

Teen Lifeline
is here
to listen and
to help

Suicide is the
**2nd leading
cause of death**
for Arizona children
and teens



Teen Lifeline



We reached
people through
published media
**13.3 million
times**

Nearly
1 in 5
Arizona high school
students has seriously
considered suicide

Annual Report 2018

A Message from the Executive Director

Since 1986, Teen Lifeline has had a singular mission: to prevent teen suicide in Arizona. But how do we measure the prevention of something? We can't count something that didn't happen. Yet, I know that the work we are doing is saving lives. I can tell you real stories of teens who felt like giving up but didn't because they found hope when they called the hotline, or of teens who talked to a teacher at their school after one of our prevention workshops. I know one thing that makes us unique and incredibly successful is our model of teens helping teens. This past year, we embarked on a journey called the *Theory of Change* that will allow us to be very intentional in measuring our impact.

Calls and texts
to our hotline
increased 12%
over 2017

At the onset of this journey, we looked to suicide prevention research to document those things that protect teens from risk and help them be successful. Teen Lifeline's *Theory of Change* is based upon the assertion that in order for youth to possess a sense of connectedness and hope for their future, they must be resilient individually and as a community. Research shows that youth who have more major protective factors become resilient to risk and will be less likely to be suicidal. Teen Lifeline's services increase protective factors to create resiliency in youth and their communities to prevent teen suicide (more on page 6).

Prevention and
outreach programs
**served
twice as many
people**
as 2017

Our social
media reach
**increased
270%**

Our programs and services will not change through this process. Instead, we will be more intentional in how we measure success. Our goal is to reduce youth suicide in Arizona by 50% by 2030. It is a bold statement, and we know the rate varies year to year, but I am proud to say that since our inception, we have seen the rate of youth suicide in Arizona decrease by 25%. Our commitment to teen suicide prevention is and will always be our guiding principle.

I know that with your support, we will continue to save lives and prevent teen suicide!

– Michelle Moorhead, Executive Director



Community support at work

Teen Lifeline hosts several community events throughout the year to spread awareness of our mission and generate funds to help us accomplish it.

Connections of Hope: An Evening to Celebrate Arizona's Youth



Molly Stockley, Dave Alexander, Alfredo J. Molina, & Bob Stockley

Connections of Hope: An Evening to Celebrate Arizona's Youth took place on Friday, October 12, 2018 at the Omni Montelucia Resort & Spa in Paradise Valley. It was our distinct pleasure to honor Dave Alexander with the Alfredo J. Molina Community Lifeline Award for his lifelong commitment to making a difference in our community. Dave, Founder of Caljet of America, has supported many worthwhile Valley nonprofits in his lifetime. Over the past 10 years, Dave has invested his time, talent, and resources into Teen Lifeline which has been nothing less than transformational.

During this wonderful event, **380** people celebrated the connections of hope that teens find every day at Teen Lifeline. Teen music sensation, **Lelea**, closed out the night. Chairs, Molly and Bob Stockley, with the help of advisors Shannon Barthelemy, Stacey Caron, Irene Clary, Renee Dee, Jeff Fields, Mandy Purcell, & Alfredo Molina teamed with auctioneer Letitia Frye to raise **\$370,000** for teen suicide prevention!

13th Annual Firetag Invitational Golf Tournament

On November 9th, the *13th Annual Firetag Invitational Golf Tournament* at Scottsdale Silverado Golf Course was held. This yearly tournament is in memory of Jules Firetag, founding Board President and cherished supporter. Our hosts launched a flawless scramble format for **112** golfers and served a delicious breakfast and lunch. The weather couldn't have been more beautiful. The tournament and silent auction generated outstanding bidding results, raising nearly **\$73,000** to support our life-saving work.



Ben Runkle's Foursome Team

Thank you to our generous sponsors: **Arizona Coating Applicators, Allied Tool & Die, Mobile Mini, Milligan Lawless, and SRP**, the staff who provided operational support, and the golfers who played. This event was a huge success thanks to the hard work of the tournament committee Chair Ben Runkle, committee members Mike Gray, Julie Krause, James Maguire, Kyle McMillian, and Honorary Chair Lanny Lahr.

