



THE PHOENIX

2021 ANNUAL REPORT
THEPHOENIX.ORG

THE NEED

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 40 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.



1. Esser, M.B., et. al, (2020). Deaths and years of potential life lost from excessive alcohol use—United States, 2011–2015. *Morbidity and Mortality Weekly Report*, 69(30), 981.

2. SAMHSA, 2021.

3. Best, D. (2012). *Addiction recovery: a movement for social change and personal growth in the UK*. Brighton: Pavilion Publishing.



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 is an innovative nonprofit organization that helps anyone impacted by substance use heal by leveraging the intrinsic transformative power of social connection and activity.

Through group fitness, meditation, running, climbing, hiking, music, book club, and other meaningful activities, The Phoenix combats the isolation, shame, and hopelessness that often surrounds substance use 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 15 years, The Phoenix has grown from a small community serving a few dozen people in Boulder, to a growing national movement.



SCOTT STRODE
Founder and Executive Director

Our Board

Don Fertman
Gregory Sheindlin
Scott Strode
Dave Gann
Lorna Donatone
Alan Vorwald
Lauren McCann

A LETTER FROM OUR EXECUTIVE DIRECTOR AND FOUNDER

While 2021 was a yet another trying year for our community and for our world, I am both honored and proud to say that The Phoenix organization as a whole and as individuals embodied one of my favorite quotes:

Between stimulus and response, there is a space. In that space is our power to choose our response. In our response lies our growth and our freedom.
Viktor E. Frankl

Despite the incredible challenges faced through the various surges of COVID-19, we find ourselves on the precipice of rapid, hockey-stick growth. The Phoenix served 27,668 new members in 2021—our most impactful year yet from a new member perspective.

In 2021 alone, we served more new members than we did in the first 10 years of The Phoenix.

This is happening, it's happening fast, and we are ready.

The lasting effects of the pandemic— isolation, disconnection, loss— have undoubtedly and horrifically accelerated the substance use epidemic in our country and abroad, and it is all our responsibility to fight it, together. As this urgent need for recovery support in today's environment builds, we too are growing in size and impact, braced to take on this challenge, not alone, but

with our community, allies, supporters, and partners.

Volunteers are core to our mission and the path we are taking to drive this rapid yet sustainable growth. We intentionally launched our volunteer engagement strategy this year, hiring dedicated staff and building out a thoughtful process for intake, onboarding, and supporting Phoenix volunteers. Our volunteers now have the tools and support necessary to seamlessly bring their talents and passions to their communities—not only to drive impact for The Phoenix, but perhaps more importantly, to provide a supportive space for them to self-actualize. Through this strategy, 532 new volunteers were activated and trained in 2021, impacting 7,471 community members and leading 6,320 Phoenix events around the country. With an acute focus on training, support, and instilling our core values, we continue to drive confidently towards our 2022 goal of 2,000 volunteers activated.

We also launched our mobile app this October—a technological and community-driving advancement that we are extremely proud of and that is rapidly driving impact, with 6,272 downloads in 2021, ~50% being net new members to our community. The Phoenix app brings to life in a meaningful way our core value propositions, connection, meaningful activities, and community, to members anywhere, at any time. We launched with a core set of functionalities: a class

finder, a sobriety tracker, groups based on location and shared interests, and CONNECT, which allows community members to connect 1-1 to provide mutual support. We will be expanding this functionality in 2022 as well as partnering with other apps in our space, with the vision of becoming a leader in recovery technology.

2021 has been a year of hardship, but in that hardship, we have been further empowered to drive deeper toward our mission of impacting one million people in recovery. We have made tremendous strides and we have big goals for 2022.

We could not and cannot do this alone. From the bottom of my heart, thank you for being a part of this movement—we are stronger together.

Scott Strode

Founder and Executive Director

WHO WE SERVE

A movement where together, we're stronger.

We serve individuals at all stages of recovery. Our national community includes individuals from all backgrounds and lived experiences, including high-risk populations such as:



U.S.
Veterans



Incarcerated
Individuals



Treatment
Centers



Individuals Experiencing
Homelessness



And Many
More



Justice system
involvement



Living in
poverty



Women



Identity as a member of
the LGBTQ+ community



Active military
or veterans



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



**"PRIDE IN MY RECOVERY WAS THE MOST IMPORTANT
MUSCLE THAT I STRENGTHENED IN THOSE FIRST CLASSES,
AND CONNECTION WITH THE PHOENIX COMMUNITY IS
HOW I GREW STRONGER"**

Liz
Tampa, FL

OUR IMPACT

We find strength in numbers.

