



# 2022 ANNUAL REPORT



**McShin**  
Recovery Resource  
Foundation

*Healing Families & Saving Lives*

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**PREPARED BY**

The McShin Team

# A letter from *John Shinholser & Carol McDaid* McShin Co-Founders



**McShin**  
Recovery Resource  
Foundation

Dear Friends,

This has been another wonderful year here at The McShin Foundation. McShin has overcome every challenge and exceeded expectations of our mission, "healing families and saving lives". Our staff, board of directors, alumni, and many supporters have truly guided us through what once seemed like an impossible mission. The Virginia General Assembly commended McShin with House Resolution 738 recognizing McShin as a leading and most valuable Recovery Community Organization in Virginia which makes us all proud of our work. Our "Get In The Herd" podcast still reaches thousands of people incarcerated in 48 jails in the USA. We ask all involved to please keep supporting us so we may continue in our successes. Thank you from the bottoms of our hearts.

With Gratitude,

John Shinholser and Carol McDaid



## COMMONWEALTH OF VIRGINIA GENERAL ASSEMBLY

HOUSE RESOLUTION NO. 738

### Commending the McShin Foundation

Agreed to by the House of Delegates, August 3, 2021

WHEREAS, the McShin Foundation, a recovery community organization providing individuals in the Richmond area with peer-based recovery support services, has been an invaluable resource to many for the past several years; and

WHEREAS, recognizing a service gap in their community, John Shinholser and Carol McDaid founded the McShin Foundation in 2004 to help individuals seeking treatment for substance abuse disorders have greater access to the care and resources they need; and

WHEREAS, based on the model of a recovery community organization (RCO), the McShin Foundation originally operated out of two offices in the basement of Hatcher Memorial Baptist Church in Richmond; and

WHEREAS, the McShin Foundation has grown over the years and, today, oversees 10 recovery residences, various recovery programs, and a 15,000-square-foot recovery community center that is open 365 days per year; and

WHEREAS, the McShin Foundation's 10 recovery residences, which offer a total of more than 100 beds, have been certified by both the Virginia Association of Recovery Residences and the National Alliance for Recovery Residences; and

WHEREAS, the McShin Foundation prioritizes care for three particular groups: those who are reentering society after time spent in prison or an institution, those who are resistant to traditional treatment services and have a history of relapse, and those seeking continued care after completing a treatment center program; and

WHEREAS, as one of the Commonwealth's leading RCOs specializing in peer-to-peer recovery support services, the McShin Foundation exemplifies an emerging trend in the field of addiction treatment, in which community support plays a vital role in an individual's path to recovery; and

WHEREAS, the success of the McShin Foundation is the result of the inspired vision of its founders, the steadfast dedication of its members, and the heartfelt support of the wider Richmond community; now, therefore, be it

RESOLVED by the House of Delegates, That the McShin Foundation, a recovery community organization based in Richmond, hereby be commended for helping countless individuals lead healthy and fulfilling lives; and, be it

RESOLVED FURTHER, That the Clerk of the House of Delegates prepare a copy of this resolution for presentation to John Shinholser and Carol McDaid, founders of the McShin Foundation, as an expression of the House of Delegates' admiration for the organization's contributions to the Commonwealth.

House Patrons: Kory, Adams, D.M., Carr, Cole, J.G., Convis-Fowler, McQuinn, Simonds, and Subramanyam

*Suzanne Denston*  
Clerk of the House of Delegates

### Primary Goal and Mission:

The mission of The McShin Foundation is to deliver a message of hope to individuals with Substance Use Disorders and to facilitate their journey to a healthier life. Since its inception in 2004, The McShin Foundation has provided intervention and recovery services, housing services, community resource collaborative services, recovery education and advocacy, and a speaker series. The McShin Foundation was established both by and for the recovery community to promote strengths-based healing, utilizing evidence-based practices.

### Our History:

Founded in 2004 by John Shinholser and Carol McDaid, The McShin Foundation is a nationally accredited authentic Recovery Community Organization (RCO) that operates a 15,000 square foot Recovery Community Center (RCC) in Richmond, Virginia. The McShin Foundation is one of twenty-three accredited RCO entities in the United States and is accredited by the Council on Accreditation of Peer Recovery Support Services (CAPRSS). In addition, McShin abides by National Association of Recovery Residences (NARR) guidelines as well as the Virginia Association of Recovery Residences (VARR).

