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Dear Friends,

We hope you enjoy reading about the exciting changes at the Gordie Center and how we continue to make a positive impact on high schools and college campuses around the country, including our home, at the University of Virginia (UVA).

In December, we wished Gordie's Call Coordinator Deirdre Feeney the best of luck as she pursued a new opportunity at the University of North Carolina, Charlotte and welcomed Jill (Ingram) Maurer to the new role of National Development & Program Coordinator for the Gordie Center. As an undergraduate at UVA, Jill founded the Alcohol and Drug Abuse Prevention Team (ADAPT) peer education group and she's excited to see how the group has grown.

This summer we welcomed UVA undergraduate student Sarah Sheffield and UVA graduate assistants Elizabeth Hinson and Katie Labgold. Elizabeth is pursuing a Master's of Education degree in Higher Education Administration while Katie is earning her Master's of Public Health. Sarah is a third-year student pursuing a Bachelor's degree in English and a Master's of Teaching degree in secondary education and special education while also serving as the ADAPT co-chair.

With sadness, we share that Gordie's father, Lynn Gordon Bailey, Sr., passed away earlier this year; please see our remembrance on page 6. We are so grateful for Leslie and Michael Lanahan’s continued support of our work and are humbled by the outpouring of support during GivingToHoosDay (see page 5). We could not advance our mission of ending hazing and hazardous drinking without you! We become even more committed to our work each time we show HAZE to a student audience and see how strongly they are motivated to prevent another tragedy.

In appreciation,

Susan Bruce
Director, Gordie Center for Substance Abuse Prevention
BY THE NUMBERS

DONOR IMPACT IN 2015-2016

$28,044.69 in donations to the Gordie Center were given on GivingToHoosDay

$50,640.69 in total donations to the Gordie Center

12 in-person outreach visits by Gordie Center staff

PRODUCTS & SALES

GORDIEcheck BAC Cards

12,523 GORDIEmagnets

1,535 GORDIEposters

Social Media

Over 3,000 people receive the Gordie Center’s monthly e-newsletter

45,158 people reached by Gordie Center Facebook posts since December 2015

Over 2,400 Social Media Followers

IN SEPTEMBER 2004, PLEDGE GORDIE BAILEY DIED FROM ALCOHOL POISONING AFTER PASSING OUT ON A COUCH IN HIS FRATERNITY HOUSE FOLLOWING A HAZING INITIATION AT THE UNIVERSITY OF COLORADO.

A FEATURE DOCUMENTARY THAT ADDRESSES THE NATIONAL CRISIS OF ALCOHOL ABUSE AND HAZING ON COLLEGE CAMPUSES ARE YOU READY TO WAKE UP?
Thank you!

Your Support Makes a Difference

The Gordie Center for Substance Abuse Prevention at the University of Virginia honors the memory of Lynn Gordon “Gordie” Bailey, Jr., who died of an alcohol overdose at the University of Colorado, Boulder after a fraternity initiation/hazing event. Gordie’s mother and stepfather, Leslie and Michael Lanahan, created the Gordie Foundation and merged with the University of Virginia’s prevention efforts in 2010. The Gordie Center is committed to ensuring that Gordie’s story continues to impact students by challenging attitudes about the true risks of hazing and alcohol abuse. The support of our donors is crucial to our mission—thank you for your generosity!

$15,000+
Leslie and Michael Lanahan

$5,000–$14,999
Deborah Dunklin Tipton Foundation, Deborah Tipton

$1,000–$4,999
Chi Psi, Alpha Omicron Chapter, University of Virginia
Community Fund of Louisville, Joanna and Stuart Brown *
Anne Curtin *
The DeNunzio Foundation, Ralph DeNunzio
Michael Ewing
Lyn and Peter Feldman
Jennifer and Peter Flynn *
Luann Hicks *
JHW Foundation *
Roz and Johnny Watkins *
JTK Foundation, Jayne Keith
The Kremer Foundation, Bonnie and Peter Kremer

