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**ON OUR WAY HOME, INC.**

**A NONPROFIT 501(C)(3) PUBLIC CHARITY**

**MISSION**

**To provide safe and affordable sober living housing to those recovering from addiction.**

**VISION**

**To enrich the lives of those suffering from substance abuse by providing opportunities to build healthy and purposeful lives.**

**BUSINESS PLAN**

**EXECUTIVE SUMMARY**

The current national opioid crisis and alcoholism are attacking many social structures. The outcomes are broken home and family relationships, increasing unemployment and elevated crime rates, soaring Medicaid and Medicare costs for emergency services and treatment programs and homelessness and death are some of the results. An essential component of the treatment for addictions to substances is sober living (recovery) housing. In early treatment stages, moving back into a previous home environment, including at home with parents increases the risk of relapse. Locally, seven people every day are treated in Greater Cincinnati Emergency Rooms for overdose. Optimal follow-up includes detoxification and rehabilitation and then transition into safe and sober recovery homes. These homes provide a safe alcohol and drug-free living environment, peer support, assistance with obtaining drug addiction services, and other drug addiction recovery. This structure and support assists persons learning and practicing new healthy ways of coping with the difficulties of life. The state of Ohio continues to budget funding to support recovery housing, but in Southwest Ohio available beds are few.

The founder has personally experienced the need in Southwest Ohio for more sober living (recovery) homes. She has an adult child who has been battling opioid addiction for several years and has witnessed first-hand the daily Herculean effort required to climb out of the pit of addiction. As a member of a community opioid medical task force and a community pastoral opioid task force since 2017 she has been exposed to the multiple and varied social carnage in the wake of this disease. With long term recovery still elusive for her daughter, in May 2019 her daughter acknowledged the need to live in a safe and sober home with other women before transitioning to independent living. Same-sex treatment programs which transitioned into same-sex recovery housing were essential for her recovery, but this was not available in the Southwest Ohio area. During this research process, the founder realized that despite grant funds available from the state of Ohio to establish recovery housing, the demand for affordable recovery housing in Southwestern Ohio is overwhelming. The Minneapolis area is known for its extensive community of persons recovering from addiction, as well as the Hazelden Betty Ford Addiction Treatment Center, and her daughter moved there to recover. During the research process, the founder realized that despite grant funds available from the state of Ohio to establish recovery housing, the demand for affordable recovery housing in Southwestern Ohio is overwhelming. Our daughter was able to afford moving out of the state but for many others the consequences of this lack of housing include continued relapse, homelessness and potential death, placing extended strains on the entire community.

In discussions with Greater Cincinnati Behavioral Health Services (GCBHS) the need for this nonprofit was solidified. The founder collaborated with GCBHS and Clermont County Mental Health and Recovery Board (CCMHRB) and determined to start an organization which closes the gap between the grant funding available for recovery housing and the need for additional recovery housing beds in this area. This nonprofit accesses funding available at the federal, state and local levels to provide quality furnished recovery housing facilities according to the evidenced social model of recovery. Supported by mental health service providers and the county directors of Mental Health and Addiction Services of Ohio, this nonprofit provides one of the essential components on the continuum of care for substance misuse. This collective impact is paramount for successful long term recovery from addiction, strengthening both families and the Greater Cincinnati community.

**NEEDS ASSESSMENT**

Opioid addiction has reached nationally epidemic status impacting communities across America. Together with other substances misused such as alcohol, the burdens to society from addictions include increased crime rates with packed courts and jails, homelessness, overwhelmed medical emergency response systems from 911 calls for overdoses, expensive inpatient and outpatient treatment programs for Medicaid, Medicare and other insurers, broken family relationships, and parentless children who live with other family members such as grandparents or are being placed in foster care. In 2015 The Partnership Center determined that more than 7,500 households experience some form of homelessness in Cincinnati and Hamilton County. Persons with mental health and addictions comprise a significant portion of these homeless persons. Society has responded with many and varied addiction prevention and treatment efforts, but relapse is common and long-term recovery is difficult to maintain.

