



40

YEARS OF
LISTENING

2025 IMPACT REPORT



Teen Lifeline

When Arizona called TEEN LIFELINE ANSWERED.

In 1985, Arizona ranked 2nd in the nation for teen suicide. For leaders like Executive Director Michelle Moorhead, who in 1986 worked for a local health organization, the crisis wasn't abstract—it was in their schools, their families. So they built Teen Lifeline: **a crisis hotline for teens, answered by teens.**

Forty years later, Arizona's teen suicide ranking fell to 18th—proof that the suicide prevention work we do saves lives.



Training 1990



Training 2025



1986

Our hotline began as a school program at **Central High** (Phoenix).

1991

The hotline **expands statewide** with a toll-free 800 number.

1999

Teen Lifeline receives its **501(c)(3) nonprofit** status.

2000

September marks the first ever **Teen Suicide Prevention Week**.

2003

We become the **first teen peer hotline accredited nationally.**

2004

Presents **first Community Lifeline Award** at our gala to **Alfredo J. Molina**.

2012

Joins social media, bringing mental health education online.

2015

Texting added to hotline; **ID Initiative** starts in PVUSD.

2017

Started our **Theory of Change** which measures impact to guide our decisions.

2019

Launches **Messages of Hope**. **Mitch Warnock Law requires AZ schools train staff** in prevention.

2020

As an essential service, **extends textline hours during pandemic**; calls & texts increase 30%.

2021

Supports **ARS 15-160**, requiring high schools to include hotline info on their student IDs.

2022

Over half a million students carry our hotline number on their school ID.

2023

After development, we **launch Caring Contacts**, peer support for teens after psychiatric crisis.

2024

PR, social media, and awareness campaigns reach nearly **20 million people**.

2025

Opens a **second office in Tucson**, with its own hotline number and teen volunteers.