Adrian and Bill Norris
Partnership Foundation, Jay Wagley

$500–$999
Claire and Lynn Bailey
Barry Berlin *
Bronxville High School
Parent Teacher Association
Neil Choudary
Andi and Chris Davis *
Ella Mae and Oscar Decker
Bobbie and Charlie Denison
Leslie and Wicky el-Effendi
Fidelity Charitable Gift Fund, Vallar Family *
Darby Fox *
Ann and Jeffrey Gonya
Cynthia and Wayne Griffin
Linda and Vernon Ingram *
Kacie and Michael Kendall
Sandy and Whitson Lowe
Pittsburgh Foundation, Kitty Hillman
Julie and Brian Simmons *
Renee Skeels *
Gail and Jack Thornton
Curt Viebranz *
J.W. and J.J. Welch

$250–$499
Bridget Bohacz
CBRE, Kacie and Michael Kendall *
Sharon and Richard Cholakian
Judy and Jamie Clement
Thomas DeNunzio
Martha Dippell and Daniel Korengold
Barbara and Jim Mauro *
Lorraine and Dan Moriarty
Schwab Charitable Fund, Margaret Youngblood and Peter Allen *
Mikki and Adam Salzberg *

$1–$249
Anonymous (3)
Anonymous *
Patricia and John Adams
Jonathan Albert
Suzy Allan
John Armstrong *

Don Arnwine
Dana Bachtell and Michael Lustig *
Tom Bannard *
Erin Barnes *
Madi and Ed Bass *
Melissa Bitalvo *
Kristen Blair *
John Bolcato
Mary and George Bowles
Susie Bruce *
Corbin and Jason Campbell *
Virginia Carter *
Hannah Christian *
James Clark *
Lauri Clark *
Karen Combs *
Mary Drozdal *
Leslie and John Evett *
Libby Firer *
Sheri and David Fleishman *
George T. Garrett, Jr.
Villa and Jack Gilles *
Elizabeth Gioia *
Kevin Graney *
Ann Lawrence Grasty *
Allen Groves *
Page and Jeffrey Growney *
Gretchen Hall *
Marianne and Lee Hark *
Roth Herrlinger *
David Hillman *
Alison and Joel Houser *
Kent Kahle *
Mamia Kaldas *
Serena Keith *
Susie King
Lauren and Jeff Kozak *
Allison Kruszewski *
Katherine LaBarre *
Jaynette Landis
Ed Lyons *
Mary and Stephen Malkmus
Laura Martin *
Jill and Dan Maurer *
Holly and William Morris *
Nancy Nash
Peter Neville
Leslie and Michael Lanahan, Gordie’s mother and stepfather, visited the Gordie Center in the fall of 2015, and attended a UVA football game with Gordie Center director Susie Bruce and former Gordie staff member Deirdre Feeney. In July 2016, Gordie staff member Jill Maurer had the pleasure of meeting with Michael in their hometown of Dallas, TX. The Lanahans continue to support their son’s lifesaving call-to-action, the Gordie Center, and our staff. We are tremendously grateful.

“What a powerful movie! We are so glad you were able to introduce [HAZE] and lead a discussion with our students.”
—Diana von Albade, Bronxville High School PTA

UVA’s GivingToHoosDay

A huge thank you to the 70 donors (designated by *) who gave over $28,000 to the Gordie Center on GivingToHoosDay! Initiatives made possible through your generosity include gifting HAZE to 3 schools, a trip to NY to present HAZE at Bronxville High School, the creation of student-athlete GORDIEcheck BAC cards, and expanded outreach nationwide. Thank you!
The Omicron alpha of Chi Psi (UVA chapter) held a “Sets on the Beach” volleyball tournament to benefit the Gordie Center in November 2015. 72 participants made up 12 teams, and the event raised $1,366 for the Gordie Center.

