



# case study



SANDSTONE CARE

## **Building a Thriving Alumni Program — Sandstone Care and the TPAS Influence**

When the alumni program at Sandstone Care first began, it was little more than a concept without structure or direction. With no established framework or dedicated resources, the program consisted of a list of former clients from the past two years—and the challenge to transform it into something meaningful. It was a starting point filled with uncertainty and the need for guidance.

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"TPAS helped me understand the importance of structured engagement," Kelly says. "I learned how to effectively facilitate groups, introduce accountability with KPIs, and plan a work week that supported both alumni and the organization."

*Kelly Butzer, Alumni Manager*



## TPAS Networking Makes a Difference

In the early stages of building Sandstone Care's alumni program, Kelly Butzer focused on support groups and check-ins but soon recognized the need for a more structured and sustainable approach. Through TPAS collaboratives, workshops, and the support of a national network of alumni professionals, she gained the tools to design impactful programming, implement meaningful metrics, and develop a clear strategic vision.

As alumni engagement grew, Sandstone expanded its alumni services across Colorado and into its East Coast and Illinois outpatient programs. When tasked with developing a national alumni program virtually, Kelly again leaned on TPAS for guidance. "Networking through TPAS helped me figure out how to manage alumni across the country while maintaining personal connection and regional relevance," she shared.

## Professional Growth Through TPAS

Beyond helping build Sandstone's alumni program, TPAS played a significant role in Kelly's personal development. "I honestly never expected to be in the leadership position I am today," Kelly reflects. "If it weren't for the resources, mentorship, and support from TPAS, I might still be a lone alumni coordinator."

Through TPAS workshops and conversations with national alumni leaders, Kelly learned how to frame proposals to leadership, create metrics that matter, and present a compelling case for growth. These skills ultimately helped her advocate for additional alumni coordinators at Sandstone's various sites — expanding her team from one to four and elevating her own role to Alumni Manager.

To Learn More About Sandstone Care  
Visit: [Sandstonecare.com](https://sandstonecare.com)  
(888) 850-1890



*"We know that alumni referrals are more cost-effective and build a stronger recovery community."*



## Impact on Alumni Engagement and Referrals

Since implementing the strategies learned through TPAS, Sandstone Care has seen a measurable impact. Alumni engagement has increased, Google reviews have risen across all locations, and alumni referrals now contribute meaningfully to overall admissions. *"We know that alumni referrals are more cost-effective and build a stronger recovery community,"* Kelly notes. *"Thanks to TPAS, I was able to present this data and secure buy-in from leadership for expanding the alumni team."*

## A Continued Partnership for the Future

Looking ahead, Kelly sees Sandstone Care's relationship with TPAS as vital to continued innovation and success. Her team regularly participates in TPAS collaboratives and workshops, gaining fresh ideas for programming, engagement, and outcome measurement. "TPAS offers a wealth of information you can't find anywhere else," Kelly says. "It's not just professional—it's personal. You're surrounded by people who understand exactly what you're navigating."

Her advice to any organization considering TPAS membership? "Do it. The return on investment is immeasurable. You get access to a network that will lift you up, guide you, and help you become the strongest alumni professional—and program—you can be."

Today, Sandstone Care's alumni program stands as a robust, multi-site model of alumni engagement, thanks in no small part to Kelly's leadership and the foundational support provided by TPAS.

## About Sandstone Care

Sandstone Care is a treatment center for age-Specific Mental Health & Substance Use Treatment. We help teens, young adults, adults, and their families overcome challenges with substance use, addiction, and mental health conditions. Sandstone Care aims to drive positive lasting change in real people. We understand that you have unique circumstances, so we offer a more personalized experience than you would find anywhere else. Our full continuum of care includes Detox, Inpatient, PHP, IOP, GOP, and Alumni Services for both Mental Health and Substance Use Disorders.