

Annual Report FY25

MAKIN' IT

Happen



2 | MISSION, VISION + VALUES



OUR MISSION

Makin' It Happen is on a mission...to create a coordinated response among individuals, organizations, businesses and communities to promote behaviors that measurably improve the overall health and well-being of our youth, families and communities with a focus on alcohol, tobacco and other drug prevention and mental wellness.

OUR VISION

We envision a future where all of our youth and families have appropriate support to live, learn, work and play in healthy, thriving communities.

OUR VALUES

Our collective work within the Greater Manchester region is based on the belief that physical and mental health are essential, prevention works, treatment is effective, and people recover.

Because We Work Together — We Are **MAKIN' IT** Happen

Strengthening youth, families, and communities through prevention and care.

2025 was a year of possibilities. With new leadership at the federal and state level we entered 2025 unsure if there would be funding shifts, what policy changes would be made and how our work would be affected. We were determined to keep our work moving forward, and although it was not always easy, I am proud to report that our team along with our partners were able to stay tethered to our mission, vision, and values.

We were able to weather a reduction in staff, rebounding and expanding our team by year's end. Two amazing funding expansion opportunities also came to fruition, strengthening our ability to increase our reserve funds and expanding our project upstream initiatives for an additional two years.

Our plan for 2025 was to deepen our existing programs and partnerships. Both our Recovery Ready Communities and Youth Wellness and Prevention initiatives experienced steady and intentional growth. To support these initiatives, we reimagined our resource guide and launched our Resource Hub in early fall.

Speaking of fall – wow! With the government shutdown, we were faced with the potential of delayed or reduced funding and support. The MIH team stayed steady and determined to keep moving our work forward. To support our communities, we scheduled mental health and anti-stigma training and workshop opportunities to the region at no cost.

Throughout the year we were able to expand our Anti-Stigma initiative in collaboration with the Manchester Health Department along with our national partner Addiction Policy Forum. We brought a pilot program to scale, ready to launch in early 2026, that will strengthen the opportunity for our youth and young people to be part of the prevention efforts in their schools and communities. Through a new partnership with the NH Theatre Project, we were able to expand our partnership with the Manchester police and fire, along with several mental health focused support partners.

I encourage you to set aside a few minutes to read through this report which includes highlights of our 2025 effort to engage, educate, and empower the youth, families, and communities we serve.

Our greatest asset, strength, and hope for a positive future are the amazing talented, dedicated, and positive humans that make up the Makin' It Happen team. 2026 will be our year to amplify! Be sure to follow our journey @ www.makinithappen.org



With grace, hope and commitment,
Mary

Mary Forsythe-Taber
Executive Director
Makin' It Happen

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4 | MY RECOVERY GALLERY



MY RECOVERY GALLERY HIGHLIGHTS RESILIENCE

Learning to live in your truth. Freedom. Surrendering to a power greater than myself. Learning to love again. Stability in all aspects of my life – spiritually, mentally, physically, and emotionally.

These are just a few answers to the question “What does Recovery mean to you?” from *My Recovery Gallery*, Makin’ It Happen’s traveling gallery designed to reduce stigma around recovery through storytelling and portraits.

“We created *My Recovery Gallery* to try and normalize recovery for all who see the exhibit, and to show those seeking recovery that it is possible. We wanted to break the stigma that people in recovery fit a stereotype, but rather show that people of all ages, races, genders, and walks of life are in recovery – including your neighbors, colleagues, friends, and family,” says Janelle Havens, recovery ready communities director.

When the gallery first debuted at the 2025 Hope Recovery Festival, it made a significant impact. It portrays 15 stories and photos of people who have been in recovery from a few months to over 35 years. It also honors four people who have died from substance use disorder. People at the event were drawn in to take a closer look when they saw a photo of someone they knew, and the people who were featured were proud they were a part of it.

