

2024 Annual Report



Charting New Paths in Recovery

At Apricity, we believe there is no single path to substance use disorder (SUD) recovery because we believe there is no single path to substance use disorders. This belief, combined with ever-changing client needs, informed our 2018 merger of The Mooring Programs (1978) and STEP Industries (1982) to become Apricity: a one-of-a-kind recovery organization that offers treatment, employment, sober living, and recovery support services.

At Apricity, we try to meet clients where they are at, offer options, and support them in their recovery journeys. We know that when people stay connected in Apricity's treatment and recovery support services for at least one year, the probability of sustaining long-term recovery increases by over 50%. As you'll read in this report, client recovery outcomes are strong at each point in our care continuum thanks to this comprehensive approach. In fact, survey results show 100% of those who complete a full course of treatment would recommend Apricity to others.

We're committed to our community and the increasing number of clients seeking our services. We have exciting progress to share on this front. Keep reading to learn about a transformational grant to aid in our next steps: a culmination of four-and-a-half decades of service, and an intensive 18 months of strategic evaluation. We offer our deepest appreciation for your continued investment and advocacy, which not only supports clients in recovery, but their loved ones, too. We invite you to celebrate this progress with us and stay invested in what's to come as we work to dismantle the obstacles to recovery in our community.

Gratefully,

Michelle Devine Giese
Chief Executive Officer

Pictured above, left to right:

Jolie VerVoort, President, Residential Treatment

Michelle Devine Giese, Chief Executive Officer

Dan Haak, President, Contract Packaging & Recovery Support



Apricity Awarded \$4.7 Million through "Capital Projects to Expand Prevention, Harm Reduction, Treatment, and Recovery Services in Wisconsin" grant

We're honored to share that at the end of 2024, Apricity was awarded \$4.7 million from the opioid settlement funds allocated to the Wisconsin Department of Health Services through 2021 Wisconsin Act 57.

The award recognizes the urgent need for comprehensive SUD treatment and support and validates the effectiveness of Apricity's services to meet these needs, reflected in our outcomes that consistently exceed national benchmarks. For example, on average, 42% of adults who enter treatment for drug/alcohol use complete it. In 2024, Apricity had 61% of clients stay a full course of treatment with positive exits 6% higher than the national average.

We've promptly initiated thorough planning to maximize the impact of this award for 1) expansion of residential treatment services, 2) reduction of wait times, 3) enhancement of wrap-around and extended care. We are humbled by the investment in our care model, and the trust that donors, clients, and their families place in us.

We look forward to sharing more in the months ahead as planning transpires. Stay tuned!

Mission: Apricity provides those impacted by substance use disorders (SUD) a full spectrum of care including treatment, employment and support services in a safe, progressive recovery community.

The road to recovery with Apricity can begin at any point in the continuum of care.

Apricity Residential Treatment (ART)



2024 Data

- 408 served for 15,725 nights
- 61% completed full course of treatment (vs national avg of 42%)
- 6,048 hours of individual and group therapy provided

Impact on Clients

- 98% of people completing treatment successfully built a healthier life in recovery
- Of those, 100% would recommend Apricity's treatment programs to others

Residential Treatment for Pregnant/Postpartum Women



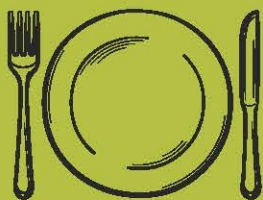
2024 Data

- 12 pregnant women served for 457 safe nights
- 112 children built a stronger relationship with their moms

Impact on Clients

- 75% of mothers successfully achieved their treatment goals
- Apricity is the only provider north of Milwaukee that allows newborns to return to services with moms for continued treatment

Did You Know? In Apricity Residential Treatment...



