

2607 Willo Lane Costa Mesa, CA 92627

Special Annual Report Edition

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Butterfly Bulletin Special Annual Report Edition

Director & CEO

love, kindness and generosity of those who continually invest

their time, talent and treasure

to New Directions have had a

significant impact. We served

more women this year than

any year prior—125 women

entered our programs in

2011. We could not transform

the lives of women and their

families and children the

way that we do without the

outpouring of support that we

We currently have a phenomenal team of

employees in place. Lynn Blanchard was

promoted to Clinical Director this year, while

Reece Rayford was hired on as our Quality

Improvement Director with over 20 years of

experience in the addiction field. Its been a

year where we further developed our clinical

service, training our entire team with new skills

including Seeking Safety—a unique therapy

for treating trauma. I've never been more

confident in the team's training and ability to

We also continue to foster working relation-

ships with other treatment centers and

professionals who support quality care in our

field. We hosted a Professional's Weekend

in addition to the 5th annual ATCPCC

conference in Santa Barbara as a way to work

together successfully to give those who suffer

from this chronic disease more support than

ever in their recovery journey.

provide excellent care for our patients.

get from the community.

Newsletter for New Directions for Women, Inc. | 2607 Willo Lane, Costa Mesa, CA 92627 | 800.93.WOMEN | newdirectionsforwomen.org

A Letter from our Executive



Our Mission

Saving the lives of women of all ages, women with children and pregnant women affected by alcoholism, other addictions and related issues.



Levels of Care

Residential Program

Intensive Outpatient Program Featuring Individual and

Relapse Prevention, Family Education and Social Support Groups

New Directions' alumnae network has grown and subscribe to our

Primary, Transitional and Extended

Conjoint Therapy, Recovery Skills,

Intensive Sober Living Program Combines transitional sober living with continued treatment services to help residents successfully

transition to a sober lifestyle

Search New Directions and flourished with an expansion in alumnae activities and support. This year's gatherings for Women on Facebook included the annual Harbor Cruise and Beach Party, and two new events—the Burger Bash/ Clothing Swap and Harvest Hunt. Check out updates!



One of the most exciting acquisitions of the year took place at Repeat Boutique. With expansion into the space next door, the shop doubled its square footage and next year, we are looking at more than doubling our revenue! All proceeds from the store go towards underwriting care for

women who otherwise cannot afford it. Social Enterprising Coordinator, Terry Moore, and Behnaz Panahbehagh, the store's Manager, worked hard to make it happen. Repeat Boutique is the oldest, non-profit thrift store in Orange County, serving the community for 32 years now. It's been a blessing to be able to expand in the same location.

With growth on our minds and now on the agenda. New Directions is committed to a physical master plan that expands our bed capacity and enhances our current properties starting in 2012. With hopes, prayers and continued support, these projects should be completed by 2016. Anybody interested in learning more, or participating in our growth and expansion, feel free to contact me as we'd love to have your involvement.

It is with tremendous gratitude that I've been able to serve as the Chief Executive Officer of the company for another year—it's an absolute joy and honor to do what I do everyday for the people that I do it with and for.

Relieved S. Flood

Rebecca J. Flood MHS, LCADC, NCAC II, CADC





This is my grandma's recipe for banana bread. She always made it for me during the cold months of winter, adding a scoop of vanilla bean ice cream on top of the delicious warm bread. Ahhh! Comfort food. This bread truly makes me feel cozy and content even when the weather is terrible outside.



Glenda Yamamoto, Chef for New Directions for Women

1 c. butter

ingredients:

1 1/2 c. bananas, mashed

1 1/2 tsp. baking powder

1 c. chopped walnuts, optional

4 c. flour (plus 2 tbsp.)

1 tsp. baking soda

1 1/2 c. sour cream

1 1/2 c. sugar or sugar substitute

• Mix butter and sugar

- Add eggs and beat
- Add bananas and beat

procedure:

This recipe transforms bananas into a delicious treat and

is a simple, easy, and inexpensive way to treat yourself.

