



COMPASS MARK
SCIENCE-BASED ADDICTION PREVENTION

2022-23

ANNUAL REPORT

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(Cover photo by Melissa Engle)

OUR MISSION

To prevent addiction through education, skill-building, and community mobilization.

OUR VISION

To guide and empower all people toward healthy, fulfilling lives free from addiction.



MESSAGE FROM THE EXECUTIVE DIRECTOR



My two children recently raised a simple, yet rather thought-provoking question at our dinner table: “Dad, what is it you actually do at work?” After offering a quick response about going to meetings, making decisions, working on a computer, I felt a need to consider a deeper level of reflection. What really is at the core of my daily activity at Compass Mark?

Prevention is most effective when delivered from a foundation of relationships and personal connections. In my work each day, I am honored by the opportunity to connect with so many extraordinary individuals. People walking alongside friends and family members who are experiencing the impacts of addiction. Youth in our school-based programs who are learning life skills and modeling resilience through adversity. Dedicated educators and providers who are delivering life-changing services and resources for our community.

For me, each of these “faces” of prevention offers daily inspiration that Compass Mark’s vision – to guide and empower ALL people toward healthy, fulfilling lives free from addiction – is moving forward. It is a privilege to witness the relationships being built by our staff, board members, and community partners as we transform this bold vision into a reality.

Thank you to each of you – our donors and stakeholders – for giving us the opportunity to do this vital work. As you will see throughout the pages of this report, we are truly making an impact together.

With gratitude,

A handwritten signature in black ink that reads "Eric Kennel". The signature is stylized and cursive.

Eric Kennel
Executive Director



BOARD OF DIRECTORS

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Retired Nurse Manager, WellSpan

JUSTIN SNOOK
School Counselor, Hempfield School District

JEFFREY WIMER, PHD
Associate Professor of Wellness and Sports Sciences, Millersville University

JOHN ZESWITZ
Consultant, North Group Consultants



“Students today need healthy coping strategies to navigate life’s challenges. Early prevention programs in schools equip students with the practical tools and skills they can use throughout their lives to increase emotional health and well-being.”
— JEFF WIMER, PHD,
Board Member

WITH GRATITUDE

Your investment in Compass Mark helps us expand our work that changes lives. You enable our dedicated team to respond to the increasing need for prevention programs and addiction-prevention resources in our schools and communities. Your support makes it possible for more individuals to experience the long-term benefits of prevention for years to come. Thank you for believing in our mission.



INDIVIDUALS & BUSINESSES

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Mark Zettlemoyer

POSITIVE CHANGE CONFERENCE SPONSORS

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Joining Forces for Prevention
Lancaster Behavioral Health
Hospital
Messiah University
Mountain Laurel Recovery Center
Naaman Center
PerformCare
The Potter's House
Pure Water Technology
WellSpan Health

EDUCATIONAL IMPROVEMENT TAX CREDIT (EITC) DONORS

First Citizens Community Bank
M&T Bank
Mid Penn Bank
Traditions Bank
Weis Markets, Inc.

FOUNDATIONS/ GRANTS

AMETEK Foundation
Community Foundation
Greater Des Moines
Lancaster County
Community Foundation
Lancaster Law Foundation
The Universal Leaf
Foundation

GOVERNMENT

Chester County Department
of Drug & Alcohol Services
Cumberland-Perry Drug &
Alcohol Commission
Dauphin County Department
of Drug & Alcohol Services
Lancaster County Drug &
Alcohol Commission
Lancaster County Human
Services Block Grant
Lancaster County Prison
Lebanon County
Commission on Drug &
Alcohol Abuse
Pennsylvania Commission
on Crime & Delinquency



OUR WORK, OUR IMPACT

PREVENTION PROGRAMS

Your support of Compass Mark's prevention programs helps students and adults develop critical protective factors needed to prevent addiction. Effective school-based programs help students develop social skills, learn to make healthy decisions, and become positive members of their communities.

