



*26th Anniversary*

*1978 - 2004*



God grant me the  
Serenity  
to accept the things I  
cannot change...

Courage to  
change the things I can

and Wisdom to  
know the difference...

# — SERENITY HOUSE OF VOLUSIA, INC. —

## *26th Anniversary*

1978-2004

*An Exciting Evening*

*Celebrating 26 Years of Serenity House Successes*

*Thursday, November 11, 2004*

Hors D'oeuvres and Social . . . . .	5:45-6:15
Seating and Welcome . . . . .	6:15-6:20
<i>John E. Evans, Master of Ceremonies</i>	
Community Partnerships . . . . .	6:20-6:25
<i>Chris Acker, DEX Imaging</i>	
Invocation . . . . .	6:25
<i>Reverend Larry Edwards</i>	
<i>Chaplain, Daytona Beach Police Department</i>	
<i>Dinner</i>	
Musical Interlude	
<i>Steve Scholz, All-State Jazz Pianist</i>	
Board President's Message . . . . .	7:10-7:20
<i>Joel Greenstein</i>	
Partnership Address . . . . .	7:20-7:30
<i>Judge Will</i>	
Executive Director's Report . . . . .	7:30-7:35
<i>Randy Croy</i>	
Benefits of Treatment . . . . .	7:35-7:45
<i>Client Presentation</i>	
Presentation of Awards . . . . .	7:45-8:00
<i>Randy Croy / Joel Greenstein</i>	
Swearing in of Board Members . . . . .	8:00-8:15
<i>Judge Will</i>	
Message of Hope/Benediction . . . . .	8:15

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### ***Special Thanks to:***

DEX Imaging  
John E. Evans, Master of Ceremonies  
Judge Joseph Will  
Reverend Larry Edwards  
Paul Bruckner, Photographer  
Jim Doan, Photographer  
Steve Scholz, Pianist  
Frank LeClair, Linda Baden & Aileen Samer - Serenity House

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# AWARDS

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## ***“Tom Hoffman Award”***

The Tom Hoffman Award recognizes a special friend of Serenity House in honor of Tom Hoffman’s service to the organization. Tom served as a Board member from 1988 until his untimely death in 2002. Tom’s generous nature, kind spirit, and deep wisdom were instrumental in Serenity House’s evolution as an important community resource. Tom’s resolve to put the clients’ needs as the priority in organizational decisions remains his greatest legacy.

## ***“Sam Bell Award”***

The Sam Bell Award recognizes an elected official who has demonstrated a special commitment in support of the Serenity House mission. Sam Bell, as a former Speaker of the Florida House of Representatives, was an early state level Serenity House supporter who utilized his political savvy to advocate for increased funding and support of the mission. Without Mr. Bell’s advocacy, several of the current treatment facilities would not have been constructed or renovated. Sam remains an active advocate and friend of Serenity House as a respected lobbyist in Tallahassee.

## ***“Bill Guy Award”***

The Bill Guy Award recognizes a Board member who has made significant contributions to the fulfillment of the Serenity House mission. The award is named after William Carrington Guy, a former long-term Board member, who was a generous supporter of Serenity House programs and staff during challenging times. An accomplished journalist, Bill’s ancestors included a General in the Revolutionary War and the founder of the first newspaper in Richmond, Virginia. Bill gave freely of his time, talents, and personal resources in his commitment to spreading the word of recovery.

## ***“Gerald R. Woodard Award”***

The Gerald R. Woodard Award recognizes an individual or organization associated with the health care service system that has provided exemplary services to clients served by Serenity House. Dr. Gerald “Chip” Woodard has generously served as Serenity House Medical Director since 1992. Dr. Woodard’s expertise in addictions and his sensitivity in meeting the medical needs of Serenity House clients serves as a model for health care professionals.

## ***“Reid Hughes Award”***

The Reid Hughes Award is a recent recognition of unique contributions provided by a supervisor in the Serenity House service system. Reid Hughes has served on the Board of Directors since 1992 and has been a tireless champion of our “ministry” provided to clients with the most complex needs. As a well respected philanthropist and generous donor of his time and talents, Reid has provided leadership in the development of a planned giving campaign and the development of strategies which lead to long-term organizational stability. This award will be awarded at the annual staff event in December, 2004.

