas in Washington, DC, New York City, and Philadelphia, are helping to support our general scholarship fund while providing Ashley with a stronger presence in those areas.

## Looking Ahead

In our unwavering commitment to help more people, we are constantly exploring opportunities to expand and diversify our programs. We are looking into services to address the needs of professionals, seniors and other patient groups with specific needs. We will continue to innovate and implement new evidence-based treatment modalities to address the needs of all of our patients and improve treatment outcomes.

We believe that every person affected by addiction deserves individualized, integrated and innovative treatment because there is life beyond addiction for everyone. I am very proud to help lead this dedicated group of professionals that are committed to this belief. And I am profoundly grateful for our supporters and volunteers that are essential to our ability to deliver on our promise.

Yours in gratitude,

Father Mark Hushen, O.S.F.S.  
President  
January 17, 2017

### Our Vision:

Every person suffering from addiction has the opportunity to experience the joy of living.

### Our Mission:

To help those  
addicted to alcohol  
and other drugs  
discover a pathway to  
hope and healing.







# JACOB'S JOURNEY

## The New Ashley Young Adult Extended Care Program

Jim and Carol S. knew all about the disease of addiction. There was a family history of alcoholism on both sides, and Jim even works in the addiction treatment field as a certified practitioner. But none of this prevented their son Jacob from heading down a dark path of his own...



*"The signs were all there – mood changes, financial issues... all of the red flags. Our son wasn't the Jake we knew and loved and we realized we had to do something.*

*When we talked to Jake about Ashley, he was reluctant to go. He eventually agreed to a short stay. "10 days is plenty," he told us. We just wanted to get him in the door.*

*Then, an amazing thing happened. I was willing to jump through hoops to get him to stay. But after just a few days at Ashley, I didn't have to do much jumping. And within a week, Jake actually thanked us. When we learned about the (Extended Care) program, Jake embraced the opportunity to stay. He became more confident every week. It gave him strength and education that we could not have (provided) on our own.*

*Since leaving Ashley, Jake has become motivated to continue his college education. He now wants to pursue a career in addiction counseling, especially at Ashley.*

*The Extended Care program has been such a great opportunity for our son. We feel very strongly that staying at Ashley for this period was key to Jake's success for a continued recovery.*

*Jake never believed that he was capable of making things better. Thanks to Ashley's Extended Care program, this is no longer the case. I am very proud of Jake and I have only Ashley to thank for that.*

*– Carol S. (Jacob's mom)*

**Jake arrived at Ashley in August after receiving a scholarship.**



# STRATEGIC HIGHLIGHTS

The addiction treatment field is rapidly changing. New legislation, constantly improving evidence-based treatment modalities, and cutting-edge research are all helping to address the needs of the more than 21 million Americans struggling with this disease; a disease that impacts every community and nearly every family in one way or another.

In response, Ashley is constantly exploring ways to provide better treatment and help more people. Our most recent strategic initiatives include:

## IOP/OP Centers

In August of 2015, we opened our first Intensive Outpatient Treatment Center in collaboration with University of Maryland Upper Chesapeake Medical Center in Bel Air, MD. Outpatient services offer flexible treatment options for those who do not require the level of care offered by our inpatient program.

Additional IOP / OP Centers are open in Elkton, MD (2016) and downtown Baltimore (2017), each in partnership with hospitals based in those areas. Such partnerships address the fact that drug and alcohol use is a contributing factor for many patients' repeat inpatient and emergency department visits.

## Young Adult Extended Care

Addiction is a complex and multi-faceted disorder that affects everyone differently. But when it strikes our youngest and most vulnerable citizens, the results can be even more devastating.

In response to the staggering relapse rates and number of fatal overdose deaths among young adults in the US, Ashley has developed a specialized program that focuses on the unique needs of those in the 18–25 age group. This program, 90-days in length, involves interactive workshops, recreational therapy and breakout groups designed to help our young adults develop life-skills needed to take back control of their lives while achieving lasting recovery.

## Community Education and Prevention Programs

The real battleground in the fight against addiction is in our communities. Information and resources can be sparse or non-existent in many areas and too often, people don't know where to turn. Ashley is committed to outreach in these areas where help is needed most, to provide knowledge and understanding of the disease, to overcome societal stigma, and to help break down barriers to treatment.

