



Better tools Brighter futures

A campaign for Prevention Works



GIVING PEOPLE TOOLS TO MAKE HEALTHY DECISIONS.

LETTER FROM THE CAMPAIGN CHAIRS



William Rantz



Jeff Getting

Dear Friends,

Since 1995, Prevention Works has been our community's foremost nonprofit in prevention and health education services. Each year, we serve thousands of local youth and families, many of whom come from marginalized communities, economically challenged backgrounds, and/or are struggling to maintain the unification of their family. By partnering with local health organizations, schools, churches, youth agencies and neighborhood community centers, our mission is to provide comprehensive health education services to youth and families.

To better meet the needs of the children and families we serve, Prevention Works' Board leadership has explored and approved the expansion and relocation of our facilities to a new building. We believe in giving people tools to make healthy decisions and empowering community members to live healthy lives. Over the next year, a group of dedicated community leaders will be working hard to raise \$2.3 million in charitable gifts for the acquisition of a new facility, reach more community members, provide funding for additional health education programming, and to invest in our staff and programs so that we can continue to provide the highest quality services to those in need.

In the coming months, we will be approaching our friends and supporters to seek your help in providing for our community's most high-risk youth and families. Please join us in supporting the "Better Tools Brighter Futures" campaign as we strive to extend the very best in behavioral health services to the children and families in our community.

Sincerely,

A handwritten signature in black ink, appearing to read "William Rantz".

William Rantz
Campaign Co-Chair

A handwritten signature in black ink, appearing to read "Jeff Getting".

Jeff Getting
Campaign Co-Chair

HONORARY CHAIRS



John M. Dunn



William Schma

Two handwritten signatures in black ink. The first signature reads "John M. Dunn" and the second signature reads "William Schma".

GIVING PEOPLE TOOLS TO MAKE HEALTHY DECISIONS SINCE 1995.

substance use prevention • violence prevention • family life skills
social emotional development • parenting and adolescent health

Prevention Works became a 501(c)3 charity organization in 1995. It developed from a federal demonstration grant from the Substance Abuse and Mental Health Services Administration. Approximately \$1.2 million was received to establish a community alcohol, tobacco and other drug abuse community coalition that would develop a prevention plan.

After five years of supporting and enhancing a healthy environment for all Kalamazoo County residents, several members of the coalition made the strategic decision to form a non-profit organization focused on prevention. The attention shifted from planning an initiative to

changing community norms and behaviors, and providing data driven prevention services.

Annually, Prevention Works reaches over 9,000 individuals in Kalamazoo County by partnering with more than 100 health organizations, schools, churches, youth agencies and neighborhood community centers. Our programs are effective, evidence based, and demonstrate positive outcomes for our community.

PREVENTION WORKS IMPACTS
9,000 YOUTH AND FAMILIES
IN THE COMMUNITY EVERY YEAR.

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William Schma, Honorary Chair
William Rantz, Co-Chair
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WHY DOES PREVENTION **WORK?**

Research over the last two decades has shown that drug addiction is both preventable and treatable. It is vital that prevention be a critical component of national, state, and local drug strategies because addiction is a developmental disorder that can begin in adolescence, sometimes as early as childhood, and can be mitigated by preventing and increasing the age of initiation among youth. Youth violence is also a serious problem that can have lasting harmful effects on victims and their family, friends, and entire communities.

Each year drug abuse and addiction costs our country **nearly \$193 billion** in preventable health care, law enforcement, crime and other costs. The economic costs of violence on a community are also high. It costs states an average of **\$245 per day** (that is \$88,000 per year) for every young person housed in a juvenile facility.

It makes sense to invest in prevention, in order to stop substance abuse and violence before it starts. Despite this, however, federal funding for prevention has been severely cut in the past seven years. In fact, between FY 2009 and FY 2017, the federal investment in prevention has been cut by more than 33%. Violence is often predictable — therefore it is preventable. Substance abuse and other high risk behaviors are preventable. When prevention programs work, they have a profound impact on lives and communities.

