Annual Report 2019

A Message from the Executive Director

Since 2012, Teen Lifeline has seen programmatic growth year-over-year. The demand for our services continues to increase and, in 2019, we exceeded all program goals. We have been hard at work developing and implementing innovative teen suicide prevention strategies. We were proud to be a part of the Mitch Warnock law that requires all school personnel grades 6 - 12 to be trained to recognize and respond to suicide risk. This new law, going into effect in August of 2020, will ultimately save lives. The challenge is there were no funds allocated to provide the training.

For Teen Lifeline’s part, we will continue to provide free training that meets best practice standards for schools and assist schools in developing the unique protocols needed to put this new knowledge into practice. We are partnering with schools to provide training for school personnel, parents, and students as another strategy to foster supportive school communities.

In addition, we have added another best practice eLearning Suicide Intervention training for schools. Our school ID Initiative continues to expand as the first line of defense to provide a message of help and hope to students across the state. We know that teens are more likely to reach out for help to another teen. That’s why the Peer Counseling hotline and texting service continues to be a proven strategy to connect with teens.

Also continuing this year is our investment in collecting data to enhance our services and measure key protective factors for youth. Research demonstrates that youth who feel connected, hopeful, have positive coping skills and access to help are less likely to consider suicide. We envision a world where all teens feel connected and hopeful for their future.

Since our inception in 1986, we have had only one mission: to prevent teen suicide. We are committed to reducing teen suicide in Arizona by 50% by the year 2030. We’re so grateful for all of our supporters big and small over our 34-year history. Together, we can make this goal a reality!

– Michelle Moorhead, Executive Director

#YoureNotAlone
Community Support at Work
Teen Lifeline hosts several community events annually to promote awareness of our mission and generate the funds essential to fulfilling it.

Connections of Hope: An Evening to Celebrate Arizona’s Youth
Connections of Hope: An Evening to Celebrate Arizona’s Youth took place on Friday, October 4, 2019, at the Omni Montelucia Resort. It was our distinct pleasure to honor Sissie Roberts Shank, CEO of Chas Roberts AC and Plumbing, with the Alfredo J. Molina Community Lifeline Award for her lifelong dedication to enriching our community.
Tina Majerle chaired the event, harnessing her passion for changing lives to raise awareness and funds for Teen Lifeline’s life-saving mission. Teen group, The Joeys, kicked the night off with their modern take on rockabilly and Channel 15’s Katie Ramd served as the evening’s Mistress of Ceremonies. Tina, along with our advisors Shannon Barthelemy, Irene Clary, Amanda Eisenfeld, Alfredo J. Molina, and Mandy Purcell, teamed with auctiontainer, Letitia Frye, to raise $490,000 for teen suicide prevention!

14th Annual Firetag Invitational Golf Tournament
On November 8th, the 14th Annual Firetag Invitational Golf Tournament was held at Scottsdale Silverado Golf Course. Annually, this tournament is held in memory of Jules Firetag, founding Board President and cherished supporter. The staff at Scottsdale Silverado launched another flawless scramble format for 113 golfers and served a delicious breakfast and lunch. It was a beautiful day on the course and golfers enjoyed some fun deviations from serious golf like the ball launcher, wheel of fortune, and score improvement kits. The tournament and silent auction generated outstanding bidding results, raising $66,000 to support our life-saving work. This event was a huge success thanks to the hard work of the tournament committee Chairs Ben Runkle & James Maguire, committee members Dani Chronister, Julie Krause, Kyle McMillian, LeAnn Somers, and Honorary Chair Lanny Lahr.

