

# The TYDINGS Tribune

Special Annual Report Edition  
June 30, 2018 - July 1, 2019

1.800.799.HOPE | [AshleyTreatment.org](http://AshleyTreatment.org)



Everything for Recovery

800 Tydings Lane, Havre de Grace MD 21078

## MESSAGE FROM DAVE

I was extremely honored and humbled when the Board of Directors approved me to take over as the CEO and President of Ashley. We are facing a pivotal time here at Ashley, and I am excited to lead this organization through the next stages of growth. Toward the end of her life, I was fortunate to have many discussions with Mae Abraham on the evolution of Ashley and the headwinds we are facing today. We see these in the advances being made in the medical and clinical treatment of addiction to better treat the severity of illnesses our patients are experiencing due to the complexities of substance use to the mind and body.

Ashley's task at hand is to meet these challenges head on and to preserve the spiritual legacy of Father Martin and Mae Ashley Abraham.

Facing these headwinds and challenges can sometimes feel daunting. However, we are fortunate to have a staff of dedicated, competent professionals, who are committed to healing the afflicted and their families.

We are excited at the growth opportunities we are currently executing to help support our mission and will use the guiding principles that Father Martin and Mae Ashley Abraham created to fulfill the goals we have of transforming and saving as many lives as we can.

We stand on the shoulders of our co-founders, but we need your prayers and support to meet these challenges and share this legacy with future generations.

In gratitude,

Dave



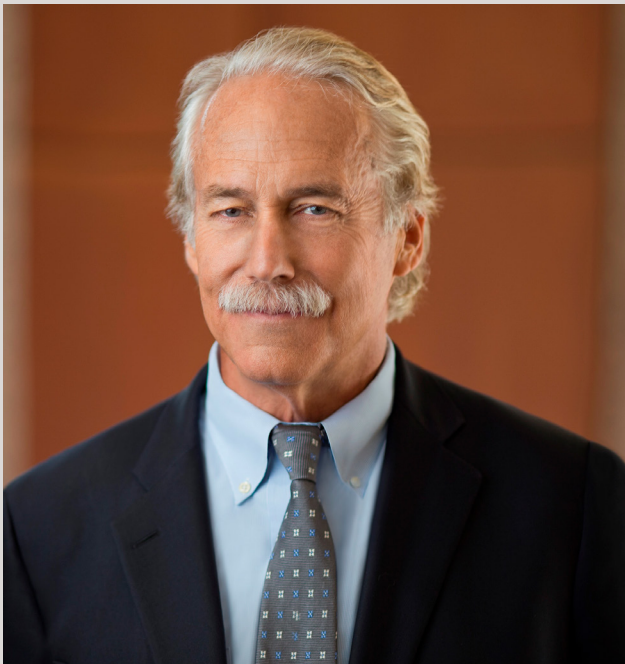


# MESSAGE FROM JIM DENVIR

2019 has proven to be an eventful year. Ashley is fortunate that Dave Nassef will step in again to serve as President & CEO, in the wake of the departure of Becky Flood, former CEO. Many of you know Dave from his lengthy tenure as Chair of the Ashley Board of Directors and from his prior service as interim CEO a few years ago. Fewer of you may know of Dave’s previous experience in the treatment of alcoholics and addicts as Chair of High Watch Farm, founded in 1939 and the first 12-Step treatment facility in the world, or of his the business background as head of Human Resources for a company employing more than 13,000 people. The board is excited about the future of Ashley and is confident that it is in good hands from both a treatment and business perspective.

On a very sad note, we lost Ashley’s co-founder, Mae Ashley Abraham on August 23, 2019. Ashley would not be here but for the grit and determination of Mae Abraham. As Dave said in his eulogy for Mae, she truly was the woman who wouldn’t take no for an answer. Mae’s last presence on campus was July 24, 2019, on Staff Appreciation Day, when she addressed the Ashley Staff and patients with her characteristic humor and humility. All of us on the Board and Staff of Ashley will dearly miss Mae, but we will carry forward on the course that she, Father Martin, and Leonard set us on over 35 years ago.