Teen Lifeline

1986

our mission

2026

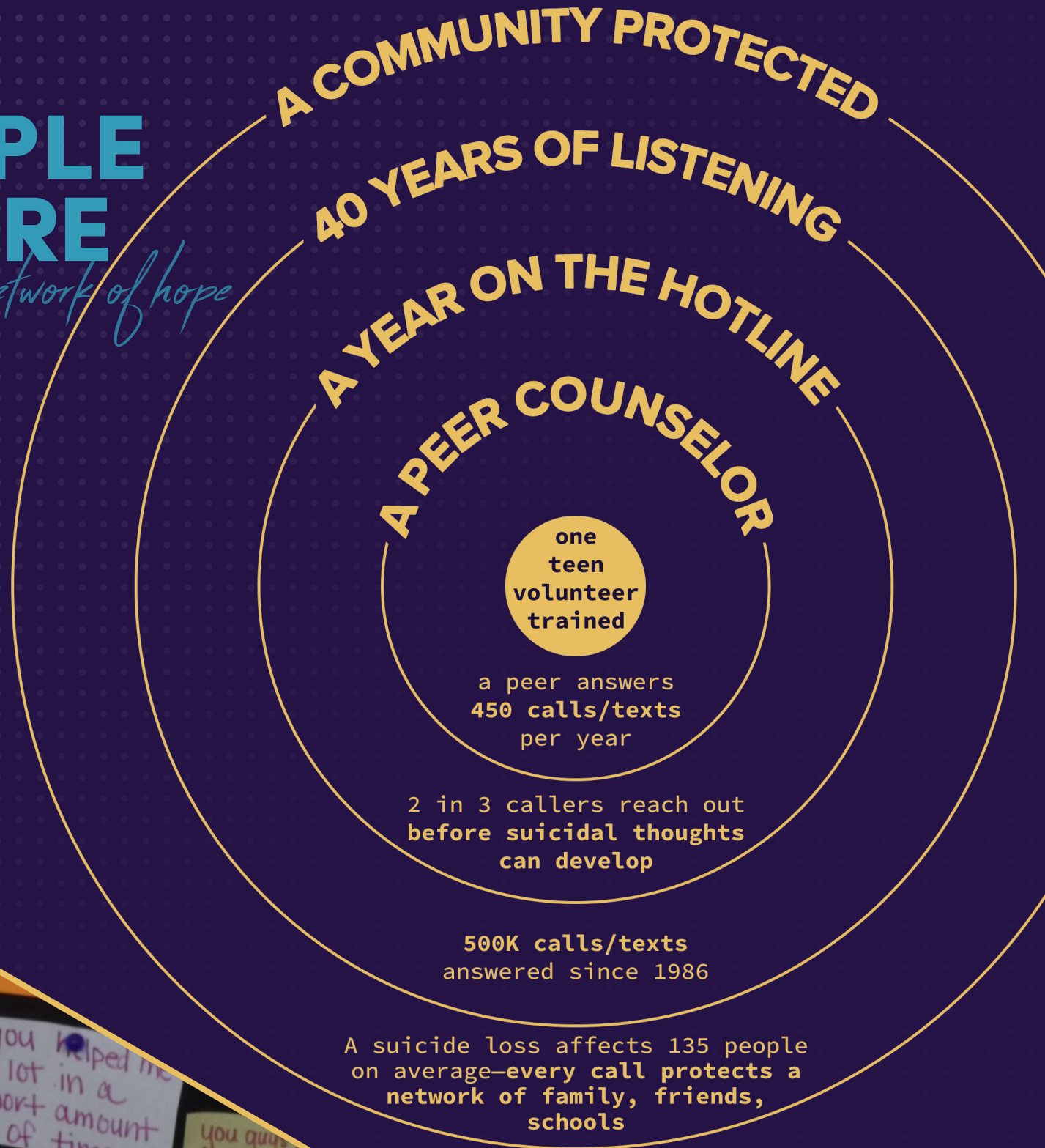
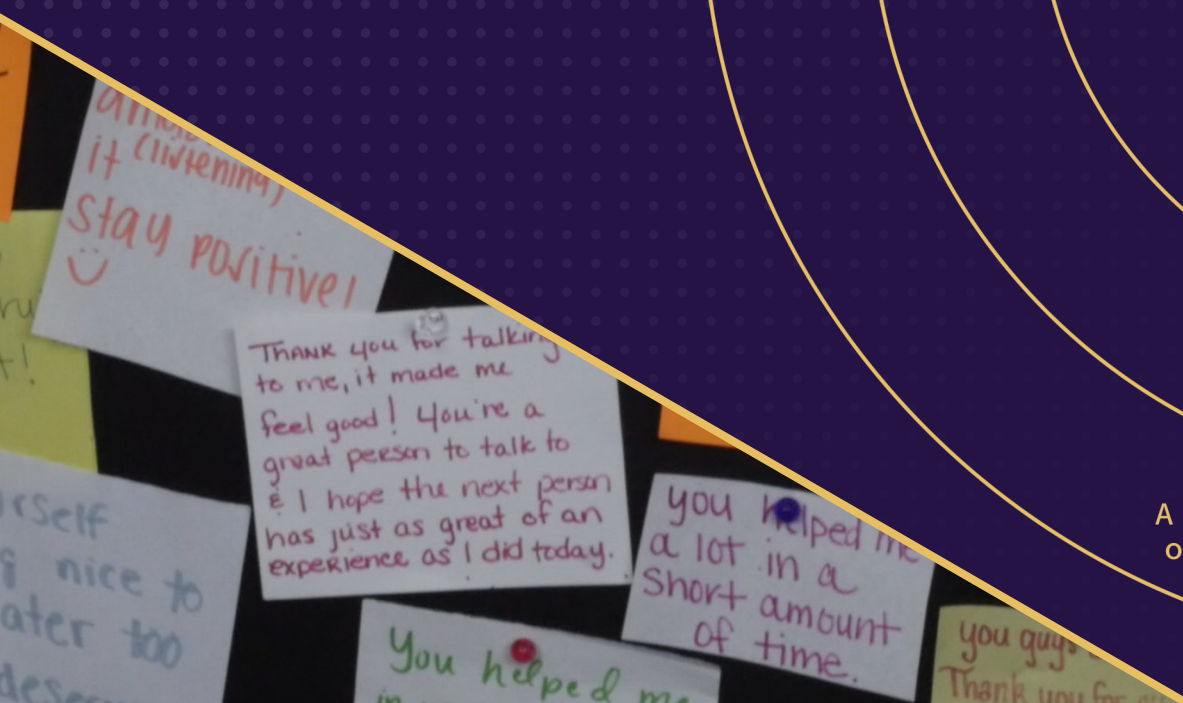
To provide a safe, confidential, and crucial crisis service where teens help teens make healthy decisions, together.

