

S.A. Lifeline 2021 Impact Report

Recovering Individuals, Healing Families



S. A. LIFELINE FOUNDATION
Recovering Individuals, Healing Families



A Note From S.A. Lifeline Co-founders, Steven & Rhyll Croshaw

S.A. Lifeline Foundation began in 2009 with only the goal to offer hope to individuals and couples that recovery from sexual addiction and betrayal trauma was possible. Now in its 13th year as a 501c3 non-profit foundation, we are grateful to report that the work has expanded and broadened to serve thousands of individuals and families across the world.

Some highlights from 2021 were our annual SA Lifeline conference with speakers Jay Stringer and Dr. Stefanie Carnes who are experts in the field of recovery from sexual addiction and betrayal trauma. At that conference the newly written and published SAL Book was introduced and hundreds were sold at the conference. We recognize the hard work, sacrifice and determination from so many who serve to move this work forward. We are grateful!

The purpose of S.A. Lifeline Foundation is to provide hope, education, and resources related to recovery from sexual addiction and healing from the effects of betrayal trauma. Over time, the mission of S.A. Lifeline Foundation has grown in scope. We subscribe to a comprehensive and uniquely effective approach to working recovery from sexual addiction and betrayal trauma based on what we call "The Recovery Puzzle"(see page 10). The pieces of the puzzle are synergistic when worked together, and include a Willing Heart, Honesty, Commitment, Accountability, Quality Education, Spiritual Connection supported by SAL 12 Step, Qualified Therapy, Appropriate Boundaries and Bottom Lines, and Safety.

Our purpose is most succinctly stated as Recovering Individuals, Healing Families. It is our goal to continue to expand our reach in 2022 and provide meaningful resources and a supportive community that will facilitate greater healing in our families and throughout the world. We hope you will join us in this important and worthy cause.

Steven & Rhyll Croshaw
Co-founders
S.A. Lifeline Foundation

At a glance

2021 NUMBERS



25,000+
Volunteer
Hours

Between our Service Council,
Key 3 SAL Moderators,
sponsors and SA Lifeline
Team - we accumulated
thousands of volunteer hours
to keep SAL and SA Lifeline
functioning.



298,877
Total Page Views
salifeline.org
sal12step.org

S.A. Lifeline
172,477 page views

SAL 12-Step
126,400 page views



1,000+
Weekly participants in
SAL 12-Step meetings

Men's meetings: 36
Women's meetings: 22
Total: 58 meetings



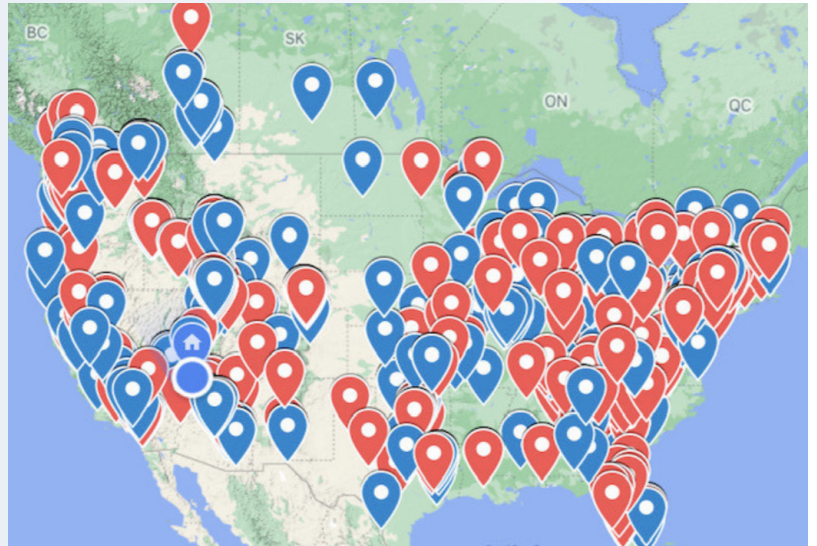
4,349
Books & On-line
Curriculum Purchases

On-line Curriculum Purchases:
697

Book Purchases:
3652

Continuing **OUTREACH**

Many people do not have local access to recovery resources for sexual addiction and betrayal trauma. SAL 12-Step is filling this need by providing numerous online meeting options for betrayed and addicted individuals. Our reach continues to expand as people throughout the world find SAL and attend our meetings online and in-person.





SA Lifeline 2021 Annual Conference

SA Lifeline Foundation's 2021 Annual Conference - *In This Together* - was held September 18th in Sandy, Utah at Salt Lake Community College. The 250+ online and in-person attendees learned from the leading specialists in the field, Jay Stringer and Dr. Stefanie Carnes. They discussed the science behind addiction, trauma, and the recovery essentials to find healing from sexual addiction and betrayal trauma. The afternoon breakout sessions gave participants a chance to learn from individuals with years of recovery experience to gain a deeper understanding of what it really takes to find long-term recovery.

