



804.249.1845

mcshin.org

2024-2025

Impact Report



**McShin
Foundation**

Healing Families & Saving
Lives Since 2004

Letter from the CEO

Dear Supporters,

As I reflect on this past year, I am filled with gratitude for your support and dedication to our mission. Your generosity has been instrumental for us to navigate a challenging landscape, especially as changes in federal funding are effecting nonprofits like ours. Despite these obstacles, we remain committed to providing life-changing services to individuals and families impacted by substance use disorders. With your help we proudly served 10 children and mothers in Destiny House, our recovery residence for women and children, giving them a safe nurturing environment to heal and rebuild their lives. Witnessing the resilience and hope of these mothers and children demonstrates the power of community and the incredible difference your contributions make. Serving 487 people in our housing this year fills my heart with hope, faith, and so much love.

This year, we celebrated McShin's 20th year of healing families and saving lives. Being an Alum of McShin, I have seen first hand how this organization has grown and remained a leader in our field. Our team, board members, supporters, participants, and volunteers are the heart of our mission. Together, we are building a brighter future for countless families and individuals. Thank you for being an essential part of this journey, we could not do this without you.

With gratitude,
Honesty Liller, CPRS
Chief Executive Officer



About McShin

Our Mission

Founded in 2004, The McShin Foundation is a full-service Recovery Community Organization (RCO) committed to serving individuals with substance use disorders as well as their families. While providing housing and the tools for recovering individuals to create positive lifestyles, we aim to spread the word of recovery and educate families, communities, and government regarding SUDs as well as reduce the negative outlook attached to them. McShin is the only RCO in Virginia accredited by the Council on Accreditation of Peer Recovery Support Services (CAPRSS).

TOP RATED
**Addiction
Recovery
PROGRAM**

Board of Directors

Dusty O'Quinn - Board Chair
Andrea Wright - Board Vice Chair
Lesley Davis - Board Treasurer
Mike Beaudet - Board Secretary
David Dunston
Dr. Stephen Popovich
Mike Kelly

Lisa Bennett
David Ostwinkle
Fay Chelmow
Virginia Hall

Honorary Board Members

John Shinholser
Carol McDaid
Phyllis Johnson
Chick Jordan
Paul Thomson

Financials

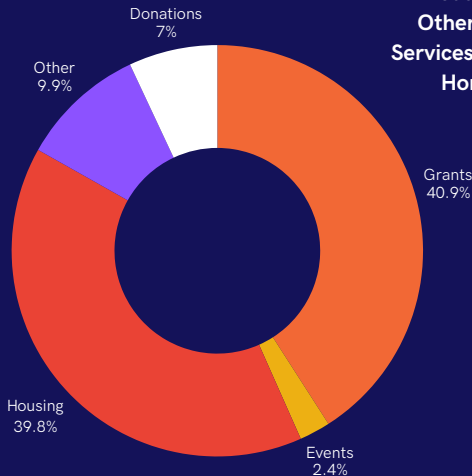
We are deeply grateful to our donors, partners, and supporters whose generosity has been the cornerstone of our work this year. Your contributions have empowered us to deliver vital programs and services, making a tangible difference in the lives of individuals and families impacted by substance use disorders. Thanks to your support, we have not only sustained our mission but also expanded our reach, bringing hope and healing to more people than ever before. Together, we are building a stronger, healthier community.

TOTAL INCOME: \$3,842,670.14



Income

Donations: \$268,310.62
Grants: \$1,572,250.09
Events: \$93,563.93
Housing: \$1,529,678.08
Other (Judicial Programs,
Services, Insurance Claim for a
Home): \$378,867.42

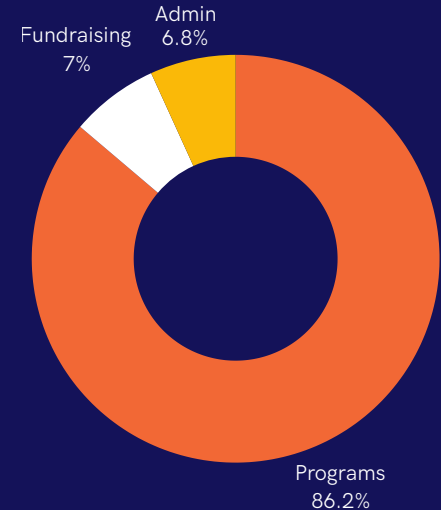


TOTAL EXPENSES: \$3,545,416.36



Expenses

Programs \$3,055,996.29
Fundraising \$247,158.36
Admin \$242,261.71



2025 - 26 Funding Priorities



→ Three Judicial Programs - 272 Incarcerated People Served This Year

The McShin Foundation's jail recovery programs provide peer-led support and recovery services to incarcerated individuals struggling with substance use disorders. These programs, offered in multiple jails across Virginia, are grounded in authenticity, lived experience, and hope. Participants engage in group meetings, recovery education, and reentry planning, helping them build a foundation for sustained sobriety both inside and after release. By fostering connection, accountability, and hope, McShin's jail programs reduce recidivism and support successful reintegration into the community.

We have created two fundraisers as well this year for Judicial Programs and Reentry.

