



## *Fletcher Group Partner Success Story*

# SEED SOWER, INC.

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## BREAKING NEW GROUND...

*Under the leadership of Executive Director Jay Phillips, Seed Sower, Inc. provides safe and supervised housing, transportation, and recovery support services to adult women in southern West Virginia who are in active recovery from a Substance Use Disorder. Having received its 501C3 designation in March of 2020, Seed Sower is a relatively new organization. Phillips, too, is new to the recovery space, having left his job with the federal government earlier this year (2021) to launch Seed Sower. Aware of his own inexperience and the many challenges ahead, Phillips immediately began looking for Technical Assistance needed with which to jump-start the new organization.*



## ...PLANTING NEW SEEDS

*Phillips found the help he needed at the 2020 NARR Conference (NARR stands for National Alliance of Recovery Residences) when Fletcher Group Founder Dr. Ernie Fletcher met Phillips in a breakout room following Fletcher's presentation at the conference. "I jumped at the chance," says Phillips. "I had so many questions to ask and was surprised to discover I was the only one in the breakout room. So I peppered that poor man with questions for the next 30 minutes. He was incredibly generous, answered all my questions to the best of his ability, and put me in contact with Karen Coburn, the Fletcher Group Outreach and Engagement Specialist I've had the privilege of working with over the past year."*

## OFF AND RUNNING!

The Fletcher Group's Technical Assistance paid off quickly. "I can't even list everything we've received," says Phillips. "There's the grant reviews, all the networking, and of course the Recovery Kentucky model with its Recovery Dynamics and 12-Step Curriculum that we're emulating. It's all happened so fast. We've already won numerous state and federal grants that have allowed us to build our capacity more than we ever thought possible in such a short period of time."





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## OUTREACH *and* ENGAGE

Fletcher Group Outreach and Engagement Specialist Karen Coburn is "an absolute gem," says Phillips. "The Technical Assistance and support she's given us over the past year has been incredible. Karen's helped me organize countless new initiatives, put me in contact with a wide range of subject matter experts, and provided the organizational resources we've used to build a comprehensive database of assets and a Recovery Ecosystem that will help our residents on their journey to recovery."



## BIG PLANS AHEAD

Seed Sower has made tremendous progress over the past year, but Phillips is not resting on his laurels. "We're already at work building more permanent supportive housing where residents can stay up to five years."

To continue growing, Phillips will rely on the Fletcher Group Subject Matter Experts he's already been introduced to by Karen: CEO Dave Johnson, COO Janice Fulkerson, National Outreach and Engagement Specialist Tony White, Vice President of Project Development Grant Meyer, and Director of Health Initiatives Jennifer White. "It's such a privilege to work with them," says Phillips, "not only because of their real-world, on-the-ground experience but because they're so encouraging and supportive."

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## PROFOUNDLY GRATEFUL

"I just can't say enough about Karen [shown below] and all the others at the Fletcher Group," says Phillips. "I'm profoundly grateful that we've been able to work so closely with them this past year. It's made all the difference."

"If Seed Sower ends up having the impact on the recovery landscape that everyone thinks we will, it will be in no small part due to the invaluable assistance the Fletcher Group has so graciously shared with us."