After the festival, the gallery moved on to the Manchester Comprehensive Treatment Center, then to On the Road to Wellness where it will be featured into the beginning of next year. In early 2026, the gallery will move to the new Manchester facility of Live Free Recovery.

In line with Makin’ It Happen’s mission, *My Recovery Gallery* shows the resilience of the people and promotes overall health and wellness. “We wanted to spread the word about recovery and break the stigma that people in recovery are all the same. It is not one size fits all, and you can be successful, happy, and joyous in recovery. Recovery is not an end point, but a beginning point,” Havens adds.

UNIQUE PARTNERSHIPS HELP BUILD RESILIENCY

Creating new partnerships and expanding collaboration with existing partners is one way Makin' It Happen (MIH) builds resiliency in the region.

Through a new connection with the New Hampshire Theatre Project (NHTP), and in collaboration with our existing partners the Manchester Police and Fire Departments, MIH recently presented *Aftermath*, a play reading and discussion focusing on how post-traumatic stress affects first responders, their families, and their communities. The event was held at The Rex Theatre in Manchester, who provided exceptional support for the event. *Aftermath* is one of six current offerings in the NHTP's flagship program Elephant-in-the-Room Series, which addresses difficult topics through play readings or films followed up by conversations with a panel and the audience.

Over 50 people attended the event, including first responders and their families from both within and outside of the region. It was very well received, as noted by comments from attendees and partners including, "*Aftermath* was fantastic," "It was a powerful evening," and "My staff had wonderful things to say about the event." Attendees also got to interact with local police department comfort dogs including Patch, from Manchester, Gadget from Newmarket, and Rhea from Salem. In keeping with the Recovery Friendly Workplace initiative that both Makin' It Happen and the city of Manchester participate in, this was a substance-free event.

In addition to the audience discussion, resources were available throughout the evening, and included Amoskeag Health, Euda Health & Wellness, Humble Warrior Power Yoga, Integrated Health Alliance, The Mental Health Center of Greater Manchester, Shift Consulting & Counseling, and Through Liberty. Premiere partners included Elliot Health System, The Mental Health Center of Greater Manchester, The Rex Theatre, and Service Credit Union; and supporting partners were Amoskeag Health, Shift Consulting & Counseling, and Southern New Hampshire Critical Incident Stress Management (SNHCISM) Team.

The presentation of *Aftermath* highlights the importance of making connections to bring needed resources to the community in new ways. As a result of this event, in addition to potential future partnerships with The Rex Theatre, future collaborations will be explored between The Mental Health Center of Greater Manchester and the NHTP. The NHTP is also presenting *Aftermath* at Bedford High School in January.

Thank you to all our partners and audience members who helped to make this happen!

Because We Invest
We Are **MAKIN'** *IT Happen*

Measurable progress in health,
wellness, and community resilience.



AFTERMATH | 5

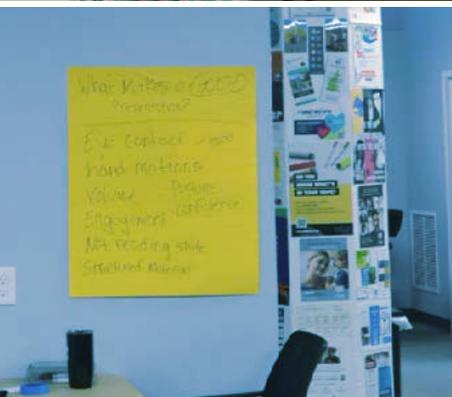


Resources are
available.





6 | DYNAMIC YOUTH LEADERSHIP INITIATIVE



DYNAMIC YOUTH LEADERSHIP INITIATIVE EMPOWERS YOUNG PEOPLE

When high school students present to younger students, the younger students listen. They view high school students as their more experienced peers and are more apt to be open to their messages – including those on topics like substance misuse and mental health awareness. High school students benefit, too. They develop critical communication and leadership abilities, including group facilitation, audience engagement, and public speaking. This is why Makin’ It Happen developed our new Dynamic Youth Leadership initiative which provides high school students with the skills and confidence needed to deliver effective presentations to their younger peers.