To prevent teen suicide in Arizona through enhancing resiliency in youth and fostering supportive communities.

EVERY RIPPLE STARTS HERE

one call, a network of hope

A single teen picking up the phone doesn't just help one person. It ripples—through families, schools, communities—until 40 years of those calls have reshaped Arizona.





HOTLINE

teens helping teens

A teen calls Teen Lifeline, nervous about opening up to a stranger. But the voice on the other end isn't a stranger—it's a teen just like them. By the end of the call, they've identified what they can do to feel better and who in their life they can turn to.

Teens call and text about anything from a rough day at school to thoughts of suicide—they decide what crisis means to them. Friends and parents reach out too, learning how to support the teens they love.

Of every call and text, **1 in 3** comes from a teen considering suicide. All take away the same message: you're not alone.

500,000
calls & texts
answered since 1986

96%
feel better
immediately
after calling



LIFE SKILLS

helpers for life

Not many teens can say they've saved a life, but peer counselors at Teen Lifeline can. After 80+ hours of training in communication skills and crisis de-escalation, they answer calls and texts from teens like them facing anything from everyday stress to thoughts of suicide.

Those skills don't stay on the hotline. Peer counselors carry them into their own lives—navigating conflict, supporting friends, building resilience. They become adults who listen, show up, and better themselves and their communities.

since 1986

2,250 teens X 80 hours = 180K+ hours

trained to be
counselors

training for
each teen

of training minimum
before their first call!



"I became a peer counselor because I wanted to give other teens a place where they can find hope. And I stayed because I've also found that space for myself."

— Cal, teen peer counselor

NOW



TUNE

2020s peer counselor

“I found my reason to stay.”

Tune first heard about Teen Lifeline at a workshop in her freshman world history class. She didn't forget it—the moment she had her license, she drove herself to volunteer.

That was a year ago. Since then, she's been one of the hotline's most consistent and dedicated volunteers—showing up for callers and fellow volunteers alike.

Next year, Tune heads to college to pursue a career in the helping profession, inspired by her volunteering here.

THEN



JULIE

1990s peer counselor

Volunteering at Teen Lifeline set me on my path to becoming a psychologist.

As a parent & a psychology professor, I appreciate the service that Teen Lifeline provides. Being able to connect with peer counselors and, through them, a variety of resources is essential.

Julie grew up in Phoenix and volunteered at Teen Lifeline in the 1990s while attending Xavier College Prep. It was through her peer counselor experience that she first became interested in psychology.

She went on to earn her PhD from Stanford and build a career as a researcher and professor. Today, she chairs the Psychology Department at Glendale Community College—**teaching the next generation of students the same discipline she learned to love as a teen.**

PREVENTION

awareness + education



A teen in crisis needs someone to turn to. Prevention makes sure that someone is there.

Our prevention education and outreach programs equip the people in teens' lives—teachers, parents, counselors, friends—with the knowledge and skills needed to recognize when a teen is struggling and connect them to help.

Through classroom workshops, trainings for school staff, and community outreach across the state, Teen Lifeline **builds networks of support around teens before a crisis begins.**

In 2025, **prevention efforts reached over 400,000 people** statewide. When a community knows how to show up for its youth, the cycle of risk and fear becomes one of resilience and safety.

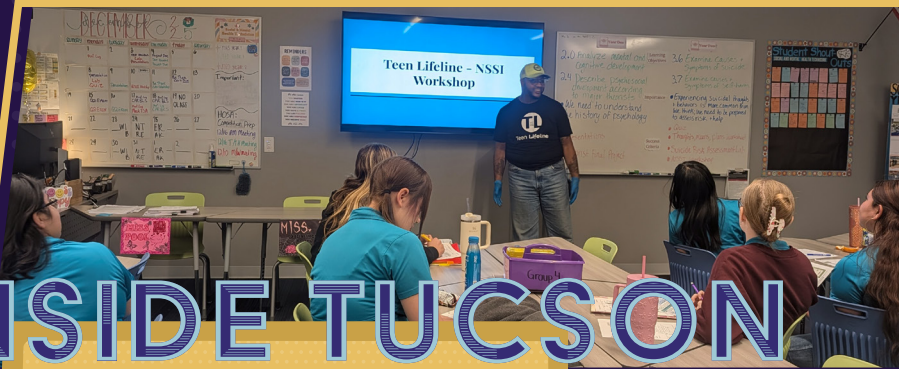


now available!

