



WELCOME TO OUR

Shatterproof Volunteer Newsletter

KEEPING YOU IN THE LOOP AS WE BUILD SOMETHING EVEN STRONGER, TOGETHER.

Dear Volunteers,

Hard to believe we're already closing out February. This year is moving quickly, and so much of that is because of the momentum *you* bring and inspire the organization to embody more of. Every time one of you shows up - big, small, or somewhere in between - you keep this mission moving forward. And I hope you truly feel how appreciated you are, not just by our team but in the communities you touch.

As we wrap up this month, I'm especially grateful for the way you continue to lean in with heart, curiosity, and commitment. We have exciting things ahead, including the Mobilizer launch I'll be rolling out in early April, and I can't wait to equip you with even more tools and connection to fuel the work you care about.

Here's what you'll find in this month's newsletter:

- Highlights from volunteers supporting Shatterproof's Hospitality Reception
- Application details for the NYC Junior Council
- 2025 impact surrounding our Stigma team's 5 state campaigns
- Some new information/resources to learn or support your work
- Details about the upcoming All Volunteer Call on April 15th

Thank you for all you do, and for doing it with such authenticity and heart.

With Gratitude,

Gab

Volunteer Engagement Director

In This Newsletter

1. Community Highlights
2. Stay Engaged Right Now
3. Shatterproof Updates
4. What's Next

Add to Calendar

All Volunteer Call

April 15, 2026 at 7PM EST

[Register HERE](#)



Community Highlights - Mobilizers

Mobilizers are volunteers who take initiative in their communities. If you've been out tabling, attending events, or raising awareness - you're a Mobilizer! Here are some recent highlights:

Five incredible volunteers - *James, Ruben, Joyce, Shelley, and Sofie* - helped make the **9th Annual Shatterproof Hospitality Heroes Reception** a success during the **America's Lodging and Investment Summit (ALIS)**, which raised an amazing **\$2.1 million**.

Our volunteers welcomed more than 100 guests, supported check-in, and made sure everyone felt greeted and cared for throughout the evening. Their presence helped set the tone for a warm, seamless, and mission-centered experience.

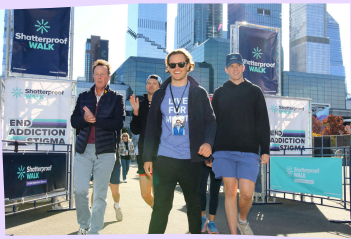
Why this event matters: The hospitality industry is disproportionately affected by addiction. Employees in accommodations and food services have the **highest rates of past-year substance use disorder at 17%**, and **15%** experience serious alcohol-related problems. Events like this help open doors for awareness, connection, and change across an industry that needs, and deserves, support.

You can watch the event highlights [HERE](#).



Stay Engaged Right Now

WHILE WE BUILD, HERE ARE WAYS TO STAY CONNECTED



Apply to Join the NYC Junior Council

Are you, or do you know, a young professional (*ages 22–39*) living or working in the NYC-area who's passionate about service, community engagement, or supporting those impacted by substance use disorder? If so, we have an incredible opportunity to share!



We're currently accepting applications for the **NYC Junior Council**, a group of emerging leaders who help move Shatterproof's mission forward through awareness-building, advocacy, and fundraising.

If this sounds like you or someone in your circle, you can **learn more and apply [HERE](#)**. Applications **close on March 15th at 11:59 PM EST**.





Shatterproof Updates

A QUICK LOOK AT WHAT IS HAPPENING ACROSS THE ORGANIZATION

Stigma Reduction Across Communities

Did you know Shatterproof is leading some incredible stigma-reduction work across the country? In 2025, our National Stigma Initiative advanced a people-centered movement to change how substance use disorder (SUD) is understood and talked about nationwide.

Check-out how across campaigns in **NC, CA, GA, MI, and PA**, we reached more than **27.8 million Americans** and generated **45 million engagements**. The team also activated **46 collaborations with social media influencers** and welcomed **71 new community organizations** as partners. Together, we're promoting education, elevating resources, and strengthening stigma-reduction efforts in communities that need it most.



New Resources & Information

Here are a few updated or newly added resources/articles you may find helpful:

- [Updated + NEW Create Your Own Fundraiser Tools/Resources](#)
- [Understanding ADA Protections for Substance Use Disorder and Alcohol Use Disorder](#)
- [Safe Addiction Resources for Black People](#)
- [Alcohol, Alcohol Use Disorder, and Heart Health: What to Know for Heart Month](#)



Continue to stay up-to-date on stories and news via the [Shatterproof Blog](#).



What's Next

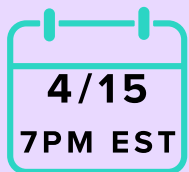
April All Volunteer Call - 4/15

In the words of Buddy the Elf: *"Mobilizer! OMG! Mobilizer, here!?! I know him!"* ...or something like that.

Either way - it's finally happening!

We'll be officially launching **all the details** about the new **Mobilizer tier**, and I cannot wait to walk you through what it means, what's included, and how you can start using the resources we've built *just for you*.

Join us on **Wednesday, April 15th at 7 PM EST** to learn what the Mobilizer tier is all about and the next steps for getting involved.



[Register](#)
[HERE](#)