



caron

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Annual Report | 2009 – 2010



## Extending the Caron Continuum Across the Country

While 2009 – 2010 saw improvement over the previous year in the U.S. economy, the times remained challenging. Nevertheless, it was a very successful year for Caron Treatment Centers – one that saw Caron continue to follow Dick Caron’s inspiration and share the gift of recovery with others. To that end, just prior to the conclusion of our fiscal year in June, we opened Caron Texas, located north of Dallas.

The Dallas, Texas area is an attractive market for expansion. The population is relatively young and affluent and was underserved locally prior to Caron Texas opening. Patients had to go out of state to find top-notch in-patient treatment programs. In doing background research to determine the feasibility of a new location in Texas, the clinicians there were adamant that the area needed a nationally-recognized, world-class organization. What they wanted, in essence, was to replicate the Adult Treatment Program at Caron’s Main Campus in Wernersville, PA.

As we write this letter to you, we can report that we are extremely pleased with the initial reception we have received for Caron Texas and that our patient census exceeds initial projections.

The past year saw many other outstanding achievements across the Caron continuum. It was a milestone year for our industry-leading Student Assistance Program (SAP). We celebrated the 20th anniversary of Caron’s SAP providing services to students, schools, parents and communities. The anniversary year was capped by a reception at the GoggleWorks Center for the Arts in Reading, PA.

In Bermuda, we trained 72 treatment professionals so that a Caron Student Assistance Program could be launched on the island. Finally, our SAP department sponsored and coordinated an Adolescent Tobacco Prevention and Cessation Symposium in Nashville, TN, attended by approximately 100 professionals, and funded through an Altria grant.

We are also pleased to report that Caron remains strong financially. Total unrestricted revenue increased by \$6.5 million above 2008 – 2009 levels. Total gift income remained level at \$7.0 million. This, combined with a remarkably strong bottom

line, made it possible for Caron to provide \$9.9 million in charity care to 861 individuals. This strong performance would not have been possible without the support of our friends, alumni, staff and referral sources.

At the end of every year, it’s really about how we achieve our mission. It’s safe to say that no other treatment organization can offer the continuum of care available at Caron’s treatment facilities and through our aftercare programs, serving everyone from adolescents to adults and their families. We know that Dick and Catherine Caron would be proud of this accomplishment. We also know that they would be pushing us to make it even better next year. Rest assured that we, and the entire Caron team, will do our best.

*Sincerely,*

*Michael J. McGlenn, Chairman, Board of Trustees  
&  
Douglas Tieman, Caron President/CEO*



## Caron Main Campus Wernersville, PA

The focus of Caron's treatment programs continues to be the integration of all disciplines, in order to deliver a broader continuum of care than any other treatment center in the country. Highlights of the past year include:

- The Young Adult Male Program celebrated its fourth anniversary and continues to carry a census above 90%.
- In addition, a new YAMP building was constructed, making way for adolescent males to relocate to their own, separate facility (the former YAMP building). This reorganization allows Caron to create gender-specific campuses for both female and male adolescents and young adults, further enhancing gender-separate and gender-specific treatment.
- The Intake and Admissions Department received iCan training that has set a new standard for customer service and is now being used throughout all departments.
- A Healthcare Professionals Program was initiated under the leadership of Medical Director Dr. Ken Thompson. The program is designed to treat medical doctors, psychiatrists and nurses. Plans are being developed to deliver the program to other professionals.
- Recovery Care Services, which provides support and guidance to patients and their families for one year post-discharge from Caron, reported there are nearly 2,000 families enrolled in this service. Since January 2010, the staff has completed 7,413 surveys on patients and families and has helped 31 individuals who needed additional help, get back into a treatment program.

- In conjunction with the University of Pennsylvania and the Reading Hospital and Medical Center, Caron established a Chronic Pain Treatment Program.
- The 19th Annual Richard J. Caron Award of Excellence Dinner, honoring the late David M. Bestwick, was held in Berks County, PA. The event raised \$293,588, which benefited Caron's Adolescent Treatment Programs.

### Individuals Served

- Adolescent – 250
- Adult – 862
- Young Adult Female – 119
- Young Adult Male – 278
- Young Women's Extended Care – 36
- Young Men's Extended Care – 97
- Women's Extended Care – 78
- Men's Extended Care – 85
- Relapse – 138

### Family Treatment Participation

- Adolescent – 585
- Young Adult – 685
- Adult – 639

### Caron's Physician Training Program

43 physicians from regional hospital/medical centers were trained on-site at Caron's Main Campus. Primary funding provided by the Scaife Family Foundation.