*Source: Community Anti-Drug Coalitions of America
National Academy of Sciences*



WHEN PEOPLE SAY,
"THIS IS A PROBLEM, SOMEONE SHOULD DO SOMETHING."
WE ARE THE ONES WHO DO SOMETHING.

WE USE A MULTI-STRATEGY APPROACH, GIVING PEOPLE TOOLS TO MAKE HEALTHY DECISIONS AND EMPOWERING COMMUNITY MEMBERS TO LIVE HEALTHY LIVES BY FOCUSING ON 3 "GEARS" OF WORK:



Effective Programs

We develop and deliver evidence based prevention programs that impact lives and prevent high risk behaviors. We offer programming throughout the entire county, but place special emphasis in targeting high risk populations.

Networks

Prevention Works is home to several collaborative networks that use scientific models, such as the Public Health Model and the Strategic Prevention Framework, to look at the conditions of laws, policies, and other issues within the environment surrounding the citizens of our community. These conditions often contribute to a person's high risk health behaviors.



Community Engagement

Prevention Works collects, analyzes, and reports on local data to assist partners and the community as a whole in developing strategies to prevent certain health behaviors and build a strong ecosystem around youth and families. We inform, train, and educate our community and empower individuals to be the healthiest community members they can be.



$$\text{\$1} = \text{\$18}$$

Studies have shown that for every dollar invested into substance use prevention, \$18 is saved in future treatment costs. Your help today will ensure a healthier Kalamazoo County tomorrow.

Source: SAMHSA Center for Substance Abuse Prevention



THE STRENGTH OF A COMMUNITY COMES FROM WHAT WE DO FOR ONE ANOTHER.