77,669

Total people served since 2006

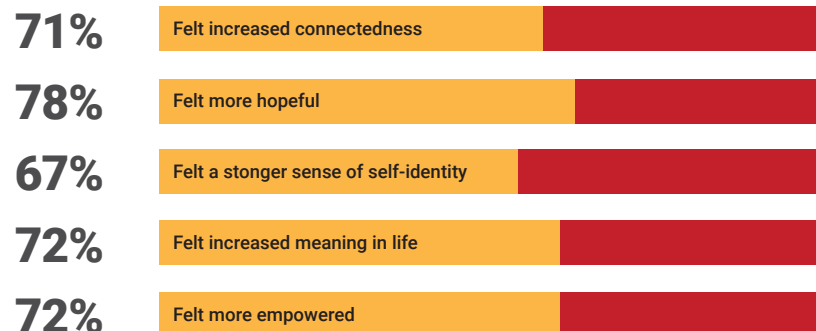
27,668

New members in 2021



For those new to recovery*

3 months after starting The Phoenix program



After three months of participation in The Phoenix, members are asked to report retrospectively on their sense of CHIME (when joining The Phoenix versus now). The figures reported here are the percentage of individuals new to recovery, who report positive change across CHIME.

As The Phoenix membership base has diversified, the CHIME analysis is now categorized into four subgroups, depending on how members self-identify upon joining The Phoenix. It is likely that due to this change in data collection procedures, the analysis of data is affected.

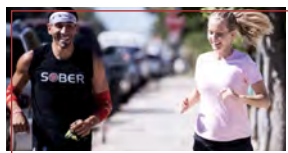
To see more of our 2021 Member Outcomes report, [click here](#).

OUR PROGRAMS



In-person Local Programming

Local classes held in communities around the US and Canada



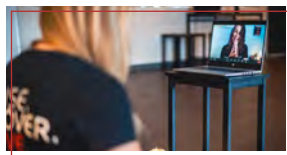
Community Challenges

Online community events that allow individuals to complete activities separately but together with The Phoenix community, such as virtual 5Ks or photography challenges



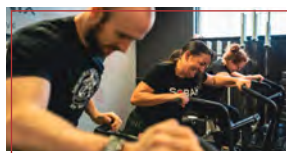
On-demand

The Phoenix programming accessible anywhere, anytime



Live Stream

Virtual classes held daily with over 60 events held each week



NEW CrossFit Community Centers

We've partnered with CrossFit to inspire hope and strength through safe, accessible, and inclusive communities focused on fitness and other meaningful activities. Started in July 2021



Edovo Partnership

Our on-demand content used in prison and jail systems on tablets, expanding the reach of The Phoenix

We lift more than barbells.

