We are currently facing a public health crisis that is claiming the lives of over 150,000 people per year in the US.¹ With over 20 million people currently living with substance use disorder, it is critical that we work to find support for those individuals.² While professional treatment is helping many start their recovery journey, supportive social networks also play a critical role in addressing their needs in seeking and maintaining sobriety. No matter the means of getting and staying sober, one critical component for success is finding a support network through which individuals encourage one another.³ Unfortunately, societal stigmatization makes it challenging for some to easily find this community, meaning that they may either return to the original groups they previously associated with during their substance use or remain socially isolated, both options increasing the risk of relapse. This is where The Phoenix comes in, where we work to meet that need by creating a safe, inclusive, and supportive community where our members can flourish.

²SAMHSA, 2019.
The Phoenix is an innovative nonprofit organization that helps people recover from substance use disorder and heal by leveraging the intrinsic transformative power of social connection and activity. Through group fitness, meditation, running, climbing, hiking, dance, and other meaningful activities, The Phoenix combats the isolation, shame, and hopelessness that often surrounds substance use disorder and perpetuates relapse. Events at The Phoenix are FREE to anyone with at least 48 hours of continuous sobriety. By meeting each person where they are and believing in them until they can believe in themselves, we create an environment where healing happens and recovery flourishes. We help thousands of individuals rise every day from the ashes of addiction and find the hope and support they need to thrive.

**OVER THE PAST 14 YEARS, THE PHOENIX HAS GROWN FROM A SMALL ORGANIZATION SERVING A FEW DOZEN PEOPLE IN BOULDER, COLORADO TO A NATIONAL MOVEMENT.**

**WE ARE THE PHOENIX**

**OUR MISSION**

To build a sober active community that fuels resilience and harnesses the transformational power of connection so that together we rise, recover, and live.
"The Phoenix means a safe place to go for me, a person in recovery, free of judgment. It means a place to connect with other like-minded people and practice fitness, health, and recovery."

CARL W.
The Phoenix Team Member
The past year tested us – as individuals, as an organization, and as a community. I believe it also presented The Phoenix with a challenge: How would we continue our offerings while needing to suspend our in person programming due to our facility closures as a result of the pandemic? The shuttering of business and community spaces across our nation impacted everyone. As isolation, stress, unemployment, and substance use increased, we recognized the even more critical need for recovery support in communities throughout the country. Bolstered by an unwavering commitment from our partners and donors, we rose to the challenge and acted swiftly.

On March 13th, 2020, with the declaration of a national emergency, we followed the guidance of public health experts and paused our in-person programming. However, within 72 hours, our team launched a virtual platform, offering a variety of fitness and social live stream events hosted daily and available nationally. From Los Angeles to New York City, we saw current and new members joining our new platform and connecting with a network of sober peers and supporters. These connections extended a lifeline. With participants sending virtual high-fives during workouts, connecting after class to talk about life, recovery, and celebrating sobriety, albeit now in an online environment, we continued to deliver The Phoenix community, offering encouragement and hope to one another even during this challenging time.

The Phoenix has always been strongly committed to providing an inclusive environment for all who want to participate. It is why our programs are free to anyone with at least 48 hours of sobriety. The Phoenix was founded with the belief that every person deserves a healing community. Our desire is to reach all communities and be a beacon of hope, especially to those who are struggling.

Looking to the future and leveraging the talent of our dedicated staff and volunteers, we aim to reach one million members within the next four years through our existing offerings plus a wide variety of innovative programs and new partnerships. The need for recovery support is great, and The Phoenix will continue to make a positive impact in communities across our country.

It is with sincere gratitude that I thank you for your support over this past year. Our adaptation and growth were made possible by our friends, partners, and donors who believed in our vision and stood side-by-side with us on our mission. Together, we are igniting a social movement that breaks down barriers to recovery and gives all people hope.

Together, we rise, recover, and live.

With Gratitude,

Scott Strode
Founder and Executive Director
WHO WE SERVE

WE SERVE INDIVIDUALS AT ALL STAGES OF RECOVERY. OUR NATIONAL COMMUNITY INCLUDES:

- U.S. VETERANS
- INCARCERATED INDIVIDUALS
- TREATMENT CENTERS
- HOMELESS POPULATIONS
- AND MORE

ANYONE LOOKING TO LIVE A SOBER LIFE
SUCH AS

54% LIVING IN POVERTY
41% WOMEN
8% ACTIVE MILITARY OR VETERANS
15% IDENTIFY AS A MEMBER OF THE LGBTQ+ COMMUNITY
61% INVOLVED WITH THE CRIMINAL JUSTICE SYSTEM BEFORE JOINING

Our community primarily faces substance use associated with: alcohol, street and prescription opioids and methamphetamine

(ALL DEMOGRAPHIC DATA IS BASED UPON 2019 SURVEYING. DUE TO COVID-19, 2020 SURVEYING WAS NOT CONDUCTED.)
“The Phoenix provides me a supportive community in recovery that pushes my mental strength to live a fun, sober and fulfilling life.”