The sour cream is a surprise addition to make it very

moist. I make this banana bread recipe for our patients

all the time, who devour it .. and don't ever save me any!

- Mix dry ingredients together (baking powder, baking soda and flour)
- Add the mixed dry ingredients to the creamed mixture alternately with the sour cream. Beat until smooth
- Stir in chopped nuts last (optional)
- Pour into 2 large, greased, and floured loaf pans and bake for 1 hour and 15 minutes at 350 degrees
- To test for doneness, insert a sharp knife into center of bread. If it comes out clean, bread is done!

Board of Directors

Sally Frei President & Chairperson Darlene Quinn Vice Chairperson Jim Sabovich, Esq., Treasurer Dan Carracino Brian Cwik Gianna Drake-Kerrison Judy Elmore

Rebecca J. Flood Dan Headrick, M.D. Douglas B. Kerr, Esq. Christopher Mears, Esq. Ann Premazon Don Wilson

Foundation Board of Directors

Karen Crosson Lutz President & Chairperson Jim Wilder, III, Treasurer Brenda Ives, Secretary Dan Carracino Rebecca J. Flood Carole Pickup Faith Strong

Ensuring the highest quality treatment

Commission on the Accreditation of CCIC Rehabilitation Facilities





Repeat Boutique

370 E. 17th Street, Costa Mesa 949.548.9927 www.repeatboutique.org

Hours: Tues. - Friday, 10 a.m. to 6 p.m. Saturday, 10 a.m. to 5 p.m. Sunday, Noon to 4 p.m.



It all started with Marion Schoen's dream. She had a dream that women suffering from alcoholism and addiction could have a safe haven where they could find hope and begin the process of recovery.

Marion, who had an interesting and colorful career in show business, married the famous composer and band leader Vic Schoen in 1954. They both struggled with alcoholism and in the 1970s they were finally able to quit drinking and joined AA. They attended meetings regularly for years and helped many alcoholics in their recovery journeys. It was early in recovery when Marion shared her dream with one of her sobriety sisters, Pamela Wilder.

It was Pam who turned Marion's dream into reality. She was determined to make it happen. In the early '70's, there was nothing to compare it to, no examples to follow. Quite simply, there were no programs in Orange County for women at that time.

"All of the treatment programs were geared towards men," said Dr. Ruth Stafford, one of the original board members and good friend of Pam's. "Women come to treatment with different issues and needs than men and in the early days of treating alcoholics, these issues were completely overlooked. There was a real demand for it."

So Pam, who was extremely active in the community at the time, prepared a business plan to present to the Junior League of Newport Beach. She stood before them, identified herself as a recovering alcoholic and asked for help and support in establishing a recovery program for women.

"You could have heard a pin drop," said Lyn Wilder, Pam's then husband. "There was not a lot of admission of alcoholism in these circles. But her proposal was compelling enough to get the Junior League on board, and from there the process began."

Pam then pulled in Muriel Zink and County Supervisor Thomas Riley, both who were instrumental in New Direction's beginnings. With the support of the Junior League, the local community, and philanthropic investors including Faith Strong and the Crean family, New Directions for Women opened its doors in 1977.

Since then we have expanded to become a comfortable, attractive 30-bed residential setting located in Costa Mesa, near Newport Beach's Back Bay and Nature Preserve. State licensed and certified, our award winning facility offers affordable and accessible rehabilitation treatment services for women and their children.

In 1982 we became a not-for-profit organization with a volunteer board of directors. We now offer an array of chemical dependency treatment services, are CARF Accredited and have plans to double our capacity by the year 2016.