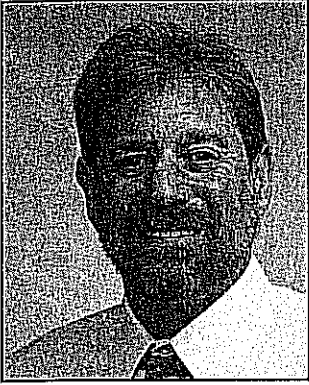
## ***“Sam Mitchell Award”***

The Sam Mitchell Award is presented annually to a staff member for exemplary performance during the year. Sam Mitchell, Executive Director of Serenity House from 1982 through 1996, provided leadership to the agency during the most crucial years of the organization’s evolution. Sam’s commitment to the mission was primarily as an unpaid volunteer, mostly focused upon insuring that the most vulnerable, needy individuals in our community received access to quality services. Sam’s support of staff and clients is truly represented in honoring a staff member for commitment to the cause. This award will be awarded at the annual staff event in December, 2004.

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# LEADERSHIP MESSAGE

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*from the*

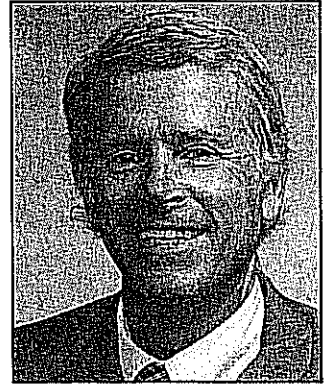
Board of Directors President

*Joel Greenstein*

&

Executive Director

*Randy Croy*



On behalf of the Serenity House of Volusia's Board of Directors and staff, it is truly a pleasure to present you with our leadership message this year. By all standards, the past twelve months have been a period of great achievement. Our success is a direct consequence of the dedicated leadership of our governing Board of Directors who, as volunteers, insure that organizational effort remains focused upon fulfillment of our mission.

We also recognize that our staff are the fundamental source of our accomplishments in providing quality services to the most vulnerable citizens of our community. We also want to publicly acknowledge the contributions of our continually expanding base of supporters - some who generously provide financial support, others who donate their time and expertise, and many individuals who are advocates for our service system. To all of you, please accept our heartfelt gratitude for your commitment in helping our organization experience another successful year.

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*We would be remiss if we did not cite several of our most notable accomplishments this past year. Achievements include:*

**Accreditation / Licensure** - In our agency's first application for accreditation, Serenity House received a three year accreditation from CARF, a national leader in the accreditation in rehabilitation organizations. The accreditation report identified significant organizational strengths including the leadership of the governing Board, high level of participation of clients in planning and treatment improvement, staff commitment to the mission, and quality service provision to a high priority population.

**Legislative Enhancement** - Serenity House received a \$428,000 appropriation from the 2004 Florida Legislative. Our legislative delegation, led by Senators Evelyn Lynn and Jim King, provided strong leadership in securing funds to expand services for homeless substance abusers and individuals with a co-existing mental health and addiction disorders.

**Community Support** - Serenity House has received over \$40,000 in cash donations and \$165,000 in in-kind donations during this past year. Corporate donations, support from the faith community, and individual donors are the primary sources of this important support. In addition, Serenity House generated over \$340,000 in additional cash donations through our annual Harley-Davidson fundraising activities. A supporter has identified Serenity House as a recipient of her home through a living trust as part of our planned giving campaign.

**DUI Program** - Serenity House has initiated a specialized, fee-for-service DUI treatment program this year in cooperation with the State Attorney's office, local defense bar and the judiciary. This program provides the judiciary an alternative to costly jail incarceration and has proven to reduce future occurrences of driving while impaired.

**Impaired Professional Nursing Program** - Serenity House has initiated a new intensive treatment program for nurses who have been determined in need of substance abuse treatment to retain or regain their licenses in order to continue practice nursing.

**Enhanced Client Medical Access** - Palmer Chiropractic physicians have evaluated and treated approximately 150 homeless Serenity House clients during this past year at no cost to the agency. An enhanced partnership with Halifax Medical Center now allows our clients priority access to primary care at Halifax community clinics.

**Dual Diagnosis** - Serenity House has continued our commitment to expand services for individuals with co-occurring mental health and substance abuse disorders. Through partnerships with Pfizer Pharmaceutical Inc. and Act Corporation's FACT team's psychiatrist, we have provided a series of training events to enhance our community's knowledge in improving care for this vulnerable population.

**Community Based Care Partnership** - Based upon our success in providing treatment to Family Drug Court referrals, Serenity House has strengthened our relationship with the local Community Based Care organization in serving parents at risk of losing custody of their children.

**Safe and Sober Housing** - Serenity House has been approved as a Certified Housing Development Organization (CHDO) allowing for agency eligibility for federal, state, and local housing funds. CHDO designation allows Serenity House to expand housing options for our community's homeless population.

**Best Practices** - Serenity House received a Best Practices 1st Place Award in the "Intervention" category at the Annual FADAA conference and was presented a \$1,000 cash award from the Department of Children and Families in recognition of this achievement.

