

The answer is  
**HOPE**

 lines for life | 2020 In Review

# Meeting the Need: Crisis in 2020

In 2019 as part of our ongoing strategic plan, Lines for Life built foundations for two areas of immense need, which would prove more urgent in 2020.

We began preparation for a local or global crisis by upgrading technology, training staff on our emergency plans, and preparing for our crisis line teams to operate remotely in case of emergency.

We also launched an initiative to better serve communities of color by working at the neighborhood level, empowering people to build bridges to better access to crisis intervention, prevention and mental wellness services in these communities.

**As it turns out, the foundations we built last year have become especially important as we work to help Oregonians meet the challenges of 2020.**

## March | Adapting to the Threat of the COVID-19 Virus

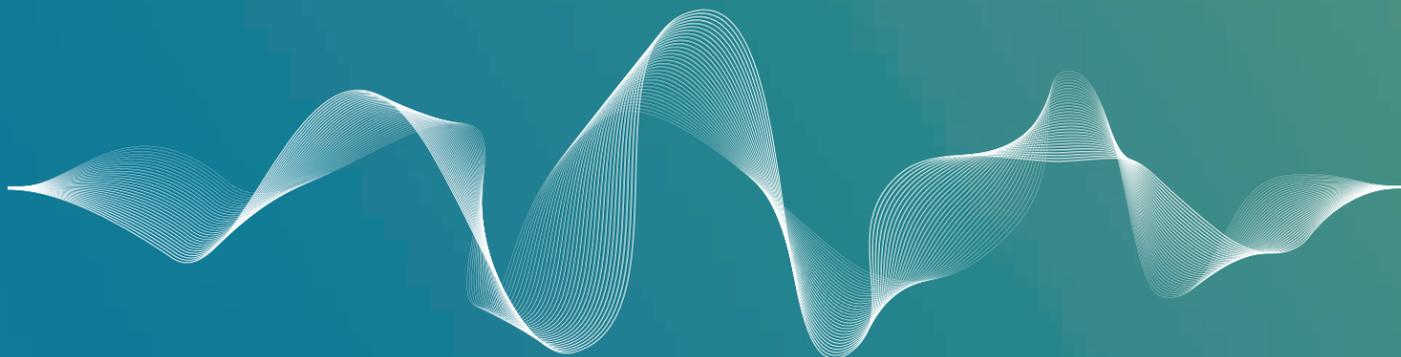
While crisis centers across the nation hastily modified their call centers for physical distancing or started at square one with purchasing at-home call technology, we activated our emergency plan, delivering tech kits to each of our call counselors at home and developing stringent guidelines for anyone needing to access our office.

As an essential service, we could have maintained regular operations in-office – but instead, we prioritized the health and safety of our staff.

We were humbled as many of our corporate and foundation partners approached us, offering financial support to help us transition our call center to home-based operation. This essential move to protect our staff and Portland community came with a huge price tag.

**Within 48 hours, we had switched to home-based operation without a service interruption.**

In fact, our transition went so smoothly that our partners at the Veterans Crisis Line were able to rely on us to answer even more VCL calls as the three VA-run call centers made changes to their office spaces to accommodate for distancing. Our Military Services Team spoke with thousands of Veterans and Military Service Members in crisis, worried and frustrated about disruptions to services and benefits, and struggling to adapt to the rapidly-changing way of life with COVID-19 restrictions in the Portland community.



## April | Building Safety Nets: Senior Loneliness Line and Oregon Helpers Wellness Initiative

As it became clearer that the “#stayathomechallenge” would last for months and not a few weeks, we knew that we needed to build in extra supports for the most vulnerable in our state, who face unique hardships around COVID-19.

**When the Oregon Health Authority called on Lines for Life to expand and add programs and services, we didn't hesitate.**

When senior living communities halted visitation and limited activities due to COVID-19 risk, we expanded our Senior Loneliness Line statewide to serve anyone feeling isolation, loneliness, or just needing to connect with someone who cares. We spread the news of our expansion, making sure senior communities and resource centers knew how to access our help.

**Our Senior Loneliness Line has now answered over 15,000 calls statewide.**

Medical and behavioral health providers, along with other essential workers, are facing the brunt of the pandemic's impacts on our wellbeing. Lines for Life launched the Oregon Helpers Wellness Initiative, which provides virtual community wellness space, emotional support, and coping skills coaching to our state's providers and frontline workers - so that they can keep on serving quality care to our communities.