324 Classes per week



Yoga



Group Fitness



CrossFit



Biking



Boxing



Running



Music



Meditation



Dancing



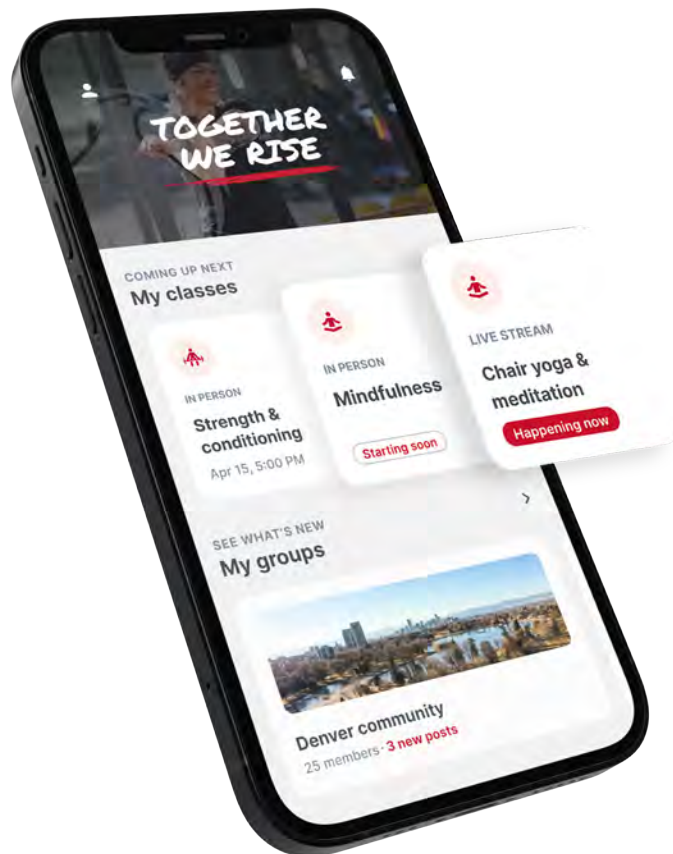
Rock Climbing



Hiking



And more

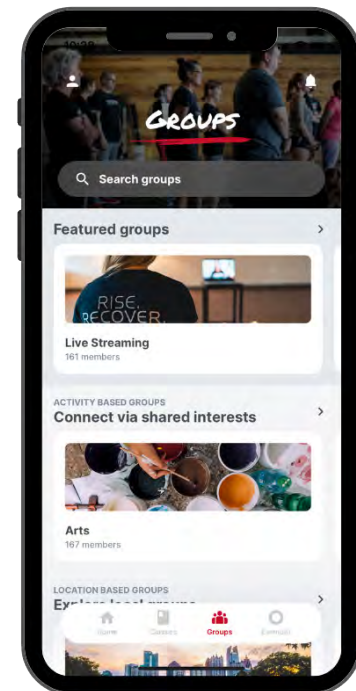


THE PHOENIX APP

Our sober active community, reimagined.

The Phoenix App distills the most essential aspects of our movement—community, shared activities, multiple pathways, and stigma reduction, and delivers them in new and exciting ways to anyone, anywhere.

Sense of community is what makes the Phoenix special. The Phoenix App fosters an ecosystem for members to connect, support, and inspire one-another.



Since the launch of The Phoenix App in **October 2021**, we've seen:

6,272

Downloads
in 2021

3,003

New members
from the app

★★★★★

Avg. review
rating 4.9

50

Groups



Scan this
code to
download
our app
today!



VOLUNTEER. IMPACT. GROW.

**Volunteers are central to
our mission and movement.**



We're building a vibrant community
of people in recovery with support,
hope, and resilience.

In 2021, we launched our
volunteer engagement strategy .



532

**Volunteers Trained
and Activated**



7,471

**People Impacted by
Phoenix Volunteers**



To see more of the amazing
impact by our volunteers in
2021, scan the QR code.



WHERE WE ARE LOCALLY

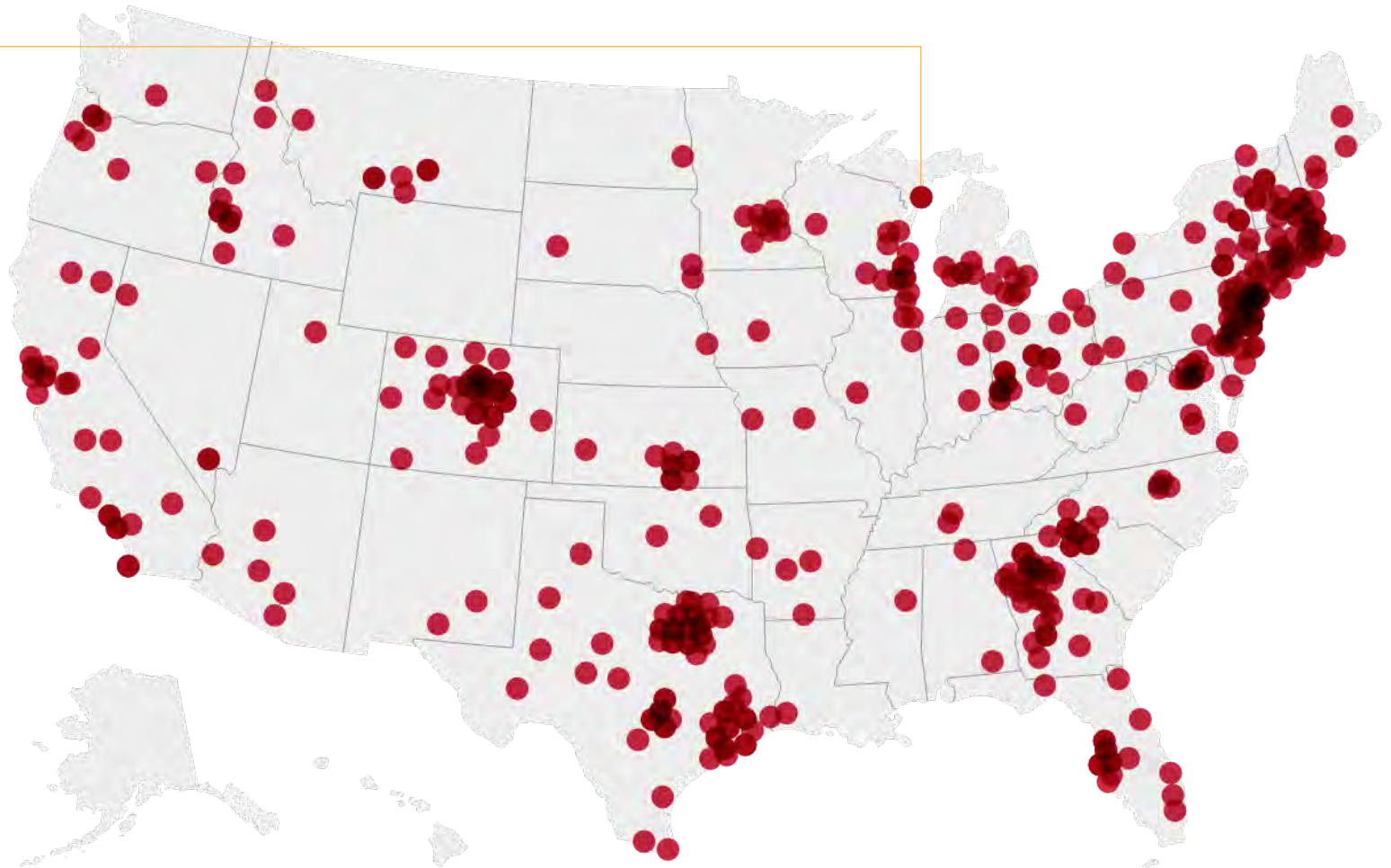
Connected by more than a zip code.