Caron, once again, had the privilege to work with and utilize the expertise of a Professional Advisory Committee, comprised of nationally-renowned medical and psychiatric experts in the field of addiction treatment to identify innovative and cutting-edge treatment:

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## Caron Renaissance Boca Raton, FL



The Grounds at  
Caron Renaissance  
Patient Residences

The development of cutting-edge treatment programs continued to be a focus of Caron Renaissance in 2009 – 2010. Highlights of the year include:

- Over 350 patients were served.
- The unique Residential Family Restructuring Program continued to touch the lives of patients and families. This innovative program brings patients and their families into an intensive, live-in treatment experience, allowing therapists to work with patients and families as the family dynamics are being lived out.
- Caron Renaissance continued to be a pioneer in the use of Telemedicine, which is pushing the boundaries of how doctors and clinicians can keep in touch with their patients after they leave treatment. The use of Telemedicine also enhances communications among all Caron campuses and their clinicians.
- The Caron Renaissance Lifesaver Gala, chaired by Petra Levin and featuring Grammy Award-winning vocalist Jon Secada, was held in February 2010 with Donald Trump serving as Honorary Chairman. The event raised \$1 million for the Caron Renaissance Lifesaver Scholarship Fund, which provides assistance to individuals seeking treatment.



Caron Renaissance Clinical Campus



Swimming Pool  
at Caron Renaissance  
Patient Residences

- In September 2009, a Young Alumni Reunion of former Renaissance patients was held in New York City.
- An Alumni Gratitude Dinner was held in Florida in November 2009 with well over 200 alumni and family members attending.
- After running seven marathons on seven continents in 2008 – 2009, Florida Board Member Linda Quirk, embarked on another Caron fundraising epic by running four ultra-marathons in the four major deserts of the world with a goal of raising \$1 million for Caron Renaissance.

### Individuals Served

- Residential Treatment – 306
- Residential Family Restructuring Program – 55



## Caron Texas Princeton, TX



Dining Hall at  
Caron Texas



Caron Texas Campus

Caron was offered an opportunity to provide quality treatment just north of Dallas in Princeton, Texas. Caron Texas was established and opened in early July.

- Caron Texas is a 28,000-square-foot 40-bed facility which provides adult residential treatment. State-of-the-art amenities will include a fitness center and pool.
- Ann Miller, Ph.D., a leading addiction industry professional with more than 25 years in the field, was hired as the Executive Director.
- From January 2010 to June 2010, Caron Texas applied a disciplined process to recruit, hire and train highly-skilled, credentialed clinicians.
- Several meetings were held with key community leaders and referral sources in the Dallas area to lay a solid foundation for the opening.
- With its opening in July, Caron Texas came under budget and met its projected opening patient count. A number of community events were held to introduce the new facility.



Porch Seating  
at Caron Texas



Entrance to Caron Texas Campus

## Regional Highlights

In 2009 – 2010, Caron’s regional centers continued to provide many key services across our continuum of care including facilitating the admission of patients to our treatment facilities, providing aftercare for patients and their families, increasing the knowledge base of treatment professionals, and expanding the donor base for philanthropy. Among the regional highlights for the year are:



- Established aftercare groups for individuals who return to Bermuda after in-patient treatment in the United States.
- AA meetings, individual counseling and aftercare programs utilize the Caron Bermuda facility on a daily basis.
- Caron’s Bermuda staff and Student Assistance professionals worked with a local group, PRIDE, to train its members to set up Student Assistance Programs (SAP) in the island schools.
- Over 150 people attended the inaugural Community Service Awards Breakfast for Caron Bermuda, underwritten by Butterfield Bank, in November 2009.



- Board Member Bruce Eanet served as interim Regional Vice President – charged with increasing Caron’s name recognition, referral base and donors in the D.C. area.
- The 11th Annual D.C. Comedy Night raised \$45,000 for patient scholarships. The event, held at the University of Maryland, featured comedian Steve Smith.
- Two successful Recovery Workshops were offered, which focused on relapse prevention, treatment and the family. Both professionals and alumni were in attendance.
- A Business and Professional Networking Luncheon featuring Ann Smith, Executive Director of the Breakthrough at Caron Program, was also held.
- A Parents Support Group was established and meets twice per month.
- Staff began surveying property and identifying rental locations for a permanent Caron D.C. office.
- In addition, recruitment efforts are underway for a new full-time Regional Vice President.