Ashley has never been in better shape to carry on our Founders’ legacy of treating everyone, patients and Staff alike, with compassion, dignity and respect. Our financial condition is very solid and improving based on the renegotiation of insurance contracts that has recently been accomplished. This has allowed us the flexibility to expand our services such as the recently announced women’s extended care program, and to engage in capital projects that will allow further expansion of the services we offer on campus. Most importantly, the morale on campus, in my experience, has never been better. On behalf of the Board, I want to convey our thanks to the Staff for continuing to provide the unique life-saving experience Ashley is able to make available to over 400 patients a day through both our inpatient and outpatient facilities. We are excited to see Ashley continue to grow and offer a healing place for all those who walk through our doors.



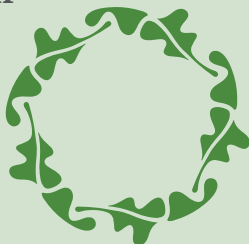
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James (Jim) Denvir - Vice Chair

Charlie Fenwick

John Finnerty

George Gould



Phyllis Raskin Hadley

Robert (Bob) Johnson

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Mary Spearing

# ASHLEY'S GRATITUDE LIST

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# FINANCIAL HIGHLIGHTS

## INDIVIDUALS SERVED

Inpatient Treatment - 1,574  
Elkton Outpatient - 597  
Bel Air Outpatient - 724  
Family Wellness Services - 1,151

## TOTAL EXPENSES \$32.4 MILLION

Program Activities 79%  
General & Administrative 17%  
Fundraising 3%

## ANNUAL CHARITY CARE \$3.462 MILLION

This amount is equivalent to 12.6%  
of Ashley's net patient revenue.

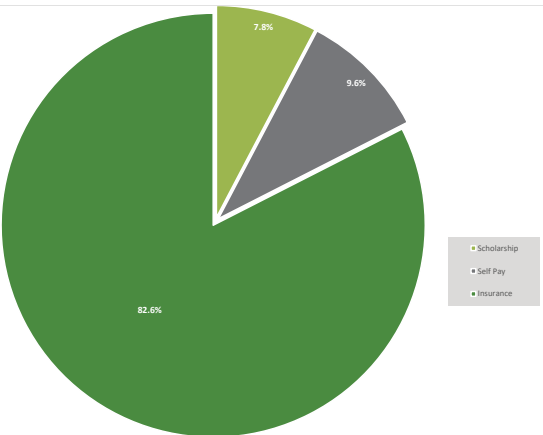
247 patients and families benefited  
from charity care.

## STATEMENTS OF FINANCIAL POSITION

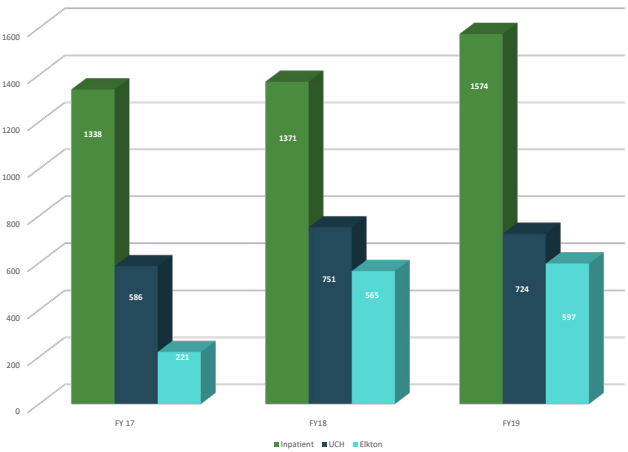
ASSETS	JUNE 30, 2018	JUNE 30, 2019
Cash and Cash Equivalents	1,660,627	1,027,930
Accounts Receivable, net	2,130,118	1,949,964
Board Designated Investments	68,867,219	72,295,052
Property and Equipment, net	34,351,183	34,028,943
Other Assets	838,564	3,601,660
<b>TOTAL ASSETS</b>	<b>107,847,711</b>	<b>112,903,549</b>

