Letter from the CEO

At Lines for Life, our story often starts with someone in their worst moments. They talk about relationships, drinking, work issues, and racial disparities. They ask for help with work and school, and they talk about the challenge of living and just being in a world where they are different. Each time our phones ring, it’s a call for help.

Our phones rang nearly 4000 times in August.

And with the national 988 services launch, people also reach out over text and chat, 24/7 – nearly 1,000 times each month.

Every time someone reaches out for help, we answer – our job is to guide them to hope. We bring our experiences, training, and, most of all, compassion to every contact on our lines. The new 988 Crisis and Suicide Lifeline is changing the landscape of crisis response, one contact at a time – not only because it makes getting help easier – but because it breaks down barriers of stigma and normalizes connection.

This transformation is about our nation and communities joining together and saying with one voice: “It is okay to struggle – and it is okay to get help.”

Lines for Life answers with hope across the breadth of our work – not only on our crisis lines but across everything we do. Our Prevention and Training programs focus upstream – transforming mental health support systems to keep people from reaching a place of despair in the first place. Our YouthLine continues to expand its support in schools and communities and partnership with the Confederated Tribes of Warm Springs with a brand-new satellite center. Our Equity and Engagement programs build mental health skills in communities of color.

A new landscape is with each contact, interaction, and community partnership—a landscape of equitable, accessible mental health support for those who need it.

Your support makes this transformation possible – one story at a time.

We are proud to share details and stories of our work in this year’s annual report – and to acknowledge and appreciate you and our many community partners who support us.

Best,

Dwight Holton
CEO, Lines for Life
A Nationwide Crisis Response

The nationwide launch of the 988 Suicide & Crisis Lifeline marks a new world in crisis support and intervention – one that aligns with our vision and changes how we and our nationwide partners address crisis and prevent suicide.

Lines for Life is delivering support services in new ways and reaching more people than ever before.

Our message – that mental health is as important as physical health – is echoing across the country as public figures, celebrities, and politicians promote mental wellness, break stigma, and expand support systems.

Lines for Life is improving our services to be more relevant, effective, and accessible for those who the mental health field has left behind in the past – incorporating cultural responsivity and trauma-informed practices, and diversifying our workforce.

When people overcome barriers to reach out for help, the quality of our care and support helps them find hope.

Progress in Equity & Cultural Engagement

In early 2021, we defined three pillar areas to move our mission forward and have made incredible progress in these areas. Our equity-driven work is building momentum and beginning to make waves in the Portland area and beyond.

Community Empowerment and Capacity-Building

By working with Cultural Advocates who are intimately familiar with the communities we serve, Lines for Life is fostering partnerships with community organizations and even local businesses to promote mental wellness in communities of color.

In late 2021, we supported the first ever Healing Trauma and Resilience Summit – organized by the Coalition of African & African American Pastors and held at Emmanuel Temple Church in North Portland. The event focused on gathering community leaders to discuss how to better support Black community members – particularly youth – as they are impacted by violence, poverty, and consequences of the COVID-19 pandemic.

Lines for Life supported and organized dozens of other community events as our program grew, including Mental Health First Aid and suicide prevention trainings for community leaders, workshops with youth and families, and more.

Internal Diversity, Equity, and Inclusion

One of our priorities as an organization is to ensure our staff come from a variety of backgrounds and life experiences. Our recruitment efforts, aided by our equity vision and principles, have prioritized proficiency and responsivity with the many differing identities and experiences of our contacts.

As a result, the demographic makeup of our staff has changed to better represent the communities we serve with our programs.

2021-22 Lifeline Contact Volume Increase

“Whether you’ve got a broken bone, or you’re suffering from depression, you should have access to the care you need.”

– Xavier Becerra, U.S. Secretary of the Department of Health and Human Services

2021-22 Equity & Cultural Engagement Events

- Conferences & presentations
- Provider Meetings
- Press
- Community Events
- Internal & External Trainings

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Legislators are recognizing the power of YouthLine’s peer-to-peer support and the need for immediate, easily accessible resources nationwide to support youth mental wellness and prevent suicide. YouthLine is preparing to meet this need by diversifying its volunteer base and growing satellite call centers in new areas.

In May, US Secretary Xavier Becerra and Governor Kate Brown, among other federal and state leaders, met with us at our Portland call center to discuss strategies for addressing youth mental health crises nationwide – including the need for youth involvement in the planning and delivery of these services.

This funding announcement is just the beginning of our expansion – and we’re ready to start making waves. Our first steps in preparing for National YouthLine service include opening satellite programs in Warm Springs, focusing on diversifying our volunteer base, and bolstering our administrative and program support to welcome additional youth volunteers.

We continue to work closely with our advocates in state and federal government to gain support for YouthLine’s continued expansion and to serve more young people across the nation.

Support for Those Who Serve

Lines for Life is taking new steps in preventing and addressing crisis before, during, and after military service – increasing our footprint in Oregon and partnering with community leaders.