NEW SAL Book



Another highlight of the conference was the release of SA Lifeline's latest publication, the SAL Book. Hundreds of these books have been sold since its release. This book represents the experience of S.A. Lifeline Foundation and SAL 12 Step. It includes descriptions of sexual addiction and betrayal trauma and the associated work and hope for recovery. We are not professionals in this work. We offer our experience with the intent of giving hope and tools for long lasting recovery to those who share our challenges. This book also provides important education and insights for those who desire to help and support those who suffer from sexual addiction and betrayal trauma.

Personal Stories

Healing Individuals



"I have struggled with sexual addiction for roughly 34 years. I have tried so many different things on my own to find a solution to my problem. I found myself falling time and time again, often getting worse each time I fell. I finally felt like I had two choices left: get better or die. I hated who I had become. I opted for the get better option. With more determination I did more research. I was introduced to a community-based 12-Step group for sex addiction. There were some men with sobriety, but I felt the meetings lacked the spiritual aspects I needed. So I kept searching for where I belonged.

I don't know how my wife and I came across SAL, but we eventually did and we began attending...At this writing, I have over a year's sobriety. God is at the center of my recovery. I did find a group that I can relate to where there are men with many years of sobriety and wisdom. I have found mentors, friends, and brothers in all of the SAL groups I attend. I keep attending these groups because I have found God in each group, and have found connection."



"When I first started going to meetings, I was a disaster (as I think many are). I didn't know anything about the program, or how it was going to work in my life. I didn't know if I would ever be able to heal. Sitting in meetings, listening to these women's experiences, and seeing what they had overcome, filled me with hope. I saw in them unique strength that I really wanted, but didn't have. Gladly, as I continued going, I regularly left meetings feeling hopeful.

By others regularly sharing their strength, hope and experience with me, I am steadily acquiring all those things for myself and understanding their importance. As I see myself changing, I also want to share my strength, hope, and experience with others. It is a blessing to be able to share with others, and grow together as we work through our struggles. "

Personal Stories

Healing Families



"When I think about the effects of my recovery on my relationships, it extends to my relationships with my spouse, my children, and other friends and family. Doing the daily work of recovery even helps me to have a better relationship with God as I learn to trust and surrender to him. Truly I am powerless over lust and addiction, and it's only through the surrender of my will, and choosing his will, that I make progress in my recovery. As I worked the steps, I started rebuilding relationships with my family and my children. I reached out and shared with them my weakness and imperfections not expecting forgiveness, but asking them to understand that I was trying to make changes, and that I was sorry for the damage I had caused each of them. This new honesty and openness has fostered a better relationship with each of them. Although I hid my addictions from them for years, I wanted to be open and honest and not hide my recovery. There's so much peace that comes by getting out of the shadows and and into the light."



"After disclosure, I didn't see how my marriage could ever continue. I couldn't fathom a life with a person who had betrayed me so deeply. My higher power, however, with infinite wisdom, timed things in such a way that I was able to witness my spouse's willingness to change before I made the final decision to end the relationship. I had been looking for information about recovery from sexual addiction, and one concept that kept coming up was that change takes time. I could expect three to five years before a lasting change was evident. My children were very young at the time, and the vision of them five years down the road, with two emotionally healthy parents, was compelling. So, I chose to stay in the marriage and work on my own recovery -- initially because I believed it was best for my children.

As my spouse and I both progress in recovery, however, I now choose to stay not just for my children, but for me, and for the healthier relationship my husband and I are creating. Even now, just 18 months into recovery, I can see the positive impact it is having on our children. While I can't say what the impact may be for generations from now, I can attest to the powerful impact that our recovery has had on our children in the present. Our children now have two emotionally available parents who are learning how to better connect with them and see them as people. I believe our children will grow up to be more emotionally mature, and be better parents themselves, because of the stronger foundation we are able to give them through recovery."

Mission & Vision

S.A. Lifeline



Mission Statement:

The mission of S.A. Lifeline Foundation is to provide individuals, couples and families hope for recovery from sexual addiction and betrayal trauma through:

- *Providing educational resources
- *Encouraging spiritual connection supported by quality 12-Step recovery groups
- *Emphasizing appropriate boundaries and bottom lines
- *Recommending qualified therapy

Vision Statement & Values:

S.A. Lifeline envisions a world with greater awareness and understanding of the reality of sexual addiction and betrayal trauma, as well as effective community, tools, and support that will assist struggling individuals in living fulfilling lives of long-term recovery and emotional health.

-SALF values humility, honesty, & accountability in the way we work & interact with one another.

-SALF values *God as the foundation* of our work & our personal spiritual connection with Him as our highest priority.

-SALF values *betrayal trauma as its own unique condition* with its own path to healing, separate & apart from the addict.

-SALF values the contributions of others who are making a difference in the world to bring attention to the problem of sexual addiction & betrayal trauma & works to create relationships & collaborate our efforts as far as we can.

-SALF values sound educational materials & seeks to produce these materials as well as refer our clients to them to benefit their individual recoveries.

