

Blog Post

[*Meta Description:* The Phoenix, an innovative fitness-focused sober living community founded in 2006, is poised to grow even more in coming years with investor support.]

Title: The Phoenix: Building Better Hopes for Addiction Recovery Through Fitness and Wellness

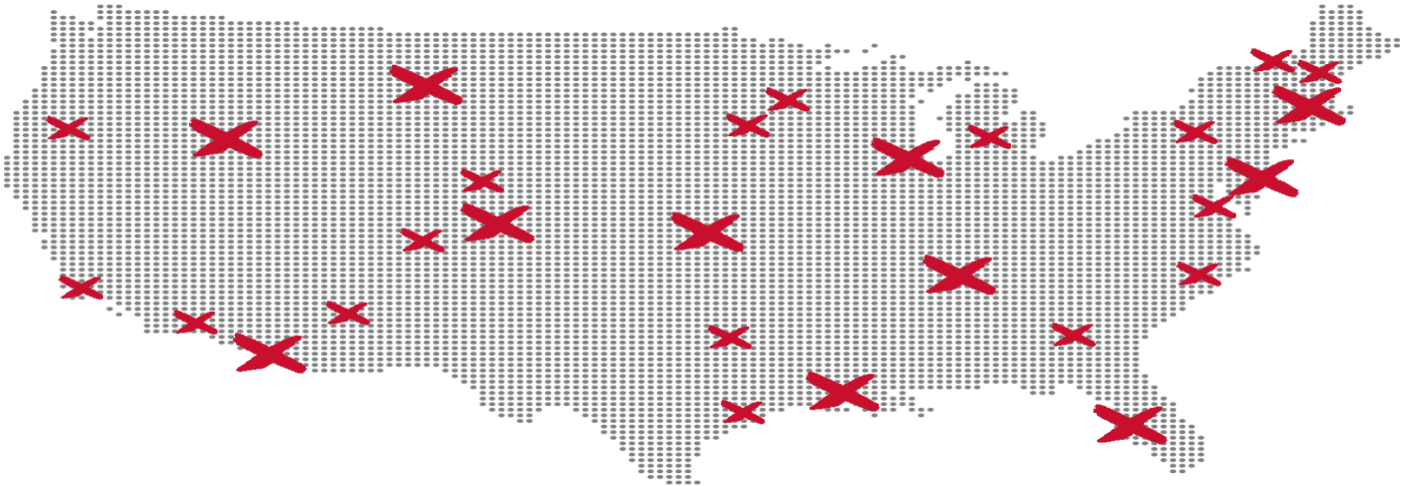


Photo Source: Google

Nonprofit fitness, wellness, and healthy activity-based group The Phoenix aims to continue to grow its multi-national sober community that is uniquely beneficial to its members. The group helps addicts and alcoholics maintain their sobriety through fitness, sober activities, social events focused on sober living, and what it deems “resilience and the transformational power of connection.”

The Phoenix, Bringing Hope to Alcoholics and Addicts for Well Over a Decade

In the 15 years since its founding, the Phoenix sober living collective has amassed active membership numbers somewhere between 60,000 and 70,000 in 30 states.

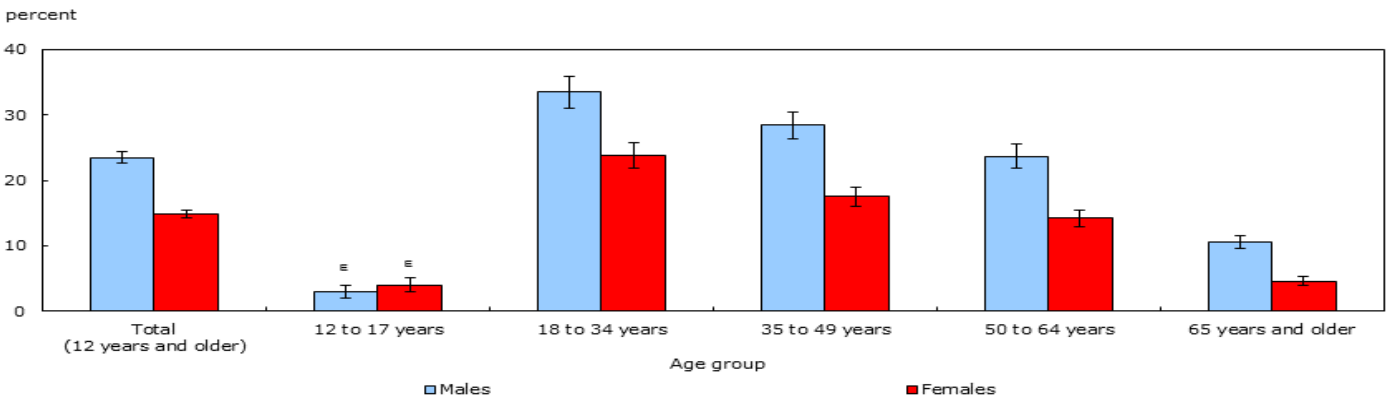


The Phoenix U.S. Locations
 Photo Source: The Phoenix Website

It recently made the news in a *USA Today* article featuring The Phoenix’s founder, Scott Strode, who created it in 2006. The organization is funded exclusively through grants and donations, which allows it to make the only fees that interested persons have to pay is to have 48 hours of sobriety under their belt.