A special thank you to **Dave Alexander** and the **Jet Companies** for helping build this tournament over the past 8 years as a Title sponsor.

Teen Suicide Prevention Awareness Month



One of our most important prevention efforts is *Teen Suicide Prevention Awareness Month*, held annually in September as proclaimed by the Governor's Office. 2018 was a record-breaking year in which we reached **82,617** teens and parents at **40 different schools and community events!** **Partnering with 15 agencies**, Teen Lifeline spread messages of help, hope, resiliency and connection while increasing youths' awareness of services and resources available, including our peer counseling crisis hotline and texting service.

Upcoming Events

Teen Suicide Prevention Awareness Month

September 2019
Events take place all over Phoenix. Family activities and giveaways. Call for more info.

Connections of Hope

Friday, October 4th
6pm - 10pm
Dinner, entertainment and silent auction to benefit Teen Lifeline. Make reservations by Friday, September 27th.

Firetag Invitational Golf Tournament

Friday, November 8th
8am tee off



Teen Lifeline
We're here to listen and to help.

Call the hotline 24/7
or text between 3-9pm
Maricopa County
602-248-8336
Outside Maricopa County
800-248-8336

TEENLIFELINE.org

BUSINESS
602-248-8337
PO Box 10745
Phoenix, AZ 85064

Follow us!

 /teenlifeline

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 @602248TEEN

Peer to Peer Crisis Hotline



“The teens who call into Teen Lifeline are just like us. They just want to talk to a friend or someone who cares about them... Our callers are not weak, but so incredibly strong for asking for help.”

— Shivani, Peer Counselor

Growing up is complicated. It’s difficult, it’s confusing and it’s sometimes hard for adults to understand. Research has shown that when teens want to talk, they are more likely to turn to their peers first. That is what makes Teen Lifeline so unique: our peer-to-peer model. Through calling or texting the hotline, teens can talk to someone their own age who understands what they are going through because they have gone through it too. Trained teen peer counselors are helping teens to find a connection of hope, build healthy coping skills and learning problem solving skills to make healthy decisions.



Our hotline assists troubled youth throughout Arizona and is answered 24/7/365, with Peer Counseling and text messaging services available from 3pm to 9pm daily. The hotline is FREE and CONFIDENTIAL. All of our trained Peer Counselors are supervised by a Master’s level clinician at all times.

Calls and texts to the Hotline have increased each year, with 1 in every 3 incoming calls representing a teen that was “thinking about giving up.” Crisis calls are not the only calls received by the hotline. Many incoming calls are young people asking for help with life issues from a non-judgemental, anonymous peer. No matter the reason for their call, our teen peer counselors are here to listen and to help them find a solution to whatever is happening in their life.

In 2018...

Nearly 25,000 teens reached out for hope through our crisis & text hotline

1 in 3 calls was from a teen considering suicide

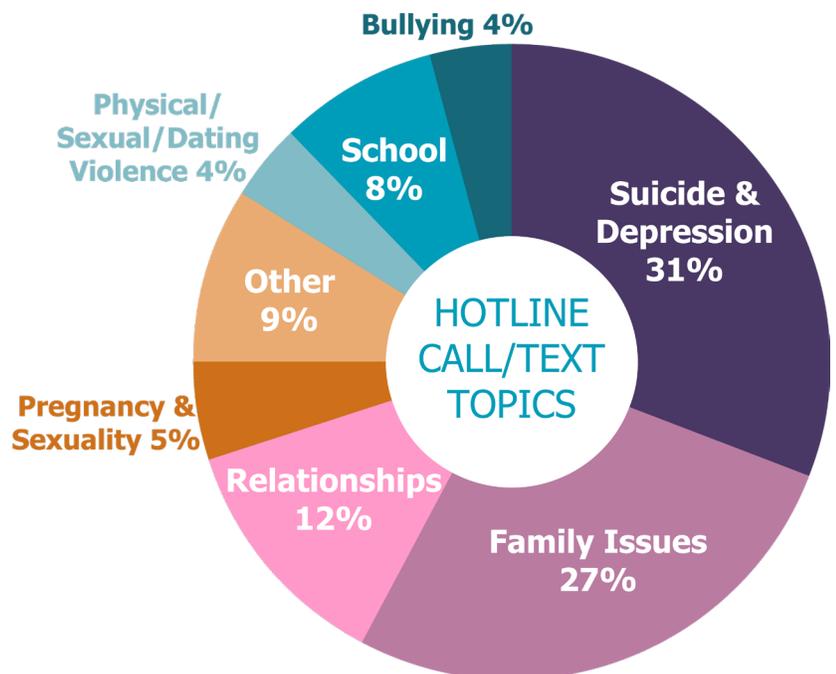
“You helped a lot! I feel like someone actually cares.”
— A Caller

