



UNSHATTERED

2023 IMPACT REPORT

**ENDING THE ADDICTION RELAPSE CYCLE
BY PROVIDING PATHWAYS TOWARD
ECONOMIC INDEPENDENCE AND
SUSTAINED SOBRIETY**





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A LETTER FROM OUR FOUNDER

I am thrilled to present Unshattered's Annual Impact Report, a testament to the **transformative journey you make possible with every purchase or donation.**

Thanks to you, we reached many incredible milestones in 2023:

- Revenue for both product sales and donations was higher than ever!
- We moved into a larger building, setting the stage to exponentially grow our program to employ even more women in recovery.
- We appeared on the [Kelly Clarkson Show](#) - getting our message in front of millions of viewers to share what is possible on the other side of addiction!
- 100% of our employees choose to remain in their sobriety.

Your ongoing and generous support has helped end the addiction relapse cycle and transform the lives of women for nearly eight years. **Helping women maintain their sobriety for the long term is just the beginning.** You helped Amanda achieve her dreams of a college education and buying her first home. Amberlee is rebuilding relationships with her children while building her skills as our in-house photographer. Jillian recently received her certification in Six Sigma manufacturing process taught by RIT professors. Maria is not only successfully leading our product business while raising three boys as a single mom in recovery - she was recently named a 40 Under 40 Business Leader for our community!

Helping women move toward economic independence is a crucial part of their ability to maintain their safety and sobriety. **Since we began, we are proud to have put \$1.8 Million of wages into the hands of women in recovery.**

As Ambassadors of Possibility, you continue to humble us with your generosity. **You are what makes our healing-centered workplace possible** - a space where women can belong, heal, and thrive as they grow in every aspect of their lives. Here are a few of the resources you made possible for women in recovery in 2023:

- 300 hours of mentoring and coaching.
- 1500 hours of professional development and job skills training.
- 200 hours of therapeutic care. 100% of our women are choosing to participate in individual therapeutic counseling.

These statistics represent not just hours invested but lives transformed. Thank you for being part of this journey with our team.

We look forward to sharing more stories of resilience and triumph in the coming year.

With gratitude,
Kelly Lyndgaard
Founder/CEO Unshattered



WHAT WE DO

A DURABLE SOLUTION TO ENDING THE ADDICTION RELAPSE CYCLE



Unshattered begins where recovery programs end - women are sober but often still lack education, job skills, and a safe environment. What happens next for them? Without economic stability and the support of a safe community, the most likely outcome is relapse, and that often leads to death. **Sobriety is only the first step.**

The **journey to recovery** begins with a sense of belonging. Unshattered provides purpose, safety, and a supportive community where individuals emerging from addiction can find like-minded women who understand their experiences. Our **healing-centered workplace** serves as a safe community where the learning process unfolds seamlessly within the fabric of employment.

Providing our community members with the **resources to achieve growth** is paramount. We firmly believe that each person possesses the answers to their growth. With a dedicated Employee Growth Coach and a **unique learning space** that values the freedom to fail, we facilitate growth in seven key areas: physical, emotional, spiritual, relational, professional, and advocational. This approach is not about performance but **centered on healing and growth.**

WHO WE ARE

WHAT WE STAND FOR, WHO WE SERVE, AND HOW WE HEAL

For the women of Unshattered, the journey of recovery is a pathway paved with tools, choices, and support, enabling women to reach a place of **healing and sustained sobriety**.

We are committed to helping women **grow their skills and confidence** so that they can reach their highest level of success. We aim to foster capability, confidence, and social capital.

Our team is learning from world-class leaders and receiving industry-recognized skills certifications so they can **build careers for a lifetime**.

The value of a woman's life is hard to quantify; in fact, it's truly immeasurable. What's the value of a mom who was previously addicted and incarcerated now providing a home and reliable care for her children? Our model shows that it takes two years of supportive services to end the addiction relapse cycle for good. During those two years, **we invest a total of \$50K in each woman** so that she can thrive in recovery for the long term. Compare that to NY state data showing that incarcerating someone costs \$115K a year.