## May & June | Centering our Commitment to Communities of Color

COVID-19 exacerbated existing health disparities for communities of color, with some areas reporting rates of infection triple that of the general population.

**African Americans are dying at 2.4 times the rate of white Americans.**

**Hispanics and Native Americans are both dying about 1.5 times the rate of white people.**

And the tragic, unjust deaths of George Floyd, Ahmaud Arbery, and Breonna Taylor underscored the urgency of what we already know - that racial injustice is deadly, whether in the form of violence or in form of barriers to health care and mental wellness.

Lines for Life launched a community engagement initiative last year—and we reached high gear this summer. We've added nationally-recognized talent to help us develop clinical approaches and programming that is not just culturally aware but culturally responsive. And to build a strong network of support and empowerment, we've hired Cultural Advocates for Lines for Life - working in communities of color to make crisis intervention more relevant and accessible.

## July | Making it Easier to Call for Help

Last year, Lines for Life and other National Suicide Prevention Lifeline call centers advocated for a three-digit number for mental health crisis. In July, the FCC voted unanimously to designate 988, launching in July 2022. **This number is not yet active, please continue to refer to 1-800-273-8255.**

With US Senator Ron Wyden's leadership, Congress passed the National Hotline Designation Act this fall, which ensures 988 calls will come to Lines for Life through the Lifeline network.

**This historic decision will boost awareness and access for the Lifeline as well as reduce stigma and normalize seeking help.**

**We know that time is key to suicide prevention - studies show that most suicide attempts are made within three hours or less of someone having suicidal thoughts, and some in as little as 5 minutes.**

## September | Responding to Historic Wildfires & Smoke

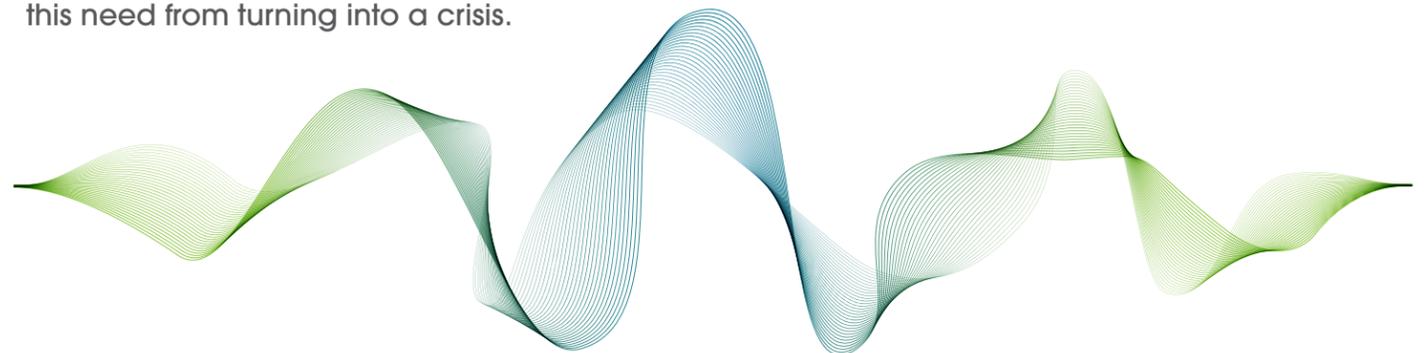
Over time, the daily emotional load of the pandemic and physical distancing became “the new normal” - and CDC data showed 41% of people nationwide reporting at least one mental health condition.

On the West Coast, we braced for a new crisis. Overnight, some of the worst fires ever recorded in Oregon burned towns to the ground - and destroyed hundreds of acres of forest. Thousands of people evacuated, with some needing to move again as fires crept toward existing evacuation centers. All along the West Coast, the air was thick with smoke and hazardous to breathe.

In response to the emotional impacts of COVID-19 and the destructive wildfire season, we launched the Safe + Strong Helpline, in partnership with Oregon Health Authority and funded by the CARES act. We hired and trained several peer support counselors to answer this line and provide support around both disasters.

**Studies show that warmlines like this one help people who feel isolated or overwhelmed get back to their lives and reduce the need for emergency services.**

The Safe + Strong Helpline supports anyone who is feeling increased worry, anger, or sadness during these overlapping disasters - not only those in crisis. By talking through it, we can keep this need from turning into a crisis.



