



# Unlocking Ashley's Future Campaign



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At Ashley, we believe in a future in which Substance Use Disorder prevention, treatment, and recovery are accessible to all who want it and where effective treatment profoundly improves the lives of all patients, families, and communities.

**\*2022 National Survey on Drug Use and Health (samhsa.gov)**

In 2022, more than 48 million people in the United States suffered from alcohol and drug Substance Use Disorder (SUD).\*

That's more than 48 million people who have had friendships and family relationships shattered because of their disease; 48 million people whose lives are at risk every day. With only six percent receiving treatment to battle their condition, overcoming SUD can seem impossible.



At Ashley, our mission is to transform and save lives by integrating the science of medicine, the art of therapy, and the compassion of spirituality. We have provided evidence-based, quality treatment for Substance Use Disorders (SUDs) to more than 65,000 patients and their 125,000 family members. Our approach to SUD treatment encompasses medical, clinical, and spiritual care, treating the whole person — mind, body, and spirit. We help our patients find a recovery path to a happy, healthy life.



## Why Ashley?



“It all started with Father and Mae and their desire to create a treatment center that would stand the test of time so that people could continue to find healing here at Ashley. We stay at the pulse of innovation to lead the way for the industry and serve those who need our help.”

—Alex Denstman, MBA, Co-CEO & President



In 1983, Father Martin and Mae Abraham began treating those suffering from SUD with a dignified and holistic approach. They removed the stigma and shame typically associated with SUD treatment and identified alcoholism as a disease — not a moral failing. This visionary method has since transformed the field of SUD treatment, research, and patient care. Within two years of opening, Forbes Magazine ranked Ashley as one of the country’s Top Ten SUD treatment facilities.



More than 40 years later, Mae and Father Martin’s legacy continues on Ashley’s 147-acre campus, where we believe in a future in which SUD prevention, treatment, remission, and recovery are accessible to all who want it. Our comprehensive services provide individualized compassionate care that fosters hope and empowers individuals to reclaim their lives from the grips of SUDs.

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“I am very grateful for my time at Ashley and the support I received in the years since I left Ashley as a patient. When I came to Ashley, my life was very chaotic, and while at Ashley, I was able to find peace and begin to feel like myself again. During my time on campus, the staff and counselors were so kind and helpful, and I knew that Ashley was behind me and wanted me to succeed. I am committed to the *Unlocking Ashley's Future Campaign* so other people struggling with substance abuse can access the help they need and benefit from the care Ashley provides.”

—Marot Williamson, Ashley Alumna, Campaign Committee Member, Donor

Having recently celebrated our 40th anniversary, Ashley is now looking ahead to the next 40 years with a bold vision for transforming Substance Use Disorder treatment and uniting the pioneering spirit of Father Martin and Mae Abraham with the scientific research of today. We remain steadfast in our commitment to providing the tools, resources, and support networks that individuals and their families need for every phase of the recovery journey.

Creating a world-class treatment center focused on innovation, individualization, and accessibility will be achieved through the Unlocking Ashley's Future Campaign, a transformative \$20 million effort to:

- Accelerate Research to Advance Substance Use Disorder Treatment
- Enrich the Patient and Family Experience
- Enhance the Environment of Care
- Increase Our Impact through Scholarships



There is a pressing need to continue to improve treatment for Substance Use Disorders (SUDs). In 2022, over 109,000 overdose deaths devastated individuals, families, and communities. Furthermore, SUDs cost our society up to \$1 trillion per year, considering health care costs, lost productivity, strain on the legal system, and other factors. The SUD treatment and research field must catch up to mainstream medicine. Together with our strong community of supporters, Ashley can lead this evolution of SUD medicine for our patients and the entire field.

# Accelerate Research to Advance Substance Use Disorder Medicine | \$10 Million



There is a pressing need to improve treatment for Substance Use Disorders (SUDs) in the United States. In 2022, over 109,000 overdose deaths devastated individuals, families, and communities.

“The trust that people place in us when they enter treatment motivates us to provide the gold standard of care and innovation. This means we must continually adapt and utilize new treatment methods and tools to help our patients start a new life in recovery.”