[Left to Right] Muriel Zink, Betty Ford, Dot Clock. Pamela Wilder

2011 OUTCOMES









Follow-up interviews are routinely conducted with patients who discharge at four data collection points: one month, three months, six months and 12 months post-discharge. One or more post discharge interviews were completed with an average of 70% overall patient participation. The results of New Directions for Women follow-up study far exceed those reported by Center for Substance Abuse Treatment

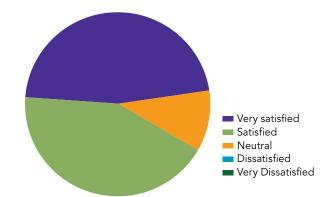
(CSAT) through its national treatment improvement and other follow-up studies. New Directions for Women exceeds the national average of 50% with 92% of patients reporting no illicit drug or alcohol use post discharge. For patients who engage the treatment program, successfully complete the recommended course of treatment, develop and use a relapse prevention plan, treatment outcomes are more likely to be positive and sustained.

POST DISCHARGE FOLLOW-UP

- 92% of patients report no use of alcohol, intervenous drugs, or mind altering substances over the past 30 days.
- 91% of patients report they are currently attending 12 Step meetings.
- 80% of patients report they have a sponsor.

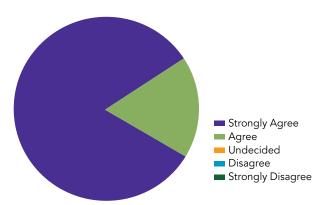
EMPLOYEE SATISFACTION RESULTS

Overall, how satisfied are you with your job at New **Directions for Women?**



Overall 90% of Employees are either Very Satisfied or Satisfied with their job at New Directions for Women.

100% of Employees Strongly Agree or Agree that they understand NDFW vision, mission, and core values.



Lunderstand New Directions for Women vision, mission and core values

SAVE THE DATE:

JULY 23-25, 2012 6TH ANNUAL ATCPCC

[Addiction Treatment Centers & Professionals Consortium of Calif.]

- Earn 18 CEUs at this single event (CAADAC and CA Board of Behavioral Services certified)
- Exclusive access to 50+ participating addiction treatment organizations and private practitioners over three days
- Form lifelong referral sources

Space is Limited—there's a waiting list every year. Register early! Sponsorship opportunities available.

For more information, please contact 203-803-6895 or email to cmason@newdirectionsforwomen.org

NDFW FINANCIAL POSITION

CONSOLIDATED ASSETS

INC

Cash & Savings 68,724 867,243 All Other Assets

FOUNDATION

187,021 Cash & Savings All Other Aserts 707,725 1,830,713 **TOTAL ASSETS**

LIABILITIES & NET ASSETS

INC.

323,297 **Current Liabilities** 513,867 Long Tern Liabilities 98,803 Net Assets

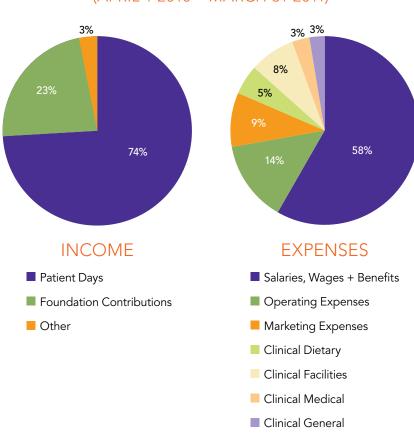
FOUNDATION

Current Liabilities (211)**Net Assets** 894,957

TOTAL LIABILITIES

1,830,713 **& NET ASSETS**

FISCAL YEAR 2010-2011 (APRIL 1 2010 - MARCH 31 2011)





This year, we launched the Amethyst Society to recognize our sustaining investors—those who allow us to stay true to the original vision of our three founders that all women deserve care, despite their ability to pay for treatment. Investors, employees, and volunteers that have reached milestones of five, ten, fifteen and twenty consecutive years of giving back with time, talent, or treasure are recognized for their sustaining annual investments to NDFW with one-of-akind jewelry. Continual and committed supporters like these make the joy of recovery possible for the women and the families that enter treatment and find the glories of sobriety and recovery.