 **CAPRSS**  
Council on Accreditation of  
Peer Recovery Support Services

# VOLUNTEERS, FAMILY, & COMMUNITY EVENTS

## VOLUNTEERS

This past year, our volunteers spent over 3,000 hours giving their hearts and talents to our mission. Volunteer highlights from this year include outings for program participants, art classes, yoga, breath work, sound healing, gardening at McFarm, and special fundraising events. We love to be a host site for individuals that need to get their 500 Peer Recovery Specialist hours to further their education in the addiction/recovery field.

## FAMILY

Facilitated by Moses Wright, CSAC, McShin's Family Education Group helps people with a family member or loved one with a Substance Use Disorder work on their own recovery. Learn tools for establishing healthy boundaries, effective communication, and gain information about the family recovery process. The group is hosted weekly on Wednesday evenings at 6:45 PM. Our Sunday Spiritual Service Breaking the Bondage of Addiction is still in full force on Sunday mornings. This year we also started a grief support group called "Hope and Healing" that is facilitated by Mary Ellen Viglis.

## EVENTS

We hosted community events, cookouts, a golf tournament, fundraisers, advocacy and educational summits, holiday auction, Christmas Tree competition, Santa and Sweets, and Recovery Fest. We host these events to show our participants, their families, and the community that recovery from Substance Use Disorders is possible, and that it can be fun! For information about future events, visit McShin's website and Facebook page. In June 2022, McShin hosted with community partners the first ever Recovery PrideFest event celebrating LGBTQ+ people in recovery and allies. Since the beginning of 2022, McShin has partnered with The Phoenix to host monthly Wellness Wednesdays including physical and mental activities for growth and healing.



# ADVOCACY & EDUCATION

The McShin Foundation continues to be a leading voice for recovery at the federal, state, and local level as we educate legislators and policymakers who impact recovery support services. McShin organizes and trains advocates as well as peers to reduce the negative impact of addiction, eliminate barriers, and increase access to recovery support services.

This year, The McShin Foundation hosted inaugural events and continued traditions to reach out to more people than ever before.

Highlights include:

- In August 2021, McShin hosted our first Candlelight Vigil commemorating International Overdose Awareness Day for our participants, alumni, and the community which included Henrico County Sheriff Alisa Gregory, Henrico County Commonwealth Attorney Shannon Taylor, and then candidate (now Lt. Governor) Winsome Sears.
- In November 2021, McShin hosted a screening of the award-winning feature documentary "Tipping the Pain Scale" at the historic Henrico Theatre attended by over 350 people.
- In March 2022, McShin returned to the Church Hill Irish Festival to reach hundreds of festival goers with a safe, family-friendly sober tent.
- In June 2022, McShin took a group of participants to Arlington, Virginia and partnered with The Phoenix and R1 Learning to host a Northern Virginia screening of "Tipping the Pain Scale".

## ADVOCACY

Ensuring that voices of recovery are at the table, McShin continues to lead efforts at the local, state, and federal level.

- In September 2021 McShin hosted a Recovery Advocacy Training led by Michael King.
- In June through November 2021, McShin hosted several candidates running in the 2021 election.
- In January and February 2022, McShin took dozens of participants and staff to the General Assembly to meet with lawmakers and advocate for increased access to recovery housing, better safe harbor laws, peers in recovery at the frontlines, and more.
  - These efforts resulted in:
    - Greater ease for operators to open safe, certified recovery housing
    - Budget line-item funding for safe, certified recovery housing
    - Funding for Virginia's first recovery high school
    - Increased payments for peer services
- In March 2022, McShin helped break ground on Henrico County's much needed, new detox facility set to open in 2024.
- In March 2022, McShin joined Rep. Abigail Spanberger (D-VA-7) in Washington, DC to introduce the bipartisan Summer Barrow Treatment, Prevention, and Recovery Act which authorizes more than 900 million dollars.

On the last Thursday and Friday of each month, McShin hosts a two day, 16-hour Peer Recovery Coach Training for people who are interested in promoting recovery from Substance Use Disorders by removing obstacles to recovery and serving as personal guides and mentors to people seeking or already in recovery. Over the past year, this NAADAC approved training has afforded **231 individuals** the knowledge and skillset to be of service to the recovery community and help empower others. Eleven trainings were held in total.

