



*The mission of the Jackie Nitschke Center is to provide affordable quality alcohol and drug treatment in a home-like environment to improve the quality of life for adult clients and their families.*

## 2010 Annual Report



## *Message from the Director*

Hello Friends:

Benjamin Franklin said, “Energy and persistence conquer all things.” Throw in a positive attitude and a passion for helping people and that will describe how we got through 2010.

We had a tough year following the loss of most of our funding. We did not give up though, we got busy. We asked, we listened, we learned, and then we made changes. We then shared with other agencies across the USA how to prepare for the future. NIATx staff came and made a video of us for their 2010 Annual Report. What is cool is they had 2,300 other organizations to choose from.

Maya Angelou said, “I’ve learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel.” At our core is caring about people. I am proud to watch our staff connect with families, clients, treatment providers, and funding sources to help people get on the road to healing and recovery. This takes time and patience; especially when resources are few. This is true leadership.

To save on expenses, at the end of the year we dissolved the Jackie Nitschke Center Foundation. I would like to thank community volunteers Bob O’Brien, Frank Bennett, Jay Fostner, and Amy Nitschke for serving on the Jackie Nitschke Center Foundation Board of Directors. You did a great job!

I would like to thank our Jackie Nitschke Center Board of Directors for the extra time you put in during 2010. An example of your commitment to our staff is when you paid for the holiday luncheon out of your pocket rather than cancel it due to lack of revenue. I would like to also thank Beverly Van Deurzen, who resigned from the board of directors after four years of service. She plans on continuing to help out on the fundraising committee. Thanks Bev! And welcome to Mike Van de Kamp who joined the board of directors in 2010 to assist us with marketing the center. Welcome Mike!

On the following pages are listed the people that donated their time, talent, resources, and money to help us carry out our mission in 2010. Thank you for helping us improve lives.

This letter was terribly difficult to write. 2010 is hard to put into words. Many people to thank, many changes, many losses, much learned, much to let go of, etc. But, when you take a look at our 2010 completion rates I guess we did a pretty good job. Energy and persistence do work.

Sincerely,  
William LaBine  
Executive Director





## ***Board of Directors & Staff***

### BOARD OF DIRECTORS

Richard Kellogg ~ President  
Phil Enscoe ~ Vice-President  
Char Meshigaud ~ Secretary  
Sandy Fabry ~ Treasurer

Frank Bennett	Sue Bischel
Jeff Greeneway	Jim Kalny
DJ Long	Ron Metzler
Tom Murphy	Jim Pecard
Paul Strand	Mike VandeKamp
Mark Warpinski	

### EXECUTIVE DIRECTOR & CLINICAL SUPERVISOR

William LaBine, MSW ICS CSAC

### MEDICAL DIRECTOR

Dr. Edward Johnson

### ADMINISTRATIVE ASSISTANT

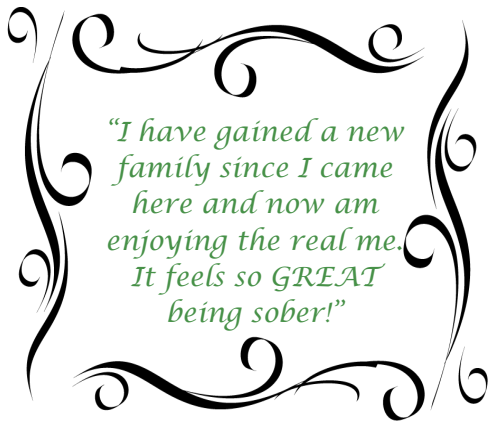
Rose Maloney

### COUNSELING STAFF

Becky Pasterski, CAPSW CSAC ~ Residential Manager  
Darryl Wheeler, BS CSAC ~ IOP Manager  
Hillary Adelman, MA SACT ~ Substance Abuse Counselor  
Kelly Jones, SACT ~ Substance Abuse Counselor  
Joy Salzwedel, BS SAC ~ Substance Abuse Counselor  
Mike Thurk, SAC ~ Substance Abuse Counselor

### RESIDENTIAL ASSISTANTS

Gayla Barnes  
Wayne Borowitz  
Jim Brunner  
Jim Leiterman  
Mary Sawyer



*"I have gained a new  
family since I came  
here and now am  
enjoying the real me.  
It feels so GREAT  
being sober!"*





