



# Inspired by Legacy, Leading the Future

CARON TREATMENT CENTERS  
75TH ANNIVERSARY CAMPAIGN

Case for Support



## A Message from Our Campaign Co-Chairs, *Steven Wall and Julie Uebler*

In March of 2010, Caron Treatment Centers became part of our family's story. When Steve entered treatment for his alcoholism, we were lost, overwhelmed and uncertain of what the future would hold. Because of Caron, today we have a husband, father, grandfather and friend who is fully present and thriving in recovery.

We pledge our unwavering support to Caron because they were there for us when we needed them most. Simply put, nothing else in our lives today would be possible without the care and support we received. Now, we have the opportunity to ensure that more people find their way to recovery, that more families are healed and that more lives are transformed. Addiction has destroyed too many lives for too long—but together, through this campaign, we can create lasting change.

For these reasons, we are honored to serve as co-chairs of Caron's 75th Anniversary Campaign. This campaign isn't just about honoring the past—it's about redefining the future of addiction treatment. It's about breaking down barriers to care, advancing research, expanding access and ensuring that Caron's excellence in treatment continues to flourish. We are committed to helping Caron realize its mission of transformational care and bringing the promise of recovery to as many individuals and families as possible.

Since 1957, Caron has led the way in treating addiction by combining medical innovation with the time-tested principles of 12-Step recovery. Building on that legacy, this campaign marks a bold new chapter—one that will strengthen Caron's foundation and expand its reach for generations to come.

Whether you're a Caron alum, a family member, an employer, a colleague or a philanthropic partner committed to advancing healthcare, we ask you to stand with us in supporting this campaign. Together, we can ensure that Caron continues to evolve, lead and provide exceptional care to all who seek recovery.

With gratitude,



Steven R. Wall  
Caron Alumnus, Past Board Chair and  
Current Committee Member/Co-Chair



Julie A. Uebler  
Caron Family Member and Supporter

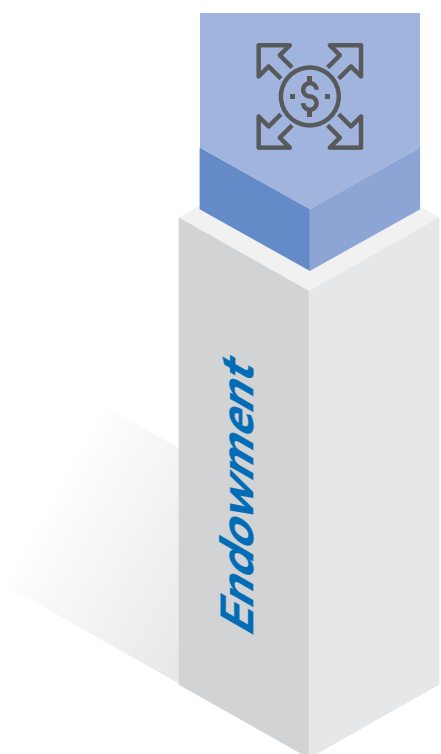




# Your support helps us write the next chapter.

In anticipation of our 75th anniversary in 2032, we are launching a \$150 million campaign to strengthen Caron's future and drive innovation in addiction treatment.

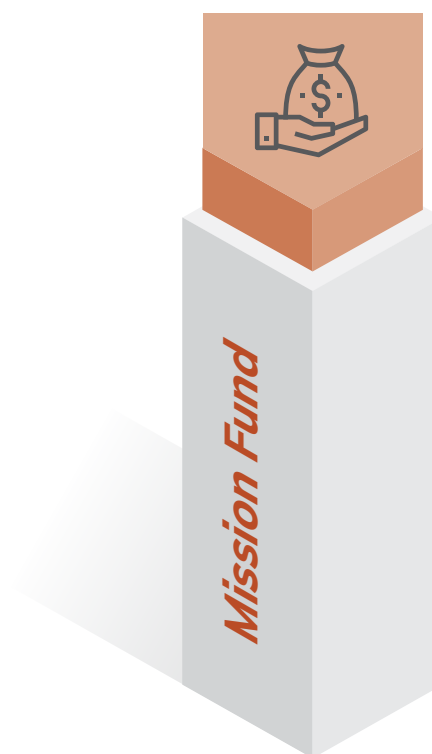
This effort will ensure long-term sustainability, expand access to care and further position Caron as a leader in transforming the way addiction is treated. To achieve this vision, we need your support in three critical areas:



Fortifying the longevity of our mission by endowing key staff positions, programs and scholarship funds.



Redefining addiction treatment by setting the standard to utilize a brain-centered approach and driving further advancements in the field through industry-changing research.



Cementing programs and initiatives that are critical to the recovery process, but are non-revenue generating and providing access to treatment for those who face financial barriers.

In the following pages, you'll learn more about Caron's legacy, the growing demand for our services today and how you can play a vital role in this transformative campaign.



*Past:*

## A Legacy of Hope: Caron's Decades-Long Mission to Transform Lives Impacted by Addiction

Caron Treatment Centers has been a lifeline for individuals and families struggling with addiction for nearly 70 years, founded on the compassion and dedication of Dick and Catherine Caron.

Today, Caron is recognized as a global leader, combining tradition with cutting-edge research and therapies that have helped thousands reclaim their lives each year.



**Watch Now:** "A Legacy of Hope and Healing with Linda Caron Denby"



*"It's not like any other treatment facility. It has a heart... and the heart is the family."*



[Click here](#) or scan to watch the video and learn more about Caron's history from Linda Caron Denby, eldest daughter of founders, Dick and Catherine Caron

## CARON'S HISTORY: A JOURNEY OF MILESTONES AND INNOVATIONS

1950



Dick Caron takes his last drink and resolves to help others struggling with alcoholism.

1953



Dick and Catherine Caron move their family to Wyomissing, PA and open their home to alcoholics and others in need.

1957



Chit Chat Foundation incorporated as a nonprofit organization. Chit Chat Farms opened on a restored resort property in Wernersville, PA two years later.

1975



Caron Hospital opens and thrives as the first detox facility in the country.

1981



Caron's Residential Family Program launches, one of the first and largest of its kind.

1983



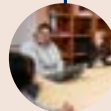
Caron's first outpatient treatment center opens in Wyomissing, PA and in later years, Philadelphia, Atlanta and Washington, D.C.

1988



Caron establishes the first-ever stand-alone Relapse Program.

1991



Student Assistance Program establishes prevention and education services for students, educators, parents, professionals and the community.

2003



Caron expands to Florida with Caron Renaissance, and later, Ocean Drive.

2004



Caron opens regional recovery center in New York City.

2015



Caron becomes the first treatment provider to host an American Board of Addiction Medicine (ABAM)-certified fellowship to train physicians in treating addiction.

2017



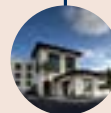
The Carole and Ray Neag Medical Center opens on Caron's Pennsylvania campus.

2021



The Fran and Doug Tieman Center for Research opens in PA, furthering research in addiction treatment, prevention and education with top academic institutions.

2023



The Keele Center opens, bringing all of Caron's Florida treatment programs under one roof.

*Present:*

# The Landscape of Addiction Today

Caron Treatment Centers has stood at the forefront in the fight against addiction, changing and saving countless lives and bringing hope to families in their darkest moments. As we reflect on the progress we have made, one truth remains clear: **Our work is far from over.**

Addiction is widely recognized as a medical condition by leading health organizations, including the American Medical Association (AMA) and the National Institute on Drug Abuse (NIDA). It is not a moral failure but a chronic, progressive disease that alters brain function. Today, approximately **one in six Americans has a diagnosable substance use disorder.**

No demographic is left untouched – addiction affects people of all ages, backgrounds and communities. Families often bear the brunt of this disease, facing emotional, financial and relational challenges that can last for generations.