## October | Answering Oregon's Call: Strengthening Foundations of Behavioral Health

Treatment for mental health conditions and substance use disorders have always relied on in-person connection. From talk therapy and CBT to recovery groups like AA/NA; the in-person, human trust element is paramount. COVID-19 shifted most of these groups to online formats, and drastically limited capacity for inpatient and outpatient recovery programs.

**Many people wait until the need is urgent to find a mental health provider or substance use recovery program – and finding a provider virtually can feel especially daunting.**

Oregon State officials called on Lines for Life to develop a solution and the result is the **Behavioral Health Support Line**. Using a statewide directory tool, the line is designed to provide immediate, no-cost behavioral health screening, counseling services and referrals to nearby mental health and substance use recovery providers for ongoing care.

**This directory tool allows us to track real-time availability of providers statewide, in order to refer individuals in need of additional mental health support.**

### Program Updates:

Oregon Helpers Wellness Initiative launched in April

Cultural Engagement Team expanded in May

QPR Statewide Training Network launched in May

Veteran & Military Suicide Prevention Training launched in October

### Helpline Updates:

Senior Loneliness Line expanded to statewide in April

Safe + Strong Helpline launched in September

Behavioral Support Line launched in October

Racial Equity Support Line launched in October

## A Different Set of Challenges: Youth Needs Shifting in 2020

Our YouthLine program has proven its strength this year by maintaining excellence in peer-to-peer crisis intervention, education and outreach, and youth development programming amid the challenges of COVID-19 and distance learning.

We swiftly implemented safety procedures for physical distancing at our YouthLine call centers in Portland and in Bend, and continue to offer daily peer-to-peer teen support on the helpline. Due to the nature of this essential service – youth volunteers answering the helpline while supervised by adult clinicians – working together in-person is crucial.

**The young people we serve are facing new hurdles – virtual learning, separation from friends and peers, and more – while YouthLine volunteers are experiencing the same issues.**

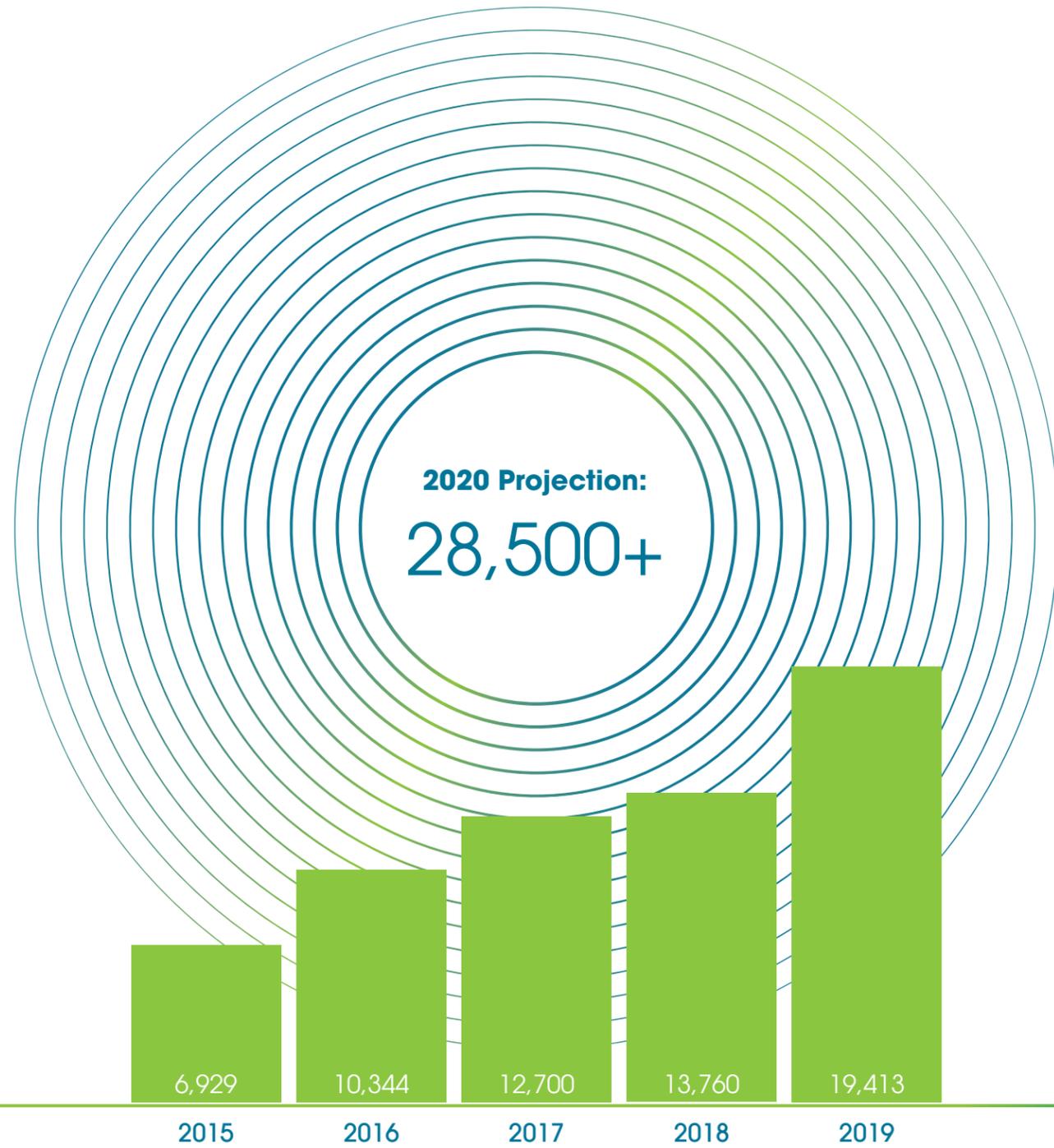
Wrap-around support for our 146 teen volunteers has never been more important. Our adult mentors meet with each youth volunteer weekly to support their wellness and growth. With the supportive reinforcements and supervision of adult clinicians, our teen volunteers stay well – and continue to show up to help others.

