



# 2025 Annual Report Reflection

What a year it has been.

As I reflect on 2025, I am filled with gratitude. This has been a year of growth, transformation, and bold steps forward in strengthening our continuum of care. Through it all, one truth remains constant: recovery is possible when people are surrounded by trust, connection, and the right support.

## A Year Defined by Impact

The voices of our clients tell the story best:

- 98% of clients reported that our staff fostered trust
- Over 80% reported increased self-worth, stronger coping skills, and greater hope for the future
- More than 95% said they would recommend Apricity's services to others

These numbers reflect lives being rebuilt, families finding stability, and individuals rediscovering hope.

## A Major Milestone: Moving Toward a Recovery Campus

This year also marked a significant physical move for Apricity Contract Packaging (ACP), which you'll read more about inside this report. This vision was shaped by listening closely to clients, families, and stakeholders. Because of your trust and investment, what once felt aspirational is now actively unfolding.



## Our Facilities Support the Mission—Our People Ignite It

While facilities are critical to advancing our mission, they are only as powerful as the people who steward them. Every day, I watch our team bring these spaces to life—creating environments where healing is possible and dignity is restored.

## Together, We Are Changing Lives

Recovery does not happen in isolation. It happens in community. The trust our clients place in us is a direct reflection of the trust you place in our mission. Your investment and advocacy make it possible to expand services, strengthen programming, and now, take bold steps toward a recovery campus that will serve generations to come.

Thank you for walking alongside our team and the individuals we serve. Together, we are building lives beyond addiction—and the future has never felt more hopeful.

Gratefully,

Michelle Devine Giese,  
Apricity CEO



A vertical column of black footprints of varying sizes and orientations, arranged in a slightly curved path from top to bottom.

## Big Moves for Apricity

After more than four decades in Neenah, Apricity's Contract Packaging program relocated to 3901 W. Spencer Street in Grand Chute, just steps away from Apricity's Casa Clare residential treatment facility.

This relocation is more than an address change. It is the first step in building a recovery campus—an integrated environment designed to strengthen recovery through access to the right resources and connection with others walking the same path.

This move:

- Helps treatment clients transition more seamlessly to the next phase in their life, job training and transitional employment with continued recovery support
- Allows treatment clients to walk to work at Contract Packaging
- Fits our evolving program needs, reducing costs and enabling us to better serve participants
- Brings treatment and wrap-around recovery services together in one walkable site



## Our Mission

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

# Apricity Contract Packaging

Apricity Contract Packaging (ACP) provides job and soft skills training and recovery support services to men and women recovering from substance use disorders in Grand Chute and Milwaukee. ACP is a peer-run program that provides transitional employment with support for resume writing, financial independence, job search, and other community resources onsite.



- Received 60,854 hours of job and soft skills training (57,651) and recovery support (3,203)
- Earned \$1,336,585 in wages and benefits

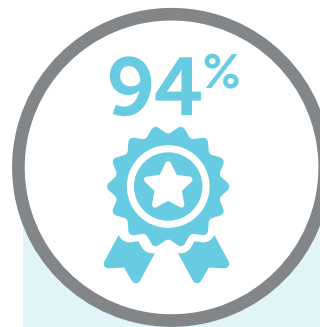
## ACP impacted participants after just 6 weeks in the program:



96% improved sense of self-worth



100% improved recovery stability



94% reported improved job and problem-solving skills



ACP provided packaging, assembly, quality assurance & light manufacturing services

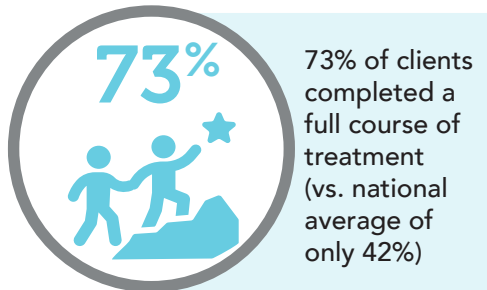


Amber (right), almost 2 years in recovery

*"Before joining Apricity Contract Packaging (ACP), I was homeless, in active substance use, and disconnected from my children. Through ACP, I gained stability, confidence, and a voice - rebuilding my skills, my family, and my future. Today I'm reunited with my children, employed in a new, higher-paying job, and living with purpose thanks to Apricity." - Amber*

## Apricity Residential Treatment

Apricity Residential Treatment (ART) is a state-licensed program specializing in substance use disorder treatment. Its two facilities—Mooring House for men and Casa Clare for women—provide accredited, gender-specific, 24-hour residential care, including medically monitored and transitional treatment within a 45-day program.



