

GORDIE CENTER
FALL 2023

Learn. Connect. Act.

Welcome! You receive this publication because the Gordie Center's mission to end hazing and substance misuse among college and high school students is meaningful to you. Whether you made your first gift to the Gordie Center this year, you've faithfully given every year, or you support our work in other ways, we are so glad to have you on our team. Thank you!

Learn





How does your support help the Gordie Center reach students, families, and communities?

You really make a difference when you give to the Gordie Center. Our staff is small, and our mission is big. Your donations directly impact the work we can do, allowing us to reach more students at our UVA home and nationally with critical education that saves lives. In the past 12 months, we gave 130 presentations to over 10,000 attendees, and our educational materials reached students at schools in all 50 states, the District of Columbia, and Canada. You make that lifesaving education happen!

Connect


Why support the Gordie Center?

Our donors tell us they give for many reasons, some of which include:

-  They are the parent of a high school or college student and are aware that hazing and alcohol overdose can happen to anyone, so they want to support lifesaving education to keep students safe.
-  They or someone they know personally experienced hazing or substance misuse, and they want to prevent it from happening to others.
-  They lost a family member or friend to alcohol overdose and/or hazing and feel driven to transform their tragedy into positive action that saves lives.
-  They saw an article or news story about the impact of hazing and alcohol overdose and responded compassionately.

Act

How can you help?

Read the stories included in this publication to learn more about the work of the Gordie Center and the tragic impact of hazing. Visit gordie.org, share our posts on social media, and talk with the students in your life about hazing and the PUBS signs of alcohol overdose. Donate to the Gordie Center today — turn your concern into action by providing lifesaving education! 



Gordie's family: stepfather Michael, sister Lily holding her daughter Margot, and mother Leslie.

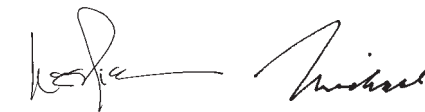
There are a lot of things going on in the world right now that deserve our focus, but this season always brings our family's attention back to hazing and alcohol overdose. We dread this season every year because so many students are searching to belong by joining student groups. Sadly, the process of joining often includes hazing. We lost Gordie to hazing 19 years ago this past September, and every fall, we worry for the next family whose child won't ever come home again. We never thought something like this would happen to us, but it did. Hazing can happen to anyone.

If you've just sent your son or daughter off to college, or if they are in high school, hopefully you've had a talk with them about what joining a group can entail. If you have not, know that the Gordie Center at UVA has developed effective, easy-to-access education for students and parents to learn about and prevent hazing and alcohol overdose. Just in the past year, our team has partnered with many other organizations doing similar work around hazing prevention, such as the Hazing Prevention Network and The Antonio Tsialas Leadership Foundation, and with organizations working to create safer team cultures for student-athletes, like the NCAA and Game Plan. We presented our documentary film, *HAZE*, and gave educational presentations to over 10,000 students on campuses across the country this past year. We do this in memory of Gordie, who died in such a senseless and preventable way, pledging a fraternity.

None of this would be possible without the support of dear friends, educators, and organizations who understand this work is never done. Every fall, new and eager students are thrust into the very tough position of navigating the dangers of alcohol and hazing. They need tools. Our family is very proud of the Gordie Center team, who work tirelessly to develop and disseminate these educational materials to hundreds of high schools and colleges all over the country.

We are honored that you remember Gordie and that you entrust us to help end hazing. Thank you from the bottom of our hearts for the love and support you continue to show us every year. The goal is to save lives. Thanks to you, we know we have saved lives. Have a safe and happy year end.

Sincerely,



Leslie and Michael Lanahan
Lily, Johnny, and Margot DePeters

Meet the Professional Team

Learn who's behind the work!

Our strength is our staff, each of whom brings passion and skill to their position and to our lifesaving work. In the last year, we welcomed 2 professional staff members and said goodbye to one — our APPLE Program Coordinator Anthony Hall moved back to his law enforcement roots and took a position in the UVA Office of Threat Assessment as a case manager. Get to know our current team!



Susie Bruce, M.Ed., has served as director of the Gordie Center since 2000. Susie's areas of expertise focus on health promotion with emerging adults, particularly through peer education, curriculum infusion, bystander intervention, and the social norms approach. She directs the NCAA-funded APPLE Training Institutes, is a Faculty Affiliate of Youth-Nex, and serves on several national boards. Susie earned bachelor's and master's degrees from UVA.



Jill Maurer is our assistant director and joined our team in 2015. Jill engages with families impacted by hazing and alcohol overdose as well as our donors, stewarding gifts that fund the Gordie Center's programs and initiatives. She creates and supervises our communications, assists in program and product development, and manages sales of our educational materials. Jill earned a bachelor's degree from UVA.



Carl Reisch is our Robert Tipton, Jr. Hazing Prevention Coordinator, a role he has held since 2019. Carl focuses on our hazing prevention efforts at UVA and nationally, serving as the primary facilitator of our *HAZE* documentary and other hazing prevention presentations. He also coordinates UVA's Hazing Prevention Advisory Council. Carl earned a bachelor's degree from Eastern New Mexico University.



Max Tankersley is our APPLE Training Institute and Student-Athlete Mentor Program Manager. Max works with both programs to foster well-being among student-athletes with a focus on substance misuse prevention and social support networks. He earned a bachelor's degree from UVA in 2023 and joined us in July.



