



IMPACT REPORT

50TH ANNIVERSARY CAMPAIGN



Celebrating 50 years

Much has changed since our doors first opened in 1973, but one thing has remained the same: we put the needs of those we serve first. For ETS, care is evergreen.

The History of ETS



A large timeline display on a wall, showing the history of ETS from 1973 to 2021. The timeline is divided into two rows of cards, each with a year and a photo. The top row includes milestones such as '1973: Care is Evergreen', '1976: ETS opens its first clinic in Seattle', '1981: ETS opens its first clinic in Tacoma', '1983: ETS opens its first clinic in Everett', '1985: ETS opens its first clinic in Everett', '1987: ETS opens its first clinic in Everett', '1989: ETS opens its first clinic in Everett', '1991: ETS opens its first clinic in Everett', '1993: ETS opens its first clinic in Everett', '1995: ETS opens its first clinic in Everett', '1997: ETS opens its first clinic in Everett', '1999: ETS opens its first clinic in Everett', '2001: ETS opens its first clinic in Everett', '2003: ETS opens its first clinic in Everett', '2005: ETS opens its first clinic in Everett', '2007: ETS opens its first clinic in Everett', '2009: ETS opens its first clinic in Everett', '2011: ETS opens its first clinic in Everett', '2013: ETS opens its first clinic in Everett', '2015: ETS opens its first clinic in Everett', '2017: ETS opens its first clinic in Everett', '2019: ETS opens its first clinic in Everett', '2020: ETS opens its first clinic in Everett', '2021: ETS opens its first clinic in Everett'. The bottom row includes milestones such as '2019: After a brief but impactful 5 years of service, the Grays Harbor Clinic closes its doors.', '2019: REACH's Reentry program starts aiding individuals in transitioning effectively from the criminal justice system to engaging successfully with community services such as housing support and harm reduction-based care coordination.', '2020: With many services shuttered or experiencing delays because of the pandemic, REACH begins the pop-up test program to better connect clients to the support services. These spaces popped up outdoors, alongside services people already use, like food banks, to offer support in one place.', '2021: ETS purchases the Seattle Clinic at 1700 Airport Way for \$10.5 million, becoming first-time property owner.' The timeline also features a '300+ 9,000+' logo, a '250 7,000+' logo, and a '8,000+' logo. A 'FORGING TRUST, FOSTERING CHANGE' logo is visible in the bottom right corner.

[Click here to check out our online timeline](#)

For fifty years, Evergreen Treatment Services has had the privilege of serving the greater Puget Sound community. Since first opening its doors in 1973, much has changed about ETS. But one thing has remained the same: we put the needs of those we serve first. For ETS, care is evergreen.

To honor this milestone, ETS released two series of blog posts between April of 2023 and May of 2024. The first series, ETS by the Decades, walked through the history of ETS and substance use treatment in the decades since the organization's founding.

The second series highlighted impactful leaders at ETS over those same decades. From medical providers to social workers to acupuncturists, ETS highlighted what leaders have learned about providing care for those we serve.

ETS shared these blogs on Facebook, Instagram, LinkedIn, and Mail Chimp for maximum impact. These next slides provide insight into the 50th anniversary campaign.

Care is Evergreen



Lessons from Leaders

We're In This for the Long Haul

Carol Davidson, Clinical Care Supervisor

A Cheerleader for Our Patients

Jackie Brolsma, Former ETS Medical Provider-PMHNP

Treating People with Dignity

Tom Odell, Former ETS Executive Director

Harm Reduction is Treatment

Ron Jackson, Former ETS Executive Director

Whatever it Takes to Keep Patients in Treatment

Yoji Kobayashi, Acupuncture Program Manager

We're Committed to Providing High-Quality Care

Dr. Paul Grekin, Medical Director

It is Our Obligation to Speak Truth to Power

Dr. Molly Carney, Former ETS Executive Director

We Never Give Up On People

Brandie Flood, REACH Director of Community Justice



Series Total: 8 blogs
Total Series Views: 940 views
Average Views: 118 per blog

By the Decades

1970s-80s:

Opening Doors During the War on Drugs

1990s:

The HIV Epidemic & Harm Reduction

2000s:

The Rise of Prescription Opioids

2010s:

The Second Wave of the Opioid Epidemic

2020s:

**COVID-19, Racial Reckoning, & Fentanyl Crisis
Frame the Way Forward**

► Dutch Shisler Sobering Support Center in Seattle gives clients disposable cameras as an incentive and recovery aid

Photographers put street life in focus

BY KERY MURAKAMI

P-I reporter

The members of the camera club gathered the other morning as they do every couple of weeks, sharing the images that had passed before them.

INSIDE

A display of some of the photos taken by the "club"

SEE B3

Images of home: a mound of dirt under Interstate 90. Of drinking buddies: a man in a Cleveland Indians baseball cap sitting unsteadily in a concrete doorway, with a

second man a couple of steps above holding a 24-ounce container of Reserve 211 malt liquor.

A couple of years ago, social workers at the Dutch Shisler Sobering Support Center in downtown Seattle began handing out disposable cameras to its clients, hoping to



KAREN DUCEY / P-I

Nancy Darnold, left, shows her photos to Chloe Gale at the Dutch Shisler Sobering Support Center. Nancy shoots "anything that catches my eye."

give them some small incentive to stick with the frustrating process of languishing on waiting lists for housing or treatment. About a dozen men and women take part in the

Series Total: 5 blogs
Total Series Views: 633 views
Average Views: 133 per blog

SEE PHOTOS, B5

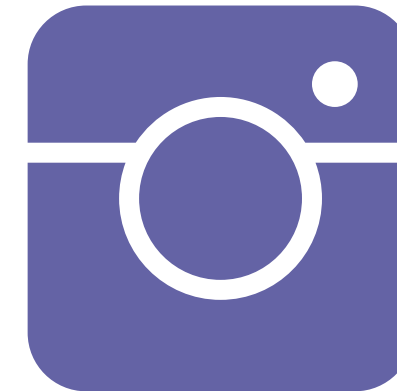


Social Media



MAIL CHIMP

50th-Related Emails: **16**
Average Open Rate: **31%**
Total Number of Clicks: **653**



INSTAGRAM

50th-Related Posts: **36**
Total Reach: **2,087***
Total Engagement: **310**



FACEBOOK

50th-Related Posts: **33**
Total Reach: **3,815**
Total Engagement: **184**



LINKEDIN

50th-Related Posts: **40**
Total Impressions: **13,505****
Total Engagement: **2,063**

*Number of people who saw your content, ad, or page at least once / **Number of times your content is displayed on someone's screen / Engagement: Likes, comments, shares, etc.

Thank you to our sponsors



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