

HELPING THE WORLD FIND



*f*REEDOM FROM ADDICTION





*f* HELPING THE WORLD FIND  
FREEDOM FROM ADDICTION

At Hazelden, we look to a world where no one suffers or dies from addiction to alcohol or other drugs—a chronic disease we know can be treated, managed, and overcome. And every day, through expert clinical care, pioneering publications, and leading-edge research and education, Hazelden is helping to build that promising new world.



## MISSION

Hazelden helps restore hope, healing, and health to people affected by addiction to alcohol and other drugs.

## VISION

All who seek recovery will find it, and the stigma of addiction will be overcome.

## VALUES

- ▶ Treat the whole person, as well as the illness.
- ▶ Treat every person with dignity and respect.
- ▶ Continue a commitment to the Twelve Step fellowship.
- ▶ Be of service.
- ▶ Remain open to innovation.



Rev. Michael J. O'Connell



Mark G. Mishek

## DEAR FRIENDS OF HAZELDEN,

Most of us need look no further than our own families or friendships to know the heartache and devastation of addiction to alcohol or other drugs. The most fortunate among us have likewise witnessed the redemption of recovery. But far too many still suffer from a disease that can be treated, managed, and overcome.

Over the past six decades, millions have turned to Hazelden for hope, help, and healing. We have pushed for greater awareness of addiction, and pressed for increasingly effective solutions. In 2010, we found new ways to extend the reach of hope and help exponentially:

- ▶ through expansion of addiction treatment programs and services, including opening our newest facility in Naples, Florida
- ▶ through development of online continuing education courses for addiction professionals under the auspices of our accredited Hazelden Graduate School of Addiction Studies
- ▶ through creation of electronic resources such as e-books, Sober24.com, and iPhone applications, including the piloting of an e-subscription platform for prevention curricula used in schools

We are proud of these initiatives, but we are not resting on our laurels because the challenges of addiction today are vast and increasingly complex. Moving ahead, young people will be at the front and center of Hazelden's efforts—from developing a first-of-its-kind collegiate recovery community to creating more breakthrough programs and services for our youngest patients and their families.

None of these extraordinary efforts are possible without the generous support of you, Hazelden's big-hearted "family" of donors. On behalf of all whom Hazelden has served and will serve, thank you for bringing hope and help to our hurting world.

Sincerely,

Handwritten signature of Michael J. O'Connell in black ink.

Rev. Michael J. O'Connell  
Chairman, Hazelden Board of Trustees

Handwritten signature of Mark G. Mishek in black ink.

Mark G. Mishek  
President and CEO

A WORLD OF  
**T**RUTH AND UNTOLD POSSIBILITIES

Loving families aren't immune to addiction. Chris Allen had a childhood of comfort and security—a mom who tucked him into bed each night, a dad who cheered his feats on the soccer field, an older sister who looked out for him. His drawings and paintings, beginning with early “masterpieces” crafted in Crayola at age four on the living room walls, showed talent and promise.

But addiction took hold anyway, filling some unknowable hole within Chris. He first tried alcohol and marijuana at age 13. What followed was an ever-accelerating nine-year run with the disease fueled by escalating fear, self-loathing,

anger, shame—addiction's best friends. Consequences spiraled. Blackouts. Brawls. Petty crimes. DWIs. End-it-all thoughts.

At age 21, a behind-the-wheel blackout incident proved Chris's breaking point.

“I told my sister I needed help.” A week later, Chris was at Hazelden's Center for Youth and Families. “That's where my real life started again. That's where I started facing the truth.”

Off and on, through the fear and chaos of his addiction, Chris took refuge in his artwork and the hip-hop music that had been his companion since

childhood. Art and music provided purpose and meaning. Today, 12 years in recovery, Chris has transformed his artwork into his livelihood at inkproof.com, painting murals, custom work, CD covers, and tattooing. And hip-hop's themes of suffering, redemption, truth, respect, family, and sobriety are his recovery anthem. He is a popular recovery speaker throughout the country, especially known for his live painting shows on stage with various musicians.

“Struggle and redemption—it's the universal story we can all relate to, no matter our age or background. My redemption is my recovery, and I am forever grateful.”