Like other chronic illnesses, addiction requires comprehensive, long-term care and without intervention, can be fatal.

**Approximately 200,000 lives are lost annually to overdose and alcohol use disorder.**



**“Recovery is real—more than 22 million Americans are living proof. But millions more are still waiting for their chance. That’s why at Caron, we’re taking action by combining advanced neuroscience with compassionate care to help more people begin their journey to lasting recovery.”**

— John Driscoll, President and CEO  
Caron Treatment Centers

## What We Are Up Against: Breaking Down Barriers to Treatment and Accessibility

Despite the progress that has been made in treating addiction, many challenges still exist, leaving **only one in four individuals seeking the care they need.**

### Accessibility of Quality Treatment

While insurance parity laws have improved coverage, **many individuals face financial and logistical barriers to receiving care.** The rapidly evolving treatment field, often influenced by private equity competition, makes it challenging to identify programs with the best outcomes and sustain essential recovery components that may not be covered by insurance.

### The Weight of Stigma

Outdated societal views perpetuate the misconception that addiction is a moral failing as opposed to a chronic illness, discouraging individuals from seek help. **Nearly 70% of Americans still hold this misconception, underscoring the need to redefine addiction with compassion and science.**

### Research and Sustainability

The addiction treatment field requires significant investments in research and innovative, outcome-driven programs. Without these efforts, future generations may lack the resources needed to address and combat the ongoing addiction crisis.



*Future:*

## Where the Science of Treatment Meets the Heart of Care

Caron's rich history and the unrelenting impact of addiction on our patients, families and communities is what drives us forward. Our 75th anniversary campaign goes beyond sustaining Caron for the next 75 years; it positions us to lead with innovation, break down barriers and expand our impact.

**With the support of this campaign, our vision is to:**

### **Endow Key Staff Positions, Programs and Scholarships**

By providing long-term funding for mission-critical positions, programs and scholarships, endowed gifts allow Caron to advance, adapt and uphold the highest standards of care for those we serve.

### **Drive Innovation in Neuroscience & Research**

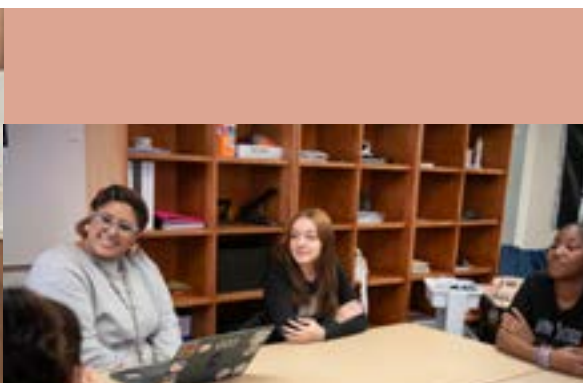
Expanding on our brain-centered approach, we will maximize treatment efficacy and reframe perceptions around addiction. Through the Fran and Doug Tieman Center for Research, we will pioneer breakthrough treatment and prevention methodologies that revolutionize the ways we understand and respond to addiction.

### **Make Quality Treatment More Accessible**

Growing and strengthening Caron's Mission Fund will ensure that all who seek treatment can access our world-class care and comprehensive recovery support for years to come—regardless of insurance limitations or financial circumstances.

This approach will solidify Caron's position as a leader in addiction treatment and establish a model for other providers to adopt—driving meaningful change across the industry and ensuring that more individuals have access to the high-quality care they need and deserve.

**Your support of Caron's 75th anniversary campaign will help us get there.** Through strategic investments in these three critical areas, you can help us continue our legacy of transforming lives and changing communities.