**Individuals Served – 51**

Caron Bermuda Facility





## Regional Highlights



- Over 720 people from the New York City region received in-patient treatment at Caron.
- 875 individuals and families participated in *Recovery for Life* services and workshops at the New York Office.

- Over 250 professionals attended Addiction Recovery workshops.
- A Pediatric Residency Training Fellows Program was established to train addiction fellows at Mt. Sinai.
- Five Caron Alumni Chapter Groups were established – hosting 10 – 35 alumni in each monthly group. Chapters are in Manhattan, Long Island and Westchester, NY, and Summit and Red Bank, NJ.
- Early Recovery Support Groups were established for individuals and their families returning from Breakthrough at Caron and residential addiction treatment at the Caron facilities in Pennsylvania. In addition, the Caron Young Adult Recovery Network (YARN) was established, providing social support to recovering individuals 18 – 30 years old.
- The 14th Annual New York Gala raised over \$750,000. Caron Board of Trustees and Caron New York Board Member, Allen Arrow, received the Richard J. Caron Award of Excellence and Art Garfunkel received the Caron Creative Artist Award. The event featured a keynote by Dr. Mehmet Oz and an amazing performance by Patti LaBelle.
- Over 150 people attended the 5th Annual Community Service Awards breakfast held at Mutual of America, honoring regional professionals and volunteers in the addiction recovery community.
- The Caron New York board established the first annual Music Matters event featuring G.E. Smith, former bandleader for Saturday Night Live and the bands Hip Pocket and The Velcrows.



- In conjunction with Caron's SAP, Caron Philadelphia provided SAP-related programs at 40 schools with 4,944 students participating in SAP services. In addition, 537 faculty members participated in professional development education, and 139 parents participated in parenting programs.

- Commonwealth-approved SAP training was facilitated at the Plymouth Meeting office. Also, four clinical workshops were held.
- Parent Support Groups met at the regional office in Plymouth Meeting (twice weekly), West Chester (weekly) and Marlton, NJ (monthly), with aggregate attendance at all of the meetings of approximately 100 parents per week.
- The Plymouth Meeting office hosted a weekly support group for alumni of the Breakthrough at Caron program, attracting approximately 6 – 10 alumni per week.
- The Regional Alumni Chapter and Fellowship Group met on a monthly basis. The Chapter Group helped Caron alumni staff in producing the Annual Comedy Night event in April and the Alumni Gratitude Breakfast in November.
- The 10th Annual Philadelphia Award of Excellence Dinner attracted approximately 400 people and produced revenue of over \$350,000. Ed Satell was honored. The funds raised went toward patient scholarships and to support the operating costs of the Caron Philadelphia regional office.
- Caron's Annual Philadelphia Community Service Awards Breakfast celebrated its 10th anniversary event in May 2010. The breakfast recognizes local treatment industry practitioners for their contributions and excellent service in the treatment and recovery of those in the region needing their help.



**Individuals Served – 720**

Caron New York Office



**Caron Philadelphia Office  
at the Interchange Corporate Center**

**Individuals Served – 650**

## Program Highlights

Caron is a recognized leader in the development and execution of innovative out-patient and family programs. The 2009 – 2010 fiscal year saw a number of noteworthy developments in these areas.

### Caron Counseling Services Highlights

- Caron Counseling Services (CCS) maintained an average census at 96% by providing high-quality outpatient services to residents of Berks County and exceeded its budgeted net revenue for the fiscal year.
- A weekly Young Adult Male Support Group for 18 – 33 year olds was established.
- A monthly Parent Support Group was formed, which is designed to give parents, whose children have been impacted by addiction, a place to find support and encouragement. The group is facilitated by parents with children who went through residential treatment at Caron or Caron Counseling.

**Individuals Served – 735**



Caron Counseling Services Office  
Wyomissing, PA

### Breakthrough at Caron Highlights

- 756 clients attended the Breakthrough at Caron 5½ day residential workshop.
- Refresher Weekends were held for alumni of Breakthrough at Caron and the former Caron Center for Self Development program. These “weekends” are designed to help participants enhance their growth process and renew their commitment to healthy living.
- A satisfaction survey was implemented and sent to clients’ therapists six weeks after leaving Breakthrough. Results showed a more productive client-therapist working relationship after attending the Breakthrough program.