## About the Jackie Nitschke Center

### Our History...

Beginning as a halfway house known as the Samaritan House in 1973, the Jackie Nitschke Center has evolved into an intensive, continuous and personal substance abuse treatment facility reaching out to the individuals and families of Wisconsin. The facility was named after Jackie Nitschke, the wife of former Green Bay Packer Ray Nitschke. She was a recovering alcoholic and outspoken advocate of alcohol/drug awareness and recovery in the community. Our staff follows Jackie's beliefs while providing comprehensive, well-rounded care. Our hope is that clients and families who suffer from addictions will begin the journey to having a better quality of life by receiving treatment at the center. Each year, we treat over 250 clients in our Residential and Intensive Outpatient programs, with many more still seeking assistance. We are continuously working to improve our services and positively impact the community.

### A Counselor's Perspective...

*HOPE, hope is defined as: "A desire of some good, accompanied with an expectation of obtaining it, or a belief that it is obtainable; an expectation of something which is thought to be desirable; confidence; pleasing expectancy." That definition does not begin to illustrate the power, the miracle, of the Jackie Nitschke Center. Clients enter the Jackie Nitschke Center emotionally, spiritually, and mentally bankrupt. They enter with fear, doubt, and very little love for themselves. Through individualized treatment plans, individualized care, a holistic approach to healing, a team of dedicated professionals who care for each client personally, and the idea that each client can become the person they were meant to be – a seed is planted. A seed of HOPE. A seed that breeds the possibility of a life with no strings attached, a seed that contains respect and pride, a seed that fuels self love. The Jackie Nitschke Center begins each client's treatment with the idea that things can change, that each person is worth the effort, and that each person was put on this earth for a reason. The Jackie Nitschke Center offers far more than a black and white definition of HOPE; we offer the opportunity to live it.*





## Residential Treatment

In 2010, we provided **3,454** days of care to **154** clients.

### Of the 154 clients...

...82% completed treatment

...81 were male, 73 were female

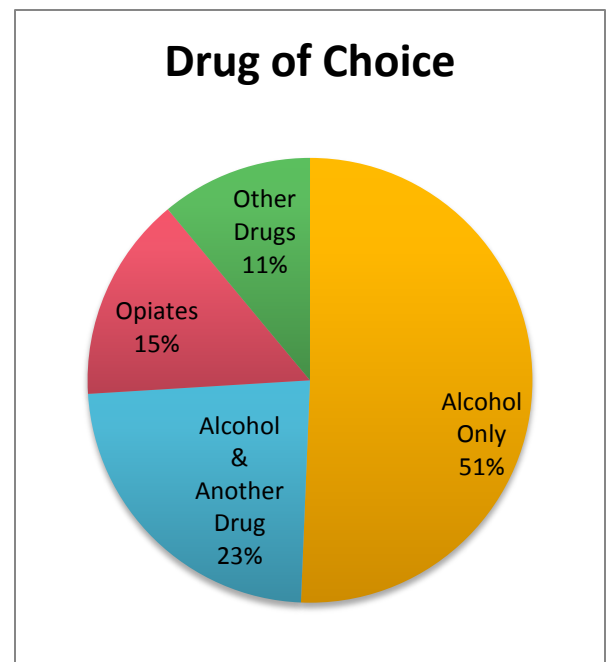
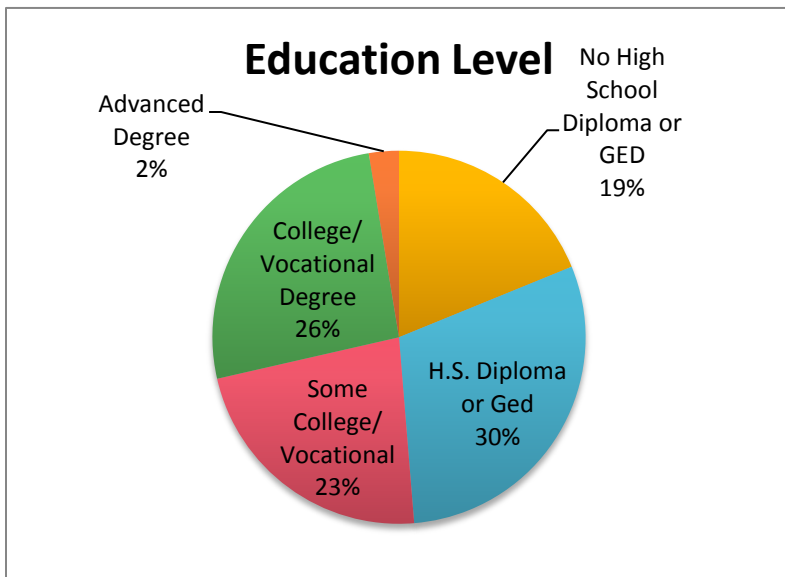
...the average age was 39