2021 Total Military Services Contacts: 35,961

With support from our partners at Oregon Health Authority and Boeing, we have advanced the following programs and services this year:

- The Lines for Life Military Helpline, launched in 2011, continues to offer 24/7 support for Service Members, Veterans, and their families and improve the lives of those who serve.
- We extended offerings of our acclaimed Military Culture Awareness & Suicide Prevention training for providers – or MCASP – this summer and fall to reach more Oregon providers.
- We are engaging in an exploratory codesign process to build a support program for the transition to civilian life after military service ends.

In addition, we have developed a robust, inclusive strategic plan – launching in early 2023 – to guide our efforts in preventing SMVF suicide and substance use and to improve the lives of those who serve.

Construction Industry Partners Take Action

The construction industry has the second-highest suicide rate of any industry in the United States – a suicide rate 3 times the national average.

Over 100 organizations, companies, and government partners have joined forces with Lines for Life to form the Construction Suicide Prevention Partnership (CSPP) and are working alongside us to reduce suicide in the construction industry.

Member organizations are dedicated to reducing suicide and improving mental health within the construction industry – often this looks like providing training and support on job sites to break stigma and encourage help-seeking. This May, CSPP was honored with the Mental Health Visionaries award by Construction Working Minds – a national thought and policy leader in construction suicide prevention.
To address barriers to youth mental health in rural and underserved areas, YouthLine is excited to collaborate with the Confederated Tribes of Warm Springs on opportunities for training, education, community building, and workforce development.

This collaboration is led and steered by our tribal partners, who are recruiting local youth and young adults on the Warm Springs Reservation to develop a satellite team of YouthLine peer volunteers. Centering the mentorship, voices, and needs of tribal communities, this project features a call center that doubles as a drop-in space for youth volunteers to gather, train, connect, access the internet, or do their homework in a supportive environment.

By offering YouthLine programming within the Warm Springs community, we are destigmatizing mental health and enriching our longstanding tribal community partnerships.

### Crisis Lines

As the awareness of and need for our services continues to grow, more people than ever are reaching out to our services for support – and we answer 24/7 with the skills and training to help them find hope.

By hiring and training more call counselors and support staff, we are able to maintain our high standard of quality and care on every crisis call. We also now serve as a national backup center for 988 – which means that we answer 988 calls from across the nation when other call centers are experiencing an overwhelming demand for help.

#### Lines for Life now employs 250+ staff

2021 Crisis Lines Total Call Volume: 167,469

### The Right Support for Every Call

Each crisis contact has a unique set of identities, circumstances, and needs – and no matter the contact’s background or situation, we help them find hope.

Lines for Life has added and improved call counselor training around the importance of cultural humility and responsivity, trauma-informed care practices, and other topics that expand our competence and compassion and boost the quality of our services.

Before they begin the life-changing work of supporting contacts through crisis, our staff complete 200 hours of training in crisis de-escalation, suicide and substance use prevention, and what to do when a contact needs in-person intervention.

We regularly invite guest speakers to train our staff on special topics in crisis care and ways to better support specific populations. Our call counselors have unique opportunities to continue learning and building their crisis intervention skills.

“There’s a lot of learning and self-reflection to do to make sure that we are supporting people in the best ways that we can. Each community has unique barriers and opportunities around mental health that require us to make connections in different ways.”

– Colleen Cadell, Director of Clinical Training

### Delivering Support Over Text & Chat

We know that for some of our crisis contacts, reaching out to us over text feels more comfortable and can be more accessible.

With the launch of 988 in July, Lines for Life expanded its text and chat hours to 24/7 service.

We adopted new text-based support software to align with our Lifeline partners nationwide – which required more learning and training for our counselors on the lines to adapt to the new platform.
Events & Fundraising

The 2021 Les Schwab/Lines for Life Golf Classic held at Pronghorn Resort in Central Oregon was a sold-out success despite torrential rains. Our fearless, generous golfers were undaunted and played on to support our mission!

The annual Always Hope Gala returned in March 2022 at The Loft on 8th Avenue. We were so happy to welcome our community back to an in-person event, which included live streaming for those joining us from home. Guests, staff, and Board members mingled, learned about all that has been happening at Lines for Life since we last met in person, and celebrated the announcement of federal funding for the YouthLine!

Coming Up Soon: Our 30th Anniversary Gala

Lines for Life is turning 30 in 2023! Help us celebrate this tremendous milestone in style while learning more about our history and what’s next. Come ready for fun and keep our amazing work going with your support.