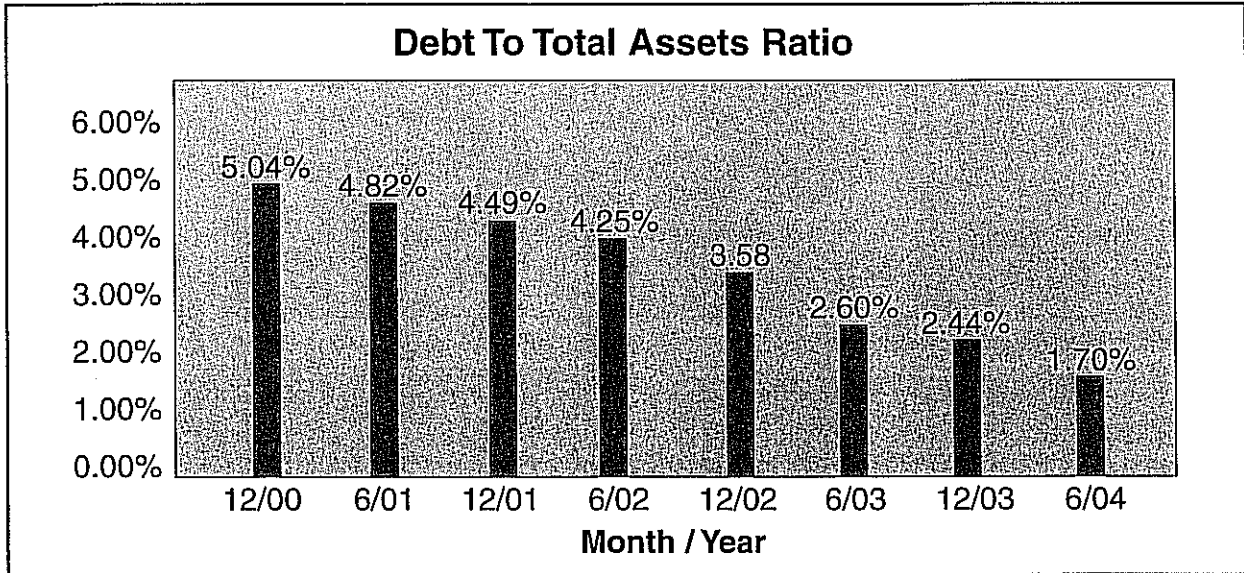
**Safety Recognition** - The Serenity House Safety Committee won 1st Place from the Volusia/Flagler Safety Council for "Excellence in Safety and Health" and two commendations for "Meritorious Achievement" for our safety program's progress in 2003.

**Disabled Veterans Grant** - Serenity House received a \$20,000 grant from the Disabled Americans Veterans Charitable Trust to provide outreach, shelter and assessment services for high-risk veterans in our community. Grant funds will also be utilized to provide access to emergency medications and transportation for eligible veterans.

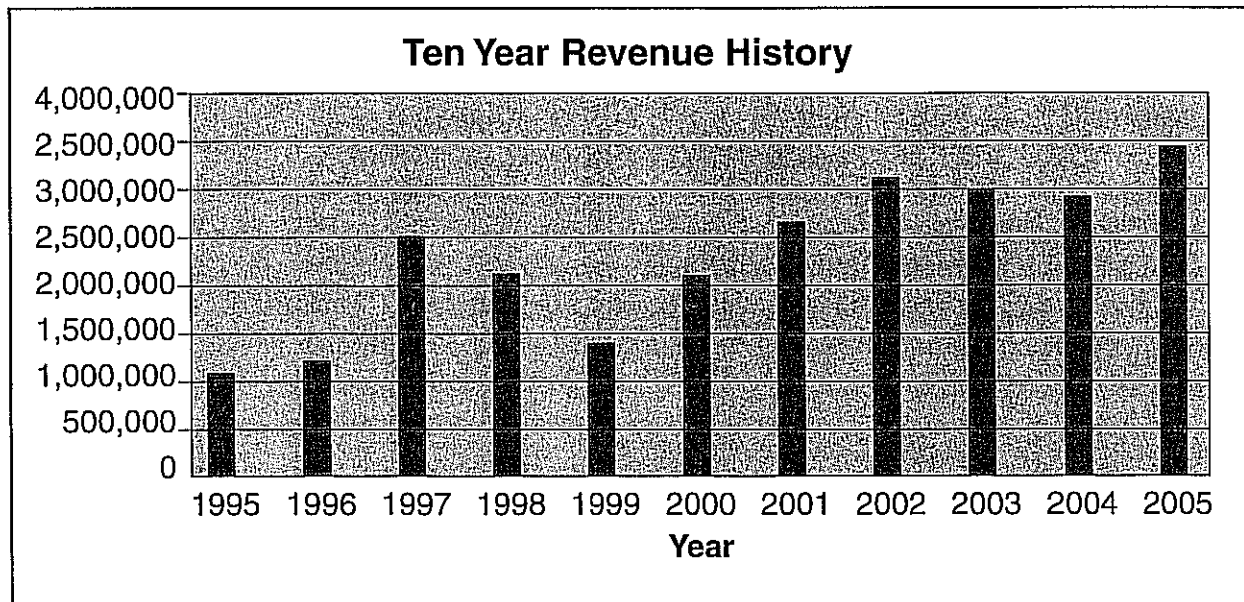
*It is only through the dedication and commitment of our staff, Board of Directors and supporters that such noteworthy progress is made. We extend our most sincere gratitude to each of you for your support and encouragement and pledge to continue our quest to provide the highest quality service to the most vulnerable citizens of our community.*