...90 had no insurance, 64 had insurance

...67% of women completed treatment, 80.5% of men completed treatment

...42% were single/never married, 27% were married, and 31% were separated, divorced or widowed

...32% were employed, 57% were unemployed, 11% were retired or disabled





## *Residential Treatment*

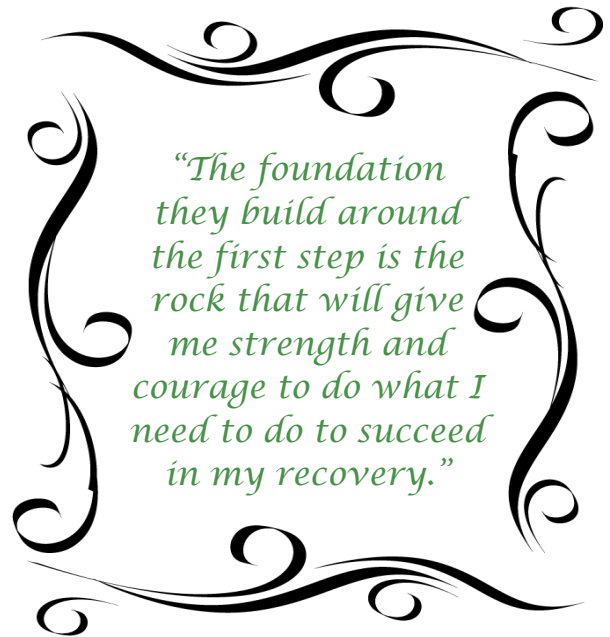
98% felt there was a sense of community in the program.

*99% of clients felt they learned about responsibility and self-discipline in the program.*

99% of clients felt they made progress towards their goals.

*90% of clients felt the counselors help clients develop confidence in themselves.*

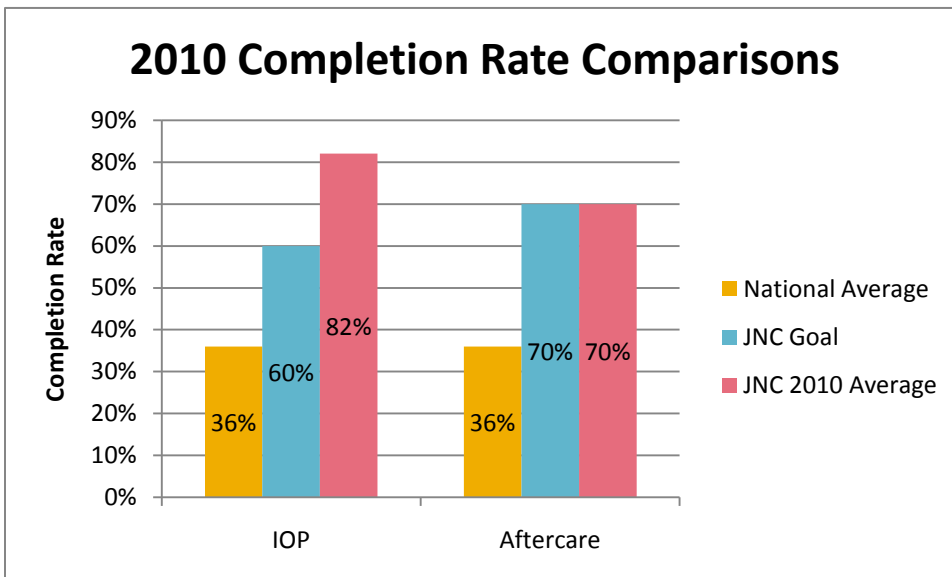
92% of the clients felt they received personalized attention in treatment.





