



Facing Addiction

## Seizing the Momentum of a Movement with Facebook

### GROWING A COMMUNITY

Every day more than 350 Americans die from addiction and overdose, making it the leading cause of death in our country among people under 50 years old. In this state of emergency, mobilizing people to take action and seek recovery is a matter of life and death.

Unfortunately, for many Americans, the first step toward seeking treatment for themselves or a loved one is breaking through the stigma that surrounds addiction. Shifting society's views and overcoming stigma is extremely difficult – requiring nothing short of a movement. Today, far too few people are talking about or sharing information aimed at reducing stigma to give the cause momentum.

Facing Addiction knew they needed to engage social networks in order to get information and addiction recovery support services to the people who need them most. With over half the U.S. population active on Facebook, Facing Addiction chose this platform as their primary channel for attacking stigma head on and for running a new charitable giving campaign.

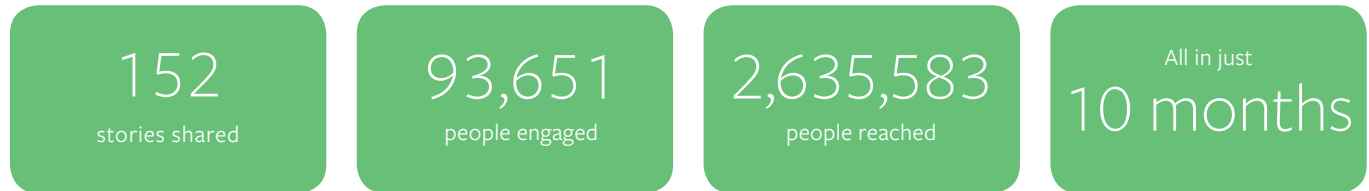
### IN ONLY 10 MONTHS, FACING ADDICTION WAS ABLE TO:

- Sign up **15,000** new volunteers
- Grow online donations **30x** from Q1 2017 to Q4 2017
- **Double** web traffic to FacingAddiction.org
- Engage **93,651** people in their shared mission to end stigma of addiction

## INSPIRE

One in three households are impacted by addiction, but the stories of these families are hidden in darkness. Facing Addiction launched the **Voices Project** on Facebook to shine a light on the crisis, give a voice to the people impacted by the opioid epidemic, and inspire action. The Voices Project shared the real stories of people impacted by addiction to end the silence and shame.

The more stories Facing Addiction highlighted, the larger their community became:

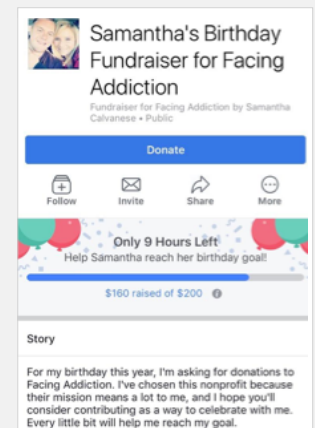
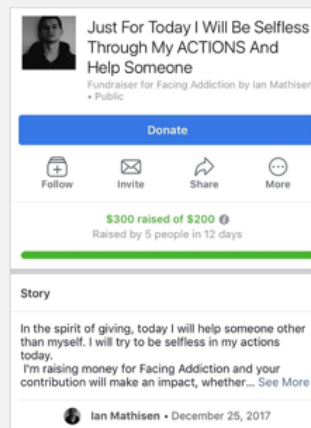


## ACTION

As Facing Addiction’s movement grew, their community gave back. Unprompted, members of their Facebook community began to celebrate their birthdays with fundraisers for Facing Addiction.

236 people held fundraisers

988 people donated



## IMPACT

This is a movement. It is a community of people coming together to breakdown stigma. Facebook engagement has helped to double web traffic to FacingAddiction.org and through their work on Facebook, Facing Addiction has signed up over **15,000 new volunteers** in all 50 states.

And this movement continues to grow. During the 4th quarter of 2017, Facing Addiction raised nearly **30 times more money** than in the 1st quarter. Facing Addiction is now raising more than ten thousand dollars each month on Facebook – an unprecedented amount in the addiction nonprofit space. The funds raised via Facebook for Facing Addiction go towards life-saving resources for families looking for prevention, intervention, treatment, and recovery supports including America’s largest coalition of advocates working at a federal and state level for solutions to our nation’s addiction crisis.

“The addiction crisis impacts every neighborhood in America – and it’s on Facebook where people can come to share their personal stories, and finally start facing addiction together.”

- Jim Hood  
CEO and Co-Founder of Facing Addiction