

CREATING HOPE

IMPACT
REPORT
2024



Teen Lifeline

Teen Lifeline is saving lives



“Teen Lifeline gave me hope. Now, I welcome the future with open arms, excited to see what comes next.”

Teen Lifeline prevents teen suicide by **creating support at every level** in Arizona’s community—clinical support for those in recovery, crisis services connecting struggling youth to help, and education creating resilient youth and informed adults so teens are less likely to have a crisis in the first place. As mental health challenges evolve, so do we; last year, we expanded into Tucson, explored new forms of community engagement, and provided prevention services in nearly half of all school districts in the state.

Behind every number in this report is a story: a hotline conversation that saved a life, a parent who learned how to connect with their teen, a letter that reminded a recovering teen they matter. These life-changing moments—hundreds of them happening every day—ripple outward, creating lasting change that will be felt for generations to come.



When teens need someone to talk to, Teen Lifeline is here to listen and help. Free, confidential, supervised by masters-level clinicians, and accredited by the American Association of Suicidology and the International Council for Helplines, our 24/7 peer-to-peer crisis hotline has connected Arizona's teens to hope for nearly four decades.

The hotline answered **over 46,000 calls and texts** in 2024, helping teens through many issues—thoughts of suicide, depression, problems at home, school, or relationships, etc. **94% of callers immediately felt better** after talking with a teen peer counselor (100% felt at least the same or better).

Learn more at teenlifeline.org/hotline



life skills



Who knows best what it's like to be a teen in today's world? Teens.

Four times a year, 15-20 teens join our peer counseling program and undergo **72+ hours of training in communication, listening, problem-solving, and decision-making**. They also learn the necessary skills and knowledge for answering the hotline, including the most common problems teens call/text about, practicing hotline conversations through roleplay, useful community resources, and how to best help someone in crisis. We **trained 68 teens** in 2024.

As soon as our Tucson office opens, Teen Lifeline will be recruiting teen volunteers from both **Central and Southern Arizona**.

Learn more at teenlifeline.org/lifeskills



PREVENTION

“This workshop made me look at things differently.”

I feel more confident now in talking openly about suicide and sharing resources.”

Hope starts with connection to supportive relationships, community resources, and informed education. Teen Lifeline provides connection with outreach, prevention, intervention, and postvention services that improve teens’ resiliency and foster suicide-informed communities.

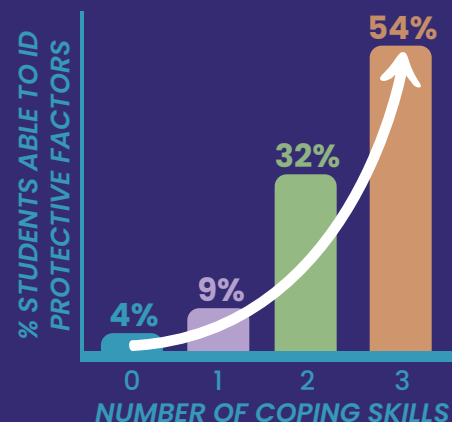
In 2024, our prevention team worked with half a million students, teachers, counselors, families, and community groups in 27 cities across Arizona. We visited 113 school districts—**nearly half of all districts in the state**. Our School ID Initiative takes this support a step further, with our hotline info and a message of hope on the back of school IDs in over 475 schools.

When equipped with knowledge and surrounded by a responsive community, teens feel more comfortable seeking help during difficult times. Post-workshop assessments substantiate this, as **97% of students** who attended one of our workshops report they will **more likely go to a trusted adult or friend for help** when they need it.

Learn more at teenlifeline.org/prevention

MAKING A MEASURABLE IMPACT...

Youth see a long-term benefit.



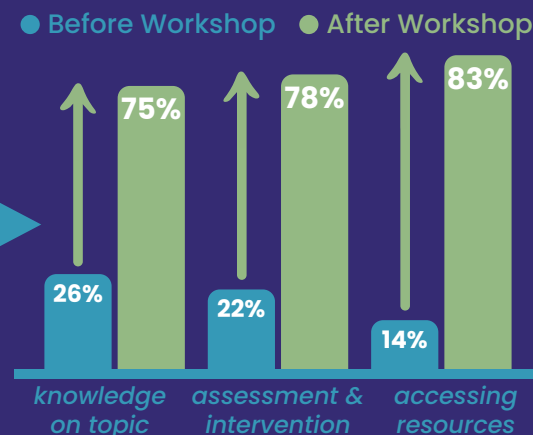
Classroom workshops substantially improve a student’s ability to identify and utilize protective factors in their lives.

