

The Freedom Model Million Book Initiative

Solving the Addiction Crisis through Research,
Education, and Evidence-Based Solutions

PHILANTHROPY MEMORANDUM

PROJECT FREEDOM MODEL PRESENTED BY:

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INTRODUCTION

The current addiction crisis has been created, perpetuated and made worse by 100 years of failed policies and erroneous thinking on addiction and substance use. It is time to end this tragic and unnecessary trend! Over the last 30 years, we, at The Freedom Model, have developed the proven effective answer to the addiction crisis. This solution has been tested extensively over the past 3 decades, and has proved to be more effective than any addiction treatment available today.

Addiction is the only health crisis with an inverted trend line -- meaning the more money that is invested in the problem, the worse the problem is getting.

Addiction is an enigma to many; is it a disease or is it a choice people make? Do people actually lose control, and if so, how can they ever stop? Can it happen to anyone without warning or are there ways to prevent it? With all of these questions there is one thing that is certain, throwing more money at current methods that are failing and more mainstream research is NOT the answer. The answer requires new thinking and a more rational approach with proven results.

Substance use is quickly becoming one of the leading causes of death for people under 30 years old. This is tragic because it's completely preventable. The Freedom Model has proven that. We're asking you to take a fresh look at the data, and at our completely unique, viable and cost-effective solution. We're asking you to help us to spread our solution that will effectively end this crisis and save thousands of lives around this country and the world now and well into the future. This might be the most important document you have read. You have an amazing opportunity to help us to change the world starting today. We have the answer to addiction and you can become a vital part of that solution.

PLEASE NOTE: This document is a comprehensive piece designed to provide you with a detailed overview of the problem at hand. It will show you the data and challenge your current thinking on substance use and addiction. While the term evidence-based with respect to addiction treatment has been co-opted and watered down by the addiction treatment industry, rendering it virtually meaningless, what you are about to read is actually backed by the most rigorous research in addiction that has been done to date. We ask that you take the time to read this memorandum from front to back, as it might be the most important, life-saving philanthropic effort you have been presented with to date. If, at any time, you have questions or would like to talk with us, our contact information is provided on page 48. We will be happy to answer any questions you may have.

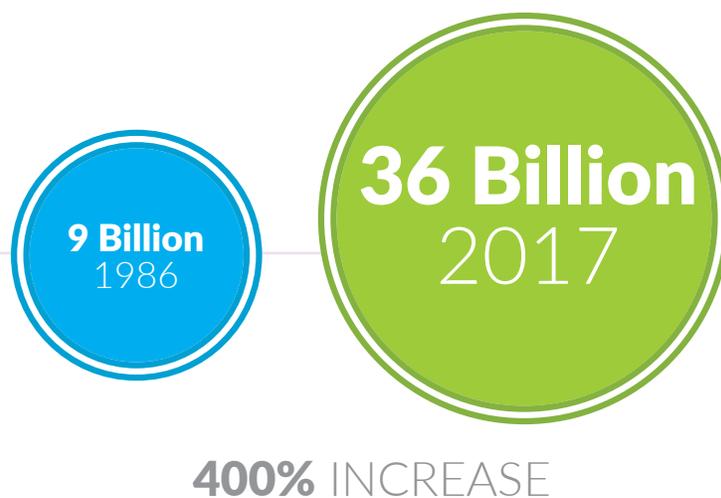
I. Why is the Problem Getting Worse?

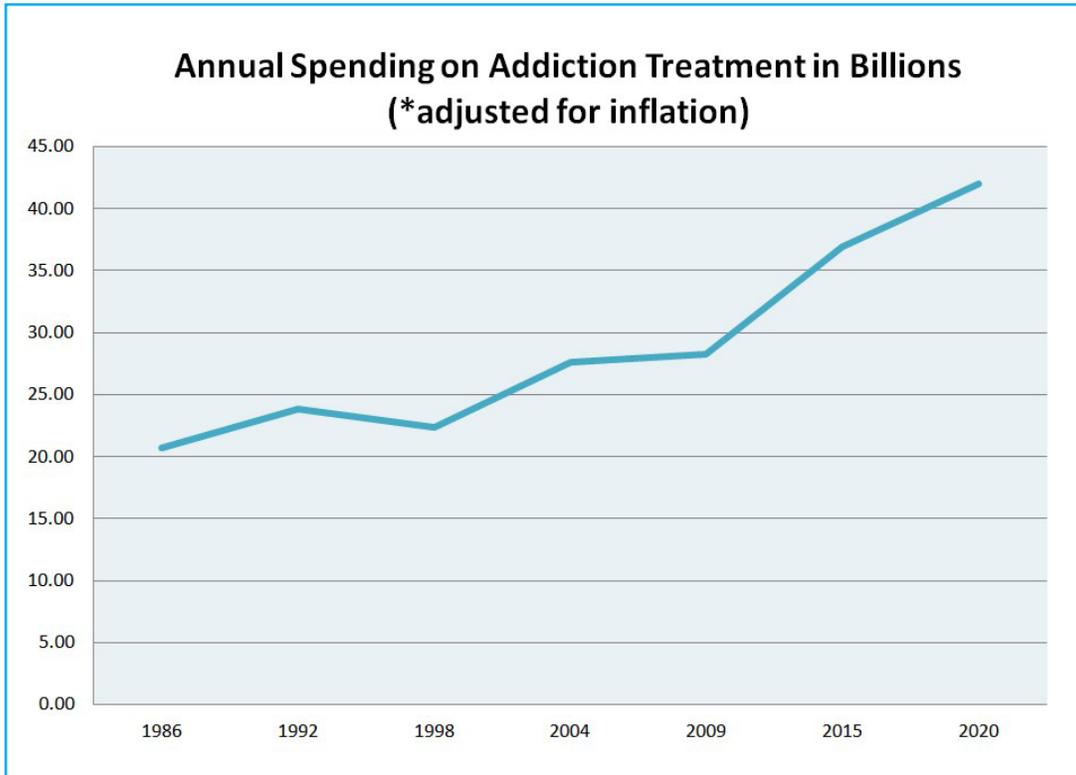
If we're spending more on treatment, why are less people "recovering", and moving past their addictions?

In 1989, when Mark Scheeren and Jerry Brown met, they noticed that people didn't seem to be successfully getting over their addictions in treatment programs. Yet over the previous few decades, treatment had become the popular and enlightened approach to substance use problems. The crack and cocaine scare was in full effect, which led to more public funds being spent to increase treatment for the disease of addiction. A culture of treatment had taken hold, and annual spending on addiction and alcoholism treatment reached 9 billion dollars.

Today, we spend over 36 billion dollars (both publicly and privately) annually on the treatment of addiction. Adjusted for inflation, the U.S. is now on track to spend more than twice as much on treatment in 2020 than we were in the 1980s: (*When adjusted for inflation, \$9B in 1986 is the approximate equivalent of \$20B in 2018.)

This raises an obvious question: Is all this spending helping to curb addiction?





Substance Abuse and Mental Health Services Administration. National Expenditures for Mental Health Services and Substance Abuse Treatment, 1986-2009. HHS Publication No. SMA-13-4740. Rockville, MD: Substance Abuse and Mental Health Services Administration, 2013.

Substance Abuse and Mental Health Services Administration. Projections of National Expenditures for Treatment of Mental and Substance Use Disorders, 2010-2020. HHS Publication No. SMA-14-4883. Rockville, MD: Substance Abuse and Mental Health Services Administration, 2014.

Important Note to the reader: the word treatment used throughout this document is referring to what is typically known as rehab or treatment centers. It is not referring to medical detoxification or medical detox programs. We recognize the validity and necessity of supervised medical detoxification for certain people and certain situations.

90%
Eventually stop
their addictions
on their own

At the same time that treatment was expanding by leaps and bounds, evidence was mounting that verified Jerry and Mark's hunch: that treatment was unnecessary, ineffective, and counterproductive. *The first major epidemiological study of addiction was carried out from 1980-84, and showed that a majority of people who'd ever been addicted were currently recovered, even though only a small minority had ever received treatment. Though the early surveys didn't offer statistics on what portion of people with addictions received treatment, the largest study to date which was completed in 2001/02 found that just 15% of people who'd ever had addictions received treatment at some point in their lives (14% of alcoholics; 16.2% of drug addicts). The rest had stopped their addictions on their own, and well over 90% would eventually stop their addictions based on increasing abstinence rates with age. What was most troubling is that the treated groups were not fairing as well as the larger untreated group. Data revealed that the treated groups struggled longer, experienced more setbacks, had more binge usage, and had significantly more overdoses *after* they attended treatment.

Freedom Model Retreats co-founders, Jerry and Mark had seen these poor results of treatment first hand as they began their research with this population who struggled after treatment. Their theory was that treatment was failing these people largely due to the primary message they'd received in treatment - that they were powerless over drugs and alcohol. The powerless/disease ideology is the basis of all treatment programs across the country.

To test their theory Jerry and Mark developed a non-treatment, educational approach to help those people whose problems worsened as result of treatment. They found that when provided the information that they were not powerless and had the ability to change, the people in this troubled group showed long-term abstinence rates nearly triple that of treatment, simply by learning to reject the self-defeating ideas they'd learned in rehab. From Baldwin Research's point of view, it was clear that the rehab system was counterproductive, and that things would get worse if dramatic changes weren't made.

