



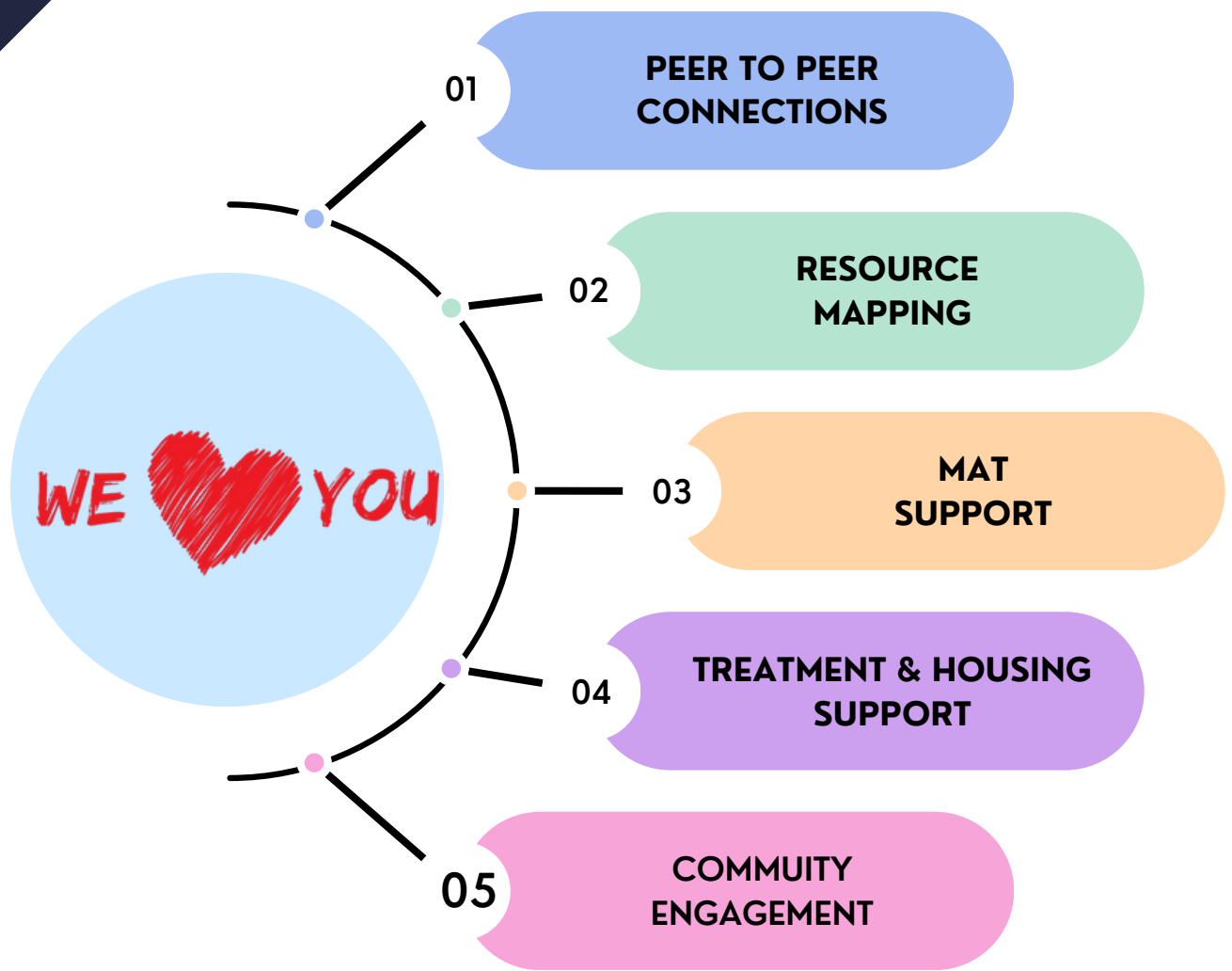
**COMMUNITY
RESILIENCY**
INITIATIVE

WE HEART YOU 2.0 RURAL RESPONSE INITIATIVE

PREPARED BY:



IMPACT WISCONSIN
CREATING RESILIENT
COMMUNITIES



WHAT IS THE WE HEART YOU APP?