*For more information on our Community Outreach functions, visit our website at [AshleyTreatment.org/Events](http://AshleyTreatment.org/Events)*



# OPERATING HIGHLIGHTS

**F**iscal 2016 will be remembered as a watershed year for the Ashley organization. Our co-Founder, Father Joseph Martin, was – perhaps more than anything else – an innovator. He believed in the restless pursuit of the best possible care for our patients; to “go as far as you can, and then one step more...” to treat a suffering addict or alcoholic. His vision continues to drive our organization to this day.

## Skip's Hall for Integrated Addiction Treatment

We opened the doors of our newest and largest building on campus in October, 2015. Featuring a spacious and welcoming admissions center, new patients and their loved ones are treated with dignity and comfort from the moment they arrive on campus.

The time of admission is often the most fearful and anxiety-producing moments of a patient's experience, and of their loved ones accompanying them. The Stephen J. Katz Admissions Center streamlines the intake process and helps the patient feel more at ease.

Our state of the art Fitness and Wellness Center within Skip's Hall better enables Ashley to provide a full array of exercise programs and services. These include yoga classes, acupuncture, massage therapy and more. These amenities help patients establish healthy lifestyle changes and teach coping skills for stress and relapse-prevention.

Perhaps the most unique feature of Skip's Hall is the Healing Meditation Garden. A stone-lined walking path gently guides visitors past a grass and brick labyrinth, a sitting area with a running fountain, and a wide variety of flowering plants and shrubs selected to bloom throughout the year with striking colors and healing fragrances.

Skip's Hall seamlessly integrates the science of medicine, the art of therapy, and the practice of spirituality to help our patients find their way back to health and happiness.

## Father Martin's Ashley Becomes Ashley Addiction Treatment

In the spring of 2016, we officially became Ashley Addiction Treatment. Our new brand will help establish Ashley as a leader in the treatment field for decades to come and build on the legacy envisioned by Father Martin and Mae Abraham more than 30 years ago. The brand not only honors our founders, but positions us to grow, to thrive and to fulfill our promise of healing with dignity.

The future of Ashley is one of infinite potential, and the new brand will help lead the way. It is a brand based on our philosophy of comprehensive care offered in an atmosphere of awakening; a culture of innovation and a relentless pursuit to be the best.

The new brand better reflects the Ashley of today and helps point us toward tomorrow.