### Additional Outcomes

- 96% discharged from care having met their treatment goals
- 98% of clients reported that group counseling provides useful information for their next steps in recovery

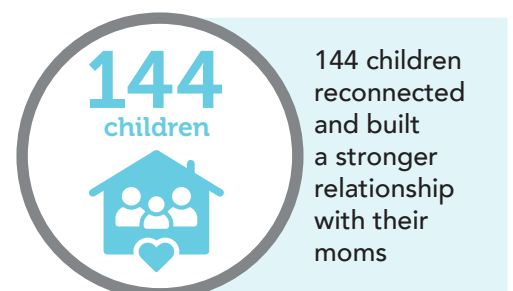
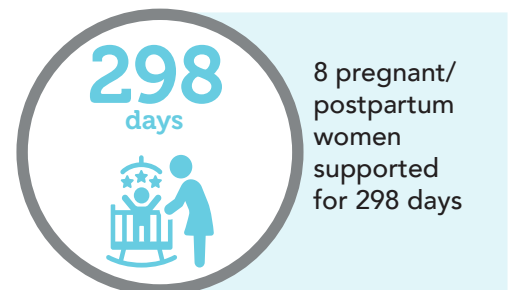


*"After losing everything to addiction - my career, home, and children - Apricity's Residential Treatment let me start over. Today, I am building a life beyond addiction. I co-founded a business specializing in repair and restoration, with a mission to create safe, sober living spaces across the Fox Valley. What I've gained is more than sobriety - I've found clarity, purpose, and a future worth fighting for." - Eric*



## Apricity Mother/Child Program

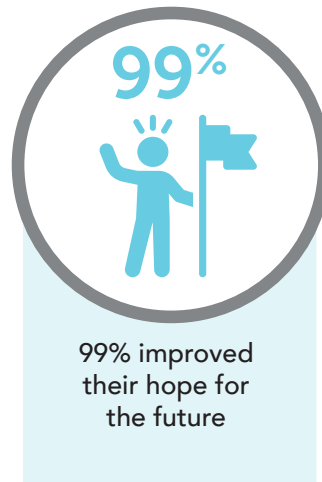
Apricity's Mother/Child treatment program serves pregnant, postpartum, and parenting women. It is one of only a few in the state that allows pregnant women who give birth while in services to return with their newborns to continue treatment.



*"After years of addiction and homelessness, I came to Apricity pregnant, overwhelmed, and without custody of my older children. Through compassionate, wraparound support for both my recovery and my baby, I found stability, confidence, and the tools to build a healthy future for my family." - Ashley*

## Sober Living

Sober Living (SL) consists of four gender-specific homes which provide safe, supportive housing that extends recovery support while teaching responsibility and accountability. This transitional step before total independence often serves as a pathway out of homelessness.



Jamie, almost 2 years in recovery

*"Apricity's Sober Living (SL) was there when I needed it most. I rebuilt my relationships, became truly present for my children, and returned to steady employment - something I hadn't achieved in years. With a safe, supportive environment to strengthen my recovery, I regained stability and purpose. In 2025, I moved out of SL into a four-bedroom home with space for my children to visit and where I now live with a friend from SL." - Jamie*

## The Daybreak Project

Addiction impacts more than just the person with a substance use disorder. That's why Apricity offers The Daybreak Project, a monthly virtual support group for loved ones affected by someone's use or misuse of substances.

For Kim, navigating her daughter's struggles with substance use became a cycle of sleepless nights, police visits, and heartbreaking phone calls. She carried a constant fear "that my daughter would die and that all her potential was just going down the drain." Through Daybreak, Kim learned boundaries, self-care, and how to support her daughter without enabling, noting, "I can share my fears and pain with no judgement."

Visit [apricityservices.com](http://apricityservices.com) for information on joining a meeting.

*"I had to make an impossible choice and kick my daughter out."*  
-Kim, Daybreak Participant

You are not alone.

The Daybreak Project apricity



Ben, 3 years in recovery

## Peer Recovery Programs Community Support/Outreach

Peer Recovery Programs (PRP) provide recovery coaching to people in Apricity's programs and local communities. ED2Recovery+ provides support to people in emergency departments, treatment centers, and behavioral health clinics who have experienced an overdose or have a history of substance misuse. Coaches provided peer support to 813 patients referred through ThedaCare and Ascension.