Matthew Carroll is our APPLE Training Institute Program Coordinator. Matthew manages logistics, registration, and outreach for our annual APPLE Training Institutes. He earned a bachelor's degree from UVA in 2022 and joined our team in June. ❁



Clockwise from top left: Poster from our reception of Deborah with her son Robert; Susie, Deborah, Deborah's friend Christina Scott, and Jill at a UVA football game after our reception; Anthony, Susie, Deborah, Jill, and Carl with Robert's plaque at the Gordie Center.

Remember Robert

In November 2022, we welcomed Deborah Tipton and her friend Christina Scott to the Gordie Center for our annual reception weekend. Deborah's son, Robert Tipton, Jr., died in 2012 while a student at High Point University in North Carolina. He was severely hazed during the fraternity pledge process and called High Point's emergency line 22 times looking for support in the weeks before his death. Deborah is passionate about providing education to students and parents about hazing, and established the Robert Tipton, Jr. Hazing Prevention Fund at the Gordie Center

to transform her family's tragedy into a force for good. Robert's Fund enhances our national hazing prevention efforts, with donations made in Robert's memory providing lifesaving education that gives students and families critical tools to recognize hazing and speak out against it. Deborah was emotional to see the ways in which we remember Robert in our work at the Gordie Center, including the water bottle sticker we created as a nod to one of Robert's favorite activities — running. Learn more about Robert and support his Fund at gordie.org/robert-tipton. ❁

Hidden Harms of Hazing

One student shares his story

“Mom, there’s an app I want you to get. It’s called Life360, and it tracks locations of family members who use it. Can you install it and keep alerts on my phone’s location on at all times? That way, you’ll know when I get back to my dorm.”

This request seems innocent enough, but it was a frightening red flag for one family of a 19-year-old college freshman. Especially a freshman who had seemingly transitioned easily to college life — in the fall of 2021, Zach’s* first semester at school, he had done well academically, built great friendships across a variety of groups, and had a lot of healthy outlets. Zach was playing lacrosse on the school’s recreational team, continuing his love of the sport from high school, and had close connections with the other players on the team. So, when he talked to his mom about the Life360 app a few weeks into his 2nd semester, his mom knew something wasn’t right. Zach had finished the fraternity recruitment process, which he had enjoyed, but now that he was in the new member process, he was calling home much more often, and wanting his mom to track his location via his phone.

Zach says, “The group I chose to join appealed to me because they seemed genuinely interested in being my friends, making an effort to get to know me, and telling me they thought I was a great person. They made me feel like I

would be a great fit for their organization; I was looking forward to deepening those friendships and broadening my social life, meeting new people I could count on moving forward during my time in college. I didn’t know much at all about the organization, except that they were in good standing with my school.” Zach was aware of hazing before coming to college — through movies portraying hazing as a “rite of passage,” to social media posts showing hazing activities in organizations, to his parents’ college experiences, and through national news stories about hazing, including a hazing death that occurred at his father’s alma mater. “At my college, I heard some rumors from older friends about the actual acts of hazing for new members — I figured that we [the pledges] were going to get hazed, but I hoped the rumors were exaggerated. I believed the group I was joining would be better than that.” Zach’s family was on board with him joining a fraternity. His mom says, “I was very involved in Greek life in college, as was my husband, so we knew about hazing. My husband, who had been Greek at a very large state university with a huge ‘party presence,’ reassured me when Zach decided to rush, because he couldn’t conceive of students at our son’s college engaging in such dangerous behavior. He hoped it was ‘all talk and no action.’ He shared his experiences with hazing with Zach — which were mostly

**Name changed for anonymity.*

Left: Zach* participating in the filming of the Gordie Center’s new educational film project (learn more on pages 24–25).

things like errand running, annoying quizzes, and at worst, just not knowing why they were being summoned to their fraternity house (to clean up after a party or clean the brothers' bathrooms)."

After being wooed and built up by the fraternity in the recruitment process, the new member experience for Zach and his pledge brothers felt like a bait and switch. "I was alarmed that it became very dangerous, very quickly. I am physically fit, strong, and athletic. In most social groups, I can count on my physical strength because I can outlast physical challenges — but not these physical demands. I knew quickly that we were being subjected to acts of extreme torture — things that are illegal and dangerous, things that are not done in extreme interrogations or to prisoners of war." That's when the frequent phone calls home started, and the app tracking request was made. Zach wanted to make sure that someone knew where he was in case he didn't make it back to his dorm. His mom remembers, "When things intensified for Zach as a pledge, he called daily and was so very anxious about what might happen later, whenever they had to report to the fraternity house. I felt terrible for him and terrified that he or one of his pledge brothers was going to be seriously injured, killed, or might kill themselves. Luckily, I had a friend whose son was pledging a rough fraternity at a different university. She and I stayed up all hours watching mindless TV, waiting for their Life360 heads to get back to their dorms. On the worst night, Zach's phone didn't get back to the dorm until 8am (from 6pm the night prior). He had an exam at 9am after being locked in an attic all night, stripped to underwear, lacking water or bathroom access."

Zach was in a difficult position — he knew what was happening to him and his pledge brothers was wrong, he knew that it was hurting him mentally, emotionally, and physically, and he knew he had to get through all of it to join the fraternity. "I remember coming home one morning at 5 AM and just sitting at my desk thinking, 'I have class in four hours. How am

I supposed to even process what happened to me?' The fear of the unknown is what got me the most because I didn't know if I was going to be going back to my dorm at 2 AM, 4 AM, 6 AM. Whether I was going to be tired, bruised, feeling sick. And I had quizzes and tests to balance on top of all this. But when you get far enough along in the process, you feel like, 'If I walk away, this is a complete waste of my time.' The group of us that were being hazed would talk about it with each other and say, 'This sucks and is really taking a toll on me,' but we couldn't do anything about it because we felt so powerless. I spent every day of the next month questioning whether or not I was cut out to spend my life living in fear, even in the short term, to supposedly earn the trust and friendship of the people who were doing this to me. I would spend half the week not being able to sleep because I was so afraid of the lineups that would inevitably occur later in the week. I was in fight or flight mode, so I could not focus on completing even the simplest of tasks for my classes. I didn't know what I was going to do."