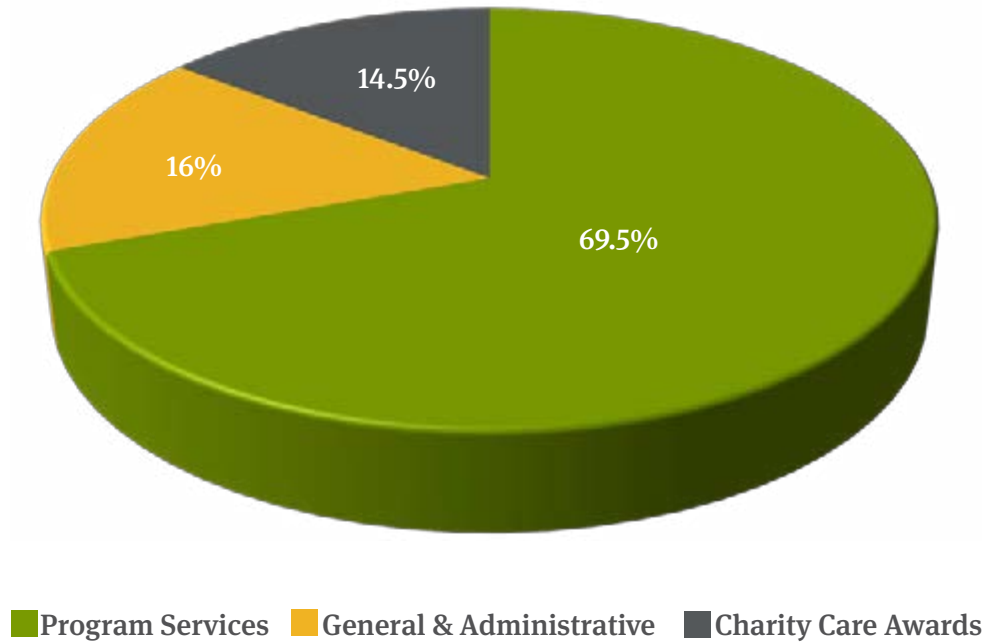




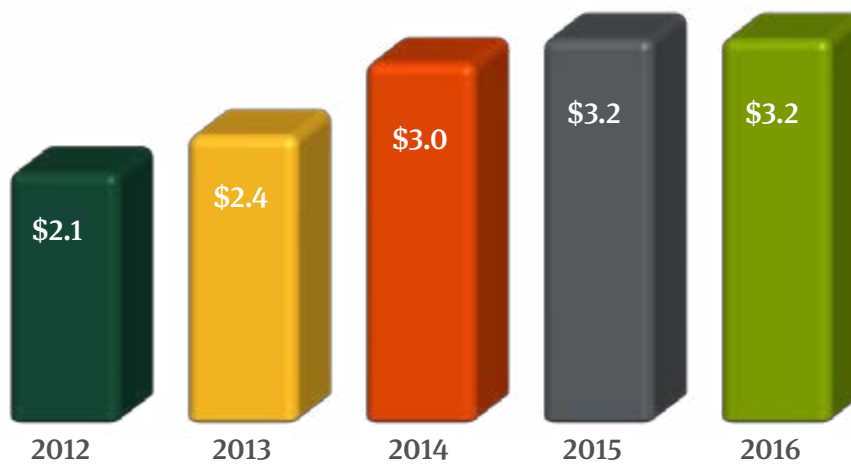
# FINANCIAL SUMMARY



## FY 2016 Expense Allocations



## Ashley Charity Care Awards (in millions)





# FINANCIAL HIGHLIGHTS

## TOTAL REVENUE

**\$ 24.5 Million**

Net Patient Service Revenue

\$ 20.9 Million

Annual Charity Care Awarded\*

\$ 3.1 Million\*\*

Gift Income

\$ 1.0 Million

Investment Income

\$ (0.5) Million

## TOTAL EXPENSES

**\$ 25.0 Million**

Patient Care and Services - 84%

\$ 21.0 Million

General and Administrative - 16%

\$ 4.0 Million

\* This Charity Care is equivalent to 14.5% of net patient revenues. In Fiscal Year 2016, 234 patients benefited from Charity Care at Ashley Addiction Treatment

\*\* Charity Care is made up of the following patient scholarship funds:  
General Scholarship  
Young Adult Scholarship  
Women's Scholarship  
Military (active and retired) Scholarship.



# THE ALUMNI SERVICES TEAM

## A Lifeline for a Lifetime



Beau Malatesta

Ashley Alumni Services Coordinators, Beau Malatesta and Louis Marcell are the faces of the Alumni Relations team which helps graduating patients in their transition from treatment at Ashley to the next step in their recovery journey.

Beginning with an interview during their final days of treatment, Beau and Louis offer each patient assistance with 12-step meeting lists in their area, a grad-to-grad contact to help the patient with this transition, and tips on navigating the often uncertain period following inpatient treatment at Ashley.

“Grad-to-Grad is a critical component of what we do,” says Beau. “We find an Ashley grad in the region the patient will be going to that can help them

through the process, get to meetings, and just be a friendly helping hand. These are people in successful recovery that can be excellent resources.”

In addition to assisting the discharging patients, Beau and Louis coordinate a wide variety of activities and events helping alumni and others stay connected to the organization. Some of these include the Strengthening Our Recovery series, Recovery Enrichment Day (RED), various regional community education and advocacy functions, and the annual Ashley Homecoming (Reunion) each September.

As Louis puts it, “The Alumni Relations Department is there for all of our former patients and their families. Keeping in touch with our grads helps ensure their successful recovery. We believe that alumni who stay in touch with us are more stable and have reduced rates of relapse.”



Louis Marcell

*For more information on Ashley's Alumni events, visit our website at [AshleyTreatment.org/Recovery-Support](http://AshleyTreatment.org/Recovery-Support)*



# One Man's Commitment...

**C**onnie Barron suffered from the disease of addiction and fought a courageous battle for many years. Throughout the course of her struggle, Connie never, ever gave up. Her husband, Bob, always at her side, vowed that “as long as she was willing to fight this terrible disease, I could not, and would not, give up. It is never a matter of how many times a person falls down, it is only important that they get back up and keep trying. That was Connie and that was my commitment to her. She was a brave and wonderful soul.”

