

"How I turned my life around  
after prison and drug addiction.  
I'm now in UCD and helping  
people with their recovery...

My kids have their father back,  
my partner has her soulmate  
back and my parents have their  
son back."



# COOLMINE MISSION AND VISION

Coolmine believes that everyone should have the opportunity to overcome addiction and lead a fulfilled and productive life.



We provide a range of quality community and residential services to empower people and their families to overcome addiction and support long term recovery.

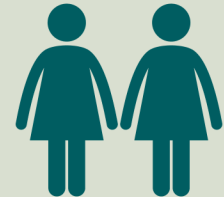


# 2021 AT A GLANCE



**1,885**

Individuals Accessed  
Support from  
Coolmine in  
2021



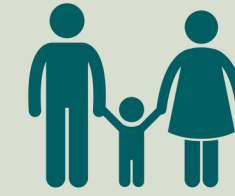
**85%**

Retention Rate in  
Ashleigh House



**76%**

Retention Rate  
in Coolmine  
Lodge



**199**

High risk families  
supported in our  
Parents Under  
Pressure  
programme



**18**

Mother and child  
residential  
placements



**63**

Women supported  
in residential  
treatment in  
Ashleigh House



**90**

Men supported in  
residential treatment  
in Coolmine Lodge



**159**

Clients accessed  
career guidance  
service

# PROBLEM STATEMENT

- Addiction treatment numbers are increasing and Coolmine is now national and needs to respond differently, nationally
- Drug related deaths significantly up with Ireland as 4th highest in Europe
- Known higher risk groups and significant intergenerational risk factors
- Currently 4% of children in Ireland have parents with illicit drug addiction problems (NACDA, 2015) and over 9% live in families with parental alcohol problems (Alcohol Action Ireland, 2012).
- This equates to over 200,000 children, today, living in families where parental alcohol misuse alone is a frequent event

# YET, RECOVERY IS POSSIBLE

Coolmine has helped hundreds of people graduate from their recovery programmes and restart their lives

**72%**

of retained participants reported to be free from illicit drug use 24 months after intake.

**85%**

of graduates reported to be illicit drug free 24 months after programme.

**62%**

of retained participants were still engaged with 6 months after intake.

# 50 YEARS OF COOLMINE

Every recovery journey creates a world of opportunity and possibilities. Recovery restores hope. It brings fathers back to playing with children. Grown children back to their mothers. Recovery sees families reunited. It helps people re-find themselves, purpose and connection. It opens the world. This is recovery and recovery is Coolmine. And for 50 year's Coolmine has been changing lives and restoring hope. Over the coming 50 years we expect to help restore hope for hundreds more people, families and communities.



## 50 Faces of Coolmine

Recovery (like addiction) does not just impact the individual. Every other person in their life is impacted, from family, friends, work and their local community.

50 Faces of Coolmine is a collection of some of the people whose lives have been touched by Coolmine's impact. Together these individuals tell a story of recovery in Ireland, and of how Coolmine provides hope and support to those who are losing their way to addiction. This collection of stories provides the real picture of how recovery restores hope.