## *Intensive Outpatient and Aftercare Treatment*

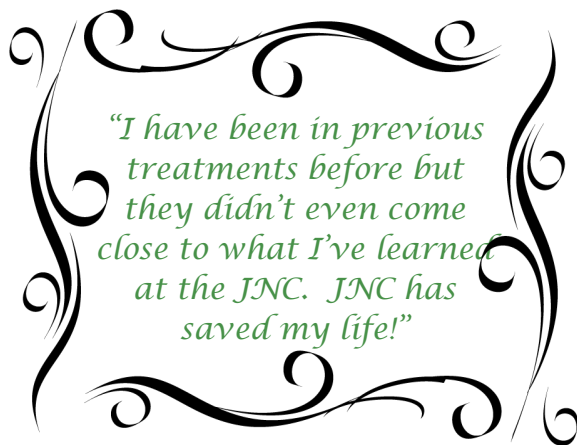
In 2010, the Jackie Nitschke Center provided Intensive Outpatient treatment to a diverse population of **181** clients.



The year-to-date completion rate for Intensive Outpatient was 82%.

The year-to-date completion rate for Aftercare was 70%.

*Both are far beyond national averages of completion rates!*



Intensive Outpatient say a significant change in funding sources in 2010.

In 2009, 75% of clients paid for treatment directly out of pocket.

In 2010, this number decrease to 25%.

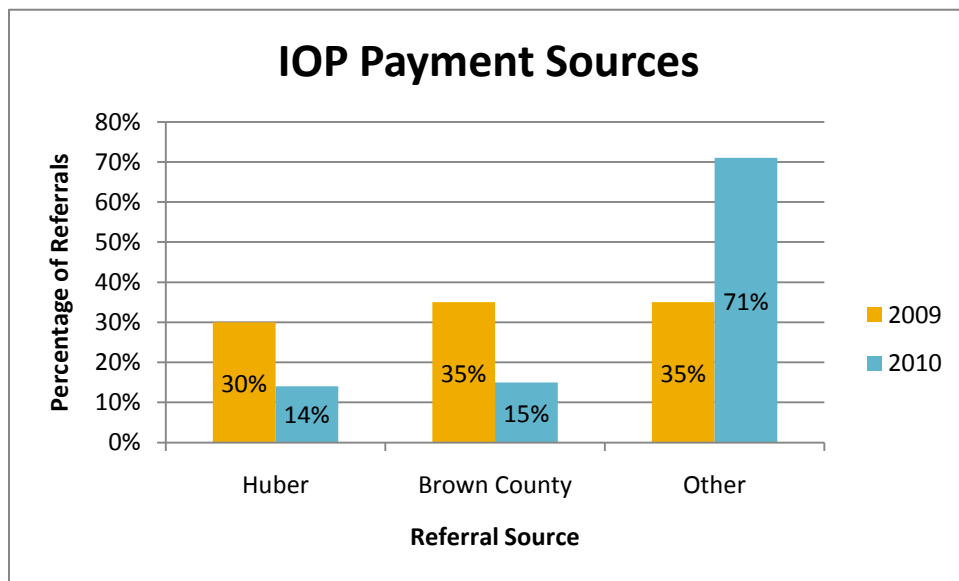
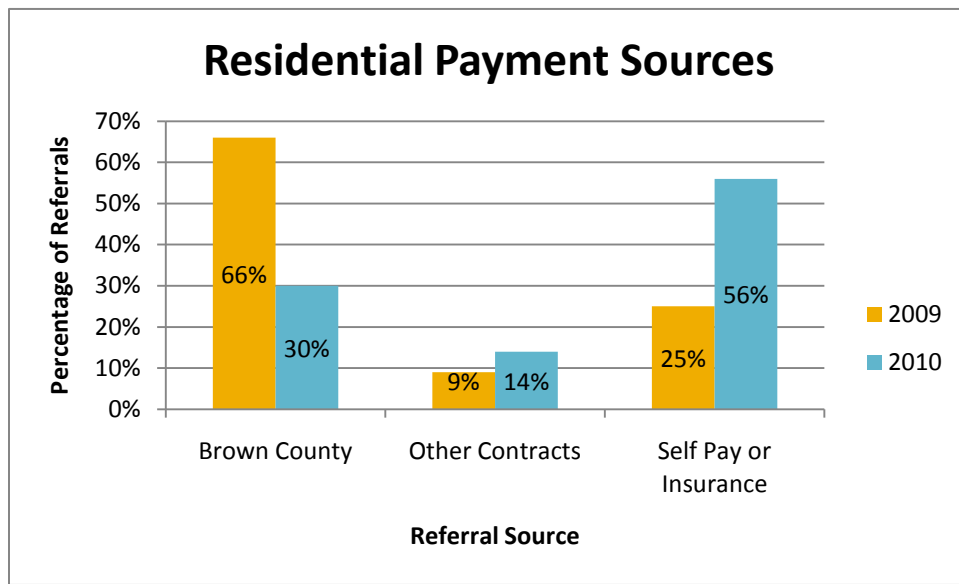
This decrease is attributed to our active involvement in joining insurance networks.