CHRIS ALLEN

B FRESH PHOTOGRAPHY AND MEDIA

**STEPPING INTO A WHOLE NEW LIFE**

University students face one of the biggest obstacles of any recovery group: Finding like-minded peers who are willing to take the clean and sober route through their college career. This summer, Hazelden is opening Tribeca Twelve, a first-of-its-kind

collegiate recovery residence in New York City. The innovative recovery program will offer young adults in recovery from addiction an independent, peer living environment with fully integrated support services—in the heart of New York's arts and culture scene.

2010 MILESTONES

**TREATMENT AND RECOVERY SERVICES**

**Being there**

Hazelden served a total of 10,977 patients through:

- ▶ primary care addiction treatment;
- ▶ continuing care; family, parent and sibling programs;
- ▶ mental health services;
- ▶ and other programs.



**Taking a closer look**

Nearly 20,000 visitors clicked onto [AboutMyDrinking.org](http://AboutMyDrinking.org), Hazelden's free and confidential online substance abuse screening tool launched in May 2010. Individuals answer 18 questions about their drinking habits and receive a personalized report within minutes.

**Answering the call, 24/7**

Hazelden's Recovery Solutions Resource Center fielded 174,000 phone calls and 9,475 online inquiries from people seeking information, assistance, and products related to addiction issues. Calls to the Resource Center are answered around the clock.

**Removing roadblocks to recovery**

Nearly \$5.6 million in financial assistance was given to Hazelden patients who could not afford the full cost of treatment.



**Growing for the future**

In 2010, Hazelden opened its newest addiction treatment center in Naples, Florida, and expanded facilities at its Newberg, Oregon campus. Also in 2010, Hazelden purchased property for a first-of-its-kind collegiate recovery residence in New York City, approved a major expansion of its Center for Youth and Families in Plymouth, Minnesota, and moved forward with property purchase and expansion plans for its St. Paul, Minnesota campus.

**Developing specialized approaches**

In 2010, Hazelden's Springbrook center in Newberg, Oregon, introduced a highly specialized treatment program for patients with co-occurring addiction and trauma disorders. Hazelden's Springbrook center is also recognized for its health care professionals addiction treatment program, which was expanded to Hazelden's Center City campus in 2010.



DEBBIE LEAS

A WORLD OF

TRANSFORMATION AND GRACE

Just a few years ago, even in her wildest dreams, Debbie Leas could not have pictured the scene unfolding in front of her: She's face to face with an angry, agitated young man who has been in and out of jail and treatment programs since he was 14 years old. He's confrontational. He's defiant. And she's the counselor.

"It's a situation that would have pushed all my buttons not so long ago. It would have sent me. But instead I found a place of compassion for this young man. We sat down together and I helped him write out his First Step."

Welcome to Debbie's new life and career. As an addiction treatment counselor working exclusively with young people, she specializes in fresh starts.

It was five years ago, while coming to grips with her own, hard-won recovery from addiction, that Debbie pushed the restart button for herself. Debbie's hard-charging, fast-lane career in national advertising sales for network television on the West Coast—a career where she soared for 22 years—was not such a good fit for her newly sober self. She knew a career change was in order, and was initially drawn to the field of

marriage and family therapy. When she heard about the Hazelden Graduate School of Addiction Studies and visited Hazelden's Center City campus to attend a retreat at the Dan Anderson Renewal Center, Debbie had her answer. Addiction counseling.

"There is such immense suffering with addiction. When you see a young person start to let go of their shame and guilt and fear and realize that they have an illness—it is the beginning of real change. It's the extraordinary grace of recovery."

ONLINE COURSES FOCUS ON THE LATEST EVIDENCE-BASED PRACTICES

With more than 20 online continuing education courses now available, addiction professionals seeking licensure renewal have the opportunity to learn directly from Hazelden experts, acclaimed authors, and other industry leaders—without traveling

to Hazelden's campuses. The online courses, developed under the auspices of the Hazelden Graduate School of Addiction Studies, are designed to keep professionals up-to-date with the latest science- and evidence-based practices in addiction treatment.

2010 MILESTONES

HIGHER EDUCATION AND RESEARCH

Preparing expert counselors

In 2010, the Hazelden Graduate School of Addiction Studies, an accredited institution of higher learning, awarded 66 masters of arts degrees in addiction counseling.