# ADDITIONAL ACCOMPLISHMENTS

Fiscal year 2003 - 2004 represented a rebuilding year for Serenity House. Reductions in funding at year end 2003 resulted in both programmatic and staffing changes within the agency. Through the diligent efforts of staff, program budgets were effectively managed, monitoring of programs resulted in exemplary reports of compliance and client, referral agent and staff satisfaction levels were over 90%.



Over the last four years, Serenity House has reduced their Debt to Total Assets (solvency) Ratio from 5.04% to 1.70%. Efficient operations and the steady guidance and direction of the Board of Directors have enabled Serenity House to direct a total of \$30,000 from operations toward the balance of our mortgage with Bank of America.



In 1995, total agency revenue was \$1,085,304. Projected revenue for the fiscal year ending June 30, 2005 is \$3,415,809, close to a 315% increase over the last ten years. Serenity House has been successful in securing new funding and increasing existing funding, maintaining a ten year trend of positive growth.

# — SERENITY HOUSE PROGRAMS —

## ***Intake Evaluations:***

540 N. Ridgewood Avenue, Daytona Beach, FL 32114

Phone: (386) 258-5050, ext. 30 - Fax: (386) 252-5725

Provides assessment and referral services for offenders, homeless persons and voluntary clients. The target population includes court referrals, individuals released from incarceration, and high-risk community based referrals.

## ***Serenity House West Residential Treatment Center & Veterans Services:***

2775 Big John Drive, DeLand, Florida 32723

Phone: (386) 734-3111 - Fax (386) 943-4058

Provides 6-9 months of comprehensive residential treatment for 50 adult males with chronic substance abuse disorders. A 16 bed treatment program for homeless male veterans is scheduled to open at this site.

## ***Level 5 "First Step":***

637 Tanglewood Street, Daytona Beach, FL 32114

Phone: (386) 252-0324 - Fax: (386) 252-0258

Provides emergency shelter for homeless individuals with a history of substance abuse; serves over 360 homeless individuals annually. Bed capacity is 22 adult males and females.

## ***Women with Dependent Children Program:***

Dickerson Center

308 S. Martin Luther King Blvd., Daytona Beach, FL 32114

Phone: (386) 252-4228 - Fax: (386) 252-3506

Provides day treatment substance abuse counseling for homeless women. Other services include: employment placement assistance, child care and drug free housing.

## ***Domiciliary Residential Treatment Program:***

547 High Street, Daytona Beach, FL 32114

Phone: (386) 258-5050, ext. 23 - Fax: (386) 252-7950

Provides identification, assessment, intensive care management, housing support, and access to specialized psychiatric and medical services for individuals who have failed in less intensive programs.

## ***The PassageWay Program:***

Phone: (386) 258-5050, ext. 30 - Fax: (386) 252-5725

Provides aftercare housing and support following residential treatment. Focuses on reintegration into the community and developing relapse prevention skills. Housing based on individual needs with an average length of stay of 90 days.

## ***Interdisciplinary Managed Care Program:***

Dickerson Center

308 S. Martin Luther King Blvd., Daytona Beach, FL 32114

Phone: (386) 252-4228 - Fax: (386) 254-7974

Provides community-based services for clients who have undergone multiple substance abuse and mental health treatments and have not been able to maintain sobriety. Clients live in the community environment while receiving support, guidance, and monitoring from a case manager.

### ***Outpatient Programs:***

Dickerson Center

308 S. Martin Luther King Blvd., Daytona Beach, FL 32114

Phone: (386) 252-4228, ext. 15 - Fax: (386) 254-7974

Provides a 12-week outpatient substance abuse counseling program for homeless and criminal justice involved individuals. Services include individual and group counseling services.

### ***SHE - Serenity House East - Women's Services Center:***

Phone: (386) 258-5050, ext. 30 - Fax: (386) 252-5725

A centralized facility for women which provides a continuum of care including comprehensive residential treatment, day treatment for women with children, aftercare services and support focusing on relapse prevention.