Will Bachmann, current alpha president, said of the fundraiser, “The Omicron alpha of Chi Psi decided to support the Gordie Center because it is headquartered at UVA and Gordie Bailey was a Chi Psi at the University of Colorado. We understand the long-term effects that alcohol and substance abuse can have on students and their loved ones even after graduation. As a social fraternity, we wanted to send the message that the college experience doesn't have to involve the glorified binge drinking and drug use commonly seen in movies and on the internet. Having our philanthropy benefit the Gordie Center for Substance Abuse Prevention allowed us to honor our school and our Brother while raising awareness of a pertinent issue for colleges across the nation.”

Our thoughts are with the Bailey, Kendall, and Lanahan families and friends as they grieve the loss of Gordie’s father, Lynn Gordon Bailey, Sr. who passed away on May 30, 2016. As Lynn’s widow, Claire, so eloquently stated, “Both Lynn Gordon Baileys will now be reunited.” Lynn was immensely proud of Gordie, and he and Claire were regular fixtures at Gordie’s Deerfield Academy football games. Lynn was an avid outdoorsman, and shared that passion with his son through many skiing and hiking adventures together. View Lynn’s obituary at http://wdoo.gl/rGg7cl to learn more about his life and legacy.

“Thankful for friends who are aware and save lives!”
—Gordie Center Facebook follower

Remembering Lynn Gordon Bailey, Sr.
Step UP! is a national bystander intervention training program developed by the University of Arizona in collaboration with the National Collegiate Athletics Association (NCAA), the BACCHUS Initiatives of NASPA and the Gordie Center.

The goals of Step UP! are to:

• Raise awareness of helping behaviors
• Increase motivation to help
• Develop skills and confidence when responding to problems or concerns
• Ensure the safety and well-being of self and others

The NCAA sponsors a biennial Step UP! Facilitator Training which was hosted this May by the University of California, Irvine. Representatives from 74 campuses and organizations attended the training. The NCAA sponsored 40 member institutions by providing travel and lodging expenses for a team of two staff members—one from athletics and one from student affairs. Nineteen of these schools also received sponsorship to bring a student participant. Susie Bruce serves on the Step UP! Executive Board and helped plan and facilitate the conference.

The following campuses and organizations attended the 2016 training:

Abilene Christian University
Adams State University
Armstrong State University
California State University, Bakersfield
California State University, Fresno
Calvin College
Campbell University
Carnegie Mellon University
Carson-Newman University
Cheyney University
Choctaw Nation of Oklahoma
Christopher Newport University
Clarion University
Coker College
Colorado State University, Pueblo
Delta Tau Delta Fraternity
Denison University
Earlham College
Eastern Connecticut State University
Edinboro University
Franklin College
Grinnell College
Gustavus Adolphus College
Harris-Stowe State University
Hope College
Indiana University East
James Madison University
Lake Forest College
Leeds Beckett University
MacMurray College
Maryville College
Michigan Technological University
Minot State University
Montana State University, Billings
Morrisonville State University
Mount St. Joseph University
North Carolina State University
Nova Southeastern University
Pace University

“I appreciate your commitment to empowering individuals to ‘do something!’”

—Step UP! Conference attendee
GORDIE’S CALL

Sharing Gordie’s Story

The Gordie’s Call National Campaign has a clear call-to-action: prevent tragedy by raising awareness on the signs of alcohol overdose and hazing. In support of that call-to-action, the Gordie Center identified four key initiatives to further the impact of Gordie’s story and raise the profile of Gordie’s Call nationwide:

• Update the HAZE documentary and facilitator’s guide to incorporate more recent information on hazing and alcohol overdose, ensuring the documentary remains a relevant tool.

• Develop a Gordie’s Call resource package that can be sent free-of-charge to schools and institutions nationwide to introduce Gordie’s message to schools that may not be aware of the Gordie Center.

• Create a student-athlete specific GORDIEcheck BAC card with information about the adverse effects of alcohol on athletic performance.

• Perform in-person outreach to communities, schools, and institutions nationwide to increase visibility of Gordie’s lifesaving call-to-action.