LIABILITIES AND NET ASSETS	JUNE 30, 2018	JUNE 30, 2019
Liabilities	2,077,152	2,874,269
Commercial Loan	4,906,682	4,676,682
Net Assets	100,863,877	105,352,598
<b>TOTAL LIABILITIES AND NET ASSETS</b>	<b>107,847,711</b>	<b>112,903,549</b>

## PAYOR MIX



## ADMISSIONS



## STATEMENTS OF ACTIVITIES

	JUNE 30, 2018	JUNE 30, 2019
Operating Revenue	26,112,335	30,097,658
Operating Expense	28,905,850	31,776,820
Loss from Operations	(2,793,515)	(1,679,162)
Contributions and Other, Net	2,285,333	4,966,907
Excess (Deficit) of Revenue Over Expense	(508,182)	3,287,745
Unrealized Gain on Investments, Net	3,339,658	1,200,976
Change in Net Assets	2,831,476	4,488,721
Net Assets, Beginning of the Year	98,032,401	100,863,877
<b>NET ASSETS, END OF THE YEAR</b>	<b>100,863,877</b>	<b>105,352,598</b>

# ASHLEY INVESTMENTS



Father Martin's edict was to stay on the cutting edge of addiction treatment and to provide care to people who could not afford it. As we keep the legacy of Mae Abraham and Father Martin alive, Ashley is continuing to build for the present and future. To further his vision, we are looking ahead to these critical improvements:

- Clinical care is always at the forefront of everything we do at Ashley. Our focus remains on improving our patient and family programs, which we are currently auditing and updating. We have also made an investment in Vista, a program used to help measure success and provide data informed treatment.
- We are investing well over \$3 million to replace our antiquated septic system with an extension to connect to the Aberdeen municipal system. This will remove a roadblock to our ability to expand the services we offer on our campus.
- Our Board of Directors recently approved a \$1 million investment in our new Women's Extended Care Program, including the purchase of a beautiful property in which to house female patients. This decision is based on the success of our Men's Extended Care Program.
- We will continue to spend hundreds of thousands of dollars to repair and maintain our buildings which range in age from 3 -100 years old.

We are extremely grateful for your support of Ashley, which will allow us to continue to grow and better serve our patients. Father Martin and Mae started with a dream and a vision to help treat alcoholics and addicts with the dignity and respect that they deserve. Thirty-eight years later, Ashley continues that work.





# CLINICAL OUTREACH

Just as connection with like minded individuals is a key element to the success of Ashley patients and graduates as people in recovery, collaboration with like minded providers is at the heart of our success as an organization. Ashley's Clinical Outreach team collaborates with professionals before during and after treatment to ensure the best possible outcomes for our patients and their families.

This year the outreach team hosted countless tours, visited countless facilities and therapist's offices, and organized more than a dozen trainings to continue the investment in our valuable professional relationships that help to maximize Ashley's impact on a national level. They also got Ashley's clinical, medical and spiritual team on the road to present to multiple gatherings and organizations.

In July, Ashley's Reverend David Brumbaugh spoke to a conference of Lawyers Concerned for Lawyers in Harrisburg PA about the importance of incorporating mindfulness into their lives. As a follow up to this visit we invited members of LCLs executive team to Ashley to experience our campus and present to our patient community.

In November, Ashley Psychologists Dr. Aaron Ramirez and Dr. David Crone participated in the Maryland Psychological Association's Annual conference in Baltimore where they collaborated with other psychologists about industry best practices.

The spring was a busy time for the Ashley team. In April, BGC Consulting's Beck Gee Cohen held a training on Ashley's campus that educated clinicians on working with transgender and gender expansive individuals entitled "Belonging, the Opposite of Fitting In - Gender in Action." In May, Chief Medical Officer, Greg Hobelman presented about Comprehensive Pain Recovery at the 2019 Pain and Opioid Seminar in Virginia, and in Villanova, PA Ashley collaborated with Espenshade Counseling to host a weeklong CCAR recovery Coach Academy.