As a result, BRI set out to change addiction treatment to a solution that would work.

* Heyman, G. M. (2013). Quitting Drugs: Quantitative and Qualitative Features. *Annual Review of Clinical Psychology*, 9(1), 29-59. <https://doi.org/10.1146/annurev-clinp->

At the turn of the century, the powers that be in the United States knew that something was wrong. People weren't getting better. In an effort to improve addiction treatment, the National Institute on Drug Abuse (NIDA) and the treatment industry rolled out a new "brain disease model" of addiction that made treatment seem more necessary, and addiction harder to overcome. In spite of BRI's early efforts, surveys showed that belief in the disease model of addiction was rapidly growing. Instead of questioning the methodology of the treatment that had such poor outcomes, the conclusion was that addiction must be incurable and thus required more intensive, longer term treatment. Spending on treatment continued to grow rapidly resulting in a greater portion of addicts being treated, but even less people were getting over their struggles in spite of the new brain disease model.

***Data collected in a 2012/13 study showed that the percentage of addicts receiving treatment rose from 16.2% to 24.6%. This would be good news to most recovery activists who want more people to get the treatment they "need."**

But it was bad news for addicts, as the longstanding 80% recovery rate (both treated and untreated populations) had actually dropped to 60%!

Jerry and Mark's prediction that the problem would get worse had come to fruition.

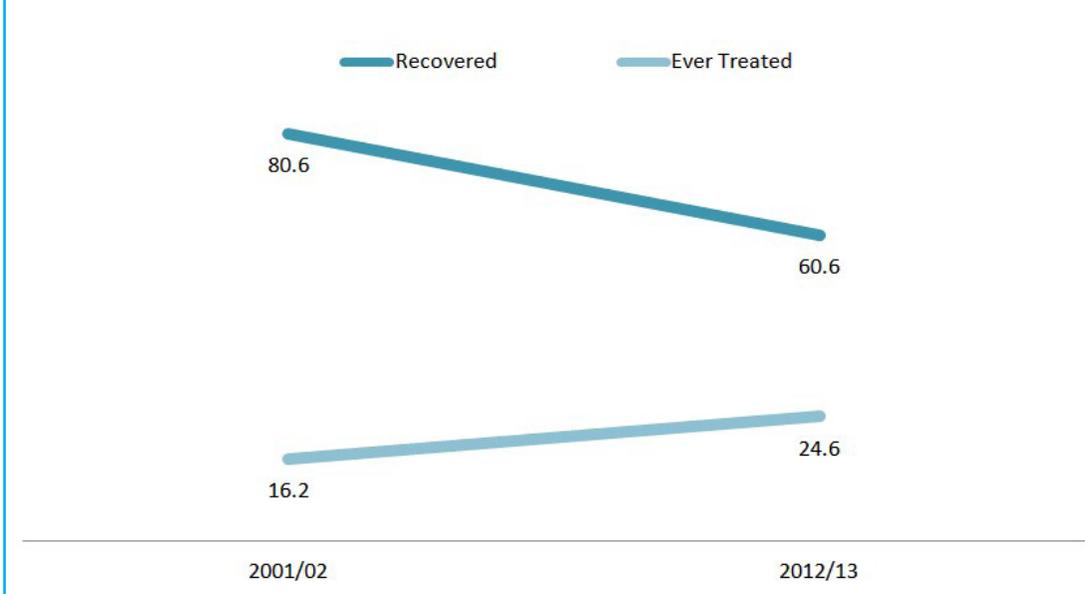
MORE
Treatment
=
LESS
Results?

Hasin, D. S., & Grant, B. F. (2015). The National Epidemiologic Survey on Alcohol and Related Conditions (NESARC) Waves 1 and 2: Review and summary of findings. *Social Psychiatry and Psychiatric Epidemiology*, 50(11), 1609–1640. <https://doi.org/10.1007/s00127-015-1088-0>

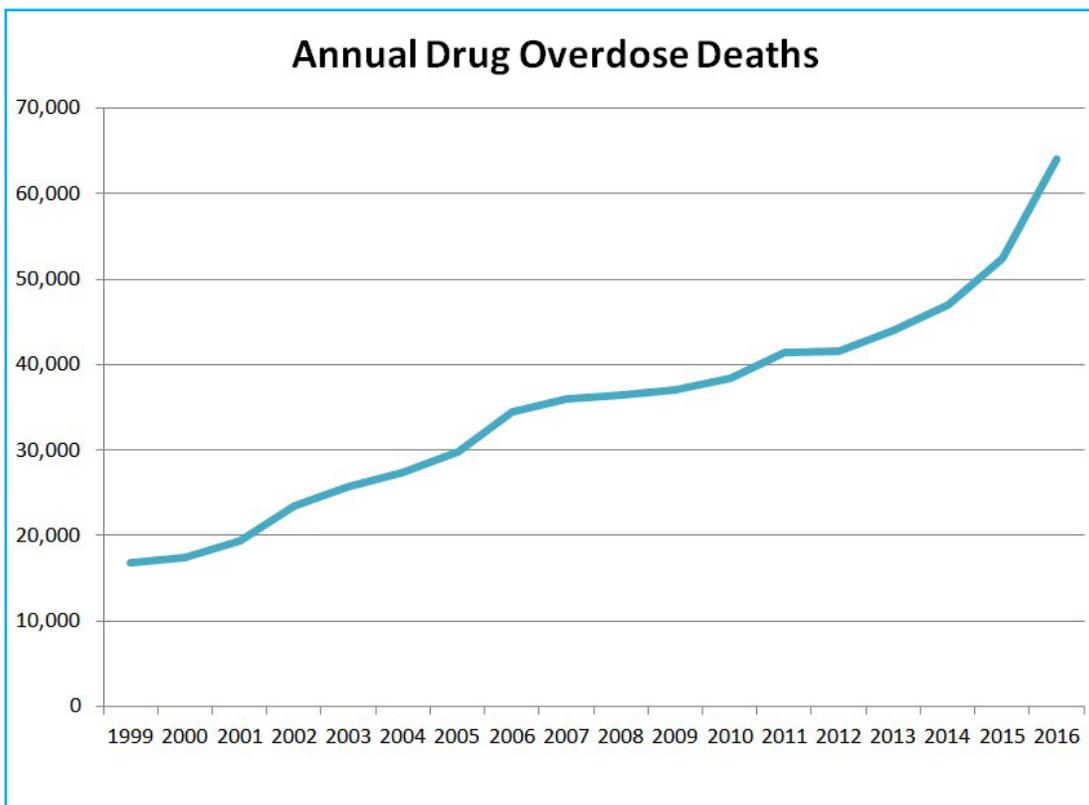
Perron, B. E., Mowbray, O. P., Glass, J. E., Delva, J., Vaughn, M. G., & Howard, M. O. (2009). Differences in service utilization and barriers among Blacks, Hispanics, and Whites with drug use disorders. *Substance Abuse Treatment, Prevention, and Policy*, 4, 3. <https://doi.org/10.1186/1747-597X-4-3>

Grant, B. F., Saha, T. D., Ruan, W. J., Goldstein, R. B., Chou, S. P., Jung, J., ... Hasin, D. S. (2016). Epidemiology of DSM-5 Drug Use Disorder: Results From the National Epidemiologic Survey on Alcohol and Related Conditions-III. *JAMA Psychiatry*, 73(1), 39–47. <https://doi.org/10.1001/jamapsychiatry.2015.2132>

Recovery & Treatment rates for those who've ever had drug use disorders (in percentages)



Annual Drug Overdose Deaths



National Institute on Drug Abuse. (2017, September 15). Overdose Death Rates. Retrieved June 8, 2018, from <https://www.drugabuse.gov/related-topics/trends-statistics/overdose-death-rates>

People are Dying from Misinformation

*We are given many reasons by experts for why overdose rates, and specifically deaths from overdose, have risen over the past two decades. We have been provided mountains of anecdotal “evidence” as to why our children are using drugs at younger ages too. “It’s social media; it’s the effects of bullying; it’s that kids have more pressures on them today; it’s that kids have low self-esteem; it’s that their being prescribed opiates” etc. We are presented with piles of studies that allegedly show that “drugs are more powerful, more addictive, and more dangerous” than ever before in human history and this is why we must battle it with more treatment centers across the globe. We are taught in public awareness campaigns, in the press, in popular culture, in the news, in our public schools, in EAP programs, and in our private lives, this need for more awareness of how addictive drugs are and there needs to be more treatment centers to address the “epidemic.”

We’re told that not enough people are going into treatment. Yet, with all of this awareness education, the massive rise in funding, the considerable proliferation of treatment centers across the nation (and abroad), along with the waves of bloated public funding streams for treatment centers through ACA (Obamacare) mandates, we do not see the numbers of the addicted going down.

Instead we see the rates of overdose and death increasing at alarming rates. So many people are dying that in recent years average life expectancy has actually fallen.

This begs the questions; why have the addiction rates not got down with the increase in awareness and funding and treatment provided for it? Shouldn’t we be seeing some positive results from all of these efforts? And in the end, if we are not seeing positive results for our efforts, wouldn’t it make sense to ask WHY? Why isn’t the problem getting better? And even more important, why does it seem to be getting worse? And finally, wouldn’t it make sense to try a new method for helping these needy people?