"The fear of the unknown is what got me the most."

A striking example of the impact hazing was having on Zach occurred in his introductory music class that semester. He grew up playing the piano, but he failed an assignment in that class because he was unable to read the sheet music — his brain was so addled from the hazing that he was unable to do things that were normally second nature to him. He also started pulling away from his friends on the club lacrosse team because he didn't want to have to talk about what was happening to him. In his phone calls home, his parents sought to comfort their distressed son. "We told him we loved him, first and foremost. Resisting the urge to rescue or helicopter, we said all 'the things' — that we believed in his decision-making, to trust his instincts, and that

we would support whatever choice he made, to continue pledging or not. My husband was shocked and felt guilty for even suggesting he participate in recruitment."

About halfway through the new member period for the fraternity, Zach decided to walk away from the process. "My declining mental health, enduring acts of physical and mental abuse, the extreme sleep deprivation, and inability to complete my schoolwork prompted me to leave. When I was at my lowest point, mentally, I had a negative attitude toward everything and everyone." When he told his parents about his decision, Zach's mom felt the need to see her son because she was so concerned about him. "Once he made the choice to stop pledging, I visited him at school. I wanted to see him with my own eyes and assess him physically. He had some physical trauma from the midweek hazing — notably a broken blood vessel in his eye and petechiae [pinpoint, round spots that form on the skin, caused by bleeding] from being forced to vomit. I wanted to be sure he knew it was okay to seek help from medical and/or mental health professionals." Zach did just that: "Once I left the fraternity and really talked to my parents about what went on, I talked to my doctor, I saw a therapist — because it's good to talk about things like that — I felt a lot better. So, hiding it doesn't do you any good. Hazing obviously impacted my life most destructively while it was happening, and in the time of PTSD that followed. For months, I struggled to process what had happened to me; I was disappointed and angry. I took it out on my parents, while at the same time, needing them to support me. They had unconditionally supported every decision I made, including my decision to leave the organization, but I became short-tempered, telling them to stop asking about it, insisting that I was just fine. They were just trying to help, but I wouldn't let them."

One thing that helped Zach see a larger purpose in what he experienced was hearing from a few of his fellow pledge brothers about a week after he left. "I was the first person to



leave in this group, and within a week, six or seven more guys left. They came to me and said, 'Thank you for doing that because we wouldn't have done it if you wouldn't have done it first.' So many guys walked away after me that I found good friends in those guys." Zach's mom echoes the impact Zach felt knowing that he inspired others to walk away: "Zach was adamant that some good come of his experience. When his former pledge brother confided in Zach that he had considered suicide before feeling empowered by Zach's choice to walk away, Zach knew he had to work to de-stigmatize walking away. Zach was fortunate to have friends at school and

at home, family, and even members of other fraternities supporting him. He knows that for some kids, student organizations provide that backbone of support he already had. He did not want to vilify anyone — he wanted to call out the methods as dehumanizing and unnecessary.” It took time, but Zach decided to reclaim his college experience. “I was determined not to let this unforeseen experience sidetrack everything I had worked so hard for — both in coming to college and what I hoped to do while here. I pushed myself to look for alternative organizations, both to meet people, and to make a difference. I applied to several opportunities and pursued them with determination and optimism. Fortunately, many of those opportunities worked out for me.”

“For months, I struggled to process what had happened to me; I was disappointed and angry.”

Zach learned about the Gordie Center soon after he left the chapter because his school uses Gordie Center educational materials, and he immediately called his parents to tell them about the work we do. He reached out to us and shared his story in the hope that we could amplify his message to help other students being hazed. He provided an audio interview about his experience that we have used on our social media and incorporated into the hazing prevention programs we give to students nationwide, including at UVA and at schools across the state of Virginia through the licensed curriculum we created to comply with Virginia’s anti-hazing law (Adam’s Law). His voice is a powerful addition that has strengthened our educational programs and has received praise from students and administrators. “I strive to share my story because I know that what happened to me happens to tens of thousands of kids across the country annually, and I want to inform the students who are considering any



sort of process that involves hazing that there are ways to walk away. Again, my goal is not to break down any organization, but it is, rather, to tell students that it is OK to not want to do things, and that under no circumstances should they feel trapped; there is always a way to walk away. I’d argue that walking away takes way more strength than being a sheep and kind of just staying in the group and having it happen to you. It’s never easy speaking up when you’re being hazed, but if you seriously are having trouble and feeling like, ‘What am I supposed to do?’ just talk about it. Just say something. You will feel a lot better. For students in a new member process, my advice is to remain open to as many opportunities as possible, but do not be afraid to listen to your body and your instincts if something feels off. Do not be afraid to say, ‘This isn’t for me,’ and remove yourself from the organization and the atmosphere. You don’t have to validate your decision to anyone, and you don’t have to become an activist against the organization if you don’t choose to be. In my case, I knew that Greek life provides an important network for some college students. It was not my goal to dismantle or destroy that institution that was serving some people well.” Zach’s mom has advice for parents whose students are going through a new member process: “Things are much more dangerous and extreme than

when we were in school. While it is tempting to brush off complaints and encourage kids to keep going, this is trauma, and it is illegal. Do not bury your head in the sand. Do not believe that ‘boys will be boys.’”