## Payment Sources

In 2010, the Jackie Nitschke Center experienced a dramatic shift in our payer sources. Unlike prior years, our primary referral source was self-pay clients or clients with insurance.







## Highlights

### Community Building

We went out into the community to educate hospitals, the Employee Resource Center, and employers on addiction and the services of the Jackie Nitschke Center. We also participated in health fairs, educated social workers in emergency rooms, did interviews for students, and made contacts with many new people!

We were an active participant in planning the Celebrate Recovery Picnic for National Recovery Month.

In September, we held an Open House with special guests, Gary Knafelc, Chuck Lane, Pat Cochran, Dave Robinson and Royce Boyles, who autographed copies of the book “The Lombardi Legacy” by Dave Robinson & Royce Boyles.

### Technology Upgrades

In May, we were fortunate to be able to install a new telephone system, a full computer network and computers, and a credit card machine. All have improved efficiency and allowed us to focus more directly on our work with clients.

### Sharing Our Experiences

**April:** The Robert Wood Johnson Foundation published the article “Jackie Nitschke Center: Increasing Retention in Treatment” – highlighting some of our change projects through STAR-SI

**June:** Becky Pasterski shared the experience of implementing new technology at the STAR-SI Learning Session

**October:** Rose Maloney, Becky Pasterski, and Bill LaBine conducted a webinar for NIATx on “The Future of Funding: Making the Switch to Fee for Service” to highlight the changes we have made in our billing practices.

**November:** Bill LaBine was interviewed for the article “Treatment Centers Proceed Cautiously” in Addiction Professional magazine

NIATx came to the Jackie Nitschke Center to interview staff about our experiences with process improvement – which will be used for their 2010 Annual Report.

Darryl Wheeler continues to serve as a peer mentor for STAR-SI. He also served on the planning committee for the NIATx and SAAS National Summit, held in July 2010.

Bill LaBine continues to serve as a coach for STAR-SI and is on the STAR-SI management team.

Rose Maloney and Bill LaBine were one of several agencies to assist NIATx in writing “The NIATx Third-Party Billing Guide.”





## Highlights

### **Continued Growth with STAR-SI**

We continued our involvement with the STAR-SI program, including improving our services with the following change projects:

- Increasing Self-Pay Admissions in Residential Treatment
  - Increasing Admissions to Intensive Outpatient
  - Increasing Continuation in Intensive Outpatient

### **Staff Professional Development**

Becky Pasterski earned her Clinical Substance Abuse Counselor certification.

Joy Salzwedel earned her Substance Abuse Counselor certification.

Mike Thurk earned his Substance Abuse Counselor certification.

Hillary Adelman was hired as a Residential counselor.

We mentored interns from University of Wisconsin – Green Bay and Lakeland College.

We also meet with Bellin College of Nursing students several times a semester to provide education on addiction.

Bill LaBine, Executive Director, was able to attend the 2010 NIATx and SAAS Annual Summit of behavioral health care providers in Cincinnati, Ohio.

Counselors focused on enhancing case management skills.

Clinical team became more creative in individualized treatment approaches.

### **Agency Professional Development**

We were able to start providing assessment and individual counseling services.

Jackie Nitschke Center staff worked diligently throughout the year to update agency Policies and Procedures, as well as to enhance client forms for efficiency and consistency.

All levels of care have utilized client satisfaction surveys to assist with programming changes.