**Individuals Served – 756**

### Student Assistance Program Highlights

- Caron’s Student Assistance Program (SAP) celebrated 20 years of providing services to students, schools, parents and communities with a Caron SAP 20th Anniversary Literary and Art Contest that was open to all Berks County, PA, students in grades K-12.
- The Live to Tell assembly program was initiated, which highlights an educational, inspirational and deeply personal story about addiction, recovery and beating the odds. Other SAP programs were established such as Brain Drain: Adolescents and Addiction – Why the Teen Brain is Vulnerable; and Teens and Technology.
- Launched Caron’s Student Assistance Program model on the island of Bermuda. Training was provided to 72 island professionals.
- Sponsored and coordinated an Adolescent Tobacco Prevention and Cessation Symposium in Nashville, TN, funded through an Altria grant.

#### Caron Student Assistance Program

- Caron’s Student Assistance Services were in **282** schools in **13** states, including Washington, D.C.
- Lives Touched Through SAP Services:
  - Students – **69,382** | Parents – **2,448** | Faculty Members – **3,729**
  - Project Connect (tobacco cessation) – **3,000**
  - Kids of Promise (education regarding issues related to substance abuse in the family)
    - **6,000** kids benefited from education
    - **510** professionals were trained on issues related to children and siblings of alcoholics and other drug addictions
    - **176** kids participated in Kids of Promise support groups



Breakthrough at Caron Mansion, Wernersville, PA



# Our Endowment: Preserving Access to Treatment for Future Generations

Caron simply could not exist without the generosity of our giving community. We are forever grateful for their support.

## Development

- Although fundraising continued to be a challenge in the slow economy, \$7 million was raised through successful events in Berks County, Pennsylvania; Palm Beach, Florida; New York City and Philadelphia.
- Additionally, Caron held its first fundraising event in Boston honoring Daniel Lynch, a long-time Caron supporter and certified clinician.
- 98% of Caron staff contributed to an annual Employee Giving Campaign and provided over \$110,000 in scholarships for individuals who needed treatment. Caron employees not only believe in providing quality care, but also live the mission of *Recovery For Life*.

## Endowments and Scholarships

Caron is blessed with a caring and dedicated staff, beautiful facilities, cutting-edge treatment programs, and the ability to conduct research. We have earned a national reputation and truly make a difference in the lives of patients and their families each and every day.

How can we ensure that Caron will be here tomorrow for the next generation that struggles with this disease? Planning for Caron's future is imperative, and part of that planning involves growing Caron's endowment. Caron's endowment fund generates a predictable, reliable income stream that guarantees the long-term financial health of Caron and provides financial assistance for individuals and families in need.

Currently, Caron's endowment is at \$14.4 million. When compared to other organizations of similar size, Caron's endowment should be double or triple this amount. Even though we have started to focus on long-term stability, we are still very revenue driven. Increasing our endowment is one of the best ways to ensure Caron will be here for future generations.

Individuals can support Caron's endowment through various planned giving options that Caron offers, such as annual gifts designated to the endowment; funding a charitable gift annuity or remainder trust through Caron; naming Caron as one of your beneficiaries to a retirement plan, insurance policy, or in your will; and/or supporting or creating a named endowed scholarship fund.

We are grateful to the following individuals and their families for their generous support of the following named endowed funds that will ensure scholarship funds will be available to families in the future. The amounts listed represent Caron's fiscal year ending June 30, 2010.

## Caron Treatment Scholarships

Set up to provide scholarships for individuals seeking chemical dependency treatment.

### James Billerbeck Endowed Scholarship Fund

Established in 1997 in memory of James Billerbeck by his family and friends. This endowment is currently at \$212,988.82 and provides \$6,116.32 in scholarship support each year.

### John J. Flannery Endowed Scholarship Fund\*

Established in memory of John Flannery by the Caron Board of Directors, his family and friends. This endowed fund of \$215,410.56 provides \$6,528.35 in scholarship aid each year.

### Gregg R. Grossman Endowed Scholarship Fund

Established in memory of Gregg R. Grossman, this scholarship is currently being funded through gifts from family and friends as a symbol of Gregg's ongoing gift to other young adults in need of treatment and recovery.

### "Mr. Ed" Gursky Endowed Scholarship Fund

This year, Caron lost a very special counselor in the young men's extended care program. "Mr. Ed" was known to many as a tough, but loving, counselor. Staff and alumni of the program are seeking to raise funds to establish an endowed scholarship in Mr. Ed's memory. This scholarship will support extended care services for adolescent boys and young men.