47,175 meals served



72% of clients received transportation to medical, legal or other appointments



87% of clients received medication monitoring/supervision

Apricity Contract Packaging (ACP)



2024 Data

- 181 participants earned over **\$1 million** in wages
- **84,929** hours of training and recovery support provided
- Job and soft skills help build a resumé, sharpen communication and teamwork skills

Impact on Participants

- **92%** improved problem-solving skills and discipline in work habits
- **96%** improved hope for the future
- **85%** learned leadership or supervisory skills

Sober Living (SL)



2024 Data

- 4 houses
- 48 people served for **7,724** nights
- Average Stay: **225** nights
- **900+** hours of recovery coaching and programming provided, teaching life and social skills

Impact on Residents

- **93%** became more financially independent
- **83%** improved their sense of self-worth
- **100%** improved recovery stability

Peer Recovery Programs (PRP)

2024 Data

- Apricity trained and certified **50** Recovery Coaches (RC)
- RC provided **6,150+** hours of support to **622** patients with SUD referred by medical providers
- Apricity's RCs earned over **\$220,000** in wages

Did you know?

- Apricity provides employment for RCs to emergency departments through the ED2Recovery+ (ED2R+) program
- RCs help participants navigate barriers to employment, housing, food, mental health counseling, and other recovery services
- RCs are available **17,520** hours per year



Community Support



Join a meeting!

In September, Apricity began providing online support meetings for family and loved ones of people with Substance Use Disorder (SUD).



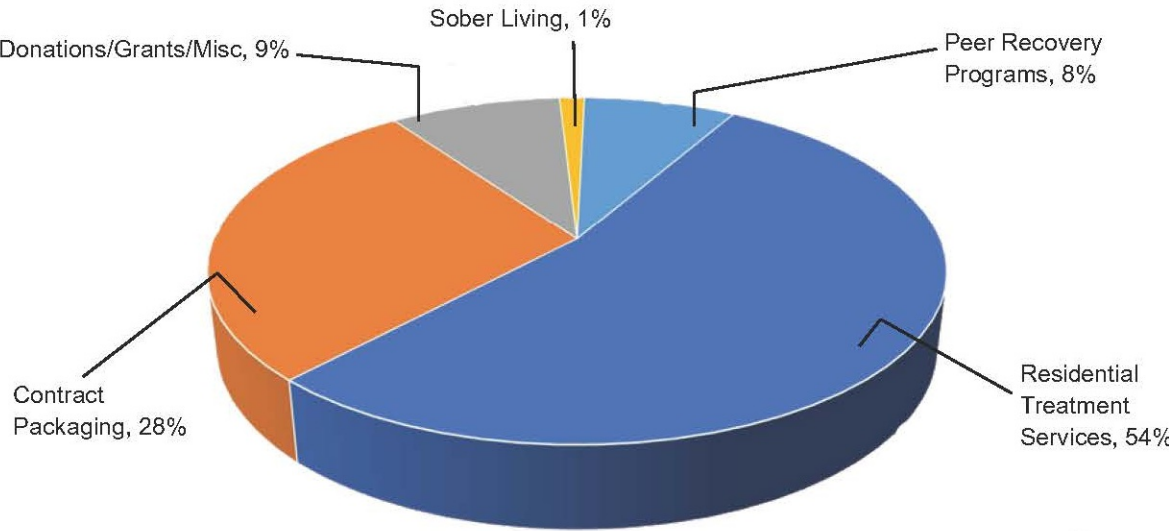
Apricity Recovery Coaches provide on-call support to emergency departments, doctors, nurses and behavioral health clinics through ED2Recovery+ (ED2R+).