The Phoenix recently expanded to Canada, which may be the start of a trend that sees the group grow to more international sites, according to a recent news article from crossfit news outlet Morning Chalk Up.

Chart 1
Heavy drinking, by age group and sex, population aged 12 and older, Canada, 2018



⊠ use with caution
Note: Heavy drinking refers to males who reported having 5 or more drinks, or women who reported having 4 or more drinks, on one occasion, at least once a month in the past year.
Source: Canadian Community Health Survey, 2018.

Using Kinetic and Social Activities to Maintain a Sober, Healthy Lifestyle

The Phoenix offers classes centered around fitness activities such as basketball, boxing, crossfit training, hiking, running, indoor rock climbing, ice climbing, mountain/road biking, skiing, snowboarding, snowshoeing, strength training, watersports, and weightlifting.



Photo Source: the Phoenix Website

Also available are classes focused on healthy living and activities, spiritual and mental wellness, and social interaction. Offerings include arts and crafts, book clubs, camping excursions, medication and mindfulness, yoga, music, dance, and sober social events.

The Realization of One Man’s Dream to Bring Recovering Addicts Together in Fitness

“I found hope on a mountaintop [ice climbing], and from that hope, I began to heal from my addiction,” recalls Phoenix originator Scott Strode on the company’s website.

Strode was stamped a CNN Hero in 2012, one of 10 heroes chosen that year for the honor, for coming up with the idea of the sober living network, then known as Phoenix Multisport, according to an interview.

“More than 23 million people over the age of 12 in the U.S. are struggling with addiction and need treatment. Of those, only about 10% get treatment,” noted Strode back then.



Scott Strode – Photo Source the Phoenix Website

“We also further financially help the rehabilitated children’s academic education and help them to pursue their further studies as they want,” added Strode.

“We’re losing far too many of our loved ones to drug and alcohol use. When you add prescription drugs and illicit drugs and alcohol, we lose someone every four minutes to addiction...We just know it’s so important to answer the call and be there for folks if they’re asking for help,” said Strode in Wichita, Kansas a year ago, opening a new the Phoenix gym.

The Phoenix is the breakthrough fitness-sobriety innovation brainchild of Strode. With help from investors like private philanthropists like the investment company Stand Together Foundation, it is poised to grow even more in the coming years.

A Unique Sober Life Community Continues to Change Minds and Lives Everywhere

The Phoenix frequently holds events geared toward sober living across the continent.

On Friday, November 2, 2021, the Phoenix held a panel discussion co-hosted by Spin Magazine and Stand Together Foundation at musician Machine Gun Kelly’s Cleveland, Ohio coffee shop 27 Club Coffee, according to the group’s Facebook page.

“Our founder [Scott Strode] discussed the importance of movement, mindfulness, and being where you are. We’re grateful to share in this important dialogue, which helps to fuel this movement and eliminate stigma,” said an anonymous the Phoenix-er.



Source: Google

One of the Phoenix’s most essential mantras is to fight to reduce the stigma that still exists in society around drug and alcohol addiction and those who struggle with it. For many, even admitting that they have a problem can be very difficult to do, much less seeking help.

The group can often be found sporting “Sober” and “Stronger than Stigma” tee shirts.



Photo by Duane Prokop via @spinmag

The Phoenix fully acknowledges that fitness and exercise-based activity alone cannot substitute for sober groups of like-minded individuals interconnecting with each other, often via sober activities that include fitness, one recent blog by the Phoenix says.

The Phoenix Goes Virtual: The Sober Pack Goes Beyond In-Person Recovery to Focus on Virtual Recovery to Face a New and Dangerous Global Health Crisis

In March of 2020, Phoenix officials were quick to respond to the coronavirus global health crisis by going online. The Phoenix quickly introduced a mobile app to offer virtual classes and a platform for online users that month, when the pandemic finally reached the U.S.



Photo source: Google

“We assumed for a long time that in-person connection was required,” said Chris Hoppe in May of 2020. Hoppe is an instructor with The Phoenix. Hoppe leads virtual fitness training as well as content for online fitness-based classes the group now offers on both the app and desktop/laptop platforms. The courses can range in number from one to eight each day.