After a workshop, many youth can list multiple sources of coping in their lives.

Adults become equipped to help.

Our trainings for school staff and parents **triple** an adult’s ability to recognize and help at-risk youth.

25% of youth seeking help from a school counselor are referred by school staff.



PREVENTION BY THE NUMBERS

111
workshops taught

494,822
people reached and supported

443
schools helped

CARING CONTACTS



Our Caring Contacts program completed its **second full year of operation** in 2024, continuing to support at-risk teens through the most vulnerable parts of their recovery.

Through a series of texts, calls, and letters by teen peer counselors, Caring Contacts provides **peer support to recently hospitalized teens** during the first year post-discharge—when the risk of suicide or another mental health crisis is highest. This ongoing contact is an **emotional lifeline** that creates connectedness and steady support, reduces repeat hospitalizations, and improves long-term recovery.

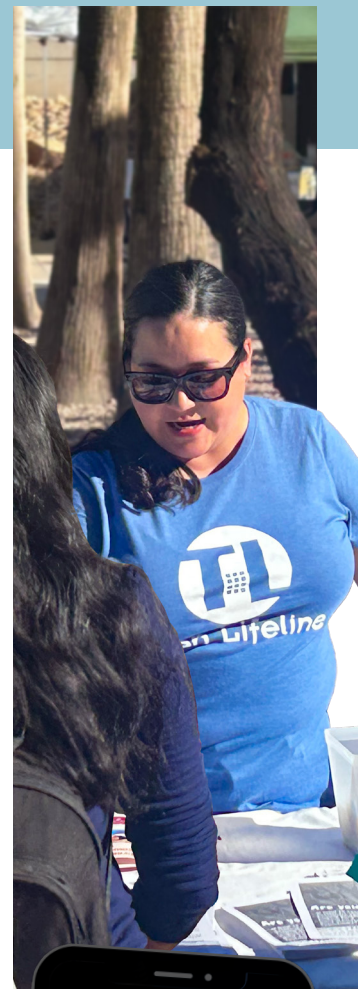
teenlifeline.org/caring

TUCSON

In the fall of 2022, we ran an online survey of Southern Arizona youth and found **Tucson-area teens have thoughts of suicide at a higher rate than the average Arizona teen**. Since then, we've been developing a second site in Tucson, Arizona, to provide direct support to its youth and community.

Last year, our first two Tucson-specific staff joined our team: Community Liaison Melissa Hall and Prevention Specialist Rachel Rivera. With them, we developed new trainings, built relationships with Pima County administration, and participated in several local conferences and events.

teenlifeline.org/tucson



SPREADING AWARENESS



Monthly column in two magazines: AZ Parenting and Raising AZ Kids

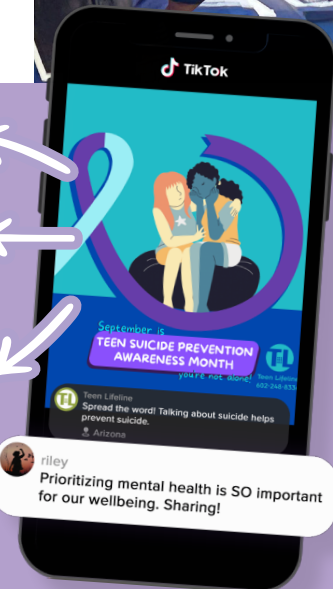
139 news stories in 2024

Value of PR coverage was close to \$100,000

Launched on TikTok and Bluesky
1,100+ social media posts made last year across Facebook, Instagram, LinkedIn, TikTok, X, and Bluesky

Shareable graphics & captions on our website for awareness events (like TSPA) throughout the year

NEARLY 20 MILLION PEOPLE REACHED
through PR, marketing, and social media

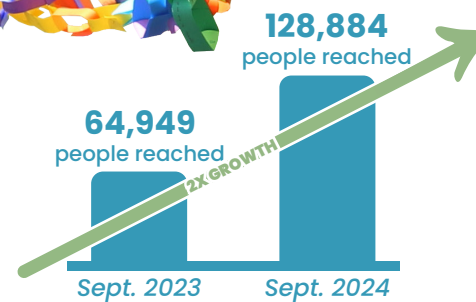


riley
Prioritizing mental health is SO important for our wellbeing. Sharing!