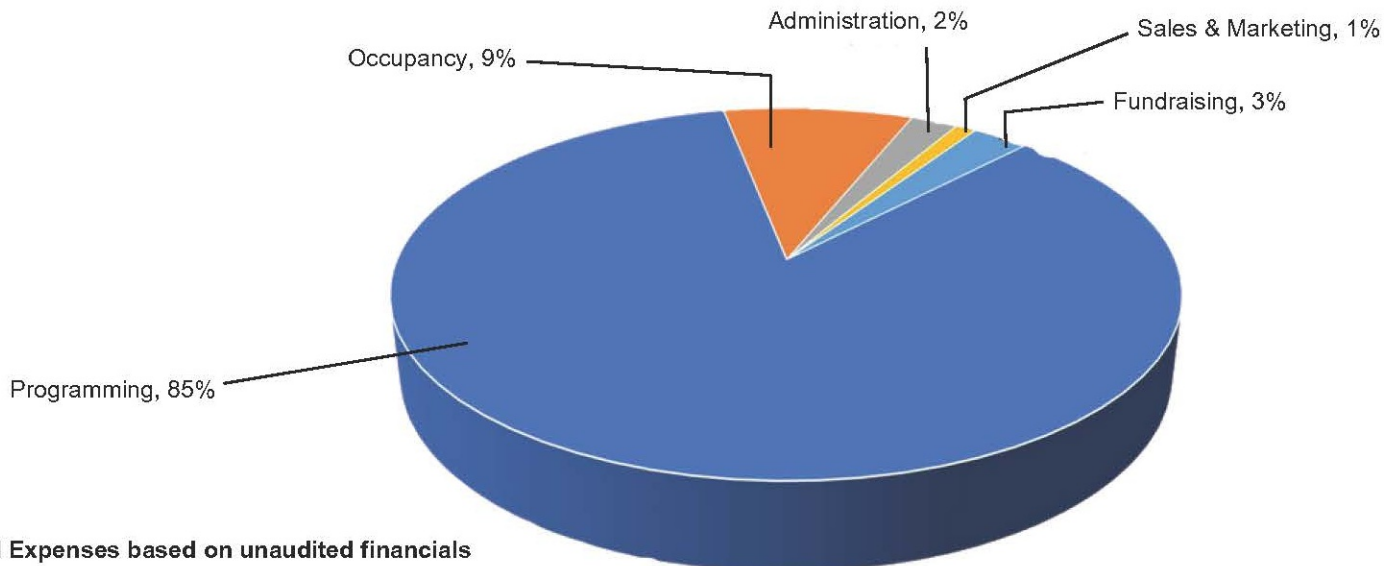
Access a recovery coach for support at your fingertips and explore treatment and recovery resources in your area. App is a collaboration with WisHope.

Financials

2024 APRICITY TOTAL REVENUE = \$7,156,459



2024 APRICITY TOTAL EXPENSES = \$6,792,055



Revenues and Expenses based on unaudited financials

Scan to Download App



Why I Support Apricity:



"In 2018 Apricity helped our daughter defeat alcohol addiction. She had been in two treatment programs prior to entering Apricity and relapsed both times. She was ever so fortunate to be accepted by Apricity, a highly effective treatment facility that saved her life! At Apricity, she had her own room, helped cook communal meals, found comfort in group discussion sessions and found emotional healing from traumatic sexual abuse experienced as a pre-teen. Towards the end of the program, Apricity helped her land a job that she loved. It allowed her make her own way financially, care for her children, and regain her dignity. She spent 6 months with the Apricity family and emerged healthy and happy. Thanks to Apricity's compassionate staff and focused programs, she beat the addiction and never looked back. We are forever grateful for this wonderful organization."

– Greg and Donna Lee

"Apricity provides vital services to individuals who are often at the most vulnerable points in their lives...saving lives and offering hope to those who need it most."

– Amy Geffers, Supervisor, Winnebago County Human Services



Winnebago County



"Apricity has been in our community for years, providing individualized solutions for recovery to those battling addiction. As Wisconsin continues to see the damage addiction can have in our communities, we must support those seeking to be a light in the midst of darkness. Apricity is this light."

– David Maas, Field Operations Division Commander, Grand Chute Police Department



Karen Harkness (in pink) with her son Jarred, her mom, her husband Jody and her son Josh

"Apricity is very near and dear to my heart. I've had family members that have battled addiction for over two decades and without Apricity's help they would not be where they are today, and I would not be where I am today. Apricity does so much for our individuals and our community."

– Karen Harkness



apricityservices.com



Apricity: 1010 Strohmeyer Drive
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Plexus

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Commercial Horizons

Current Apricity Needs

- IMMEDIATE NEED: Valley Transit bus passes
- Household: new pillows, sheets, washcloths and bath towels; laundry baskets; metal utensils
- Art/craft supplies: diamond art keychain kits, colored pencils, canvas panels, colored permanent markers, beads, bracelet making supplies, used magazines
- Writing: Planners, journals, stationery
- Clothing, all sizes: new underwear and socks, women and men; sports bras; new women's spa slippers; sweatshirts, women and men
- Toiletries: medicated foot powder, body wash, combs
- Gift cards: Festival Foods, Kwik Trip, Target, Walmart