The integrated community support platform represents a transformative opportunity to address critical gaps in recovery and mental health services. By consolidating tools, improving access, and fostering collaboration, this platform will drive meaningful, scalable change in how communities support individuals on their recovery journey. We invite you to partner with us to make this vision a reality.

ABOUT US



Our Mission is creating resilient and healthy communities through experience, advocacy and evidence based practices.

Our Vision: That each person in Rural Wisconsin has access to mental health care and addiction recovery services in order live a meaningful life and become healthy, self sustaining members of the community.

The following core values are the principles that are most important in defining who we are and what we're all about as an organization:

- Servant Leadership
 - Excellence
- Sustainable Development
 - Local Leadership

We treat the whole person - mind, body and spirit, to create healthier individuals and, by extension a healthier rural Wisconsin

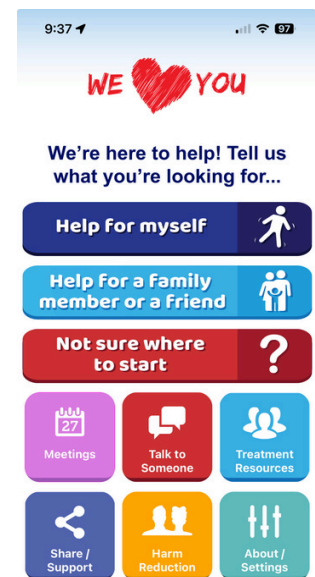
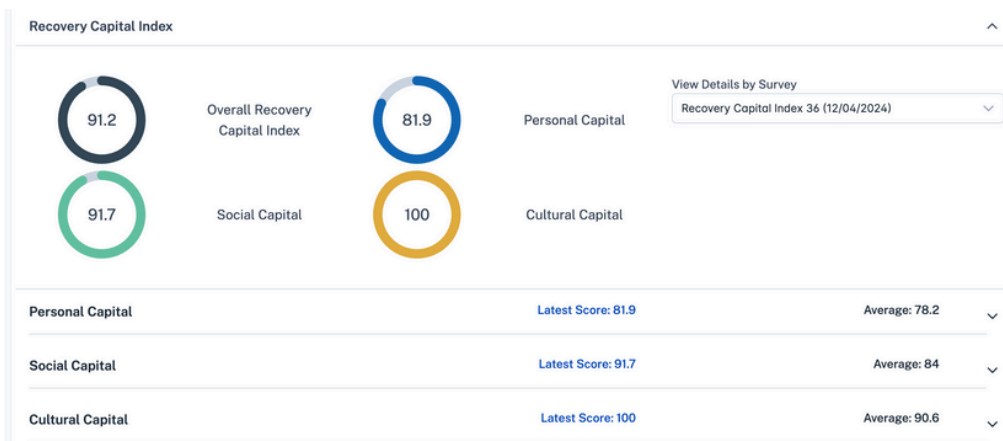
Our Philosophy:

We believe that when you treat the individual, you treat the community. When addicted individuals are healed holistically, families are reunited, employers get better employees, communities get leaders, and we change the trajectory of lives for generations. We start by helping the individual, but the impact permeates out to the entire community because of the profound ripple effect that healing from addiction has.

PROJECT & BACKGROUND

Executive Summary

Impact Wisconsin proposes the creation of an integrated recovery support platform, building on the relaunch of the WeHeartYou 2.0 app. This platform will combine critical recovery and mental health resources, real-time data tracking, peer support connections, and innovative incentive systems into a single cohesive solution for individuals, peer professionals, and county systems.



By consolidating disparate tools and offering them at a cost-effective price point, the platform addresses gaps in service delivery, particularly in rural areas where access to care is limited. This proposal outlines the key components, features, market opportunity, and financial model for this scalable initiative

We acquired the WeHeartYou app in 2024 and are relaunching it as WeHeartYou 2.0 to expand its reach and impact.