Thanks to the generous support of our donors on GivingToHoosDay, the Gordie Center has already implemented two of these key initiatives! Read on to learn more about our increased in-person national outreach, and see our new Student-Athlete BAC Card on page 12!

Gordie Center National Outreach

• We provided six presentations at St. Anne’s-Belfield School in Charlottesville, VA. Following HAZE, Susie facilitated a parent session while our Alcohol & Drug Abuse Prevention Team (ADAPT) peer educators met with students. ADAPT also gave three repeating presentations on alcohol, and a member of our Hoos in Recovery student group spoke about addiction and recovery.

• Jill presented an educational session on HAZE for peer educators attending the Spring Region III BACCHUS/VA ABC College Tour Conference.

• Jill traveled to NY to facilitate HAZE for the senior class of Bronxville High School.

• Susie facilitated HAZE at both APPLE Conferences in Charlottesville and Grapevine, TX, with the help of Marissa Kuo, an ADAPT peer educator.

• Jill traveled to the following schools and organizations to introduce them to Gordie’s lifesaving message and Gordie Center educational materials:
  A Chance to Change (OK)
  Army Substance Abuse Program, Fort Sill (OK)
  Bishop McGuinness Catholic High School (OK)
  Cameron University (OK)
  Iona College (NY)
  Manhattanville College (NY)
  Midwestern State University (TX)
  State University of New York—Purchase (NY)
  University of Oklahoma
  University of Science and Arts of Oklahoma

“I would rather be on the safe side and call for help than wait and it be too late.”

—Student peer educator after viewing HAZE at the BACCHUS conference
New Gordie Website

The Gordie Center unveiled a new website in June, merging our national campaign with our UVA efforts to create a clearer vision of our services and increase our online presence (a recommendation from our Darden School of Business partnership in 2015). Please visit our new site at www.gordie.org!

“I want to tell you what an incredible tool HAZE is. I’ve been using HAZE for years now, and it really resonates with our students, which is saying a lot given how cynical kids can be. It also stands the test of time.”
—Elizabeth Day, Greens Farms Academy

E-News

We also began a monthly Gordie Center e-newsletter in February, to keep you up-to-date on Gordie Center activities and provide timely information to assist organizations with their prevention and programming efforts. To subscribe, please visit gordie.org and click on “Join Mailing List.”

“Loving the monthly newsletters!”
—University administrator

Schools that have purchased HAZE since December 2015:

- Brunswick School
- Darien Public Schools
- Earlham College
- Franklin & Marshall College
- Franklin Pierce University
- Greenhill School
- Greens Farms Academy
- Indiana University—Purdue University Indianapolis
- Iona College
- Lindenwood University
- Nolan Catholic High School
- Pepperdine University
- Princeton University
- San Rafael City Schools
- St. Cloud State University
- The Community Fund of Darien
- The Weber School
- University of Alabama
- University of Louisville
- Valparaiso University
- Wabash College
- Westhill High School
- York High School

Schools that have purchased GORDIEcheck BAC Cards, GORDIEposters, GORDIEmagnets, and GORDIEkoozies since December 2015:

- Bowdoin College
- Cate School
- Davidson College
- Furman University
- George Mason University
- Greenhill School
- Manchester University
- Morrell Design Company
- Our Place Drug and Alcohol Education Services, Inc.
- SafeRides of Weston
- Texas A&M, Corpus Christi
- University of Louisville
- University of North Carolina, Asheville
- University of North Carolina, Charlotte
- University of Virginia’s College at Wise
- Virginia Commonwealth University
- Virginia Military Institute
- Wabash College
The Gordie Center’s APPLE Conferences are the leading national training institutes dedicated to substance abuse prevention and health promotion for student-athletes and athletics department administrators. The National Collegiate Athletics Association (NCAA) has provided significant funding for these annual conferences since 1991. In 2016, we celebrated our silver anniversary and hosted conferences in Charlottesville, VA and Grapevine, TX. A total of 73 NCAA-member schools attended to learn about best practices for substance abuse prevention within college athletics and create a customized action plan for campus change.