Paddy



Pauline



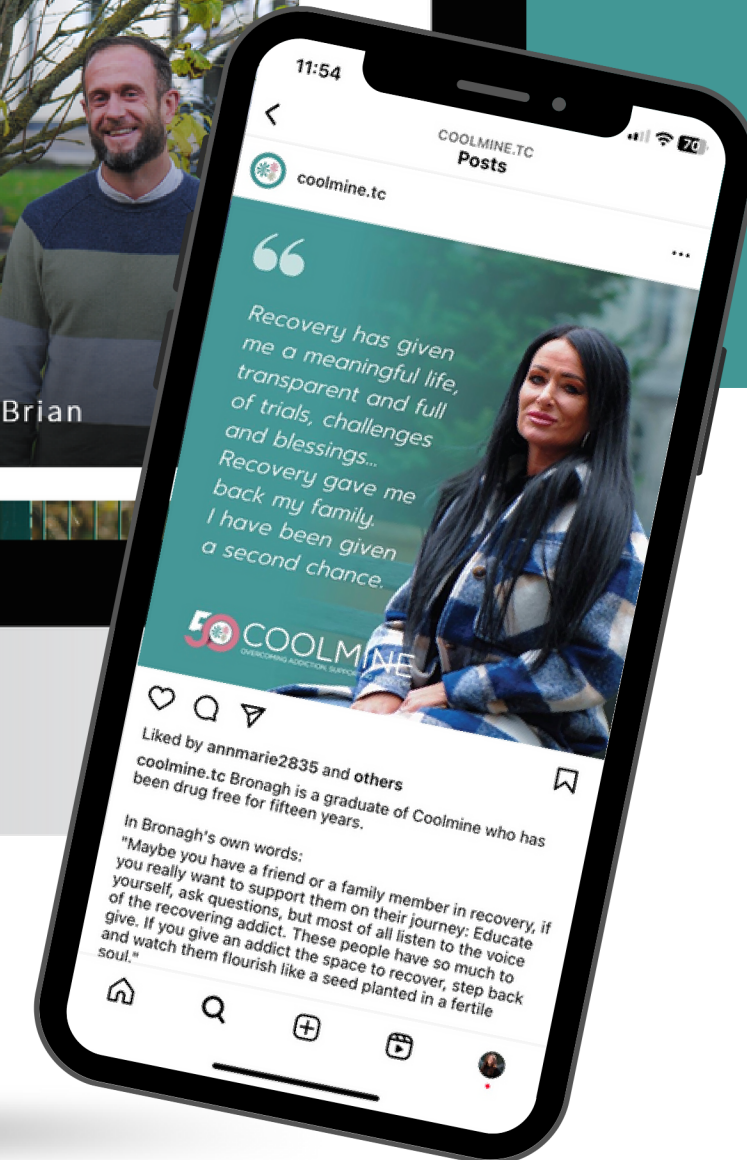
Eoin



Bronagh



Brian



# BRONAGH'S STORY

“Before Coolmine my life was at a level of unmanageable chaos and trauma. My childhood traumas had led me to a place of chronic substance misuse and poor health. I was just over 6 stone and had damaged every single relationship. I had prioritised drugs before my son, which is hard for me to say even now 15 years on. My body was so scarred from abscesses due to me thinking it didn't matter: I would be dead soon anyway.

“The most prominent memory for me was lying in bed and for the first time in my life feeling safe. I was introduced to staff and peers. Supported in safety every step of the way by the staff here. Something really special happened in Ashleigh house. I was challenged and pushed. One peer saw me struggling to find motivation. “Just do it” this peer said. And it's a principle I still live by.

“Recovery has given me a meaningful life, transparent and full of trials, challenges and blessings. I've been 15 years drug-free since January. Recovery gave me back my family. I have been given a second chance. Just as Rome wasn't built in a day, years of trauma's impact isn't undone in a day.”





## GARY'S STORY

“Like a lot of people during lockdown I was getting increasingly anxious and not sleeping properly. I was working from home and I live in a very rural area so I was not interacting with anyone in person and the only people I spoke to were via a computer screen or over the phone. I gradually got more depressed and withdrawn.

“Now my life has changed immensely. I am at the top of my game in work. I am doing things that I definitely did not think I could have done 2 years ago. I have a fantastic relationship with my partner and my family. I sleep well and eat well. I exercise and make sure I make time for my hobbies. I feel calm in my life and to be able to wake up in the morning and not have the awful feeling of dread and fear in my stomach is amazing.

“There is so much I have done over the last 15 months that I (at one time) never thought I would be able to achieve. Being in recovery has allowed me to regain my sense of humour, my drive and commitment and my confidence.

“Recovery gives you back all those things that you either forgot you had within yourself or that you didn't realise you had in the first place.

“You laugh, you cry but you are sober and that is a precious, precious gift.”



# RECOVERY IS...

Inspired by the love is... cartoon strip in the 60s and 70s, Recovery is... is a campaign that aims to bring to life the various stories, impacts, programmes and benefits of recovery at Coolmine. Recovery is an individual's success story. Recovery is the pathway to living. And Recovery is synonymous with Coolmine. Coolmine means recovery to so many people. And Recovery means so much, that often people don't think about – they just think rehab. Using this teaser, and then a host of campaign elements over the year, and into 2024, it will offer a platform to introduce the various faces, stories, and impacts that recovery leads to.