We offered these evidence-based and evidence-informed programs in 2022-2023 to the following numbers of students:

CATCH my Breath

2,560

Leaders of Future Generations (LFG)

121

Promoting Alternative Thinking Strategies (PATHS)

1,438

Positive Action

3,598

Project Toward No Drug Abuse (Lancaster Only)

21

Support for Students Exposed to Trauma (Lancaster Only)

25

Skills for Life (Lancaster Only)

85

TERI MILLER-LANDON, MSW
Director of Programs



SHANNON DICANDILO, MED
Program Manager, Chester County

"By providing evidence-based programming for our school districts, we not only offer much needed addiction prevention, we provide skills and tools for students to cope in our current mental health crisis."



MICHELLE SWEITZER, CPS
Program Manager, Lebanon County



MATT WEAVER, CPS
Program Manager, Lancaster County

"As a father of two and with a family history of addiction, I'm glad to be part of a network of people that have daily opportunities to positively impact young people's lives in the communities where my kids are growing up."



TOTAL IMPACT ACROSS LANCASTER, LEBANON, AND CHESTER COUNTIES

28

SCHOOL DISTRICTS

66

TOTAL SCHOOLS

7,848

STUDENTS SERVED

Our **FAMILY SERVICES ADVOCATES** in Lancaster and Lebanon Counties support children of incarcerated parents and their caregivers. Compass Mark implemented Parenting Inside Out, an evidence-based parenting class this year in Lancaster County Prison, designed to strengthen bonds between children and their incarcerated parent. Classes will begin soon in Lebanon County Correctional Facility.

POSITIVE ACTION: In response to deficits in social-emotional skills resulting from remote learning, Compass Mark purposefully brought Positive Action to 3,598 third-graders across Lancaster, Lebanon, and Chester Counties. Positive Action is based on the philosophy that we feel good about ourselves when we do positive actions. Lessons build skills in self-concept, self-management, treating others well, truth-telling to self and others, and ongoing self-improvement.

SUPPORT FOR STUDENTS EXPOSED TO TRAUMA (SSET): Through a partnership with Mental Health America of Lancaster County, and grant funding from the Pennsylvania Commission on Crime and Delinquency (PCCD), Compass Mark expanded the evidence-based trauma group, SSET, for middle school students in Lancaster County.

LEADERS OF FUTURE GENERATIONS (LFG): LFG is a school-based prevention program for youth who exhibit leadership potential to develop strong leadership skills. One part of this program involves the cohorts completing a service project. Here are some examples of projects from last year:

Columbia Middle School – Taylor Campus: Named *The Good Warriors*, students gave presentations to their peers on refusal skills and exit strategies for when they are in uncomfortable situations.

Ephrata Middle School: Named the *Faces of the Future*, students ran booths for residents and families during a Community Day event at Ephrata Manor retirement community.

Landis Run Intermediate School: Named the *Resilient-Seeds*, students created potted plants and cards for residents at Transitional Living Center (TLC), a service of Tenfold that supports people experiencing homelessness.

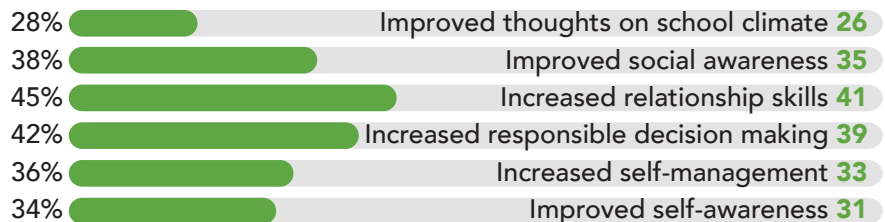


LEADERS OF FUTURE GENERATIONS OUTCOMES

Scales Defined: The graph below shows the number of youth who exhibited a positive change in behavior, as reported by the student, from pre- to post- evaluation.

CHANGES IN BEHAVIORS

● Number of completed Pre/Post Assessments: 92



TRAINING & PROFESSIONAL DEVELOPMENT

STUDENT ASSISTANCE PROGRAM (SAP)

Compass Mark is a Commonwealth-Approved Trainer for the Student Assistance Program (SAP). SAP is designed to assist school personnel in identifying substance use and mental health issues that pose barriers to a student's success, and to implement a plan to help the student overcome those barriers.

943

TRAINED EDUCATORS

13

SAP TEAM MAINTENANCES

27

SAP TEAM TRAININGS

POSITIVE CHANGE CONFERENCE 2023

The goal of our Positive Change Virtual Conference

is to offer practical tools, as well as inspiration and encouragement, to those working in helping professions where addiction is present. Last year's theme, Rebuilding Connection: Creating Resilience, recognized that stress was up in our community, which exacerbates mental health symptoms and substance use. Connections to ourselves, one another, our schools, and neighborhoods must be strengthened to improve our resilience in the face of these issues.