The framework for the Dynamic Youth Leadership initiative was developed and piloted in 2025 by our resiliency essentials director and updated by two of our coordinators who will be providing the trainings. In addition to teaching young people (ages 15-17) advanced presentation skills, Dynamic Youth Leadership includes training them in their choice of three programs: Gizmo’s Pawesome Guide to Mental Health (for fourth graders), Over-the-Counter Medicine Safety (for fifth-eighth graders), and Vaping Awareness and Prevention (for seventh-eighth graders). The training will consist of three sessions – one on learning about the program and presentation and facilitation skills, a second on reviewing and choosing which presentation they would like to give to their younger peers, and a third on working with them to practice their presentations and outreach messages to middle and elementary schools.

Each of the evidence-based and evidence-informed trainings address ongoing health and wellness priorities in the Greater Manchester region.

There is currently interest from public, private, and charter schools in the region to participate in the Dynamic Youth Leadership initiative, and we anticipate offering the trainings in early 2026. The goal is to partner with two youth-focused organizations, such as public/private schools, youth-serving organizations, or community centers that support youth programming in 2026.

Dynamic Youth Leadership empowers young people to step into the role of facilitators who not only understand the content deeply but also learn how to effectively engage, inspire, and lead a group. Through this mentorship-based initiative, young people will develop critical skills which are essential for college and career readiness. Participants gain real-world experience that strengthens their confidence, enhances their resumes or applications, and sharpens vital interpersonal skills that will serve them well beyond the classroom.

NEW CONNECTIONS FORMED WITH FOR-PROFIT PARTNERS

Prevention benefits everyone. While Makin' It Happen has dozens of successful partnerships with nonprofit organizations, schools, and health facilities throughout the region, we recently began teaming up with for-profit organizations, which broadens our reach to bring essential prevention awareness and training opportunities to all.

Through outreach efforts, we connected with **GE Aerospace** and let them know about the mental health awareness trainings that we could offer to their employees. They were receptive, as they recognized the value of supporting their team members' wellbeing, and providing mental wellness as part of their company culture. Over the course of four days in January, we provided Mental Health First Aid training to 50 employees over three shifts. They learned the steps to support someone who is struggling with mental health or substance use, and they appreciated learning more about how to be there for those needing support, whether in their workplace, families, or communities. An existing connection with our staff brought us together with **Constellation**, a competitive energy supplier. Constellation has worked remotely since Covid, coming together once a year for an in-person volunteer day with a local organization. Due to their awareness of the prevention content on our social media posts, they felt we were a great fit for their day of giving back. For the second year in a row, they dedicated this day to Makin' It Happen. In 2024, they helped assemble over 200 safe disposal Deterra kits for distribution. This year, their team assembled over 300 overdose prevention kits that include our Resource Navigator Maps highlighting vital resources and services available in the Greater Manchester region. Another way we enhanced our prevention awareness activities was through a unique partnership that came our way in March. We were presented with an opportunity to partner with Fallon's Furniture and La-Z-Boy of Manchester for a fundraising campaign: from mid-March through the end of April, customers would get a discount for every donation made to Makin' It Happen. Our nimble team, led by our recovery ready communities director and resiliency essentials coordinator, quickly went to work. They visited both **Fallon's Furniture** and **La-Z-Boy** of Manchester to film "reels," – short-form content that is highly popular on social media sites such as Instagram and Facebook. The content followed more relevant social media trends but still incorporated prevention and self-care, and we received an immense boost in our metrics as a result. Our engagement and reach on Instagram tripled, and engagement doubled on Facebook.

Thanks to this partnership, Makin' It Happen was the recipient of a \$14,000 donation from Fallon's Furniture & La-Z-Boy of Manchester. Due to the great success of our fundraiser, we are honored to be selected for the second time and are scheduled to participate again in the spring of 2026.