At the 2019 Opiate and Other Drug Conference, Ohio Mental Health and Addiction Services (OhioMHAS) CEO Cheri Walter made the following call to action: “We all know we have a serious epidemic on our hands. Now we are coming together and finding new and innovative ways to help address this epidemic and discovering ways to help individuals move toward recovery….We must remind people that addiction is a disease, that treatment does work, and that together we must believe in recovery, promote the reality of recovery, and celebrate individuals in recovery.” One barrier to long-term recovery is maintaining a safe environment while the addicted person learns the skills needed to navigate stressful situations in healthy manner while at the same time working to put the pieces of their broken lives back together. This process takes many months and sometimes years to accomplish. Research shows positive, cost effective recovery outcomes when safe and affordable housing is a component of the continuum of care for persons with substance use disorders. Despite the increasing numbers of persons attempting recovery and the available grant funding, safe and affordable recovery home vacancies in Southwest Ohio are difficult to find.

Ohio Recovery Housing (ORH) defines recovery housing as “housing for individuals recovering from alcoholism or drug addiction that provides an alcohol and drug-free living environment, peer support, assistance with obtaining alcohol and drug addiction services, and other alcoholism and recovery assistance (ORC 340.01). It is important to note that recovery housing is not treatment. Recovery housing is persons living together in one household with the shared goal of sobriety. Residents in recovery housing can stay in recovery housing for as long as needed and as long as they are following the house rules, guidelines and are making appropriate payments for rent and fees. In Ohio there are three different levels of recovery housing. These levels of housing differ depending on the organizational structure of the house, as well as the level of support and services that are offered within the house:

Level 1: Peer-led, democratically run homes that include community/house meetings, on-site and off-site support groups and outside clinical services. No on-site paid staff. Generally single-family residences.

Level 2: Homes that include a structured, peer-accountable, and highly supportive setting. Involvement in clinical treatment services is available and encouraged. Primarily single-family residences, however, may include other types of dwellings. This environment must include at least one staff position.

Level 3: The highly structured setting offers supervised living and qualified staff who are connected to a larger, often clinical organization. Support services include life-skill development, such as budgeting, and employment skills. Community providers may offer services on-site for residents. Peer support and recovery action planning are still the central focus of support.

The 2019 Ohio State Opioid Response (SOR) Project was one treatment effort which had made approximately $6 million dollars through September 30, 2019 available to provide funding for quality housing and housing supports for individuals in recovery from opiate use disorder and their families. In Clermont County some of these grant monies for recovery housing went unused because organizations are needed to partner with county Ohio MHAS Boards and to request these funds. Searching within 50 miles of Cincinnati, only nine certified quality recovery homes exist for either women or men, despite an average of seven Emergency Room admissions every day for persons who have overdosed. Similarly, in Clermont County, 1500 persons receive services from Clermont County Mental Health and Recovery services, however only three single family recovery homes exist. Greater Cincinnati Behavioral Health Services (GCBHS) owns two of these homes and provides a continuum of clinical services to the residents, but their business model does not support owning any more housing. On Our Way Home, Inc. enhances the community by meeting the need for safe and affordable housing for those recovering from addictions.

**MARKETING STRATEGY**

Recovery housing is required by the state to be included as part of treatment and support services for all drug addictions in order to provide a continuum of care. This nonprofit corporation meets the need for recovery housing by collaborating with existing mental health service providers in Southwest Ohio and with local Ohio MHAS County Boards. The first effort of On Our Way Home, Inc. serves as the model for future collaborations. Our Way Home, Inc. purchases and furnishes a level 2 female recovery housing and serves as landlord in a landlord-tenant relationship with residents. On Our Way Home, Inc, manages the property, collects rent from residents, documents outcome measurements, meeting all Ohio Recovery Housing accreditation requirements. GCBHS is the mental health clinical services provider for the first house, and will identify, screen and recommend recovery housing to clients. In a Memorandum of Understanding the exact responsibilities and expectations of both parties are set. The local Clermont Ohio MHAS County board, CCMHRB, will coordinate with GCBHS to extend the current state subsidy funding to needy residents, including first month’s rent, as available. Future efforts may include other levels of housing, other resident populations and/or other partnerships with similarly established organizations in the Greater Cincinnati area.