—Greg Hobelmann, MD, MPH,  
Co-CEO & President

Research is essential to enhance the quality of care and improve patient outcomes. We know that treatment works, but it is only through research that we will discover ways to make treatment work better. Ashley is already at the forefront of research, and over the past three years we have created an infrastructure for our research program, including:

- Establishing relationships with world-renowned institutions like The Johns Hopkins University School of Medicine, along with companies such as FitBit and Trac9, in order to focus on biometrics and clinical data;
- Collecting and analyzing data that will help us discover improved treatment modalities at all levels of care, including detox, residential, partial hospitalization programming, intensive outpatient, and outpatient; and
- Continuing to publish our research findings in peer-reviewed academic journals to inform and shape the future of SUD treatment.



Through the Unlocking Ashley’s Future Campaign, we seek financial support to:

**Build a Research Center:** Very few SUD treatment centers have any research component, let alone a dedicated facility and staff. This campaign will allow Ashley to be an industry leader in advancing SUD medicine by building a Research Center on our campus. This physical plant will serve as a hub of research, innovation, and thought leadership for the field of SUD treatment.



“The Research Program at Ashley is bringing science to addiction medicine — a much-needed element in the treatment of Substance Use Disorder. The leadership at Ashley has a vision to provide personalized, data-driven, intentional treatment to every patient, and the Unlocking Ashley’s Future Campaign will make that possible.”

—Robin Davisson,  
Campaign Tri-Chair



**Endow the Research Program:** The endowed funds will support annual research operating costs, full-time research staff, software, equipment, and aftercare patient incentives.

**Hire a Data Analyst:** Funds will ensure Ashley can attract and retain the top experts in the field and secure the position for three years. An internal, full-time Data Analyst will allow Ashley to track outcomes and performance, identify new therapeutic targets, and enhance specific areas of clinical programming.

**Develop an Integrative Data Dashboard:** Our research team will create a first-of-its kind database that combines treatment outcomes, biometrics, and genetic data, with the goal of developing predictive models capable of guiding a precision medicine approach to SUD treatment, similar to what has been accomplished in cardiology and oncology. This unique and powerful database will provide our staff with the ability to observe patient data in real time and adjust treatment plans

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The Ashley Research Center will improve our quality of care while positioning Ashley among the industry leaders in improving SUD treatment worldwide.



By accelerating our research, we will gain insights that can help us address the lack of insurance coverage, poor reimbursement, and stigma that are behind the dismally low number of people diagnosed with SUD who receive treatment. When we can develop better interventions and prove that treatment is effective, we are able to better advocate for increased treatment availability and appropriate reimbursement for care.



## Enrich the Patient and Family Experience | \$5 Million



“To say that Ashley changed my life is an understatement. My experience on campus and through the alumni network has been integral to my continued success in long-term recovery. Ashley’s investment in the patient and family experience will continue to enhance the holistic treatment for which Ashley is known, while also providing early intervention and support for area youth.”

–Jim Denvir, Campaign Tri-Chair and Board President



At Ashley, we seek to form lifelong connections with patients and their families. Our research shows that the longer the engagement with patients and families, the more favorable the outcome; as such, we have a goal to provide direct engagement for one full year following treatment. We know Ashley is only the first stop on the journey to recovery; once patients leave our campus, they have the opportunity to become part of a robust alumni program that includes regional and virtual meetings, home groups, and one-on-one connections.

Along with the patient and family care, we know that substance misuse prevention and intervention, especially for youth, are key factors in tackling the SUDs epidemic. Partnering with Aberdeen local schools, Ashley youth and peer-led programming takes place both in and out of schools, providing meaningful connections that promote worth, safety, and wellbeing while instilling recovery principles. With government funding for these programs ending in 2024, Ashley needs to secure additional support to continue fostering positive youth development and breaking the generational cycles of SUDs.

