



2018

ANNUAL REPORT

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A photograph of two women walking side-by-side on a paved path in a park. The woman on the left has long brown hair, wears glasses, a light blue tank top, and dark pants. The woman on the right has dark hair pulled back, wears a dark t-shirt with a white anchor and daisies graphic, blue shorts, and a headband. They are both smiling and appear to be in conversation. The background shows green trees and a grassy area. The entire image has a light blue overlay.

RECOVERY
HAPPENS
IN
COMMUNITY

Mission

Project HEAL delivers access to HEALing for all people with eating disorders.

Dear Friends,

Thanks to our generous supporters in 2018, our 10 year anniversary was Project HEAL's most transformative season to date. We listened to leading clinicians and researchers in the field to understand where the biggest gaps in care and recovery are occurring. We listened to our community – 100,000 patients and families from across the U.S. – to understand what was most important to them in the recovery process. And we listened to local community leaders, who told us about the unique challenges in their own backyards. This led us to redefine our mission: **to provide access to HEALing for all people with eating disorders.** We are passionate about ensuring that all people with eating disorders can access the treatment they deserve, that they have a safe place to go for understanding and support from people who have been there, and that we are equipping local leaders to identify unique barriers to access in their communities and provide locally-responsive and sustainable solutions.

We could not have done this without the generous support of our donors, community of volunteers, program participants, and partners.

Thank you for your continued support, and we look forward to saving more lives together in 2019.


Gratefully,



Kristina Saffran *Liana Rosenman*

Kristina Saffran and Liana Rosenman
Project HEAL Co-Founders





“Without the
Communities
of HEALing
group I
wouldn't
always have
the strength to
get through to
tomorrow.”

- Communities of HEALing Participant

KEY HIGHLIGHTS FROM 2018

Thank you for supporting 2018's transformative work

- 1 Expanded our Communities of HEALing peer support program in 6 cities: New York City, Boston, Los Angeles, San Francisco, Philadelphia, and Pittsburgh, serving over 150 people.
- 2 Completed recruitment for the first randomized controlled trial on peer support for eating disorders. The Columbia Center for Eating Disorders will be analyzing the data over the next year.
- 3 Teamed up with The Kennedy Forum to enhance our Treatment Access Program and build a model mental health parity enforcement program.
- 4 Partnered with Anthem Blue Cross Blue Shield to explore reimbursement for our Communities of HEALing peer support program. This represents the first time they've reimbursed for peer support.
- 5 Conducted our first formal strategic planning process. [See our strategic plan and goals through 2020.](#)
- 6 Transitioned our chapter network model from primarily fundraising and awareness raising to the delivery engines of our core programs. We look forward to rolling out this change in 2020.
- 7 Grew our online community to become the premiere voice that *full recovery is possible*, reaching over 110K followers on social media.
- 8 Welcomed Brian Beitler (J.Jill Vice President) and eating disorder recovery advocates Donna Friedman and Elizabeth Sarquis to our board of directors.
- 9 Hired key positions for Project HEAL, growing our team from 6 to 9 full-time staff members with more colleagues scheduled to join us in 2019.
- 10 Awarded the 2018 Scattergood Innovation in Behavioral Health Award and the Facebook Community Leadership Award.



THE PROBLEM

Limited and Unequal Access to HEALing

Eating disorders affect all communities.

Each year, one in ten Americans will suffer from an eating disorder (ED) — of every age, gender, ethnicity, race, and life experience. Ten percent of sufferers will die from their ED, and another 30 percent will struggle with the illness for their entire lives.

The high mortality and morbidity associated with EDs stem, in part, from the fact that many face the disease without adequate support or recovery tools. The prevailing model for ED treatment and recovery is narrowly focused on acute clinical care in a residential or inpatient facility. **While this type of treatment works for some sufferers, over half of individuals will relapse after treatment ends.**



In addition, many patients who don't fit a classic eating disorder stereotype — for example, people of varying ethnicities, people in higher-weight bodies, or male-identified people — are frequently under and misdiagnosed.

With high out-of-pocket costs, confusing insurance coverage, and limited recovery resources (eating disorder nonprofits collectively raise less than \$10 million annually), **70% of sufferers never access treatment at all.**



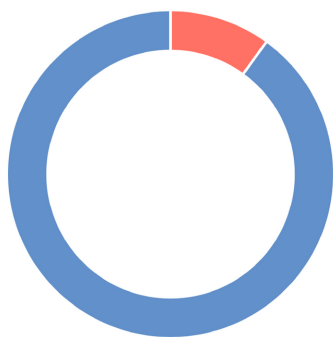
For these individuals, their families, and society, change is long overdue.

