



# 2022 ANNUAL REPORT



# ERASE PTSD NOW GOVERNING BOARD

## BOARD OF DIRECTORS

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Chairman of the Board

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## OUR KEY STAFF

**Coleen LaCosta**  
Executive Director

**Rose Isaily**  
Chief Financial Officer

**Dani MacGregor**  
Marketing & Applicant Officer

## ADVISORS

**Dr. Eugene Lipov**  
Founder/Advisor

# OUR ADVISOR



Erase PTSD Now founder, Dr. Eugene Lipov, adapted the centuries-old Stellate Ganglion Block (SGB) procedure for use as an effective treatment to aid in the relief of the effects of PTSD by introducing an anesthetic into the stellate ganglion resulting in a nervous system reset.

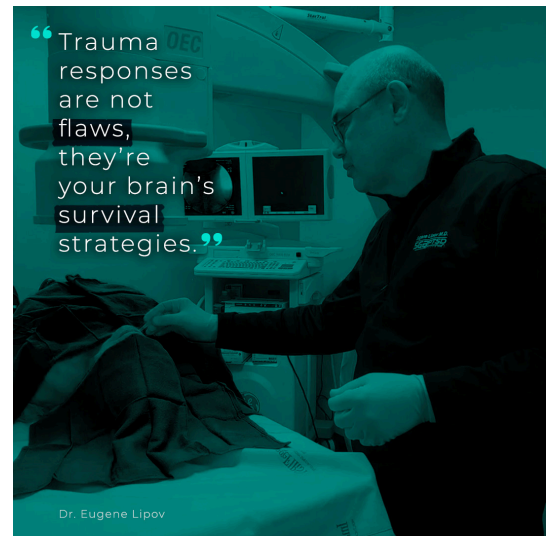
Proving the high efficacy of SGB is the 10-point drop in the PCL-5 score. The PCL is an assessment that measures the symptoms of PTSD.

Notably, years of alternative types of therapy typically cannot achieve a drop of 10 points.

Though the treatment is highly effective, the costs associated with access may present a financial barrier for survivors. Therefore, most of our funding is dedicated to funding treatment and restoring order to chaos.

**“I don’t like the term disorder,” says Dr. Lipov, who insists that PTSD is actually a physical “injury,” and that the word disorder makes people feel shame, or like it’s something they should just get over. He says if you look at brain scans of PTSD sufferers, you can see that there is change in the brain. “If you had a broken leg and kept walking on it, you wouldn’t do much to heal the leg. But if you had an X-Ray that said it was broken, you’d treat it. It’s the same with a scan of your brain — if you could see there was real trauma there, you would want to treat it.”**

- PEOPLE MAGAZINE | MAY 2020



Dr. Eugene Lipov

The truth is, trauma—no matter how it is inflicted and no matter how “big” or “small” we perceive the trauma to be—can create a cascade of biological changes that produce an overactive sympathetic nervous system.



From *The Invisible Machine*  
by Eugene Lipov, MD and Jamie Mustard

**“By defining PTSD as a biological phenomenon, it can be treated with a biological method.”**

- DR. EUGENE LIPOV





# ERASE PTSD NOW

Changing lives impacted by trauma by supporting awareness, scientific research + SGB treatments.

## FROM OUR EXECUTIVE DIRECTOR

This year has been a whirlwind of excitement and growth for Erase PTSD Now. I am honored to be selected as executive director as Erase PTSD Now transitioned from a volunteer board to professional agency. As part of this transition Erase PTSD Now was able to increase SGB treatments, research and awareness! However, only through your continued dedication and commitment to funding can we achieve our goal of enhancing the lives of survivors by alleviating the financial barriers to treatment, supporting research, and building awareness about trauma and how it presents itself.

We know that trauma is insidious and can take over the lives of survivors as their body becomes a prison and their mind plays a continuous loop of horrendous events – all relived in real-time. Trauma can stem from first-hand or secondary exposure to various outside events, including combat and warzone exposure, but extends to childhood victimization, sexual assault, a motor vehicle or other accident, or violence, whether a single incident or repeated exposure over time. Evidence of the cycles of pain derived from PTSD can be found in every community across our society, as traumatic experiences impact millions of people each year.

We are encouraged to see the scientific community evolve and appropriately view these invisible injuries as physical injuries to the brain, further fueling our passion for eradicating PTSD from the lives of those impacted by it.

Reflecting on the growth achieved this year, we are overwhelmingly grateful for your gifts and support as they enabled us to provide lifesaving treatment for veterans, first responders, trauma survivors, and their families.

