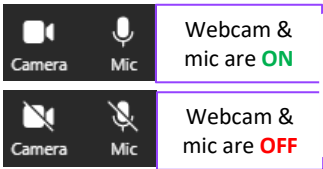


Shatterproof All Volunteer Call

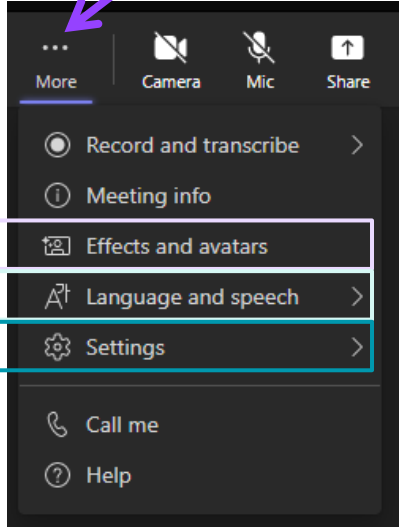
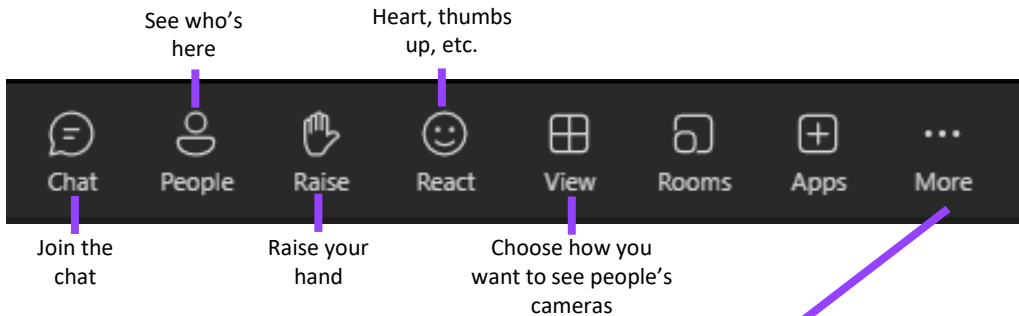
June 2025



Very important to pay attention to status of webcam & mic

NOTE: Everyone will start off **muted**, please unmute to speak up during discussion sections.

Microsoft Teams Tips & Tricks



Agenda

- Mission-Focus
- Meet & Greet
- Future Vision
- Functional Insights
- Next Steps & Closing





Mission

Shatterproof provides trusted guidance to communities, removes systemic and social barriers to recovery, and mobilizes the country to advocate for change and to end addiction stigma.

Vision

Shatterproof is a national nonprofit that believes no one should suffer or die from a substance use disorder – a preventable and treatable disease.

Shatterproof Pillars



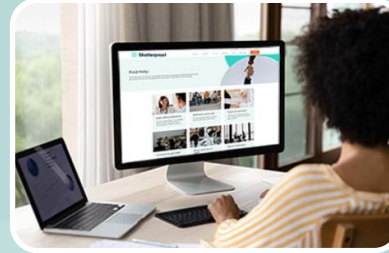
Transforming addiction treatment

We're changing the healthcare system so everyone has access to science-based treatment that works.



Ending addiction stigma

We're shifting attitudes and behaviors to remove the stigma that surrounds our loved ones with this chronic illness, and their families.



Educating & empowering communities

We're providing helpful information and resources to support all those who are touched by addiction.



Making it happen through advocacy

From state legislatures to Capitol Hill, we're creating policy change that will help more Americans recover.

Welcome & Introductions

- Staff Introductions
- Introduce yourself in the chat!
 - Name
 - Location
 - How long you've been engaged with Shatterproof.





Meet & Greet



Gab Tuggle

Director of
Volunteer
Engagement

Peer to Peer



Kelsey Luchey

Senior Director
of Fundraising
Strategy &
Operations

Peer to Peer



Jody Bogle

Senior Director
of Community
Engagement

Stigma



**Kristen
Pendergrass**

Vice President
of State Policy

Public Policy



**Laura
Whitaker**

Manager of
Outreach &
Communication

Treatment Atlas



Future Vision Volunteer Engagement

Volunteerism is the heartbeat of Shatterproof – loud, visible, and impossible to ignore.

Tier 1 – Mobilizers

Tier 2 – Connectors

Tier 3 – “Ambassadors”





Functional Insights

Peer-to-Peer

- Peer to Peer: Shatterproof Walk, Team Shatterproof, CYOF
- Shatterproof's Walk to End Addiction Stigma is kicking off at the end of September in 6 cities across the U.S.
 - New fundraising incentives
 - Enhanced Event Experience
- How to engage?
 - Volunteer opportunities are live!
 - Support the committee
 - Lead a Community Team