In September, a video on TikTok led to an additional surge in contact volume – and we had our busiest night ever, with over 250 contacts – up from a record of about 90 contacts before that.

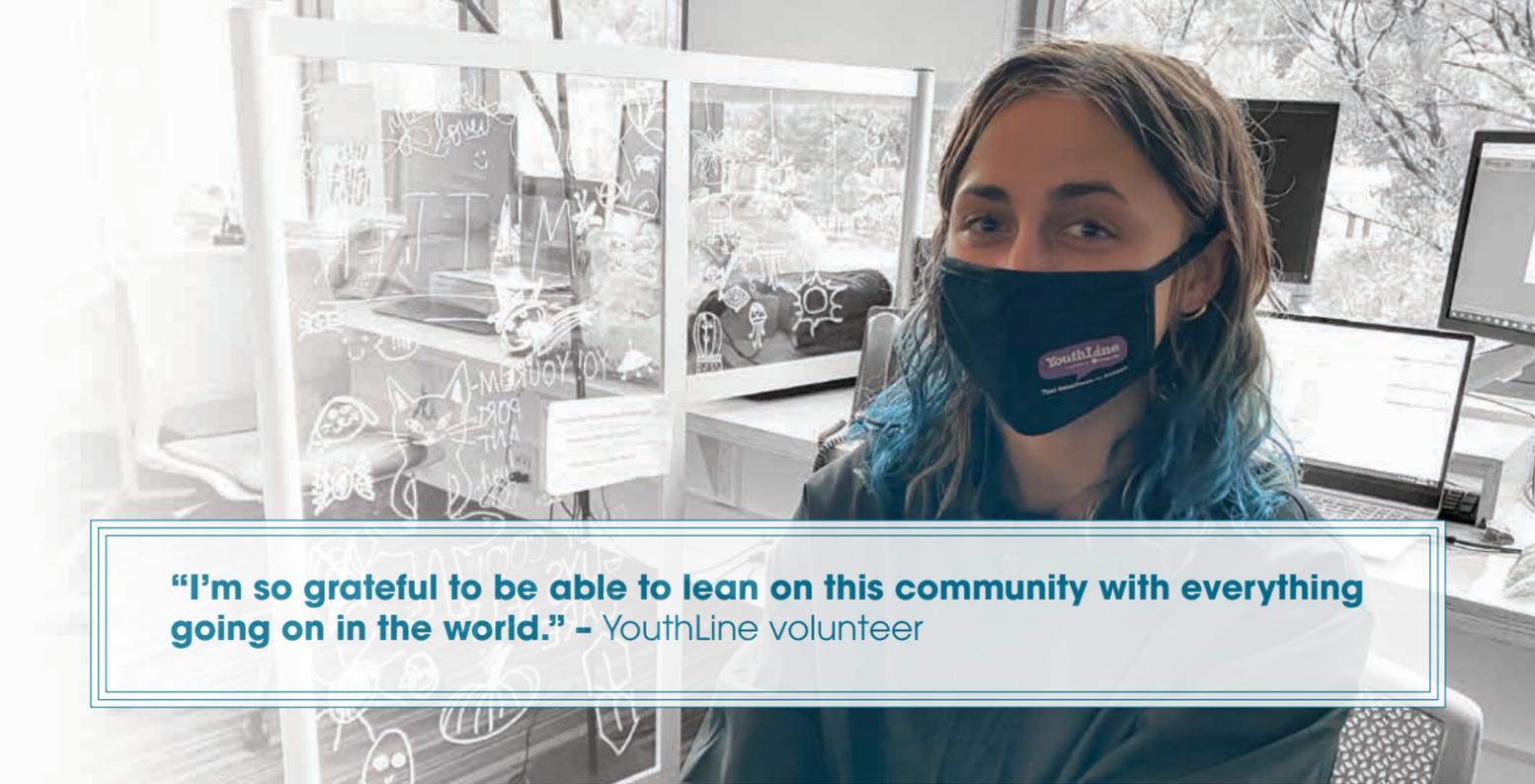
**This continuous increase in volume reflects and underscores the growing need for our YouthLine service nationwide.**