ED sufferers need low-cost options for recovery that integrate more gracefully with everyday life and relationships. **We must reimagine eating disorder treatment, meet patients where they are, and together walk the long path to full recovery.**

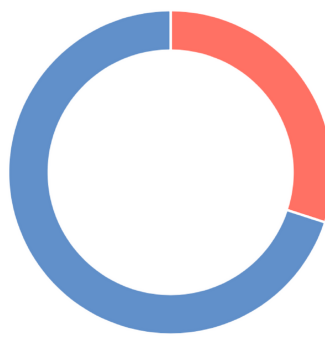
The Reality of Eating Disorders



1 IN 10 AMERICANS SUFFER FROM AN EATING DISORDER



10% OF SUFFERERS
WILL DIE FROM THEIR ED



30% OF SUFFERERS WILL
STRUGGLE FOR LIFE

70% OF SUFFERERS NEVER ACCESS TREATMENT



THE SOLUTION

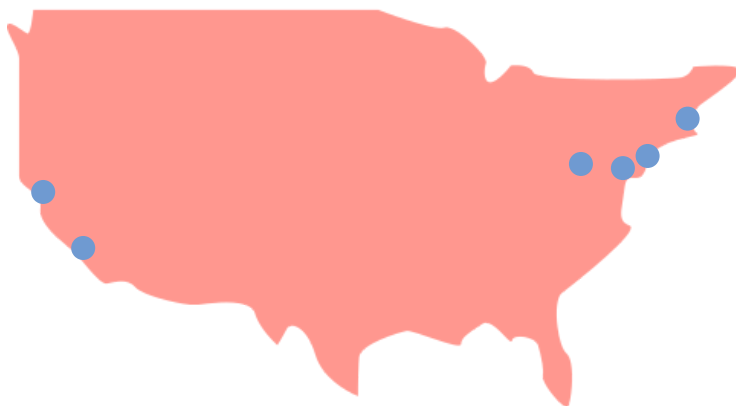
Solution #1: Communities of HEALing

In 2017, we asked our community what made the difference in their recovery, and they answered loud and clear: other people who have “been there.” They told us they needed to connect with people who offer living, breathing proof that recovery is not only possible but worth the difficult fight.

Communities of HEALing, an evidence-informed, nationally-accessible, and 100% free peer-support program is our response to that call.

Communities of HEALing recruits and mobilizes volunteer recovered peers to support those in early recovery through weekly support groups or 1:1 mentorship sessions. Support and mentorship have proven successful in recovery from other mental illnesses, but Communities of HEALing is the first peer support of its kind for eating disorders.

The program is free, and mentees can participate online, ensuring access for all.



In 2018, we expanded Communities of HEALing to six pilot sites:

- New York City
- Boston
- San Francisco
- Los Angeles
- Philadelphia
- Pittsburgh

Through these initial program locations, we have served over 150 people in recovery from their eating disorders.



“ I participated in Communities of HEALing during yet another attempt at recovery, 14 years after being diagnosed and my first inpatient treatment for bulimia. I can finally say I am recovered as a result of the guidance and support I received as a mentee in this program.”

- Alison, Communities of HEALing Mentee

Communities of HEALing mentors participate in a rigorous vetting process to ensure solid and sustained recovery plus a comprehensive training program including 35 hours of initial preparation, close clinical supervision, and ongoing oversight.



The Communities of HEALing Mentor Training Program is a collaboration between Project HEAL and the Carolyn Costin Institute. The training is designed to ground mentors in the 8 Keys to Recovery, a framework developed by renowned clinician and eating disorder recovery advocate Carolyn Costin, as well as gold standard practices for peer support, group/individual mentorship, and facilitation of our program.

In addition, Project HEAL recently finished recruitment for the first randomized controlled trial on the effectiveness of peer support with researchers at the Columbia Center for Eating Disorders, and partnered with Anthem to explore reimbursement for Communities of HEALing in New York City.



THE SOLUTION

Solution #2: Treatment Access

Seventy percent of the 30 million Americans who suffer with eating disorders do not receive treatment. **We are on a mission to change that.**

Project HEAL believes that everyone deserves the chance to fully recover from an eating disorder, regardless of income, insurance plan, race, age, education level, gender, or sexual orientation.

When Project HEAL began, we focused aggressively, but narrowly, on awarding grants to ED sufferers who could not otherwise afford clinical treatment. To date, Project HEAL has funded over 100 recipients to receive comprehensive care. Thanks to the generosity of our HEALers Circle providers that donate care to at least one Project HEAL applicant each year, we're able to treat to outcome.