THE OPPORTUNITY

The Problem: Rural communities face significant barriers to accessing recovery and mental health services, including limited resources, long travel distances, and fragmented care systems. Many counties spend substantial funds on isolated solutions that do not integrate effectively, leading to inefficiencies and suboptimal outcomes.

The Solution:

An all-in-one platform that:

- Simplifies access to resources: Provides treatment options, recovery tools, and peer support in one app.
- Increases engagement through incentives: Introduces a contingency management (CM) system using Tillo to reward positive behaviors.
- Tracks holistic recovery progress: Integrates the Recovery Capital Index (RCI) for real-time data tracking.
- Streamlines client management: Includes tools like OneStepSoftware for managing sober living and community recovery programs.
- Supports rural and underserved communities: Prioritizes service delivery to high-need areas.

Platform Components

1. WeHeartYou 2.0 Core Features

Resource Mapping: Locate local resources for housing, employment, education, and mental health services.

Peer-to-Peer Connections: Secure chat, discussion boards, and mentorship matching.

Live Support: Connects users with trained peer support specialists.

2. Recovery Capital Index (RCI) Integration

Tracks individual progress across social, physical, financial, and relational domains.

Offers real-time insights via a dashboard for peers and professionals.

Aggregates community-level data to identify trends and gaps in service.

CASE FOR SUPPORT

A Vision for Holistic Recovery and Community Resilience

Imagine a world where individuals in recovery—especially in rural and underserved communities—can access all the tools, support, and connections they need to thrive, right at their fingertips. The We Heart You app is making that vision a reality, but to fully realize its potential, we need your support to expand its reach and functionality.

The Need:

In rural communities, individuals facing substance use disorder (SUD) and mental health challenges often encounter significant barriers to recovery:

Isolation and Stigma: Many lack a supportive network and face judgment when seeking help.

Limited Resources: Recovery and mental health services are often miles away, creating access challenges.

Our Solution: We Heart You Expansion

The We Heart You app is more than a digital tool; it's a lifeline for those navigating recovery. By expanding and enhancing the app, we aim to:

Streamline Access to Resources:

Comprehensive resource mapping will help individuals find nearby housing, employment, education, mental health services, and peer support groups, all from one platform.

Foster Connection and Peer Support:

Connection is a cornerstone of recovery. Through secure messaging, discussion boards, and mentorship matching, the app builds a virtual community that reduces isolation and strengthens recovery.

Provide Holistic Recovery Insights:

The integration of the Recovery Capital Index (RCI) allows us to measure clients' progress in physical, mental, and social wellbeing. This data informs tailored interventions for clients and helps communities identify gaps in support.

Impact on Communities

The expanded We Heart You app has the potential to transform rural recovery systems by:

Closing Gaps in Access: Making it easier for individuals in remote areas to connect with critical resources and support networks.

Reducing Relapse Rates: Holistic, data-driven interventions based on RCI insights ensure that individuals get the help they need when they need it.

Saving Costs for Counties: By consolidating tools into one affordable platform, counties can reduce expenditures while delivering better outcomes.

Building Resilience: Strengthening individuals in recovery leads to stronger families, healthier workplaces, and more vibrant communities.

Why Now?

The need for innovative, accessible recovery tools has never been greater. The substance use crisis continues to affect millions, with rural areas disproportionately impacted. Meanwhile, counties are seeking cost-effective solutions to deliver meaningful results. The We Heart You expansion meets these needs, creating a scalable model for recovery support that can grow nationwide.

Our Commitment

Impact Wisconsin, the nonprofit behind We Heart You, has a proven track record of driving change. From managing recovery housing to implementing the Recovery Capital Index, our team is deeply experienced in addressing the complex challenges of SUD and mental health. With your support, we can take this work to the next level by expanding We Heart You into a powerful, integrated platform that truly transforms lives.

THANK YOU!

WE  YOU

Community Resiliency Partners & Programs