Student-Athlete Wellness and Substance Abuse Prevention

“I think the conference does a really good job of getting the attendees out of their comfort zone and talking about the issues with other people.”

—Student-athlete

“The best part of this conference every year is the ability of the APPLE Conference staff to empower us as administrators and student-athletes to take back what we learned and put it into action!”

—Athletics Department Administrator

University of North Carolina, Charlotte APPLE Team
Overall, simply providing a weekend to focus on these topics was the best part. It’s something everyone should do annually, however there is a great chance that without this conference we would not have done so, especially so in-depth.”

—Athletics Department Administrator

The 2017 APPLE Conferences
January 13–15 • Charlottesville, VA
January 20–22 • Nashville, TN
September 22–24 • Washington, DC area
(NCAA Division II only)
appleathletics.org

Top: Saint Francis University APPLE Team; Left: Southern Methodist University APPLE Team; Right: Stony Brook University APPLE Team
Student-Athlete BAC Card

Did you know that drinking after athletic activity decreases vitamin and mineral absorption needed for muscle repair? Many collegiate student-athletes are unaware of the ways alcohol use can impact performance. To reach out to this health-minded population, the Gordie Center revised the GORDIEcheck BAC card to include student-athlete specific information including healthy social norms and how alcohol use before or after activity can have unintended consequences. The student-athlete data was provided by NCAA Sport Science Institute staff.

“This grabbed our athletes’ attention—so much practical information specific to them in one card.”
—Linda Hancock, Director of VCU’s Wellness Resource Center

GORDIEcling

The GORDIEcling vinyl static mirror clings display the signs of alcohol overdose (PUBS). They are perfect for residence hall bathroom mirrors and personal mirrors, and are available in two sizes (3”x5” and 4”x6”) to fit your space. These clings use no adhesive, leaving no residue behind! They can be customized to include your institution’s logo—please contact us to learn more!

IS IT ALCOHOL OVERDOSE?

Remember PUBS

Puking while passed out
Unresponsive to stimulation (pinch or shaking)
Breathing (slow, shallow or no breathing)
Skin (blue, cold or clammy)

Alcohol overdose can have any of these four PUBS symptoms. If you observe any ONE of these signs, call 911 immediately.

While you’re waiting for help to arrive:
If the person has passed out, roll him/her onto left side and prop head up. Stay and monitor closely.

If you are unsure,
The National Poison Control Hotline (1-800-222-1222) provides free, expert, confidential advice 24/7/365.

Gordie.org
The BACCHUS Initiatives of NASPA supports collegiate peer educators and advisors by empowering students and student affairs administrators to create campus environments which are healthy and safe. naspa.org/constituent-groups/groups/bacchus-initiatives

The Fraternal Health & Safety Initiative was developed by the James R. Favor & Company in 2013 to address risk management issues impacting the health and safety of participating fraternity members and guests present within the fraternal community. fhsi.jrfco.com

HazingPrevention.org is a national organization dedicated to empowering people to prevent hazing, by providing education and resources, and building partnerships with others. Major initiatives of the organization include National Hazing Prevention Week”, the Novak Institute for Hazing Prevention™, and educational courses that touch the lives of thousands of individuals, organizations, campuses and communities. HazingPrevention.org

The Medical Amnesty Initiative is a non-profit organization dedicated to the introduction, passage, and education of Medical Amnesty legislation throughout the United States. Their goal is to ensure young people are no longer afraid to dial 911 for an individual who desperately needs medical attention. MedicalAmnesty.org

Drug Free Sport is devoted to preventing drug abuse in athletics. As the premier provider of drug-use prevention services for athletic organizations, Drug Free Sport provides strategic alternatives to traditional drug-use prevention programs. Drug Free Sport works exclusively in sports drug testing with unmatched expertise in the field. DrugFreeSport.com