***Kind Regards,***

A handwritten signature in black ink, appearing to read "Coleen LaCosta".

**Coleen LaCosta**  
Executive Director

# MISSION

*Erase PTSD Now* exists to eradicate the individual, familial, and societal impacts of PTSD and TBI by performing supportive scientific research, raising awareness, and securing treatment sponsorship to eliminate barriers for sufferers and their families.



**“Most medical procedures are individually impactful, whereas the ripple effects from one patient undergoing SGB therapy expand societally. We get to help survivors hit a life-altering reset button.”**

**- COLEEN LACOSTA  
EXECUTIVE DIRECTOR**

# VISION

**Erase PTSD Now will be nationally recognized as an innovative leader in alleviating the suffering caused by the effects of PTSD and TBI.**

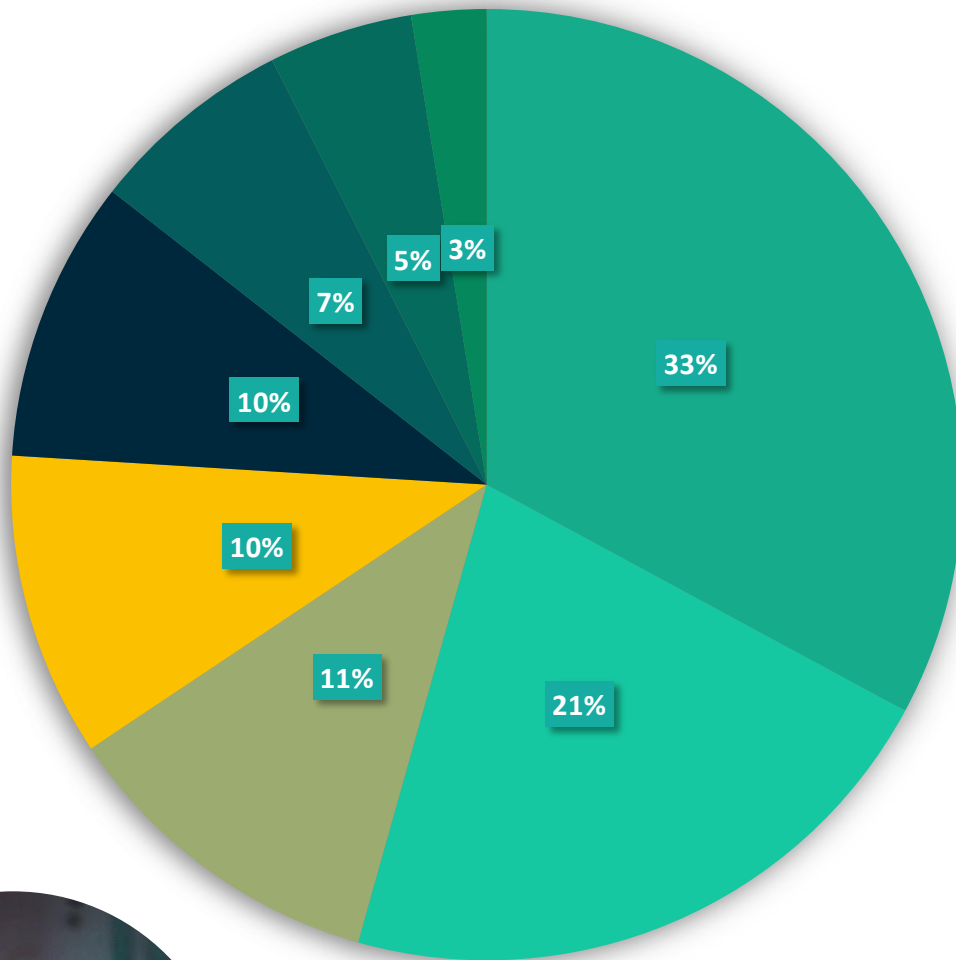
## TESTIMONIAL



**“Hi there! I wanted to take a moment of my time to reach out and say thank you. This procedure will be life changing and I wouldn’t have been able to afford to do this for myself, you made this happen for me, and I am forever grateful for your generosity. I hope life only brings good things your way, as you give to others and the universe will recognize & bless you in abundance. All my love.”**