MICHELLE
The Phoenix Team Member
WE SERVE INDIVIDUALS AT ALL STAGES OF RECOVERY

50,358
TOTAL PEOPLE SERVED
SINCE 2006

14,353
NEW MEMBERS SERVED
IN 2020

87% REPORT REMAINING SOBER AFTER 3 MONTHS*

FOR THOSE NEW TO RECOVERY*

- 85% FELT INCREASED CONNECTEDNESS
- 89% FELT MORE HOPEFUL
- 94% FELT A STRONGER SENSE OF SELF-IDENTITY
- 94% FELT INCREASED MEANING IN LIFE
- 92% FELT MORE EMPOWERED

*THEPHENIX.ORG/WHITEPAPER
IN-PERSON LOCAL PROGRAMMING
Local classes held in communities around the US.

NEW LIVE STREAM
Classes and events held virtually everyday. Over 60 live-streamed classes held each week.
STARTED IN MARCH 2020

NEW COMMUNITY CHALLENGES
Online community events that allow individuals to complete activities separately, but together with The Phoenix Community such as virtual 5Ks or Photography challenges.
STARTED IN DECEMBER 2020

NEW ON-DEMAND
Phoenix programming accessible anywhere, anytime.
STARTED IN SEPTEMBER 2020

NEW EDOVO PARTNERSHIP
Our on-demand content used in prison and jail systems on tablets, expanding the reach of The Phoenix.
STARTED IN AUGUST 2020

OUR PROGRAMS
180 CLASSES PER WEEK

YOGA
GROUP FITNESS
WALKING
BIKING
BOXING
RUNNING
MUSIC
MEDITATION
DANCING
ROCK CLIMBING
HIKING
AND MORE
"My favorite thing about The Phoenix is that everyone is equal no matter who you are, where you’re from or what you do. Everyone is accepted and the workouts are accessible to everyone. When you volunteer here, it's a feeling like no other... You get to do what you love and give back at the same time."

FELICIA
The Phoenix Team Member and Volunteer
WHERE WE WORK LOCALLY

THE PHOENIX STAFFED LOCATIONS

COSTA MESA, CA
LOS ANGELES, CA
SAN FRAN, CA
COLORADO SPRGS, CO
DENVER, CO
WHEAT RIDGE, CO
TAMPA, FL
BOISE, ID
WICHITA, KS
BOSTON, MA
LOWELL, MA
BILLINGS, MT
BELMAR, NJ
LAS VEGAS, NV
NYC, NY
PHILADELPHIA, PA
DALLAS, TX
MILWAUKEE, WI
SAN DIEGO, CA

VOLUNTEER LOCATIONS

SIGNAL HILL, CA
FORT COLLINS, CO
STEAMBOAT SPRGS, CO
SUPERIOR, CO
BRANDON, FL
LAKELAND, FL
DECATUR, GA
CHICAGO, IL
MANKATO, MN
PLYMOUTH, MN
MATAWAN, NJ
MEDFORD, NJ
MIDDLETOWN, NJ
NEPTUNE CITY, NJ
PENNSAUKEN TWP, NJ
SEASIDE PARK, NJ
TOMS RIVER, NJ
BEND, OR
TOMBALL, TX
BARRE, VT
BURLINGTON, VT

IN ADDITION TO OUR IN-PERSON PROGRAMMING, WE EXPANDED OUR REACH WITH LIVE STREAMING TO SERVE THE ENTIRE NATION AS WELL AS INTERNATIONALLY.
IN FISCAL YEAR 2020 THE PHOENIX HAD TOTAL PUBLIC SUPPORT AND REVENUE OF $10 MILLION AND OPERATING EXPENSES OF $8.6 MILLION.

**Financial Snapshot**

- **Revenue**: $10M
  - Foundation Grants: 77%
  - Individual Contributions: 11%
  - Government Grants: 9%
  - Earned Income: 3%

- **Expenses**: $8.6M
  - Programs: 70.2%
  - Management & General: 18.4%
  - Fundraising: 11.4%
Throughout this unprecedented year, The Phoenix community could not have survived and thrived in the way we did without our amazing partners. Thank you to all those that have contributed to positively impacting the lives of so many individuals and working to end the stigma around substance use.