*"I began drinking at 13, living in a relentless cycle of addiction and treatment for nearly 30 years. At my lowest point, I was in the Emergency Department torn between committing to recovery or ending my life when one of Apricity's Recovery Coaches sat with me and gave me hope. With her support, I learned how to work through anger, rebuild trust, and stay grounded in my recovery. I am alive, sober, and living a life with purpose. I know I wouldn't be here today without Apricity." - Ben*



Recovery Coaches  
trained and certified  
by Apricity



hours of  
peer support  
provided free of  
charge



compensation  
to coaches for  
their services

## Apricity in the News

They say good things come in threes — and this was no exception. Our staff was highlighted across radio, television, and podcasts, with three features on each platform. Topics included:

- Apricity's programs
- How to support a loved one in recovery
- The prevalence of alcohol addiction and why it's often under the radar in Wisconsin
- Misconceptions about substance use
- How treatment and employment work together to support recovery
- How Apricity can help businesses with labor-intensive projects



Ann Franz, Cheryl Fritz, Dan Haak, and  
Kate Bruns – Manufacturing Insights podcast



Apricity also sponsored "The Next Generation: Breaking Fentanyl's Grip," a special that aired on WFRV – did you see our commercial?

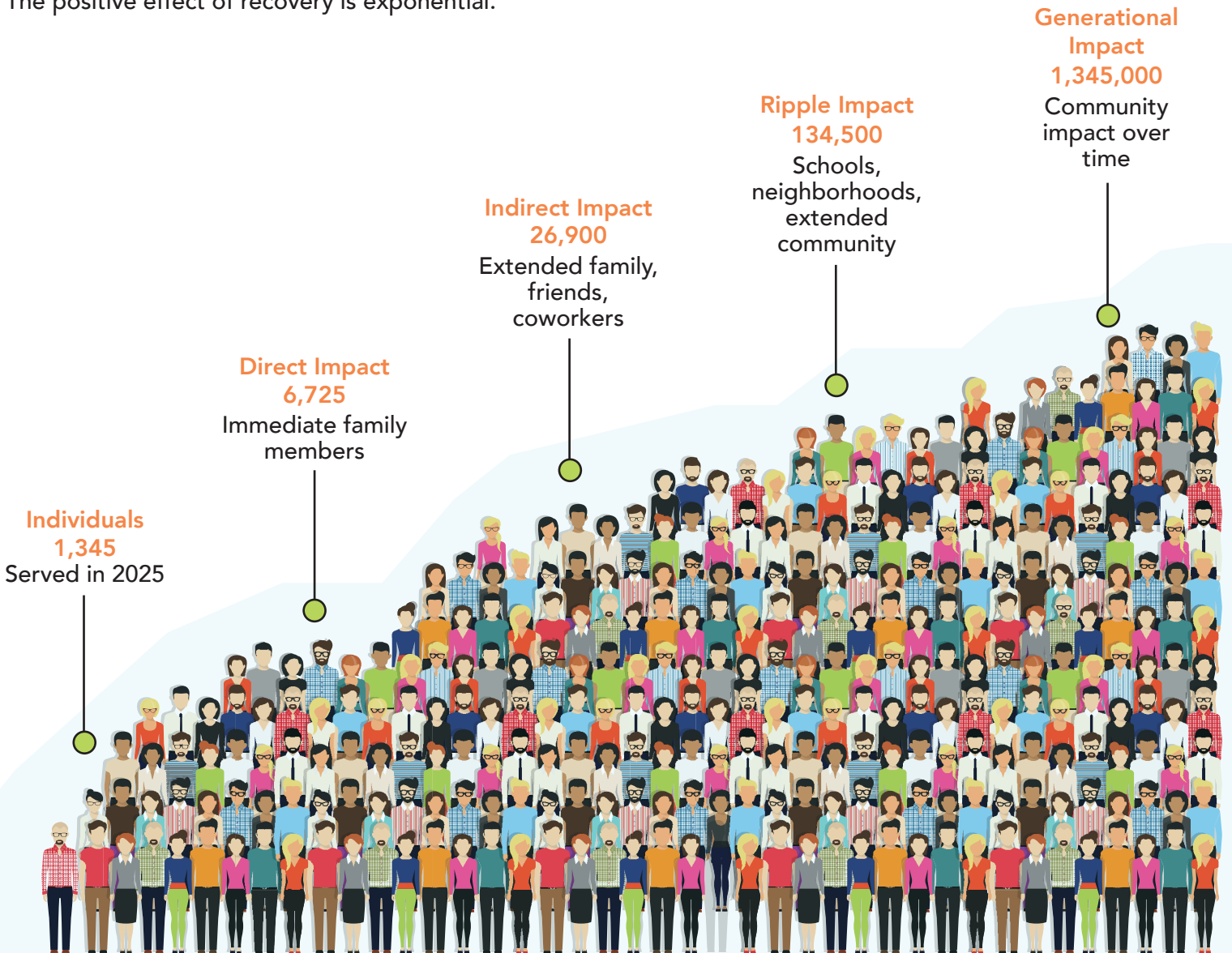
# Greater Impact

## 16.8% of people have SUD

SUD is the most common mental health disorder in the U.S. and one of Wisconsin's most urgent public health crises. Apricity provides a full continuum of care for people with substance use and co-occurring mental health disorders, meeting them where they are and supporting them at every stage of recovery. The goals are to support individuals and families, protect children, and interrupt cycles of addiction before they are passed to the next generation.