Advancing the field

Hazelden's Butler Center for Research conducted more than 20 projects to add to the field's knowledge of addiction treatment, identify treatment trends, and inform clinical care and academic programming.



Equipping professionals

In 2010, 253 professionals participated in Hazelden's Professionals in Residence program that trains physicians, psychologists, judges, educators, clergy, and others to recognize and respond appropriately to addiction-related issues.



Sharing what works

Student interns from the Hazelden Graduate School of Addiction Studies provided more than 19,000 hours of clinical services to agencies dedicated to reaching and helping underserved and economically disadvantaged populations.

Keeping friends and the field informed

Each month in 2010, more than 125,000 individuals worldwide received Hazelden's free Recovery Matters e-newsletter, a source of recovery news, views, and happenings.



# RESPECT AND UNDERSTANDING

A safe environment. Exciting teachers. A top-notch education. When surveyed two years ago, students gave high marks to Chicago's Mitchell Elementary School, a preK-12 literature and writing magnet school. But one troubling trend emerged. Bullying behavior was negatively impacting students.

Principal Luis Soria says the student survey confirmed what school staff had noticed but felt ill-equipped to effectively address.

"It wasn't that we were experiencing fistfights or physical violence at our school, but students were being emotionally cruel to each other. We're an intentionally small, close-knit school. The students know each other well, which meant they really knew how to push each

others' buttons. Labeling kids, excluding or isolating each other, spreading false rumors—it was affecting dynamics in the classroom and how the students viewed themselves and their capabilities."

In 2010, Hazelden launched the Chicago Bullying Prevention Initiative, providing free Olweus Bullying Prevention Program materials and training to Mitchell Elementary School and two other pilot schools. The evidence-based, whole-school bullying prevention program published by Hazelden provided the systematic, step-by-step framework the school needed to build a supportive atmosphere of mutual respect and understanding. From an all-school kick-off assembly to classroom meetings to faculty and staff

sessions to parent workshops, anti-bullying awareness, attentiveness, and action steps swept the school. Students rallied under their self-named anti-bullying campaign: SWAP, Students Watching and Protecting. Even the school mascot, a bobcat, was transformed into SWAPcat.

Soria found the parent workshops to be particularly powerful. "Parents talked about their own childhood experiences, whether they were victims, bullies, or bystanders." And the parents, in turn, began paying closer attention to their children's experiences. "We know, because the parents call us about what they're hearing and seeing."

Learning how to build and sustain a community of mutual respect is a skill that will serve students well into the future, says Soria. "Our students have been forever changed."

The Chicago Bullying Prevention Initiative has since been expanded to include a total of 18 Chicago schools.



## REACHING OUT TO MORE SCHOOLS

In 2010, in an effort to reach and serve the nation's largest K-12 schools, Hazelden began field-testing a prototype electronic subscription platform for the Olweus Bullying Prevention Program. The piloted

technology enables schools to download all program materials, print documents on demand, and stream videos at their locations.

## 2010 MILESTONES

### PUBLISHING AND MEDIA VENTURES



#### Building community and connections

In 2010, Hazelden launched an enhanced [Sober24.com](http://Sober24.com) social media site, a key resource and important "meeting ground" for people in recovery. With membership of 19,223 and growing, Sober24.com received an average of 644 site visits a day from individuals in the United States and 61 other countries.

#### Going mobile

Beginning in 2010 with Hazelden classic *Twenty-Four Hours a Day*, several of Hazelden's most popular books are now available as mobile applications. The iPhone and Android applications make it possible to access and share trusted recovery wisdom and encouragement—anywhere, any time.



#### Carrying the message

Recovery resources valued at more than \$479,000 were distributed through Hazelden's BookAid program in 2010 to individuals as well as schools, prisons, treatment centers, and other nonprofit organizations. BookAid shipments were sent to individuals and organizations in nearly every state of the nation as well as internationally to Mongolia, Uganda, Saudi Arabia, Colombia, Canada, the Netherlands, and Mexico.

#### Providing tools of change

Customers worldwide purchased 3,141,981 addiction prevention, treatment, and recovery products from Hazelden in 2010, including print books, e-books, curricula, audio and video materials, and gift items.

