



8-FOR-8 CHALLENGE

**BENEFITTING MENTAL HEALTH AND
ADDICTION COUNSELING**

Dr. Robert Horne

MDiv., NCC, ACS, LPC, CSI, LCAS, ICAADC, MAC





THE 8-FOR-8 CHALLENGE IS ABOUT MORE THAN ONE RIDE—IT'S A CALL TO ACTION.

It raises awareness, builds connections, and brings hope to the communities that need it most. Dr. Horne invites Counseling professionals, students, stakeholders, and community members to contribute to the NBCC Foundation. He hopes that each person will **ask eight others** to do the same, creating a ripple effect of support that can fully fund the scholarship. Every donation is tax-deductible, and 100% of contributions directly support the NBCC Foundation's Scholarship Program.

The scholarship funded through the 8-for-8 Challenge is an investment in the future of mental health services. By supporting a Counseling student who commits to working in a rural or military community, the scholarship ensures that rural and military communities across the United States have access to qualified professionals who can address mental health and addiction issues.

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“One of the reasons we ride is to let people know they aren't by themselves, no matter their situation. There's still hope. There's still help.”

Dr. Horne



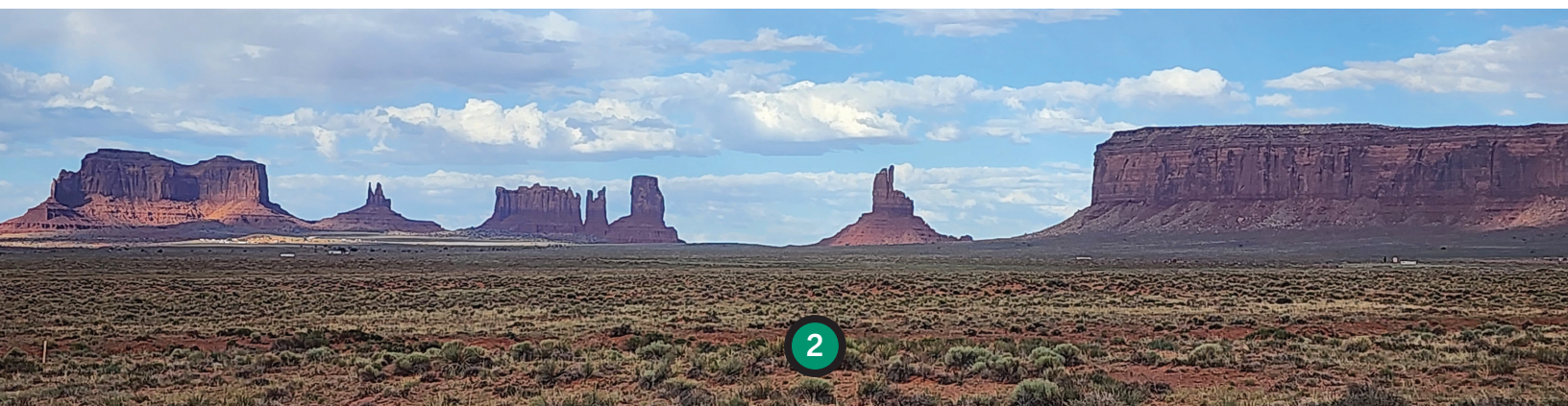


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Rural and military communities across the United States face significant barriers to mental health care. Geographic isolation, lack of resources, and the stigma surrounding mental illness and addiction make it difficult for people to seek help. For military families, the challenges are even greater. Post-traumatic stress disorder (PTSD), anxiety, and substance use disorders are common struggles, but services to address them are often out of reach.

From Winnemucca, Nevada, to Tok, Alaska, many communities lack mental health resources, leaving individuals to face these issues alone. The 8-for-8 Challenge aims to change that by funding a Counselor who will serve these regions, bringing hope and healing where it is needed most.

“ Substance use and behavioral addiction have become everyday problems. That’s sad for me because we have the technology and the ability to assist and minimize the negative impact of drugs. Instead, more and more people are dealing with addiction, especially in small communities. ”



8-FOR-8 CHALLENGE ROUTE MAP



Length:

13,000 miles

Origin:

Greensboro, North Carolina

Destinations:

Pittsburgh, Chicago, St. Louis, Phoenix, Oklahoma City, Albuquerque, Santa Monica, Phoenix, Dallas, Birmingham, Atlanta, Charlotte

Mission:

Raise \$8,000 to fully fund a scholarship for a master's-level Counseling student who commits to serving in rural or military communities across the United States post-graduation



ABOUT DR. ROBERT A. HORNE

Robert A. Horne has committed his life to serving others and strengthening communities through his service and leadership. From his years as a commissioned officer in the United States Marine Corps to his service as a Counselor Educator and Counselor who prepares his students to serve communities across the United States, Dr. Horne has leveraged his service to positively transform the world.



Dr. Horne is a retired Assistant Professor of Counselor Education and the former Director of the Addiction Studies Certificate Program at North Carolina Central University. Dr. Horne currently provides Counseling as a clinician in private practice, and he serves the profession as an NBCC Foundation mentor and as a Fitness for Practice Evaluator for the North Carolina Board of Licensed Clinical Mental Health Counselors. Dr. Horne has previously served as Chair of the NBCCF Fellowship Program (MFP) Doctoral Advisory Council and as a subject matter expert for the International Credentialing and Reciprocity Consortium.

Dr. Horne holds a PhD in counseling and counselor education from North Carolina State University, an MA in agency counseling from North Carolina Central University, and a Master of Divinity from Duke University.

Dr. Horne holds the distinctions of NBCCF Fellowship Program (MFP) Fellow, Substance Abuse and Mental Health Services Administration Fellow, and the first recipient of the NBCC Bridging the Gap Award for Lifetime Leadership. Dr. Horne has made powerful contributions to the understanding of the African American male experience with mental health services through his scholarship and research, and he has contributed to the professional discourse around addictions and substance use disorders through international and domestic presentations. His research and publications focus on African American male identity development and sustenance; behavioral and substance addiction; and spirituality, stress, coping, and cultural trauma. Dr. Horne actively engages in conducting national and international workshops, trainings, and webinars.

HAVING FUN AND HELPING OTHERS



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