



**McShin**  
Recovery Resource  
Foundation

## **The McShin Foundation's** *Marker Project*



McShin was founded in 2004 by John Shinholser and Carol McDaid

2300 Dumbarton Road - Richmond - VA - 23228 Phone (804) 249-1845

[www.mcshin.org](http://www.mcshin.org)

**Virginia's Leading Authentic Peer to Peer Recovery Community Organization**



Each year, over **3,500 Virginians** die each year as a result of Substance Use Disorders and related causes.

**The McShin Foundation's Marker Project is a mobile movement to honor these lives and bring awareness to the devastation caused by this disease.**

The McShin Foundation challenged Virginia middle and high schools to a research project to determine the statistics related to Substance Use Disorder deaths in the state. The winning school, Cornerstone Christian Academy located in Appomattox, received a \$2,500 prize for their research, which revealed the staggering number of 3,500 individuals lost each year. The Marker Project was born out of this data, to show our communities the toll the disease is taking on our loved ones and to show that there is a solution – and that solution is recovery.



Pictured: Michael Quinn presenting Cornerstone Christian Academy in Appomattox, VA with the \$2,500 prize check.

With the help of generous supporters, The Marker Project was lifted off the ground. Sherwin Williams donated 5,000 21” paint sticks, Widespread Solutions donated white paint, and Hurricane Fence Company donated fencing to create this incredible display. McShin staff, participants, board members and volunteers spent two weeks using these materials to cut, sand, paint, and assemble 3,500 individual markers.

**Each one representing a life lost.**





In 2017, The Marker Project began travelling around the state, bringing together organizations, families, and individuals to share in their grief and work together for a more hopeful future. The Marker Project can be set up in a variety of ways to suite a diverse set of locations and venues. We look forward to continuing to watch this movement grow.

#### **Marker Project 2017-2018 Locations:**

Crystal Lake Park – Fed Up Hopewell Event

Deep Run Park – Out of the Darkness Walk

Westminster Presbyterian Church

REVIVE RVA Opioid Summit

Church Hill Irish Festival

Amelia Academy – Out of the Darkness Walk

Hatcher Memorial Baptist Church

McShin's Recovery Fest & BBQ Cook Off

Celebration Church and Outreach Ministry

New Market and Laburnum

Trinity Christian Church

BAAD 5K – L. Douglas Wilder Middle School

**If you would like to bring the Marker Project to your community, contact The McShin Foundation at (804) 249-1845 or contact Nathan Mitchell at [nathanm@mcshin.org](mailto:nathanm@mcshin.org). Please provide your name, community location, and proposed date of project set up.**







**#McShinMarkerProject**



I want to bring the White Marker Project to my community!

Name:

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Phone:

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Email:

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Event/Area:

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Address of location:

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Potential Date:

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Please mail the completed form to Nathan Mitchell at 2300 Dumbarton Road, Richmond, VA 23228 or email it to [nathanm@mcshin.org](mailto:nathanm@mcshin.org). Thank you, and we look forward to continuing to spread awareness!

**DO YOU KNOW**  
**HOW MANY VIRGINIANS**  
**DIE EACH YEAR DUE TO**  
**ADDICTION?**



[www.mcshin.org](http://www.mcshin.org)





Created by The McShin Foundation

January 2018



Photos courtesy of the Richmond Times Dispatch.





## Massive display of crosses highlights annual deaths from opioid addiction

Kristin Smith reports for 8News.

WRIC.COM

# Trinity Christian Church hosting McShin memorial

Contributed Report  
news@mechlocal.com

**M**ECHANICSVILLE -- Much has been written about the opioid epidemic in the United States. While the articles are all, no doubt, heartfelt, the message sometimes becomes lost in statistics and general information.

The McShin Foundation, a recovery program serving those with alcohol and substance abuse issues in the Richmond and surrounding areas, has found an approach to make this crisis more personal.

In an effort to demonstrate just how close to home the tragedies are, McShin representatives reach out to local churches and other organizations to host their Marker Project, a mobile memorial for those whose lives have

been lost in Virginia.

Each year, the commonwealth loses over 3,500 lives to addiction and related causes.

In an effort to raise awareness in the area, Trinity Christian Church (DOC) is hosting a memorial Friday through Thursday, April 6-12. During that time, McShin will place 3,500 markers in Trinity's front yard at 8469 Atlee Rd. in Mechanicsville.

The McShin Foundation and the church ask motorists as they drive by to consider the losses, not only of the individuals, but also for the families and friends.

A Trinity member said, "Hopefully, this memorial will inspire us to write our governmental leaders, donate support, have conversations with sons and daughters, or reach out to those who may currently be suffering."