### ***Family Intervention Treatment Solution (F.I.T.S):***

540 N. Ridgewood Avenue, Daytona Beach, FL 32114

Phone: (386) 258-5050, ext. 30 - Fax: (386) 252-5725

This program provides a full range of substance abuse services specifically for Volusia County's Dependency and Family Courts. Services provided include screening/evaluation, access to emergency housing placement, outpatient group/family counseling, intensive day treatment, residential placement, case management and advocacy for parents with the most severe disorders. The goal of this program is to decrease the frequency of child abuse, neglect and institutional placement due to substance abuse and restore families to productive satisfying lives.

### ***DUI Diversion Program:***

Dickerson Center

308 S. Martin Luther King Blvd., Daytona Beach, FL 32114

Phone: (386) 252-4228 - Fax: (386) 254-7974

Provides treatment interventions, including a range of educational and rehabilitative services, for selected individuals charged with Driving Under the Influence (DUI) on a fee for service basis. Referrals are made by the individual's attorney in consultation with the State Attorney's office.

### ***Impaired Professionals Network (IPN):***

308 S. Martin Luther King Blvd., Daytona Beach, FL 32114

Phone: (386) 252-4228, ext. 15 - Fax: (386) 254-7974

Provides outpatient and residential treatment services for impaired nursing professionals. Referrals are made by the Impaired Professionals Network Board.

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# SERENITY HOUSE STAFF

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**Randy Croy**, *Executive Director*  
**Sally Ann Groody**, *Chief Operating Officer*  
**L. Sue James**, *Clinical Administrator*  
**Donna Dooley**, *Quality Assurance Director*  
**Chris Bunting**, *Clinical Director*  
**Linda Basbagill**, *Director of Operations*

## **Finance & Administration:**

*Linda Baden*  
*Frank LeClair*  
*Catherine Minahan*  
*Denise Palamara*  
*Aileen Samer*

## **Harley Fundraising:**

*Kenny Detig*, *Director*  
*Michael Detig*

## **Passageway Transitional Aftercare:**

*Gary Blevins*  
*Billie Templeton*

## **Domiciliary Residential Treatment:**

*Paul Mills*, *Team Leader*  
*Nina Allen*  
*Anne Baxter*  
*Bobby Hudson*  
*Hector Ramos*  
*Clarise Scott*  
*Leslie Smith*  
*Tena Smith*  
*Charles Thompson*  
*Tressie Wimberly*

## **Managed Care & Outpatient Services:**

*Sarah Burman*, *Team Leader*  
*Vivienne Anderson*  
*Lisa Corbi*  
*Nikia Glenn*  
*Anna Hodge*  
*Tyrone Tyus*

## **Serenity House West Residential Treatment:**

*Don Mann*, *Team Leader*  
*Andrea Anderson*  
*Ben Bennett*  
*Michael Blacklidge*  
*Ruth Bray*  
*Jerry French*  
*Cynthia Gaston*  
*Pauline Henderson*  
*Janice McIntyre*  
*Freddrick Mitchell*  
*Marilourdes Perez*  
*Jouse Ramirez*  
*David Steele*  
*Wanda Strickland*  
*Jessica Teems*  
*Beverly Wilson*

## **SHE - Serenity House East Women's Center:**

*Billie Templeton*, *Team Leader*  
*Kelly Cain*  
*Mary Cox*  
*Kafilat Giwah*  
*Jacqueline Haddocks*  
*Deborah Ours*  
*Marilynn Powell*  
*Stanley Shore*

## **Level 5 "First Step":**

*Peter Keirstead*, *Team Leader*  
*Valerie Brauer*  
*Paul Casanova*  
*Gay Dearbeck*  
*Jessica Hardee*  
*Cynthia Mauleon*  
*Therese McCullough*  
*Lynnett Robinson*  
*Thomas Trimm*



*A Three-Year Accreditation is awarded to*

*Serenity House of Volusia, Inc.*

*for the following identified program:*

*Serenity House of Volusia, Inc.*

*for the following identified program:*

*Residential Treatment: Alcohol and Other Drugs/Addictions  
(Adults)*

*This organization has met internationally recognized standards of quality in the  
provision  
of outcomes-driven programs and services to enhance the lives of the persons served.  
This Certificate of Accreditation is granted by authority of:*

