



Fletcher Group Partner Success Story

RESTORING ROOTS

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HOPE IS TAKING ROOT

Founded in Wisconsin by families who have a loved one with an addiction, Restoring Roots knew what it wanted: Long-term treatment in a self-sustaining environment where those in recovery could nurture the skills needed for lasting abstinence and meaningful employment. The problem: Plenty of naysayers, but no model to follow.

That changed suddenly last October at the annual National Alliance for Recovery Residences (NARR) conference where Board President Julie Schwab attended a presentation by the Fletcher Group.



AN 'AHA MOMENT'

"Meeting the Fletcher Group was an 'Aha Moment,'" says Schwab. "When I heard [founder] Ernie Fletcher and [CEO] Dave Johnson speak, I thought, 'Wow! This could be it!'"

"It was clear they had been asking the same questions and seeking the same answers we were. The difference was they already had a successful model in place."

THE CHALLENGE

"Our treatment gap ranges from 91% in outlying counties to 65% here in Dane county," says Schwab. "From 2000 to 2017 our opioid overdose death rate increased 725 percent. We're also first or second in the country for binge drinking. Recurrent rates for those receiving short-term treatment can range as high as 60%. And of course there's the devastation to families. It's heartbreaking."

ABOUT RESTORING ROOTS

The Restoring Roots tagline—"A pathway from addiction to community"—says it all.

"We believe the right response to the crisis facing our families, communities, state and country," says Board President Julie Schwab, "is to respond with hope and possibility."

"That's why we're working so hard to provide long-term, affordable therapy—including education, life skills, and job training—for those with substance use disorders, particularly those in rural areas."





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SEEING IS BELIEVING

Schwab became a fan of the Recovery Kentucky model after personally visiting a facility in Lexington.

"Before that, it was hard to conceptualize," says Schwab. "But witnessing the scope and effectiveness of their programming first hand left a strong impression.

"The rest of our board will be visiting the same facility as soon as possible," says Schwab. "I'm looking forward to that because I think they'll get out of it what I did: a much more complete understanding and appreciation of how the model works and how effective it can be."



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A Pathway from Addiction to Community

WHAT'S IT LIKE TO WORK WITH US?

"We've been knocking on doors for a while," says Schwab. "But simply put, we didn't know what we didn't know. The Fletcher Group changed all that. We're no longer in the dark.

"To hear them say, 'We can help you work out the financing, we can help you open doors, we've dealt with that before—I can't tell you what a difference that makes.'"

PEER-TO-PEER

Observing a group meeting of over 100 residents in Kentucky, Schwab saw "how every person is accountable to every other person. It's not people being accountable to management. It's people being accountable to each other. It's a whole different ballgame."

A KEY VISIT

Schwab was accompanied to Kentucky by a Restoring Roots team member who recently lost her son to an accidental overdose. "It was a hopeful and much-needed experience in the midst of so much sadness," said Schwab, "and helped to renew our commitment."