AT A GLANCE

- » **Our hotline is open 24/7, 365 days a year. Teens can reach a Peer Counselor by calling or texting 602-248-8336 from 3-9pm daily.** Know that there is help and there is hope. You are not alone.
- » **Calls/texts are always free & confidential.**
- » Parents can also reach out if they’re concerned about a teen.
- » **All calls and texts are supervised by Master’s level Behavioral Health Clinicians.**
- » Teen Lifeline is in its 16th year of accreditation by the American Association of Suicidology.
- » We are proud to partner with the Crisis Response Network for after-hour calls.

2018 HOTLINE EXPENSE

\$342,002



.....
"One thing I like about Teen Lifeline is the sense of belonging. When I am volunteering there, it really feels like a second home."

— Alex, Peer Counselor



Life Skills Development



Teen Lifeline is more than a safe place for teens to call in for help and hope, it is also a safe place for our volunteers who take those calls and texts. Over and over our teen volunteers tell us that Teen Lifeline is their home-away-from home, their beloved "other" family. While a minimum of 15 hours of service a month is required, many of the teens far exceed that commitment. Even more impressive is the fact that the average length of stay for a Peer Counselor is 3 years!

Teen Lifeline's 69 new volunteers received 72+ hours of our Life Skills Development training, designed to develop valuable skills to use both on and off the hotline. These skills include: basic communication, listening, problem solving and suicide prevention. Our volunteers report improved confidence in dealing with their own stressful situations as well as being able to better identify warning signs and confidently reach out to their peers. Conducted in 3 phases, this training is co-facilitated by masters level clinicians and fellow Peer Counselors who have already successfully completed the process.

This training is more than just preparation to become a Peer Counselor—it is a "life-changing" experience for many of our volunteers, enhancing their own resiliency and confidence to manage life's challenges. Teen Lifeline becomes a place where they learn the impact they can have on another person and the community around them. Many take this lesson into adulthood by continuing on with civic engagement, often through career choice but also by volunteering with other nonprofits or serving on boards, community councils, or working with policy makers.

If you know a teen who wants to become a Peer Counselor, please contact Mark by email at mark@teenlifeline.org or by phone at 602-248-8337.

AT A GLANCE

- » Volunteer Peer Counselors are ages 15 and older.
- » **Training is conducted in 3 phases, 4 times per year.**
- » **Teen Lifeline serves by helping both our callers and volunteers.**

2018 LIFE SKILLS EXPENSE

\$142,978

In 2018...

More than
96 teens
volunteered over
19,000 hours
on the hotline

Each Peer
Counselor answers
250 calls
a year
on average

Value of Peer
provided services
nearly
\$465,690



“I really liked the part of the workshop when we talked about how to help a friend because now I know how to help my best friend.”