**carf** The Rehabilitation Accreditation Commission

4891 East Grant Road ■ Tucson, AZ 85712 ■ Tel/TTY 520 325 1044 ■ www.carf.org

*Joanne F. Finegan, MSA, CTRS*

Joanne F. Finegan, MSA, CTRS  
Chair, Board of Trustees, USA



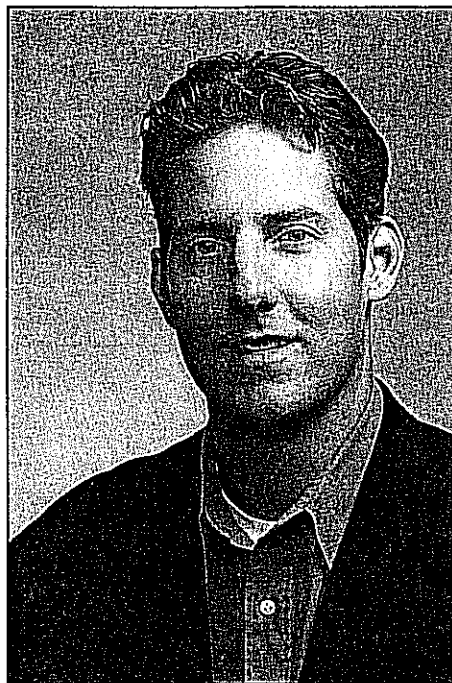
*Brian Boon, Ph.D.*

Brian Boon, Ph.D.  
President/CEO

# BOARD MEMBERS



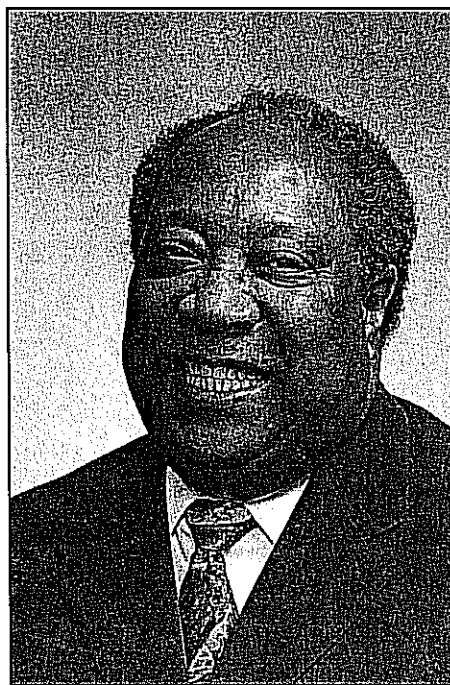
**Joel Greenstein**  
*Board President*



**Andrew Lyon**  
*Board Vice President*



**Kathy Blannett**  
*Secretary/Past President*



**Weldon Blake**  
*Treasurer*



**Judy Conte**

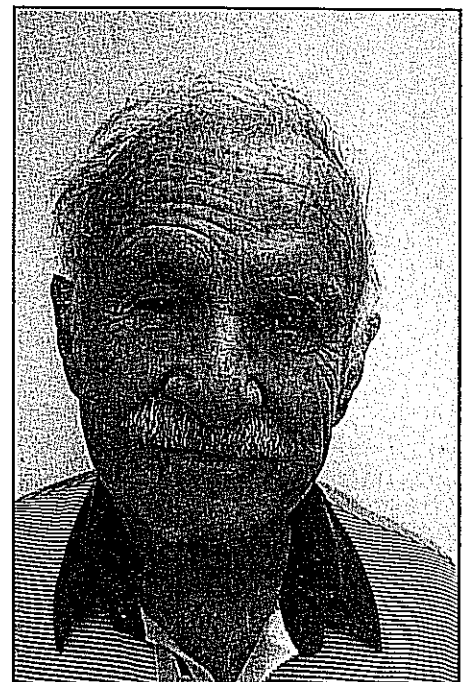
# BOARD MEMBERS



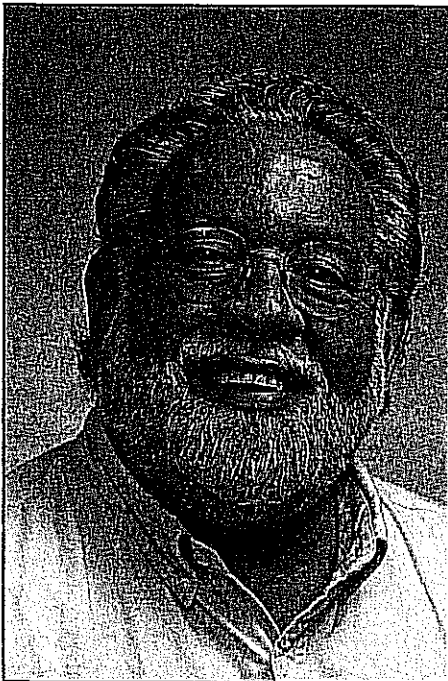
Rev Larry Edwards



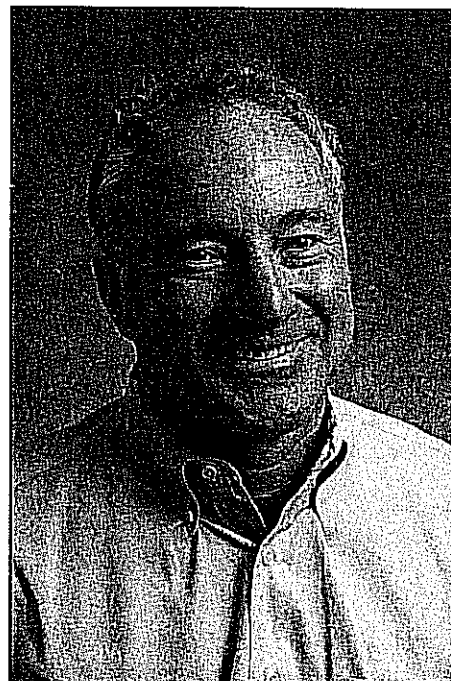
Nora Hall



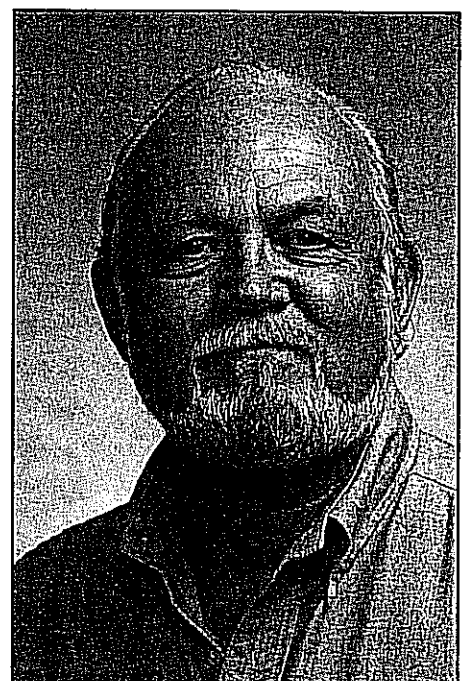
Reid Hughes



Big John

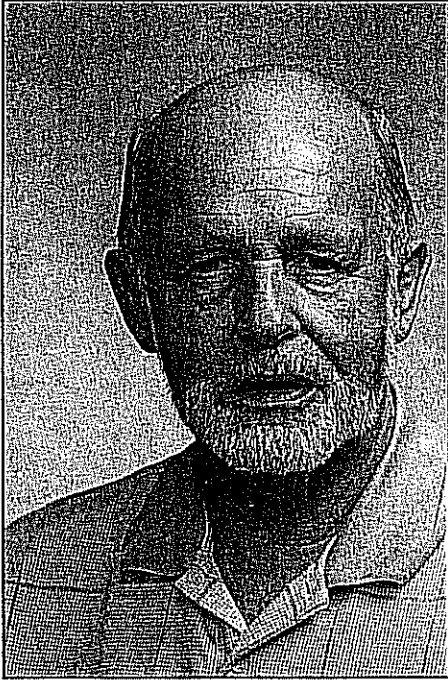


Gerry Keating

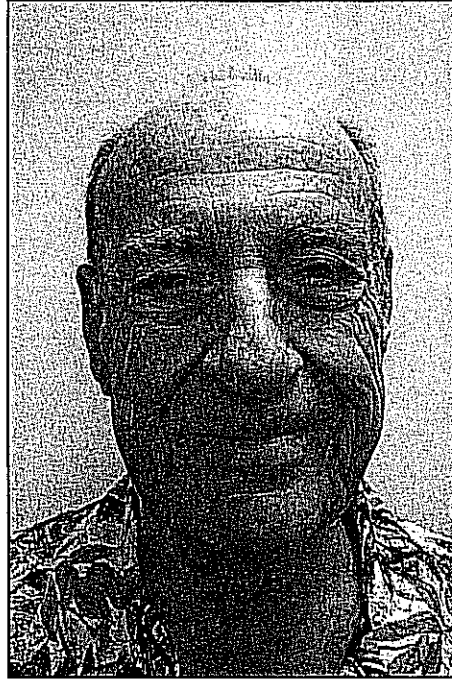


Mike Lewis

# BOARD MEMBERS



Wayne Murray



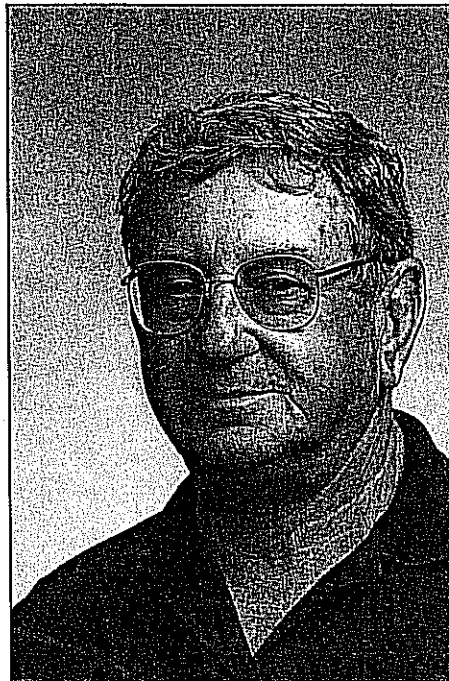
Jerry D. Doliner



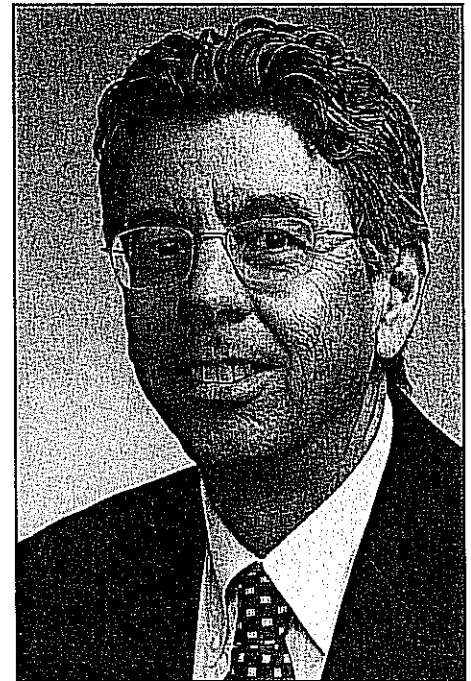
Barbara Paris



Sarah Rone



Jerry Thompson



Ron Zimmet

# SERENITY HOUSE DONORS

*"Some believe there is nothing one man or one woman can do against the enormous array of the world's ills-against misery, against ignorance, or injustice and violence. Yet many of the world's great movements, of thought and action, have flowed from the work of a single man. A young monk began the