THE OVERALL DROPOUT
RATE FOR KALAMAZOO
COUNTY IS
9.5%



100%
OF PREVENTION WORKS'
HIGH SCHOOL PEER EDUCATORS
GRADUATE AND GO TO COLLEGE

Source: Kalamazoo County Community Needs Assessment

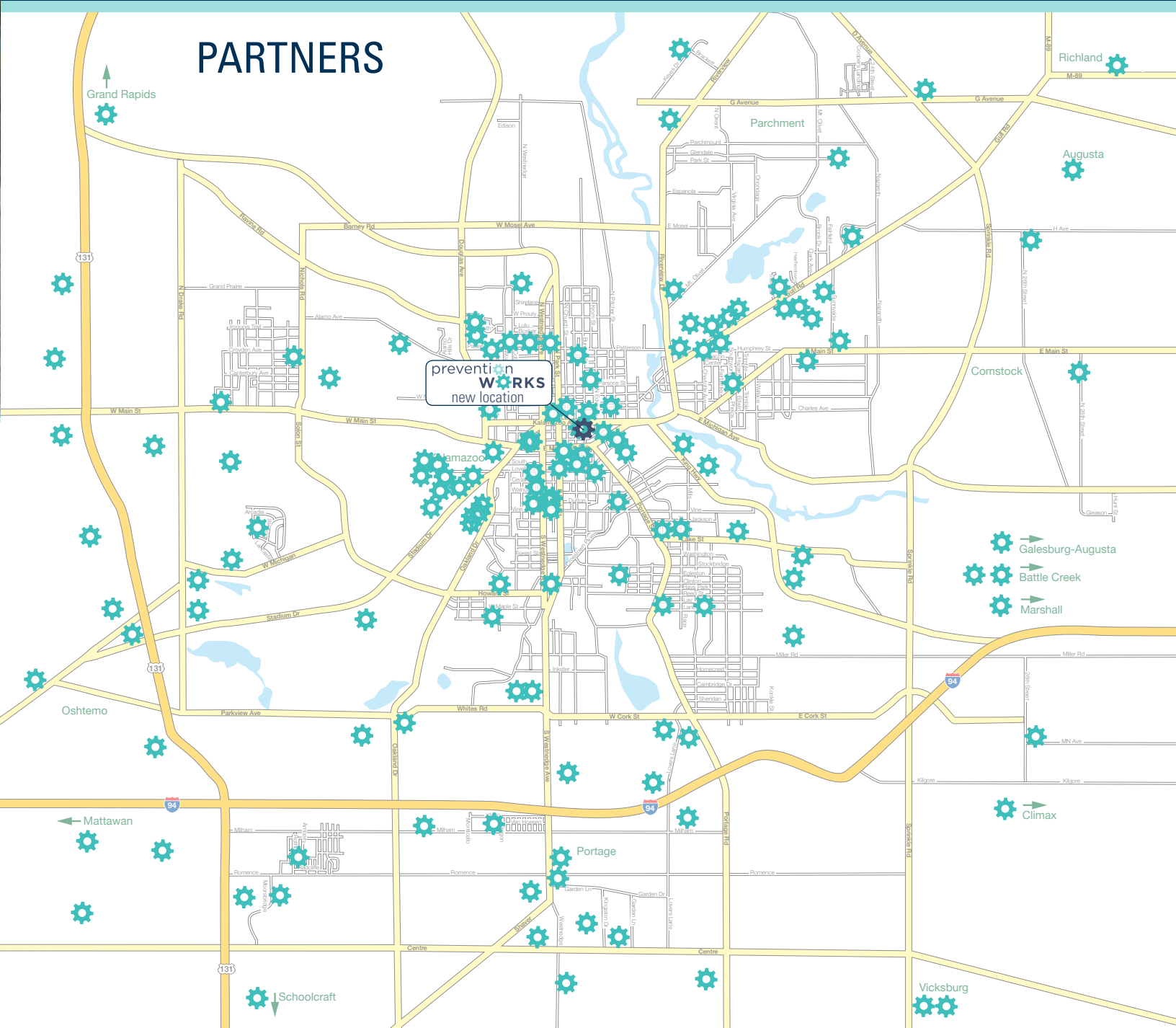


“Once we give kids the tools,
they can use them to better
themselves and when they
get older, then they can make
the right choices.”

- Karis Clark, Peer Educator

THE WHOLE IS GREATER THAN THE SUM OF ITS PARTS.

Prevention Works places strong value in our partnerships. Through community collaboration, connection, and partnerships we are able to provide quality prevention education programs to youth and families in our community. Partnerships with schools and other organizations allow Prevention Works to facilitate these programs by providing access to youth and families, helping remove barriers, and sharing data to obtain the best outcome for our community.



Visit our website at prevention-works.org to get connected with a program or learn more about the ways that you can get involved with Prevention Works.

GREAT WORK ALWAYS COMES WITH GREAT CHALLENGES.

OUR CHALLENGE

As a result of the 2008-2010 recession, cuts were made to prevention and health services at the national, state, and local level. Most affected were prevention programs in our schools. Unfortunately, as funding decreased, there was an increase in the demand for our programs.

In three years, Prevention Works **increased the number of programs offered by over 50%** and the **number of programming cycles by over 130%**. Prevention Works **full time staff has more than doubled** and with the growth of programming needs, the number of **part time facilitators has increased by 70%**.

At the same time, data collected by the Michigan Profile for Healthy Youth has found that **Kalamazoo County students are engaging in high-risk behaviors at younger ages** and are less likely to perceive harm and risk from using substances.

**PREVENTION WORKS NOW FACES
A SIGNIFICANT DILEMMA:
OUR COMMUNITY NEEDS US TO DO
MORE WITH FEWER RESOURCES.**

HEROIN USE AMONG KALAMAZOO COUNTY HIGH SCHOOL STUDENTS HAS MORE THAN DOUBLED SINCE 2012.

15% OF KALAMAZOO COUNTY HIGH SCHOOL STUDENTS REPORTED BRINGING A WEAPON TO SCHOOL.

Source: MI Profile for Healthy Youth Survey (MIPHY)

2X 



“The Family Programs give me something positive to do with my child and helps me be able to raise him from a different way than I grew up. It helps me build a relationship to where my child is comfortable coming to me and talking to me.”