[Greater Cincinnati Behavioral Health Services](https://www.gcbhs.com/) (GCBHS) is state certified and nationally accredited and is a comprehensive counseling agency with expertise in mental health and substance abuse diagnosis and treatment ([www.gcbhs.com](https://d.docs.live.net/e257090d2a34d3d4/Desktop/On%20Our%20Way%20Home%5eJ%20Inc/www.gcbhs.com)). They are a non-profit agency with a 2018 annual operating budget over $45 million; more than half of their 2018 funding comes from Medicaid/Medicare and 25% comes from various OhioMHAS county boards. GCBHS provides treatment, including case management, counseling and vocational/employment services for severely mentally ill adults, and manages housing, inpatient hospitalization and residential services. They are seeking to provide a continuum of care for adults in recovery by extending their services into other recovery homes. Karen Scherra, Executive Director of Ohio MHAS’ Clermont County Mental Health and Recovery Board (CCMHB), partners with GCBHS and together they have voiced the paramount need in Clermont County is for single women recovery housing and for women with young children. These are the first two efforts of this nonprofit.

Maintaining current social media enhances the whole community. This nonprofit maintains a website, OnOurWayHome.org for the purpose of showing our unidentifiable recovery housing sites to potential residents and their families and to offer hope through personal testimonials. There is information about the organization, volunteer opportunities, list of current needs, a yearly annual fundraiser, and a means to donate toward this non-profit organization directly via the website. A list of donors is maintained who receive informative e-mails quarterly from the organization to keep them motivated toward this cause. Opportunities for fundraising is also sought by networking at various mental health events such as GCBHS and Parents with Addicted Loved Ones (PAL), Families of Addicts, etc. annual fundraisers.

**PROGRAMS**

1. Recovery Housing for adult women or men at level 1,2 or3: Provides a stable, safe and affordable drug and alcohol-free environment for 6-10 women or 6-10 men in early stages of recovery. Through the established social model of recovery, peers combat the isolation of addiction and learn healthy life skills in natural, single family residences as one household. Coordination of outpatient treatment and support services that will help them recover from addiction and mend the broken pieces of their lives is offered in levels 2 and 3 housing. People in long term recovery gain independence and transition into tax paying and law-abiding citizens and can help other addicted women or men recover from addiction.
2. Recovery Housing for adult women or men with young children: Provides a stable, safe and affordable drug and alcohol-free single-family permanent houses where 3-4 women or men in early stages of recovery live together with their young children. Keeping parent and child together benefits both and lessens the burden on family members and community child and family health services. Together, peers combat the isolation of addiction and learn healthy life skills while continuing outpatient treatment that will help them recover from addiction and mend the broken pieces of their lives. Mothers and fathers gain independence and are now valuable tax paying and law-abiding citizens who can help other mothers and fathers recover from addiction.
3. Consumable Household items for residents: Provides initial personal care products and new pillow, sheets and blanket for each new resident. People enter recovery homes often directly from inpatient rehabilitation programs and with minimal personal belongings. Supplying personal care products and bedding enhances personal dignity and will empower residents as they continue their journey toward healthy living.
   1. Personal care products
   2. Bedding: Pillow, sheets, blanket(quilt)
   3. Reusable hot and cold bottles
4. Recovery Community Center: Provides a safe and welcoming facility and grounds where people in recovery from addiction can go to foster healthy recovery relationships, attend 12-step or other recovery, parenting or self-help meetings, relax in yoga classes, share coffee and light refreshments, play, and serve each other and the community..

**OUTCOMES**

The Ohio Recovery Housing (ORH) manages a database of outcomes for those recovery homes which have met established quality standards. The data is based on surveys from recovery home residents. On Our Way Home, Inc will take the necessary training on the specific outcomes to measure including how to record it with the Ohio’s database. The results of outcomes from residents entering this corporation’s recovery homes is at least consistent or better than other recovery housing in Ohio.

To measure our outcomes with collaborative partners, we will review our Memorandum of Understandings with clinical services providers every 3 months in the first year, and yearly thereafter which will be a performance evaluation for us.