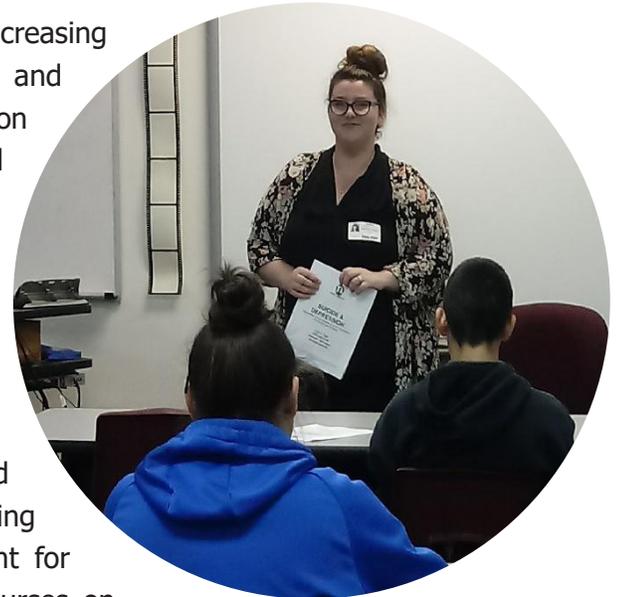
— Student, after a presentation

Prevention Education & Outreach

Prevention. Our prevention efforts focus on decreasing risks, increasing protective factors, and creating resiliency in the lives, families, and communities of Arizona youth. Teen Lifeline provides free education through outreach, workshops, and trainings to students, school staff, parents, and the general community. Topics include stress/coping, grief/loss, depression/suicide, and bullying. Services are provided by behavioral health professionals who identify teens at risk and connect them to supportive services.

E-learning. In partnership with EMPACT-SPC and AzSPC, Teen Lifeline offers a Postvention eLearning course that equips communities and schools across Arizona with the tools they need to restore hope to a community after a loss by suicide. This training is free and meets the continuing education credit requirement for educators. Additional courses are in development including courses on suicide intervention, prevention, and awareness.

School ID Initiative. The School ID Initiative fosters a sense of connectedness and hope on school campuses statewide. With our hotline information on the back of more than 190,000 student IDs at over 150 schools statewide, students have easy, immediate access to help. But



more than that, they have a sense that their school is committed to providing support, care and a connection to hope. To see a list of schools involved, go to teenlifeline.org/schoolID.

If you're interested in any of these services, please contact Stephanie by email at stephanie@teenlifeline.org or by phone at 602-248-8337.

Services were provided in:

- » 189 schools
- » 58 Community and Youth focused organizations
- » 10 Conferences
- » 5 Corporate Businesses

AT A GLANCE

- » Programming provides awareness, education, and prevention within the community, while adhering to the nationally recognized best practice standards.
- » Workshops concentrate on life skill acquisition, understanding problem behavior, and increasing help-seeking behavior.
- » Our prevention staff work with schools to foster supportive communities to prevent teen suicide.

334,771
people were reached

Workshops are provided for
FREE

150
schools
have Teen Lifeline's contact info on the back of student IDs

2018 PREVENTION EXPENSE
\$690,070

A Message for Parents

Educating yourself is the first step to suicide prevention. As a parent, it's important both to build a healthy environment for your child and to be able to recognize when your child and/or their friends are struggling.

Protective Factors

- **Connectedness** to individuals, family, community, and school
- **Life skills**, including problem solving skills and coping skills, ability to adapt to change, and emotion regulation
- **Hope for the future**, or optimism
- **Awareness of and access to** effective mental health care/peer counseling hotline

Building Protective Factors

- **Check in.** Be sure to check in with teens regularly so they don't feel isolated. Ask how they are feeling about school. Talk to them about their interests and learn about their friends.
- **Be Present.** Show your teens you are listening by putting down electronics or interrupting other tasks to focus on what they are saying.
- **Encourage Connection with Others.** Help teens identify safe adults they can talk to when they face problems or stressors they don't want to discuss with mom or dad.

Why Protective Factors Are Important

Protective factors play a critical role in suicide prevention. They are characteristics proven to decrease vulnerability to a health risk. Resilience is an individual's ability to remain healthy even in the face of adversity, trauma, tragedy, threats, or other significant sources of stress. Youth who have more major protective factors become resilient to risk and will be less likely to be suicidal. Teen Lifeline's services increase protective factors to create resiliency in youth and their communities to prevent teen suicide.

How You Can Help

If you learn that your child is thinking about suicide, get help immediately. Your doctor can refer you to a psychologist, psychiatrist, or counselor. If you or your teen need to talk to someone to get help, please call Teen Lifeline at 602-248-TEEN (8336).

United Way— Charity of Choice!

Donations can be given directly or through your workplace by designating Teen Lifeline (**Agency #707273**) as your "Charity of Choice"



Employer Gift Matching

Check with your employer to see if it matches employee donations

SPECIAL THANKS!