### Ann Marie and McKay Kelly Endowed Scholarship Fund

Established in 2008 by Michael Kelly in memory of his sister, Ann Marie, and as a tribute to his daughter, McKay. This fund for adolescent females has reached \$109,472.74. A scholarship of \$2,090.92 is being awarded this year for the first time.

### Charles A. Leeds, Jr. Endowed Scholarship Fund

Funded in 2002 by Susan Bridges, her children, and friends and family in memory of her husband Charles A. Leeds, Jr., this endowed scholarship fund has reached \$425,018.73 and will award \$12,154.51 each year in scholarship support.

### Leibowitz Endowed Scholarship Fund

Established in 2005, this named endowed fund provides financial assistance to families seeking treatment at Caron. This year the fund has grown to \$272,570.73 and will award scholarship support in the amount of \$8,168.24.

\* These scholarships were originally established by Caron's Board of Directors with a designated amount from Caron's endowment.

## Scholarships (cont'd)

### **Martin E. Mulhern Endowed Scholarship Fund**

Established in December 2006 by Martin Mulhern's parents to honor his memory, this fund of \$93,465.74 will award \$2,788.49 each year.

### **Vivian E. Niceley Endowed Scholarship Fund**

Established in the fall of 2007 by her husband and daughters in memory of Vivian E. Niceley, this fund provides scholarship support to women seeking relapse treatment. It has reached \$139,670.11 and will award \$4,028.89 this year.

### **Patrick Rogers Endowed Scholarship Fund**

Established in memory of Patrick Rogers by his family and friends in 2001, this scholarship has grown to \$915,185.49 and awards \$24,814.31 in scholarship support each year to adolescents seeking treatment.

### **Miller - Skibbie Family Endowed Scholarship Fund**

Established with an initial gift in 2008, this scholarship fund is being funded over a period of several years and will support patient aid for individuals and families from the Greater Washington, D.C., and Hartford, CT, regions.

### **John and Sandra Taylor Endowed Scholarship Fund**

Established in 2007 to provide scholarship aid to families from selected counties in New York State, this scholarship fund of \$117,204.67 will award \$3,481.39 in patient aid.

### **Parker Family Endowed Scholarship Fund**

Established in 2007 by the Parker family in honor and recognition of their granddaughter's recovery, this endowed fund has grown to \$399,208.69 and awards patient aid in the amount of \$7,714.64.

### **Subak Family Endowed Scholarship Fund**

Established in January 2008 by the Subak family, this endowed fund of \$296,044.33 will award \$8,654.41 in patient aid this year.

## **Recovery Care Services Endowed Fund**

**Provides on-going support of Recovery Care Services to Caron patients and their families during their first year after leaving Caron.**

### **Geof McKernan Endowed Fund**

This endowed fund, established in 2009 by Geof McKernan, supports Recovery Care Services, which provides support and guidance to patients and their families for one year post-discharge from Caron. Each month, a Recovery Care Specialist takes a snapshot of where recent alumni are in their recovery and takes a look at their daily program to identify relapse warning signs.

## **Family Education Program Scholarships**

**Providing scholarships to support family education.**

### **Rev. William J. "Father Bill" Hultberg Endowed Scholarship Fund\***

Established in 2001 to commemorate Father Bill's 70th birthday by the Caron Board of Directors, his family and friends, this scholarship helps bring families back together through scholarship support for family education. Additional gifts are made to the scholarship each year to celebrate Father Bill. The scholarship is currently at \$161,452.89 and provides \$4,553.79 in scholarship support each year.

## **Family Treatment Scholarships Through Breakthrough at Caron**

**These funds provide scholarships for individuals needing treatment at Caron's Breakthrough Program.**

### **Richard D. Kelley Endowed Scholarship Fund\***

This fund was established in memory of Richard Kelley by Caron's Board of Directors, his family and friends. Funds from the Annual Richard Kelley Golf Tournament help to grow this scholarship each year. The current endowment has reached \$201,663.03 and awards \$5,421.48 in scholarship support each year.

### **Ivan Small Endowed Scholarship Fund**

Established in 2001 in memory of Ivan Small by his family and friends for individuals from the state of Maine. This fund has reached \$44,950.89 and helped two residents from Maine attend the Breakthrough at Caron Program this past fiscal year. This scholarship awards \$1,315.09.

### **Frederick Allen Smith Endowed Scholarship Fund\***

Established in December 1999 by the Andryc family in memory of their uncle, Frederick Allen Smith. This endowed fund has reached \$125,591.52 and provided \$3,673.94 in scholarship support this year.