# YouthLine Becomes a National Program

YouthLine has grown from a small service in Oregon to helping youth in crisis all over the country. What began as a local hotline with nine youth counselors talking to 3,000 teens, has grown to 146 youth volunteers who are helping over 28,500 youth across the country\*.

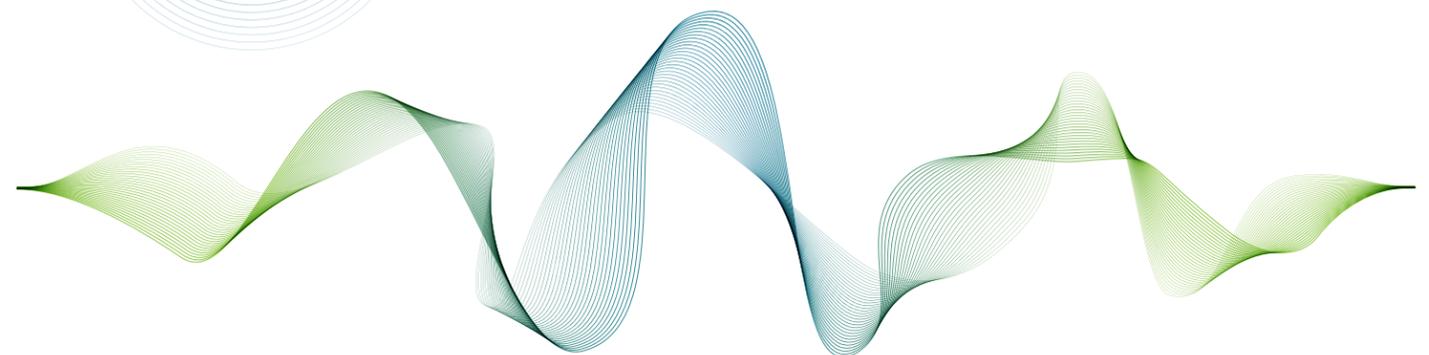
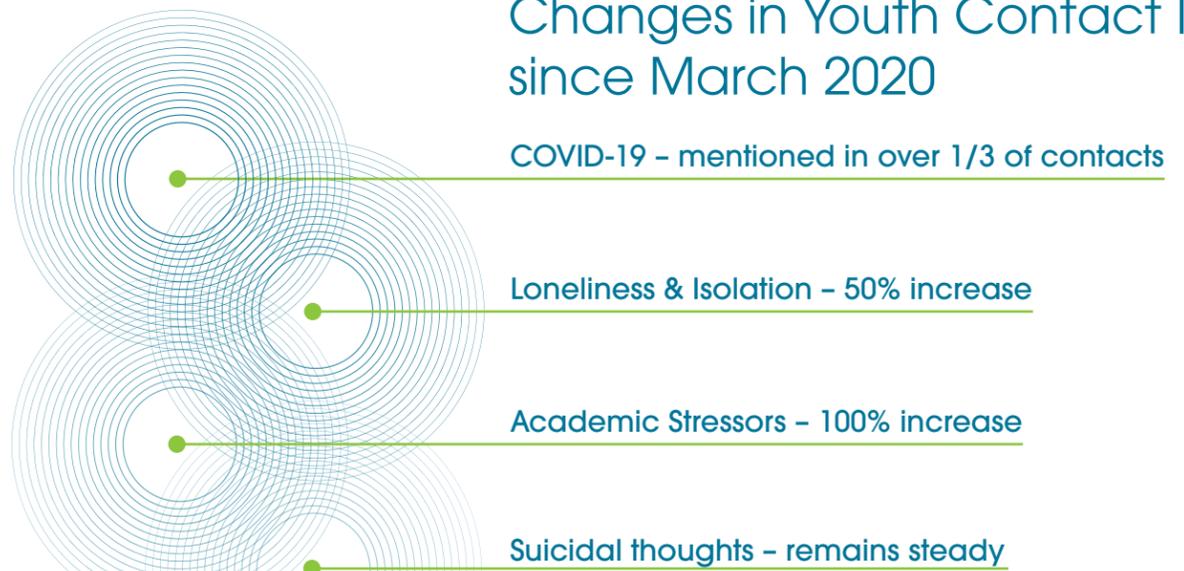