# 75th Anniversary Campaign: Three Pillars to Secure Caron's Legacy and Shape the Future

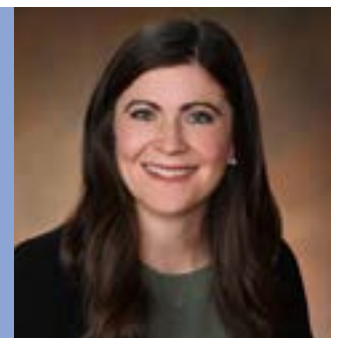
## *Pillar 1: Endowment (Key Staff Positions, Programs and Scholarships)*

<b>Accomplishments to Date</b>	<ul style="list-style-type: none"><li>• Established first endowed chair for trauma in response to the reality that 75% of individuals seeking addiction treatment have experienced some form of trauma</li><li>• Named 65 endowed scholarship funds</li></ul>
<b>Long-Term Objectives</b>	<ul style="list-style-type: none"><li>• Cement key positions and programs across Caron's continuum of care</li><li>• Develop and enhance specialized services (relapse prevention, co-occurring care, youth and family programs, etc.)</li><li>• Ensure better access to treatment with program-based scholarships</li></ul>
<b>Organizational and Industry Impact</b>	<ul style="list-style-type: none"><li>• Attract and retain leading experts to treat our patients</li><li>• Ensure longevity of specific initiatives that align with Caron's mission</li><li>• Meet the ever-changing needs of our patients and sustain Caron as a Center of Excellence</li><li>• Make treatment more accessible through specialized patient scholarships</li></ul>
<b>Investment Opportunities</b>	<ul style="list-style-type: none"><li>• Various endowed staffing, program and scholarship opportunities available</li><li>• Refer to the "Endowments and Naming Opportunities" insert for examples</li></ul>



*"For many people, engaging in substance use disorder treatment in a trauma-informed program with access to specific trauma treatment is essential for long-term recovery and creating a fulfilling life. We are honored to provide that to patients at Caron and continually focus on building resilience among those we serve."*

*– Dr. Margaret King, Carol E. Ware Endowed Trauma Chair*

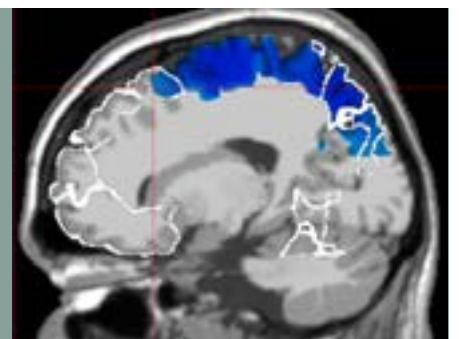




# Three Pillars to Secure Caron's Legacy and Shape the Future, *continued*

## *Pillar 2: Neuroscience and Research*

<b>Accomplishments to Date</b>	<ul style="list-style-type: none"> <li>Expanded Caron's Brain Health Initiative with our Neurocognitive Assessment Program in Florida</li> <li>Partnered with top academic institutions like Johns Hopkins, Stanford, Penn State Health and University of Pennsylvania to explore how to prevent and predict the onset of substance use disorders, understand public perceptions about addiction and study new treatment methodologies</li> </ul>
<b>Long-Term Objectives</b>	<ul style="list-style-type: none"> <li>Widely use advanced neuroimaging and neuropsychological testing to provide patients with clear, measurable insights into their brain's functioning</li> <li>Participate in more research and finalize current studies, such as: <ul style="list-style-type: none"> <li>- Using GLP-1s to reduce opioid cravings</li> <li>- Determining the likelihood of opioid use disorder in pre-surgical patients</li> <li>- Visit <a href="https://Caron.org/Research">Caron.org/Research</a> to learn more</li> </ul> </li> </ul>
<b>Organizational and Industry Impact</b>	<ul style="list-style-type: none"> <li>Utilize science to demonstrate how addiction impacts the brain, reinforcing that addiction is a chronic disease</li> <li>Break down stigma and promote updated standards of care across the treatment field</li> <li>Provide more accurate diagnoses of addiction and mental health disorders that help inform treatment plans, leading to better patient outcomes</li> <li>Advance addiction treatment and prevention methodologies, saving more lives and preventing the onset of addiction for future generations</li> </ul>
<b>Investment Opportunities</b>	<ul style="list-style-type: none"> <li>Fund scholarships for neurocognitive assessments</li> <li>Support a research program/project or fund research materials and equipment</li> <li>Build professional development and training opportunities for staff</li> </ul>