Zach still carries the mental and emotional scars created by the hazing he endured. “Most people think that the only signs of hazing can be showed on the outside — whether someone has a black eye, or someone has cuts on their face, or they’re bleeding, or they’re bruised — and people think that that’s the only sign that hazing has gone on. But a lot of it is just beneath the surface and really lies within the mental piece of who you are, and it stays with you for a sustained period of time and can seriously change the way you are as a person and harm you on the inside. And no one may ever know that. I changed emotionally and it not only negatively affected me, but it also negatively impacted those I was close to — my parents, my friends, and extended family.”

Through his work with the Gordie Center, Zach is empowering students to walk away from dangerous situations and encouraging current members of organizations to rethink their ‘traditions.’ “Hazing occurs in fraternities, sororities, random groups, sports teams. It happens everywhere and I don’t understand why it’s such a go-to, to harm other people to make them your equal? You don’t need to do that. It’s just not right. There are better ways to create a close group. Take the step further in trying to change the process within your organization. All it takes is a couple members to say, ‘Look at the environment we’re creating. I’m not comfortable with it, I know you’re not comfortable with it. Let’s try and change something here.’ For any new member process, focus on being their friend first, and the rest will follow. Focus on getting to know them and go from there. Don’t trick them and say, ‘We’re going to be your friends,’ and then make them miserable. Because that stays with them, and that process is just going to continue.”

Zach’s parents are extremely proud of their son, not only for the way he has handled

being hazed and recovering from hazing, but also for connecting with the Gordie Center to speak out against hazing. His parents share, “The Gordie Center is saving lives. Like preventative work of all kinds, when initiatives work, the success goes unnoticed, unreported, unpublicized. There is no way to measure the lives that would’ve been permanently damaged or lost without the knowledge and awareness the Gordie Center spreads. Personally, we are grateful that Zach’s involvement with the Gordie Center has given him a voice and a platform. He is very involved in every corner of college life (academic and student life), but his work with the Gordie Center is likely to be his proudest legacy from his college years. He will tell his kids about it one day. That means everything to him and to us.”

“The Gordie Center is saving lives. We are grateful that Zach’s involvement with the Gordie Center has given him a voice and a platform.”

Zach also feels strongly about sharing his experience through the Gordie Center. “Working with the Gordie Center will continue to be one of the defining aspects of my college experience. This work is extremely personal for me — it isn’t a resume builder or just another organization. It means a lot to help inform incoming students of the risks and possible outcomes due to hazing. All I want is for students to know what road lies ahead so they can make their own educated decisions. I do not want students to go through the horror I went through. I was fearing for my own safety, and my life, and no one else should have to endure that.” His mom concurs: “The hazing at college can be extreme; it is supported by alumni who endured it and survived, and now turn a blind eye themselves. Legacy can be preserved without hazing. The Gordie Center gives hope that the cycle can be broken.” ❁



Top 30 student answers to the question "What do you value about membership in your organization?" from 5,388 responses across 40 programs at UVA this summer and fall.

Effective Hazing Prevention Education

Student feedback drives updates

In 2022, the Gordie Center created and licensed interactive, evidence-informed hazing and alcohol overdose prevention programs for three groups: those who may join student organizations, current members, and their advisors. These programs assisted 16 Virginia higher education institutions in complying with Adam's Law, named for Adam Oakes, who died of a hazing-related alcohol overdose in February 2021 at Virginia Commonwealth University. This summer, we took the knowledge gained from presenting the programs to over 5,000 UVA students, as well as feedback from 15 other Virginia schools and focus groups with UVA students, to strengthen the programs for this academic year. Enhancements included creating scenarios for students to discuss how they

could change organizational hazing behaviors and adding audio clips from a student who experienced hazing in his first year of college (learn more about him in the profile on pages 6–11). Program evaluation indicated that the enhancements resulted in positive, statistically significant shifts in student attitudes, including being less likely to agree that hazing creates unity and more likely to agree that hazing causes lasting emotional harm. Most encouraging is that students were more likely to know how to stop hazing, compared to their responses at the pretest. These results highlight the Gordie Center's commitment to student engagement and developing effective hazing education that fosters a positive student culture where hazing is not tolerated. ✨

Presenting with Purpose

Educating and empowering audiences to prevent hazing and alcohol overdose

Educational programming is the Gordie Center's expertise, and our presentations are in high demand. We receive requests from around the country, and in the past 12 months, our staff gave 130 presentations to over 10,000 attendees! Whether in person or via Zoom, during business hours or on nights and weekends, we provide engaging and interactive experiences that give our attendees practical tools to create safer campus cultures. ✨



Carl facilitating discussion with a sorority chapter after a virtual viewing of HAZE.

"Thank you so much for that amazing presentation! I've gotten a lot of feedback on how our members really enjoyed the interactive aspect of the presentation; we have never had that type of experience in virtual programming."

—Sorority chapter after a presentation on hazing and consent



Wyatt facilitating the Hazing Spectrum activity for UVA students.



Susie teaching UVA Student-Athlete Mentors about standard drink measurements.

"Oh my gosh, it was super. As it always is. Thank you so much. I believe HAZE does a better job than anything at really hitting home about the PUBS signs of alcohol overdose. And that's what I need my students to have — the practical knowledge. Thank you again for the great work you're doing in the world."

—College administrator after a HAZE presentation



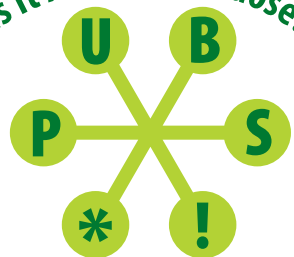
Gordie Bailey, 1986 – 2004

Save a Life. Make the Call.

