



The SOAR Initiative

2021 Annual Report

PROGRESS AND GOALS FROM A YEAR
OF ACCELERATED GROWTH

PREPARED BY

SYDNEY SAUER, DIRECTOR OF OPERATIONS

01

Introduction

Meet the team behind our exponential growth in 2020-2021, and get an overview of our accomplishments.

Letter from the Executive Director

When SOAR was founded two years ago as a passion project of a few idealistic college freshmen, none of us even dreamed of making the impact we've made since then. SOAR has grown from a jumble of ideas into a self-sufficient major player in the fight against Ohio's overdose epidemic, and we couldn't be prouder to serve our community so meaningfully.

Although COVID devastated the harm reduction world by further isolating vulnerable people who use drugs and cutting off clandestine grassroots supply chains, we were able to find our niche as a bridge between data analytics and community outreach, and make a small dent against all the oppressive structures of the drug war that are killing our communities. Physical distancing meant that digital harm reduction tools like the Never Use Alone hotline and our Deadly Batch text alerts and app were even more crucial. With the help of some truly inspiring partners and the generous financial support of numerous donors and funders, we were able to reach over 800 alert subscribers in central Ohio and replicate the system in Cuyahoga County, Hancock County, southwest Ohio, and Appalachia. In addition, the innovative anonymous community reporting feature of our app allowed folks to warn each other of bad batches over a dozen times before an overdose surge occurred. COVID also necessitated the launch of Strip Club, our fentanyl test strip by mail program, which has sent life-saving supplies to over 370 individuals and 80 organizations across the state since March.

In the end, the goal of harm reduction comes down to one statistic – the number of lives saved from overdose and death. There is still work to be done, as the drug supply becomes increasingly dangerous every year. As a society, we know how to solve the overdose crisis – safe consumption sites, destigmatization of people who use drugs, funding for housing, healthcare, and education, and a safe supply – but our leaders still lack the political will, leading to thousands of preventable deaths every year. Nevertheless, countless selfless individuals are committed to fighting this uphill battle. We pledge to continue supporting them however we can, leading with our values of transparency, agency, compassion, and justice.

PRANAV PADMANABHAN, EXECUTIVE DIRECTOR



The SOAR Initiative

Progress Reports from the Directors

This year, the Technology Division continued supporting the growth of SOAR while expanding its membership. A web interface was built to supply team members with administrator access to a more robust and effective alert system, which now includes push notifications for smartphones. The SOAR Central Ohio app was published, and our database expanded to include more regions of Ohio to service. New team members, Mathias and Ziwen, joined to help realize our growing technological aspirations, which include the development of an Artificial Intelligence system to help us decide what Deadly Batch Alerts to send out, polishing of the SOAR Central Ohio app and user experience, and a restructuring of our alert infrastructure that will help us expand easily and more securely in the future.

JOE ESPOSITO, DIRECTOR OF TECHNOLOGY

This year was one of extraordinary growth for the operations division. Together with my predecessor Larkin Cleland, we created and managed a payroll system, facilitated the hire of 8 new employees, rented our first physical space, and successfully applied to several large grants. Next year, we're looking forward to further expanding the team and professionalizing our internal processes.

SYDNEY SAUER, DIRECTOR OF OPERATIONS

Over this past year, I have been proud to see huge growth in the number of people that are utilizing our services. Since launching our text alert system at the beginning of the year, we have gained 800 subscribers in Central Ohio! By partnering and sharing information about SOAR with numerous community organizations around the region, we have been able to reach more people than we could alone. In the next year, I look forward to expanding our services around the state, growing a larger network of subscribers, and emphasizing the importance of community-submitted alerts.

DENNIS PALES, DIRECTOR OF OUTREACH

The research division of SOAR focuses on the investigative side of SOAR to contribute to data-driven solutions for combatting overdose rates, through conducting community focus group tests to garner feedback on the app and alert system. We are also running an IRB approved human subjects study that utilizes surveys after fentanyl test strip use to gauge the impact of test strip results on behaviors associated with the use of drugs.

VARSHITA CHIRUMAMILLA, DIRECTOR OF RESEARCH



Membership and Personnel

This year, we were proud to welcome
8 new employees to our team.



