



prevention
●
education



advocacy
●
recovery

2023 Annual Report

Hendersonville, NC

35.3178 N, 82.4610 W

About Us

Hope Coalition leads the way in reducing the negative impact of substance misuse through prevention and education.

We work hand in hand with various community sectors to offer programs that support and empower people in their recovery journey, divert youth from becoming court involved through the Hope Rising program, and make life-saving Narcan available at no cost, just to name a few.



Thank you for helping unite our community to lead the resources in prevention and recovery support. The net is broader when we lock arms together. The trajectory of lives will continue to be changed and ultimately saved.

Our Vision

We envision a community where addiction is de-stigmatized, with a comprehensive plan to achieve recovery through collaboration of resources providing a continuum of care resulting in healthier families for all of Henderson County.



Our Mission

1

Collaborate to educate, evaluate, and implement evidence-based models on substance misuse and underage drinking in Henderson County.

2

Build capacity and create sustainable plans that are action-oriented and focus on community-level change.

3

Work hand in hand with public schools, law enforcement, health department, healthcare organizations and other community non-profits and agencies to effect change.



Hope Coalition

2023 at a Glance

1+

Years of operating
the Recovery
Community Center

300+

Served at
the RCC

2

New
programs

\$180k

Raised
through
events

10+

Grants
awarded

14+

Employees

Hope Coalition Reach

Website: 70,000+ visitors per year between Hope and The Buzz;
Top 100% performing website among similar organizations

Newsletter: Updated monthly newsletter.

Media: Increased reach through regional and national print publications, as well as digital and billboard media (ex: Bold Life Magazine, Times-News, WNC Business, Mountain Express, Hendersonville Lightning, WLOS, WTZQ, WHKP)

Events: 3 annual awareness and fundraising events that collectively reach thousands of people in Henderson County and beyond.

Social Media: Over 3.9k Facebook & 2k Instagram followers

Community Partners: Hendersonville City and County Government, the Sheriff's Dept, Hendersonville Police Dept, Henderson County Public Schools, Advent Health and UNC Health Pardee, and multiple nonprofits including United Way, Crossnore, and Pavillon to name a few.

In 2023, events and initiatives reached thousands of people across WNC.





Online Presence

The following are the online and social media engagement figures from both The Buzz and Hope Coalition

Website

+ 
visitors
70k


Reach in
2023
11k


Visits in
2023
12k


Google Clicks a
month
550

Facebook

+ 
Current
Followers
3.9k


Reach in
2023
171k


Visits in
2023
39k



New likes in
2023
2k

Instagram

+ 
Followers
2,000


Reach in
2023
12k³


Visits in
2023
6k³


New likes in
2023
2k

In 2023, online presence increased by 72% and engaged thousands across the southeast.





Our Impact in 2023

Every dollar spent on prevention saves up to \$20 in costs
related to crime, lost productivity, and health care



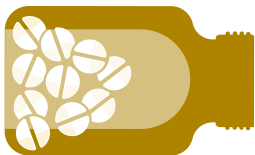
All public middle and high schools in Henderson County participated in Hope Week
**over 10 thousand students*

13

Ongoing support and recovery meetings offered at no charge

328

Participants have been supported through the Recovery Community Center since August 2022

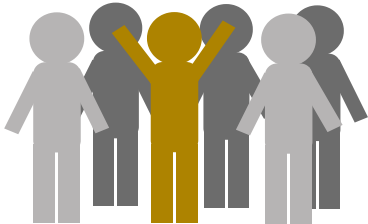


1,238,265

Pills were collected through 9 drug take back events



Naloxone opioid overdose kits were provided to law enforcement and community members




Students joined the Henderson County Youth Council for 2023-2024 academic year



Held 21 youth leadership events



Opened WNC's first sober bar and cafe
The Buzz



Participated in 67 drug misuse education presentations held across the country



Implemented a new youth diversion program, Teen Court

Notable Events

Throughout the year there were multiple opportunities for community involvement.



