



# The POWER Campus

Case for Support



**Our Vision:** The POWER Campus offers comprehensive care to women at any stage of their recovery journey. Treatment services include detox, rehab, halfway house, outpatient counseling, and peer recovery support — in one convenient location.

The POWER Campus is a safe and inviting space that offers women, their children, and families a wide range of services and activities that foster healing and recovery. In collaboration with other health and human service organizations, the Campus will be a community asset where all are welcome.

“We got our Mom back.  
— child of POWER client

## Why a Campus?

Studies show that women who have access to a variety of services in one location are more likely to stay engaged in care for longer than those who must travel from program to program. Longer time in treatment leads to better recovery outcomes. We also know that long-term recovery is supported by total wellness, which includes emotional, mental, and physical health.

According to the federal Substance Abuse & Mental Health Services Administration (SAMHSA), addiction recovery is holistic and must encompass an individual's whole life, including mind, body, spirit, and community. Accomplishing holistic

recovery often requires self-care practices, help with affordable housing, childcare, employment assistance, education, clinical treatment for mental disorders and substance use disorders, primary healthcare, social networks, and more. For best results, SAMHSA recommends the array of programs available be integrated and coordinated.

However, a woman who reaches out for help in a crisis must overcome several barriers to receive all the levels of treatment she needs to build and maintain sustainable recovery. Some of the most common barriers that prevent women from accessing treatment include lack of cooperation across

service organizations, time conflicts, family obligations, difficulty getting to and from treatment, and having to go through too many steps to get services.

One way to remove these barriers is to offer all levels of care in one campus location, making them easily accessible and providing the best opportunity for seamless transitions between programs. Having partner organizations onsite makes it easier for women to get additional services needed to strengthen their recovery, such as healthcare, employment support, and housing assistance.

## POWER's Plan

**Increasing access and removing barriers to treatment are the cornerstones of the new POWER Campus.**



*Outdoor dining and seating for clients and staff*

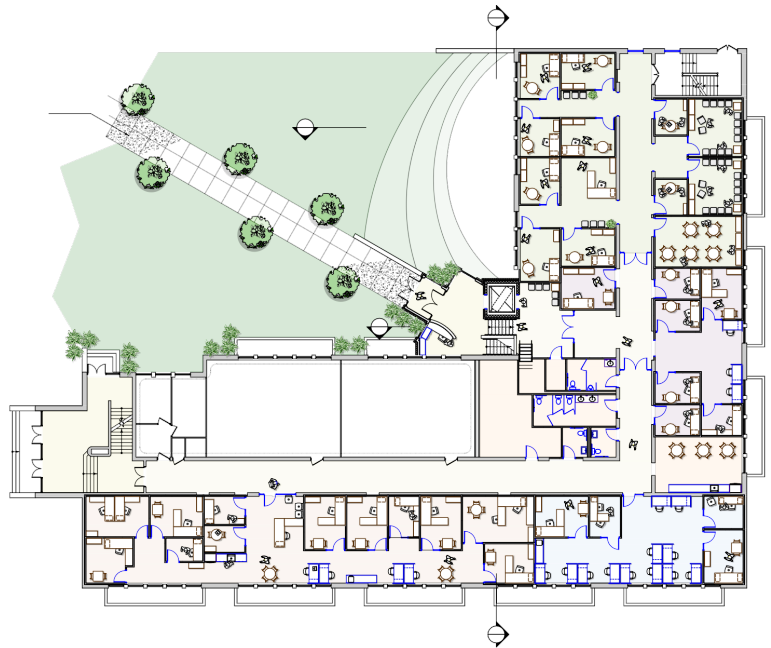
The campus model will make it easy and convenient for women to utilize all of the tools available to help build strong futures for themselves and their families. POWER will build off existing collaborations to invite other organizations to serve the community from the Campus. These partnerships will provide better outcomes for women in recovery and help to ensure the sustainability of the Campus.

The POWER Campus will serve as a resource, not only for addiction treatment, but also prevention. The Campus will host community programs to raise awareness of addiction-related issues, encouraging families to build new networks of support. Family and community members will also be able to use the services provided by our partners, such as childcare, support groups, and wellness activities, further solidifying the beneficial partnerships POWER has forged with our neighboring community.

**The POWER Campus will be the first facility of its kind in Allegheny County. Pittsburgh will be a model for other cities to improve their response to drug and alcohol addiction.**

# Capital Campaign

To realize this vision, POWER has purchased a building ideally located on the same grounds as our POWER House residential treatment facility in Swissvale. We've launched a \$12 million Capital Campaign to transform the space into the POWER Campus.