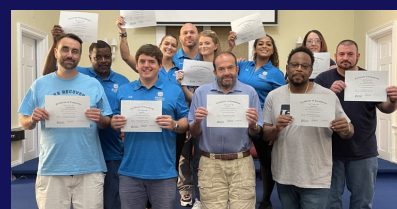
**121 individuals** received REVIVE! Training. REVIVE! Is the Opioid Overdose and Naloxone (OONE) program for the Commonwealth of Virginia. Currently, REVIVE! Provides training on how to recognize and respond to an opioid overdose emergency with the administration of naloxone (Narcan). **Over 175 individuals** received Narcan through REVIVE! Trainings or on-site Narcan rapid dispensing at McShin.

**65 individuals** participated in the state's DBHDS Peer Recovery Specialist 72-hour Training hosted and facilitated by McShin. Five trainings were held in total.

We provided over 10 staff development trainings for our staff, volunteers, and house leaders. There were over **430 people** trained.

Our award winning podcast "Get In The Herd" had over **834,000 views**.

**This podcast and other McShin videos are delivered to 48 jails in the USA. There were over 41,782 hours completed by those incarcerated and 89 new episodes this year.**



# IMPACT JULY 1, 2021 - JUNE 30, 2022

Our participants are the heartbeat of our organization. We are honored to be able to play a part in helping them begin their recovery journeys.

- Total participants who accessed recovery housing in the fiscal year: **476**
- Total new participants served: **367**
- New Program Participants: **204**
- New Sober Living Participants: **163**
- Indigent nights: **6,680**
- Program scholarships: **97**
- Assisted **94** humans with obtaining Medicaid
- Assisted **129** humans with obtaining SNAP (food assistance)

In 2022, McShin's alumni tracking efforts have made contact with alumni from 2019 - 2022. As of June 30, 2022, of those we've made contact with:

- **69%** report being engaged in recovery
- **63%** report being employed
- **67%** report that they have not been arrested since leaving McShin

During this fiscal year, 74% of McShin participants gained employment while living in housing.



"McShin has given me the tools I need to save my life and love myself. The staff are so compassionate and have lived experience that makes me feel at home. They say home is where the heart is, my home is at McShin."

**Barbie - VARR  
Scholarship Recipient**

"McShin motivated me to see the person I wanted to become and who I never wanted to be again. Recovery may not have opened the gates of heaven and let me in, but it certainly opened the gates of hell and let me out."

**Dannisha - Scott  
Zebrowski Scholarship  
Recipient**

"I didn't know if I was going to stay in recovery. I'm so grateful for McShin. I felt like I mattered to the world again. I've managed to stay in recovery for 9 months thanks to McShin. Recovery is not just staying abstinent from drugs, it's a lifestyle. You will have to work hard and it's worth it"

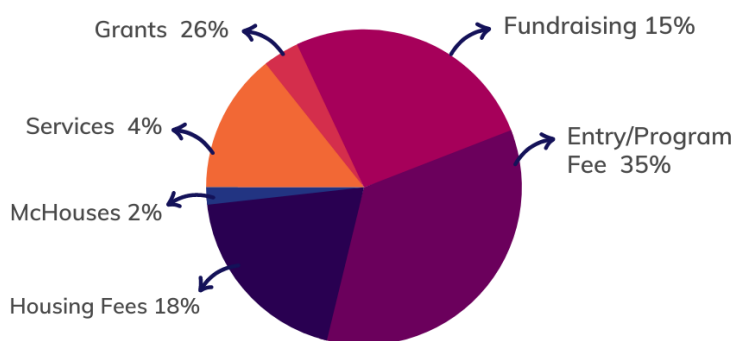
**Jose - SAMHSA  
Scholarship Recipient**

# FINANCIALS

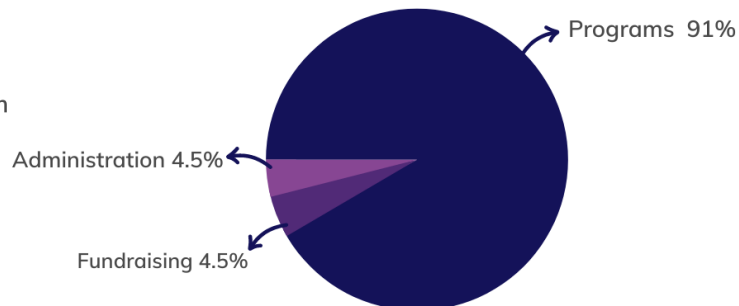
We are so grateful for all of our donors, grantors, and supporters. Without you we couldn't make our mission happen 365 days a year. The generosity that we received this year has been beautiful. This year we have been able to add more same day services, more housing for those that need it, and more fun activities for our participants to experience drug-free. A HUGE HUG and THANK YOU to all of you!!