Because We Believe Health Is Collective —
We Are **MAKIN' IT Happen**
Aligning partners to improve outcomes for youth and families.

NEW FOR-PROFIT PARTNERS | 7





8 | INCREASED MARKETING STRENGTH



MARKETING STRENGTHENS MAKIN' IT HAPPEN'S PREVENTION EFFORTS

Marketing is crucial to the prevention work that Makin' It Happen does. It engages individuals with our activities, educates our community members about issues and solutions, and empowers people to connect with vital services and inspire behavioral change. This year, we have taken a step forward with our marketing efforts and have hired a marketing communications lead who is dedicated to providing consistency in our brand, increasing engagement in our social media, and making forward strides with our other marketing efforts.

In 2025, we reimagined our Community Compass and introduced the Resource Hub, designed to help you discover information, resources, and services you need to measurably improve your overall health and well-being as well as that of your family and community. It includes many resources to prevent, treat, or recover from substance use disorder, as well as information on food pantries, emergency housing, employment programs, and healthy recreation and activities. You can create a customized search, look for a particular organization, browse through the categories by topic, or check out the programs and services of our featured partners. The Resource Hub is a great starting point for services throughout the Greater Manchester region!

This year, we continued to see growth in our social media and our blogs. With dedicated marketing communications effort, we gained 546 new followers across our social media platforms. In 2025, we also launched our new monthly newsletter which features each month's happenings, collaborations, blogs, and upcoming trainings.

In 2026, we will be launching season two of *The Makin' It Happen Podcast* and bringing back both segments, *Connection Conversations* and *Life of a Teen*. This second season will feature both audio and visual episodes filled with in-depth conversations about current events and initiatives designed to educate, engage, and empower listeners. Our 2026 calendar is filling up with guests... stay tuned!



OUR SOCIAL MEDIA IMPACT

Increase in impressions, shares, and interactions across all social media platforms

- Impressions (178,448; +335%)
- Shares (687; +580%)
- Interactions (3,659; +690%)

Makin' It Happen
**2025
Impact**

2,456 pounds
of unwanted, unused,
or expired Rx drugs
collected at 2025
**DEA National
Drug Take back**
events within the region

1,000+
individuals from
over 40
different organizations
participated in
62 trainings

936
Manchester Resource
Navigator Maps,
548
Narcan kits, and
200+
Deterra bags distributed

2025 IMPACT | 9

Presented
**Manchester's own
Anti-Stigma**
campaign
on a national-level

247
middle and high school students
in the region trained in
**Signs of Suicide
(SOS)**

14%
increase in
Followers
across all social
media platforms

52 trainings
offered to 30+ different
organizations for
1,550+
individuals!

185
members
of the
**Youth Wellness
and Prevention
Collaborative**

381
members
of the
**Recovery Ready
Communities
Collaborative**

50
students
in 6 schools
participated in
Red Ribbon
activities

30+
blogs
written and
posted

TWO
expanding
collaboratives

**Social media stats from Hootsuite*

33%
increase
in Makin' it Happen
STAFF

17
community events
were participated in by
the MIH Team reaching
2,000+
participants

ONE NEW
resiliency-building
**prevention
training**
option for parents
and caregivers

