

**YOU HAVE THE OPPORTUNITY TO MAKE AN IMPACT NOW...**



**CHALLENGE:**

Addiction is a destructive disease. It destroys lives, destroys families, destroys careers, destroys marriages, destroys children's lives. Two out of three adults have been touched by alcohol or drug addiction.

Shockingly, there is no significant private funding to advance treatment and cures for alcohol and drug addiction. As a result, the disease is running rampant and with current available treatment options, **there is only a 2% chance of remission** from this disease.

**Other than the National Institutes of Health, there is no single organization oriented toward funding critical research to treat and cure addiction.** In contrast, there are multiple funding sources sponsoring research for these disease states. For example, the American Cancer Society (ACS) raises approximately \$1.1B for cancer research annually. The American Heart Association (AHA) raises approximately \$1B for heart research annually. This gap in research funding is unacceptable.

**SOLUTION:**

While others work to tackle important aspects like reducing stigma and building communities of support, **The Addiction Research Institute's (ARI's) SOLE focus is on funding research in curing the disease of addiction.**

***OUR VISION:***

To dramatically improve the lives of all those afflicted with alcohol and drug addiction, and the lives of their families, with profound breakthroughs to cure the disease of addiction.

***We exist to:***

- Fund research to cure the disease of addiction.
- Accelerate the research of treatment options.
- Raise \$1,000,000 in research funding by July 2022.
- Raise over \$1 billion dollars annually by 2030.

**APPROACH:**

**Credibility** - We enjoy a robust relationship with the National Institutes of Health and they provide the much needed data and statistics to quantify the problem and the progress.

**Scalable** - Using a digital-first business plan to leverage the best available technology in the development and communications space.

**Celebrity influencers** - Through a network of well-connected individuals, we are poised to bring multiple celebrities and their massive social followings to our endeavor as a pool of potential donors to add to our funding base.

**Today, we need \$200,000 to launch this strategic endeavor. This will provide for support personnel, launch of the digital-first communication/fundraising plan, and create the celebrity network.**

***We will win this battle and appreciate your help.***