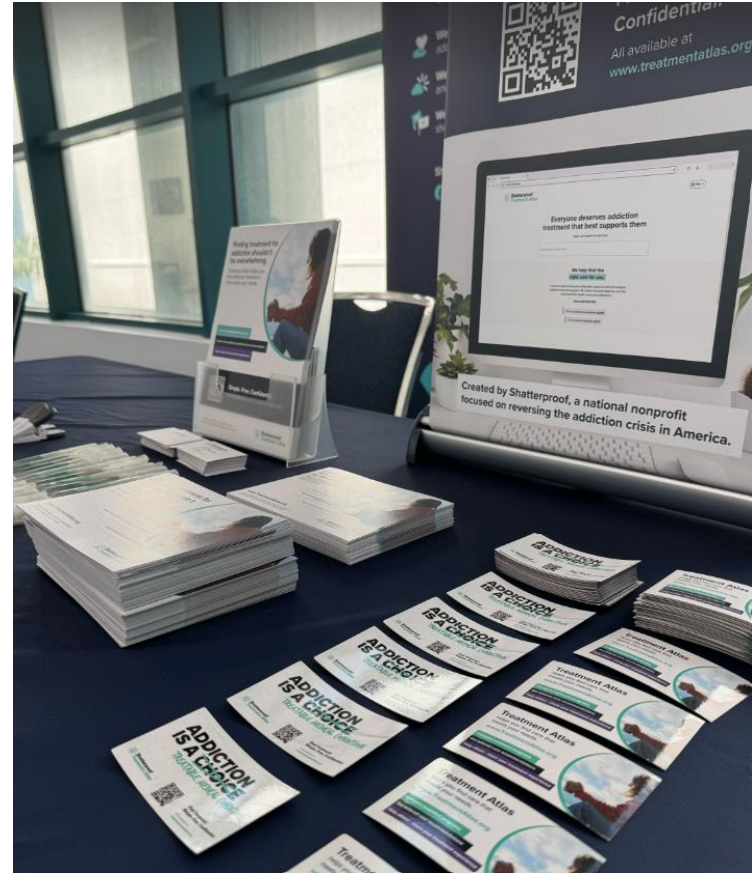
Policy

- Federal, State, Local
- Prevention, Treatment, Recovery, Harm Reduction, and Opioid Settlement Funds
- Shatterproof Priorities:
 - Save Lives through Prevention
 - Quality Care for All
- Individual Opportunities



Treatment Atlas

- Free, online locator available to anyone seeking SUD treatment, either for themselves or someone else
- Display data from over 4,000 SUD treatment providers, across 14 states (CA, CT, DE, FL, IN, LA, MA, NJ, NY, NC, OK, PA, WV and WI)
- Focus:
 - Sustainability and Expansion
 - Provider Engagement
 - Community Awareness
- Outreach Goals:
 - Collect stories (testimonials and PES)
 - Increase Awareness
 - Build relationships (boots on the ground, tabling events)



National Stigma Initiative

- A multi-pronged movement designed to address the stigma experienced by people with substance use disorders (SUDs).
- Works closely with state organizations, community organizations, and individuals to overcome addiction stigma that millions of Americans face each day.
- Addresses four types of stigma: public stigma, structural stigma, self-stigma, and stigma around treatment and tools (i.e., MOUD and naloxone).
- Shatterproof developed a research-driven strategy to conduct the largest, most expansive survey ever fielded on addiction stigma and developed the Shatterproof Addiction Stigma Index (SASI), a [first-of-its-kind evaluation tool](#) to measure these types of stigma on a national scale as well as on state and local levels.
- Shatterproof's evidence-based stigma initiatives work to change knowledge, attitudes, and ultimately, behaviors. When people with SUDs are treated without judgment, they are more likely to utilize life-saving medications, explore resources and treatment, and talk to a person they trust about their substance use.



1 Qualitative/Qualitative Data Collection

- Conduct Key Informant Interviews
- Collect secondary research & data
- Field SASI Baseline Survey

Campaign

- Changes in Addiction Stigma Over Time
- Differences in Addiction Stigma by Campaign Exposure