# CAMPAIGN MESSAGING

## RECOVERY IS...

- Hope restored
- Families reunited
- Re-finding purpose
- Taking responsibility
- Restarting
- Reconnecting
- A life of opportunity
- Recovery is Bronagh's story
- Recovery is essential
- Recovery is Coolmine
- Recovery is proudly supported by <<COMPANY NAME>>

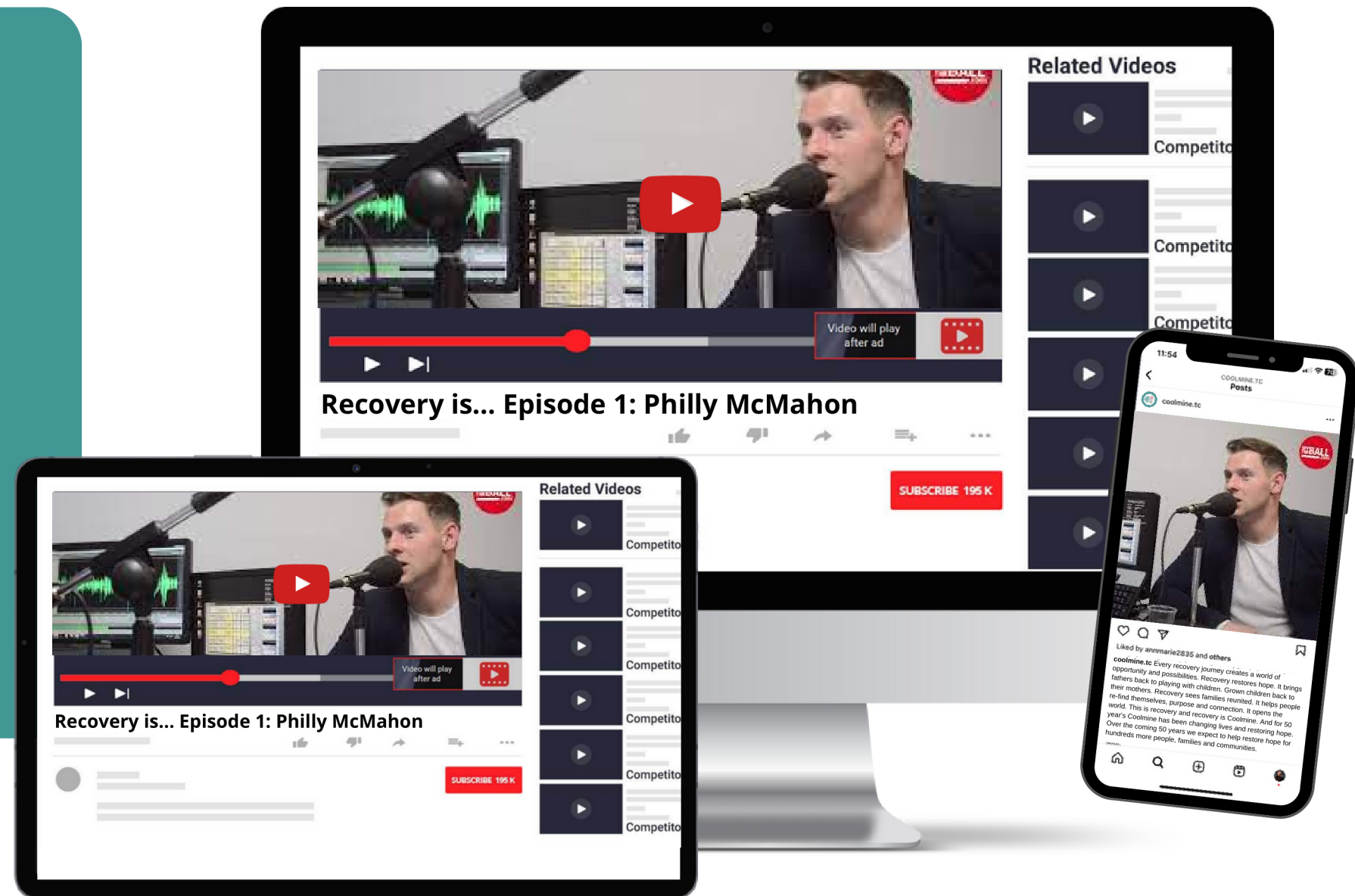


# SPONSORSHIP / PARTNERSHIP OPPORTUNITY

We want to explain the real story of recovery in Ireland, it is a story that gives hope and support to those who are losing their way to addiction, and that shows that recovery is possible, that recovery is about restoring hope.

Recovery is Coolmine.

To do this we are planning a multi-channel campaign that amplifies real stories, real faces, and the real impact of recovery... bringing families back together, helping people to reconnect with their sense of purpose, enabling opportunities to live a full and fruitful life.





## We are looking for campaign partners to:

Support the development of our ambassador-led 'Recovery is'..... conversation series on **Social media**

Support story telling features across media (**on air** and in **print** across 2023 for the 50 year anniversary)

Help us reach more supporters, donors, corporate partners, volunteers, and friends of Coolmine by **raising awareness** of addiction and recovery...

Engage with new audiences across customer networks and digital in an engaging way