## SUD impacts everyone – even YOU!

Addiction is a family disease; each person Apricity serves affects far more than that one individual. This ripple effect significantly impacts five immediate family members (spouse, children, parents), extended family, friends, schools, and employers. Recovery benefits entire communities by reducing homelessness, healthcare costs, criminal justice involvement, and reliance on social services. The positive effect of recovery is exponential.





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## Apricity Officers and Directors



### Apricity Executive Staff

Michelle Devine Giese, Chief Executive Officer  
Dan Haak, President, Contract Packaging and Recovery Support  
Jolie VerVoort, President, Residential Treatment Services

### 2025 Apricity Board of Directors

Mike Frisch (Chairperson)  
Appleton Police Department  
Captain (retired)

Liz Hoelzel  
Plexus

Cor Bosselaar (Vice-Chair)  
Kimberly-Clark Corporation R&D  
(retired)

Paul Klister  
Commercial Horizons

John Pranic (Treasurer)  
School Software Group (retired)

Dan Squires  
Fox Valley Technical College

Karen Harkness (Secretary)  
Karen Harkness Consulting

Mike Sandercock  
Pierce Manufacturing

Michelle Devine Giese  
Apricity

Sean Kuether  
Plexus

Sondra Gorham  
The Jet Set Formula

Wade Uhlenbrauck  
Miron Construction

Mary Jane Grissman  
Little Chute Area School  
District (retired)

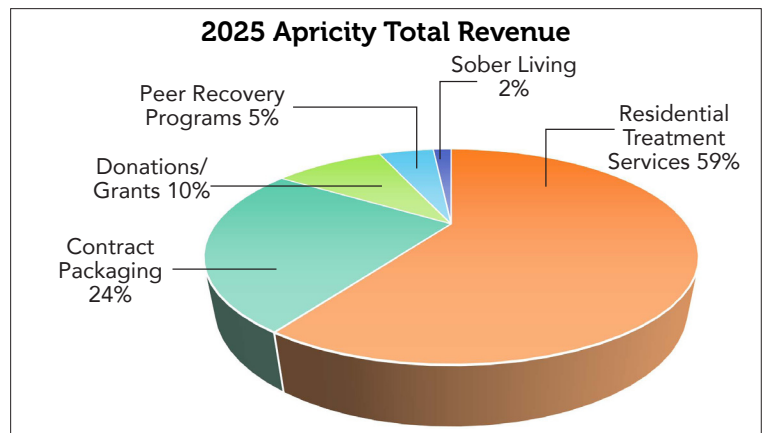
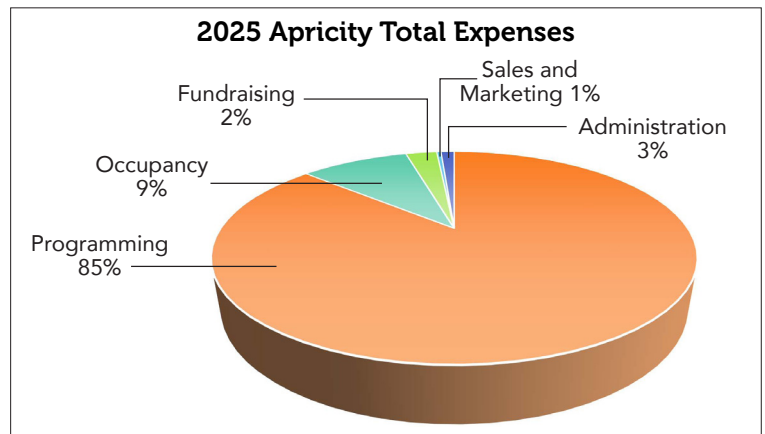
Brian Westphal  
ADL Monitoring

### 2025 Apricity Advisory Board

Karen Laws, Community Advocate

## Apricity 2025 Financials

Budget of \$6,834,000\*



\*Revenues and expenses based on unaudited financials.