We are working towards a day when we can help all of the hundreds of applicants who apply each year for treatment access grants.

What is the "treat to outcome" model?

Treat to outcome means that patients stay in treatment until their treatment team believes they're ready to step down. *Sound obvious?* It is. It's a no-brainer, but many insurance plans still cut coverage based on one-size-fits-all measures of wellness, leaving many without care when they haven't yet made the gains necessary to sustain recovery.





While treatment access grants are an important part of helping sufferers on their journey to recovery, we know that scaling direct monetary aid is prohibitively expensive and therefore have begun working towards more systemic change.

Since the passage of the Mental Health Parity and Addiction Equity Act in 2008, eating disorder treatment is legally required to be covered by insurance, but there remains a huge gap in education and enforcement. To extend our reach and support all applicants, Project HEAL partnered with the Kennedy Forum in 2018 to begin building a model mental health parity enforcement program.

We are working to understand where current gaps in care are occurring and to remedy these gaps through health insurance navigation, education, enforcement, appeals, and robust partnerships.



FIND A CHAPTER IN YOUR AREA

American University
Boise
Boston
Central New Jersey
Chicago
Denver
Elon
Midlands of South Carolina
Minneapolis/St. Paul
New York City
North Texas
Ohio State University
Phoenix
Rhode Island
San Diego
San Francisco
Santa Barbara
Saratoga Springs
Seattle
Southeast North Carolina
Southern Arizona
Southern California
Southern Minnesota
Southern Oregon
Spokane
Suffolk County
SUNY New Paltz
Tulane University
University of Central Florida
University of Cincinnati
University of Delaware
University of Maryland
University of Miami
University of Pennsylvania
University of Pittsburgh
University of South Florida
University of Washington
University of Wisconsin - Madison
West Virginia University



CHAPTER NETWORK

Local Chapters and Community Volunteers

Project HEAL has over 40 chapters on college campuses and in communities across the United States committed to our mission. Historically, our chapters have been focused on fundraising and awareness raising. However, as we focus on a growth strategy that utilizes our chapters and local support systems to deliver our programming, the skills and resources needed at the local level are shifting.

We have developed a framework for “high capacity chapters,” marked by having the resources necessary to not only sustain their local chapter, but to conduct a Community Needs Assessment (CNA). During the CNA process, chapters will identify local gaps in care that could be filled strategically by our Treatment Access and Communities of HEALing programs, and assess opportunities and resources needed to fill those gaps.



Our power is in our people. Just as we know that patients are their own best recovery advocates, we also understand that local communities are best positioned to respond to the needs of their people. We are committed to supporting local leaders in developing adaptive strategies that respond to the unique needs of their communities.

- Kristina Saffran, Co-Founder and CEO

This model will equip our chapters to identify the real needs of their community, develop meaningful local partnerships, deliver our programs, and assess the effectiveness of their efforts. **Ultimately, Project HEAL chapters will be the “go-to” places in a community for individuals and families struggling with an eating disorder to go for help, hope, and healing.**



BOARD OF DIRECTORS

Growing Project HEAL through strategic leadership

Because of the guidance and support of our board of directors, Project HEAL can continue to disrupt the status quo and bring innovative new programs to all stages of recovery. We are so grateful for the wisdom and leadership of our board, as well as the opportunity to attract top talent in the newest additions to our board.

Craig Kramer

Mental Health Ambassador and Chair, Global Campaign for Mental Health, at Johnson & Johnson

Paraag Marathe

President of 49ers Enterprises and Executive Vice President of Football Operations

Brian Beitler

Executive Vice President, Chief Marketing and Brand Development Officer at J.Jill

Donna Friedman

Founder of MUSC Friedman Center for Eating Disorders at the Medical University of South Carolina

