



**SMART**  
Recovery

Life beyond addiction



**2021**

# ANNUAL REPORT



**Supporting Everyone in  
Their Recovery Journey**

Dear SMART Recovery USA Community,



Thanks for taking a read through this Annual Report to learn more about what we were up to at SMART Recovery USA in 2021. We've attempted to capture the highlights from the year in a straightforward way. We trust that many of you will appreciate the brevity!

2021 saw us emerge from the height of the pandemic focused on three key things – better supporting our volunteers, spreading the good news about SMART Recovery, and innovating for the future. We've organized this report around those three themes, followed by our financial results.

SMART Recovery continues to be the leading self-empowering option for those seeking support to build a balanced life beyond addiction. We hope that you appreciate the work that we're all doing together, and we welcome your involvement, insights, and suggestions as we continue to mature and grow as an organization.

Thank you for your continued support!



*Bill Greer*

Bill Greer  
President, Board of Directors

# SUPPORTING OUR VOLUNTEERS

Our volunteers are our most important resource! In 2021, our Meeting & Volunteer Support team launched a new portal for our volunteers called VolunteerHQ. VolunteerHQ is an easily navigated centralized location for announcements, promotional materials, content marketing strategies, resources for meetings, and guidance on using SMART Recovery tools in meetings.

We also launched a new monthly newsletter called Volunteer Connection. This new communication tool provides up-to-date information, important reminders, and helpful hints for growing one's effectiveness as a volunteer. Volunteer Connection achieved an excellent average open rate of almost 25%, an impressive metric by email communication standards. More than 2,700 volunteers received the newsletter each month in 2021.

Finally, we executed on a number of improvements to our Volunteer Month activities in 2021 that better reflected our appreciation for our volunteers and resulted in a much larger percent of training scholarship awardees becoming active volunteers (37% in 2021 vs. 14% in 2020).



# SPREADING THE GOOD NEWS ABOUT SMART RECOVERY

2021 saw continued focus on actively engaging with the community to spread the word about SMART Recovery to new audiences and in new locations. Our Outreach team made 15 significant organizational connections, 34 speaking engagements, and 67 in-person or virtual presentations to community-based organizations, treatment centers, medical facilities, and court programs.

Highlights included:

- A new LGBTQIA+ meeting at an LGBT Community Center Greater Cleveland
- A new women-only Veterans & First Responders online meeting
- A speaking engagement at the OhioMHAS State Peer Support conference
- Broadcast interviews with Media One Radio Group and Spectrum TV network
- A presentation to Ohio Recovery Housing allies
- A presentation to Stark County Veterans Court representatives

There was also significant effort by our Marketing & Communications team to expand the breadth and depth of videos, podcasts, digital publications, and social media posts that were distributed to a wide variety of audiences. Our YouTube channel exceeded 16,000 subscribers for the first time, and there were almost 80,000 downloads of SMART Recovery Podcast episodes in 2021.

2021 also saw Our Marketing & Communications team align our brand elements with those of SMART Recovery International and other SMART Recovery affiliates around the world. Consistent use of newly designed logos, style elements, and a more conversational tone was pursued to make our brand more inviting and accessible to all. These brand changes were incorporated into a wide variety of new materials available for participants and volunteers.



STARK  
COUNTY OHIO

MEDIAONE  
RADIO GROUP



Ohio

Department of Mental Health and  
Addiction Services



# INNOVATING FOR THE FUTURE



2021 saw the release of SMARTfinder, our new and improved meeting locator. Initially focused on local in-person and online meetings, the release of this intuitive new tool corresponded with a 38% uptick in local online meeting participation. It was an important first step in simplifying the SMART participant experience and connecting with more individuals.

Work also began on the development of a new SMART Recovery app and the simplification of the organization's website, both important subsequent steps in improving the participant experience. Stay tuned for more on those important developments in 2022!

Several new meetings were launched in our SMART Recovery OnLine (SROL) platform for specific audiences. Among the new offerings were meetings for college-aged individuals, female military veterans, Spanish language speakers, and LGBTQIA+ meetings. We are proud to be making progress in increasing the accessibility of our community to all.

Finally, work was well underway on updating and refining our training offerings so that individuals have all the preparation they need to be effective SMART Recovery volunteers. Included in the pipeline of new training modules was a Motivational Interviewing refresher course, additional training for facilitators of Teen meetings, and SMART InsideOut Fast peer training. Our Training team plans to continue the development and refinement of our training programs in the year ahead.

# 2021 FINANCIAL SUMMARY

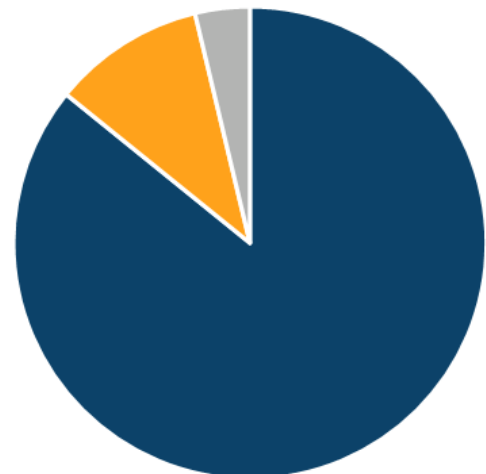
Public Support & Revenue	
Contributions	\$670,440
Bookstore Revenue	\$787,463
Training Revenue	\$460,956
Governmental Support	\$711,926
Other Income	\$107,628
<b>TOTAL INCOME</b>	<b>\$2,738,413</b>
Expenses	
Programs	\$2,047,037 (86%)
General & Administrative	\$248,861 (10%)
Fundraising	\$89,208 (4%)
<b>TOTAL EXPENSES</b>	<b>\$2,385,106</b>
Other Assets	
Change in Net Assets from Operations	\$353,307
Investment Income	\$21,295
<b>Change in Net Assets</b>	<b>\$374,602</b>
Net Assets - Beginning of Year	\$212,896
<b>Net Assets - End of Year</b>	<b>\$736,671</b>

2021 Revenue



- Contributions
- Bookstore Revenue
- Training Revenue
- Governmental Support
- Other Income

2021 Expenses



- Programs
- General & Administrative
- Fundraising





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**Self-Management And Recovery Training (SMART) is a global community of mutual-support groups. At meetings, participants help one another resolve problems with any addiction (to drugs or alcohol, or to activities such as gambling or over-eating). Participants find and develop the power within themselves to change and lead fulfilling and balanced lives guided by our science-based and sensible 4-Point Program.®**