4 Measurement

Build Capacity 2

- Community Partnerships
- Develop a Community Impact Committee

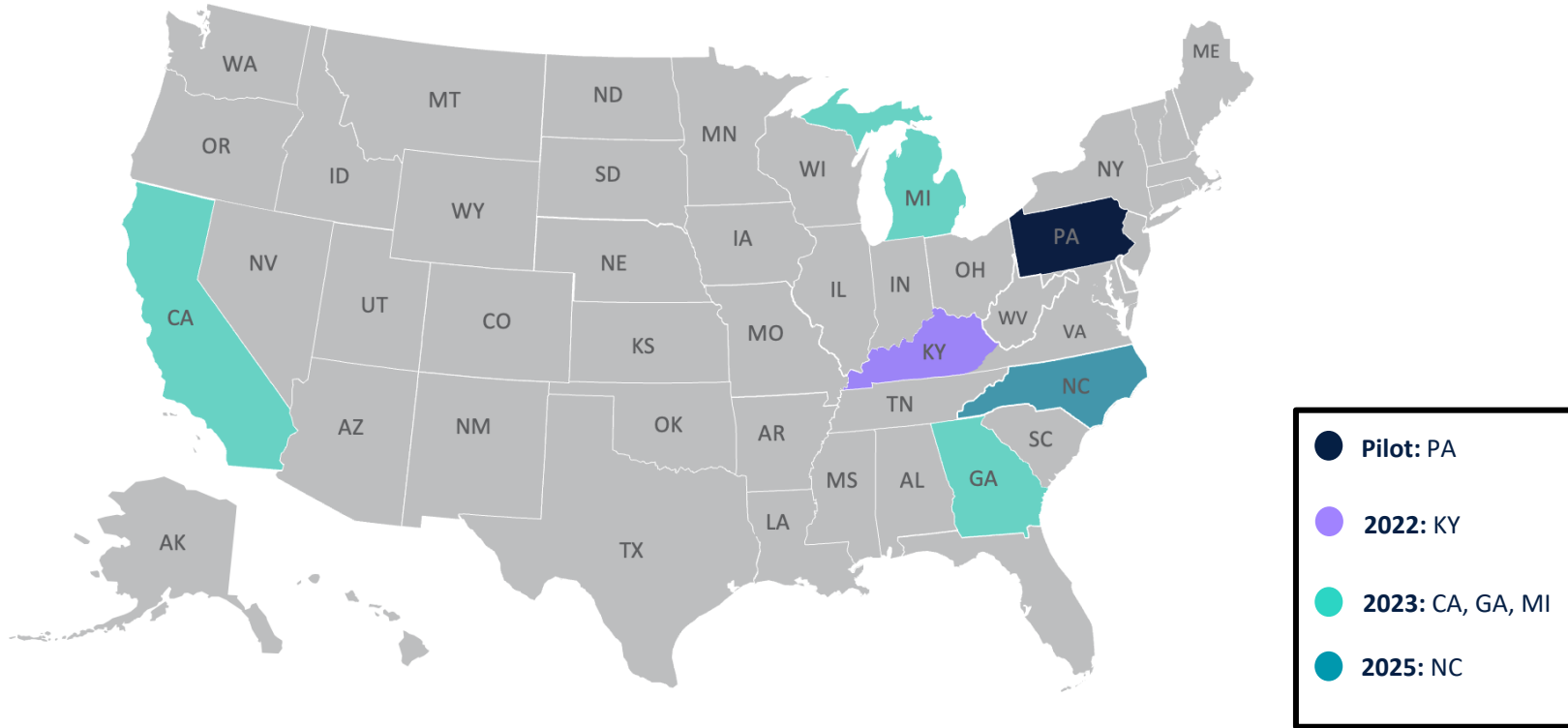
Engagement

- Monitor & Evaluate Campaign Messaging, Resources, & Events
- Story Collection/ Framework
- Organic & Paid Social Media
- Webinars & Resource Sharing

Delivery of Content 3



Community Campaign Footprint





Next Steps & Closing

Volunteer Portal – Galaxy Digital

<https://shatterproof.galaxydigital.com/user/dashboard/>

The screenshot shows the Shatterproof Volunteer Portal dashboard. At the top, there is a navigation bar with links for 'RETURN TO OUR WEBSITE', 'MANAGER', 'CALENDAR', and a user profile icon. Below the navigation bar is a banner featuring the Shatterproof logo and the tagline 'Stronger than addiction', along with three photos of volunteers. The main content area displays a welcome message: 'Welcome back, Gabrielle! Here's your volunteer snapshot for June 26, 2025'. A large modal window is overlaid on the dashboard, titled 'Hey Gabrielle! Welcome to Shatterproof.' and containing the text: 'This is your snapshot. There's not much to look at now. Use the links below to get started.' The modal includes two buttons: 'SIGN UP TO VOLUNTEER' and 'BROWSE PROGRAMS'. A sidebar on the left contains navigation links for 'DASHBOARD', 'OPPORTUNITIES', 'PROGRAMS', 'WALKS TO END ADDICTION STIGMA', 'CONNECTION CALL CREW', 'COMMUNITY ENGAGEMENT CHAMPIONS', and 'SUPPORT & ANSWERS'. The bottom of the page shows a 'Suggested Opportunities:' section and a footer with the address '68 Grove St #2, Asheville, NC 28801' and a map.

Shatterproof
Stronger than addiction

RETURN TO OUR WEBSITE | MANAGER | CALENDAR | USER PROFILE | HELP

WELCOME BACK, GABRIELLE! Here's your volunteer snapshot for June 26, 2025

Hey Gabrielle! Welcome to Shatterproof.
This is your snapshot. There's not much to look at now. Use the links below to get started.

SIGN UP TO VOLUNTEER | BROWSE PROGRAMS

Click here for information about how to use this site.

68 Grove St #2
68 Grove St #2, Asheville, NC 28801

Omni Grove Inn & Spa

19



Dates to Know

Walk Go Live Day – April 1

- Chicago (9/27)
- Boston (10/4)
- DC (10/18)
- NYC (10/25)
- LA (11/8)
- Dallas (11/15)

Endurance Events

- Marine Corps Marathon in Washington DC (10/26)
- NYC Marathon (11/2)

Other Fundraising Events

- Shatterproof Classic (9/26)
- Walk Your Way
- Create Your Own Fundraiser

Awareness Days/Weeks/Months

- International Overdose Awareness Day (8/31)
- National Recovery Month (September)





Thank You!

Volunteer@Shatterproof.org