Following Connie’s passing, Bob had the opportunity to reflect on their battle (they were truly a team). He thought about all of the treatment providers to whom they had pinned their faith and hopes. He thought of each facility – what went right and what went wrong - and came to the conclusion that the very best treatment, the most compassionate care, the most understanding and true dedication to the individual patient and their welfare, came from Ashley. Bob often comments on how Connie was able to “reach” her counselor following her inpatient stay when moments of crisis, weakness and fear overwhelmed her. Bob also remembers fondly that even during the holidays, Ashley went the extra mile to

help families celebrate in difficult times. Bob recalls that Ashley was the only treatment center that didn’t just say “come back for another stay” and collect the money. “Ashley worked with us” to do the best for Connie, every step of the way.

It is in that spirit of the compassionate excellence that the Barron family received from the clinical staff at Ashley that this fund is being established. The sole purpose of the Connie and Bob Barron Fund is to establish an endowment whose investment income will be designated (restricted) to fund both continuing education of Ashley’s counseling staff and groundbreaking research in the treatment of the disease of addiction to further advance the art and science of Ashley’s “healing with dignity and grace” mission.

- Special thanks to Robert F. Barron, Jr. and family

*The Connie & Bob Barron Fund is open for donations from the entire family of Ashley supporters. Your gift will help the advancement of Ashley Counselor training and clinical research initiatives to help us continue to lead the addiction treatment industry and improve treatment outcomes.*



## The Connie & Bob Barron Fund

**Advancing Treatment  
Excellence at Ashley**



*To make your donation in support of the Connie and Bob Barron fund,  
visit [AshleyTreatment.org/Donate/Programs](http://AshleyTreatment.org/Donate/Programs)*





# Our Annual Events

**A**shley Addiction Treatment hosts a variety of special events each year to support our fundraising and other development efforts. Here are some highlights from our fiscal year 2016:

## The 15<sup>th</sup> Annual Lou Bantle Golf Classic Thursday, October 1, 2015

Not even a steady rain could dampen the spirits of the players in the 15th Annual Lou Bantle Golf Classic held at Bulle Rock Golf Course in Havre de Grace, MD! A full field of more than 100 golfers braved the weather and helped raise funds in support of treatment scholarships for military service members and their families.



U.S. Color Guard



Fr. Mark Hushen

## The 9<sup>th</sup> Annual Mae Abraham Legacy Luncheon Wednesday, May 11, 2016



Susan Cheever

Keynote speaker – acclaimed, bestselling author of *Drinking in America: Our Secret History* – Susan Cheever, highlighted the program at this annual favorite event held at the Four Seasons Baltimore Hotel. Board Member, Phyllis Raskin-Hadley was

honored for her dedication and commitment to Ashley and helped raise funds for women's treatment scholarships and programming.



Phyllis Raskin-Hadley

## The 2<sup>nd</sup> Annual DC Leadership Council Capitol Event Thursday, February 11, 2016

Presented by Boies, Schiller & Flexner, LLP, last year's gala in our nation's capital celebrated two pillars of the DC recovery community, Michael K. Deaver and J. Banks Hyde, each of whom left an indelible mark in recovery circles. This event, held at the Washington, DC Four Seasons Hotel, raises funds for the Ashley Patient Scholarship Fund.



Michael K. Deaver



J. Banks Hyde



# New and Upcoming Events

Ashley is very proud to have established a network of passionate and committed volunteers which we refer to as Leadership Councils. These are comprised of dedicated community leaders, professionals and other individuals, many of whom are grateful former patients or otherwise have a personal connection to Ashley. These volunteers advise and assist the organization in achieving its mission; focused either on a particular geographic region or a specific organizational mission.

Current Councils include the Washington, DC; Baltimore; Greater New York City; and Greater Philadelphia regional groups, as well as the Women in Recovery, and Military Leadership Councils. Each Council operates independently of the others and establishes its own vision, mission, and charter by which they operate.

To help reestablish presences in several key geographic areas, the Leadership Councils in these areas are planning some new special events, including:

## The Center City Dinner & Presentation

October, 2016

Our first such event in the Greater Philadelphia area, sponsored by Horizon Services, addressed “Addiction and Alcoholism in the 21<sup>st</sup> Century.” Featuring remarks from members of the political and entertainment arenas as well as Ashley staff members, this event raised funds for patient scholarships.