*National Institute on Drug Abuse. (2017, September 15). Overdose Death Rates. Retrieved June 8, 2018, from <https://www.drugabuse.gov/related-topics/trends-statistics/>

II. The Team and Research that is Changing the World

That is exactly what visionary and addiction researcher Gerald “Jerry” Brown had the courage to ask himself in the mid-1980’s after he watched his father die due to complications from chronic, heavy alcohol use. Bill Brown had attended 3 different alcohol treatment centers and gone through 8 VA rehabilitation programs in the years preceding his death. Already a renowned researcher with the world renowned General Electric Research and Development Laboratory, Jerry knew what to look for in his search for the facts. More importantly, Jerry knew how to find the truth in a sea of invalid research that was already supporting the false disease narrative that had been misguiding the treatment industry for more than 40 years by that point.

Jerry began his quest for the facts in earnest in 1986. He started by studying the rates of substance use over the last few centuries worldwide, as well as what was being done to solve the issue throughout those societies. What he discovered was that wherever the disease-based treatment industry had its greatest influence, rates of use immediately went higher, rates of overdose soared post-treatment, and addiction flourished. People were dying as a result of the rehabilitation programs, they weren’t getting better because of them. Disease-based treatment was obviously not the answer. This of course was not a popular idea, as treatment remains a sacred cow in Western fronts. But the numbers did not (and do not) lie.

Jerry then met Mark Scheeren in 1989 in an AA meeting where Jerry was conducting research. Mark was drawn to Jerry's much more empowering message regarding overcoming substance use problems. Mark, too, was seeking a more viable solution having been mandated to treatment due to a DWI. A year later Ms. Michelle Dunbar joined Mark and Jerry in 1990. Together, Mark, Michelle and Jerry founded the Baldwin Research Institute, Inc., a NYS 501 (c)(3) not-for-profit addiction-help research facility in 1992. The Freedom Model Retreats were also founded that year; the Freedom Model Twin Rivers Retreat became the first working laboratory where this new model would develop into the most successful approach to addiction the world has seen in modern times. In 2002 Mr. Ryan Schwantes joined the group and then Mr. Steven Slate was recruited and the research/management team was complete.

The next two decades of perfecting the Freedom Model was a long and arduous process, one that took a 24/7 attitude and a dedication to the truth no matter where it led. In any paradigmatic shift, the old model will reject the newcomer on the scene. Because of this natural tendency, it took decades for the entrenched disease-based treatment industry to accept the first residential non-12 step model for addiction, The Freedom Model Retreats. To this day the treatment industry still sees any non-disease view as heresy, but not because they genuinely believe that the disease theory is valid, but because providing an opposing view threatens the massive funding streams provided by health insurance reimbursements and government funding that are only available if the disease theory remains the cultural norm. Health insurance organizations require a disease diagnosis to reimburse for "treatment services." There are currently more than 36 billion reasons per year to keep the disease concept whole and the accepted norm.



Funding the Research

In the late 1980s and early 90s, Jerry funded his research solely from his earnings and his life savings. He cashed in his retirement and when that was exhausted he sought donations from friends and colleagues. During the 1990s there were many generous donors that allowed us to renovate the retreat which was in serious disrepair. It was because of their help that we were able to help so many people to find a solution and continue our research.

After the turn of the century, with the retreat fully renovated and our presence on the internet bringing customers from all over the world, we found we could fund our research and expansion largely from revenue generated by keeping our retreats filled with guests willing to invest in themselves and their future. We found through follow up studies that those who invested in themselves or have others who made the investment on their behalf actually have better outcomes than those who had come for free. It makes perfect sense, those that are motivated to change are willing to put forth the work and effort to do so; whether that means completing a scholarship application, securing funding from family and/or seeking financing through a financial institution or making the personal investment themselves.

Testing our Theory, Proven Success

From 1990 - 2008, we meticulously measured our results. For the first 10 years follow-up surveys were done annually with our entire alumni population, and the results were astounding. Consistently more than 70% of our program graduates were abstinent. In 2002, 2004, and 2008 three separate follow-up surveys were conducted by independent research organizations, and the results remained consistent with an average of 62.5% reporting complete abstinence. While no addiction treatment programs conduct these kinds of rigorous follow-up studies most estimate relapse rates at 80% or higher, so when hearing of our results, many within the treatment industry summarily dismissed them, thinking it simply was not possible.

As long term results for treatment were so abysmal, with relapse rates as high as 95% for more than one year post treatment, we wanted to measure the long term results for the Freedom Model. To do this we broke down the results from the 2008 survey to see how abstinence rates were affected by time away from the program, and the results were truly remarkable. As a function of age and time away from the program, the abstinence (success) rates of our Freedom Model graduates increased. For the population that was 10+ years post program, the abstinent rate was 90%. This is the complete opposite of addiction treatment outcomes, **but these results were very much in line with rates of spontaneous “recovery” within the untreated population.**

Regardless of the resistance for a new non-disease-based model, it's difficult to argue with success. The Freedom Model System offered at The Freedom Model Retreats remains the only approach with independently verified post-program success rate studies. And as such it is the most successful methodology for heavy substance users in the world today. You can see the results of the independently verified surveys here: http://www.soberforever.net/program_success1.cfm

The Freedom Model Expands and Changes the Industry

In the late 1990's knowing we had found a solution, but with limited resources the internet became the gateway to get our information and the solution to the public at large. Mark and Jerry built websites, www.baldwinresearch.com for our research, and www.soberforever.org for our retreats, which are both still in use today. The Twin Rivers Retreat quickly filled up and stayed full for many years.

In 2004 we added a second retreat as our waiting list for people to attend the first retreat had grown out to 3 months. Then in 2008 as an answer to the new luxury/executive treatment programs popping up all over the country we opened our Executive Retreat to cater to that population. It quickly filled up as it was a much better value compared to luxury rehabs around the country and provided the only truly evidence-based solution. Additionally, it is the only such place that ensures complete confidentiality.

Shortly after opening the Mountain Retreat we were approached by various investors looking to help us expand and partake in our important mission, but as we began working with these entities it became clear that none were willing to stay true to our research findings and continue to offer a completely social/educational approach. All wanted to be able to capitalize on the ever-growing sources of funding streaming into addiction treatment from the government and healthcare reimbursements that were contingent on keeping with the disease methodology.

In 2010 we began to notice a distinct shift within treatment industry marketing to non-12-step and “alternative” treatment approaches. While the treatment providers would advertise they were “just like the Freedom Model”, upon further investigation it was found they offered the same exact disease-based treatment they had always offered but with bright, shiny new packaging. They wanted a piece of the non-disease market, but also wanted the disease-based health insurance and public funds that go with it. So instead of having 12-step meetings on site as they had done in the past, they would bus their clientele to an offsite location to attend meetings. They relabeled addiction as a “substance use disorder”, dropping the stark disease label that so many reject, and kept their methods exactly the same. Some added various therapies such as equine therapy, music therapy, and art therapy, to name a few. The industry had gotten the message they needed to change and shift their model to something that was effective, but the changes they made were only skin deep to attract customers but still be able to collect their millions from insurance reimbursements.

As a result, substance users were and are being duped, and The Freedom Model message became watered down with counterfeits and imposters with deep pockets to spread their misinformation. The Freedom Model Retreats have struggled as a result. The Mountain Retreat was open for 12 years but sadly had to be closed in early 2017 due to declining enrollment and a resulting lack of funds to invest in personnel and upgrades to the property. Today the Twin Rivers Retreat and the Executive Retreat are still open and serving a shrinking customer base because we lack the necessary resources to adequately inform the world about The Freedom Model solution, and further our work to change how people with

substance use problems are helped globally.

The Freedom Model System Offers a Solution for Everyone

In 2011 we developed and began to offer Freedom Model Private Instruction which is our alternative to outpatient treatment. This is an option for those who cannot attend a residential program or don't feel they need one, but still want to learn The Freedom Model System from the comfort of home. This was, and remains, a revolutionary approach for those who feel they don't need or cannot afford the time and expense of a residential stay.

In 2017 we published *The Freedom Model fo Addictions* book, and in 2018 we published *The Freedom Model for the Family*. Both have gained high praise by readers and addiction experts alike.

So what exactly are The Freedom Model Retreats and The Freedom Model System that is offered there?

- Non-Medical (All medical detoxification and/or psychiatric issues are addressed off-site by experts in those fields)
- Social/Educational process
- Non-disease based – contrary to cultural beliefs, addiction is not a disease and this knowledge is crucial to overcoming the problem
- Addiction is seen as a series of personal repetitive choices that can be changed if the individual is provided the correct, factual information
- Individuals are seen as “guests” not “patients” or “clients” and are treated with kindness and respect at all times
- Retreats are a homelike setting, not a hospital or institution
- Classes are no more than 3 guests per Certified Freedom Model Presenter, and the guests are provided as much one-on-one time with the Presenters as requested
- For more information about *The Freedom Model for Addictions* book, *The Freedom Model for the Family* book, the Freedom Model System offered at the Freedom Model Retreats, Freedom Model Private Instruction, or the research gleaned from all of the above, go to:

- www.thefreedommodel.org
- www.soberforever.net
- www.baldwinresearch.com



The Highest Program Completion Rates

The Freedom Model Retreats have the highest completion rates of any drug and alcohol help facility in the nation. **At 85%, more than 8 out of 10 guests who enroll, complete the entire 4-5 week system.** The average for the treatment industry as a whole is less than 50%. Our consistently high completion rates are a testament to our philosophy that changing one's life should be a pleasant experience, not a punishment; and that people are more likely to change in an environment where they feel safe and comfortable, with people that treat them with kindness and respect, while showing them the self-empowering truth about addiction.