2011 AMETHYST SOCIETY **HONOREES**

Investors

Faith Strong Carole Pickup R.C. Baker Foundation Anonymous (2)

Employees:

Merrilee Greene Linda Martinez Rebecca Flood Virginia Mendiola

Volunteers:

Sally Frei Darlene Quinn Dan Carracino Elizabeth Ward Brian Cwik James Sabovich Doug Kerr Gianna Drake-Kerrison Susan Meek





Thank you to all of our supporters this year

2011 PHILANTHROPIC INVESTORS

Emperor Butterfly Sustainers \$35,000 +

Anonymous Anonymous Donor of the Orange County Community Foundation Faith Strong

Monarch Butterfly Sustainers \$10,000 - \$34,999

Albert J. Crosson Family Foundation George Hoag Family Foundation Steve & Lois Mihaylo Family Foundation Keith & Judy Swayne Family Foundation

Crescent Butterfly Sustainers \$2,500 - \$9,999

The Busch Firm Elmore Toyota James Younger Linda I. Smith Foundation

Lyons & Zooey Brown Orange Cty. United Way R.C. Baker Foundation

> Rebecca Flood Ottis Johnson

Supporter: \$1000 - \$2,499

Alicia and Vance Mape Benefit Solutions Company Bill and Joan Donnelly Christ Our Redeemer AME Church

Debbie Drucker-Nesbitt Diana Brookes-Sammis Ella Hermann Gianna Drake-Kerrison Gina Mead

Howard Bland Judy Elmore Kathleen Suite Kristie Polos Law Offices of Amir Kahana

Marie Forde Neil and Beverlee Donavan Pam Lawless Seabrook House Susan Meek

Friends: Gifts of up to \$999

Abdul Parmach Aiai Sanders Amy French Ann Premazon Anne Mackenzie Annette McConnell Audrey Milfs Bank of America Barbara Ousley Barbara Stocker Behnaz Panahbehagh Betsy Camacho Bijan Bhattacharyya Bonita Dent Bonnie and Dick Holt Brenda Elizabeth Toomer Brian Hill Bridget Doonan Carol Harwood Charmian Coghill Chris Farley Christa Knudsen Cindy Bao Cindy Bell Comprehensive Insurance Services Cristina Radu Cristina Walters Darlene Quinn

Darren Ferrara David and Karen Stockman Dawn Wickwire Debra Finster Ed Diehl

Ella Hermann Kathleen Loving Ellen Solaas Emilio Arias

Farid Tabrizy Garrett Busch Geity Parmach Georgia Mangosing

Julie Kistler

Justa Guzman

Karen Dodge

Karen Hinks

Kathe Schaaf

Geraldine Schlutz Gibson Dunn & Crutcher Greg Thomson Hope Levebvre Irene Kinoshita Itzi Burns J.P. Dejoria Jacke Van Woerkom

Dennis Brask Edwina Hansen Elayne Techentin Elizabeth Alvarez

Eric Marovish Erika Esparaza Esmeralda Esqueda Jacqueline Gray Janie Wolicki Jean Todd Jeanne Adams Jeffrey Kash Jeffrey Weiss Jen Layton Jill Olson Jim Fletcher Joe Moody John Lynch Joni Davis Joy Adams Joyce Morier Judy Elmore Judy Zorrilla

Kathleen Tunney Kathy Herold Kelley White Kerry Walker Kim Frazier LaFonta Wall Laurie Dion Laurie Holmes Nicoll Leo Goldschwartz Leslie Cole Leveda Woolery Lillian Piper Linda Cook Linda Snyder Lorena Vigoren Lorraine Bonner Lynn Blanchard Marcela Sanchez Mark Bregman Martha Daniel Merrilee Greene Michael Farley Michael Licari MichelJoy Del Re Michelle Mears Mike Neatherton Nancy Clark Nancy Hermansen Nancy Nourse Niccol Kording Nikole Seals Olga Montoya Pacific Coast Recovery Pamela Tomeshek Pat Moore Foundation Patricia Haggerty