Gordie Bailey was 18 years old and had been at college for less than 3 weeks when he was hazed by a fraternity and died from alcohol overdose. This year marks 19 years since his passing. His death was entirely preventable, as are all hazing and alcohol overdose deaths. These pages feature the faces of students who have died or live with significant health impacts because of hazing and alcohol overdose. We honor all these students and their families, as well as countless others, through our work — **work that is never done**. The Gordie Center’s outreach is critical to ending hazing, recognizing the signs of alcohol overdose, and preventing tragedies.

The Gordie Center encourages everyone to learn the PUBS signs of alcohol overdose, and to sign our Pledge to Check. Gordie’s story has saved countless lives with the simple message: **Save a Life. Make the Call**. Those who sign our pledge are invited to share how they will use the pledge in their communities, and we highlight a few of their responses here. ✿

Is It Alcohol Overdose?



Alcohol overdose can have any of these four PUBS signs:

- PUKING** while passed out
 - UNRESPONSIVE** to pinching or shaking
 - BREATHING** is noisy, slow, shallow, or has stopped
 - SKIN** is blue, cold, or clammy
- See even one? **Save a life. Call 911!**
 *UNSURE? Call Poison Control 1-800-222-1222



Sam Martinez
2000 – 2019



Ben Brennan
injured in 2021



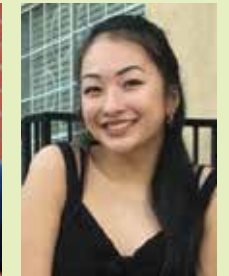
Carson Starkey
1990 – 2008



Christian Giammetti
1994 – 2015



Collin Wiant
2000 – 2018



Bea Castro
1999–2019

“I will educate and train my members around hazing prevention and risk avoidance.”

—Kappa Alpha Psi fraternity member

“I will use PUBS and encourage others to do the same.”

—Greenwich High School student (Greenwich, CT)

“I will use it to help prevent situations like Gordie’s.”

—University of Virginia student

How will you use your PUBS pledge in your community?

“I will help prevent others from being hazed.”

—University of Missouri student

“I will spread the word around hazing and alcohol overdose prevention as much as I can in our social and school circles.”

—Parent in Dover, MA

“I will talk about PUBS.”

—Adam’s City High School student (Commerce, CO)



Danny Santulli
injured in 2021



Tim Piazza
1997 – 2017



Adam Oakes
2001 – 2021



Antonio Tsialas
2001 – 2019



Bailey Broderick
2002 – 2021



Phat Nguyen
2000–2021

"I will spread prevention messaging to all students on campus!"

—Lake Forest College student

"Now that I know the PUBS signs, I will step in whenever needed."

—Heidelberg University student (Tiffin, OH)

"I will make college students aware of the PUBS signs."

—Parent in Clark's Summit, PA

"I will keep an eye out for the signs of hazing and alcohol overdose in my community."

—University of Washington student

"I will fight relentlessly to make a change in my community."

—University of Virginia student

"I will intervene when hazing is occurring!"

—University of Virginia student

"I will understand the PUBS signs of alcohol overdose and help those who need it."

—James Madison University student

"I will make sure to check for signs and never ever leave anyone alone knowing they've had too much to drink."

—University of Virginia student

"I will share PUBS to promote awareness and safety on campus."

—Tarrant County College, Trinity River campus student (Fort Worth, TX)

"I will make sure no one is being harmed from hazing."

—Delta Delta Delta sorority member

"I will help to educate people on the risks of drinking."

—University of North Carolina Asheville student

"I will encourage everyone to take the pledge along with me."

—University of Missouri student

"I will be able to see and know when wrong things are being done and feel comfortable reporting it."

—University of West Florida student

"I will help influence others."

—University of North Carolina Greensboro student



Max Gruver
1999 – 2017



Stone Foltz
2000 – 2021



Ryan Abele
1998 – 2016



Robert Tipton
1990 – 2012



Ryan O'Malley
2001 – 2022



Nolan Burch
1996 – 2014



Gracie Dimit
1999 – 2020



Harrison Kowiak
1989 – 2008



Noah Domingo
2000 – 2019



Lofton Hazelwood
2003 – 2021



Luke Tyler
2003 – 2023



James Gilfedder
2001 – 2021

"I won't be scared to get someone the help they need."

—University of Washington student

"I will lead by example and help the people around me make good choices."

—University of Missouri student

"I will quickly make a call for help if I see PUBS signs."

—University of North Carolina Greensboro student

"I will spread awareness of what PUBS is and to use it correctly — ask for help when needed, take action when needed."

—University of Virginia student

"I will see the signs and stop hazing before people get hurt."

—Alpha Delta Pi sorority member

"I will be an active bystander in any situation to help save someone's life."

—University of North Carolina Greensboro student

"I will make sure I say something if I see something."

—Lehigh University student (Bethlehem, PA)

"I will advocate for hazing prevention."

—Sigma Gamma Rho sorority member

"I will proactively educate new members in my organization about the PUBS signs and the dangers of drinking."

—University of Washington student

"I will use PUBS to save lives."

—University of Missouri student

"I will educate the high school students I work with."

—University of Virginia student

"I will spread awareness about alcohol misuse and hazing."

—Carmel High School student (Carmel, IN)

"I will help people at parties if they have PUBS signs."