Fiscal Year 2022 Financials

Expenses Fiscal Year 2021-2022
- 83% Personnel
- 4% Telephone & IT
- 3% Professional & Contracted services
- 3% Occupancy
- 2% Events & Marketing
- 2% Conferences & Training
- 1% Dues & Licenses
- 1% Repairs, Maintenance & Equipment
- 1% Supplies, Fees & Other

$17.9 Million

Year by Year Revenue & Expense Growth

2018 2019 2020 2021 2022
$5,000,000 $7,000,000 $9,000,000 $11,000,000 $13,000,000 $15,000,000 $17,000,000 $19,000,000

Revenue Expenses

Events & Fundraising Campaigns

- $816,511.48 Grants
- $338,761.00 Gala 2022
- $267,961.03 Private Donations
- $218,943.88 End of Year 2021
- $112,500.00 Golf Tournament 2021

Total Amount Raised $1,754,677.39
Preventing Overdose Deaths with County Partnerships

In partnership with the Oregon Health Authority, Lines for Life is leading efforts to transform the way we address substance abuse in select counties in Oregon with the Substance Use Disorder Strategic Planning Initiative. We are pairing our years of expertise with communities to help build comprehensive strategies for how to prevent and treat addiction, and how to support people, families and communities struggling with substance use.

Through this program, Jackson, Josephine and Yamhill Counties are rolling out plans to step up overdose response and prevention, improve access to treatment and recovery services, and bring together a broad range of community members to rethink the way these Counties work to tackle the overwhelming tidal wave of substance use disorder and related impacts on families and communities.

2022 Top Organizational Partners

Abbvie
Albertsons-Safeway Foundation
Andersen Construction Foundation
Boeing
Burrow Family Foundation
Cambia Health Foundation
CareOregon
Central Oregon Health Council
City of Beaverton
Clackamas County
Deschutes County Sheriff’s Office
Harbourton Foundation
Hoffman Corporation
Les Schwab Tire Centers Oregon
Marie Lamfrom Charitable Foundation
Marsh
Maybelle Clark Macdonald Fund
McCall Enterprises
Naito Family Foundation
OCF Joseph E. Weston Public Foundation
Oregon Community Credit Union Foundation
Oregon Community Foundation
Oregon Health Authority
Oregon Rises Above Hate
Oregon-Idaho HIDTA Program
Pacific Bells/Taco Bell Foundation
PGE Foundation
Providence Health & Services
Reser Family Foundation
Ryder System, Inc.
Skanska
Spirit Mountain Community Fund
The Collins Foundation
The Johnson Charitable Trust
The Standard
W. M. Keck Foundation

2022 Board of Directors

Todd Johnston – President
Vice President, Core Modernization
New York Life

Kerry Bendel – Vice President
Chief Pharmacy Officer
Cambia Health Solutions

Oscar Cardona – Treasurer
Chief People Officer
Central City Concern

Musse Olof – Secretary
Chairman
Somali American Council Of Oregon

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

Greg Bretzing
Director of Global Security & Special Projects
Greenbrier Companies

Patricia Buehler, MD
Ophthalmologist/Owner
InFocus Eyecare

John Callhoun
Retired Entrepreneur

Antoinette Chandler
Chief Financial Officer
Port of Portland

China Forbes
Lead Singer
Pink Martini

Stanton Gallegos
Co-Managing Shareholder
Markowitz Herbold P.C.

Chris Gibson – Member at Large
Director
Oregon-Idaho HIDTA Program

Todd Guren
Senior Director of Network & Product Implementation
Alignment Healthcare

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

Antoinette Naito-Campbell
Treasurer
Bill Naito Company

Kristen Tranetzki – Past President
Partner
Angeli Law

Megan Telleria
Legal Operations Coordinator
Columbia Sportswear Company

Blake Walker
Director of Client Services
CNHCC, LLC.

Judge Nan Waller – Member at Large
Multnomah County Circuit Court

Dwight Holton
Chief Executive Officer
Lines for Life

Partner Spotlight: Cambia Health Foundation

Since 2010, Cambia Health Foundation has been a leading funder and partner of Lines for Life. Cambia is a longtime supporter of YouthLine and their funding was crucial to the launch of the Central Oregon YouthLine satellite center in 2019. Cambia’s support also boosts Lines for Life’s work in rural communities throughout Oregon and helped build post-COVID capacity.

“We must support the behavioral health workforce in addition to the individuals in crisis. Lines for Life is a national leader in supporting their staff who are helping others find hope. They are a trusted partner, building strong communities that promote mental health for all of us.”

– Peggy Maguire, President of Cambia Health Foundation
A New World of Support

Our partners in mobile crisis response are ready to grow their capacity and reach, and we are ready to ease the burden on law enforcement – connecting our most vulnerable contacts to mental health and substance use recovery professionals instead.

While more contacts are already reaching out for support, Lines for Life is excited to be a part of the still-unfolding transformation of crisis intervention services nationwide with 988 – and helping to inform how these changes will look in Oregon.

“The transition to 988 is just the beginning. We will continue working towards comprehensive, responsive crisis care services nationwide to save lives.”

– Xavier Becerra, U.S. Secretary of the Department of Health and Human Services