TEEN SUICIDE PREVENTION AWARENESS MONTH

Every September during Teen Suicide Prevention Awareness Month, Teen Lifeline implements several campaigns to raise awareness of teen mental health, suicide prevention, and resources available to the community. This coincides with National Suicide Prevention Week and World Suicide Prevention Day, placing focus on youth suicide prevention and showcasing the connections of hope present in the lives of Arizona teens.

In Chains of Hope, schools create paper chain links with messages of hope for students to take from. In Messages of Hope, student-athletes film peer-targeted PSAs posted on social media. Throughout the month, we engage across the state in community events with youth agencies, including prevention education and outreach to schools.



During TSPA, we reached **twice as many people** in 2024 than in 2023!

IN SEPTEMBER 2024...

42 schools seen **128,884** people reached **11** cities visited

Learn more at teenlifeline.org/tspa

Strike Out the Stigma with Diamondbacks



Strike Out the Stigma with BCBSAZ



Moving America's Soul on Suicide Watchalong



Chains of Hope - West Point High School





MESSAGES OF HOPE

High school student-athletes are role models—and trusted sources of information—for many of their peers. That's why for the past six years, Teen Lifeline has partnered with Arizona high school football players, cheerleaders, and band members to film **Messages of Hope** for Teen Suicide Prevention Awareness Month.

Nominated by their coaches and teachers for their passion and leadership, these teens film thirty-second videos to spread encouragement and Teen Lifeline's hotline information to struggling peers. The videos are then shared across social media, football games, and school announcements throughout September.

Last year, 30 student-athletes from both the Phoenix and Tucson areas filmed 122 videos that **reached 1.6 million people**.



TEEN SUICIDE AWARENESS — —specialty license plate

You can now support Teen Lifeline by sporting the **Teen Suicide Prevention Awareness Specialty License Plate** on your vehicle! For every \$25 Teen Lifeline plate purchased through the AZ MVD, we'll receive \$17 to continue our life-saving suicide prevention work.

From helping HB 2859 pass in the state legislature, to 70 teens participating in our design contest, community support made this plate a reality. With a **design inspired by Show Low teen Trevor Owen's** winning entry, this plate is available to buy at azmvdnow.gov.

Learn more at teenlifeline.org/licenseplate



Letitia Frye



Britt Sanchez & Lana Breen



Barb Lytle & Mandy Purcell



Michelle Moorhead, Alfredo J. Molina, Melissa Costello, & Darleen Santore



Melissa Costello & Dan Costello

CONNECTIONS OF HOPE GALA

Life-saving connections are more than a concept—they are the foundation of our suicide prevention work. Held on Friday, October 4, 2024, at the brand-new Caesar's Republic Hotel Scottsdale, the Connections of Hope: Creating Life-Saving Connections Gala was a testament to the power of human connection and hope. This year was a special one, marking 20 years since our inaugural gala.

In addition to celebrating and supporting the impact of Teen Lifeline's programs, this year's gala also highlighted the important work of our **Honoree Darleen Santore**, better known as "Coach Dar." A best-selling author, occupational therapist, and mental edge performance coach to professional athletes and business leaders worldwide, Darleen shows one person can make a difference.

Event Chair Melissa Costello, supported by past chairs and honorees like **Lana Breen** and **Mandy Purcell**, brought together a room full of wonderful people who care about Arizona teens. Further thanks to the team that made this event a reality: Mistress of Ceremonies Carey Peña, Auctioneer Letitia Frye, and our event advisors Lana Breen, Irene Clary, Jeff & Danielle Fields, Mandy Purcell, and Jen Reid.

With a vibrant live auction, moving music by returning teen musician Tia Penny, a delicious dinner, and an after-party with DJ Alex Dahl, attendees were treated to a night to remember. Together, gala supporters raised **\$462,755** for Teen Lifeline!