**FINANCIAL PLAN**

This nonprofit provides level one recovery housing and collaborates with mental health service providers to provide more structured and supportive level two and level three recovery housing. The initial focus is to collaborate with Greater Cincinnati Behavioral Health Services (GCBHS) and Clermont County Mental Health and Recovery Board (CCMHRB) by providing a level two safe and affordable house for adult women in Clermont County who are in early stages of recovery from substance use disorder. This will serve as our model for level two recovery housing. The bulk of funds to purchase will come from grant money available from the state of Ohio for capital expenditures for recovery housing for the 2019-2020 fiscal year. (In Fiscal Years 2018-2019, Ohio has dedicated $3.5 million in state general revenue funding for recovery housing and $20 million in capital funds for recovery housing.) The expectation is that there will be a minimum 50% match and we will apply for these grants as soon as they become available. After the first home is purchased, this nonprofit will consider providing a second and subsequent housing facilities.

The nonprofit will purchase/renovate an existing 4-5 bedroom single family residence in Clermont County, with a budget of $220,000 for the facility (including any estimated renovations needed) plus $12,000 to furnish for recovery housing. Rent from residents will be set based upon the general rule of housing costing roughly one-third of income. Early in recovery, work should only by part time. 33% of part time income of $15/hour x 20 hours/week = $100. At an estimated 80% occupancy rate, the operating costs of the home will be met. The Ohio MHAS county board will be asked to provide the first 4 weeks of rent for each new resident, as is currently being provided to existing recovery homes. Applications for federal or local grant monies such as state grants through Clermont County Mental Health and Recovery Board will be regularly submitted. The financial difference will be sought from other private foundations or charitable donations obtained through the website or other fundraising appeals from marketing strategy.

OhioMHAS has comprehensive guidelines for developing quality recovery housing in “Recovery Housing Development Guidebook” and “Recovery Housing Project Toolkit”, including a spreadsheet example of housing costs and operating expenses which we use to estimate our costs.

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| --- | --- |
| **Level 2 Female Housing Estimates** |  |
| **Name of House** | **Nicole’s Nest** |
| **County/Township Located In** | **Clermont County/Stonelick Twp** |
| **Contact Person** | **Barbara Isemann** |
| **e-mail** | barbaraisemann@onourwayhome.org |
| **Resident Capacity** | **Each Night** |
| Number of adults/children accommodated | 9/0 |
|  |  |
| **Capital Investment** | **One-Time Costs** |
| Purchase Costs of Facility | 0 |
| Furnishings | $ 9,500 |
| Appliances | $ 2,500 |
| **TOTAL:** | **$ 12,000** |
|  |  |
| **Annual Operating Investment** | **Annual Estimate in Dollars** |
| Lease (mortgage, property taxes, insurance,  security, pest control) | $16000 |
| Trash Removal | $ 450 |
| Gas and Electric | $ 5,100 |
| Water and Sewer | $ 3,000 |
| Maintenance and Repairs  (indoor and outdoor) volunteer laborers | None while leasing |
| Consumable household items (linens, shower curtains, cleaning supplies, soap, etc.) | Donations |
| Transportation | Donated Lyft cards |
| GCBHS Clinical Support Staff | $22,000 |
| Internet access? | $600 |
| TOTAL: | $ 47,150. |
| **Income Sources for Operating Expenses** | **Annual Estimate in Dollars** |
| Rent From Resident Tenants $100/week  (based on average of 7 ( 80% occupancy) | $ 36,400 |
| Other: Clermont County OMAS | First 4 weeks rent/resident |
| Other: Public Charity Fundraiser (minimum) | $ 10,750 |
| TOTAL: | $ 47,150 |
|  |  |
| Annual Operating Costs | $ 47,150 |
| Operating Costs Per Participant Per Day | $ 18 (for 80% occupancy) |
| Operating Costs Per Participant Per Month | $ 561 (for 80% occupancy) |
| **Level 2 Male Housing Estimates** |  |
| **Name of House** | **Travis’ Place** |
| **County/Township Located In** | **Clermont County/Stonelick Twp** |
| **Contact Person** | **Barbara Isemann** |
| **e-mail** | barbaraisemann@onourwayhome.org |
| **Resident Capacity** | **Each Night** |
| Number of adults/children accommodated | 10/0 |
|  |  |
| **Capital Investment** | **One-Time Costs** |
| Purchase Costs of Facility | 0 |
| Furnishings | $ 9,500 |
| Appliances | $ 2,500 |
| **TOTAL:** | **$ 12,000** |
|  |  |
| **Annual Operating Investment** | **Annual Estimate in Dollars** |
| Lease (mortgage, property taxes, insurance, security, pest control) | $16000 |
| Trash Removal | $ 450 |
| Gas and Electric | $ 5,100 |
| Water and Sewer | $ 3,000 |
| Maintenance and Repairs  (indoor and outdoor) volunteer laborers | None while leasing |
| Consumable household items (linens, shower curtains, cleaning supplies, soap, etc.) | Donations |
| Transportation | Donated Lyft cards |
| GCBHS Clinical Support Staff | $22,000 |
| Internet access? | $ 600 |
| TOTAL: | $ 47,150. |
| **Income Sources for Operating Expenses** | **Annual Estimate in Dollars** |
| Rent From Resident Tenants $100/week  (based on average of 8 ( 80% occupancy) | $ 41,600 |
| Other: Clermont County OMAS | First 4 weeks rent/resident |
| Other: Public Charity Fundraiser (minimum) | $ 5,550 |
| TOTAL: | $ 47,150 |
|  |  |
| Annual Operating Costs | $ 47,150 |
| Operating Costs Per Participant Per Day | $ 16 (for 80% occupancy) |
| Operating Costs Per Participant Per Month | $ 491 (for 80% occupancy) |