Why is The Freedom Model More Effective?

There are many reasons that explain why The Freedom Model is so much more effective than treatment. All are contained in our text, *The Freedom Model for Addictions*. For this document, we will outline the most important reasons here.

- **Substance use is always voluntary.** The current thinking on addiction doesn't subscribe to this fact. Addiction treatment is based on the idea that some substance users cross a line where they become powerless to stop using substances; and that those who are "addicted" are both powerless when "triggered to use" and that there is a loss of control when they start using. Ironically, then treatment tells the individual they must **choose** to stop using substances and go to treatment and attend meetings in order to maintain "recovery." In other words, they must also **choose** to stay stopped.
- By not acknowledging that substance use is voluntary in treatment, the substance user (i.e. addict) never identifies or considers the actual reasons why he/she uses, and why he/she uses at their current level. When seeking to make any behavioral change, this **self-awareness is essential.**
- The Freedom Model, shows our guests and readers that their substance use is always voluntary, that **loss of control is a myth,**

and that they have the power and ability to stop. We then help them to investigate their reasons (real or perceived) for usage at their current levels, and explore the possibilities that they can be happier by making a change.

This sounds quite simple, and in reality it is far less complicated than the current accepted methods in addiction treatment. What makes The Freedom Model more complex is that it is counter cultural and most who come to our retreats or purchase our book have already been to one or more treatment programs. In addition they have been exposed to a lifetime of addiction disease rhetoric. They have a belief system surrounding the power of substances to enslave people and they genuinely believe they are incapable of changing. All of this must be undone and replaced with factual information that is supported by the most rigorous research.

What makes undoing this belief system even more challenging is that these erroneous beliefs are reinforced by each person's struggles. Each time someone tries to get "clean and sober" and fails, this strengthens their belief that they are diseased and thus incapable of change. The Freedom Model shows this post hoc fallacy for what it is; **their repeated failures are not caused by a disease but rather they are caused by a faulty belief system that is keeping them stuck. This is one case where the truth literally sets people free.**

BRI's Mission Statement

Baldwin Research Institute's mission is to research drug and alcohol issues, educational methodology, and best practices for drug and alcohol problems and related issues; to guide the drug and alcohol treatment industry as a force for change, and to honestly and objectively educate the public as to the effectiveness of treatment and prevention programs with respect to drug and alcohol use, and to **change the industry to a solution that works!**

III. Why Is Our Mission So Important?

Everyone knows a college student who gets a little too carried away with partying. Most grow out of it. But think of what happens when the law and parents get involved because of hard drug use – probation, rehabs, counseling, 12 step meetings. Now imagine yourself in that situation. You’re doing what you want to do when you use drugs. And you know that when you don’t want to do it, you don’t. You know that you are in control of your own choice to use drugs. You know that you could stop fully at any time, but you simply don’t want to right now. But in treatment, you’re told that your drug use is involuntary, caused by a disease. In meetings, you’re told to identify as an “addict.” Everyone around you pressures and threatens you into saying that you cannot control yourself. The only way to get some peace, to get them off your back, to excuse your disapproved behavior, is to agree to these things and play your role as an “addict working on recovery.” So you do it. But the deeper you get into the role, the more you start to believe you’ve got this terrible incurable disease and that you will not and cannot outgrow your partying phase. Now, all you see ahead of you is the life of an addict, where you will always be distrusted, monitored, and controlled by the people around you; a life where you will never be allowed to make your own decisions; a life where a team of therapists, counselors, and social workers tell you how to live every waking moment. You live in a cycle of jail and rehab, methadone maintenance schedules, and hopelessness. The only thing that appears to give some comfort is more drug use, and now you’ve got a convenient excuse to do it: relapse is a part of recovery they say! Steven Slate lived that life, it made him feel helpless, hopeless, powerless, and led to 5 years of living as a

stereotypical junkie in the addiction treatment system. He escaped with the help of Mark Scheeren and The Freedom Model Retreats, which returned his power of choice and showed him how to make his own decision to improve his life. 16 years later, he's a world-renowned addiction expert, is the co-author of the The Freedom Model for Addictions and is a BRI Research Fellow and the Director of Freedom Model Private Instruction.

There I was again, another Sunday morning walking back to the dorm after a night I barely remembered,

past Newman Hall as all the people scurried in late for Mass. I was feeling ashamed and sick. They were right; all those people who told me if I ever touched a drop of alcohol I would surely become an alcoholic. They told me it was in my genes; that some people could drink normally, but there were others who could not, and I was among that class. My father, his brother, his father and mother, all had severe drinking problems. My grandfather died due to complications from heavy, chronic drinking when I was 18. Alcoholism was rampant in my family and I couldn't escape it, or so I was told from the age of 10 years old. I had my father's strong will, his temper, his drive and his inability or unwillingness to focus on things that didn't interest him; and apparently I had also inherited his alcoholism. Just as I was told it would, alcohol seemed to take over my life, and then there were drugs too, lots of drugs. Being at college became less and less about academics and more and more about getting drunk and high. I was raised in the rooms of AA, and I was terrified of ending up there myself. I had always struggled emotionally so I began seeing a therapist who told me I had bi-polar disorder, wrote me a script and explained that I shouldn't drink while taking the medication. I decided the medication wasn't as important as being able to drink, and I stopped seeing him. In a few short years, there was an overdose, many fist fights, trips to the ER, a couple arrests, and hours upon hours spent contemplating suicide. Hopelessness became a way of life as each day faded into the next. I felt completely alone no longer wanting to live but too scared to die. Then one day the very same man who had once told me I was doomed to become an alcoholic just like him, told me something he never had before; he told me he had been wrong. He explained that alcoholism is not a disease and that I wasn't powerless and that I had the innate ability to change. Ironically, having attended college

majoring in psychology and addiction studies I argued that he had been right all along, and my pathetic life was living proof. Thankfully I was intrigued by his claims that there was no disease and that all my textbooks were wrong, and I stayed around long enough to learn just how right he was. I am Michelle Dunbar and I am the Executive Director of The Freedom Model Retreats, co-author of The Freedom Model for Addictions and The Freedom Model for the Family. That man who changed his mind, who told me he had been wrong and helped me to start my journey to total freedom is Jerry Brown, co-founder of The Freedom Model Retreats.

Suppose you had a child who is extremely bright, loving and caring, but who has an enormous amount of energy and, unlike his siblings, he doesn't seem to abide by the household rulebook. You constantly get calls from the teachers at school about his bad behavior. You've tried everything to fix him, but his behavior only worsens. You take him to a professional to better understand what's going on with him, and they diagnose him with ADHD, and he begins taking medication. Your once energetic and bright, but troubled child is now angrier and filled with seemingly uncontrollable rage. The calls from the teachers continue over the next few years and in addition, he now seems to hate you as a parent. You again take him to another professional and they now insist that in addition to the ADHD, he is labeled with depression and an anxiety disorder. They add yet more medication to the mix, and suggest your child begins therapy to find out why he is so angry. After no success with the first rounds of medications and therapies, the experts continue the cycle with seemingly endless combinations to "fix him", only to get worsening results.

Now he is in high school. You no longer know who your child is. You've done everything the professionals have told you to do, but now in addition to his struggles, you realize he is now involved in drugs. He has run-ins with the law, and then develops bulimia. You no longer see your child, and when you do, he is high on drugs, yelling and screaming at you, throwing up, sleeping for days, or behind bars. How could this once, bright, loving, energetic child become so lost and utterly hopeless. Next, the professionals tell you your best option is to send your child away to a drug treatment facility with the hopes of finding a solution. In the rehab's Family

Program you are told everything with your son thus far has been a result of his “progressive brain disease of addiction.” A dozen disease-based drug rehabs later, he descends further into himself and his bulimia, addiction and depression. He is a shell of who he once was.

How could this possibly be the case? Everything you’ve done up to this point was supposed to help your child, to fix the problems he was going through. You never intended for it to turn out this way as you were only doing what the professionals and the experts told you to do in order help your child.

This is where Ryan Schwantes’ parents found themselves when they called The Freedom Model Retreats in 2001 to help their son. Ryan completed The Freedom Model System and found the solution he so desperately needed. He was able to move past his addictions and his bulimia. Within 5 years of completing The Freedom Model System he went on to become the President of Baldwin Research Institute Inc. and The Freedom Model Retreats. Ryan’s story is proof that an individual’s personality, behaviors and choices are not necessarily a problem to be fixed, but rather they are part of what makes an individual who they are. Rather than “fixing” the person, Ryan learned to focus his energies and his personality on behaviors that brought greater happiness, satisfaction and success. Today Ryan has the respect of his peers, is a father and a husband, and has a wonderful relationship with his parents and siblings. Life is good.