- Jelisa Lesley, Four-time participant in the Family Programs

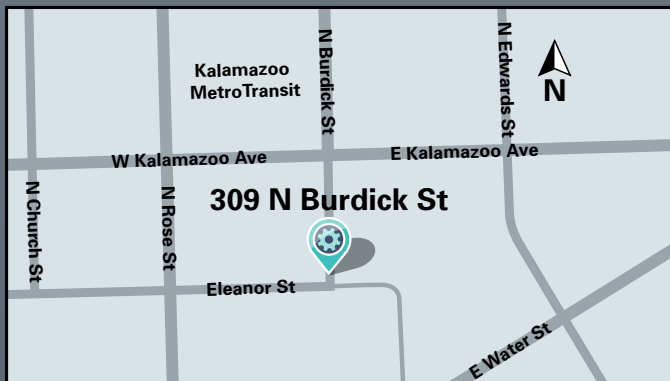
ORDINARY CHALLENGES REQUIRE EXTRAORDINARY ACTIONS.

HOPE FOR THE FUTURE

Prevention Works Board of Directors has implemented our **first ever capital campaign**. This \$2.3 million fundraising effort will focus on several critical needs Prevention Works must address over the next decade:

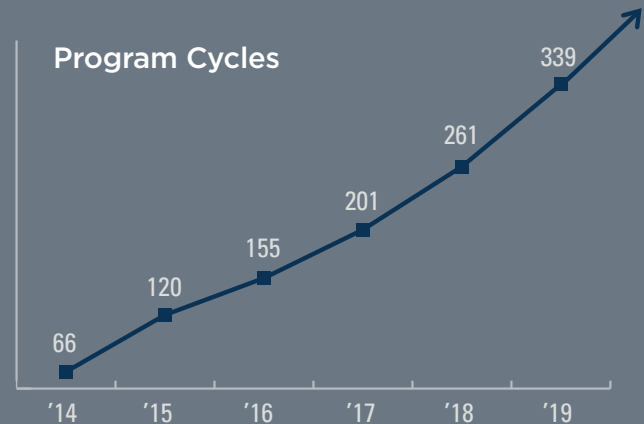
Facility Investment

The current space located at 611 Whitcomb, Kalamazoo has significant space limitations for staff and clients. Prevention Works plans on relocating to a new space at 309 N Burdick Street, Kalamazoo MI. This 9,000+ sq. ft. facility will provide the much needed additional space for program staff, volunteers, and clients. As most services are concentrated to serve our community's urban core, relocation to this property will place Prevention Works within a mile of the city center and on a bus route for ease of access, while greatly increasing our visibility.



Program Investment

Prevention Works currently receives more requests for services than we can meet.




Based on increased demand, we anticipate increasing program cycles by 30% annually, this will allow us to reach an additional 10,000 youth and families over the course of 8 years. With a larger space, Prevention Works will need to purchase new technology, hire additional program coordinators and facilitators, and provide program supplies for the staff and volunteers who help deliver services to the community.

Long-Term Financial Sustainability

Prevention Works' call to do more for youth and families in Kalamazoo County is urgent. By putting down roots with room to grow, we can provide comprehensive health education services to youth and families most in need.

We will invest in the long-term financial sustainability and flexibility needed to grow our services through the creation of an endowment fund. This campaign will bring Prevention Works to the next level of operational, programmatic, and financial maturity, to more effectively advance the mission in the future.