Sponsors, speakers, and 300 attendees met via an interactive platform to gain insight into solutions. Timely keynote presentations on the powerful contribution of nurture and connection to human development were motivating. Breakout sessions offered concrete tools to professionals in the education, addiction, mental health, and social service fields.

2024's theme is Bridging the Gaps: Building Integrated Systems of Care, and will be held on April 3rd and 4th, 2024.

PerformCARE®



Lancaster Behavioral Health Hospital



The conference was held in partnership with



ADDICTION RESOURCE CENTER

Community Outreach

Compass Mark is proud to be one of many organizations serving the greater good in South Central & South Eastern PA. Our goal is to partner with others to further the impact of our prevention programs.

Resources

On our website's "newsroom", our articles and posts highlight trends in the prevention, treatment, and recovery fields, and keep you informed of developments that matter to public health. We collect up-to-date research and fact sheets on addiction prevention, intervention, treatment, and recovery for your easy browsing. We also provide a free, streaming library of addiction-related films for use with clients, employees, or your own education. This service is provided to those who live or work in Lancaster or Chester Counties, PA.

26,142

PRINTED
PUBLICATIONS
DISTRIBUTED

586

INFORMATION AND
REFERRAL CALLS

7,033

HEALTH FAIR
ATTENDEES AT 46
HEALTH FAIRS

1,280

SPEAKING
ENGAGEMENT
PARTICIPANTS

Mental Health Moment

Mental Health Moment was a year-long campaign with WGAL 8 TV and showcased how Compass Mark's prevention work improves mental wellness. Our team chose 12 important topics, from preventing youth substance use, to student mental health support, to tips for loved ones impacted by addiction. Each month from September, 2022 through August, 2023, one of our staff members or a community partner created both a public service announcement and a longer video testimonial, which were housed on WGAL's website. Many thanks to our sponsor, **Donegal Insurance Group**, who made this campaign possible.

TV

238 thirty-second commercials aired on WGAL, and **72** thirty-second commercials aired on EGAL.

183 ten-second promos aired on WGAL.

ONLINE

1,909,734 impressions (total times social media browsers were showed content) were served with **8,291** page views.

TIME SPENT

End users spent an average of **4min and 40** seconds on the page reading the article. The industry average is **1:06** on desktop and **:56** on mobile!

Information & Referral If you or someone you know is struggling with alcohol, drugs, or gambling, our I&R Team connects you with community resources and helps you navigate the options.



PHILANTHROPIC CONTRIBUTIONS

Dear Friends,

As the new Director of Development and Communications, I'm honored to be part of the Compass Mark team and appreciate the foundation set by former director, Danielle Figueroa. Every day I see the transformative work that our passionate, dedicated team of specialists do in our communities.

While not responsible for the 2022-2023 fundraising efforts, I'm happy to report that last year was the most generous one for philanthropic contributions!

A culture of giving isn't always financial, though. The greatest support you can offer is to be an ambassador for Compass Mark. If you believe in our mission, please help spread the good word in your community.



I look forward to the year ahead and the opportunity to serve at Compass Mark.