Support Teen Lifeline whenever you drive. Arizona's one-and-only teen suicide awareness specialty plate is now for sale: teenlifeline.org/plate



INSIDE TUCSON



520-327-8336 (TEEN)

As of 2025, Southern Arizona has its own dedicated hotline number, answered by peer counselors in their area.

We've already **trained about 20 Tucson teens** who are helping peers on the hotline!

While our Phoenix headquarters has been serving youth statewide for decades, it's important for communities to feel **supported from the inside**, by people who live in their area.

In 2022, Teen Lifeline led a survey and found Tucson area youth had thoughts of suicide **three times more frequently** than the average AZ teen. That's why we built a second site in the heart of Tucson. Now, our Tucson office is fully staffed and calls are answered by Southern Arizona teen volunteers.

Learn more at teenlifeline.org/tucson



SPREADING AWARENESS

When teens need hope, they turn to each other—and to Teen Lifeline.

Messages of Hope

Warning signs of suicide:

When someone is thinking of suicide, they may...

FEEL	THINK
Sad, empty, or hopeless for weeks	Trapped, out of control, feeling apart
Mood swings, angry outbursts	Can't focus, brain fog, forgetful
Sudden unexpected cheer/calm	Creates art/writing about death
Unexplained aches	Thoughts of suicide or giving up
ACT	SAY
Big sleep/eating/hygiene changes	Talks about death, dying, <i>except</i>
Withdraws from friends/activities	"Everyone's better off without me."
Declining school performance	"I don't want to be here."
Gives away favorite things	Says goodbye unexpectedly

Learn to ID supports.

87% of Teen Lifeline workshop attendees were able to identify sources of support* in their lives.

9%	32%	54%
1 skill	2 skills	3 skills

*Attendees were able to identify resources they rely on after a workshop. It includes hobbies, passions, friends, family, and coping skills.

In 2025, Teen Lifeline reached **172 MILLION** people through earned media

ORGANIC REACH IN ACTION

When a teen in crisis asked TikTok who to call, dozens answered: call Teen Lifeline. The comments became a **referral network**, and hotline contacts spiked for weeks.

talía
Text Teen Lifeline! They answer asap and they're actually your age

jay
call teen lifeline trust

livvy
try teen lifeline mi they have done wonders for me!

does anyone have any experience texting 988? can anyone tell me anything about it before i text



For the 7th year in a row, Teen Lifeline partnered with Arizona high school student-athletes to carry a message of hope directly to their peers—on the field, in the halls, and online.

Because teens look to teens when they need hope.

100%

of student-athletes followed through on posting their PSAs—because **this matters to them.**



"I am so grateful to be a part of this movement—it is truly changing lives!"
— Dezirae Torres, senior at Desert Edge High

CONNECTIONS
OF HOPE

Be the Light

HELD FRIDAY, OCTOBER 3, 2025
AT OMNI SCOTTSDALE RESORT & SPA

HONOREE DANNY SHARABY



As the founder and president of Tickets Unlimited, he spent decades connecting people to once-in-a-lifetime experiences and supporting youth.

CHAIR BONNIE LOVE



Bonnie Love is a devoted mother and a heart-led leader whose work spans real estate, wellness, and philanthropy. She leads with passion and grace.

On October 3rd, more than three hundred guests gathered at the Omni Scottsdale Resort & Spa at Montelucia for a singular purpose: **to be a light for Arizona's struggling teens.**

Throughout the evening, lights shone from every corner—from honoree Danny Sharaby's years of quiet generosity, to Event Chair Bonnie Love's heartfelt leadership, to the teen volunteers' stories, and music about finding and giving hope.

YOUR GENEROSITY RAISED

\$650,000

TO GIVE TEENS HOPE

Your generosity:

- Keeps the peer crisis hotline operating 24/7/365, answering tens of thousands of calls and texts each year.
- Trains teen volunteers through 80+ hours of intensive life skills development, building the resilience that transforms them into peer counselors and community leaders.
- Enables comprehensive prevention efforts: free mental health and suicide prevention education, awareness campaigns like Messages of Hope, and community partnerships equipping families with life-saving resources.