Through the Unlocking Ashley’s Future Campaign, we will:

**Establish a Family Services and Alumni Program Center:** Total commitment from the family — partners, parents, caregivers, children, and other relatives — makes a significant difference in lifelong recovery. It takes participation from an entire support system for a loved one to get well and stay well. Renovating a previously purchased 5,000 sq. ft. private residence adjacent to campus (currently known as Namvary House) will allow us to expand our Family Services and Alumni programming to provide comprehensive education and long-term engagement. This picturesque, waterfront property will provide a welcoming place for families and alumni to gather, learn, and connect throughout the journey to recovery.



“Since [joining The Clubhouse], I’ve improved drastically. I brought up my GPA from a 1.5 to a 3.7, have built bonds with peers and other people from Ashley, and developed better tools to help deal with conflict and issues I face in day-to-day life. Overall, The Clubhouse really changed my perspective on how life and people are, and I’m truly grateful for the program.”

—Lucas S., Aberdeen High,  
Class of 2024

**Invest in Spirituality and Wellness:** Spirituality is a founding principle of Ashley and an aspect that sets us apart in the field of SUD treatment. In order to offer the most robust care possible, we must invest in additional Spiritual Care staff and endow those positions to ensure we can provide spiritual support for Ashley patients for years to come. Additionally, renovating and revitalizing the Chapel will allow us to continue the legacy of this iconic waterfront space in which to experience the impact of spirituality on the recovery journey.



**Underwrite Youth Services Programming:** Through The Clubhouse and The Roots Project, Ashley is fostering meaningful connections with our youth and their families through substance misuse prevention and intervention. At The Clubhouse, we strive to create a vibrant and inclusive space for educational, recreational, and personal development activities, while encouraging recovery principles among our adolescents. Established in October 2023, The Roots Project is an in-school, peer-led program focused on strengthening and enhancing the resilience of students. This program offers students connections with trained professionals with personal lived experience and a deep understanding of the challenges faced by young people raised in environments affected by SUDs.



## Enhance the Environment of Care | \$2.5 Million

“I have been fortunate to see the Ashley campus grow since Father Martin and Mae opened the first two buildings here in 1983. Ashley has continued to invest in creating a clean, safe, and soothing environment for patients. The renovations supported through the Unlocking Ashley’s Future Campaign will have a direct impact on patients’ mental health and their journey to recovery. The last thing they should be thinking about is a leaking sink or an uncomfortable mattress.”

—Kevin Piper, Director,  
Facilities & Safety

A nurturing environment is a crucial component of recovery. Restful, peaceful, and beautiful facilities promote focused healing. Our historic 147-acre main campus in Havre de Grace, Maryland, overlooks the majestic Chesapeake Bay. This beautiful setting is the perfect location for patients to experience total immersion in our holistic treatment programs. Alumni often recount Ashley’s physical surroundings as part of their healing journey.

The Ashley campus turned forty years old this past year, and many of its facilities are showing their age. While Ashley’s Endowment Fund provides more than \$2 million annually for basic maintenance, critical renovations and enhancements are needed to preserve our campus and continue to provide the ideal setting patients need to heal their mind, body, and spirit. These necessary capital repairs and renovations include:

**Patient Room and Bathroom Renovations:** We want all Ashley patients to have a clean, safe, and comfortable environment while in treatment. In total, we need to renovate 45 patient rooms and 33 bathrooms, along with purchasing new furnishings.

**Elevator Replacement/Installation:** In Bantle and Noble Halls, respectively, to ensure our facilities are accessible to all.

**Grounds Upgrades:** Building activity courts to provide a space for entertainment, exercise, and community outdoors.

**HVAC Upgrades and Maintenance:** COVID-19 highlighted the importance of indoor air quality. Our HVAC system is in dire need of an upgrade to ensure a healthy, safe, and comfortable environment on campus.



# Increase Ashley's Impact Through Scholarships | \$2.5 Million

“Access to Substance Use Disorder treatment is needed now more than ever. The Unlocking Ashley's Future Campaign will enhance Ashley's Scholarship Funds to make treatment accessible to anyone who needs it, regardless of circumstances.”

—John Finnerty, Campaign Tri-Chair



Ashley believes that everyone should have access to care and treatment regardless of their financial situation. In the past twenty years, we have provided over \$65 million in charity care, including \$2.6 million in 2022, to those who cannot afford treatment. This significant investment in our community has a positive impact on individuals, families, and society.

