

DAY ONE of sobrietySM



Year in Review - Building a Firm Foundation

Matthew 7:24-27 teaches the importance of building a house on a rock foundation. Unable to devote 100% of their time to the development of D1OS, our founders carved out every spare moment that could be found to honor God's vision and to firmly establish D1OS correctly as a non-profit today and for growth in the future.

FACTS & STATS FROM 2022

- 260 hours of research: not-for-profit organizations and board formation, trademarking requirements, marketing/branding, etc.
- 4 DAYS of intensive in-person training with Dr. Caroline Leaf at the Neurocycle Institute
- 16 weeks of practical training using Dr. Leaf's Neurocycle (Aug-Nov); culminating in a 3-Part Certification Exam
- 3.5 days of Deliverance Ministry training
- Filed paperwork to establish Day 1 of Sobriety as a NYS Not-for-Profit Organization
- Formed D1OS's first advisory board
 - Executive Director - Brenda Kennison
 - President - Tammy Noble
 - Secretary - Regina Howland
 - Treasurer - Sarah Rood
- Caleb Parker Cinema captured professional photos to use on social media, website, promotional materials, etc.
- Strategy 153 helped D1OS create their unique branding logo and tagline: "Renewing hope with every sunrise."
- Filed trademark application to protect God's vision for D1OS and its spiritual boomerang logo
- Established an online presence on Facebook, Instagram, and YouTube
- Launched the D1OS website, purchased business cards, and began building a social media presence
- Tones Studios, LLC – Recorded a marketing trailer and both D1OS Founder's addiction testimonies – More about this in 2023
- Countless hours of time in prayer with the Father for direction, edification, and training in the School of the Holy Spirit

BOOMERANG?

God was clear that this ministry would be called Day 1 of Sobriety and that it would be instrumental in breaking the chains of addiction. How can you begin to even brand something like that?

PRAYER, PRAYER, PRAYER! We asked Father to reveal a symbol that could represent D1OS. HE gave us the boomerang!

A boomerang is an ancient tool and weapon, that when thrown, returns to the thrower. D1OS represents this principle of reciprocal action. Our founders are committed to using their recovery knowledge and experience as a weapon against addiction one person at a time.

He who sows sparingly will also reap sparingly, and he who sows bountifully will also reap bountifully.
2 Corinthians 9:6





Recording our addiction testimonies at Tones Studios
Founders Brenda Kennison and Tammy Noble

How is D1OS Different from Other Recovery Support Programs?

At Day One of Sobriety, we maintain that “It’s day one. **Every day.**” This is a mindset that each day is approached with a fresh hope and expectation of success. “We awake *different* each day because of the work we did the day before and we’re ready to do it all again! We do it **TOGETHER,**” says founder Brenda Kennison.

True recovery happens when a person overcomes the factors that led to the addiction. This may be identifying an underlying mental illness, trauma, or a lack of healthy coping skills. This crucial step of the recovery process is what leads to true and lasting sobriety. Sobriety is actually a term used to describe a soundness of thought; **A sober mind is a sound and well-balanced mind.**

D1OS is currently writing content for online classes that will launch in 2023. These resources will be available free of charge and will give anonymous access to educational resources. D1OS also plans to have classes to support family and friends of those who struggle with addiction. It costs approximately \$160/month to host online classes on our website, so we will actively seek investors, grants, and fundraising opportunities.



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Coming in 2023

Now that D1OS has a solid foundation, this next year will focus primarily on:

1. Increasing “community” involvement & awareness
 - Virtual Education Meetings
 - Online Classes
 - Community Fundraising (awareness) Events
 - Community Outreach
 - Recruit Volunteers
 - Build Online Community
 - Mental Health Awareness Training
2. Neurocycling - Rewiring Your Thoughts
 - Growing our relationship with Dr. Leaf’s Neurocycle Institute
 - Utilize our Neurocycle Facilitator certification to work directly with clients
3. Establish a Partner Program
 - Dedicated D1OS prayer coverage
 - Monthly financial support

D1OS Founders attend Dr. Leaf’s Neurocycle Institute Inaugural Class of 2022



Please consider giving a year-end financial gift.

Scan the codes to give electronically or send checks directly to Day 1 of Sobriety.

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