

# JUST ONE THING

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**Company/Organization:** Kennebunk Savings

**Type of Organization:** For profit

**Number of Employees:** 330

**Category:** Community

**Challenge or Opportunity:** We have a history of volunteerism, advocacy, and donation support for alleviating substance use disorder, with strong nonprofit partners who are active and respected in the community. Our opportunity was to bring it all back home, and focus on the wellness of our employees and their families, and become a certified Recovery Friendly Workplace.

**Approach or Solution:** An RFW's purpose is to share recovery supports, provide education on substance use disorder, and work to reduce stigma. We had an opportunity to incorporate these goals and values into our existing wellness plan. Our previous advocacy laid the groundwork for taking this leap; it became another investment in our culture of wellness.

**Impact:** Employees have come forward to say they're proud of our support for their affected loved ones. We are leveraging our business connections, and being vocal about our work to reduce stigma around SUD and generate interest from other employers. (If a bank can do this, so can you!) Recently, we presented about it at the ME Governor's 2021 Opioid Summit.