Learn more at teenlifeline.org/gala



FIRETAG GOLF INVITATIONAL

Gentle weather graced the sun-kissed fairways of the Scottsdale Silverado Golf Club at Teen Lifeline's 19th Annual Firetag Golf Invitational, held on Friday, November 8th. The event, proudly sponsored by **ATD Precision Manufacturing**, engaged **115 lively golfers** ready to support teen suicide prevention over a thrilling game of golf. The event **grossed nearly \$100,000**, showing the power our community has to make a difference together.

Special thanks to Event Chairs Randy Ek and Jeff Kauk, Honorary Chair Lanny Lahr, and our golf committee Corey Bleich, Dylan Figlo, James Maguire, Matt Moorhead, and Louie Wilkins.

teenlifeline.org/firetag



2ND PLACE
Shankapotamuses



1ST PLACE
Rogers Corp 1

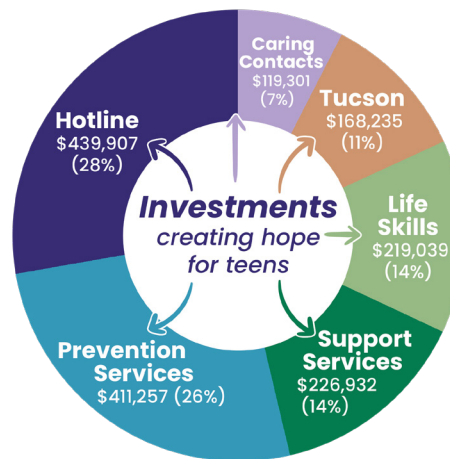


3RD PLACE
CNC Pros



FINANCES

WE INVESTED \$1,584,671
INTO TEEN SUICIDE PREVENTION



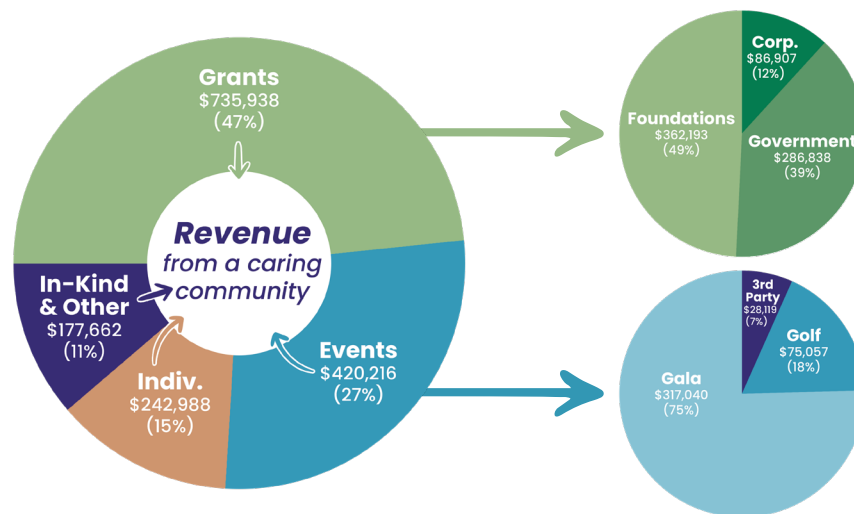
22,121 calls & 23,977 texts
to the hotline

91 active teen volunteers
last year

494,822 people reached
with prevention services

Nearly 20 million people
reached with marketing

YOU RAISED \$1,576,804
FOR OUR LIFE-SAVING PROGRAMS



Learn more at teenlifeline.org/finances

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Mandy Purcell

Katie Raml

Sissie Roberts Shank

Darleen Santore

Ambassador Don Tapia



A COMMUNITY OF SUPPORT

You are changemakers! When you talk, share, and fundraise for Teen Lifeline, you help spread awareness of teen suicide prevention with new networks of people who may never have heard about it otherwise.

In 2024, the Teen Lifeline community **raised over \$1.5 million** for the programs and operations behind our suicide prevention work. Thank you all for your steadfast support throughout the years!



The Charitable Tax Credit limit increased! Donations to Teen Lifeline (QCO code 20695) qualify you for a dollar-for-dollar tax credit on your state taxes.

For 2024, you may claim a credit up to \$470 (\$938 if filing joint). For 2025, this increases to **\$495 (\$987 if filing joint)**.

teenlifeline.org/taxcredit

There are so many different ways to support Teen Lifeline!