We think we're making a much better investment.



A YEAR OF UNPRECEDENTED ACHIEVEMENT

NURTURING ROOTS: GRACE FARMS EXPERIENCE

In January, we visited Grace Farms, exploring the impact environment can have on our sense of security and connection. This immersive experience laid the foundation for our design work of creating a healing-centered space for the women in our community as we begin renovating our new building.



KINTSUGI CLASS: EMBRACING THE BEAUTY OF IMPERFECTION



In a transformative Kintsugi class, we discovered the art of finding beauty in brokenness. This ancient Japanese technique, embodying the philosophy that something is more beautiful for having been broken, resonates deeply with our mission and is represented in the gold seam we incorporate in every bag we make.

NEW HOME, NEW BEGINNINGS

Our journey continued as we transitioned into our new facility, a space brimming with potential. Though not yet renovated, it symbolizes the growth and transformation ahead. This move represents our unwavering commitment to providing a nurturing environment for our community members.



A YEAR OF UNPRECEDENTED ACHIEVEMENT

QUALITY INNOVATION: INDUSTRY-LEADING PROCESSES

In our pursuit of excellence, we collaborated with industry leaders, including those behind renowned brands such as Tory Burch and Juicy Couture. Together, we enhanced our product processes, making them more efficient and elevating the quality of our handcrafted products. This step ensures that each item leaving our workshop embodies craftsmanship and a commitment to excellence.



REDF FELLOWSHIP: ACCELERATING SOCIAL IMPACT



Being part of the RedF fellowship has been a privilege, placing us within a cohort of premier social enterprises. This accelerator has provided invaluable support and guidance, propelling Unshattered to new heights in our mission to create positive social impact.

INNOVATIONS IN GROWTH AND DEVELOPMENT

Introducing a dedicated growth and development area within our new facility marks a significant stride in our commitment to holistic healing. We are experimenting with trauma-informed yoga spaces, art therapy, learning stations, and workshop spaces to explore and refine growth areas before incorporating them into the final design of our building, ensuring an environment that truly nurtures and heals.



FEATURED ON...

THE KELLY CLARKSON SHOW



Our mission gained international recognition as we were featured on The Kelly Clarkson Show. This platform allowed us to share our story with a broader audience, spreading awareness about the transformative impact of Unshattered.



OUR BOARD OF DIRECTORS

Christy Singleton - Chair

*Founder Leadership Sanity,
Former CEO Mercy Multiplied*

With extensive nonprofit executive leadership, Christy guides organizational growth by maximizing staff potential and ensuring operational excellence for successful scaling. Her passion for serving women with untapped potential is evident in her diverse experience in nonprofit leadership roles.



Jennifer Rosario - Secretary

Nutritionist, business owner, and post-recovery advocate

Jennifer has an impressive track record aiding women post-recovery, guiding them in reintegrating into sustainable lives. She addresses parenting, relationships, and personal discipline, blending optimism with critical thinking for ambitious yet disciplined excellence.



John Witkowski - Treasurer

President DSM Biomedical

John's comprehensive operational expertise across HR, Commercial, Operations, R&D, and Finance, coupled with a valuable network passionate about serving those in recovery, significantly influences Unshattered's future growth and strategy. He prioritizes relationships and designs people-first systems.



OUR BOARD OF DIRECTORS

Karen Johnson

Children's Pastor, trained therapist

Karen, a wise and spiritually grounded leader, brings holistic perspective to assess strategies for maximum effectiveness in our organization. Her leadership, discernment, and unwavering character guide thoughtful consideration and execution of big ideas, shaping every decision we make.



Vince Burens

Senior Consultant The FOCUS Group

Vince, a seasoned non-profit leader, previously CEO of a national organization for college students, brings strategic and executive talent to Unshattered. With a strong background in fundraising and scaling organizations, he is a dynamic and compassionate leader who translates our vision into meaningful actions for women.