#### Connecting people with resources

Nearly 3.5 million visits were recorded at [hazelden.org](http://hazelden.org) in 2010. And each day in 2010, more than 100,000 people around the world received Hazelden's free, inspirational email, Today's Gift.

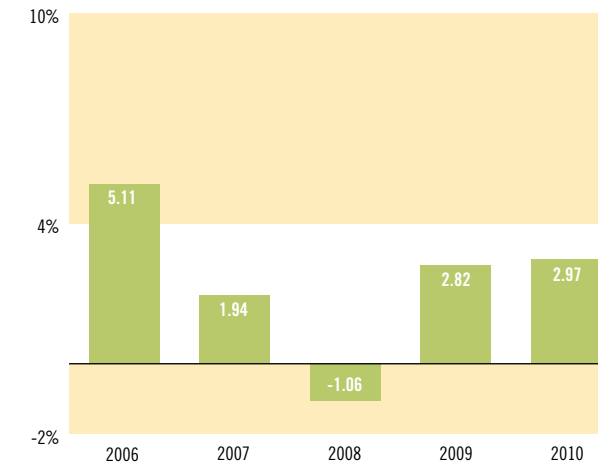


## HAZELDEN FOUNDATION AND SUBSIDIARIES CONSOLIDATED FINANCIAL HIGHLIGHTS

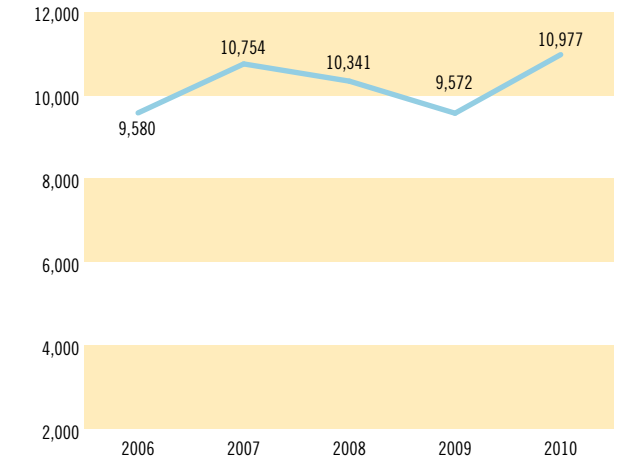
Years Ended December 31 (in thousands)

OPERATING REVENUES	2010	2009
Patient Service Revenue, Net	\$87,124	\$78,079
Publishing Revenue, Net	20,866	20,327
Unrestricted Contributions	1,429	2,332
Tuition and Workshops, Net	2,203	1,792
Net Assets Released from Restrictions-Operations	2,333	2,929
Investment Earnings, allocated to operations	842	975
Other	2,428	1,259
<b>Total Operating Revenue</b>	<b>117,225</b>	<b>107,693</b>
OPERATING EXPENSES		
Salaries, Wages, and Benefits	66,187	61,201
Other Operating Expenses	37,724	34,100
Depreciation, Amortization, and Accretion	9,838	9,351
<b>Total Operating Expenses</b>	<b>113,749</b>	<b>104,652</b>
<b>Operating Income</b>	<b>3,476</b>	<b>3,041</b>
Nonoperating Gains, principally investment earnings	3,535	2,233
Other Changes in Unrestricted Net Assets, principally unrealized gains on investments	10,841	18,103
<b>Total Change in Unrestricted Net Assets</b>	<b>17,852</b>	<b>23,377</b>
Change in Temporarily Restricted Net Assets	(1,681)	(927)
Change in Permanently Restricted Net Assets	64	1,314
<b>Total Change in Net Assets</b>	<b>16,235</b>	<b>23,764</b>
<b>NET ASSETS, BEGINNING OF YEAR</b>	<b>176,886</b>	<b>153,122</b>
<b>NET ASSETS, END OF YEAR</b>	<b>\$193,121</b>	<b>\$176,886</b>

## OPERATING MARGIN (%)



## PATIENTS SERVED



## FUNCTIONAL EXPENSES

2006–2010 (in thousands)