Protestant reformation, a young general extended an empire from Macedonia to the borders of the earth, and a young woman reclaimed the territory of France. It was a young Italian explorer who discovered the New World, and 32 year old Thomas Jefferson who proclaimed that all men are created equal. "Give me a place to stand," said Archimedes, "and I will move the world." These men moved the world, and so can we all."*

—Robert F. Kennedy, 20th century US political leader

**Special thanks to the following individuals and businesses who have generously contributed to the Serenity House Countdown 25 Campaign. Together we can move the world!**

## **Grand Benefactor \$25,000-Up** Anonymous Board Member

**Benefactor \$10,000-\$24,999**  
Anonymous Board Member  
Thomas Hoffman  
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Daytona Beach Shores Public Safety  
City of Daytona Beach Shores  
DeLand Breakfast Rotary  
Jerry & Celeste Doliner  
First Presbyterian Church  
James O. Eubank II U/T/A  
Nora Hall  
William & Naomi Hoffman  
Deborah R. Hoffman  
Dr. J. H. Long  
John & Betty Mixon  
John & Judith Tokar

**Advocate \$250-\$499**  
Weldon Blake  
DeLand Friends  
Disabled American Veterans Post #84  
R. R. Donnelly  
Kathleen & Carol Doughney  
David Exley  
William Grady  
Dr. & Mrs. Al Hixon  
Elizabeth Hoffman  
W. V. & Joan Macbride  
Marvin & Phyllis Miller  
The News Journal  
Paetec Communications  
Martin & Barbara Paris  
Port Orange Presbyterian Church  
Bert Reames Insurance  
Virginia L. Simpson  
Jerry Thompson  
United Church of Greater Daytona  
Jim Ward  
Woody's Septic Tank Service  
John Zak, III

**Friend \$100-\$249**  
American Legion Post #267  
Lydia Banks  
M. Blackwood  
Madolyn S. Brochman  
Sharon Brooks  
Paul Bullard  
Jean Cashin  
Charles & Doris Caskey  
David & Cecilia Ceretti  
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Glenn Dailey  
Daytona Beach Emblem Club  
DeLand Friends  
Daytona Beach News Journal  
Deltona Lakes Baptist Church  
Dickinson Tompkins VFW Ladies Aux 2380  
Disabled American Veterans Chapter 92  
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Ormond Beach First Christian Church  
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Marsha Radulovich  
Fred Reiland  
Robert & Donna Rouse Jr.  
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Sacred Heart Council  
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Deanna Schaeffer  
William Schnell  
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Slater Financial  
Southtrust Bank  
Tom Staed  
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Chris Taylor/Taylor Financial Services  
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Unity Church of Greater Daytona  
University of Georgia  
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Norma Winkler  
William & Nancy Wotell  
Dr. Chona DeGracia Wylie