—Greenwich High School student (Greenwich, CT)

Going the Extra Mile

A lifelong commitment to students and giving back

“Where are the students?” Dr. Joe Gieck posed that question to the National Collegiate Athletics Association (NCAA) when he attended their substance misuse education conference in the late 1980’s. “The conference was all doctors talking to us with slide decks. I asked where the students were, because they are the ones affected by substance misuse on their teams and by the policies that govern substance use. The NCAA said they’d never involved students before.” Joe, then head athletic trainer at the University of Virginia (UVA), and Dr. Susan Grossman, then director of UVA’s Institute for Substance Abuse Studies (which became the Gordie Center in 2010) had a reply for the NCAA. Joe and Susan met for lunch and on the back of a napkin, sketched out an idea for a conference. Patterned after the UVA tradition of student self-governance, the conference would bring student-athletes, athletics department administrators, coaches, and athletic trainers together to evaluate and update their policies and educational programs around substance misuse. When Joe and Susan went back to the NCAA with a formal proposal to create a substance misuse prevention conference that included student-athlete participants, NCAA leadership agreed to fund it the very next year.

That was the birth of the Gordie Center’s APPLE Training Institute, now in its 32nd

year and among the highest-rated educational offerings of the NCAA. Student-athlete involvement has been at the core of APPLE from the start. Gordie Center director Susie Bruce serves as the APPLE Director, with Joe serving as Founder and Co-Director. Joe has been a part of every single APPLE since its inception, elevating student-athlete voices and helping create healthier athletics department cultures at over 60% of all NCAA-member schools. In addition to APPLE, Joe was instrumental in starting the Student-Athlete Mentor (SAM) and life skills programs at UVA, where student-athletes serve their teams as internal resources on health and wellness issues, using skills developed through their training to support struggling teammates. A Gordie Center staff member has co-advised the SAMs at UVA for 34 years and the program has been replicated at numerous schools around the country.

For Joe and his wife, Sally, creating opportunities for student involvement, learning, and leadership is what drives them — for Joe through his career in athletic training and education, for Sally through her career working in an elementary school library, and for them both through their philanthropy. Joe says, “As a physical therapist, athletic trainer, and professor, my goal was to help each individual graduate and contribute to society. We ensured every team had community service projects

Left: Sally and Joe Gieck.

so that when they graduate, it's second nature for them to get involved." In their retirement, Sally and Joe dedicate a lot of time to nonprofit volunteering and financial support, including the Gordie Center. "We like philanthropy that teaches people to fish, and helps students achieve their goals. For us, giving is asking yourself, 'What legacy do you want to leave?' Everybody has been helped somewhere along the way, and it feels good to see the impact you are having," says Joe. Sally adds, "It's wonderful to be able to give back and make contributions to the community."

The Gordie Center's work — educating students about hazing and alcohol overdose, and empowering them to make positive changes in their organizations and in their lives — fits right in with Sally and Joe's philosophy. Joe recalls, "Because of the Gordie Center, all our SAMs receive education on alcohol misuse, and learning the PUBS signs of alcohol

overdose. Years ago, we had a player on one of our teams who drank too much and passed out, and her teammates didn't know what to do. The team's SAM used knowledge gained from her SAM training and ongoing education to get the teammate to the emergency room, which saved the student-athlete's life. After that experience, the team's SAM was so moved by her ability to make a lifesaving difference in the lives of her peers that she changed her major to counselor education so that she could continue helping students through a career as a public school counselor."

Sally and Joe firmly believe that the Gordie Center and their APPLE Training Institutes save lives by providing education and leadership that influence students throughout the rest of their lives. "With the emergence of technology, isolation has increased and interpersonal skills have decreased, which can increase hazing and substance misuse — because students may not

relate to each other," posits Joe. Hazing occurs more frequently on athletic teams than in any other type of club or organization, often beginning in high school or even youth sports. Joe would like to see the power trip of hazing be replaced by mentorship — leaders who create a helping atmosphere for students to improve their academics and their skills on and off the playing field. Joe says, "New groups of students come in every year — the Gordie Center is so important in high schools and colleges because of yearly ongoing education on the dangers of hazing and substance misuse. We must continue educating — education fills the gaps in knowledge that aren't taught at home or in high school. The Gordie Center and APPLE both do that for students."

Joe will be meeting with campus teams, sharing his wisdom with student-athletes and administrators, at our three 2024 APPLE Training Institutes. Sally is also on hand at APPLE, pitching in with Gordie Center staff, preparing materials for each school, and helping with whatever needs to get done behind the scenes to have a successful weekend. Joe is now Professor Emeritus of Sports Medicine in the School of Education and Clinical Orthopedics at UVA after retiring in 2005. He was inducted in the National Athletic Trainers Association Hall of Fame in 1990, is widely regarded as a sports medicine icon, and continues his work with APPLE because "I enjoy it. It is rewarding to continue to be involved and see it flourish." He adds with a sly smile, "And because you've never fired me." In the summer of 2023, Sally and Joe were visiting the University of Oklahoma (Joe's undergraduate alma mater), and he was talking to the health science dean there about this great substance misuse prevention program. The administrator looked at him and said, 'Oh, you mean the APPLE program?' It's those moments, realizing the nationwide impact of APPLE over more than 30 years, that solidify what Sally and Joe believe: "Hopefully we've elevated the knowledge to change lives. In the news, you only read about the students who die — you don't see stories



Susie and Joe at APPLE in 2012.

where someone called 911. You don't read about the students who are saved because they learned PUBS and go on to meaningful lives. That happens all the time because of APPLE and the Gordie Center — lives are influenced and lives are saved."