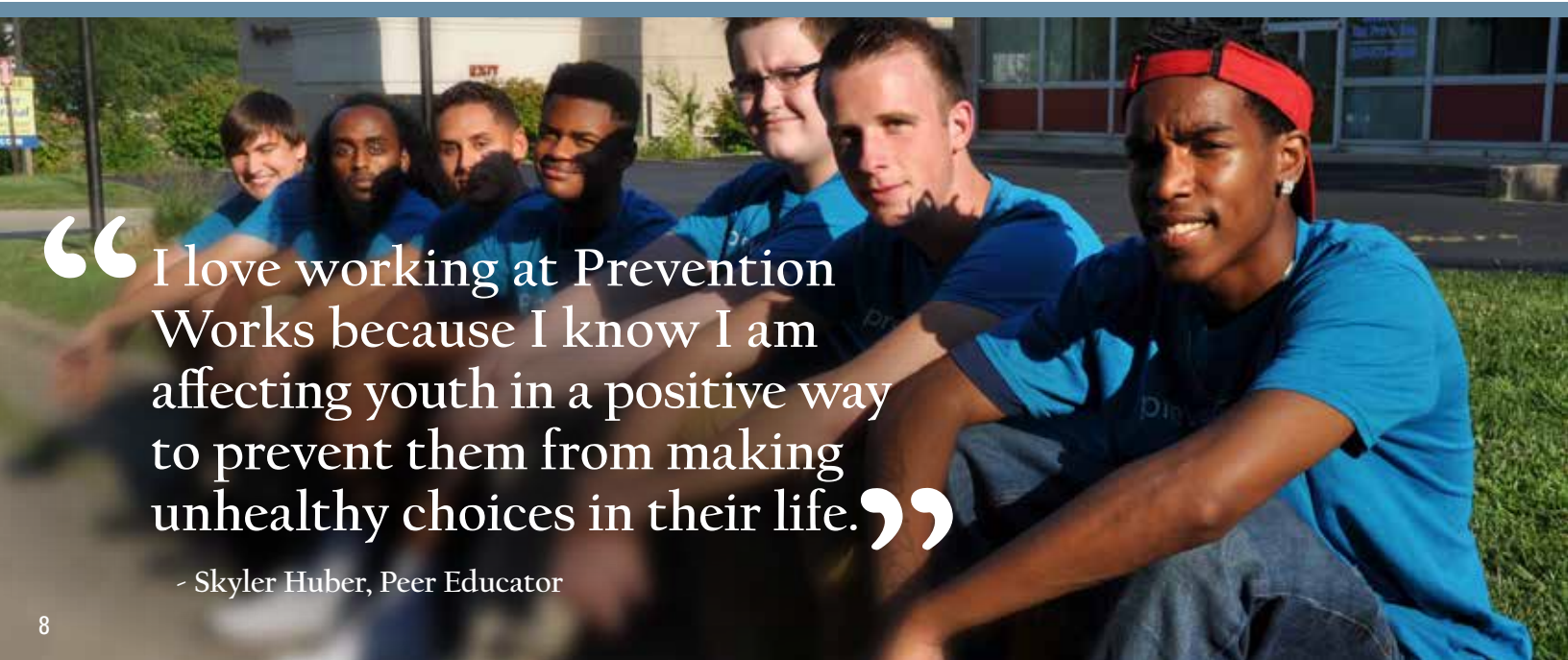
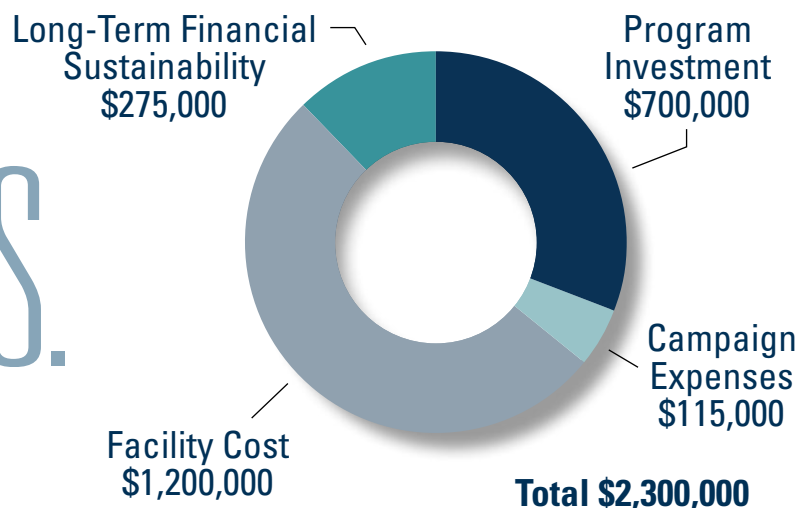


“Prevention Works found me and changed my life. My early mentors saw potential in me that I never saw, and helped me build skills that I could be proud of.”

