

# FOUNDERS CAMPAIGN

**25 million** Americans  
have a substance use  
disorder



Addiction in America is a health crisis of such magnitude that it is declared a National Health Care Emergency by our federal government. Addiction kills more than 160,000 Americans annually and rising. Overdose deaths rose to over 80,000 in the past year. This deadly disease affects 25 million people and burdens our economy with a cost of \$700 billion dollars annually. Addiction affects every element of life: body, mind, and spirit. It not only harms the individual; it destroys families, friendships, and employment relationships. **No one is unaffected by this disease.**

Addiction is treatable, and when treated, lives are saved and people recover. However, our existing systems of care are grossly inadequate, failing to reach the majority of sufferers. Only 10% of people with the disease receive the care they need. This gap in health care must be addressed now, and the National Association of Addiction Treatment Providers (NAATP) is leading the national effort to do so.

The first step in this process requires recognition of the core reasons why addiction goes largely untreated. The reasons are twofold:

- **Stigma:** Despite medical designation of addiction as a disease centered in the brain, it is often viewed as a character failing, causing reluctance to seek care.
- **Evidence Gap:** Scientific research that grounds treatment methods in evidence has never been adequately conducted, thus impeding our ability to develop the necessary treatment model.

Solving this problem requires a large-scale, collaborative effort to collect and analyze patient data from diverse systems of care and treatment populations; analysis may then be conducted to determine what works and for whom, grounding addiction treatment methods and success markers in scientific evidence. Patients, health care providers, policy makers, and payment sources may, in turn, rely on this evidence to engage in and pay for effective treatment.

The Mission of FoRSE is to improve addiction treatment through science, technology, and education.

In 2016, NAATP began creating the framework for such data collection and analysis. First, NAATP conducted a pilot program that produced the [Outcomes Pilot Final Report](#); published in 2019, the report demonstrates that a large-scale, cross-provider study could indeed be accomplished. Having validated a process, NAATP next built the infrastructure to expand the work through the newly founded nonprofit Foundation for Recovery Science and Education (FoRSE) in 2020. Now, the FoRSE Founders Campaign seeks to raise \$1.2 million to launch full-scale operation of the FoRSE National Treatment Outcomes Program.

With 100% investment from our Board of Directors and Task Force, and through initial leadership investments, we have raised 37% of the goal. Campaign Task Force members are meeting with prospective donors. Our Founders Campaign will recognize the founding visionary donors through naming and recognition opportunities commensurate with leadership giving.

For more information and to contribute to the Founders Campaign, please visit [naatp.org/foundation](http://naatp.org/foundation) or contact FoRSE Executive Director, Dr. Annie Peters, at 651.206.5044 or [apeters@naatp.org](mailto:apeters@naatp.org).

FoRSE is a 501(c)(3) not-for-profit charitable organization, EIN 85-2067681

**NAATP**  
FOUNDATION  
For Recovery Science & Education

