# FREQUENTLY ASKED QUESTIONS

# What is The Recovery Road?

The Recovery Road is a national movement to honor the 307,000 lives lost in 2024 to drugs, alcohol, and suicide. Together, we'll walk 307,000 miles—one for every life lost—and raise \$307,000 to fund behavioral health programs in high-need, under-resources communities.

# Who is behind The Recovery Road?

The campaign was created by Jason Lennox—an activist, speaker, author, and behavioral health founder whose own life was saved by the recovery community. Jason knows firsthand the power of investing in mental health.

In the last year, Jason has supported and hosted multiple awareness and fundraising efforts. Last November, he completed 1,114 burpees to raise funds for suicide prevention. He launched the "How Ya Doin'?" check-in-with-a-friend campaign, and in April 2025, he led the Mission to Remission fundraiser. Together, these efforts have raised more than \$100,000 in less than a year.

He's not done yet. This fall, Jason will walk 307 miles in 22 days across Appalachia to honor the 307,000 lives lost in 2024, rally the nation, and remind us that recovery is possible.

# What is the problem?

In 2024, our country lost 307,000 people to drugs, alcohol, and suicide—more than 840 lives every single day. Behind each number is a person with a story, and behind them are families and communities left to grieve. The crisis is fueled by underfunded behavioral health programs, stigma, and lack of access to care, especially in high-need areas.

# **FAQs Continued**

## What is the purpose?

The Recovery Road exists to honor the lives we've lost, inspire hope for the living, and fund solutions to the behavioral health crisis. It's about turning grief into action and remembrance into impact.

### How do we solve it?

We can't fix this overnight, but we can act right now. The Recovery Road is about:

- Raising awareness through a visible, national movement.
- Funding change by raising \$307,000 for under-resourced behavioral health programs.
- Building connections so people know they are not alone—and help is within reach.

#### How does it work?

For Supporters (that's you!)

WALK & GIVE

- Every mile walked = \$1. For every mile you walk, you commit to donating \$1 to fund behavioral health programs saving lives.
- Walk anywhere, anytime. This is not a group walk; you set the pace and place.

LOG YOUR MILES: Toward our national goal of 307,000 miles!

PLEDGE & INVITE: Ask friends and family to pledge per mile alongside you.

DONATE: \$1 per mile or whatever amount you choose.

#### For Jason's Journey

Follow along as Founder Jason Lennox walks 307 miles in 22 days—from West Virginia to Nashville—starting September 29, 2025. His walk brings national attention to the crisis while supporters everywhere add their own miles from home.

# **FAQs Continued**

## Why West Virgina, Kentucky, and Tennesee?

The 307-mile route starts in West Virginia (highest overdose mortality rate in the U.S.), passes through Kentucky (#7), and ends in Nashville, Tennessee (#4). These states represent the frontlines of the crisis—and walking through them keeps the focus where the need is greatest.

# When is the campaign?

The Recovery Road has two parts happening at the same time: (September 29<sup>th</sup>-October 31<sup>st</sup>, 2025)

- <u>Jason's walk:</u> From September 29 October 31, 2025, Jason Lennox will walk 307 miles from West Virginia to Nashville. This is his personal journey to bring national attention to the crisis.
- <u>Everyone's walk:</u> Supporters will not join Jason's route. Instead, you walk on your own—anywhere, anytime. Once registration opens, you can start logging your miles toward the national 307,000-mile goal and keep going throughout the campaign.

Every mile matters, whether it's on a treadmill at home, around your block, or with a local group in your community.

#### Who benefits from the funds raised?

Proceeds go to the One Arrow Foundation, which backs behavioral health programs—particularly in high-need, under-resourced areas—offering prevention, treatment, crisis intervention, suicide prevention, and recovery support.

\$307,000 supports treatment and recovery for 48 individuals, yielding societal savings upwards of \$1.2 million when considering reduced health-care costs, criminal justice costs, and regained economic productivity.

#### What can I do?

- Walk & Donate Log your miles anywhere, anytime and pledge \$1 per mile or whatever you can give.
- Share Post your miles, tell your story, and tag us so others join in Instagram: @therecoveryroad307 | TikTok: @the.recovery.road
- Partner Bring your organization, group, or brand into the movement.
- Can't or don't want to walk? You can still make a difference by donating, sharing your story, honoring someone you've lost, or spreading the word so others join the movement.

# **FAQs Continued**

## **Next Steps**

• Register online: Register for The Recovery Road

• Donate: Donate Here!

• Log your Miles: <u>The Recovery Road Mile Tracking</u>

#### Do I have to walk all 307 miles?

Not at all. Every mile counts—whether you walk or run 1 mile or 1,000 miles. Together, we'll reach the national goal.

# Can I participate from anywhere?

Yes! This is a walk you can do anywhere—your neighborhood, a park, a treadmill, or alongside local groups. There's no central event—you set the pace and place.

# Why now?

Because while we wait, every day more lives—and even more economic stability—are lost. In 2020, suicide and self-harm cost the U.S. over \$500 billion. Substance use—alcohol, nicotine, and other drugs cost more than \$700 billion each year in health care, lost productivity, and crime. Investing now produces an outsized return—as much as 2.5 times the benefit for every dollar invested—and prevents losses that are simply too great to ignore.

The Recovery Road isn't just a campaign—it's a call to action. Hope truly can't wait, and the returns—both human and economic—are immediate and profound.

#### Where can I learn more?

Website: The Recovery Road

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Instagram: @therecoveryroad307



TikTok: @the.recovery.road

Tag us! #EveryMileAMemory #TheRecoveryRoad #307K

#### **DONATE HERE!**