PRANAV PADMANABHAN
EXECUTIVE DIRECTOR



JOE ESPOSITO
DIRECTOR OF
TECHNOLOGY



**VARSHITA
CHIRUMAMILLA**
DIRECTOR OF
RESEARCH



SYDNEY SAUER
DIRECTOR OF
OPERATIONS



DENNIS PALES
DIRECTOR OF
COMMUNITY RELATIONS



KATE LUCKERMAN
FRONT-END DEVELOPER



KIM MAXIMOVICH
PROJECT MANAGER, "STRIP CLUB"



PETER CAMPANELLI
WEBMASTER



YASMEEN QUADRI
COMMUNICATIONS COORDINATOR



ZIWEN GUAN
UI DEVELOPER



ANDREA HEFFERAN
MARKETING MANAGER



MATHIAS DAWIT
SECURITY ENGINEER



ANGELINA ATIEH
OUTREACH WORKER



LARKIN CLELAND
FORMER DIRECTOR OF OPERATIONS
CURRENT BOARD MEMBER



JESSICA MITSCH
OUTREACH WORKER

02

Our Initiatives

Throughout the year, we expanded our radius of service, created new programs, and strengthened our existing initiatives.

OUR INITIATIVES

Deadly Batch Alerts

We launched our first Deadly Batch Alerts program for Franklin County in October of 2020. Since then, we've expanded to several counties across the state and added phone lines in a variety of zip codes.