Imagine a boy, alone and insecure, lost in a world that seems to confuse and intimidate him. He’s a smart kid, but anxious by nature. It’s his twelfth birthday; he steals some vodka from his dad’s liquor cabinet. He drinks a glass and soon feels the buzz run up the back of his neck and into his brain. He smiles and thinks, “This is what I want to do; this is how I want to feel... forever.” Six years later, sitting in a jail holding cell, banged up from a drunk driving accident, he thinks, “I never want to do this again, I’m going to stop drinking.” He does stop. His life moves forward and the progress feels good. Six months later at his court appearance, the judge mandates him to a year of rehab. “But your honor, I haven’t drank or drugged in more than half a year.” It doesn’t matter, into the system he goes. More than a year later, and after hundreds of intensive outpatient rehab sessions and AA meetings, he completes

his mandated attendance. But something has changed; from a young man moving forward, he now has taken on the “alcoholic” identity. He feels worse about himself than when he went into rehab. Desperately depressed with his new “diagnosis” as a broken person, he seeks an alternative solution and meets a researcher. That man teaches him that he isn’t an “alcoholic”, but rather just a young man searching for his mission in life. He quickly learns to let go of this damaging “alcoholic” label, and he is freed from this negative moniker. He learns to be free and whole...he learns to be successful, productive and happy. His name is Mark Scheeren and he is a world-renowned addiction expert, is the co-author of The Freedom Model for Addictions and is Chairman of The Freedom Model Retreats.

From my earliest memories (2 years old) I thought, “don’t they know what they are doing:” my Dad and Mom arguing, my Dad’s drinking and getting bottles and bottles of Phenobarbital and Butisol from his doctor, squabbles between family members of the adult generation, and so on. As a child, I observed all this unfortunate behavior, most of which surrounded booze and prescription drugs. When I was 12 we (Dad and Mom and my younger sister Donna and me) had stopped at a Gin Mill for a little refreshment whereupon my Dad and Mom proceeded to get quite drunk. It was here I had my first meltdown where I was screaming profanities through my compulsive sobs, upending tables, throwing chairs and finally leaving to walk home still weeping, crying, “I will never drink, ever!” Three years later, at 15, I got drunk for my first time at a local bar and grill with my Mom’s younger brother. You would think that after an experience of throwing up for half of that night, I would not be willing drink again, but you would be thinking wrong. That first experience sparked a love affair with alcohol that would last 22 years.

I was a totally insecure kid as far back as I can remember, and as a matter of fact, I was a totally insecure adult. The love affair with alcohol that materialized that first night when I was 15 was the first time I felt free from my relentless insecurities. At that time there was nobody to help me know that virtually everyone has insecurities, maybe not as deep-seated as mine, but insecurities are a normal part of life. Yet at the time I thought that there was

something wrong with me. So at 15 I was delighted that I had discovered the effects of alcohol. Later I discovered the effects of amphetamines and benzodiazepines. I took copious amounts of Benzedrine and Dexedrine throughout the 1960's which got me started on daily doses of Librium and Valium until 1977.

In spite of all the chaos I had created for myself, like being sentenced by a Judge to a week in detox, I had managed to marry a wonderful wife and we had three children, and by any standard, I had a successful career. But at 35, there I was at our kitchen table drinking my coffee and eating my valium thinking "why am I so unhappy?" I began to write down what would make me happier. This was my break out of self-deception. All my unhappiness originated from one source, me, as a result of the choices I had made throughout my life.

That was many years ago so I don't remember all that was on the list but here's a few that I know made it: spend more time with my kids, be more attentive to my wife who was also a researcher and the mother of our children, get back into physical shape – start running, start playing tennis again, stop drinking alcohol and stop using drugs as a crutch to cope with my insecurities. There were more but these were the significant ones I clearly remember.

I was happy when I was with my wife and kids which was a personal choice I made. Up to that point in my life and for most of that time, I stayed in good shape but at that particular time I remember joking that I bought my suits at "the fat bastard" shop. Not funny! I made a personal choice to run every day. Of course I missed a few days here and there and of course when I had a catastrophic heart attack. Still over the years I logged more than sixty thousand miles—every mile based on personal choice! At that time my tennis skills were dubious, at best. I hired a coach and practiced for a few years, and then in the spring of 1979 I entered my first tournament. In 1977 I made a personal choice to stop using drugs and alcohol, which I did. That was over 40 years ago – and that single decision was the seed of what would eventually develop into The Freedom Model four decades later.

- Jerry Brown

These Stories Are Common

There are millions of stories just like these; stories of people who struggle with problems that are temporary. However when they voluntarily seek professional help, or are forced to seek it by well-meaning family and friends, or by law enforcement or employers, they are thrust into a world where their once temporary problem becomes their permanent identity, and this is the crux of addiction treatment. As people take on the identity of the powerless alcoholic or addict, this is when their lifelong struggles begin.

On the surface the addiction disease theory makes perfect sense to people looking in from the outside. Those who've never struggled can't possibly understand how someone would drink until they pass out every night, or until they lose their job, their marriage and their liver begins to fail. Those looking in from the outside can't possibly imagine making the choice to inject heroin, smoke methamphetamine or cocaine. They don't get how parents abandon their children, how people drive drunk or high, or why some people resort to stealing or prostitution to be able to buy drugs. They think people who make those choices must be sick, they must have crossed a line where they have lost control. The disease theory is solely based on this ego-centric thinking, 'if I can't imagine liking it, then you must not like it either, you must be sick.' But just because most people can't imagine choosing these behaviors, doesn't mean people don't choose them for their own personal reasons. Just because these behaviors are seen as deviant, meaning they are not socially acceptable and only a relatively small percentage of the population engages in them, doesn't mean they are involuntary, nor does it make those that engage in them sick or deranged. People use substances for a myriad of very personal reasons. They use substances because they feel it has value to them, and as shown by the data, when their preference changes or when they feel it no longer has value, they stop. All research points to the conclusion that the disease theory is false, and that all substance use is always voluntary.

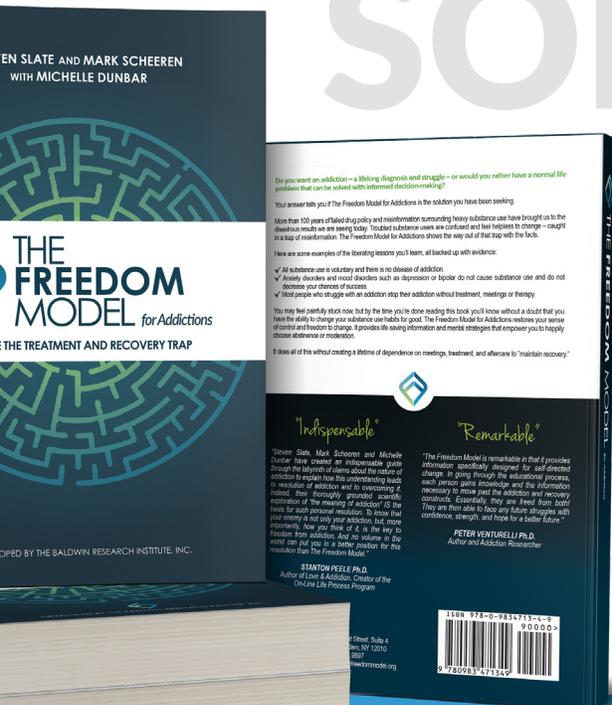
The disease theory opens the door for those who are "well" to attempt to exert control over those who are seen to be "diseased." Thus the addiction treatment industry exists to force people to



stop doing what they want to do, and then force them to behave in ways deemed as more acceptable in our society. As we have shown, the disease theory is dead wrong, and the results of 60+ years of this theory have led us to where we are today with overdoses at a crisis level and people quite literally killing themselves with drugs and alcohol believing they are powerless to stop.

The Freedom Model is the solution to the addiction crisis we are facing. It has been tested and developed over 30 years and has demonstrated success like no other program, treatment or counseling available today. It explains how people are successful as well as why people continue to struggle. And it works for all those who learn it because it allows for people to decide for themselves what they want and what they feel is best for them in their own lives. It provides people with the research and factual information they need to make an informed decision about their own lives. It shows them how to achieve true freedom from both addiction and from the trappings of perpetual recovery.

FINALLY A TIME TESTED SOLUTION



IV. The Freedom Model Million Book Initiative

Become Part of the Solution!

Baldwin Research Institute, Inc. is working tirelessly to change a well-entrenched paradigm that is getting stronger. As we have said addiction treatment is now a 36 billion dollar business that will likely eclipse \$40B by 2020. The addiction disease theory is fully embedded in our culture, and it shapes federal policy and legislation that is making the problem worse. The tentacles of this leviathan have reached virtually every person in this country. In order to change the way people are helped and reverse the trend we're now seeing, we must change the current thinking on addiction.

While our dedication, hard work and unwavering commitment to our mission has gotten us this far, more resources are required for us to further our mission and produce changes that will make a real difference. The public is clamoring for solutions to the current opiate problem and the other alcohol and drug issues our nation is facing. People in need do not understand the problem and they do not know there is a real solution; one that will allow them to put the problem behind them forever. The answer to addiction has been built, tested, and perfected in the Freedom Model System. But in order to bring this proven solution to the public on a national scale, Baldwin Research needs to distribute the solution nationwide by providing our book, *The Freedom Model for Addictions, Escape the Treatment and Recovery Trap* to schools, colleges and universities. We need books to go to lawmakers, political leaders at all levels of government, hospitals, medical and psychiatric professionals, and treatment providers. Our books must become available to those who are seeking a solution regardless of their financial status or difficulties.



As our books make their way around the country, our goal is to make our services and solution available to all those seeking help regardless of their income level and ability to pay. We will have an option for everyone that fits their needs and their budgets.