## Capital Improvements

### Ground Floor

Renovations will accommodate a health center; drop-in childcare; job training; dining area; outdoor patio; and assistance for transportation, legal issues, housing, and employment.

### First Floor

Renovations will create a Welcome Center with comprehensive intake, assessment, and referral spaces. The renovated space will also accommodate administration, outpatient and intensive outpatient treatment, and mentoring. Other recovery support services will include a drop-in center, meditation and exercise area, art space, conference and training rooms, staff lunchroom, and wellness room.

### Second Floor

The Second Floor will be transformed into a secure area with a 21-bed detox and rehab program with room for expansion based on community needs.

### Grounds

Landscaped grounds will include a walkway between POWER House and the main Campus building, outdoor children's area, picnic area, and garden.

Acquisition & Related Closing Costs	\$ 312,300	
Construction Costs	8,597,628	
Construction & Soft Cost Contingencies	618,072	
Architecture, Engineering & Owner's Representative	524,300	
Loan Fees & Interest	375,000	
Furniture, Fixtures & Equipment	285,000	
Tenant & Community Space Improvements	350,000	
Capital Campaign Expenses	250,000	
Insurance & Other Related Costs	237,700	
Building Maintenance Reserves	300,000	
Programming	150,000	





“ I arrived at  
POWER in black  
and white, and  
left in color.

Deni

*Deni was pregnant with their second child when her husband died of cancer at 32 years old. “For about a year afterward,” Deni says, “I couldn’t have a conversation without crying.” She started drinking heavily “to be numb, to not think, to not dream.”*

*Over the next eight years Deni had two DUI’s, one house arrest and three chemical detoxes. She went through four inpatient drug and alcohol treatment programs, her children were removed, and twice she woke up in a hospital emergency room with no idea how she got there.*

*“I felt so afraid and so alone. My kids were gone...my cats were even gone. No job, no God, no savings, no license, no health insurance, no hope, and not much desire to deal with any of it.”*

*When her child welfare caseworker talked her into going for treatment at POWER, Deni told her therapist, “There really is nothing you can do for me.” The therapist answered, “Let’s see how it goes.”*

*At POWER, Deni realized that recovery was possible. She felt comfortable in a setting where all the clients are women. She stopped feeling alone and was especially encouraged when she discovered that a number of POWER staff were in recovery themselves. Her therapist helped her work through her pain. For the first time, Deni didn’t relapse. “I arrived at POWER in black and white,” she says, “and left in color.”*



## Why Now?

**Women need POWER now more than ever.**

**It’s estimated that, of the 7.2 million women in America with a substance use disorder, more than half (4.4 million) also have a mental illness.** According to SAMHSA, 89.9% of those women are receiving no treatment for their co-occurring disorders. The consequences of this lack of treatment are deadly. In Allegheny County alone, 196 women died from an accidental drug overdose in 2021.

But death rates tell only a small part of the story of addiction. The CDC estimates that for every one woman that dies from her opioid use disorder, more than 30 visit an emergency room as a result of the disease. As women are often the primary caregivers in their families, it’s no surprise that more than 2,900 children were placed in foster care in 2019 in Pennsylvania as a result of parental substance use, according to the Pennsylvania Department of Human Services. Furthermore, the PA Opioid dashboard reports 6,739 babies have been born with Neonatal Abstinence Syndrome in PA since 2018. Sadly, those children are now at greater risk for developing substance use disorders themselves later in life.

**If women are to succeed, we must build programs that are gender-responsive and trauma-informed.** Approximately 80% of women in substance use treatment report histories of trauma. This is the most significant reason for designing women-specific programs based on models that incorporate an understanding of violence and other forms of trauma on the lives of women. POWER is committed to ensuring that women always have the option of choosing a women-only facility to begin or continue their recovery.

**The COVID-19 pandemic added new challenges for people suffering from mental illness and substance use disorders.** POWER expects to feel the effects of the ongoing pandemic for years to come with an increased demand for addiction treatment and recovery support services.



“

POWER loved and nurtured me when I couldn't love and nurture myself.