7

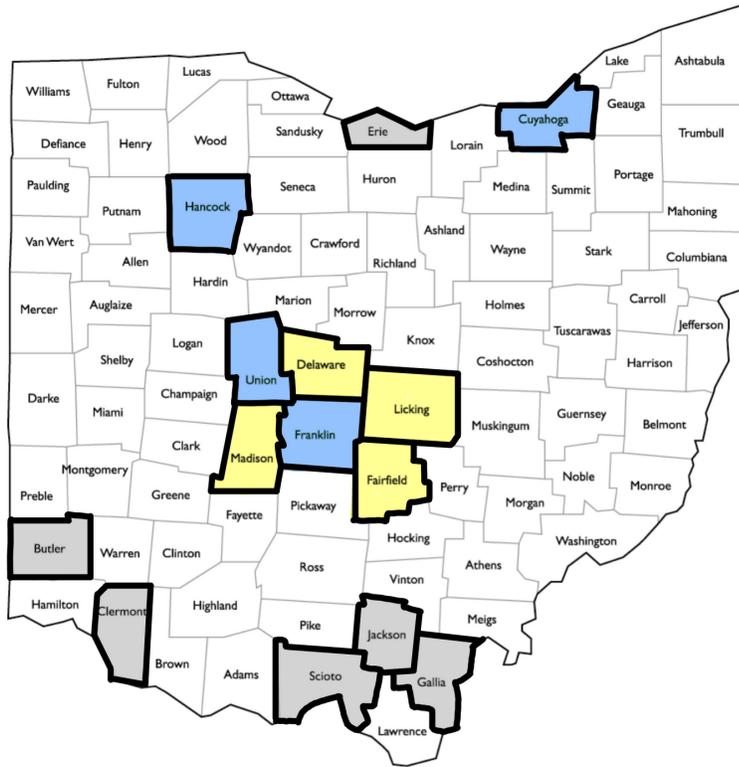
COUNTIES COVERED
BY OUR ALERT SYSTEM

800+

TOTAL SUBSCRIBERS
ACROSS OHIO

5

REGIONAL PHONE
LINES ADDED



-  DATA PROVIDER
-  LIAISON*
-  INTERESTED

48 TOTAL
ALERTS
SENT

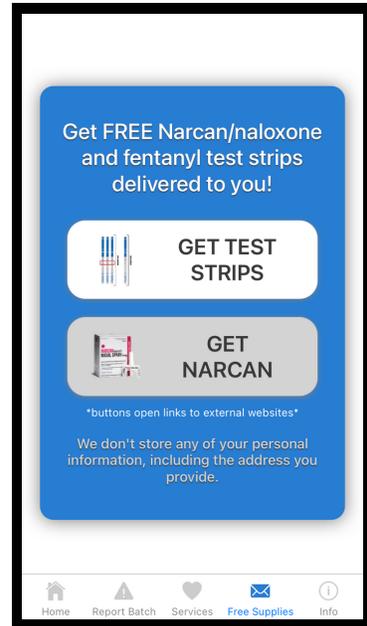
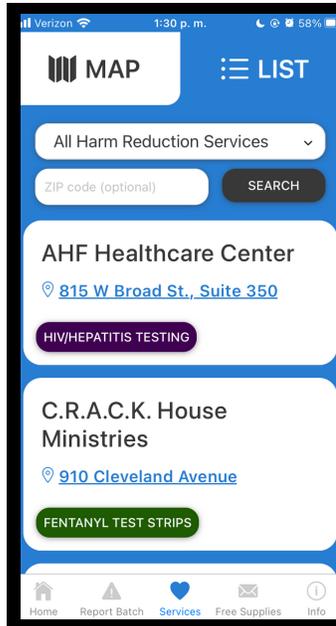
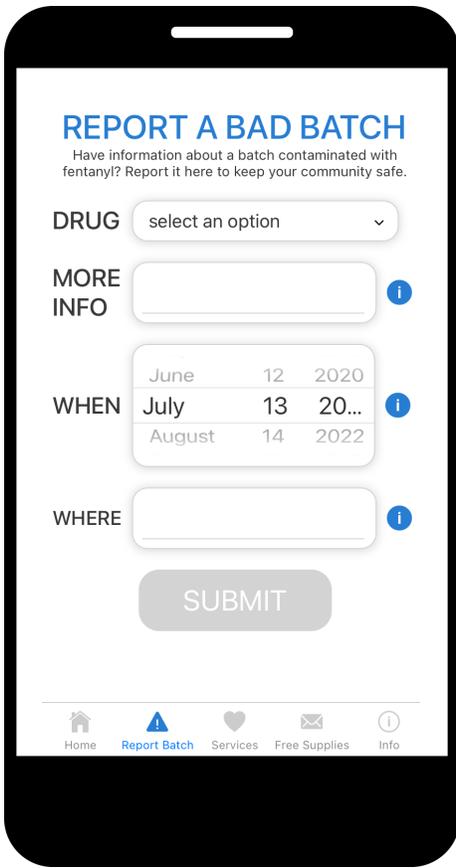
*Liaison counties partner with us to distribute alerts to their residents, but they do not provide us with data or funding.



OUR INITIATIVES

Mobile App

Our mobile app, available on iOS and the Google Play Store, allows users to submit community reports of contaminated drugs in their area. It also provides an interactive map of harm reduction resources, a link to order free fentanyl test strips, and a convenient way to sign up for Deadly Batch Alerts.



266 DOWNLOADS

- Community reports from the mobile app are reviewed by our team and cross-checked with community partners to ensure accuracy before sending.
- The app is updated frequently, with pending updates including push notifications, test strip photo submission on the reporting form, and more.



OUR INITIATIVES

Fentanyl Test Strips by Mail

Created in February of 2020 and led by Kim Maximovich, our "Strip Club" program sends fentanyl test strips and other life-saving harm reduction supplies by mail to individuals and grassroots organizations across Ohio.