We became a preferred provider for several networks of insurance, increasing our funding options.

### **Alumni Group**

Our Alumni Group continues to remain a strong, active part of the Jackie Nitschke Center. They held two parties this year – the Summer Fun Party and the Gratitude Party – to bring together clients from all levels of care and celebrate life in recovery.

Alumni members continue to share their stories of experience, strength and hope with current clients through co-chairing meetings, speaking, Big Book meetings, and contact calls.

Several Alumni members volunteered to assist in some remodeling in the center.





## *Thank You to Our Donors!*

As a non-profit agency, donations of any kind help the Jackie Nitschke Center meet our goal of providing quality substance abuse treatment in our community.

*We are in deepest gratitude to all of our supporters.*

Abbot Pennings Council No. 3955  
Barone, Lou & Barb  
Berzinski, Beverly  
Biebel, Thomas  
Biskner, Jon  
Blaszczak, Richard  
Blecha, Carmella  
Bremer, Sidney  
Bridge Between Retreat Center  
Butkiewicz, Dorothy & James  
Cremer, Dave  
DeGeneffe, Don  
DePere Christian Outreach  
Diamond Vogel Paint  
Donovan, J. Walter & Frances M.  
Duffy, Dennis & Martha  
Egan, Joy  
Enscoe, Phil  
Executive Agenda, Inc. (EA 29)  
Fruit, Alice  
Glysch, John & Jean  
Graphic Point Printing & Web  
Design Studio  
Great Harvest Bread Company  
Haanen, Brian & Tina  
Hendricks, Robert & Donna  
Hixon, Maureen  
Hogan, James & Joan  
Huelskamp, Betty  
Hurckman Family Foundation  
Johnson, Charles & Debra

K.C. Stock Foundation  
Kasper, Mark  
Klemens, Lee & Anne Czyn-  
Klemens  
Koch, Dr. Paul & Linda  
Kosky, Jeanette  
Kress, Irene “Billie”  
Kress, James  
Kreuser, Gloria  
LaBine, William  
Laird, Jane  
Larsen, Greg – in memory of  
Lewis, Timothy  
Lindemann, Kenneth  
Long Family Foundation  
Long, D.J. & Julie  
Maki, Helen  
Meng, John & Engrid  
Meshigaud, Charlotte  
Nelson, Rick  
Nicolet Bank  
Nicolet Knights of Columbus  
O’Brien, Robert & Kathleen  
O’Neill Trust of 1997/Michael  
O’Neill  
P&G Fund of Greater Cincinnati  
Parmentiers Greenhouses  
Penske Trucking/Jim Feenstra  
Peters, Janice  
Pfeifer, Suzette  
Print & Promo

Reed, Micki  
Rust Management Consulting  
Sargento Cheese  
Schmitz, William & Adrienne  
Schneider National Foundation  
Schneider, Robert  
Shepardson, Barbara  
Schroeders Flowers  
Sieg, Richard  
Sladek, Thomas & Mary Ann  
Solper, Mike & Sue  
Sorenson, Sue  
Strand, Paul  
Students Teaching Responsibility  
in Drug Education at  
Northeastern Wisconsin  
Technical College  
The Premonstratensian Fathers  
Thomas Murphy Consulting, Inc.  
Van de Kamp, Michael & Mary  
Van Deurzen, Beverly  
VanHorn & VanHorn, LLC  
Waeghe, Pat  
Ward, David & Judith  
Warner, Lora  
Warpinski, Mark & Sue  
Wenck, Dr. Mark  
Wisconsin Hospital Association  
Yerkey, Richard & Barbara

*“We can only be said to be alive in those moments when  
our hearts are conscious of our treasures.” – Thornton Wilder*





## 2010 Financial Report

### Revenue

Contributions & Grants	.	\$140,246	.	21%
County Contracts	.	\$201,313	.	29%
Self-Pay & Insurance	.	\$339,094	.	49%
Other Income	.	\$7,486	.	1%
Revenue	.	= \$688,139		

### Program Expenses

Residential	.	\$494,439	.	73%
Intensive Outpatient	.	\$187,037	.	27%
Total Expenses	.	= \$672,834		

Unrestricted Net Assets January 1	.	= \$782,811
Unrestricted Net Assets December 31	.	= \$728,526