– Peggy

## Why POWER?

**POWER is uniquely positioned to effectively address the drug epidemic because of:**

- Three decades of consistent, positive results treating substance use disorders in women
- Established programs that provide a complete range of care
- Investment in staff training on newest evidence-based practices
- A capacity to treat addiction and co-occurring disorders simultaneously
- Excellent reputation and strong partnerships

Hoping to reclaim their lives from the devastation of addiction and related emotional health issues, women have turned to POWER, and we have treated them with dignity and respect. **The majority of self-referrals are women who say they heard about POWER from other women who have benefitted from the care we provided – testament to positive and quality client experiences.**

**As a result of consistent, positive results, POWER is a sought-after partner in addiction treatment through community collaborations and government provider contracts. Examples include:**

- ☀ Counseling for expectant mothers with substance use disorders through a unique partnership with Allegheny Health Network's Perinatal Hope Program.
- ☀ Mentoring for families, including men, in collaboration with Community Care and Allegheny County's Department of Human Services.
- ☀ Positive Beginnings, another collaboration with CYF, provides drug and alcohol assessments within 24 hours to women who test positive, or whose newborns test positive, immediately following delivery.
- ☀ POWER is one of five Certified Assessment Centers (CACs) in Allegheny County, the preferred pathway to the Allegheny County drug and alcohol treatment system.



# Sustainability & Future Success

**In addition to the vital benefits for clients and the community, the POWER Campus provides a model for financial sustainability through cost savings, fee-based revenues, and partner rental income.**

Currently, POWER spends more than \$450,000 annually on two leases for office and program space. When these programs are integrated into the Campus, the resulting annual savings will support ongoing operations and fund a reserve for maintenance and building systems.

The nature of POWER's revenue streams also supports the financial sustainability of the POWER Campus. Over the past two years, 76% of POWER's revenue was fee-for-service, which means POWER is not overly reliant on philanthropic support for its annual operating costs. This revenue is predictable and scales with POWER's service delivery through a cost reimbursement model.

POWER will further support the financial sustainability of the Campus by leasing a portion of the space to partner organizations providing needed, complementary services. The Campus allows for 16% of the total space to be leased to partner organizations at market rate. POWER is in discussions with organizations interested in leasing space.

Consistent with best practices, POWER will capitalize building and operating reserves prior to occupancy. These reserves support the organization's ongoing financial sustainability. The building reserve is a separate restricted account that can be used when building systems need to be replaced. The Campus operating budget will make contributions to this reserve account every year. The operating reserve is a restricted account that exists to cover any operating deficits. It also provides flexibility for the organization to take advantage of strategic, mission-driven opportunities that may arise.

In addition to the capitalization of reserve accounts, POWER has a strong balance sheet and no long-term debt. From fiscal year 2020 to fiscal year 2022, POWER's revenue grew by 8% to \$5.9 million. With the financial strategies described above, operating revenue is projected to grow from \$5.9 million in fiscal year 2022 to \$7.7 million in fiscal year 2024.

“

I'm proof that  
POWER is  
saving lives.

— Kim



*Inviting reception area welcomes everyone into the Campus*

## POWER's Call to Action

Join us in creating the POWER Campus, transforming the way women access substance use treatment and recovery support services in our region. The Campus will serve as a catalyst for change, helping women reclaim their lives from addiction and related emotional health issues and improving the well-being of future generations.

“

I tell the residents to take one day at a time, and it will get better. It did for me.

— *Beth*  
former POWER client  
and current volunteer



“ My mentor taught me to trust again.

*Anna*

*One of the things Anna and her husband had in common was using heroin together. By the time their daughter was in her late teens, all three of them were in active addiction. Then, Anna found her husband dead of a drug overdose.*

*His death was a wake-up call, and she started methadone treatment. Her daughter was working on her recovery with the help of a POWER mentor. Anna was at her daughter's one day when the mentor stopped by. "Would you like a mentor, too?" she asked Anna.*

*"I had no idea what good things that decision would lead to."*

*With the help of her own mentor, Anna finished a rehab program and then went to POWER House. She bonded with the other women whose similar experiences made Anna stop feeling alone. After graduating from POWER House, she went to POWER's outpatient program.*

*As Anna moved through different levels of care at POWER, she stayed connected with her mentor. "My mentor taught me to trust again."*

*Anna and her daughter are both in long-term recovery, working at jobs they love, and are active in their recovery communities. Anna says about POWER, "you guys gave me my life back."*

## POWER Board

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Sherree Goldstein

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*Lab/8 Designs*

Kristi Rogers, *Designer*

SOTA Construction

Revive Marketing



If you or a loved one are struggling with alcohol or other drugs, a free screening and assessment can help you determine the best way for you to safely quit. **Call the POWER Line at 412-243-8755.**