Amanda Crew

Actress and eating disorder recovery advocate

Jenna Tregarthen

Recovery Record CEO and Co-Founder

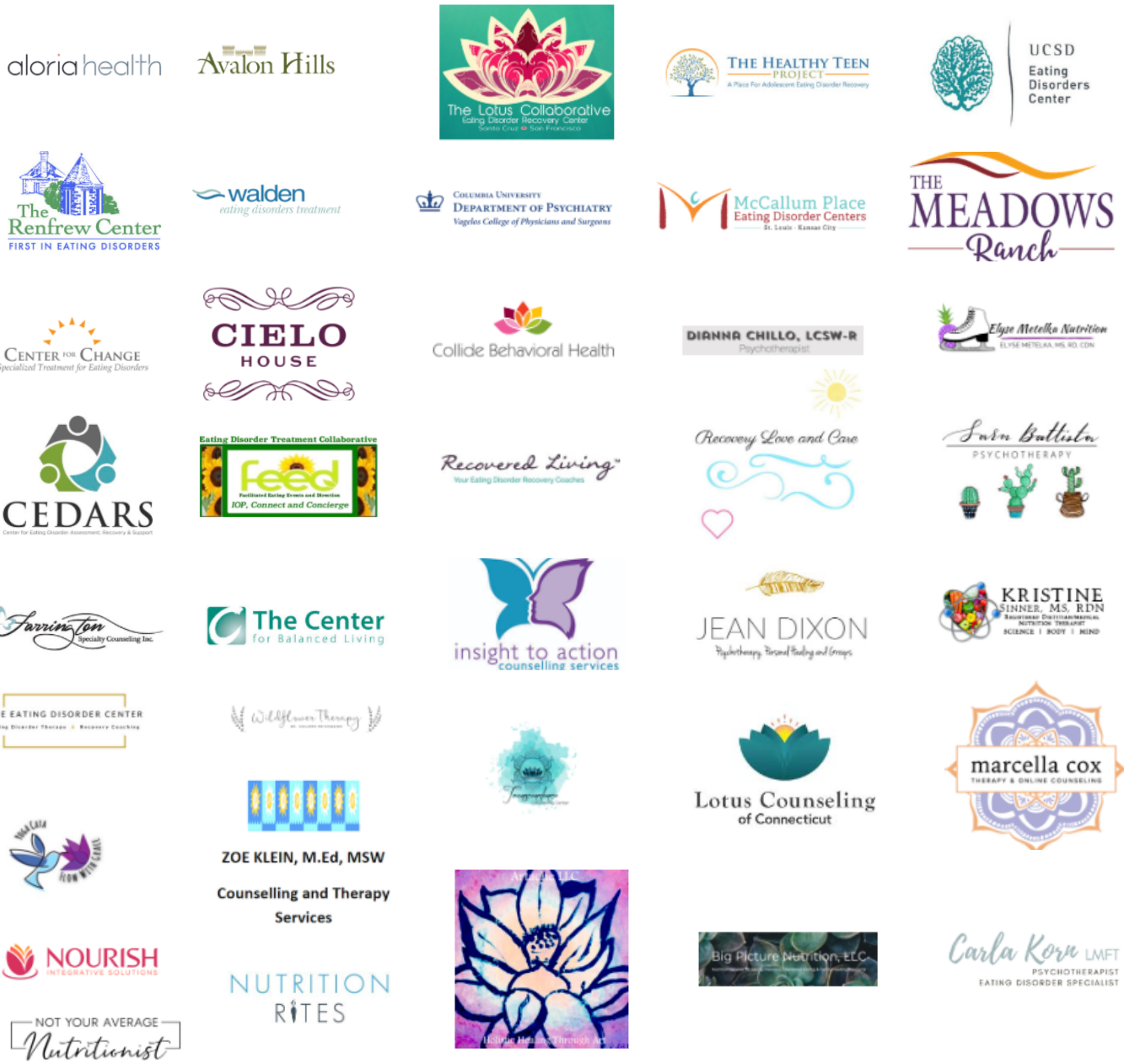
Elizabeth Sarquis

CEO and Co-Founder of Global Gaming Initiative, LLC and Jukko



Thank You to Our HEALers Circle!

The HEALers Circle is a national network of eating disorder treatment providers that generously donate their time and services to Project HEAL grant recipients.



Thank You to Our Sponsors!



**DOUG
LEIBINGER
TEAM**



FINANCIALS

FY18 Revenue and Expenses

REVENUE

| | |
|----------------------|-----------------------|
| National Donations | \$468,169.73 |
| Chapter Revenue | \$95,290.62 |
| Event Revenue | \$335,300.35 |
| Foundations | \$256,498.17 |
| Corporate | \$107,780.95 |
| Merchandise | \$12,222.46 |
| Speaking Engagements | \$4,000.00 |
| TOTAL REVENUE | \$1,279,262.28 |

EXPENSES

| | |
|---------------------------------|-----------------------|
| Mission Programs & Services | \$450,695.00 |
| <i>Treatment Access Program</i> | \$185,865.00 |
| <i>Communities of HEALing</i> | \$125,318.00 |
| <i>Chapter Support Network</i> | \$139,512.00 |
| Other Program Expenses | \$231,867.00 |
| Fundraising & Marketing | \$187,093.00 |
| Management & Operations | \$177,664.00 |
| TOTAL EXPENSES | \$1,047,319.00 |





Project HEAL's mission is to deliver access to HEALing for all people with eating disorders.

Project HEAL
theprojectheal.org