Salt Lake City's Gym and Community Center for People in Recovery from Drug and Alcohol Misuse

Ian Acker, FTR Founder and CEO
Lacey Garcia, FTR Women's Coordinator
Presented to the
Connecticut Conference on Addiction and Recovery
May 2, 2016

Agenda

- Why are you here? (Help us shape the presentation)
- The Dream, History and Mission of FTR
- FTR's 4 Pillars of Recovery
  - Exercise
  - Nutrition
  - Creative Endeavors
  - Service
- Future Plans
  - eFTR Store and Food To Recover Recovery Bars
  - Spread the word- replicating FTR in Utah and beyond
- More on FTR
- Research – University of Utah Ctr. For Communication & Community
- Your Turn - Questions and Answers

The Dream

FIT TO RECOVER

EXERCISING RECOVERY

Mission

- Fit To Recover helps people maintain recovery from drug and alcohol misuse by providing a safe, supportive environment that includes exercise, nutrition, creative endeavors and community service.

We call these the Four Pillars of Recovery

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History

✓ Start the Run (Boombox in the Park)
✓ Do the Documents (501c3 September 2014)
✓ Lease the gym (Indiegogo = $23K)
✓ Grow the membership (30 ➔150)
✓ Nourish Recovery (Introduce Food To Recover)
✓ Build a Climbing Wall (Petzl Fdn, Momentum Climbing)
✓ Happy Anniversary! (January 16, 2016)
. . . eTailing (FTR apparel and energy bars)
. . . Grow the Family (Replicating FTR)

Nuts & Bolts of our Supportive Community

- Contracts with 7 treatment centers, plus Wounded Warriors Project, Strong Hope (Salt Lake Behavioral Health military program), Salt Lake County Division of Youth Services
- 150 members and drop-ins
- 30 classes per week
- Income: Fee-for-services, Foundation & Corporate grants, Donations, Apparel sales

Happy One-Year Anniversary!

January 16, 2016

Exercise and Physical Fitness

James' Training Protocol

Ian's Training Protocol

FTR Climbing Wall

Sports Teams

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- Volleyball
- Soccer
- Softball
- Basketball

Nutrition

Our team of licensed dietitians conduct workshops, provide recipes, nutrition research,

. . .offer healthy eating tips, garden planting and harvesting, and cooking demonstrations.

Nutrition

A Food to Recover workshop on healthy eating habits

Creative Expression

Audio, art, writing studios

- Recovery audio journaling
- Original music recording
- Mural and canvas painting projects
- Creative writing classes

Service

FTR's Community Service Opportunities Include:

- Homeless Outreach
- Salt Lake City Marathon staffing
- Recovery Day Celebration staffing
- Landscaping City Hall
- YWCA Outreach for Mothers and Children
- NAMI Mental Health Awareness Month Partner
- FTR garden planting
- Approx. 1500 volunteer hours/year

FTR Volunteer Coordinator Rachel Santizo was the featured speaker for the SLC Homeless Vigil in December. Once homeless herself, Rachel's passion is giving back.

Service

FTR's Women's Group

- Early recovery
- Guest speakers
- New friends
- Support
- Exposes women to all 4 FTR pillars: Exercise, nutrition, creativity, service

FTR's Lacey Garcia leads the women's group for women in early recovery. The group meets weekly, and has grown to nearly 50 women.

Service

Service

- **AA Meetings**
  - 2 per week
- **Big Book Study**
  - 1 per week

Future Plans

- Food To Recover Recovery Bars
- The FTR Store
  - Shopify (eStore)
  - On-site outlet for apparel and Recovery Bars
- Build the FTR Network
  - Establish partnerships
  - Author an eBook on FTR model replication

More Strategies for Success

- Media
  - Web, Facebook, Newsletters, Blogs, TV, Radio, Newspapers, Magazines
- IT
  - TechSoup (Shopify, QuickBooks, Microsoft 365), Google Ad Words/Analytics for nonProfits
- Crowdfunding
  - Indiegogo[1], Razoo
- Fundraising
  - Corporations, Foundations, Individuals asking Individuals (one year anniversary)
- Research
  - Surveys (quantitative) and Interviews (qualitative)

[1]Paste Indiegogo link directly into browser: https://www.indiegogo.com/projects/help-build-fit-to-recover-reach-high-climb-strong#/

Research conducted by the University of Utah Center for Communication and Community

Holmes, E. (April 26, 2016). Survey Analysis: Fit To Recover. *Oral report to FTR*
Greene, E. (April 26, 2016). Narrative Observations: Fit To Recover. *Oral report to FTR*

Favorite ways to sweat at FTR

"There are strong and explicit connections between the environment of FTR and keeping/continuing sobriety, sobriety mindsets, and self evaluation."

Ethan Greene, U of U Researcher

- **Clients love the community support and involvement**
- **They attend often**
- **Value what FTR adds to their recovery process**

Gym attendance is an important part of clients' overall recovery process.

" I believe it's a great way to improve and get to my better self because it encompasses everything I'm trying to do, which is improve."

"I figured I'd do my cardio with other people in recovery and, uh, socialize a little bit and have a good time."

"It makes me feel good about myself. It makes me feel better. It gets my day started or just like brings me out of a slump when I'm having a bad day. So it just gives me something to focus on and something I can see improvement in every week"

"It's helping me allow myself to find out who I am because it's, you know, it's a judgment free zone and so it's allowing me to really learn about myself without being afraid that, you know, other people might judge me for who I am or what I've done in the past."

"It's like an outlet for sober living and enjoying it, you know, rather than just going to a meeting for an hour a day like a couple days a week."

"Yeah it's fun. And then being in recovery, like I don't go out to the bars and go dancing so every week I get to come here and go dancing."

FTR
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FTR Motto:

Treat Others as You Would Like to be Treated

Q & A

Questions

Feedback

Shared Experiences

Contact Info

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  - Visit 789 W 1390 S, Salt Lake City, UT 84104

Parting Shots