440

TOTAL SHIPMENTS

9,465

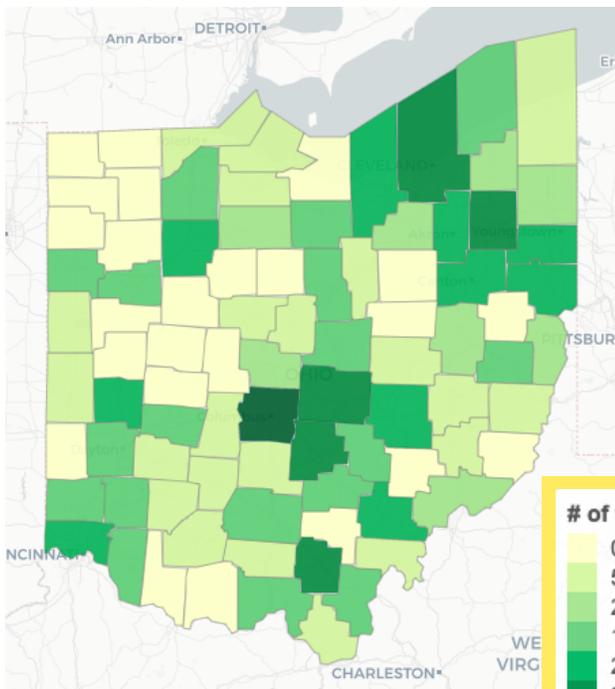
FENTANYL TEST STRIPS SENT

\$10,321.56

OF HARM REDUCTION SUPPLIES SHARED WITH GRASSROOTS ORGANIZATIONS

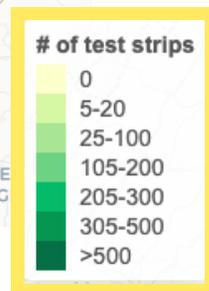


We transformed a storage unit into an office space to keep up with demand.



55

COUNTIES REACHED



OUR INITIATIVES

Other Accomplishments

In addition to our flagship initiatives, we worked on several other projects in research, outreach, and internal development.



PROJECT DAWN NARCAN DISTRIBUTOR

We received training to become a Project DAWN Narcan/naloxone distributor! We received 26 kits (\$2,000 value) to distribute in the community.



IRB APPROVAL FOR TEST STRIP RESEARCH

Staff member Yasmeen Quadri gained IRB approval to conduct research on the efficacy of fentanyl test strips onsite at Faith Mission, one of our foundational community partners.



MONTHLY EMAIL LIST

To keep our donors and supporters in the loop, we established a monthly email list that will provide updates and volunteer opportunities for anyone interested.



PAY FOR ALL STAFF MEMBERS

Thanks to generous funding from Columbus Public Health and the State Opioid Response, we have been able to pay all of our staff members since March of 2021.



PARTNERSHIP WITH HARM REDUCTION OHIO

We partnered with Harm Reduction Ohio to provide 50 boxes of fentanyl test strips (5,000 units) for their summer outreach programs throughout the state.



03

Funding and Partnerships

Our fiscal year growth would not have been possible without support from our financial and community partners.

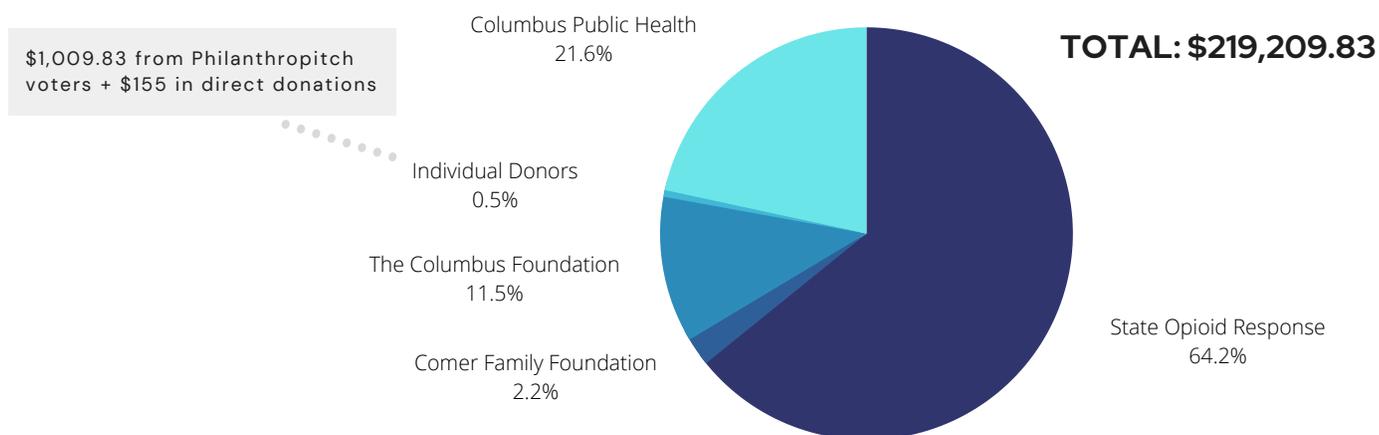


The SOAR Initiative

FUNDING AND PARTNERSHIPS

Major Grants and Income, 2020-2021

This fiscal year, we were proud to secure ample funding and support for the implementation, maintenance, and expansion of our services.



