

PROJECT WHITE BUTTERFLY – INCREASED IMPACT IN 2021

	September, 2019 – January, 2021 (pre-grant funding)	January, 2021 – November, 2021 (w/grant via Woodrow Project)
Individuals receiving resources and support	Approximately 200	Over 1,000
NOTE: Tracking has improved dramatically, as reflected below. The 2019-2021 figures is a rough count, based on Facebook and in-person interactions, and rudimentary feedback from agencies contacted following contact with PWB. The 2021 figures include, but are not limited to 986 individuals receiving Narcan and other resources through community outreach, and 92 for whom GPRAs were completed.		
Project White Butterfly cards created and distributed	9,000	22,500
NOTE: 2021 figure includes 20,000 in Cuyahoga County and 2,500 outside: state and nationwide, and some internationally		
Facebook group members	3,266	3,464
Facebook page followers	2,428	3,612
Holiday Giving	2019 – 30 gifts & dinner @Matt Talbot for Women 2020 – 70 gifts and dinner to men’s dorm at Stella Maris and Walton House	2021 – dinner and gift giving planned for 150-160 people in treatment from 4 different facilities
Website	In development	Live and active
501c3 Status	Planned	Certified
Instagram followers	-	677
LinkedIn	No presence	Sara & Gary active on behalf of PWB
Narcan kits distributed	45	2,175
Fentanyl test strips distributed	-	4,500
Condoms distributed	-	9,000
Other resource(s) provided	30 AA Big Books Donated	From March of 2021-December 2021, we have worked as a resource navigator, helping link people to free resources ranging from food and clothes, to baby items, to furniture
Staffing	All volunteer, almost exclusively after hours	3 paid: 1 FT, 2 PT, in the Community 5+ days/week
Board oversight	3 Volunteers	6 Volunteers

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Additional notes:

- Most of increased impact has been availed by grant funding through sponsorship and partnership with The Woodrow Project.
- Cards distributed outside of Cuyahoga County, and Holiday Giving are funded solely be donations solicited by Project White Butterfly.
- We are planning a visioning session with our Board in early 2022 to set future direction and build a story more attractive to future potential funders.
- As grant funding has fueled the dramatic increase in results outlined above, so we are concerned about potential set back in late 2022, when the current grant expires.