Our 1st Canadian Volunteer Location began programming in October 2021.

36
States

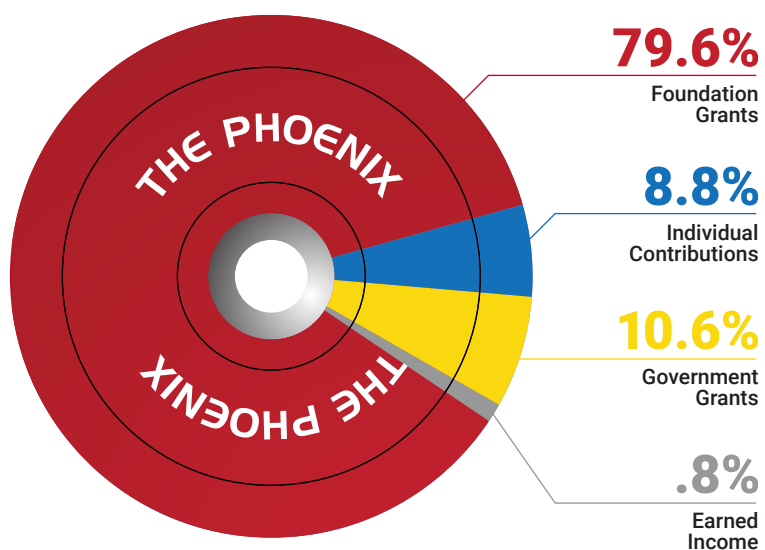
108
Counties

Our virtual programs served members in all 50 states and abroad.

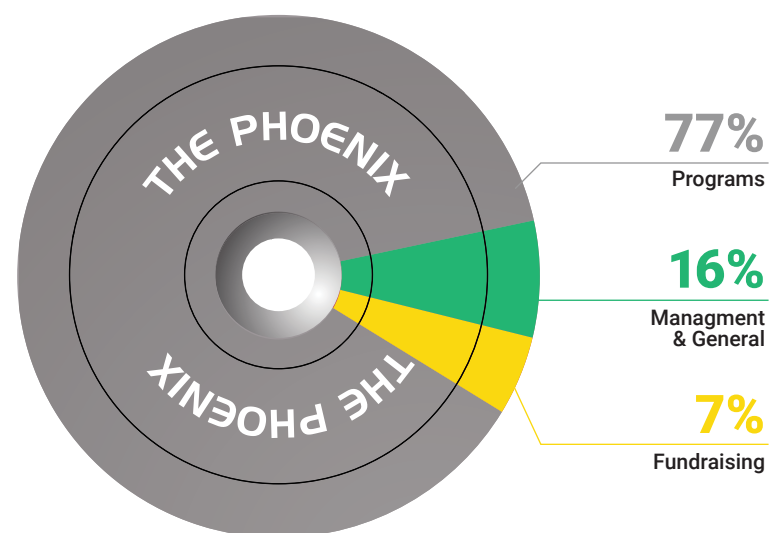


FINANCIAL SNAPSHOT

In 2021, our generous supporters contributed \$15.6 million, a new record for the organization. These resources helped fund critical programs, creating life-changing impact for our members.



\$15.6 Million
Revenue



\$13 Million
Expenses



THANK YOU

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. Together, we will shatter the stigma around recovery.