State Opioid Response (SOR) Grant

We received \$146,873 from the Ohio Department of Mental Health and Addiction Services for expenses related to our Deadly Batch Alerts and mobile app, including personnel, supplies, and technology.



Columbus Public Health Alcohol & Drug Services Contract

Our one-year contract for up to \$48,452 to develop, market, and maintain the Deadly Batch text alerts system and app concluded on August 1st, 2021.



The Columbus Foundation

This foundation has been one of our most constant partners. We received a \$15,700 grant from their COVID-19 Emergency Response Fund to scale up our fentanyl test strips by mail program, as well as \$11,009.83 from their Philanthropitch community fundraiser.

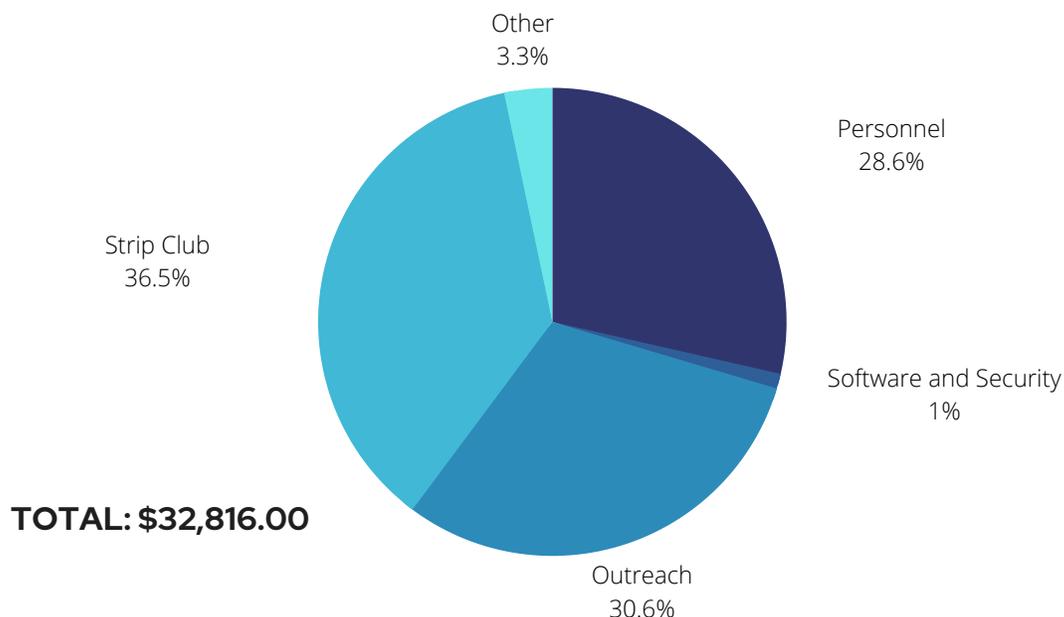


The SOAR Initiative

FUNDING AND PARTNERSHIPS

Expenditures, 2020-2021

We focused on using our funding and resources to generously support our community, including people who use drugs, their loved ones, and other harm reduction organizations.



Expense	Cost	Recurrences/Hours per week	Subtotal	Annual total
Personnel		625	9375	\$9,375.00
Software and Security				\$335.80
Heroku	\$95.68	1	\$95.68	\$95.68
Twilio	\$20.01	12	\$240.12	\$240.12
Outreach				\$10,040.00
Fentanyl test strips (100)	\$85.00	54	\$4,590.00	\$4,590.00
Harm Reduction Ohio partnership	\$85.00	50	\$4,250.00	\$4,250.00
Promotional material	\$100.00	12	\$1,200.00	\$1,200.00
Strip Club				\$11,979.31
All supplies, outreach packages	\$7,768.08	1	\$7,768.08	\$7,768.08
All supplies, personal envelopes	\$1,538.63	1	\$1,538.63	\$1,538.63
Printed material	\$100.00	12	\$1,200.00	\$1,200.00
Shipping, total	\$1,072.60	1	\$1,072.60	\$1,072.60
Furniture for storage unit	\$400.00	1	\$400.00	\$400.00
Miscellaneous				\$1,085.89
Website hosting	\$15.00	1	\$15.00	\$15.00
PO Box rental	\$38.00	1	\$38.00	\$38.00
Gifts	\$44.10	1	\$44.10	\$44.10
Focus group gift cards	\$30.00	8	\$240.00	\$240.00
Unaccounted misc.	\$748.79	1	\$748.79	\$748.79



FUNDING AND PARTNERSHIPS

Budget for 2021-2022

Our budget for the next fiscal year will continue our emphasis on the Strip Club program, effective community outreach, personnel costs, and technology expansion.