Changing a 100 year old paradigm is a daunting task, but with your help we're confident it can be done.

We are seeking adequate funding which will allow BRI to broadcast our research findings and solutions to the world. We will be traveling the country to bring our solution to popular talk shows and news outlets; and we will be creating educational videos as well as high school and college level courses. We must reverse the disease trajectory and inform the masses that individuals are entirely capable of change and of choosing better for themselves.



The Freedom Model Million Book Initiative

The Freedom Model Million Book Initiative is our mission to distribute one million copies of The Freedom Model for Addictions and The Freedom Model for the Family across the country into the many communities and organizations that have been hit hardest by addiction and the overdose crisis. First on our list are school districts, and colleges and universities. By getting this life-changing information into the hands of teachers, administrators, counselors and families on the front lines of this crisis, that is where real changes will begin – with education and educators. We will also be putting our book into the hands of lawmakers and political leaders who are currently working on legislation and policy to try to reverse the trend. And we will be seeking out charitable organizations that work with at-risk populations so they can finally have a solution to offer those who are struggling. We will be knocking on doors, setting up private meetings and doing presentations to organizations and individuals who are seeking a solution and want to make a change.

Your donation to this fund will pay for printing and shipping costs for our books. For example, your \$1000 donation will provide 65 books to a school or college of your choosing, while a \$10,000 donation will provide 650 books to be distributed throughout a community to multiple organizations. You can direct where the books will go, or you can allow us to send your books to the next recipients on our list.

Our goal is to distribute 1 million books to various organizations and communities across the country by December 31, 2020, and we need your help to reach our goal.

Along with seeking out school districts, colleges and universities, and policy makers, we will also be distributing our books to charitable organizations that serve at-risk populations including those listed below:

- The Elderly (this population is the fastest growing demographic struggling with substance use and has the highest suicide rate of any demographic in America today)
- Veterans and their Military Family Members (this population has

high rates of addiction and the second highest suicide rate of any demographic in America today)

- First Responders including police, firefighters, EMS personnel (this population has very high rates of addiction and mental health issues and suicide)
- Native Americans and Native Alaskans (extremely high rates of addiction and suicide)

Many in these populations attend our retreats on partial scholarships. This is called the St. Jude Scholarship Fund. We provide more than \$125,000 annually in scholarships for these needy populations. With your contribution to The Million Book Fund, the residual from the book fund will continue to provide scholarships to those who are in need of financial assistance to attend our life-changing retreats.

There is a Solution: It's Cost Effective, Evidence-Based, and It Makes Sense

When people attend our retreats, complete our private instruction course or read our books, many will contact us and say, "Why didn't I know of this sooner? Why aren't you everywhere? How come this was so hard for me to find?" They are relieved but also frustrated. They are sad or angry that they've wasted so much time learning how to be sick and powerless, when the power to change was within them all along. And they are right to be angry. We can't keep this information under wraps any longer. We have an obligation to share what we've learned with the world.

For many, once their eyes are opened to the truth about addiction, they never look back. They move on to build the life they have always wanted but never thought they could have. They are perplexed that they ever believed in the addiction disease, and they are excited to move forward unencumbered by the misinformation that had held them back for so long.

The Freedom Model for Addictions is the solution to addiction, and to the addiction crisis. Please help us to share our solution with the world.

V. Executive Summary - APPENDIX

Baldwin Research Institute, Inc., is a New York State 501 (c) (3) not-for-profit research corporation located at:

**9 Market Street, Amsterdam, NY 12010
888-424-2626**

1. Baldwin Research Institute's Mission:

To research drug and alcohol issues, educational methodology, and best practices for drug and alcohol problems and related issues; to guide the drug and alcohol treatment industry as a force for change, and to honestly and objectively educate the public as to the effectiveness of treatment and prevention programs with respect to drug and alcohol use, and to change the industry to a solution that works!

2. Corporate Structure and General Overview of Products and Services:

The Freedom Model Retreats are residential retreats that offer a non-medical social/educational experience to guests who have addiction issues.

All of our retreats are located in Upstate New York. The Freedom Model Twin Rivers Retreat (18 beds) is located in Hagaman, NY and The Freedom Model Executive Retreat (6 beds) is located in Florida, NY. The Freedom Model Mountain Retreat (20 beds) is located in Wells, NY, but is currently closed due to reduced enrollment. Both

of our current retreats offer the proprietary Freedom Model System. The Freedom Model System is a 4 to 5 week residential educational experience designed to help people stop their addictions with the help and expertise of Certified Freedom Model Presenters.

As a non-medical model, the retreats do not offer detoxification services. Detoxification and other medical protocols are administered to the guest at a suitable medical detoxification facility/hospital prior to the guest's arrival at the retreat should the guest need such medical services.

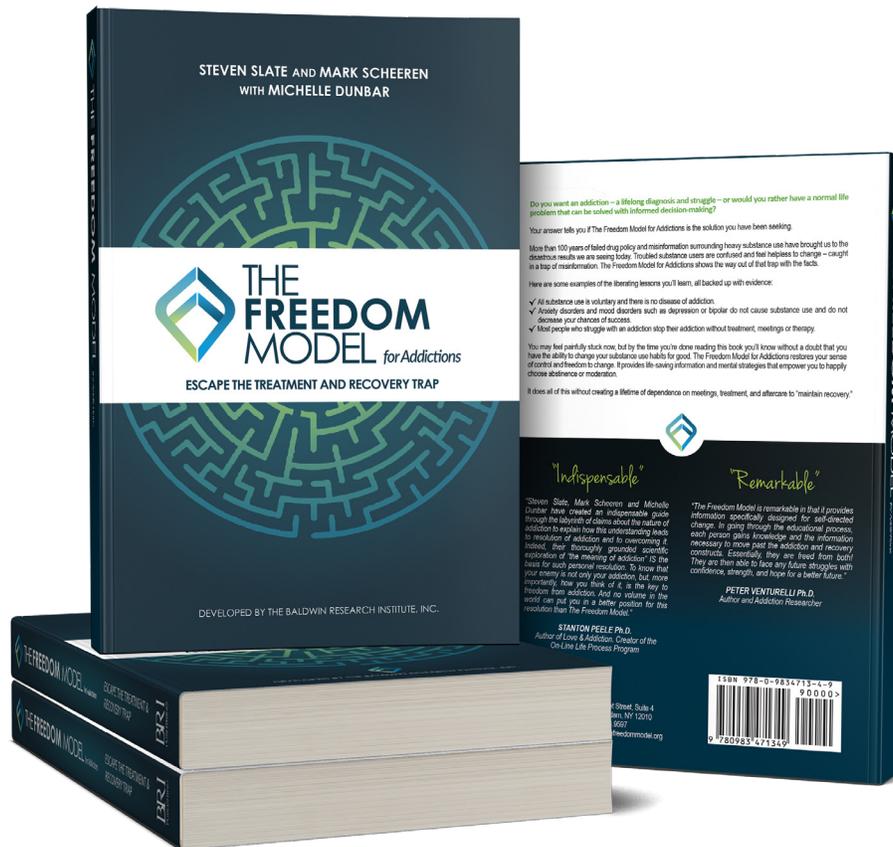
Baldwin Research Institute, Inc. has been researching the drug and alcohol treatment industry for the last 30 years. As a contrast, the research currently being conducted by Baldwin Research's competitors across the globe supports an antiquated, control based, brain-disease-centered paradigm which has been proven to be counterproductive to the addict/alcoholic and the overall wellness of our society.

Baldwin Research, provides a system based on the non-treatment, non-disease based educational approach implementing The Freedom Model for Addictions System; an independently validated proven effective model. All of the operations/facilities described below are divisions of Baldwin Research's corporate, not-for-profit umbrella that employs this System.

A. The Freedom Model for Addictions – Our Book/Method/System:

The basis of all our offerings; residential or home-based, is the book and curriculum, The Freedom Model for Addictions, Escape the Treatment and Recovery Trap, the latest edition of which was published in November 2017.

Baldwin Research owns all the rights and intellectual property of The Freedom Model for Addictions and all its derivations through BRI Publishing, a division of Baldwin Research Institute, Inc.



Amazon Pricing: Paperback **\$29.99** | Kindle Edition **\$12.99**

See book reviews for The Freedom Model here:
(<https://www.amazon.com/Freedom-Model-Addictions-Treatment-Recovery/dp/0983471347#customerReviews>)

B. Freedom Model Private Instruction Home-Based help for Addiction:

The Freedom Model Private Instruction Course is offered to people who cannot attend a residential facility for financial, personal or professional reasons. This revolutionary at-home-based model is provided to individuals with addiction issues through online video conferencing classes or via telephone classes with a Certified Freedom Model Presenter.

The total cost of the Freedom Model Private Instruction is **\$2,500**



C. The Freedom Model for the Family Our Model for the Loved one's of a Substance User:

This book was published by BRI Publishing in March 2018. Baldwin Research owns all the rights and intellectual property of The Freedom Model for the Family through BRI Publishing, a division of Baldwin Research Institute, Inc

Amazon Pricing: Paperback **\$9.99** | Kindle Edition **\$4.99**

D. The Freedom Model Retreats – Residential Help for Addiction:

The Freedom Model System for Addictions is offered at our 3 residential retreats:

1. The Freedom Model Twin Rivers Retreat in Hagaman, NY
2. The Freedom Model Mountain Retreat in Wells, NY
3. The Freedom Model Executive Retreat in Florida, NY

Each location serves a different socio-economic demographic. These facilities were built based on the various levels of need that are requested by our guests and students. Each retreat delivers the 4-5 week social/educational Freedom Model System experience while providing various levels of amenity with attendant pricing.