**- REGAN**

# PREVALENT CONTRIBUTORS TO TRAUMA



APPLICANT



“JUST THAT I REALLY WANT THIS TREATMENT.....WANT TO LEARN WHAT FEELING NORMAL (SO TO SPEAK) IS LIKE..... THANK YOU “

- APPLICANT AWAITING TREATMENT

- Sexual Assault (49%)
- Severe Physical Assault (32%)
- Serious Accidents (16.8%)
- Shooting & Stabbing Victims (15.4%)
- Unexpected Death (14.3%)
- Parents of children with life-threatening illnesses (10.4%)
- Witnesses of violence (7.3%)
- Natural disaster victims (3.8%)

NUMBERS BASED ON SELF REPORTING DATA FROM OUR APPLICANTS JUNE 2022 - DECEMBER 2022

# OUR APPROACH

SCHOLARSHIPS | RESEARCH | AWARENESS

# 274

SCHOLARSHIPS  
Awarded in 2022

# 730%

INCREASE  
OVER 2021

TESTIMONIAL



“I enjoy connecting with people, including eye contact, most of the time...SGB has made a huge difference in my life and my ability to connect with people. It has changed me in ways that therapy, including EMDR, psychoanalysis, and CBT was unable to. It feels like the changes are at the cellular level...”

- TOMMY

331 PROCEDURES  
Completed in 2022

900% INCREASE  
OVER 2021





# OUR APPROACH

SCHOLARSHIPS | RESEARCH | AWARENESS

We are encouraged that the scientific community has begun to recognize PTSD as an injury to the nervous system, and it remains critical that we support vital research.

As we dive deeper into PTSD research and the various touch points of exposure, we believe the body of knowledge will uncover enhanced treatment methodologies effectuating societal improvements, including lessening the economic burdens associated with PTSD.

Established in 2008, *Erase PTSD Now* is a 501(c)(3) nonprofit organization dedicated to the advancement of PTSD awareness and research. The organization also serves to give hope to trauma survivors by eliminating financial barriers for the Stellate Ganglion Block (SGB) procedure. Not currently covered by insurance, Erase PTSD Now facilitates fundraising opportunities in which donors are able to sponsor SGB treatments for patients in need.

“Trauma is hell on earth.  
Trauma resolved is a gift  
from the gods.”  
— Peter A. Levine

TESTIMONIAL



“Post SGB I remember the ride home and the bad drivers didn’t bother me. I could hear birds chirping, and ultimately I had room to react before my thoughts would take over. My sleep is now pretty regulated and peaceful. I have minimal anxiety and it’s in expected situations. The elephant is off my chest and I can breathe again.”

- CLAIRE



# OUR APPROACH

SCHOLARSHIPS | RESEARCH | AWARENESS



Erase PTSD Now, partnering with PAVE, launched an awareness campaign in Times Square to have the vision of Erase PTSD Now as an innovative leader in alleviating the suffering caused by the effects of PTSD and TBI.

**JUNE IS NATIONAL PTSD AWARENESS MONTH**

[CHECK US OUT IN TIME'S SQUARE](#)



EXPLORING PTSD SYMPTOMS AND TREATMENTS WITH TWO FRONTLINE MEDICAL PROFESSIONALS

with DR. MICHELLE KUKLA and DR. EUGENE LIPOV



[CHECK IT OUT NOW](#)

*Erase PTSD Now* promotes awareness of this breakthrough SGB procedure, and raises funds to pay for procedures for those who are unable to afford them.

# YOUR CHANGE

TESTIMONIAL



“That shot gave me my life back. I took my daughter out to a carnival. I actually got out and had some fun. I feel alive again. I’m nicer to be around, and everyone comments on how much calmer I am.”

- MARIA M.  
(SURVIVOR OF HUMAN TRAFFICKING)

WE MADE A DIFFERENCE TO MARIA BUT WE HAVE **22 MORE** HUMAN TRAFFICKING VICTIMS WAITING ON TREATMENT



22+  
HUMAN TRAFFICKING



10+  
MENTAL HEALTH  
PROFESSIONAL TRAUMA



17+  
MILITARY MEMBERS  
WITH TRAUMA

SURVIVORS AWAITING FUNDING



19+  
CIVIL WORKERS  
WITH TRAUMA



18+  
MEDICAL WORKERS  
WITH TRAUMA



25+  
FIRST RESPONDERS  
WITH TRAUMA

FOR TREATMENT

# OUR CREDIBILITY



THANK YOU TO  
OUR PARTNERS +  
DONORS

GLENN GREENBERG  
LINDA VESTER



**ERASE PTSD NOW**

[www.ErasePTSDNow.org](http://www.ErasePTSDNow.org)