

All Volunteer Call

June 2025 – Notes



Agenda/Overview

The June 2025 All Volunteer Call included the vision statement guiding the development of the new Volunteer Purpose Statement and the introduction of our new Volunteer Engagement Strategy, including the three-tiered model. We also heard from several Shatterproof teams – including Peer-to-Peer, Policy, Treatment Atlas, and Stigma – who shared exciting updates and ways volunteers can get involved in their work. **Questions?** Contact Volunteer@Shatterproof.org

Presenters:

Gabrielle Tuggle – Volunteer Engagement Director

Kelsey Luchey – Sr. Director of Fundraising Strategy & Operations (Peer-to-Peer)

Jody Bogle – Sr. Director of Community Engagement (Stigma)

Kristen Pendergrass – VP of State Policy (Advocacy)

Laura Whitaker – Manager of Outreach & Communication (Atlas)

Notes

Meeting Introduction

Gabrielle welcomed participants to the first Shatterproof All Volunteer Call of 2025, explaining the format and tools available in Microsoft Teams, and encouraging participants to introduce themselves in the chat.

Shatterproof's Mission and Vision

Gabrielle shared Shatterproof's mission to provide trusted guidance to communities, remove systemic and social barriers to recovery, and mobilize the country to advocate for change. She also highlighted the organization's vision that no one should suffer or die from substance use disorder, a preventable and treatable disease.

- **Mission Statement:** Gabrielle read Shatterproof's mission statement, emphasizing the organization's commitment to providing trusted guidance to communities, removing systemic and social barriers to recovery, and mobilizing the country to advocate for change.
- **Vision Statement:** Gabrielle highlighted Shatterproof's vision that no one should suffer or die from substance use disorder, describing it as a preventable and treatable disease. She expressed the importance of this vision in guiding the organization's efforts.
- **Volunteer Involvement:** Gabrielle invited volunteers to reflect on what the Shatterproof mission means to them and to share their stories in future calls. She encouraged

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volunteers to email her or post in the chat if they were interested in sharing their experiences.

Volunteer Engagement Strategy

Gabrielle introduced the new [volunteer engagement strategy](#), which includes three tiers of engagement: mobilizers, connectors, and ambassadors. She emphasized the importance of volunteerism at Shatterproof and the goal to provide structure, support, and opportunities for volunteers to make a difference.

- **Three Tiers:** Gabrielle introduced the three tiers of volunteer engagement: mobilizers, connectors, and ambassadors. She explained that these tiers reflect different ways volunteers can engage with Shatterproof's mission, with mobilizers being the entry-level tier for all volunteers.
- **Importance of Volunteerism:** Gabrielle emphasized that volunteerism is the heartbeat of Shatterproof, describing it as loud, visible, and impossible to ignore. She highlighted the importance of volunteers in building the organization's impact.
- **Structure and Support:** Gabrielle committed to providing volunteers with the structure, support, and opportunities they need to make a difference. She mentioned that the strategy was developed based on volunteer feedback and aimed to turn their passion into action.
- **Mobilizers Focus:** Gabrielle focused on the mobilizers tier, explaining that it includes quick, impactful actions that require no training. She mentioned examples such as sharing resources, writing cards, and showing up to events, encouraging volunteers to start making a difference immediately.

Peer-to-Peer Team Overview

Kelsey provided an overview of the [peer-to-peer team](#), which focuses on community building and fundraising for Shatterproof's mission. She highlighted the Walk to End Addiction Stigma, Team Shatterproof endurance program, and Create Your Own fundraising program as key initiatives.

- **Team Overview:** Kelsey described the peer-to-peer team as small but mighty, consisting of seven people. The team focuses on community building and fundraising for Shatterproof's mission through various initiatives.
- **Walk to End Addiction Stigma:** Kelsey highlighted the Walk to End Addiction Stigma, which takes place in six cities across the US and virtually. She mentioned the new fundraising incentives, enhanced event experience, and the goal of bringing communities together to end addiction stigma.

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- **Team Shatterproof:** Kelsey discussed Team Shatterproof, the endurance program that includes events like the Marine Corps Marathon, New York Marathon, and the upcoming Tokyo Marathon in 2026. She encouraged volunteers to participate in these events.
- **Create Your Own Fundraising:** Kelsey mentioned the Create Your Own fundraising program, where individuals can develop their own fundraisers and awareness opportunities for Shatterproof. The team provides support for these initiatives.

Policy Team Overview

Kristen discussed the [policy team's](#) work on state and federal advocacy, focusing on saving lives through prevention and ensuring quality care for all. She mentioned their efforts in behavioral health integration, behavioral health parity, and supporting the criminal justice population.

- **Team Composition:** Kristen explained that the policy team consists of three people who handle advocacy at both the state and federal levels. She mentioned that her boss, Kevin, focuses on federal issues, while she and her colleague Leah handle state advocacy.
- **Advocacy Focus:** Kristen highlighted the two main pillars of their advocacy work: saving lives through prevention and ensuring quality care for all. She explained that their prevention efforts include implementing common-sense regulations around recreational marijuana and building out a more expansive prevention advocacy effort.
- **Behavioral Health Integration:** Kristen discussed their work on behavioral health integration, ensuring that people can access substance use disorder services at their primary care offices. She also mentioned their efforts to achieve behavioral health parity, making sure that substance use disorder and mental health services are covered by insurance in the same way as physical health services.
- **Criminal Justice Population:** Kristen emphasized their focus on supporting the criminal justice population, ensuring that individuals leaving incarceration have warm handoffs and can continue their treatment and receive the care they need. She highlighted the increased risk of overdose for this population.

Treatment Atlas Overview

Laura explained the [Treatment Atlas](#), a free online treatment locator available in 14 states. She emphasized the importance of spreading awareness about Atlas and encouraging individuals to use the resource to find treatment for substance use disorder.

- **Atlas Overview:** Laura described the Treatment Atlas as a free online treatment locator available to anyone searching for substance use disorder care. She mentioned that it currently includes data from over 4000 treatment providers across 14 states.

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- **Search Functionality:** Laura explained that users can search for treatment directly or take an anonymous brief screener to determine their level of care. The platform allows users to filter treatment programs based on payment options, special populations served, and best practices available.
- **State Engagement:** Laura highlighted the state engagement team's role in spreading awareness of Atlas and ensuring its sustainability in current states. She mentioned their efforts to expand Atlas to new states and work closely with the treatment provider community to keep data accurate and up-to-date.
- **Community Awareness:** Laura emphasized the importance of volunteers in spreading the word about Atlas within their communities. She encouraged volunteers to share their stories, promote Atlas as a free resource, and build relationships with organizations to increase awareness and utilization of the platform.

Stigma Team Overview

Jody described the [stigma team's](#) efforts to address different types of addiction stigma through public health campaigns in various states. She highlighted the importance of community engagement and the opportunities for volunteers to support the team's work.

Volunteer Portal Introduction

Gabrielle introduced the [new volunteer portal through Galaxy Digital](#), explaining how volunteers can create profiles, sign up for opportunities, and track their volunteer hours and impact. She encouraged participants to explore the portal and stay engaged with Shatterproof's work.

Follow-up tasks:

- **[Facebook Group Monitoring](#):** Check the Facebook group to ensure no one is posting about having issues.
- **[Volunteer Story Sharing](#):** Share the link for volunteers to submit their stories.
- **[Volunteer Portal Profile Creation](#):** Send instructions for creating a profile on the new volunteer portal through Galaxy Digital. (Gabrielle)