FISCAL PARTNER



FISCAL PARTNER



10 | FINANCIALS, FISCAL PARTNERS + FREELANCE SUPPORT

FISCAL PARTNER



FISCAL PARTNER



FISCAL PARTNER



FISCAL PARTNER



FISCAL PARTNER

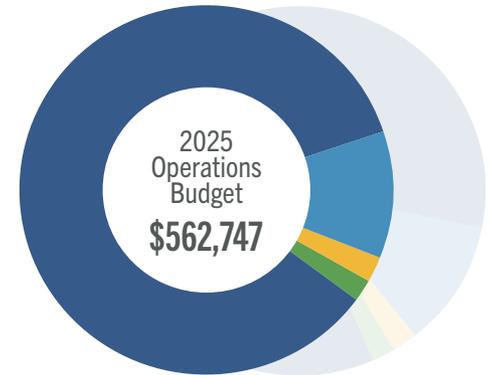


FISCAL PARTNER

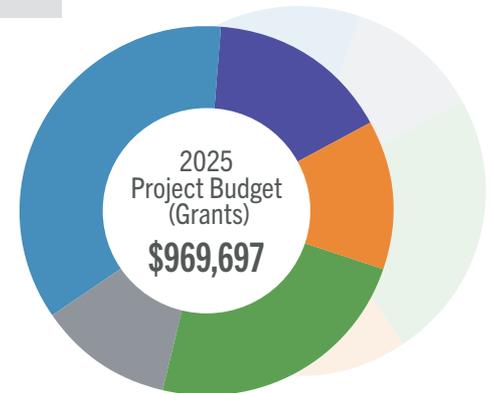


2025 Financials

- Payroll**
\$475,967
- Occupancy**
\$63,756
- Communications**
\$12,836
- Financial Management**
\$10,188



- RESTRICTED GRANTS—
- NH Opioid Abatement Grant**
\$392,322
 - Indirect Partner Projects**
\$260,281
 - AMHSA – MHAP**
\$173,794
 - The regional Public Health Network**
\$128,800



- UNRESTRICTED GRANT—
- Projects**
\$14,500

All funding amounts are rounded up to full dollar. MIH fiscal year is based on calendar year, grant fiscal years vary. This information is being provide as general information and may not reflect final 2025 actual amounts invoiced or received within 2025 due to timing of annual report publishing date.

Thank you to our Fiscal Partners + Freelance Supporters

for their trusted partnership and continued support of our work over the past year.

ADVERTISING/ DESIGN



WEBSITE DESIGN/MANAGEMENT



PHOTOGRAPHY



IT SUPPORT SERVICES



Looking Forward in 2026

In 2026, we are looking forward to amplifying our prevention efforts throughout the Greater Manchester region. We will focus on pursuing intentional growth, maximizing our impact for the best results, and enhancing our teamwork with organizations throughout the region. We are pleased to welcome the newest members of our team who are already helping us move our mission forward!



Anne Bonner

Marketing
Communications Lead



Emma Scott

Community Impact
in the 603
Manager



Emily Tyler

Community Impact
in the 603
Program Coordinator

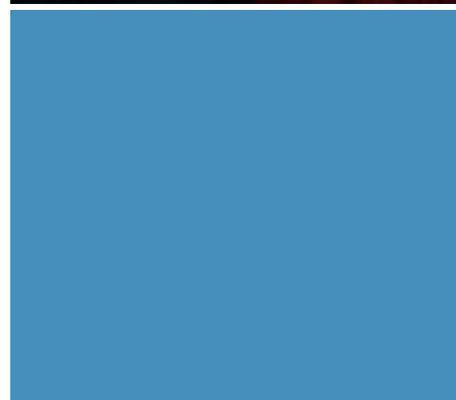
We extend our heartfelt thanks to our Board of Directors for their guidance, dedication, and continued commitment to advancing our mission this past year.

Chair – Laurie Warnock
Vice Chair – OPEN
Secretary – Jessica Bennett
Treasurer – OPEN
Member – Karen Burkush

Member – Tom Katsiantonis
Member – Rick Norton
Member – Jane Skantze
Member – Shirley Tomlinson
Member – Jordan Trombly



LOOKING FORWARD + TEAM EXPANSION, BOARD OF DIRECTORS | 11



In 2025, Makin' It Happen continued to provide diverse prevention efforts throughout our region, including our urban community of Manchester, our suburban communities of Bedford, Goffstown and Hooksett, and our rural communities of Auburn, Candia, Deerfield, and New Boston.

Would you like to get involved with Makin' It Happen?
Reach out to us at communityimpactinthe603@mih.org

Because We Are MAKIN' IT Happen — Together.

FOLLOW OUR JOURNEY



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