\*Current growth rate for contacts is 47%.



**“I’m so grateful to be able to lean on this community with everything going on in the world.”** - YouthLine volunteer

## Changes in Youth Contact Issues since March 2020



# Our Team is Growing

To meet the growing need for our services, Lines for Life has grown to employ over 200 people - and that number rises each week. Our passionate, skilled, and dedicated team help us respond to calls from our Oregon-based services and nationwide calls to the Veterans Crisis Line, Suicide Prevention Lifeline, and YouthLine.

## Lines for Life Total Calls Answered by Fiscal Year



# Development Shifts and Innovates

## Events & Fundraising Campaigns: from Canceled to Virtual

Thanks to historic and new supporters, we were able to switch our annual gala to our first ever virtual fundraising event, within a few short weeks. Our hosts, auctioneer Johnna Wells and radio celebrity Amy Faust, are pictured here on our CDC-compliant Gala set in April. Thank you to all who helped us exceed our goal!



## Events & Fundraising Campaigns



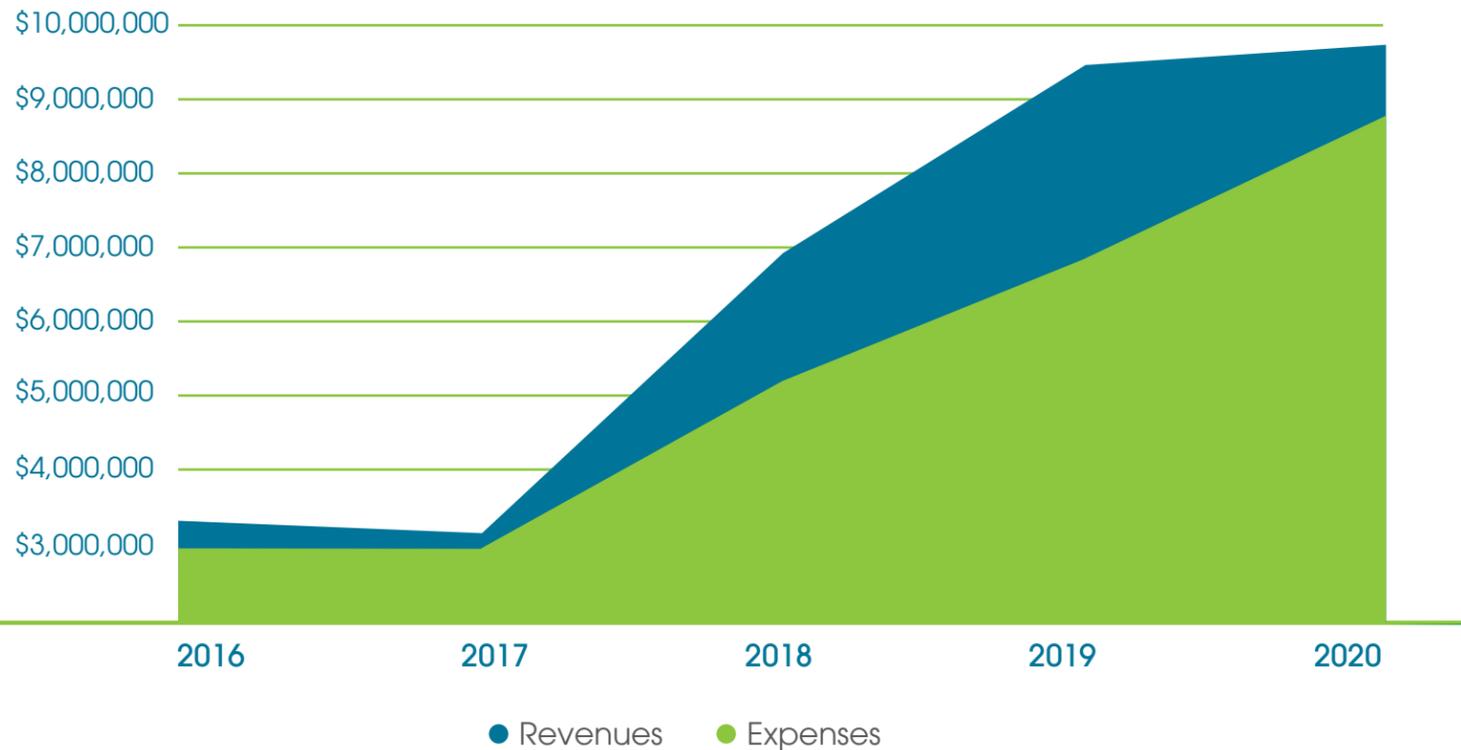
Total Amount Raised | \$1,415,536.01

# Fiscal Year 2019-2020 Financials

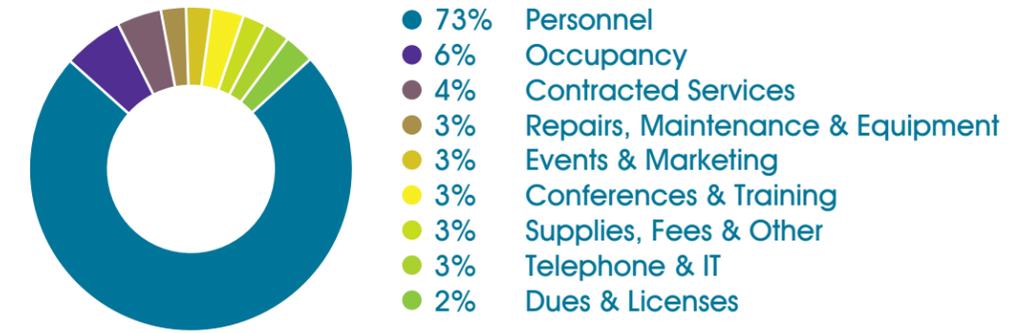
## Fiscal Year 2020

|  |                    |
|--|--------------------|
| Service Contracts                      | \$5,618,497        |
| Government Grants & Contracts          | \$2,474,323        |
| Private Contributions, Grants & Events | \$1,228,713        |
| Other Revenues                         | \$549,483          |
| <b>Total Revenues</b>                  | <b>\$9,871,016</b> |
| <b>Total Operating Expenses</b>        | <b>\$9,439,909</b> |