➔ **Donate** with card, check, cash, online, or with cryptocurrency
(See teenlifeline.org/donate)

➔ **Give stocks or via DAF** with Giving Block
(See teenlifeline.org/givingblock)

➔ **Start a fundraiser** with a community event or social media
(See teenlifeline.org/3rdparty)

➔ **Gift match** for an event or through employee giving
(United Way Charity of Choice Agency #707273)

➔ **Gift in-kind** services, supplies, volunteer gifts, or auction items

teenlifeline.org/ways2give

SPECIAL DONATIONS

- **in memorium** -

Anastasia Flanagan

Andrew Jeffrey Snyder

Anita Stack

Austin Graf

Amber Rosenof

Brandon Campbell

Brendan Sheehan

Cheryl Lee

Conrad Aguallo

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Darius Shapouri Wood

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Elizabeth "Zibby" Christensen

Ethan Dukes

Garret, Cody,
and Cade Webb

Jules Firetag

Kevin Cleveland

Lilyana Aguilar

Marshall Mathew

Michael Buonauro

Michelle Miller

Mitch Warnock

Sade Johnson

Shayne Dell Nutall

Travis Perry

Winston Burns

Zach Quijada

- **in honor of** -

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Amber

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Marcia Zielinski

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Nora Dillon Jones

Spencer Good

Steven Pace

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THANK YOU

to our supporters



\$100,000+

Diane & Bruce Halle
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Thunderbirds Charities
Salt River Pima MIC

\$49,999 - \$25,000

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\$24,999 - \$10,000

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Linda Schmidt
Martha Thomas
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Mercy Care
The Chow Family
Jen & Travis Reid

\$4,999 - \$2,500

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Cynthia & Randy Ek*
Brent Reese, Reese Family
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Dan Costello*
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\$2,499 - \$1,000

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*Includes In-Kind Support

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Michele & Joseph Fanelli
Mike Siner
National Bank of Arizona
Patricia Chiodo
Roxanne & Gregg Creaser
Sarah Krahenbuhl
Terry Swartz
Timothy Braun
Tina Firetag

Teen Lifeline is so grateful to the hundreds of individuals who contributed in 2024. 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

Show your support for teen suicide prevention with Teen Lifeline's Teen Suicide Awareness Specialty License Plate, inspired by an Arizona teen! teenlifeline.org/licenseplate



APR 25

NATIONAL TELEPHONE DAY

Telephones give us many ways to connect. On National Telephone Day, we challenge you to call or text the teens in your life to check in and let them know you care.



MAY

MENTAL HEALTH MONTH

Every May, we talk about mental health issues, stigmas, and support services. Raise awareness by sharing our educational posts and hosting public events/fundraisers!



SEPT

TEEN SUICIDE AWARENESS

In September, we raise awareness of teen suicide prevention with wellness fairs, workshops, Messages of Hope PSAs, and the Chains of Hope project.



SEPT

MESSAGES OF HOPE

As part of TSPA, Teen Lifeline works with high school student-athletes to create a series of PSAs encouraging peers to reach out for help and hope. #YoureNotAlone!



OCT 3

CONNECTIONS OF HOPE

Now returning to the Omni Scottsdale Resort at Montelucia! Support teen suicide prevention at this cocktail chic gala with live music, dinner, auctions, awards, and an after-party.



NOV 14

FIRETAG GOLF

Firetag Golf is back for its 20th year at the Scottsdale Silverado Golf Club! This scramble-style golf tournament includes a complimentary meal, a virtual silent auction, and prizes.



ONGOING

TUCSON EXPANSION

Nearly two-thirds of Tucson teens have had thoughts of suicide. Teen Lifeline now serves both Central and Southern Arizona directly and will soon open a second office in Tucson.



Self-care for your...



MIND

- Write a journal
- Learn a new skill
- Create a gratitude list
- Meditate
- Take a tech break
- Curate your social media feed
- Do a task you've been putting off
- Organize clutter in your space



BODY

- Take 3-5 deep breaths
- Look at something far for 20 seconds
- Notice how your body feels
- Sleep 8-10 hours per day
- Wear an outfit that feels good
- Nourish & hydrate
- Walk for 15 min.



HEART

- Tell yourself something your best friend would
- Check in with your emotions
- Talk to a friend
- Cuddle a pet
- Listen to music
- Make art
- Help someone
- Ask for help when it's hard

Follow Teen Lifeline on social media for more tips!