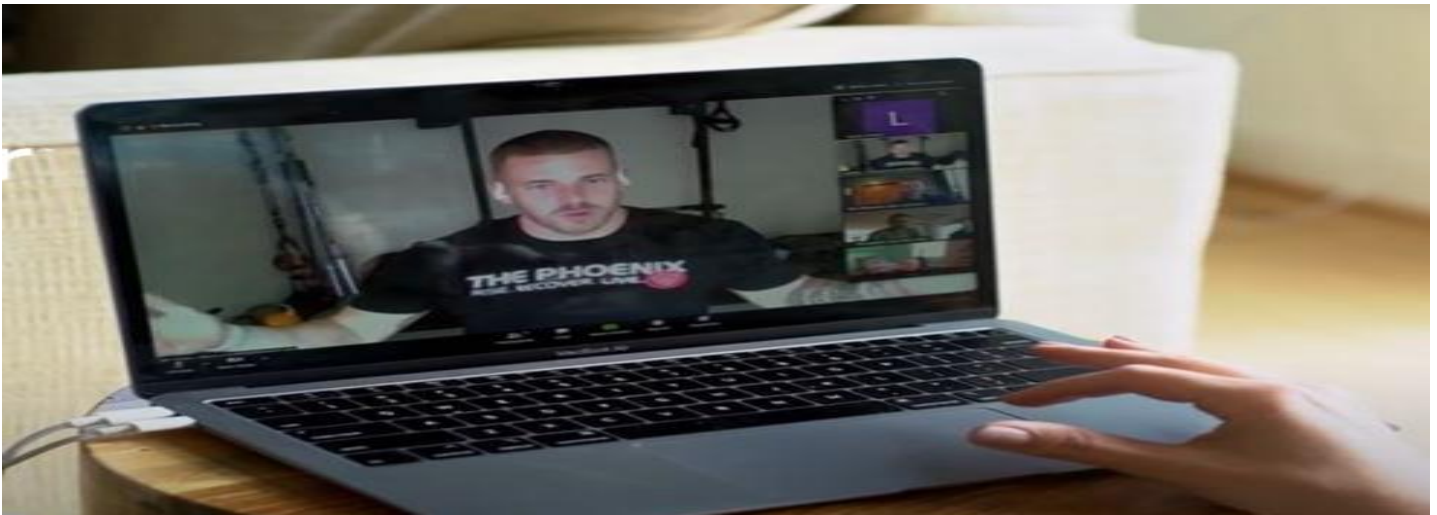


Photo Source – Stand Together

“The big surprise was that it doesn’t need to be the same [for virtual recovery programs]. For a lot of people, this level of connection is enough,” finished Hoppe.

“We have brought [our] programs to thousands,” said Strode at the time. “Now we can bring our virtual program to millions and provide a model for others.”

The Phoenix stayed committed to helping those struggling with addiction as the crisis continued. In a fact sheet released in July of 2021, the Substance Abuse and Mental Health Services Administration (SAMHSA) included the Phoenix in a list of about 50 virtual recovery resources to help alcoholics, addicts, and loved ones seek help for substance-related issues during COVID-19.

The Phoenix Will Continue to Awaken a Massive Social Movement in the Future

The Phoenix Executive Director & Founder Scott Strode, in the group’s 2020 annual report, finished a letter addressing the organization and public by looking to the future of the sober living community:

“It is with sincere gratitude that I thank you for your support over this past year. Our adaptation and growth were made possible by our friends, partners, and donors who believed in our vision...We are igniting a social movement that breaks down barriers to recovery and gives all people hope,” he ended.

Sources:

<https://thephoenix.org/>

<https://www.usatoday.com/story/sports/sportskind/2021/10/08/free-gym-the-phoenix-addiction-changing-lives/6049478001/>

<https://morningchalkup.com/2021/10/10/the-phoenix-expands-to-canada/>

<https://www.cnn.com/2012/11/22/health/cnnheroes-scott-strode-interview/index.html>

<https://standtogetherfoundation.org/investments/the-phoenix/>

<https://www.kwch.com/2020/10/02/new-wichita-gym-focuses-on-addiction-recovery/?fbclid=IwAR1rde4khQttizTl9c6WA2zZhJY0-uxd8CN8a0-b SeS9bj8ZWFwIPilyuw>

<https://www.facebook.com/thephoenixnational/posts/2414219362046832>

<https://www.samhsa.gov/sites/default/files/virtual-recovery-resources.pdf>

<https://stndtgthrstgng.wpengine.com/2020/06/05/combating-isolation-and-addiction-with-virtual-workouts/>

<https://thephoenix.org/blog/why-its-important-to-maintain-community-after-sober-living/>

<https://thephoenix.org/app/uploads/2021/06/The-Phoenix-2020-Annual-Report.pdf>