Sally and Joe give to the Gordie Center every year because they have seen the impact of Gordie Center programs. "APPLE teams get fired up and show *HAZE* on their campuses. Students call for help because they learn PUBS. The more you get students involved with things that affect them, the more successful you are. So many fraternities, sororities, and athletic teams have benefitted from the Gordie Center's educational programs. Parents, especially parents of UVA students, should be supporting the Gordie Center. Gordie Center programs save lives. If one life can be saved nationally, it is successful. People want to give when they can see their impact — there are reported cases of people whose lives have been saved and or changed because they've come to APPLE or in contact with the Gordie Center," Joe shares. For Sally and Joe, the life changing impact of the Gordie Center can't be overstated: "This is an organization that has quantitative data that shows, 'This is what happens when you have the education.'" ❀



Sally and Joe at the 2016 APPLE Training Institute, celebrating 25 years of APPLE.

APPLE Athletics

Promoting student-athlete wellness and substance misuse prevention

The Gordie Center's renowned Athletic Prevention Programming and Leadership Education (APPLE) Training Institutes are the nation's premiere event for substance misuse prevention and health promotion in collegiate athletics. Over the course of a weekend, student-athletes and administrators work in campus teams to apply the Gordie Center's comprehensive APPLE model to their college's environment to create an institution-specific action plan for student-athlete well-being. The National Collegiate Athletics Association (NCAA) has funded the APPLE Training Institutes since 1992, and over 60%

of all NCAA-member schools have attended APPLE at least once!

In March 2023, we hosted the APPLE Training Institute in Charlottesville, VA. The 2023 APPLE was attended by 20 NCAA-member schools, and it was a great weekend of learning and planning for the campus teams. We will host 3 APPLE Training Institutes in 2024: two NCAA association-wide Training Institutes in January (one in Charlottesville, VA, and the other in Newport Beach, CA), and an NCAA Division II-only APPLE in Orlando, FL, in late February. 🌸



APPLE
TRAINING INSTITUTE

Charlottesville, VA • March 17–19, 2023



Student-athlete participants enjoy attending APPLE.



Priya, Susie, Anthony, Carl, and Jill posing before they pack everything up on the last day!



The campus team from Roberts Wesleyan University (Rochester, NY).

Here's what APPLE participants had to say:

- 99% agreed that they gained ideas at the APPLE Training Institute that they will work to implement at their school.
- 99% rated the value of their team meetings as good or excellent.
- 99% rated the Training Institute as good or excellent.
- 97% thought they received appropriate assistance in building their campus action plan.

"I love that the core of APPLE remains so consistent over the years and really highlights so many ways for you to improve your processes and programs on your campus but allows for creativity and personalization of what works for us. I love the connections we make with other schools. I also really just love the emphasis on the student-athlete voice and engagement. It's important and this is a place where it happens so authentically." —Administrator

"This is one of the most valuable professional development programs I do. I appreciate the opportunity to bring students and staff members from other departments." —Administrator

"Thank you for everything! I was able to grapple with concepts in my field, solidify my professional values, and think critically throughout the entire weekend. I bonded with my team and I'll be forever grateful for this opportunity." —Administrator

"The best aspect of APPLE for me was how interactive it was. You can interact with other schools, you can interact with the presentations, you are not just sitting and listening. I also like that we create the action plans and bring things back to school." —Student-athlete

A new series from Pete Schuermann,
director of the original *HAZE* documentary

HAZED

SHATTERED TRUST


The Dark Side of Fitting In

1 2 3 4 5 6 7 8

**AN EIGHT PART SERIES
ON THE HAZING CRISIS
FACING OUR NATION**

Were you or someone you know hazed?
Share your story with us at
gordiecenter@virginia.edu for possible
inclusion in this project!

Want to support
this project?



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Hazing in Focus

New film project picks up where HAZE left off

Thanks to our spring 2023 campaign donors, our new educational film project, *HAZED: Shattered Trust*, is underway — with the same directing and producing team that created *HAZE*. In early October, the film crew traveled to Charlottesville to interview our staff, local community members, and students about how hazing impacts their lives and the ways in which they are working to combat it. The team is now creating a short proof-of-concept film to secure funding for the

larger project — a series of episodes focused on understanding how hazing practices vary by group type, uncovering the mental health impacts of hazing, and empowering viewers with steps they can take in their own lives to end hazing.

Want to support this film project? Email gordiecenter@virginia.edu to learn how you can help, or donate using the QR code to the left — simply type “*HAZED: Shattered Trust*” in the comment box on our donation page. ✨

“HAZE is saving lives, and this new project will expand upon the themes and messages in HAZE with a much deeper look at hazing and the mental health issues caused by hazing — and go further by providing tools to end hazing. We’re gearing up for a series of educational episodes, and you can help make this project a reality.”

— Pete Schuermann, director of *HAZE* and *HAZED: Shattered Trust*



Susie reviewing interview questions with *HAZED: Shattered Trust* director Pete Schuermann.



Ellie Schmidt, president of the Gordie Club and a student at UVA, being interviewed for *HAZED: Shattered Trust*.

Meet our Student Staff

We love our student assistants and interns!

Our student staff members have played a large role in reaching more students with our education and prevention messaging this year. We value their perspective and input on our efforts, and appreciate their passion for our mission.



Izzy Araojo is our Social Media Student Assistant, a position she has held since she began as a summer intern in 2021. Izzy manages the Gordie Center's social media accounts, creating and posting content and engaging with our followers — even while studying abroad in Italy for a semester last spring. She appreciates that her work at the Gordie Center feeds her creative side while also allowing her to contribute to keeping her peers safe and knowledgeable. Izzy is a talented artist and photographer and will graduate from UVA with a bachelor's degree in environmental science in May 2024.