LEARN MORE: [TEENLIFELINE.ORG/GALA](https://teenlifeline.org/gala)



FIRETAG GOLF INVITATIONAL

112
golfers

\$100K
raised



title sponsor

In 2005, the Teen Lifeline community gathered to honor the memory of a friend and our first Board President, **Jules Firetag**. Twenty years later, over a hundred golfers banded together for Teen Lifeline's **20th Annual Firetag Invitational** in support of Arizona's teens. Funds raised will go on to save hundreds of teen lives.

Special thanks to Event Chair Jeff Kauk, Honorary Chair Lanny Lahr, and our golf committee: Nick Warner, Matthew Moorhead, Dylan Figlo, Corey Bleich, and Aaron Bata.

2ND PLACE
Decent Startup

1ST PLACE
CNC PROS

3RD PLACE
Mission Grove

FINANCES

- 2025 -

INVESTMENTS

HOTLINE + CARING CONTACTS	LIFE SKILLS	COMMUNITY EDUCATION	TUCSON	SUPPORT SERVICES
\$568,833 (32%)	\$238,030 (13%)	\$478,780 (27%)	\$217,150 (12%)	\$296,759 (16%)

\$1,799,553 invested into teen suicide prevention

REVENUE

EVENTS	GRANTS	INDIVIDUAL	IN-KIND + OTHER
\$614,263 (40%)	\$408,616 (27%)	\$287,344 (19%)	\$213,265 (14%)

\$1,523,488 raised by you to save teen lives

Learn more at teenlifeline.org/finances

2026 BOARD OF DIRECTORS

President Drew Davis Taylor Perkins
Vice President Jim Lloyd Lori Turner
Secretary James Maguire Meghan Vicchio
Treasurer Randy Ek
 Nick Arambula **- emeritus -**
 Noah Barrasso John Amidon
 Aaron Bata Gil Rodriguez
 Chris Bird AJ Stockwell
 Jeff Kauk Amy Vogelsson
 Lauren Keeton Marcia Zielinski

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 David Allred Mandy Purcell
 Lorry Bottrill Katie Raml
 Lana Breen & Britt Sanchez Sissie Roberts Shank
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 Irene Clary Danny Sharaby
 Jeff Fields Bonnie Love
 Larry Fitzgerald, Jr. Melissa Costello
 Derrick Hall Darlene Santore
 Erik Olsson Jen & Travis Reid
 Bill Pope



You've supported Teen Lifeline for 40 years.

HELP US BUILD THE NEXT 40 YEARS OF HOPE

WAYS TO SUPPORT TL

help us save teen lives

- ▶ **DONATE** → [TEENLIFELINE.ORG/DONATE](https://teenlifeline.org/donate)
Card, check, cash, online, crypto, stocks, or DAF
- ▶ **FUNDRAISE** → [TEENLIFELINE.ORG/3RDPARTY](https://teenlifeline.org/3rdparty)
Host a community event or social media fundraiser
- ▶ **GIFT MATCH** → [CHARITY OF CHOICE AGENCY #707273](#)
2x the impact—match donations or employee giving
- ▶ **IN-KIND** → [CONTACT US](#)
Services, supplies, gifts, venues, and auction items

In 2025, the Teen Lifeline community raised over \$1.5 million for the programs behind our suicide prevention work. Thank you all for your steadfast support throughout the years!

Your donation may qualify for a dollar-for-dollar state tax credit! Claim when filing for 2025:

SINGLE
\$495

JOINTLY
\$987

* For 2026, this credit increases to \$506 & \$1,009!



SPECIAL THANKS to **Chick-fil-A on 16th St & Camelback** for donating food throughout the year to our Life Skills Development trainings!