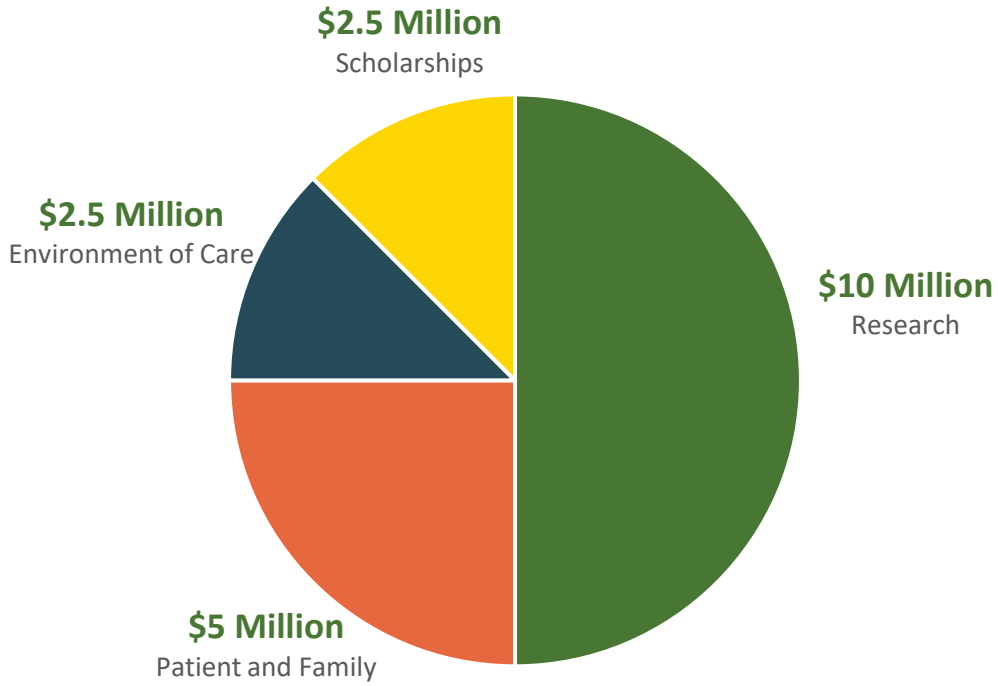
Through the **Unlocking Ashley's Future Campaign**, we seek to grow the Scholarship Fund to offer financial support to more individuals while also expanding the Fund to include access to Family Services. This investment will ensure quality Substance Use Disorder treatment and education is accessible to as many individuals and families as possible, fulfilling a vital component of Ashley's mission.




## Scholarship Funds to Support:

- Ashley Scholarship Fund
- Diversity, Equity, and Inclusion Scholarship Fund
- Emerging Adults Scholarship Fund
- Family Services Scholarship Fund
- Janel Claire Hudson Women's Scholarship Fund
- Mae Abraham Legacy Women's Scholarship Fund
- Stephen Zanardelli Room and Board Fund

# Unlocking Ashley's Future **Priorities**



 “Miracles happen here every day. Ashley’s individualized treatment plans provide patients with the tools they need to confidently continue their sobriety journey. There is no place in the world like Ashley.”

–Lilly C., Ashley alumna

Since its founding, Ashley has helped patients discover a life beyond Substance Use Disorder. This campaign will ensure that Ashley can continue to offer innovative, individualized, and accessible treatment to all who seek it.

We ask you to consider what Ashley has meant to your personal journey – for your career, your family, and your life. Your meaningful investment in research, the patient and family experience, the environment of care, and access to scholarships will allow Ashley to provide cutting edge treatment, serene surroundings, and personal care for generations to come.

We invite you to join us in Unlocking Ashley’s Future! Thank you for being a part of our mission to transform and save lives.

**For more information, please contact:**

Beau Malatesta, Director of Development

[bmalatesta@ashleytreatment.org](mailto:bmalatesta@ashleytreatment.org) | Tel: 410-273-2276





**Main Campus**  
800 Tydings Lane  
Havre de Grace, MD 21078  
800-799-4673