**Introducing**

**The 24/7 BALM Family Recovery Education Program**

**Proposal Rationale**

The research shows that when the family gets help, the struggling loved one has a much greater chance of attaining and maintaining recovery. Yet, many families whose loved ones DO get treatment maintain the illusion that:

* One stint in treatment will ‘fix’ their loved one (denial)
* They must rescue their loved one from the consequences of their own behavior (enabling)
* Whatever their loved one wants when in treatment they should get (disrespecting the professionalism of the treatment professionals’ guidance and guidelines)
* Their loved one is in charge and knows best (so they, the family, need to advocate for them to get whatever they want)
* They, the family, are lost as to what to do other than cry, moan, complain and beg (filled with despair)

**Our Proposed Partnering Solution**

Family Recovery Resources, LLC, (FRR) whose mission is to help ALL families blaze the trail to recovery in their homes, aims to reverse the often stated misunderstanding that families:

* can only be an irritant to the treatment center
* are only useful in their ability to provide payments,
* must turn their back on their struggling loved one to be effective.

We welcome the opportunity to educate families so they can become true partners in helping the treatment center turn the tide from addiction to recovery in their family.

To accomplish this, FRR proposes the BALM (Be A Loving Mirror) Comprehensive Family Recovery Education Program.

**Our Focus:**

**BALM – Be A Loving Mirror**

A unique communication process and tool that transforms the family’s ability to attend to their own self-care and recovery, while also engaging in a positive, potentially life-changing way with their loved one

**The Be A Loving Program creates engaged, empowered families who:**

* Experience a shift from denial to awareness
* Move from enabling to helping
* Partner positively with treatment professionals
* Advocate for their loved one’s recovery, NOT for their loved one’s will!
* Replace despair with informed hope

**How It Works:**

**THE BALM COMPREHENSIVE FAMILY RECOVERY PROGRAM**

**A THREE PRONGED PROCESS**

**Overview:**

* + The Program itself has three parts:

**INFORMATION:** The Daily BALM – a weekly live call (presented approximately45- 48 times each year) with over 100 recordings available to families through the Family Recovery Academy Website. This part of the program includes:

* A weekly lesson (one per principle)
* Interviews with Experts
* Interviews with Recovering Persons
* Interviews with Recovering Family Members
* A workbook
* PowerPoint's
* Handouts
* Recorded Meditation Guides

The first 12 weeks, they get materials through a drip, as follows, so they do not become overwhelmed:

* + - During their first 12 weeks, each enrolled family member gains access to the 12 principles of BALM recovery in order. These are delivered by email and include:
      * A lesson on the principle on Monday – recording, PowerPoint, workbook pages
      * Additional recordings on the principle plus access to the live call on Wednesday
      * Additional recordings on the principle plus a recording of the most recent live call on that principle on Friday.

**TRANSFORMATION:** The Seven Steps to BALM – we call this the pearl of the program as it is the true path to peace and empowerment for the families by providing tools and practice to help families lovingly get THEIR lives back as they also learn how to most effectively help their struggling loved one.

* The course provides an intimate weekly 90-minute class including:
  + 7 Steps to BALM E-Textbook for the course
  + A lesson on the step of the week
  + Centering practice each week
  + Live demonstrations of how to do each step
  + Breakout sessions (with a partner) that give participants opportunities to practice the step during class
  + Feedback from coaches as they practice
  + A weekly partner to practice with between classes
  + Discussion
  + Q and A
* On week five of their participation in the Daily BALM, they get access to the Seven Steps to BALM course, which they may join live and/or listen to past class recordings
* They are encouraged to come live to this course at least once, starting on week one and sticking with it through week eight, and are welcome to sit in as many sessions as they would like to attend throughout the year. This course is often offered more than once a week throughout the year and families often take it again and again.
  + - Family members who start with week one are assigned a buddy in the course that they work with between classes.

**SUPPORT:** Coaching/support groups are held twice weekly. These are available to all enrollees throughout the year. For many families, this alone is worth enrollment as they have a place to get guidance on how to implement all they are learning and hear how other families are doing so.

* 2 structured calls each week designed to provide families with coaching and the opportunity to set their own recovery goals and commitments for the week
* Led by expert BALM Coaches with personal experience and training in recovery.

**Our Venues:**

* + Tele-classes – families can get on classes up to 5 times per week to get learn, interact with other families, and get support from qualified BALM Family Recovery Life Coaches.
  + Audio Recordings – Families can download recordings of all classes and interviews day or night 24/7 in the comfort of their own car, home, or office. Many tell us they listen as they are getting ready for bed, as they are getting up, as they are driving to work, as they are cooking dinner.
  + Family Recovery Academy website – where all of the recordings, handouts, workbooks, overviews and orientation materials are housed in an organized way. Families have access to an encyclopedic collection of materials

**Email Support**

* + For content or BALM questions or concerns: email Bev at [info@familyrecoveryresources.com](mailto:info@familyrecoveryresources.com)
  + For tech questions, lost passwords, : email the FRR Team at [support@familyrecoveryresources.com](mailto:support@familyrecoveryresources.com)

**Phone Support**

* **Bev Buncher, MA, PCC, MRLC, CTPC – CEO/Director of Education– 786 859-4050**
* **Alan Buncher, CSAC – COO/Director of Outreach - 954 695 0044**

**Quick Overview –**

Each of your families will receive access to four registration spots FOR A FULL YEAR OF THE FOLLOWING:

* 4 -5 live calls per week:
  + Information – Daily BALM Wednesday 8 – 9 PM ET
  + Transformation – 7 Steps to BALM –1-2 available per week
    - Thursday mornings
    - Thursday evenings
  + Support – Group Coaching Calls – at least 1 available per week – NOT recorded due to confidentiality of participants
    - Sunday evenings
    - Monday evenings
* Recordings online – always growing in number
  + Daily BALM over 100 available online
  + 7 Steps to BALM – entire 8 lesson class available online
  + Free calls and past calls – added as recorded
* Handouts online – always growing
  + 10+ per principle of the Daily BALM
  + Fast Track to Recovery E-Workbook
  + 7 Steps to BALM E-Textbook
  + 5+ per 7 steps lesson
  + 4 guiding handouts for support groups
* An online calendar of all programs and events
* A weekly newsletter
* A weekly blog
* IT support

**How you will operate as a licensee:**

* We have a checklist that we will go through with you to make this a smooth onboarding.
* This will include web sharing so that every time families enroll they always see your program’s name and logo (or however you wish to be known to them) at the top of the Family Recovery Academy website page
* We send you a welcome letter requesting participant names and emails (up to 4 family members total)
* You respond by enrolling them using the form we send you to input their names, emails and phone numbers
* The BALM begins
* We will track family involvement and provide you with monthly reports of family involvement

**You will receive:**

* A staff orientation
* A 360-page Daily BALM binder hard copy of all handouts
* A Fast Track to Recovery Daily BALM workbook hard copy (under 100 pp)
* A 7 Steps to BALM E-Text (under 100 pp)
* Monthly tracking of participation
* Quarterly meetings with FRR
* Web links
* Mention on the Daily BALM and in the newsletter
* 2 interviews with experts or people in recovery of your choice per quarter
* Access to the entire program for you and your staff
* Customer support

**Fees**

**($1800 – the rate we charge an individual family to enroll in the BALM Comprehensive)**

**$7500 – first 100 families for year one**

**$3000 – each additional 100 families during year one**

**Further Discounted Rates available for large programs**

**Next Steps:**

**Let’s talk!**