## Year by Year Revenue + Expense Growth



# Expenses Fiscal Year 2019-2020

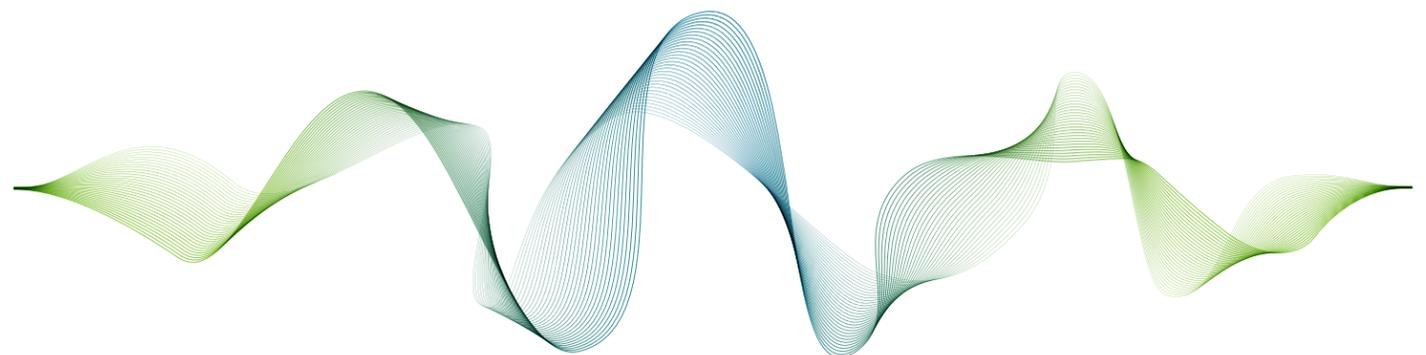


## Fiscal Year 2020's Top Partners\*

Lines for Life is grateful for our corporate and foundation partners who contribute financially to our mission. You make it possible for us to keep doing this life-saving work.

- |                                       |  |
|---------------------------------------|--|
| <b>Beautiful Boy Fund/David Sheff</b> | <b>Naito Family Foundation</b>             |
| <b>Boeing</b>                         | <b>Joseph E. Weston Public Foundation</b>  |
| <b>Burrow Family Foundation</b>       | <b>Olive Bridge Fund</b>                   |
| <b>Cambia Health Solutions</b>        | <b>Oregon Community Foundation</b>         |
| <b>Fast Undercar</b>                  | <b>Oregon Health Authority</b>             |
| <b>Ford Family Foundation</b>         | <b>Pacific Bells/Taco Bell Foundations</b> |
| <b>Home Instead</b>                   | <b>Paul and Sally McCracken Fund</b>       |
| <b>Jean Vollum Fund</b>               | <b>Providence Health &amp; Services</b>    |
| <b>Juan Young Trust</b>               | <b>Reser Family Foundation</b>             |
| <b>Kaiser Permanente</b>              | <b>Spirit Mountain Community Fund</b>      |
| <b>Les Schwab</b>                     | <b>The Standard</b>                        |
| <b>Madden Industrial Craftsmen</b>    |  |

\*To see the full list of Lines for Life's corporate and foundation partners, visit our website at [linesforlife.org/blog/2020-partners](https://linesforlife.org/blog/2020-partners)



# Board of Directors

**Kristen Tranetcki – President**  
Independent Legal Contractor

**Todd Johnston – Vice President**  
Vice President, Customer Service  
& Shared Services  
Standard Insurance Company

**Oscar Cardona – Treasurer**  
Chief People Officer  
Central City Concern

**Musse Olol – Secretary**  
Chairman  
Somali American Council Of Oregon

**Judge Ann Aiken**  
U.S. District Court  
District of Oregon

**Kerry Bendel**  
Chief Pharmacy Officer  
Cambia Health Solutions

**Greg Bretzing**  
Director of Global Security  
& Special Projects  
Greenbrier Companies

**Patricia Buehler, MD**  
Ophthalmologist/Owner  
InFocus Eyecare

**John Calhoun**  
Retired Entrepreneur

**Naiyana Chantarabunchorn, PhD**  
Psychotherapist/Owner  
Bloom Therapy, LLC

**Jim Ferraris**  
Chief of Police  
Woodburn Police Department

**Chris Gibson**  
Director  
Oregon-Idaho HIDTA Program

**Todd Guren**  
Director of Product Management  
Regence BlueCross BlueShield

**Kenneth Herrera MBA**  
Director of Environmental  
Health & Safety  
R & H Construction

**Tom Holt – Past President**  
Managing Partner  
The Holt Company

**Charles Lovell**  
Chief of Police  
Portland Police Bureau

**Brenda Martinek**  
Chief of Student Support Services  
Portland Public Schools

**Dan McMillan**  
Executive Vice President  
Standard Insurance Company

**Anne Naito-Campbell**  
Treasurer  
Bill Naito Company

**Sheri Sundstrom**  
Insurance Claims Manager  
Hoffman Corporation

**Megan Telleria**  
Legal Operations Coordinator  
Columbia Sportswear Company

**Judge Nan Waller**  
Multnomah County Circuit Court

**“The remarkable team at Lines for Life – this team so committed to meeting the need, even as the need evolves and changes – this team is here because of you.”**

Dwight Holton  
Chief Executive Officer  
Lines for Life