Elizabeth Celaya

*Director of Community Initiatives
NeighborWorks America*

Elizabeth's commitment to community development shines through in every work area. She brings passion and curiosity to help people improve their lives and strengthen their communities. Elizabeth creatively challenges the status quo by bringing new ideas to difficult social problems. She is a force for social good that leads with conviction and grace.



MEET OUR ARTISANS

Women that have committed to addiction-free lives



AMBERLEE

Inventory Manager & Product Photographer

Proudly celebrating sobriety since 2020

"I'm sober and alive and have made incredible strides in my relationships with my family."

JILLIAN

Seamstress & Production Lead

Proudly celebrating sobriety since 2020

"Training to be production manager."



CHANEL

Seamstress & Boutique Lead

Proudly celebrating sobriety since 2021

"2023 was my first year out of a recovery program. What I'm most proud of is that I didn't return to old habits or patterns and truly know what it feels like to experience freedom!"



LOIS

Lead Designer

Proudly celebrating sobriety since 2017

"I'm proud of my courage to make the trip to Ecuador alone and live in the jungle for three weeks, volunteering at a Jaguar rehabilitation program as my vacation for the year."



MEET OUR ARTISANS

Women that have committed to addiction-free lives



REINA

Seamstress

Proudly celebrating sobriety since 2022

“Working toward family restoration that continues to grow stronger and stronger.”

KAYLENE

Resource Coordinator & Seamstress

Proudly celebrating sobriety since 2019

“I can face my fears, embrace change, and follow my convictions!”



AMANDA

Product Manager & Creative Lead

Proudly celebrating sobriety since 2017

“I achieved my goal of becoming a homeowner and continued to fight for my recovery through a challenging season.”

MARIA

Business Architect & Operations Lead

Proudly celebrating sobriety since 2018

“My proudest professional accomplishment was leveling up my skills by completing the Manufacturing Leadership and Yellow Belt Six Sigma Courses.”





What aspect of the Unshattered community helped nourish your growth last year?

“The support of the team, seeing what I could do, and believing in me that I could do more.”

-Jillian

“The Unshattered community helped me find my identity - who I am as a mother and a leader, and helped me be okay with being away from home and building a life of my own.”

-Chanel

“It helped me to become more focused on the things I need to get done, learn new skills, and learn to love what I’m doing and contribute to the team and organization.”

-Reina

“The growth opportunities that we have through personal development, have been my anchor and what’s moving me forward.”

-Kaylene

“The sessions with our Employee Growth Manager and group coaching helped me grow personally and relationally.”

-Amberlee

“Being a part of such an open and honest community allows us space to ask for help, especially regarding our recovery.”

-Amanda

“I’m proud to have not given up despite all the obstacles in returning my freedom to drive.”

-Lois

“The Unshattered Community’s commitment to continued personal and professional growth helped nourish me this year by providing a pathway to expand my knowledge in manufacturing processes.”

-Maria

CELEBRATING MILESTONES



Jillian achieved her certificate in Manufacturing Leadership from The Council of Industry.



Jillian and Maria achieved their yellow belt certifications in Six Sigma manufacturing processes.



Unshattered was featured as the Council of Industry Magazine Cover for Fall 2023.



Three women participated in the Transition to Employment training program. Two moved into full-time employment by the end of 2023.

CELEBRATING MILESTONES



Two 5-year service anniversaries! Amanda and Lois celebrated 5 years with Unshattered.



Kaylene has taken leadership to build her skillset and incorporate it into our new specialized Leather Center.



Chanel increased her skillset and has grown to become our Boutique Lead.



Amberlee trained with professional photographers to increase her skillset in our new in-house photography studio.