IN MEMORY OF TRIBUTES

- | | | | |
|------------------|----------------------|------------------|---------------|
| A.J. Snyder | Brendan Sheehan | Ethan Dukes | Mitch Warnock |
| Allen Cohen | Cheryl Lee | Hunter Huish | Tim Walsh |
| Amber Rosenof | Cotesy Arrieta | Jules Firetag | Violet Lopez |
| Anita Stack | Courtney Lynn Ruhter | Kristen McKinney | Zoey Hancock |
| Austin Graf | David S. Kandell | Liam McGowen | |
| Brandon Campbell | Dustin Iverson | Marshall Mathew | |

IN HONOR OF TRIBUTES

- | | | | |
|---------------|---------------------|------------------|-------------------|
| AN | Dr. Trisha Lavigne | Lilia Kummerer | Nikki Kontz |
| Chase Kirtley | Jacob and Andy | Lyman Akers | Nora Dillon Jones |
| Danny Sharaby | James P. Maguire IV | Marcia Zielinski | Susan Stilwell |

Thank you

\$100,000+

Thunderbirds Charities
Gila River Indian Community

\$50,000-\$25,000

John & Zelda Grubb
Charitable Foundation
Mobile Mini
The Ibis Foundation
Shannon and Paul Turcotte
Lana Breen and Britt
Sanchez
Alfredo J. Molina, Molina
Fine Jewelers*
Denise and William
Jordan, ATD Precision
Manufacturing
Board of Visitors
Cynthia and Jeff Roths
Garcia Family Foundation
James A. Rae Charitable
Trust
Penny & Robert Sarver
Charitable Foundation

\$24,999-\$10,000

Pima County Health
Department
Amy and Andrew Marc Cohn
Jerry Moyes*
Burton Family Foundation
Lauri and Eric Termansen
Valley Toyota Dealers
Hillary and Sean Walsh
Mandy Purcell

City of Tempe
Jennifer and Dan Biello
Bob Lavinia
David Allred
Nicole and David Bywater,
Bywater Charity Fund
Irene and Andrew Clary*
Stephanie and Ryan Sandell
Erik Olsson, Olsson Family
Fund*
David Cohen
Blue Cross Blue Shield of
Arizona
Brent Grosso
Judy and Frank Buonauro,
Michael Buonauro
Foundation
Lori and Douglas Davis
McDaniel Family Foundation
META
Moreno Family Foundation
Sharon and Ralph Kaiser
The Cha-07C Foundation
Trust
Tony Calvis
William & Ina Levine
Foundation

\$9,999-\$5,000

Michelle and Jeff Moorhead*
Ambassador Don Tapia
Brooke and Dylan Figlo,
Decent Startup
Adiba and Marc Wichansky
John Luoma Charitable Trust
Taylor Perkins

Jenna and Danny Sharaby
Mark Shelby
Sam Sciotto and Laurén
Hart*
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Furniture*
Mike Moore, Bolt Forward*
Melissa and Dan Costello*
Phoenix Suns
Dominique Dady
Chef Beau MacMillan
Jason Richardson, Bad
Birdie*
Marcia and Richard Zielinski
Linda Schmidt
Cynthia and Randy Ek*
Spellman Charitable Fund
Arizona Diamondbacks
Chasse Building Team*
City of Glendale
City of Peoria
City of Tolleson
Cindy and Dave Sciotto
John Fleck, Fleck Family
Foundation
John Imbt
John Kelly, Dinan &
Company
Kimberly & Andrew
MacDonald
My Home Group*
Leslie and Kristen Lane

Mercy Care
Monica and Amir Hasan
Pederson Group
Steven Hilton Family
UMB Bank

\$4,999-\$2,500

Ashley and Jason Cummins*
Cathy and Rene Oliva
Hector Diaz and Tawny
Costa
Susan and Ivan Mathew
Heidi and AJ Gates
Michelle and Jeffrey Kauk*
Denise and Nicholas Warner,
Winwater of Tempe
Homes for Good Foundation
Alex Zoneraich
Executive Council Charities*
Jeni Barovian
Martha Thomas
The Silverleaf Club*
West Valley Mavericks
Foundation
Sarah and James Maguire
Corey Bleich
Michele Canale, Avery's
House
Sarah and James Lloyd
Lauren and Ryan Keeton*
Benjamin Kelly
ICONIC LIFE Magazine
Meghan and Ben Vicchio
Old Republic Title Agency
RN Electric
Frank Gorman
James Larsen
Chris Bird
Scott Clark
Julie and Troy Bales
Jimmy Chow

