

Bronze Key – the key to uncompensated care

CLEVELAND—December 15, 2010—On Thursday, November 18th, Recovery Resources partnered with nearly 40 sponsors and 300 individuals to raise over \$100,000 for uncompensated care – a need within Recovery Resources that continues to grow. With the continuous cuts in public funding and the challenges society still faces related to coverage of mental health and addiction services, uncompensated care is the safety net that allows people to get well despite their economic status. For 20 years, the Bronze Key has been a way to help those who have no means to pay for treatment.

People realize this is a need in our community and have attended the Bronze Key Gala year after year to support it. This year was no different, despite the economy and other factors that make event fundraising difficult. Bringing the community together was the 2010 Bronze Key award recipient, Newsradio WTAM – 1100, recognized for its continuous support of Recovery Resources. This relationship, initiated by Casey Coleman, provides a conduit for advocacy and awareness of addiction and mental illness with an impact too powerful to measure.

Highlights of the event included a heartfelt thank you from Melessa, a consumer who has been directly impacted by the services of Recovery Resources and the support of the community. Carmen Angelo of WTAM accepted the award and reminded us all of the dedication Casey Coleman had to recovery and to the work of Recovery Resources. Dr. David Jernigan, Director, Center on Alcohol Marketing and Youth (CAMY) at Johns Hopkins University, provided the audience with startling data around media influence and our youth, and gave us all much to think about and act upon.

Each Bronze Key is unique for many reasons but one in particular is its auction that is coordinated by Recovery Resources' Associate Board of Directors. This amazing team of professionals secured a variety of items and managed the logistics of the evening's auctions which, this year, included a Chinese auction. Chaired by members Erika Baily, Laura Bozell, and Megan Miller, the auctions alone raised almost \$20,000!

Recovery Resources celebrated its 55th anniversary with this Bronze Key and, without a doubt, recognized that it's not getting older, it's getting better! Look for our sponsor recognition in Crain's coming in January. Hope to see you next year!

For more information about the collaborations or programs of Recovery Resources, contact Debora Rodriguez at 216-431-4131.

Recovery Resources has a 55-year history of helping people triumph over mental illness, alcoholism, drug and other addictions in Northeast Ohio. To learn more, visit www.recres.org.