Priya Batheja served as our APPLE Training Institute Graduate Assistant this past spring. She is a “Double Hoo,” having earned two degrees from UVA: a bachelor's degree in global public health in 2022 and a Master of Public Health degree in 2023. Priya is now in her first year of medical school at Virginia Tech, hoping to advocate for and support underserved and rural communities as a physician.



Sophia Pruett joined us this summer as our Graduate Assistant, focusing on hazing prevention and education. She is a 2022 graduate of the University of North Carolina with a bachelor's degree in management and society and a minor in women and gender studies. Sophia will earn a Master of Public Health degree from UVA's School of Medicine in December.



Wyatt Carter was our summer Hazing Prevention Intern through UVA's Internship Placement Program, and we hired him to stay on as a Student Assistant so he can continue to present hazing education programs to fellow students. Wyatt is a third year at UVA in the Frank Batten School, majoring in Leadership & Public Policy and minoring in German.



Emily Sarber was our summer Social Media Intern, also through UVA's Internship Placement Program. She is a second year at UVA on a pre-commerce track. When Izzy graduates in the spring, Emily will take over as our Social Media Assistant. She is excited to continue the work she started this summer to increase awareness through our social media accounts. ❁

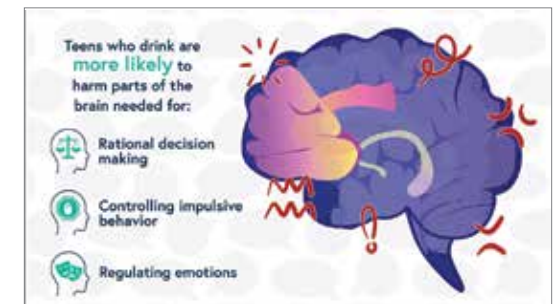
Partners in Prevention

Working together to create safer communities

At the Gordie Center, we believe we are stronger when we work together to elevate and amplify prevention messaging. We are honored to partner with many organizations to end hazing and substance misuse — here are a few examples of our partnerships in action over the last year:

- We partnered with The Antonio Tsiolas Leadership Foundation to create a short, animated video on the Signs of Healthy and Unhealthy Organizations to help students choose organizations that don't haze. [youtube.com/@gordiecenter](https://www.youtube.com/@gordiecenter)
- With grant funding from the Virginia Alcohol Beverage Control Authority, and in partnership with the Region Ten Community Services Board, we created six short, animated videos to help guide families in delaying the age of first alcohol use. The videos increase parents' and caregivers' motivation to have those sometimes-awkward conversations with their children. [youtube.com/@gordiecenter](https://www.youtube.com/@gordiecenter)
- We partnered with Game Plan, the leading provider of athletic development software in the country, to create three courses that educate student-athletes across the country on alcohol misuse and hazing. The courses on PUBS, Alcohol & Athletic Performance, and Standard Drink Serving measurements are available to over 875 athletic organizations on the Game Plan platform. ❁

Top to bottom: Image from “Signs of Healthy and Unhealthy Organizations” video; Image from “Alcohol & the developing teen brain” video; Ad for the “Alcohol & Athletic Performance” module on the Game Plan platform.



YOU MAKE IT HAPPEN!

Thank you! The Gordie Center would not exist, much less reach so many students with lifesaving education, without our incredible donors. To showcase the loyalty of our supporters, we have listed this year's 156 donors by their total number of giving years since 2010. Whether you are one of our 46 new donors this year or have given for 10+ years, we value you. Want to see your name on this list next year? Give a gift today!

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DONOR SPOTLIGHT

We love our supporters, and wanted to give a shout-out to Marlyn and Mike Fabrizio this year! Marlyn and Mike began donating to Gordie Center a few years ago because they connected with our mission as the parents of college students. They live in Virginia Beach and have 3 children, the youngest of whom is a 2nd year at UVA.

“As the parents of children who were involved in Greek life, we think it is incredibly important to support the Gordie Center. The Gordie Center provides much needed education focusing on the dignity of all individuals along with the prevention of hazing throughout college campuses.”

—Marlyn Fabrizio

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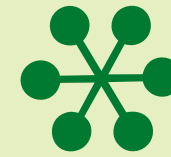
Gordie Center



Gordie Center's
Robert Tipton, Jr.
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UVA ROTC students participating in UVA's "Hoos Grateful" event this past spring, where students were able to thank donors like you for giving to the Gordie Center!



Celebrate your impact!

Just in the past 3 years, our donors have funded:

- ✿ 14 short educational videos about hazing and alcohol that schools, parents, and students can view, share, and use for free (check out our YouTube channel: youtube.com/@gordiecenter);
- ✿ free Gordie Center materials (our documentary film *HAZE*, our products that display the PUBS signs of alcohol overdose) for UVA, and for schools and families nationwide who otherwise would not have been able to afford this lifesaving education;
- ✿ low-cost prevention presentations given by Gordie Center staff to over 25,000 students at UVA and across the country;
- ✿ development of a hazing prevention curriculum to comply with Virginia's recent anti-hazing law (Adam's Law), used by UVA and 15 other schools in the Commonwealth to educate their students;
- ✿ fair wages for our student employees;
- ✿ compassionate outreach and connection by Gordie Center staff with families that have been impacted by hazing and alcohol overdose;
- ✿ initial funding for our *HAZED: Shattered Trust* educational film series project for high schools, colleges, and families that focuses on positive ways we all can combat hazing.

We don't take you for granted — you make the work of the Gordie Center happen!

Susie Jill Col Max Matthew



GORDIE CENTER

Department of Student Health & Wellness · University of Virginia

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