Patricia Klem

Patricia Lynch

Patricia Trimmer Patty Lord Patty Sullivan Phyllis Wilson Precila Teague Renee Pina of Keller Williams **Newport Estates** Rev. Mark & Rev. Mia Whitlock Revmunda Sandoval Richard Przywara Robert & Ursula Hoshaw Roger Faubel Ruth Fitzgerald Ruth Stafford Sally Frei Sande Hart Sandy Adamek-Filiatrault Shana Woodyard Sharon Wells Sheila Muldoon Shirley Springmeier Stacie Pasetta Sue Tucker Tammy Newland-Shishido Tania Bhattacharyya Terry Moore Thomas Martin Tim and Debbie Grange Todd Pickup UniVoip Vera Munoz-Harrison Vicki Clark Victoria Herbert Victoria Street Virginia Mendiola Western Growers Westgroup Designs **Xochitl Valdovinos**

SUCCESS STORIES

Many NDFW graduates move into a prosperous life celebrating sobriety while spreading their transformative and heartfelt story of recovery. Victoria Patterson, popularly published author, is one of those graduates. Here is an excerpt from an essay she wrote for Orange Coast Magazine in September 2011: (Entire article available on our website.)



Four months before my 21st birthday, convinced I was an alcoholic, I committed myself to the chemical dependency unit of a psychiatric hospital. At the strong recommendation of the staff, instead of returning to college after my hospital stay, I went to New Directions.

When I entered New Directions, I thought my life was over. I made my bed and brushed my teeth every morning, cooked and cleaned, worked at Alta Coffee Warehouse & Restaurant, went to sleep without drinking alcohol, woke without hangovers,

succumbing to the swa,

More than 20 years later, New Directions still

make my bed and brush my teeth each morning as I was taught to do, no matter how I feel, knowing that discipline, self-care, and

action help keep me sane. I've learned to ask for help (loudly if need be), rather than suffering and imploding alone. And when I make mistakes, I come clean by telling someone (eventually), and then I try to remedy what I've done, and move on. There are no secrets worth keeping anymore, especially the shameful ones. The impact on my life has been profound and immeasurable.

I try to explain all of this to my kids. I try to be honest while avoiding gory details, and that seems to work best. I hope they understand that, because I sought help and then accepted it, I've had a life beyond anything I ever could have imagined. And that includes the greatest privilege of all—being their mother.

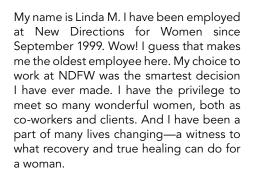




As soon as I met with Victoria to be interviewed for New Directions for Women, I felt all this heavy weight on my shoulders go away. It was the best feeling ever. I was just about four months pregnant when I admitted into NDFW. I had gotten into trouble with the law—I had so much guilt that I couldn't even stay sober for my unborn child. New Directions for Women showed me that I have the opportunity to be that clean and sober mother I wanted to be. They gave me the tools to keep moving forward and shake that feeling of guilt.

I am forever blessed that NDFW came into my life, as well as my child's life. I now have a healthy beautiful baby girl named Savana Marie. The best part of all is she doesn't ever have to see her mommy under the influence—as long as I continue to work my program and stay connected to NDFW. I can't thank NDFW enough for saving my life and opening up a whole new path that I'm about to experience.

– Gina D.



I serve as the lead care coordinator on the weekends, and also facilitate family groups. I got clean and sober 17 years ago and was able to go back to school and become a Certified Addiction Treatment Counselor. It has been 12 years now that NDFW has entrusted me with the lives of women who need change—and I must tell you—I have seen a lot of change. It wasn't until I met Rebecca Flood and Dr. Maurice Wilson that I truly feel I could use my education in recovery to really help our clients. I'll chance, I will forever be grateful to him.





never forget the day Dr. Wilson told me I'd be facilitating the family groups. Although scared and nervous, I now recognize that he believed in me, and because of that I've worked with so many wonderful people, forming close connections with family members and patients. I've seen many women successfully complete the program, returning to NDFW to share their experience, strength and hope. This job comes with a lot of joy and sadness. Like we say in the program—some of us will make it and some of us won't. It's sad, but true. In the years that I been working here I have seen NDFW blossom just like the

With a culmination of support and true team leadership, I can honestly say I am proud of my recovery and who I am and what I stand for here at NDFW. I love working here at New Directions for Women.