### **Suzanne Voisin Endowed Scholarship Fund**

Established in 1989 by Suzanne Voisin-Wickham to be used for individuals from Titusville and western Pennsylvania. This \$42,605.03 endowment provides financial assistance in the amount of \$1,277.62.

### **Ziff Family Breakthrough at Caron Endowment Fund**

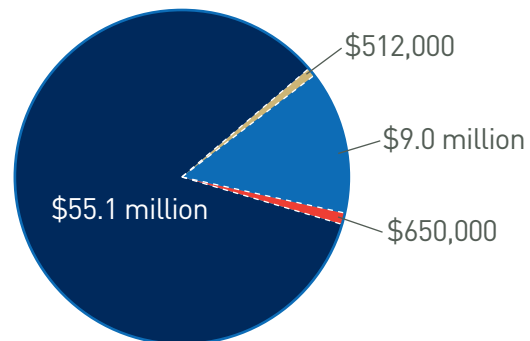
Established in January 2008 by the Ziff family, the income from this endowment of \$1,334,784.64 is designated for operational expenses for the Breakthrough at Caron Program.

*\* These scholarships were originally established by Caron's Board of Directors with a designated amount from Caron's endowment.*

## Financial Highlights

Total Unrestricted Revenue **\$65.3 million**

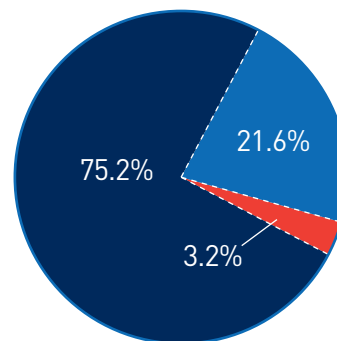
Net Patient Service Revenue:	\$55.1 million
Other Operating Revenue:	\$512,000
Contributions & Assets Released from Restriction:	\$9.0 million
Revenue from Investments:	\$650,000



**Total Unrestricted Revenue**

Total Expenses **\$57.3 million**

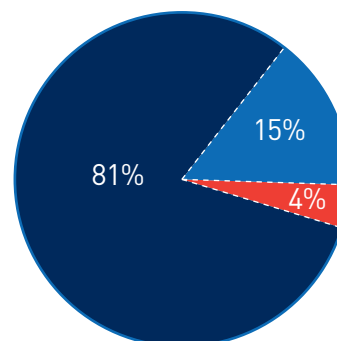
Program Activities:	75.2%
General and Administrative:	21.6%
Fundraising:	3.2%



**Total Expenses**

Total Gift Income **\$7.0 million**

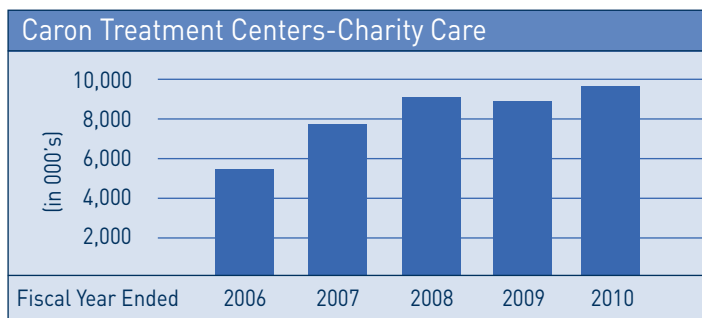
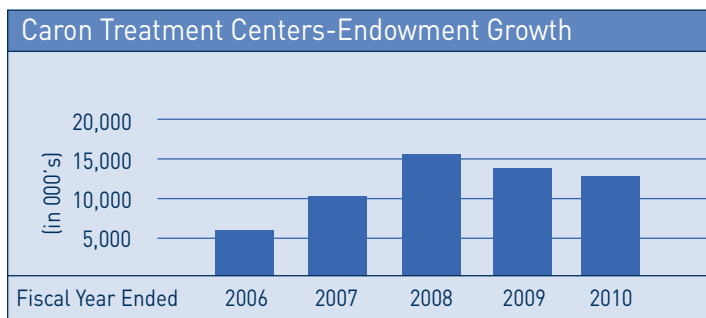
Annual:	81%
Capital:	15%
Endowment:	4%



**Total Gift Income**

Annual Charity Care **\$9.9 million**

- This amount is equivalent to 18% of Caron's net patient revenue.
- 861 individuals benefited from charity care in the 2009-2010 fiscal year.





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