HOW WE GREW

In 2023, Unshattered saw remarkable growth our highest impact year ever. We experienced a **30% increase in our revenue**, allowing us to achieve **key strategic goals for 2023:**

- 1) Move into our **larger facility** to serve even more women in recovery.
- 2) Expand and strengthen our **development programs.**
- 3) Scale the capacity of the organization for **responsible, sustainable growth.**

A noteworthy change in **leadership unfolded** with the appointment of a new Board Chair, following the completed tenure of our founding Board Chair. This transition brought fresh perspectives and strategic acumen, aligning seamlessly with our mission and positioning Unshattered for **continued growth and impact** under the guidance of our new leader.

Our Development model underwent a **significant enhancement**, with the addition of a dedicated **Employee Growth Coach** leading individualized programs in the seven areas of **healing and growth**. This personalized approach ensures tailored support for every member of our community.

Each of these steps forward is a testament to the **growing support** and belief in our mission. The **generous support** of every **shopper, donor, and advocate** helped us achieve our highest impact year ever, reaching more women, expanding our programs, and creating a deeper, more lasting effect on the lives of those we serve. The collective efforts of our team, board, and supporters have truly made **2023 a remarkable year** for Unshattered, and we look forward to **building on this momentum** in the years to come.



OUR NEW HOME



This is the first rendering of our new location, which will expand our restorative employment community and help even more women continue their journey beyond sobriety.

We'll be making major renovations to transform what currently looks like a cement box into a beautiful, light-filled, healing-centered space where our employees, our guests, and our community can join us in moving toward growth and healing.

We are partnering with global justice-centered architecture leader Mass Design Group, to incorporate the voice and needs of the women we are serving. They are helping us design more than just a physical space; they are helping us create an environment that serves as the canvas where the stories of women in recovery are written, and their journey toward success unfolds.

This studio will include design and production space for our social enterprise, as well as a dedicated Growth and Development center where we will house activities including trauma-informed yoga, somatic care, therapy, education, and more.

We are building a place where women can build confidence, social capital, and success. We are scaling an organization that prioritizes lived-experience leadership and views every facet of our organization as an opportunity for women in recovery to gain skills and build a viable career pathway.

Imagine what is possible and become a part of our journey of transformation.

<https://unshattered.org/pages/project-possibilities>

OUR RECOGNITION

Platinum
Transparency
2023

Candid.

Platinum Seal from Candid

This award is given to organizations that share clear and important information with the public about their goals, strategies, capabilities, achievements, and progress indicators that highlight the difference the organization makes in the world.



Top 5 Design Award Accessories Council

The Accessories Council's Design Excellence Awards recognizes and awards outstanding products across handbags, eyewear, footwear, and jewelry.



Expanded Fashion Council

Our artisans are supported by a council of industry leaders who have worked directly with designers such as Calvin Klein, Tory Burch, and Karl Lagerfeld.



Father Peter Young Award

Father Peter Young was a Capital Region priest who transformed the lives of individuals who had substance abuse addictions and created a nonprofit organization. Unshattered is honored to be a recipient of this award.

OUR MEDIA HIGHLIGHTS



Frommers Article Feature

Frommer features some of the world's most interesting, most useful products that promise to make travel smarter, better, and easier.



Travel + Leisure Article

This article goes into detail about our collaboration with Southwest Airlines and our bag-making process.



New York Magazine

This article highlights our Toiletry Bag collaboration with Southwest Airlines as part of their Father's Day Gift Guide.



The Kelly Clarkson Show

We are so honored to share our mission and be featured on The Kelly Clarkson Show.

CUSTOMER REVIEWS



UNSHATTERED
CREATE POSSIBILITIES

"I'm a repeat buyer from Unshattered because the quality and craftsmanship are always on point. This purchase had a card inside telling me what the upcycled material was which I thought was neat."

-Danielle B.



UNSHATTERED
CREATE POSSIBILITIES

"What a wonderful concept to recycle SW Airlines seats into beautiful, useful everyday products. The quality and design of my cosmetic bag are flawless. Everyone spread the word about this terrific, social enterprise."

-Brigid B.



UNSHATTERED
CREATE POSSIBILITIES

"Terrific craftsmanship by ladies making a difference and striving to improve lives and reduce the waste stream! You will be amazed at the quality and what your purchase can do."