	2006		2007		2008		2009		2010	
Recovery Services	58,561	59%	63,746	59%	66,805	61%	65,183	62%	73,752	70%
Publishing	15,066	15%	16,385	15%	15,956	15%	15,066	14%	15,403	15%
Higher Education and Professional Training	1,834	2%	2,037	2%	2,379	2%	2,066	2%	2,153	2%
General and Administrative	20,756	21%	21,959	20%	20,338	19%	19,985	20%	20,274	20%
Fundraising	2,650	3%	3,042	3%	3,329	3%	2,352	2%	2,167	2%
<b>Total</b>	<b>98,867</b>	<b>100%</b>	<b>107,169</b>	<b>100%</b>	<b>108,807</b>	<b>100%</b>	<b>104,652</b>	<b>100%</b>	<b>113,749</b>	<b>100%</b>

A copy of the audited Consolidated Financial Statements of the Hazelden Foundation and Subsidiaries is available by contacting Dawn Severson, Corporate Controller, 651-213-4253.



Please consider how you can help bring hope and healing to the lives Hazelden will touch in 2011. A gift officer would be happy to answer your questions about Hazelden programs and how you can help. We invite you to call 888-535-9485 for more information, use the enclosed envelope to make a gift, or visit [hazelden.org/giving](http://hazelden.org/giving) to learn more.

Hazelden is committed to reaching and helping millions around the world find freedom from the disease of addiction, and young people are at the forefront of these efforts. Through a number of key initiatives in 2011 and throughout the next several years, Hazelden will be keenly focused on new ways to deliver expert care and support to young people and their families, including:

» **EXPANDING** programming and facilities for patients, parents, and siblings at Hazelden's Center for Youth and Families campus in Plymouth, Minnesota, the nation's preeminent residential addiction treatment center for young people



» **DEVELOPING** electronic products, applications, and services that help to guide, support, and build lifelong recovery from addiction as well as inform and educate professionals who work with youth

» **OPENING** a first-of-its-kind collegiate recovery residence in New York City's Tribeca neighborhood for young adults, age 18 to 29, who are committed to their sobriety and who are attending college or planning to return to college



» **PROVIDING** greater access to evidence-based violence prevention programming that targets bullying, dating violence, and youth suicide—issues tied directly to alcohol and drug use among youth

» **ENSURING** the availability of expert addiction professionals through funding of the Hazelden Graduate School of Addiction Studies Endowment (Dan Anderson Legacy Fund), which supports student scholarships, faculty development, and efforts to increase the diversity of the student body.

**\$1,000+ DONORS**

The philanthropy of individuals, families, foundations, and corporations makes Hazelden's lifesaving work possible. In 2010, we were blessed by the generosity of more than 7,500 donors. Among those friends are many, named here, who gave gifts of \$1,000 or more.

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The Medallion Society recognizes individuals who have made a commitment to Hazelden through an estate provision or deferred gift. Planned gifts are critical to the future of Hazelden and our ability to serve those suffering from the disease of addiction. Through thoughtful planning, donors are able to make legacy gifts that become a permanent source of financial support for our mission.

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**2010 EMPLOYEE GIVING CAMPAIGN**

Hazelden is committed to creating an internal culture that celebrates philanthropy—one where employees are encouraged to find ways to get involved to make our workplace and our communities better places to be.

In 2010, Hazelden employees gave almost \$168,000 in outright contributions and committed nearly \$1 million to the organization in deferred or planned gifts. These gifts are a testament to our employees' dedication, commitment, and spirit of "paying it forward." Most of the gifts were designated for patient aid, a fund that directly assists individuals and families in need of Hazelden's services but are unable to afford the full cost of care.

Hazelden's partnership with the United Way and Community Health Charities gives employees the opportunity to support many other worthy causes and organizations through convenient payroll deductions.

Employees not only give monetarily, but also of their time and talent. From motorcycle rides to bake sales and online auctions to taco feeds, Hazelden employees spent countless hours volunteering and finding creative new ways to raise awareness and advocate for improving the lives of patients, coworkers, and the community.



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800-257-7800

We invite you to call us with questions.

We are available 24 hours a day.

Hazelden, a national nonprofit organization founded in 1949, helps people reclaim their lives from the disease of addiction. Built on decades of knowledge and experience, Hazelden offers a comprehensive approach to addiction that addresses the full range of patient, family, and professional needs, including treatment and continuing care for youth and adults, research, higher education, public education and advocacy, and publishing.



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