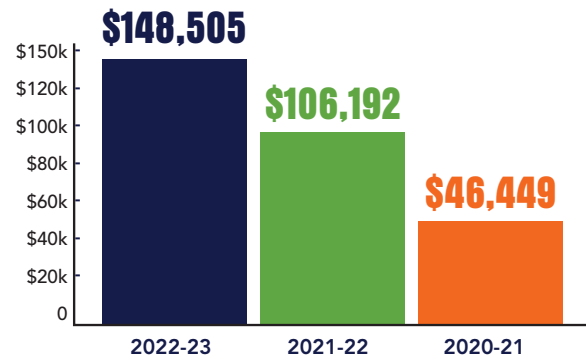
Take care,

Tim Steffen

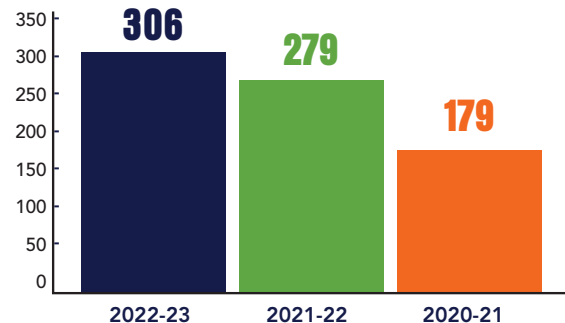


YOUR IMPACT

TOTAL CONTRIBUTIONS BY YEAR



NUMBER OF DONORS BY YEAR



SHOWCASING DONOR SUPPORT



EXTRAGIVE

The **2022 ExtraGive** broke previous records for Compass Mark, totaling \$49,425.00 in donations in one day! Many thanks to all who made this an extraordinary day of giving, including our **matching sponsors**: Kitchen Kettle Village, Design Data, PerformCare, Murray/Assured Partners.

Board Members: Kevin & Suzanne Bradley, Doug & Kate Brossman, Dr. Lewis Jury, Mark Zettlemyer

EDUCATIONAL IMPROVEMENT TAX CREDIT - EITC

Do you own a business? As an individual or household, do you pay \$3,500 or more in PA taxes? If yes, you are eligible to participate in PA's EITC program to receive a state income tax credit equal to 90% of your donation. These credits will reduce your state tax liability on a dollar-for-dollar basis. The remaining 10% of the payment is also eligible for a federal charitable contribution deduction. Participation is as easy as writing a check to Compass Mark. Contact Tim Steffen to discover more about this tremendous opportunity to leverage a donation to Compass Mark, a state-approved Education Improvement Organization.

We're thankful for the following EITC donors who helped support our Leaders of Future Generations Program with their generous gifts:



PRIORITY #1

Program Growth & Enhancement

GOAL 1: Strengthen program evaluation to ensure evidence based outcomes.

GOAL 2: Develop a comprehensive plan for school-based prevention based on community needs.

GOAL 3: Expand training services to educate providers on specialized topics & emerging trends.

PRIORITY #2

Advancement, Marketing & Partnerships

GOAL 1: Launch a diversified annual fund development initiative.

GOAL 2: Establish & market a collaborative funding model for school-based prevention programs.

GOAL 3: Initiate strategic partnerships & enhance coordination with mental health service providers.

PRIORITY #3

Systems, People & Culture

GOAL 1: Strengthen administrative processes to increase capacity for Student Assistance Program training.

GOAL 2: Increase investment in staff training & leadership development.

GOAL 3: Deepen organizational commitment to our core value of being "Inclusive."

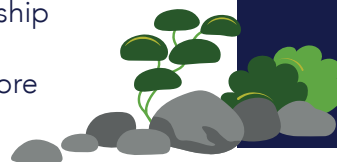
STRATEGIC PLANNING 2023 - 2026

This past year, Compass Mark engaged our Board of Directors, staff, and community partners to develop a three-year strategic plan. This process was designed to provide clear direction for Compass Mark and deepen our commitment to delivering effective prevention programs that are responsive to the needs of our stakeholders.

Many thanks to our community partners who engaged in this process, including more than 50 individuals who attended focus group sessions, our Board of Directors, and our staff. We value your input and investment. We couldn't have done this without you!

We are grateful to the Lancaster County Community Foundation for their generous grant and Dr. Ron Mahurin of Design Group International for his expert facilitation.

As you'll see, the priorities identified in this new strategic plan will provide clear direction to our team as we pursue our mission together with you in the community.





WAYS TO GIVE

There are many ways to support Compass Mark's mission.

- Make a secure one-time or monthly recurring gift online at compassmark.org
- Mail your gift to Compass Mark at 1891 Santa Barbara Drive, Suite 104, Lancaster, PA 17601
- Educational Improvement Tax Credit (EITC) Program (*see p. 13*)
- Leave a local legacy for addiction prevention by including Compass Mark in your estate planning. Speak with your financial advisor and then contact Tim Steffen.

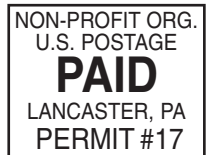
Contact Tim at: 717.299.2831 x227
or tsteffen@compassmark.org.



COMPASS MARK

SCIENCE-BASED ADDICTION PREVENTION

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