I wish NDFW and all of our clients, staff and support as many long and prosperous years in recovery and saving lives as I've been fortunate enough to have.

- Sincerely, Linda M.

Alumnae Corner



ALUMNAE 2012 SPECIAL EVENTS

Alumnae Easter Brunch March 25 | 11am-2pm | NDFW

2nd Annual **Burger Bash & Clothing Swap** June 3 | NDFW

> **Alumnae Beach Party** August 12 | Big Corona

Alumnae Reunion/Beach Cruise September TBD | Newport Beach

Holiday Party December 20 | 6-8 pm | NDFW



Heather D. with her kids on Halloween



Clinical Director Lynn [left] with Lauren [right] and her family at the Alumnae Holiday Party on campus

ALUMNAE FORECAST FOR 2012:

A major success with aftercare has been the ability to stay connected to our alumnae this year. With the online social recovery network, OneRecovery, alumnae from all around the country have been able to connect with each other and support one another in their process of recovery. Secure blogs, forums, chat rooms, instant messaging and other OneRecovery tools have brought aftercare to new level.

Beginning late December, the weekly Women's AA meeting on Wednesdays from 12 to 1 p.m. will go live. Any former patient can participate in this safe and secure, online meeting where video, audio and texting options are available.

"We feel it's a great opportunity for our alumnae to still feel connected to their treatment center," said Renee Pina, Alumnae Coordinator. "The girls went to the meeting every week when they were in treatment. Now they can continue the meeting wherever they are."

Among other plans in the works in a mentorship program. The goal is to bring in alumnae with good, solid sobriety who are willing to commit to a year of mentoring. "We are trying to create even more support for the women who are leaving treatment, particularly the higher risk types," said Renee.

Questions? Contact Renee at (949) 287-6591 or email rpina@newdirectionsforwomen.org.

TO PARTICIPATE IN WEDNESDAYS' ONLINE MEETING, GO TO WWW.NDFW.ONERECOVERY.COM TO JOIN.

SAVE THE DATE

St. Louis Networking Luncheon Jan. 6 | St. Louis, MO

NAATP Now! Membership Drive Jan. 12-14 | Orange County, CA

Phone-a-thon

Jan. 19

Souldrama Training Retreat Feb. 8-11 | Glen Ivy Spa, CA

NDFW Board Meeting Feb. 22 | 8:30am

Grace After Fire Conference Mar. 3 | Dallas, TX

Annual Circle of Life Breakfast Mar. 12 | Newport Beach, CA

Women's CEO Roundtable Event Mar. 15-17 | Asheville, NC

Betty Ford Women's Symposium Mar. 22 | at UCLA

Alumnae Easter Brunch Mar. 25 | 11am-2pm | NDFW

Oregon Women Veterans Conference

Mar. 30-31 | Salem, OR

AFP Conference

Apr. 1-3 | Vancouver, Canada



EVENTS

Alumnae Nights

Monthly Alumnae Meeting 1st Thurs. of the month at 7 p.m.

Monthly Alumnae Dinner + Panel 4th Thursday at 6 p.m.

Al-Anon Meeting

Every Wednesday from 11:30 a.m. - 1 p.m. Brown Bag meeting

Closed Women's AA Meeting

Every Wednesday at 12 noon in Founder's. Meeting online.

Circle of Life Tour

2nd Tuesday of the month Beginning in Feb. 2012, 11:30am – 12:30pm

Repeat Boutique Discount Days

Senior Discount Days Every Sunday 20% off

Tag Change Sale Every 4th Thursday