FACILITY	PROGRAM / LENGTH	ACCOMODATIONS	COST
*Executive Retreat	4 Weeks	Private Room/Private Bathroom /Balcony	\$30,000
*Executive Retreat	4 Weeks	Private Room/Private Bathroom	\$30,000
*Executive Retreat	4 Weeks	Private Room / Balcony	\$27,000
*Executive Retreat	4 Weeks	Private Room / Shared Bathrom	\$27,000
Twin Rivers/ Mountain Retreat	4 Weeks	Shared Room	\$9,800
Twin Rivers/ Mountain Retreat	5 Weeks	Shared Room	\$12,250
Twin Rivers/ Mountain Retreat	4 Weeks	Semi Private Room	\$13,440
Twin Rivers/ Mountain Retreat	5 Weeks	Semi Private Room	\$16,800
Twin Rivers/ Mountain Retreat	4 Weeks	Private Room	\$15,600
Twin Rivers/ Mountain Retreat	5 Weeks	Private Room	\$19,500

* The Executive Retreat is completely private providing all private instruction in addition to private bedrooms/suites.



E. Corporate Offices and Ancillary Properties:

Baldwin Research Corporate Offices are headquartered at 9 Market Street, Amsterdam, NY. This location is the center hub and logistical center for the remote location retreats. It houses the Call Center, BRI Publishing Division, Finance Division, Human Resources Division, Marketing Division, Legal Department, IT Division, BRI Research and Development Offices, and the BRI Board Room as well as public office rental space located on the first floor. BRI also owns rental property at 12 Chestnut Street, Amsterdam, NY and a classroom building located adjacent to our Twin Rivers Retreat at 3 Church Street, Hagaman, NY as well.





MARK SCHEEREN
Chairman, Co-Founder, Author,
Research Fellow

3. Management & Corporate Governance:

Mark Scheeren co-founded Baldwin Research Institute, Inc. (BRI) and The Freedom Model Retreats, the first non-12 step residential model for drug and alcohol problems in America. As a BRI Research Fellow, he is the co-author of the revolutionary book, *The Freedom Model for Addictions, Escape the Treatment and Recovery Trap*. Mark is the only addictions researcher in the world to have studied individuals with substance use issues by living with the study subjects for a period of twelve years.

“This was the only way to truly understand the issues concerning this population, and to build solutions that actually promoted success. We needed to study the population in a living laboratory. No one had ever done this, and to my knowledge, we remain the only researchers to do so. This massive dedicated effort created the knowledge base for the foundation of The Freedom Model for Addictions, that being: free-will, autonomy and the Positive Drive Principle.”

As a noted 12 step historian, Mr. Scheeren is an expert on the falsity of the brain disease concept and the failings of the 12 step paradigm as a whole. Mark is well known in alcohol and drug research circles for his courageous and outspoken public service campaign, “Treatment Doesn’t Work!”

Mark received his AAS in Fine Arts with High Honors in 1994, is married to his beautiful wife Danielle of 17 years, and has 3 wonderful children, Austin, Gabrielle and Joseph. Mark’s interests include conservation, the outdoors, hiking, and boxing



GERALD BROWN
Senior Research Fellow &
Co-Founder

Jerry is a cofounder of Baldwin Research Institute, Inc. He is also BRI’s Senior Research Fellow. Throughout his entire career, Jerry has been a researcher, whether it was with General Electric Co. R&D, or with one of the several privately owned and publicly traded companies. Jerry has served as chairman of several national computer conferences. He served on the Mathematics and Science Advisory Board of Schenectady County Community College and the Diocese of Albany Substance Abuse Task Force. Jerry has an interest in tournament tennis, scuba diving, running, mountain climbing and racquetball. Jerry lives in Amsterdam, NY. He has four children and five grandchildren.



MICHELLE DUNBAR
Executive Director, Author

Michelle is blessed with an inquisitive mind and a skeptic's heart. By 1990, then in her early twenties, these personal attributes proved to be a compass that guided her to never take anything at face value and was heard quite frequently saying, "Let's look at the data." This attitude and hunger for the truth pushed her to help others learn the truth that addiction is not a brain disease, and that people can move past their addictions without formalized treatment and if provided the correct researched information.

She began her career as a researcher in 1990 as one of the original volunteers in Baldwin Research helping women to solve their substance use problems. In 2002, she joined Baldwin Research in a professional capacity working directly with substance users and their families.

During her tenure at BRI she has worked in nearly every division and capacity always being promoted based on her work ethic, intelligence and tenacity. She co-authored and taught the first program extension offered by Baldwin Research then called Continuing Education which tackled life issues and goal setting outside the scope of substance use. She has since authored, *The Freedom Model for the Family*, a revolutionary approach to dealing with complicated family dynamics when substances are involved. She is also one of the co-authors of BRI Publishing's latest book, the revolutionary text entitled, *The Freedom Model for Addictions, Escape the Treatment and recovery Trap*. Michelle's dedication to finding a solution for addictions and her 28 years of experience helping substance users and their families has provided her powerful insights into how best to help people solve their substance use problems permanently. Michelle has a 25 year marriage to her husband Bob and has 3 Children, Eric, Stephen and Christopher. Michelle enjoys reading, gardening, and is an avid baseball fan.



RYAN SCHWANTES

**President &
Chief Financial Officer**

Ryan is the President of Baldwin Research Institute, Inc. and The Freedom Model Retreats. He joined the company in 2001 and was elected to serve as President and Treasurer in 2006. Ryan is responsible for all business operations of the company including HR, Finance, IT, Business Development and Legal correspondence. Ryan planned and managed over \$8,000,000 in real estate renovations over his career as well as more than \$10,000,000 in banking deals. As the company grew, Ryan led the development of the company's financial infrastructure and IT infrastructure. Ryan also led the development of BRI Publishing to further the company's mission to change the treatment industry to a solution that works. Ryan's business acumen has helped solidify Baldwin Research's place as the pioneers of change within the industry and he has dedicated his life to helping others move beyond addiction permanently.

Ryan lives in New York with his family. His wife is also an entrepreneur and owns a salon in NY. Together, they are proud parents of two young boys. In addition to his career in helping individuals move past addiction, he strives to motivate others to live a happy and healthy life through his knowledge and expertise of health and fitness. He has helped several individuals achieve their fitness related goals throughout the years.



STEVEN SLATE

**Research Fellow &
Senior Director
Private Instruction**

Steven Slate is a Research Fellow of Baldwin Research Institute (BRI) and co-author of The Freedom Model for Addictions. His critical essays on the brain disease model of addiction have also appeared in college textbooks on addiction and abnormal psychology from Greenhaven Press and McGraw Hill.

As a former heroin user, Steven experienced the addiction treatment system from the inside, spending 5 years in inpatient and outpatient rehabs, methadone clinics, 12 step meetings, and psychiatric treatments aimed at the "underlying causes of addiction." Each of these treatments left him worse off, until with the help of one of BRI's earlier educational programs, he rejected the helpless addict role, and began to see himself as capable of choosing differently. He's devoted his life to showing others that they too are in control of themselves, and capable of self-initiated change of their substance use habits, without a lifetime of treatment and support group meetings. He is now seen as a world-renowned expert and critic of the brain disease model, and is a valued public speaker with his own Ted Talk and world famous addiction blog site, www.thecleanslate.org.

4. Baldwin Research Institute, Inc.'s Board of Directors:

Mark W. Scheeren, Chairman

Ryan Schwantes, Treasurer, President

Mr. Kirkham Cornwell, Secretary

Mr. Cornwell is Baldwin Research's first and longest running board member. He is also Baldwin Research's largest financial benefactor to date, and his contributions to the St. Jude Scholarship Fund, has allowed more than 300 people struggling with addiction to attend our Freedom Model Retreats. Mr. Cornwell is a graduate of Union College and is a United States Navy veteran. Mr. Cornwell has worked as a researcher for state and local governments, and has also been employed by the State Bank of Albany, and the First National Bank of Glens Falls. Mr. Cornwell is also a private trustee and investment consultant. Mr. Cornwell is married to Clair Pospisil and lives in Delmar, NY. Mr. Cornwell's interests include outdoor sports, jazz and classical music and herbal medicine.

Mr. Daniel Laginess

In the course of Mr. Laginess' financial advisory career he has built a large corporate and individual client base providing retirement plan advisory services, financial planning, and asset management consultation with approximately \$100,000,000 of assets under management. Mr. Laginess also provides insurance and annuity services along with business and financial consulting expertise. As described below Mr. Laginess' broad and diverse experience allows him to advise in a capacity few others are capable of providing.

Mr. Laginess attended Michigan State University and graduated with a bachelor's degree of science in accountancy in 1989. He went on to earn his CPA designation shortly thereafter while working as an auditor for an accounting firm. In 2008, he attended Wharton School and gained certification as Retirement Planning Specialist.