-SALF values *the role of qualified therapy in the recovery process* and works to educate both our members & therapists on the symbiotic nature of 12-Step work and therapy.

-SALF believes in the *importance of the entire family system* in regards to healing from the effects of sexual addiction & betrayal trauma & seeks to offer support and guidance that will benefit & include the entire family unit.

-SALF values connection & works to create a sense of community through offering affordable annual events, facilitating quality 12-Step recovery groups, and providing supplemental resources to increase networks of support & a feeling of belonging.

Mission & Vision

SAL 12-Step



Mission Statement:

The mission of SAL 12-Step is to provide *spiritually-based, gender-specific, trauma-sensitive, sponsor essential*, traditional 12-Step to a non-denominational, international audience.

Vision Statement:

SAL 12-Step envisions a world where individuals struggling with sexual addiction or betrayal trauma can experience true connection, miraculous spiritual growth, and familial healing through working the 12-steps with a sponsor regardless of their race, religion, or location.

SAL 12-Step Meeting 12 Tenets:

1. SAL 12-Step recognizes compulsive, destructive sexual behaviors to be a behavioral or natural addiction.
2. SAL 12-Step recognizes that a spouse who is sexually betrayed by their partner experiences symptoms associated with Post-Traumatic Stress Syndrome (PTSD) which we identify as Betrayal Trauma.
3. SAL-12 Step recognizes living in recovery from both sexual addiction and betrayal trauma requires strenuous work which cannot be accomplished in isolation. Thus, our members are encouraged to work the 12-Steps with a sponsor and attend SAL 12-Step meetings at least weekly.
4. SAL-12 Step recognizes that living in recovery from sexual addiction and betrayal trauma is possible for all who actively follow certain steps. We subscribe to the bold statement made by Alcoholics Anonymous: "Rarely have we seen a person fail who has thoroughly followed our path. Those who do not recover are people who cannot or will not completely give themselves to this simple program, usually men and women who are constitutionally incapable of being honest." AA p.58
5. SAL 12-Step defines sexual sobriety: Sexual sobriety means having no form of sex with self; not pursuing actions of lust, such as using pornography; and having no form of sex with anyone other than the spouse*. Our goal is to live in recovery, to practice "positive sobriety" and to choose to actively surrender lust in all its forms to the God of our understanding.
*The term "spouse" refers to one's partner in a marriage between a man and a woman.
6. SAL 12-Step offers a similar pathway to recovery and healing for both sexually addicted persons and betrayed partners, though having a partner is not a requirement for participation.

Mission & Vision

SAL 12-Step



SAL 12-Step Meeting Tenets (cont.)

7. SAL 12-Step recognizes the importance of a multi-faceted approach to working recovery, as identified in the S.A. Lifeline Recovery Puzzle which are Education, Qualified Therapy, Spiritual Connection supported by SAL 12-Step and Boundaries. The puzzle illustrates the importance of addressing the mental, emotional, physical and spiritual aspects of sexual addiction and betrayal trauma. Members are encouraged to participate in a comprehensive approach of working recovery to facilitate long-term healing in all aspects of their lives.
8. SAL 12-Step groups are male and female gender-specific. Due to the nature of sexual addiction, our members find more safety and healing in a same-gender setting.
9. SAL 12-Step applies a trauma-informed lens to working recovery from sexual addiction and betrayal trauma.
10. SAL 12-Step meetings are God-centered and non-denominational. While we begin and end our meetings with a prayer from the heart, we are careful not to proselytize, promote, or criticize any religion or belief system. Working the 12-Steps is a personal spiritual process, universally applicable regardless of our religion or culture.
11. SAL 12-Step meetings follow a standard 90-minute format. Scripts are used to guide members through four essential meeting segments: Meeting Opening, Step-Study, Member Shares, Meeting Closing, and the optional "Meeting After The Meeting". Groups study only SAL's approved material. These policies help to ensure consistent, recovery based meetings regardless of location or channel (in-person or on-line).
12. SAL 12-Step Groups function autonomously while adhering to SAL procedural structure and organizational guidelines. In addition, all groups maintain a connection to SA Lifeline Foundation through the SAL Service Counsel. SAL 12-Step adheres to Tradition 1 of Alcoholics Anonymous which is: "Our common welfare should come first; personal recovery depends upon AA unity" p. 178 Alcoholics Anonymous.



Finances

S.A. Lifeline & SAL

Revenue	2021
Total Sales	\$63,824.65
Corporate Grants/Donations	\$15,089.30
Individual/Member Donations	\$20,459.52
SA Lifeline Conference	\$10,554.40
Total Revenue	\$109,927.86

Assets	2021
Inventory	\$27,959.99
Liquid Assets	\$135,000.00
Real Estate	\$650,000.00

Expenses	2021
Education Programs/Materials	\$66,717.32
Admin	\$14,068.90
Fundraising	\$3,950.00
Other Expenses	\$8,936.93
Total Expenses	\$93,673.11