# Three Pillars to Secure Caron's Legacy and Shape the Future, continued

## Pillar 3: Mission Fund

<b>Accomplishments to Date</b>	<ul style="list-style-type: none"><li>• Leveraged the Mission Fund to support essential services and programs that ensure every patient receives the comprehensive, best-in-class care Caron is known for, including:<ul style="list-style-type: none"><li>- Family education</li><li>- Alumni services</li><li>- Spiritual care</li><li>- Staff training and development</li></ul></li><li>• Provided an average of \$5 million per year of funding for programs, services and charity care not covered by treatment fees for patients and families</li></ul>
<b>Long-Term Objectives</b>	<ul style="list-style-type: none"><li>• Sustain services and programs that are non-revenue generating but critical for patient and family success in recovery</li><li>• Provide charity care to bridge financial gaps for patients who are unable to afford the full cost of treatment</li></ul>
<b>Organizational and Industry Impact</b>	<ul style="list-style-type: none"><li>• Industry-leading patient outcomes</li><li>• Differentiate Caron from the competition</li><li>• Increase accessibility to treatment despite financial barriers or lack of insurance coverage</li><li>• Enable Caron to utilize gifts to meet our most pressing needs</li></ul>
<b>Investment Opportunities</b>	<ul style="list-style-type: none"><li>• Make a multi-year pledge by joining the 75th Anniversary Society</li><li>• Support your regional gala</li><li>• Contribute to the One Day Challenge (Caron's annual day of giving)</li></ul>

### How Caron's Mission Fund is Utilized



Charity Care



Family Education



Spiritual Care



Alumni Support



Staff Training and Development



# Your Support Helps Us Reach Our Goal

Caron's 75th Anniversary Campaign is comprehensive, meaning ALL gifts made during the silent and public phase of the campaign will get us closer to reaching our \$150 million goal.

Choose a way to give that is most meaningful to you:

## 75th Anniversary Society

Pledge your annual support through 2032, Caron's 75th anniversary.

## Endowed Funds

Create or contribute to key staff positions, programs or specific initiatives such as scholarship, research or training.

## Planned Gifts

Join the Chit Chat Society through bequests, IRA distributions, insurance policies and annuities. Please visit [Caron.org/Planned-Giving](https://Caron.org/Planned-Giving) for more details.

## Events and Annual Giving

Contribute through event tickets, annual donations and gifts.

## Naming Opportunities

Make a gift with a lasting impact on our campuses in memory or in honor of someone special to you. This includes patient or group rooms, seats in the Chit Chat Auditorium, bricks, benches or trees.

Visit [Caron.org/75th-Campaign](https://Caron.org/75th-Campaign) for more information.

Contributions can be made via:



Securities



IRA



Credit card



Check



Wire transfer



Payroll deduction  
(for employees)



Foundation



Donor-advised  
grants/gifts



Your support of Caron's 75th Anniversary Campaign is more than a gift—it's a lifeline for countless individuals and families battling addiction. Together, we can expand access to life-saving care, advance groundbreaking innovations and ensure that no one seeking recovery is left behind.

**This is your moment to create lasting change.** By investing in this campaign, you become a vital part of a legacy that has transformed lives for 75 years and will continue to do so for generations to come.

For nearly seventy years, Caron has been trusted to treat individuals and families suffering with addiction and mental health conditions, helping them achieve what they never thought possible; transforming their lives.

Today, we do this by seamlessly combining life-changing care with advanced neuroscience. **Caron is where the science of treatment meets the heart of care.**