Teen Suicide Prevention Awareness Month & Chains of Hope
Every September, Teen Suicide Prevention Awareness Month is one of our biggest prevention efforts. In 2019, we depicted the many connections of hope in our community with our first annual Chains of Hope event, partnered with Mercy Care. Created by 15 schools across 7 districts, this paper chain had messages of hope written on each link and, at over 12,300 links long, wrapped around the State Capitol Building. In collaboration with Grand Canyon State Gridiron Club and National Quarterback Club Charities, we spread peer-to-peer awareness with PSAs featuring local high school football players sharing Teen Lifeline as an immediate resource for teens in crisis. Throughout the month, we partnered with 19 agencies to reach 81,056 people across 38 schools and community events!
Over 28,000 teens reached out for hope through our crisis & text hotline
1 in 3 calls was from a teen considering suicide
“It feels so good to have a person just fully listen to me.” — A Caller

Peer to Peer Crisis Hotline

For the past 34 years, Teen Lifeline has been the constant in answering teens’ calls for help. As the only peer-to-peer counseling hotline in Arizona, we provide a connection of hope that teens are often desperate to find. Our trained teen volunteers answer the Peer Counseling hotline daily from 3 p.m. to 9 p.m. and are always supervised by a master’s level clinician. We are proud to partner with Crisis Response Network for after-hours support.

We know that when a teen needs to talk, they will first turn to a friend. That is why our peer-to-peer model is so effective in reaching teens where they are. The hotline becomes a safe place because they can connect with another teen who can relate to the same pressures they face. Peer Counselors help support our callers by building a connection for hope, working to help identify problems, evaluate outcomes, and walk them through a proven decision-making process. In fact, 86% of callers report feeling better as a result of their contact with us.

Every year more teens reach out for help. Some teens call or text about “normal” teenage problems, and sadly, others reach out because they feel like giving up. No matter the reason, we are here to listen and to help.

AT A GLANCE

» Our free and confidential hotline is open 24/7/365, with Peer Counseling and texting 3 - 9 p.m. daily.
Call or text 602-248-8336.

» All calls and texts are supervised by master’s level behavioral health clinicians.

» Adults can also reach out if concerned for a teen.

» Teen Lifeline has been accredited by the American Association of Suicidology since 2002.

» We are proud to partner with the Crisis Response Network for after-hour calls.

2019 HOTLINE EXPENSE
$406,992
Life Skills Development

Every year, more than 70 new teen volunteers join Teen Lifeline and undergo 72+ hours of Life Skills Development training. The teens who volunteer are no different from our callers. They face the same problems and challenges. And while many teens may struggle to find their place in the world, at Teen Lifeline they become part of our family. More than that, they become Superheroes!

Conducted in three phases, training is co-facilitated by our program staff and fellow Peer Counselors who have already completed the process. All teen volunteers are individually cleared to work the hotline by our Clinical Director. The average length of stay for our teens is 3 years!

Our training is designed to provide Peer Counselors with the skills necessary to take calls/texts on the hotline. But this training also has a lasting impact on them personally by enhancing resiliency and creating a sense of purpose as they move into adulthood. They learn the impact they can have on another person and the ripple effect it has on the community around them. Many volunteers continue with civic engagement in adulthood through career choices, volunteering with nonprofits, and serving on nonprofit boards or community councils.

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

“For us as Peer Counselors, we gain a second family and a second home. I don’t know where I’d be without Teen Lifeline because it’s my favorite place on Earth.”

— Shivani, Peer Counselor

Volunteers learn:
» Communication & listening skills
» Identification of feelings
» How to be an effective helper
» Teen risk & protective factors
» Problem-solving & decision-making skills
» Suicide identification, assessment, & intervention
» Common problems faced by youth and how to support them
» How to mobilize resources when faced with a problem

2019 LIFE SKILLS EXPENSE
$186,957

2019 LIFE SKILLS EXPENSE
$186,957

In 2019...

More than 93 teens volunteered nearly 19,500 hours on the hotline
Each Peer Counselor answers 250 calls a year on average
Value of Peer provided services is more than $484,000
Our focus is on creating meaningful relationships with schools to foster supportive school communities. Our School ID Initiative provides students with a message of help and hope on the back of student IDs; 228 schools statewide have our message and phone number on their IDs. As a result, schools are having conversations with their students about caring, connection, and help.

Next, our team trains school staff to recognize and respond to suicide risk. Signed by Governor Ducey, the Mitch Warnock Act requires all schools to provide suicide prevention training to personnel who work with students grades 6 - 12. These trainings help adults become comfortable and confident talking to teens about suicide, providing them with skills to connect students with the next level of care. Similar workshops are provided to parents and adults.