**FUNDRAISING**

* Federal, state or local grants which meet Program objectives
  + The majority of funds for capital asset purchase and maintenance is through grants from county OhioMHAS boards and other public and private grants. Applications for these grants is ongoing.
* Website donations, Volunteers, Social Media
  + Volunteers will assist in setting up each facility with furnishings and appliances and supplying personal care products and new bedding. An ongoing list of needs for products and services will be available on social media. Volunteers also support this organization using their skills to meet maintenance needs. The nonprofit maintains a website, [www.OnOurWayHome.org](https://d.docs.live.net/e257090d2a34d3d4/Desktop/On%20Our%20Way%20Home%5eJ%20Inc/www.OnOurWayHome.org), where volunteer opportunities, a list of current needs, a yearly annual fundraiser, Business Plan, Bylaws and a means to donate are displayed. Informative but non-specific housing site details and personal testimonials will advertise to potential residents and their families and offer hope. Opportunities for fundraising is also sought by networking at various mental health events such as GCBHS and Parents with Addicted Loved Ones annual fundraisers, National Alliance on Mental Illness Walks, Families of Addicts, etc.
* Support base:
  + A spreadsheet of ongoing volunteers and donors is maintained. Quarterly e-mails from the nonprofit to volunteers and donors are sent to keep them motivated toward this cause. Business Plan, Bylaws as well as other information for the purpose of showing our recovery housing site to potential residents and their families and to offer hope through personal testimonials is available on website. Opportunities for fundraising is also sought by networking at various mental health events such as GCBHS and Parents with Addicted Loved Ones annual fundraisers, National Alliance on Mental Illness Walks, etc.

**BOARD OF DIRECTORS**

Brian Hash, Construction Manager, President

Charles E. Reynolds, Esq. , Corporate Litigation lawyer, Secretary

Barbara Isemann, R.Ph. , Facilitator for Parents with Addicted Loved Ones (PAL), VP, Executive Director

**Advisory Board**

Robert Isemann, R.Ph., Intensive Care Unit Pharmacist, Facilitator for PAL

Karen Belt, Accountant

Louise Reynolds, Liaison for persons with addiction

Fred Heyse, retired business executive and volunteer business consultant to nonprofits

**MANAGEMENT**

**Barbara Isemann, R.Ph.** was a lead pharmacist in a newborn intensive care unit (NICU) for 29 years. She also was Adjunct Assistant Associate Professor of Clinical Pharmacy with the James L Winkle College of Pharmacy, University of Cincinnati, as preceptor for Doctor of Pharmacy Candidates during their rotations in the NICU. She was responsible for managing technicians under her charge and served on multiple pharmacy and NICU interdisciplinary committees. She performed, presented and published several clinical research studies, most recently, “Early Prediction Tool To Identify the Need for Pharmacotherapy in Infants at Risk for Neonatal Abstinence Syndrome” in *Pharmacology,* 2017. Since 2017, together with her husband, she facilitates bimonthly meetings for the national support group, “Parents of Addicted Loved Ones” [www.palgroup.org](http://www.palgroup.org/)