*Includes In-Kind Support

Goodmans Interior
Structures*
Rosenbluth Family Charitable
Fund
Beam Suntory*
Jess & Barbara Nicks
Foundation
Kelley and Keith Reese
Megan and Peter Rayis
Kendall and Matt Moorhead
Stone Cold Masonry
Sarah and Aaron Bata*
Lori Turner
Tanner Kerr, Hansen
Mortuaries & Cemetery
Amanda Goossen
Casey and Micah Wythers
CORE Construction
David Tinkelman
Globe Financial Corporation
Ira Rotenberg
Luxury Home Tour
Maribeth and Mike Hirte
Mike Ebert
Prime Steak Concepts*
Robert Castan

\$2,499-\$1,100

Renee and Drew Davis
Grand Avenue Produce Co
John New
Matt Baehr
Cheryl Mercure
Elliot Schwartz*
John Swiergol
Marilyn Kieffer-Andrews
Scottsdale Unified School
District
April Dominguez
Cari and Kyle McMillian
Kasumi and Michio Kubota
Contreras Legacy Fund

Michael Swindle and Marina
Shulman von Bismarck
Erik Sacks
Four Seasons Resort
Scottsdale at Troon North*
Gary Trailer and Alexandra
Dawson
Tanque Verde Ranch*
Cindy and Steve Good
Steve Orsak, C2 Financial
Corporation
Al Namey, Sonora Quest
Laboratories
Ann Marie and Denis Henry
Beth and Nathaniel
Zoneraich
Carragh Coletti
Progressive Roofing
CNC Pros LLC
Knoph Family Foundation
Custom Pipe & Fabrication
The Forakis Law Firm*
The Global Ambassador*
Village Camp Outdoor
Resort*
San Tan Montessori School
Amelia Gallitano
Christopher Janick
Studio B Smiles*
Noah Barrasso
Lush Cosmetics*
John Banquill and Miriam
Malak
Lorraine and Patrick Davis
Marlene and Lanny Lahr
Karen and George Odden
Chris Hall, Chick-fil-A*
Morgan and Daniel Hines
Neiman Marcus*
Karen Mattull
Mady Figlo
Michelle Pauley
Dottie Kobik

Teen Lifeline is so grateful to the hundreds of individuals who contributed in 2025. Every effort has been made to ensure this listing is accurate. Our sincerest apologies for any inadvertent misspellings, omissions, or inaccuracies. Please contact Luis Barcelo, Development Specialist, at (602) 248-8337 or at luis@teenlifeline.org with any corrections.

See the full list at teenlifeline.org/donors



NOW

SPECIALTY LICENSE PLATE

Support teen suicide prevention with Teen Lifeline's specialty plate—\$17 of every purchase goes to Teen Lifeline. Buy now at teenlifeline.org/plate



MAY

MENTAL HEALTH MONTH

Every May, we talk about mental health issues, stigmas, and support services. Join us for a community awareness event! teenlifeline.org/mhm



MAY

40TH ANNIVERSARY

Celebrate four decades of Teen Lifeline! We're celebrating all year, including a special anniversary celebration in May during Mental Health Month.



SUMMER

MESSAGES OF HOPE

For September, local student-athletes film PSAs encouraging peers to reach out. Film day is in summer with students nominated by their high schools.



SEPT

TEEN SUICIDE AWARENESS

In September, raise awareness of teen suicide prevention with wellness events, Messages of Hope, and Chains of Hope. teenlifeline.org/tspa



OCT 24

CONNECTIONS OF HOPE

Support teen suicide prevention at this cocktail chic gala with live music, dinner, auctions, awards, and an after-party. teenlifeline.org/gala



NOV 13

FIRETAG GOLF

Returning to Silverado, this scramble-style golf tournament includes a meal on course, a virtual silent auction, and prizes. teenlifeline.org/firetag



NOW

TEEN LIFELINE IN TUCSON

Teen Lifeline now serves Southern Arizona directly with a fully staffed Tucson office, local teen volunteers, and dedicated hotline days.



Teen Lifeline has spent 40 years supporting teens—here are our tips on **how you can support the teens in your life:**

1 TAKE THEIR FEELINGS SERIOUSLY

Don't minimize what your teen is going through because of your own experiences. For them, it is that big of a deal.

2 SUPPORT, BUT LET THEM SOLVE PROBLEMS

Offering advice is tempting, but teens learn best through experimentation and taking ownership of their decisions.

3 SHOW THEM HOW YOU COPE

Show teens it's okay to not be okay, and how you cope when it's hard. Be brave enough to show them you're human—and they can be too.