We also added a new free eLearning course, “Suicide Intervention,” which provides education to school staff on how to enhance protective factors, identify warning signs, and recognize and respond to suicide risk. We also offer a Postvention course that equips schools with the tools they need to restore hope in their community after a loss by suicide.

The final step in our comprehensive approach is facilitating workshops for youth. These interactive workshops take place in the natural classrooms of students in grades 6 – 12, adhering to Best Practice Standards. These workshops expand protective factors, increase personal and social resources, strengthen schools, and reduce personal, school, and community risk factors.

If you are interested in these services, please contact Morgan Phillips at morgan@teenlifeline.org or call 602-248-8337.
What can parents do?

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.

Connection to others, hope for the future, access to services, and basic coping and life skills all help reduce risk and ultimately prevent teen suicide, but it takes the entire community to help our most vulnerable teens. Parents, educators, and community members can help prevent teen suicide by following the acronym **SAFE**.

**Search the back of student IDs.** Make sure they have the Teen Lifeline hotline number. If you don’t see the number listed, contact administrators at your child’s school now and ask to have it added.

**Ask about thoughts of suicide.** It is a common misconception that you can give someone the idea of suicide by asking about it. Openly asking the question gives your teen permission to talk about their feelings, including the emotions, frustrations, or challenges they are going through.

**Form connections.** Strong connections to family, friends, and community support are a protective factor for teens. To help prevent teen suicide, form a stronger connection with a teen in your life today. For example, send a text to ask how their day is going, plan something fun to do together, eat dinner together, or ask about how things are going in their life.

**Encourage positive connections.** Many times, a teen’s friends help them feel supported and cared for. Encourage connections with peers and adults who are a positive influence in a teen’s life. Think twice before cutting off all contact with friends or social media, which can actually increase risk. Instead, allow some connection to continue but limit the time or duration.

For more information, please visit [teenlifeline.org/forparents](http://teenlifeline.org/forparents) or call **602-248-TEEN**.
Our Vision for Change

YOUTH POSSESS A SENSE OF HOPE & CONNECTEDNESS

- Schools are aware, prepared, and skilled in suicide prevention and postvention
- Parents can identify and respond to suicide risks
- Peer Hotline is a resource for imminent prevention
- Peer Counselors are empathetic, resilient leaders
- Policy prioritizes statewide awareness and resources
- Media supports prevention through its sensitive messaging

Financial Highlights

- In-Kind Contributions $294,136
- Special Events/Fundraisers $454,865
- Government Grants $199,742
- Contributions* $431,041
- Other Income $7,523

Total Income $1,387,307
Total Expenses $1,304,028
Net Income $83,279
Total Assets $1,613,435
Total Liabilities $64,787
Total Net Assets $1,548,648

* Contributions include: Employee Giving, Foundation & Corporate Grants, Service Clubs, and Individuals
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

Thank you! to all our 2019 Donors and Sponsors

$100,000 +
Merry Care
Thunderbird Charities

$99,999 - $50,000
Steve Neumann,
Our Daily Bread
Foundation

$49,999 - $25,000
Erik Olsson
SRP Corp & Boosters
Sissie Roberts Shank & Bob Shank
City of Mesa
Kari & Randy Stolworthy
Mandy Purcell
Dana Kosmala Runkle & Ben Runkle
City Of Scottsdale
Judy & Frank Buonaruo, Michael Buonaruo Foundation
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$24,999 - $10,000
City of Tempe
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Bobette Gorden Family Foundation Fund
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Foundation

$9,999 - $5,000
Don Tapia
Michelle & Jeff Moorhead
Barry & Stuart Caplick
Michael Moyes
Yongki Yi,
T.A. Industries
Bill Jordan,
Allied Tool & Die
Sarah & James Maguire IV

*Includes In-Kind Support

Teen Lifeline is so grateful to the hundreds of individuals who contributed in 2019. 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.