📍 Hendersonville, NC

Hope Week

27 February, 2023

County wide prevention education week with over 10k students in Henderson County

📍 Blue Ridge Community College

Hopeful Connections

27 July, 2023

Nationally known author Nic Sheff speaker + book signing event



📍 Art on 7th

Art Targeting Addiction Auction

09 November, 2023

Art on 7th held the first annual auction for addiction-recovery programs

📍 Downtown Hendersonville

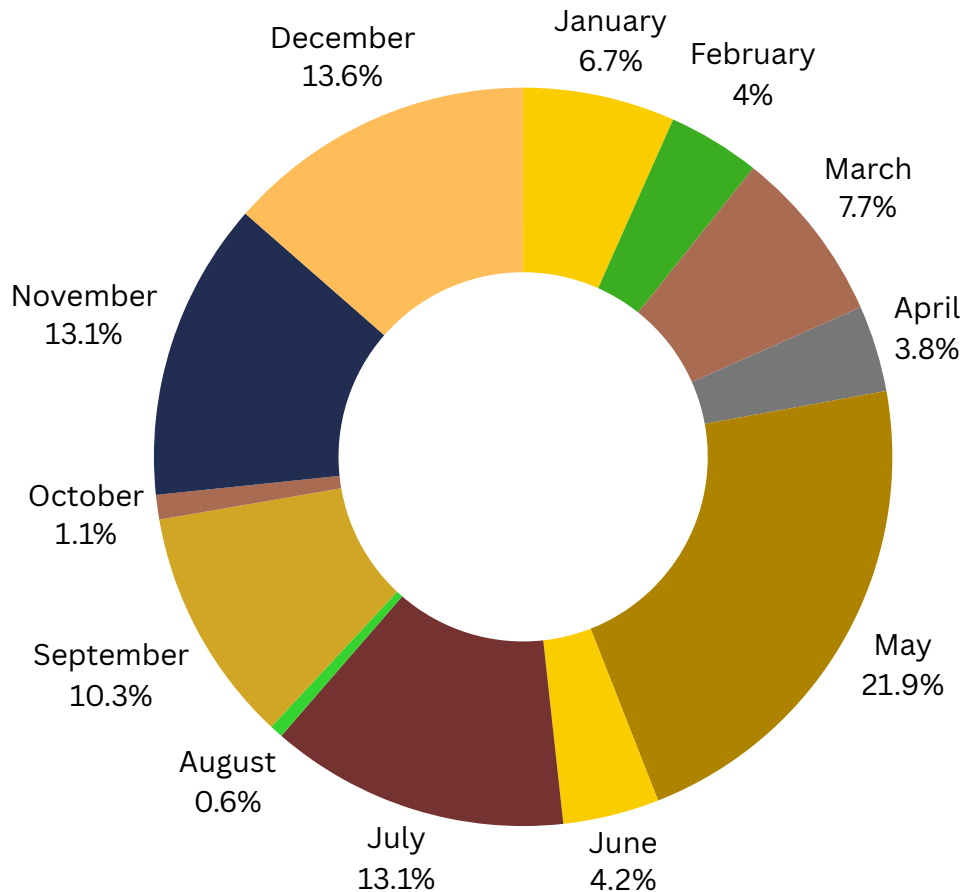
Jingle Jog 5k

16 December, 2023

3rd annual 5k run/walk through scenic downtown Hendersonville

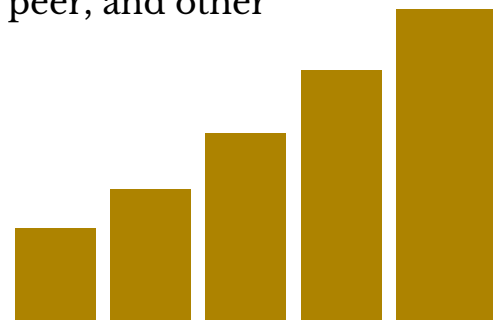


A Year of Contributions



During 2023 Hope Coalition received a total of **\$241,708.35** from generous community members. This number does not include all events or grants.

An influx of contributions were received in May, correlating with the opening of The Buzz. Through crowdfunding, peer to peer, and other soliciting efforts, we raised **\$52,941.67** in May alone.



What's Next?

Looking Ahead to 2024: Hope Coalition's Plans for the Future

Hope Coalition is gearing up for another fantastic year in 2024. We're excited to announce that we are expanding, launching new programs, and building on our past successes. Our team is dedicated to ensuring that we achieve our mission.

Plans to open a youth connection center is currently underway.

This center will house expanded programs, including Hope Rising (youth diversion) and alternatives to suspension initiatives. The goal is to provide wrap around support services for at risk youth in Henderson County.

Another exciting new initiative is Adult Recovery Court. Hope Coalition is part of the interdisciplinary team and chosen to oversee and provide support services for the court.

The team will provide the court system with valuable support to address the needs of non-violent offenders struggling with chemical dependence. Our dedicated efforts will enable coordinated approaches to help these individuals regain control of their lives.

Love Always - Sarah

A 'Hope'ful Story

In September 2022, 34 year old Sarah was referred to Hope Coalition's Recovery Community Center (RCC). At first, she arrived to the RCC hung out, ate snacks, and took classes. Soon she knew she needed to take the next steps in her recovery journey. She had been desperately trying to get accepted into a recovery program in Charlotte, NC to no avail. It wasn't until Beth, a Peer Support Specialist, stepped in.

"[Beth] knew one of the support team members at the program I wanted," said Sarah. "I was finally able to get the information I needed to secure my spot. Without Beth, I wouldn't have been successful, Their peer support team at Hope is amazing!"

Sarah arrived in Charlotte in October of 2022 and graduated from the program March 10th, 2023. Today Sarah is living recovery and is enrolled in Community Health Worker online courses. Not only has she gained independence, she is able to see her children again unsupervised.

"This is only the beginning of my story," said Sarah. "I truly believe this could not have been possible without the help of Hope Coalition. From the bottom of my heart...I will forever be grateful."



HOPE COALITION ANNUAL REPORT 2023

Special Thanks To:

OUR BOARD MEMBERS

Robin Reed, Board Chair
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Special Thanks To Our Donors

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Community Foundation of Henderson County
Audrey Love Charitable Foundation
Hunter Hometown Foundation

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Land of Sky Garden Club Carolina
Mountain Car Club Boys & Girls
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Mud Creek Baptist Church
Trinity Presbyterian
Episcopal Church of St. John in the Wilderness
Upward Christian Fellowship
Trinity Presbyterian Church

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Henderson County Commissioners
Hendersonville City Council
Henderson County Sheriff's Dept
Hendersonville Police Dept
Henderson County Public Schools
Friends of Hendersonville
Hendersonville Tourism Department
Henderson County Health Department





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