



Annual Report  
2022

# Our Reach

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**Website:** 26,000+ visitors per year between Hope and The Buzz;  
Top 100% performing website among similar organizations

**Newsletter:** Quarterly newsletter.

**Media:** Increased reach through regional and national print publications, as well as digital and billboard media (ex: Bold Life Magazine, Times-News, 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 2.6k Facebook & 1k Instagram followers.

**Community Partners:** We partner with Henderson County Government, including the Sheriff's Dept, as well as the City of Hendersonville and the Hendersonville Police Dept.



**Opportunities to gain customers.**

90% of U.S. consumers say they would switch brands to one associated with a cause, given comparable price and quality.”

**Employee Satisfaction.** 67% of employees would rather work for an organization that is socially responsible.

**Exposure to new clientele.** Our events and initiatives reach thousands of people yearly



## *Our impact in 2022*

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

- 7** Drug takebacks collecting 624.31 pounds of unused medications, which is equivalent to 468,232.50 pills collected.
  
- 154** Naloxone opioid overdose kits distributed to law enforcement and community members
  
- 13** Support and recovery meetings offered at no charge, for parents, families, youth, and those in recovery, as well as MARA (Medication-Assisted Recovery Anonymous) and the Hope Rising juvenile justice diversion program
  
- 10** Public schools participated in #WeAreHope week, reaching over 10,000 students; the largest drug education and prevention event for youth in Henderson County
  
- 17** Drug misuse education presentations held across the county and state, including NC conferences, service clubs, and local middle and high schools.
  
- 4** Youth Council initiatives, including:
  - Closet for Henderson County youth
  - 'YOUth are Not Alone' mental health videos
  - Latino Holiday Food Drive



## Annual Events

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Throughout the year we have multiple chances for community involvement. However, we do have 3 major annual events that you can be part of!



Join us for our **Hope on the Farm Day**, at Jeter Mtn. Farms! Enjoy a family-friendly day of carnival games, music, and delicious food in a Fall setting.

## #WeAreHope Week



**#WeAreHope Week** is an annual collaboration between Hope Coalition and Henderson County Public Schools. The initiative occurs before spring break to educate and raise awareness about the dangers of substance misuse.



We ho-ho-hope to see you December 16th for our 3rd annual  
**Hope for the Holidays  
Jingle Jog 5K/Fun Run!**



Hope-full beginnings  
for The Buzz



# WHY The Buzz



Across America there is a sober movement changing the way alcohol is perceived. People are finding themselves questioning their relationship with alcohol. Concerns like 'Is it necessary for social lubrication, does it negatively alter conversations and skew clarity, and what is the impact of alcohol consumption on one's health' are all valid questions. Alcoholism affects one in eight adults.

The sober movement is changing the landscape of how one views their relationship with alcohol. Now is the time to break long-lasting cycles and rethink how we, as Americans, perceive social drinking.

At Hope Coalition, we recognize a need in our community to provide a safe non-triggering space to delve deeper into the sober-curious movement. We want to create a place where youth and adults alike can experience an alcohol-free environment for whatever reason. Whether you need a trigger-free space, a quiet place to work remotely, a spot for good conversation with friendly people, or just an escape from the stressors of everyday life, we want to be there for you. That is why we have created The Buzz, a specialty non-alcoholic bar and café.

The Buzz is Henderson County's first fully sober bar and café. It provides a sober space for individuals and families to frequent, allowing the community the option to socialize in a safe and health-centered atmosphere free from alcohol.

In addition, proceeds from The Buzz will directly support programs that provide prevention education from alcohol and substance misuse, as well as recovery support for those seeking services at Hope Coalition.

The normalization of sobriety and a healthier lifestyle are the core values of The Buzz. We encompass the value of health and wellness in our community and believe a sober environment encompasses that vision.

We aim to level up the bar experience and lead the initiative in the new sober culture....we hope you join the hive.





prevention  
●  
education

advocacy  
●  
recovery

Preventing substance use among youth and focusing on long-term recovery for anyone impacted by alcohol and drug addiction.