→ Destiny House

Destiny House is a women's and children's recovery residence designed to provide a safe, supportive, and structured environment for women seeking recovery from substance use disorders. Rooted in peer-led support and lived experience, Destiny House offers trauma-informed care, recovery programming, parenting support, and community reintegration services. This program empowers women to heal while working toward family reunification, sustained recovery, and independent living, helping to break cycles of addiction and restore hope for future generations.

→ Intensive Programs

With a focus on a holistic approach our program delivered intensive recovery services to 246 participants, providing linkage to detox for 52 of those participants. This year McShin's intensive programs will prioritize peer-led recovery support, structured programming, and comprehensive care for individuals with substance use disorders. Our focus is on building recovery capital through housing, daily recovery activities, and connections to medical professionals, health and wellness events/activities, employment, and community resources.

Thank you to our Grantors:

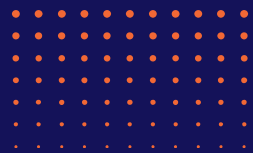
SAMHSA
VARR
DBHDS
SAARA of VA

VA Opioid Abatement Authority
Richmond City
Altria
Rappahannock Electric Cooperative

Robins Foundation
Girl Power Grants
Anthem Blue Cross and Blue Shield Foundation
Jenkins Foundation
Herndon Foundation



A Year in Review



Volunteers

- **12,000+** Hours of volunteer time to include facilitating groups, activities with participants, and events.
- Congratulations to Kim Soares for receiving the Volunteer of the Year award at our 2nd Annual Founders Banquet.
- Santa's helpers delivered holiday cheer to children at our Annual Santa's Hope Event



Events

- 20th Annual Recovery Fest with over 1,000 in attendance celebrating the Impact of recovery
- Annual Golf Tournament to benefit our Alumni Scholarship Fund
- Partnered with Mobilize Recovery, Country Music Star Whey Jennings, and American Idol Winner Noah Thompson to provide fun events for the community



More Events

- Sober Space at VA Pride to provide a safe space for those in recovery to celebrate
- Many cookouts, Sober Pavilion at The Churchill Irish Festival, beach trips, and lots of historical sightseeing
- Partnering with Beyond Boundaries, our participants enjoyed many white water rafting, rock climbing, and fishing adventures

By The Numbers

7/1/2024 - 6/30/2025

9,359

- Indigent Bed Nights Given to Those Needing Housing

232

- Identified as Unhoused Before Entering Our Recovery Residence

2,200+

- Meals Given To Those Residing In Our Housing and The Community

487

- People Served In Our Recovery Residences

10

- Children Served in Destiny House

4,537

- Recovery Coach Sessions Given to McShin Participants

79% of Alumni Reached

- Still Engaged in Their Personal Recovery

80% of Alumni Reached

- Have Not Been Incarcerated or Arrested Since Leaving McShin

68% of Alumni Reached

- Are Currently Employed

Milestones & Moments



20 Year Anniversary

- Have Saved Over 10,000+ Lives Since Opening in 2004



Trainings and Education

- 56 Trainings Were Facilitated with over **1,028** Attendees Total



2nd Annual Founders Event

- 2nd Annual Celebration of Founders Carol McDaid and John Shinholser and All of Their Love For Our Mission



Get In The Herd Podcast

- Our Award-Winning Podcast Had **2,785,770** views and Is Now In **1,093** Jails in The USA and Our Social Links



Richmond City Outreach

- **18** Community Trash Pick-up and Food Distribution Events
11 Hygiene Bags, Harm Reduction, and Health Resource Events
1,395 Richmond City Residence Served



Family Meeting

- Every Wednesday Night at 7PM, Families Are Being Healed at Our Family Meeting Facilitated by Alden Conner, LPC

Voices in Recovery



"McShin opened my eyes to a whole new meaning of life, not only through recovery but relationships as a whole. I have found a pathway that fits my recovery and a support network I would never have found otherwise as well as a whole new family. I will forever be grateful to McShin and the many others who provided a safe and loving place to grow that I would have never dreamed existed before now."

Hayley, Destiny House



"McShin has been, and continues to be instrumental in not only my recovery/sobriety, but also aiding in my becoming a positive and productive member of society. I am eternally grateful."

Chuck, Clarke House



Voices in Recovery

“Since coming to McShin I have had the pleasure of meeting people that are like minded in recovery and the connections that I have made are really awesome. I now feel like I am someone that is wanted but I have found that my want for those same people to be close means something to me today.”

Stephen L.

“The McShin Foundation has altered the trajectory of my life in the most positive and beneficial way possible. Each administration member works tirelessly and shows the utmost care for their participants. I feel so lucky for the help and guidance McShin has given me.”

Kelli S.

A Year In Pictures



Anthem Foundation
10/8/2024
Pay to: McShin Recovery
Fifty thousand \$ 50,000.00
Recovery Wellness Grant Anthem Blue Cross and Blue Shield Foundation

Girl Power Grants
McShin Recovery
Ten Thousand dollars \$10,000
Big Grove Grant
Girl Power Grants
www.GIRLPOWERGRANTS.COM

COOL MOMS CLUB
THE BIRTHDAY DUB

FIGHTING FENTANYL

The McShin Foundation
2300 Dumbarton Road, Richmond, VA 23228
www.mcshin.org



Make a life saving donation today!
Thank you



GET IN THE HERD
McShin's Award-Winning
Recovery Podcast



WATCH & COMMENT LIVE