CONFIRMED REVENUE*

Source	Amount	Time period	Recurring?	Annual total
Balance	\$62,000	-	No	\$62,000
Columbus Public Health	\$20,000	8/1/2021-7/31/2022	Yes	\$20,000
SOR 2.0 grant	\$129,385.00	8/1/2020-9/29/2021	No	\$129,385.00

*This confirmed revenue is subject to increase as we pursue additional funding opportunities, including The Columbus Foundation's "Better Together" program, the Comer Family Foundation, a Barclay-Giel Seed Grant, and more.

PREDICTED EXPENSES

Expense	Cost	Recurrences/Hours per week	Subtotal	Annual total
Personnel				
		45	\$675.00	\$32,400.00
ADMINISTRATIVE		14	\$210.00	\$10,080.00
RESEARCH		2	\$30.00	\$1,440.00
DEADLY BATCH ALERTS		4	\$60.00	\$2,880.00
SOAR APP		8	\$120.00	\$5,760.00
STRIP CLUB		5	\$75.00	\$3,600.00
OUTREACH/PROMOTION		12	\$180.00	\$8,640.00
Temporary Staff				\$10,000.00
Organizational Consultant	\$10,000.00	1	\$10,000.00	\$10,000.00
Software and Security				\$335.80
Heroku	\$95.68	1	\$95.68	\$95.68
Twilio	\$20.01	12	\$240.12	\$240.12
Outreach				\$9,499.90
Fentanyl test strips (100)	\$85.00	60	\$5,100.00	\$5,100.00
Promotional material	\$100.00	12	\$1,200.00	\$1,200.00
Tablets	\$199.99	10	\$1,999.90	\$1,999.90
Travel	\$100.00	12	\$1,200.00	\$1,200.00
Strip Club				\$32,735.20
All supplies, outreach packages	\$2,000.00	12	\$24,000.00	\$24,000.00
All supplies, personal envelopes	\$300.00	12	\$3,600.00	\$3,600.00
Printed material	\$20.00	12	\$240.00	\$240.00
Shipping, total	\$200.00	12	\$2,400.00	\$2,400.00
CubeSmart storage unit rental	\$174.60	12	\$2,095.20	\$2,095.20
Storage unit furniture	\$400.00	1	\$400.00	\$400.00
Miscellaneous				\$337.10
Website hosting	\$15.00	1	\$15.00	\$15.00
PO Box rental	\$38.00	1	\$38.00	\$38.00
Gifts	\$44.10	1	\$44.10	\$44.10
Focus group gift cards	\$30.00	8	\$240.00	\$240.00
Expired Funds				\$95,954.45
SOR 2.0 grant	\$95,954.45	1	\$95,954.45	\$95,954.45



The SOAR Initiative

FUNDING AND PARTNERSHIPS

Community Partners

Thank you to our community partners, both new and old, who have helped us make such an impact this year!



COLUMBUS
PUBLIC HEALTH



THE OHIO STATE UNIVERSITY

COLLEGE OF PUBLIC HEALTH



**COVER2
RESOURCES**
LIVE FREE.



**LSS
FAITH
MISSION**

Homeless Shelter & Services





The SOAR Initiative

Thank you for supporting our mission.

We are proud of our growth this fiscal year and excited to work towards our goals and priorities for 2021-2022. Your support, whether through donations, volunteer hours, social media interaction, an advisory role, or more, was a critical component of our expansion not only across Ohio but also deeper into our home city of Columbus.

This next fiscal year will be another season of change as our senior leadership graduates from The Ohio State University. We look forward to continuing our success by choosing a strategic direction for our work, informed by the community's needs and guided by our organization's mission.

THANK YOU.