Dr. Lawrence Duda

Dr. Duda graduated from Bishop Gibbons High School in 1965. He then graduated from Holy Cross in 1969, with a degree in Biology. Dr. Duda completed dental school at the Buffalo Dental School in 1973. He completed his residency at the BA Hospital in Albany, NY. Dr. Duda is a member of the Third District Dental Society, The Dental Society of New York and The American Dental Association. Dr. Duda owned his own practice and worked for the County of Albany Children's Clinic and was also the Head dentist for the Albany County Department of Corrections between 1985 - 1995. He currently manages the Dental Clinic at St. Peter's Hospital in Albany, NY. Dr. Duda's civic duties included being head of the Albany Republican delegation for the 39th District for the nomination of the President in 1988.

Dr. Peter Venturelli

Dr. Venturelli's experiences and qualifications in academia and professional life include: publishing research in drug and ethnic anthologies, drug texts, and scholarly journals; authoring more than 36 conference papers at national professional sociological meetings; serving in elected and administrative positions in professional drug research associations; recipient of several research grants involving drug use and ethnicity; authoring the latest drug research in sociological encyclopedias; and full-time teaching of undergraduate and graduate students at Valparaiso University for the past 20 years. Dr. Venturelli has completed Special Field Examinations in Social Psychology of Urban Life and Ethnicity. His research has primarily constituted topics such as drug use in society but also has included Race and Ethnicity, Deviance and Social Control, Qualitative Methods, Urban Community Studies, and Juvenile Delinquency.

Dr. Venturelli received his doctoral degree in sociology from the University of Chicago. He is currently Professor Emeritus at Valparaiso University.

Mr. Lee Stout

As an architect, designer, and educator, Mr. Stout has shown his expertise in design and art throughout his career. As President of Lee Stout, Inc. , he designed showrooms, offices, stores, exhibits, healthcare facilities, schools and residences. He worked as a manager and as a team member on projects in the US, Canada, Mexico, England, Belgium and Korea. His work has been showcased on exhibits in Chicago Athenaeum, Guggenheim Museum/Soho, and Stanford University Gallery. Mr. Stout has earned awards with American Institute of Architects, American Society of Interior Designers, ID Magazine, Institute of Business Designers to name a few. His work is also shown at The Cooper Hewitt Museum Permanent Collection.

Mr. Stout graduated with highest honors from Pratt Institute with a degree in environmental design and he also served as an adjunct professor for Pratt Institute from 1992-2008. He currently serves as an Adjunct Professor for the NY School of Interior Design.

5. Corporate Regulation and Oversight:

The Freedom Model Retreats are regulated by the New York State Department of Health and the New York State Attorney General's Charities Bureau. As a non-disease model that does not provide counseling or medical services and/or medical treatment of any kind, the Freedom Model Retreats and Freedom Model Private Instruction do not require certification by the NYS OASAS which regulates disease-based treatment for addiction in New York State. At the Freedom Model Retreats, all medical protocols such as detoxification, or the regulation of medications is completed by licensed professional's offsite, and transportation is provided for these guest appointments. The retreats are strictly a social/educational system, and in no way is any kind of treatment provided. As stated above, treatment (with the exception of medical detoxification when needed) for addiction has been proven to lower successful outcomes, and therefore is not a model provided by Baldwin Research or any of its divisions. All Certified Freedom Model Presenters are certified by the Research and Development management of Baldwin Research Institute, Inc.

6. The Freedom Model by the Numbers:

Private-Pay Revenue:

FREEDOM MODEL PRIVATE INSTRUCTION BY THE NUMBERS	
7	<i>Years in operation</i>
172	<i>Guest helped</i>
\$69K	<i>Annual revenues</i>
\$208	<i>Average rate per class</i>
12	<i>Class per average enrollment</i>
35%	<i>Average annual enrollment</i>

FREEDOM MODEL RETREATS BY THE NUMBERS	
29	<i>Years in operation</i>
5,600+	<i>Guest helped</i>
\$3.6mm	<i>Annual revenues</i>
26	<i>Full-time beds</i>
\$428	<i>Average rate per day</i>
35	<i>Days average stay</i>
71%	<i>Average occupancy</i>

7. Donations from Philanthropy:

A. The St. Jude Scholarship Fund

Over the past 29 years, Baldwin Research has provided scholarships to those who struggle financially to pay for their stay at The Freedom Model Retreat to address their addictions. This fund has historically been underfunded and the vast majority of scholarships have been unfunded discounts given to this population. For those who want to give directly to the fund to help the following underserved populations, go to www.thefreedommodel.org/donate

1. The Elderly (this population is the fastest growing demographic struggling with substance use and has the highest suicide rate of any demographic in America today)
2. Veterans and their Military Family Members (this population has high rates of addiction and the second highest suicide rate of any demographic in America today)
3. First Responders including police, firefighters, EMS personnel (this population has very high rates of addiction and mental health issues and suicide)
4. Native Americans and Native Alaskans (this population has extremely high rates of addiction and suicide)
5. Homeless, Indigent and Disabled (these populations also have high rates of substance use and mental health problems)

5-Years of Scholarships Provided

YEAR	SCHOLARSHIPS	AMOUNT
2013	74	\$173,600
2014	84	\$181,450
2015	58	\$160,750
2016	26	\$63,500
2017	30	\$63,900
TOTALS	272	\$643,200

Scholarships	272	-
Amount	\$643,200	-
Completed	212	78%
Did not complete	17	6%
Asked to leave	29	11%
*Other	13	5%
No show	1	0%

* Left early due to reasons beyond their control i.e, medical, work related, family emergency, etc...
Some completed from home with Steven Slate.

B. The Million Book Initiative Fund

As described in the memorandum in detail, this fund is being launched currently in 2018. Baldwin Research will provide annual fund updates to all those who decide to become members of The Freedom Model Coalition by donating to The Million Book Initiative. This Initiative is described in detail throughout this memorandum. You can give to this fund by going to www.thefreedommodel.org/donate or calling us directly at 888.424.2626 or sending your donation to Million Book Initiative, Attention Mr. Ryan Schwantes, 9 Market Street, Amsterdam, NY 12010.

Donation Tax Deduction Details:

Your donation to The Freedom Model's Million Dollar Book Initiative is 100% tax deductible.

You may claim the Cash Value of your contribution made to The Freedom Model Million Book Initiative. You will be provided with an acknowledgement letter detailing the specifics of your donation for tax purposes, and you should submit the acknowledgement letter to your tax professional accordingly. The above chart is breakdown of how your donation will be used. 63% of all donations are directly allocated towards the production and shipping of the books that will be sent to those in need or to the various individuals and institutions who have requested them. The remaining 37% of proceeds are allocated to the St. Jude Scholarship Fund for those in need of our services but who are unable to financially afford the cost of their retreat stay.

DONOR TIERS	NUMBER OF BOOKS	DONATION
FREEDOM WARRIOR	25,000 +	\$500,000+
PARADIGM SHIFTER	5,000 - 24,999	\$100,000 - \$499,999
LIFE CHANGER	1,000 - 4,999	\$20,000 - \$99,999
TRUTH PURVEYOR	50 - 999	\$1,000 - \$19,999
ESENTIAL ADVOCATE	1 - 49	\$20 - \$999

Summary:

Freedom Model Growth = Lives Saved

As you can clearly see from this memorandum, The Freedom Model is the solution to addiction, yet unfortunately, the current ineffective addiction treatment paradigm in this country remains strong. It is estimated that as many as 30 million Americans are currently struggling with substance use and addiction, and thousands will die this year, most who will have gone to two or more treatment programs prior to their death. This is wholly unacceptable. It is imperative that The Freedom Model for Addictions replace this failed model and change the treatment industry to a solution that actually works.

Your help is desperately needed to fight the deadly addiction treatment paradigm. The founder of the popular 12-step organization Alcoholics Anonymous created the current addiction treatment paradigm in the 1930's and 40's by distributing his book, Alcoholics Anonymous to the masses. His book, which consisted of religiously based propaganda and anecdotal stories, with no scientific basis whatsoever, found its way into the lives of the most rich and powerful people of that time. Because no other solution had been offered, it was accepted and made the standard for which people with alcohol problems are helped. From those humble beginnings it grew into the \$36 Billion industry we must now fight today. The only way to effectively fight this deadly misinformation is with a massive distribution of the truth and the solution.

Become a member of The Freedom Model Coalition and Become Part of the Solution!

- 1.** Donate to The Freedom Model Million Book Initiative and its massive distribution of the solution to addiction to those in need, policy makers and those trying to help the struggling.
- 2.** Donate to The St. Jude Scholarship Fund. The Scholarship Fund provides financial help to those seeking a residential solution to help them to change their lives and overcome the problem once and for all.

To learn more about The Freedom Model for Addictions, or to make a donation to the Million Book Initiative and/or The St. Jude Scholarship Fund, and become a member of The Freedom Model Coalition, please call any one of the individuals below:

- Ms. Michelle Dunbar, Executive Director at (518) 461-0594
 - Mr. Ryan Schwantes, President & CFO at (518) 848-0280
 - Mr. Mark Scheeren, Chairman at (518) 848-6024
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- Or go to www.thefreedommodel.org/donate and become a member of The Freedom Model Coalition and part of the solution to addiction.

THANK YOU



PHILANTHROPY MEMORANDUM

The Freedom Model Million Book Initiative

Baldwin Research Institute, Inc.
9 Market Street, Suite 4
Amsterdam, New York 12010

(518) 842-2204
www.thefreedommodel.org/donate

Mark Scheeren, Chairman
Ryan Schwantes, President & CFO
Michelle Dunbar, Executive Director