Throughout the mid-atlantic and all over the country, the Clinical Outreach team continues to build valuable relationships with care partners to produce the best outcomes for the patients and families whose lives we touch.



**ANDY ROYSDON**

Director of Clinical Outreach  
- Pennsylvania, New Jersey -



**TIM DUNNIGAN**

Clinical Outreach Rep.  
- Northern VA, DE -



**MARK BUTLER**

Clinical Outreach Rep.  
- Baltimore, MD -



**MICHAEL BASSLER**

Clinical Outreach Rep.  
- Northern MD, DE -



**MELISSA FARNUM-MATHER**

Clinical Outreach Rep.  
- Virginia -

# TESTIMONIAL



So I've been in Ashley Addiction for 22 months now and all I can say is: this place saved my life and everyone here staff-wise is like family to me. I came in December of 2017, beaten and broken down so bad from my battle with addiction for over 13 years. Everyone welcomed me in with open arms and I got to work on myself with their program. They helped me find myself sober and helped me see my triggers and why I used and helped me come up with coping mechanisms that were right for me. Even when I wanted to use, I'd come here and they would help me through it. Even big milestones in my life I'd run here for advice, like becoming pregnant at 6 months clean and scared, they coached me through my feelings. I've been to so many addiction programs and I have not gotten anything from them 'til I came to Ashley. I have almost 2 years clean, I'm a mom today, a daughter again, and a productive member of society and yes, it is because of me, but Ashley's is the reason I'm still sober because of their guidance and support. They are family and did save my life.

- Rachell M.; Elkton IOP Patient



*Not actual patient.*

# IOP UPDATES



The outpatient services at Ashley have grown immensely over the past year. We have expanded our services allowing us to treat a greater number of people in the community. Some of the program enhancements include:

- Expanding outpatient programming at both locations to increase patient engagement and length of treatment
- Providing transportation at both Elkton and Bel Air to and from local halfway houses and residences allowing us to bridge the gap for those seeking treatment.
  - ▶ Bel Air: We have transported 102 patients on 820 visits to treatment
  - ▶ Elkton: We have transported 119 patients to 1,624 visits to treatment
- Relocating the Bel Air outpatient program from Upper Chesapeake Medical Center to the Klein Family Harford Crisis Center. We hosted a Ribbon Cutting Ceremony where 70+ attendees came out to support Ashley.
- Opening a Partial Hospitalization Program (PHP) at Elkton in September 2019 where we have had 248 visits. The same program will be opening in Bel Air upon the opening of the new location.

We are excited to continue growing and offering a continuum of care that will allow us to fit the needs and lifestyles of our patients giving them every opportunity for success and long-term recovery.





# Ashley

Everything for Recovery

800 Tydings Lane  
Havre de Grace, MD 21078

POSTAGE

Recipient  
1234 Recovery Lane  
Sobriety City, MD 59786

*"Welcome to Ashley, the nightmare is over."  
- Fr. Joseph Martin*

# LORA MAE ABRAHAM

- By Fr. Mark Hushen

Lora Mae Abraham . . . Superhero

"The power of one, became the power of two,  
that became the strength of many."

Micki Thomas

Mae Ashley Abraham was a pioneer in the addiction treatment field. Her indomitable spirit inspired Fr. Martin to dream and create a vision that we know as Ashley. Ashley would not exist without Mae's grit and determination. Thank you, Mae for having the tenacity and the courage to listen to and follow God's plan for you.

Mae Abraham was a superhero in the fight against alcoholism and drug addiction and her superpower was sobriety. Mae shared her heart and soul with the addicted and their families. She was a catalyst for the transformation of countless thousands of lives. Mae shared her experience, strength and hope tirelessly with those in need. Her compassion was legendary. Mae's desire that patients and families always receive the best is inscribed above the front door of Bantle Hall, "The good is too often the enemy of the best." May our hearts beat with the same passion for sharing the gift of recovery!

Today we pray that sobriety may be the superpower we use to save the world: one alcoholic, one addict, one family at a time. This is how we honor Mae's memory and legacy!