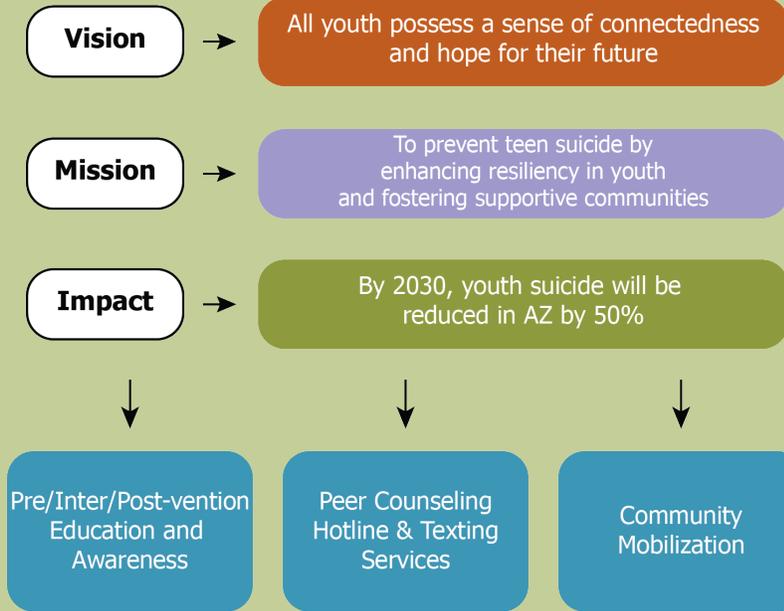
to
**EINSTEIN BROS. BAGELS
ZPIZZA
JIMMY JOHNS**

(on Central & Thomas)
for donating food throughout the year to the teens during our Life Skills Development training!

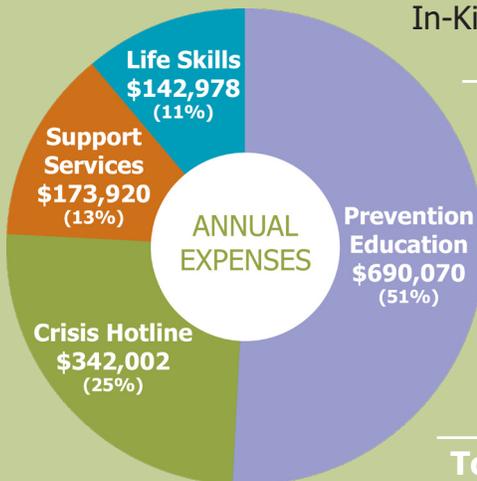
In Memorium Donations

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Jeffrey Charles Krasnow	Jack Wing

Theory of Change



Financial Highlights



Contributions	\$217,703
Grants	\$141,111
Special Events/Fundraisers	\$500,187
In-Kind Contributions	\$496,491
Other Income	\$4,165

Total Income \$1,359,657

Total Expenses \$1,348,970

Net Income \$10,687

Total Assets \$1,519,825

Total Liabilities \$52,186

Total Net Assets \$1,467,639

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Thank you!

to all our 2018 Donors and Sponsors

Thank you so much to the hundreds of individuals who made an investment in the lifesaving work at Teen Lifeline. Supporters who gave gifts totaling \$500 and above are included in the annual report.

We are a qualifying charitable organization! (QCO code 20695)

Your donation to Teen Lifeline qualifies you for a dollar-for-dollar tax credit up to \$800 (\$400 if filing single).

Learn more and donate at teenlifeline.org/taxcredit

\$100,000 +

Mercy Care

\$50,000 - \$99,999

Marilyn & Dave Alexander,
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Alfredo J Molina,
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Amanda & Steven Gray
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Renee Dahl
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Charitable Fund
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\$500 - \$999

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Trevor Wilde

*Includes In-Kind Support

Teen Lifeline is so grateful to the hundreds of individuals who contributed in 2018. Every effort has been made to ensure this listing is accurate. Our sincerest apologies for any inadvertent misspellings, omissions, or inaccuracies. Please contact Susan Mathew, Development Officer, at susan@teenlifeline.org or (602) 248-8337 with any corrections. List may include in-kind services, but does not include donated items.



Delivering water and power®

SRP's history of community involvement includes support of organizations such as Teen Lifeline. We are proud to provide the printing for this document.