## The Greater New York City Leadership Council Gala

April, 2017

With several special guests expected to attend, our first annual Greater NYC Gala will be held at the prestigious Yale Club in Manhattan.



In addition to these new events, 2017 will also feature existing annual events in **Washington, DC (February)** as well as our

For more information on these events and other development activities, visit our website and watch your mailbox for our print and electronic newsletters!



# From the Executive Chairman

On behalf of the Ashley Board of Directors, I would like to express our sincere thanks to all of our donors, supporters and friends. The past year has been one of amazing change for the Ashley organization, changes that would not have been possible without your continued dedication and generosity.

What hasn't changed is our unwavering commitment to treating our patients with dignity and compassion, a core belief inspired by our co-Founders, Father Martin and Mae Abraham more than 30 years ago. We now have the opportunity to carry their vision forward to better reach our audiences and, more importantly, to make a greater difference in treating the disease of addiction.

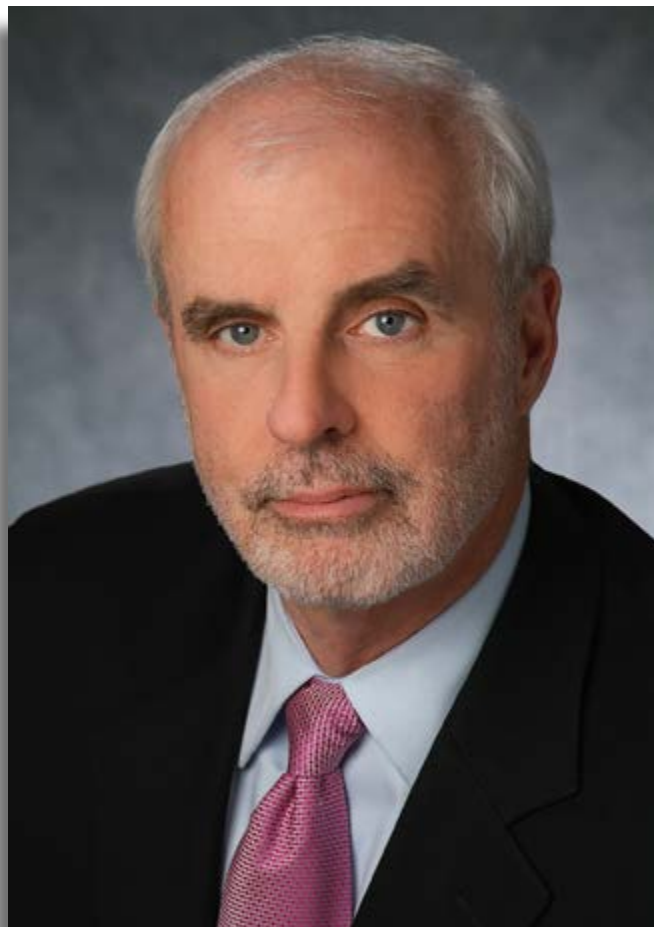
I would also like to express our thanks to former board member, Malcolm A. Borg. "Mac's" voice was invaluable in helping guide the organization during this period of change and his leadership will be missed. At the same time, we welcome new board members, John Finnerty, Charlie Fenwick and Mary Spearing. John, Charlie and Mary bring a wealth of talent and experience to our board and we look forward to their contributions.

More than 2,600 patients and their families came through our doors in fiscal 2016 seeking guidance and a path to healing. We awarded more than \$3.2 million in treatment scholarship assistance during that period. None of this would have been possible without you, our family of supporters. For this, we are sincerely grateful and truly humbled.

Yes, the past year has been one of change and the future promises still more. We thank you for your generosity and partnership, helping us to become a leader in the addiction treatment field, providing the best in innovative, integrated, individualized care.

Sincerely yours,

David T. Nassef, Executive Chair  
Ashley Board of Directors







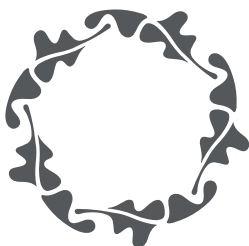
# Ashley Addiction Treatment

## The Ashley Board of Directors

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George B. Gould  
Jack S. "Jay" Griswold  
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Phyllis Raskin-Hadley  
Mary C. Spearing

## Company Information

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