- Emily Choi, Family Program Facilitator

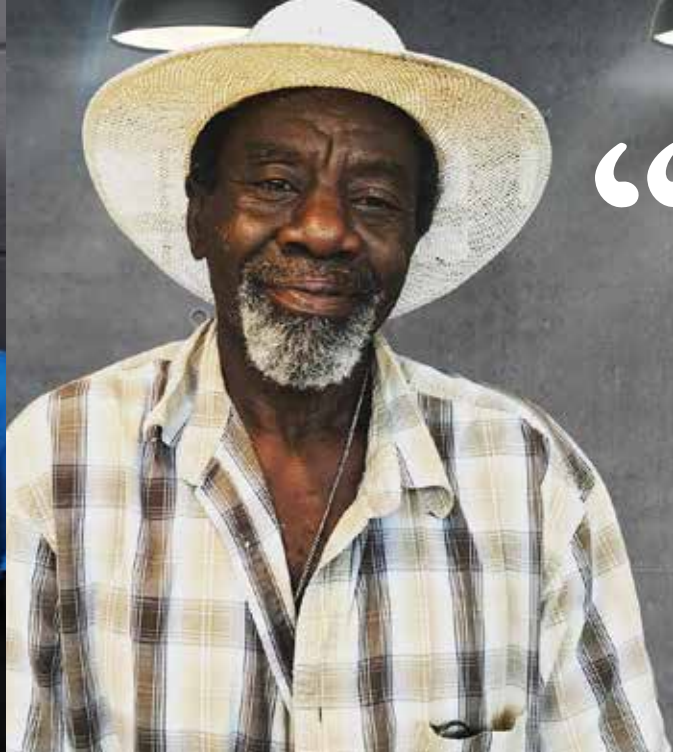
YOUR GIFTS
CHANGE LIVES.

CAMPAIGN BUDGET



“I love working at Prevention Works because I know I am affecting youth in a positive way to prevent them from making unhealthy choices in their life.”

- Skyler Huber, Peer Educator



“I learned that to make a change, you’ve got to want to make a change for yourself. The staff at Prevention Works were marvelous and made the programs educational, professional, and took time to explain things to you.”

- Lawrence Jackson, Prime for Life Program Participant

HOW YOU CAN HELP

The Better Tools Brighter Futures campaign is seeking \$2.3 million in community philanthropy to fund a new facility for Prevention Works and expanded programming for our community. You can help us achieve this important goal by supporting this campaign through:

- A one time cash gift
- A multiple year pledge commitment (may be paid over a three year period)
- A gift of appreciated assets (i.e. stock)
- The donation of an asset that can be converted to cash (i.e. property, an automobile, collectibles, etc....)
- An estate gift

Your charitable gift is tax deductible to the full extent of state and federal law. Please check with your tax advisor to determine how your gift may affect your personal tax situation.

CRIMINAL JUSTICE IMPACT

IN 2016, THERE WERE 290 ALCOHOL-RELATED TRAFFIC CRASHES IN KALAMAZOO COUNTY.

Source: Michigan Office of Highway Safety Planning

ALCOHOL AND MARIJUANA MAKE UP THE MAJORITY OF KALAMAZOO COUNTY COURT CHARGES BROUGHT AGAINST YOUTH BELOW THE AGE OF 17 YEARS.

Source: Kalamazoo County Prosecuting Attorney (2016)





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DONATIONS

Donate online at: prevention-works.org
or make all other donations payable to:

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Kalamazoo, MI 49008

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F: 269.388.2070



Better tools
Brighter futures

A campaign for Prevention Works