**TOTAL INCOME: \$2,830,214.63**

## INCOME



## EXPENSES



**TOTAL EXPENSES: \$2,628,796.27**

## THANK YOU to our Recovery Ambassadors and Grantors:

**2 End The Stigma, Inc.**  
**Anonymous**  
**Banyan Treatment Center**  
**Bob Barker Company Foundation, Inc.**  
**Brad and Janet Sauer**  
**Cindy McInteer Puchalla**  
**Constance Lacy**  
**George and Jamie Wigginton**  
**Herndon Foundation**  
**Jeff and Mary Ann Markunas**  
**Jim and Colleen Daniel**  
**John and Janet Cogbill**  
**Kory and Mary Hummer**  
**Marshall University Research Corp.**  
**Michael and Ellen Long**  
**Mike and Rachel Kelly**  
**Orran and Ellen Brown**  
**Recovery Elevator**

**Robert E. Yager Charitable Trust**  
**Robert Leroy Atwell & Lucy Williams Atwell Foundation**  
**Roderick and Deborah McDavis**  
**Russ and Tracey Nevin**  
**SAMHSA**  
**Steven and Keller Shinholser**  
**Susan McDaid**  
**The Estes Foundation**  
**Tim and Anne Beane**  
**Virginia Association of Recovery Residences (VARR)**  
**VA Department of Behavioral Health & Developmental Services**  
**West Charitable Trust**  
**Wilbur Moreland Havens Charitable Fund**  
**William Wilson**

What an AMAZING year! There have been challenges we have overcome as a team, but we continue to love our community as well as our participants. We have added so many health and wellness activities for the humans we serve to enjoy. Exercise and wellness is a big part of my personal recovery, so I am so excited to incorporate more here at McShin. This year we dedicated our Female Program Home to Brenna LeFleur who lost her life to addiction. We also opened our first brand new VARR certified handicap accessible recovery home! YAY!! A big thank you to our staff, board members, volunteers, supporters, donors, and family members that make our mission happen 365 days a year. You all are truly beyond loving humans and I appreciate every single one of you!!

Peace and Love,

Honesty Liller, CPRS  
Chief Executive Officer



# YOU ARE INVITED

## THE MCSHIN FOUNDATION'S 18TH ANNUAL RECOVERY FEST

September 10th, 2022  
12PM - 5PM

ICE CREAM  
TRUCK

MUSIC

PEOPLE'S  
CHOICE BBQ  
COOKOFF

KID'S  
ACTIVITIES

SPECIAL  
SPEAKERS

KCBS BBQ  
COOKOFF

CORNHOLE  
TOURNAMENT

VENDORS  
GOLF CHIPPING  
CONTEST

THE LOCAL CUP  
COFFEE TRUCK



3 TIME SAMHSA AWARD  
WINNING EVENT

RECOVERY  
MONTH 2022

WWW.MCSHIN.ORG  
CONTACT HONESTY@MCSHIN.ORG



\*\*NEW LOCATION\*\*  
HANOVER COURTHOUSE RUITAN CLUB



McShin  
Foundation  
Healing Families & Saving  
Lives Since 2004

13497 HANOVER QUARTER RD, HANOVER, VA 23069-1551

MOBILIZE  
RECOVERY



McShin  
Recovery Resource  
Foundation

### MOBILIZE RECOVERY AT THE MCSHIN FOUNDATION

SEPTEMBER 16TH, 2022 - 5:00 TO 8:30 PM EST

2300 DUMBARTON RD, RICHMOND, VA 23228

Join the Mobilize Recovery Across America Bus Tour at the McShin Foundation on September 16th, 2022 from 5:00 to 8:30 pm for a jammed-packed lineup of training, speakers, food, and a story telling show!



**Anna David**  
NYT Bestselling Author  
of "Party Girl"



John Shinholser



Joseph Green



Tom Jackson



Honesty Lillier



**Eddie Pepitone**  
Acclaimed Comedian & Star  
on Netflix's "Bitter Buddha"

Register now and get your free ticket at  
<https://mobilizerecoveryatmcsin.eventbrite.com>

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