The National Collegiate Athletics Association is responsible for governing competition in a fair, safe, equitable and sportsmanlike manner and to integrate intercollegiate athletics into higher education so that the educational experience of the student-athlete is paramount. The NCAA’s Sport Science Institute promotes and develops safety, excellence and wellness in college student-athletes and fosters lifelong physical and mental development. ncaa.org/ssi

Step UP! is a bystander intervention training program, created at the University of Arizona, that educates students to be proactive in helping others. StepUpProgram.org

Under the leadership of StopHazing, the Hazing Prevention Consortium (HPC) is a three year research-to-practice initiative involving eight universities who are working to develop evidence-based hazing prevention strategies. stophazing.org/research/consortium-project

Transforming Youth Recovery is a 501(c)(3) non-profit organization that supports educators, parents and community members in helping students in recovery thrive in the fullness of everyday life. TransformingYouthRecovery.org
GORDIE STORE

HAZE: The Movie (DVD)
A powerful documentary addressing alcohol abuse and hazing on college campuses.
Purchase includes the detailed HAZE Facilitator Guide, Public Performance License, and the rights to make up to ten DVD copies per campus/organization.
Full-Length version (81 minutes): $500
Abridged version (36 minutes): $300

HAZE: The Movie (DVD)

GORDIEcheck BAC cards
This item can be customized!
Evidence-informed laminated 8-panel wallet card that provides blood alcohol concentration (BAC) charts for men and women as well as a standard drink conversion chart, the signs of alcohol overdose, and tips to lower BAC. Standard or Student-Athlete versions available. • $25 per 50

GORDIEkoozie
Insulating foam sleeve with the signs of alcohol overdose (PUBS) • $1.50 each

GORDIEday T-shirts
100% cotton white crew-neck t-shirt, adult size S-XXL. Great for peer educators or give-aways! • $10.00 each

GORDIEbrochure (PDF)
This item can be customized with your logo!
Available in PDF only, for you to print yourself!
Safer drinking guidelines brochure with tips on how to avoid alcohol overdose • Free

GORDIEposters
These items can be customized for your school or organization!
Six different 11” x 17” educational poster designs displaying evidence-informed graphics on blood alcohol concentration (BAC) and standard drink conversion • $1.50 each

GORDIEmagnets
4” x 4” magnets displaying the signs of alcohol overdose (PUBS) • $0.75 each

GORDIEclings
This item can be customized!
Vinyl static mirror cling (no adhesive!) in 3” x 5” or 4” x 6” sizes, displaying the signs of alcohol overdose (PUBS)
$11/pack of 25 (3” x 5”) • $13/pack of 25 (4” x 6”)
CUSTOMIZE ITEMS!

The Gordie Center is happy to customize GORDIEstore items on this page to feature your institution's logo! Please contact us at (434) 982-0703 to discuss prices for customizing, or send us an email at gordiecenter@virginia.edu to get a quote!

GIVE A GIFT THAT HELPS SAVE LIVES

Gordie Center recognition cards are a perfect way to honor the special people in your life and to make a gift to the Gordie Center at the same time. We offer three recognition card options for your donations to the Gordie Center: “In Honor Of,” “In Memory Of,” and “Holiday Gift.” When you designate your gift in any of these three categories, the Gordie Center will send the recipient(s) of your choice a beautiful card (with the Gordie collage image shown here) acknowledging your gift. The cards briefly explain that you made a donation to the Gordie Center in honor of the recipient, in memory of someone, or as a holiday gift. To make a Donation or Holiday gift, please return the enclosed envelope or visit our online giving site at http://giving.virginia.edu/gordiecenter.
STAY CONNECTED

www.gordie.org
TEL: 434-982-0703 • E-MAIL: GordieCenter@virginia.edu
SUPPORT: http://giving.virginia.edu/gordiecenter

www.facebook.com/GordieFoundation
@GordieCenter
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thegordiecenter