-Anita M.



UNSHATTERED
CREATE POSSIBILITIES

"Love, love, love all of the bags I've purchased from Unshattered. High quality, fun designs, and great value!"

-Christina M.



PRODUCT HIGHLIGHTS



Custom Heirloom

Our team of designers beautifully transformed a Captain's uniform into an impactful backpack.



"Sober" Embossed Leather Keychain

Our Embossed "Sober" Leather Keychain is handcrafted with genuine leather.



Mat Sling Performance Bag

Made from upcycled materials, this bag is the perfect addition to your yoga routine!



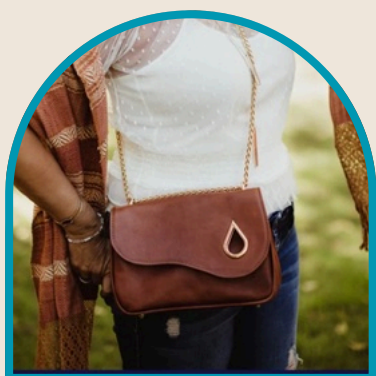
Accessories Council Recognition

We are incredibly honored to be a top 5 finalist in this year's [@accessoriescouncil](#)'s Design Excellence Awards in the Social Impact category!



Playing with the Big Dogs

We saw our Atelier Premier bag proudly displayed among top-tier designers such as [@louisvuitton](#), [@brahmin](#), [@marcjacobs](#), and more.



Purchases of Purpose

"With the Atelier Premier, 100% of your purchase goes to ending the addiction relapse cycle and providing economic pathways for women in recovery to thrive."

WHAT'S NEXT?

Unshattered is positioned for more transformative work in 2024

1. REMODELING FOR IMPACT

Our new facility, though awaiting renovation, holds **boundless potential**. The upcoming renovation project aims to breathe new life into our space and to enable us to **expand programming**, providing room for more women to join our community.



2. GROWING OUR TEAM



We're thrilled to announce that we have already **added four remarkable individuals** to the Unshattered family in 2024. Beginning with the Transition to Employment Program, these new team members are on their journey to recovery, and we are thrilled to welcome them and the others who will join them this year!

3. BUILDING GROWTH AND DEVELOPMENT: NURTURING POTENTIAL

As we grow, so does our commitment to fostering holistic development. We will **continue strengthening our comprehensive growth** and development curriculum and create dedicated spaces for growth and community that reflect our dedication to empowering women through personalized programs. We invite you to join us as Unshattered unfolds its next exciting phase in the pursuit of transforming lives and **creating a future where every woman can thrive**.



INVITATION TO GIVE

Thank you for your unwavering support on this remarkable journey.

Your support provides a unique and values-aligned gift and contributes to a **future** where women **thrive**. Consider **giving a Good Gift** that resonates with your values and transforms lives sustainably.

A Good Gift is:

Aligned with your values and reflects your commitment to **empowerment** and **positive change**.

Makes a durable, sustainable impact addressing challenges at their core and **provides a lasting solution**.

Expresses a profound belief in the potential of every woman to **thrive on the other side of addiction**.



Show support by donating to our mission.

Unshattered is a 501c3 nonprofit EIN814627998



THANK YOU!

We are grateful for the progress you helped us achieve in 2023.

Each milestone represents a step forward in our mutual commitment to creating a community where **brokenness is not a limitation but a testament to strength and resilience.**

Together, we continue to build a future where **every bag purchased and every dollar donated honors the stories of lives rebuilt and dreams rediscovered.** We look forward to your support in 2024 to create even more possibilities for women to thrive in recovery.

Thank you for being part of the Unshattered journey.

HOW TO CONNECT



unshattered.org



[@unshatteredny](https://www.instagram.com/unshatteredny)



[@unshatteredny](https://www.facebook.com/unshatteredny)



[@unshattered](https://www.linkedin.com/company/unshattered)