



# LEANING IN FOR HOPE



lines *for* life

2025 Annual Report



# Letter from the CEO

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Dear Friends, Partners, and Supporters,

More than ever before, we at Lines for Life are ***leaning into hope***.

Let's face it; we are in a world filled with change, uncertainty, and challenge. Lots of organizations are responding by retrenching — dialing back their work, their investments — even their vision.

I get it. The risks are real and substantial.

***But at Lines for Life, we aren't stepping back — we are leaning in.*** We are leaning in to meet the need, to innovate, and to continue building a future where mental wellness and hope are possible for every person, every day.

We're leaning in with the **Construction Suicide Prevention Partnership (CSPP)**, where partners are raising the bar for mental health and substance use prevention on job sites. Nobody has a greater commitment to worker safety and health than the construction industry — so we're helping them tackle high rates of suicide, making mental health and wellness a key part of the industry's commitment to safety.

We're leaning in with the **YouthLine**, celebrating 25 years of peer-to-peer support for young people in crisis. Despite funding challenges, YouthLine continues to grow and reach thousands of youth each year. And we are expanding our reach even further with a new call center in Hawai'i. Our incredible youth volunteers are not only saving lives today but developing skills and compassion that will shape their futures for years to come.

We're leaning in with our **Equity and Cultural Engagement** work. With our Custody to Counseling Pipeline, which is building innovative pathways into the behavioral health workforce. With our Spanish language Charlas — townhalls where we team up with Raíces de Bienestar to bring skills and reduce stigma around mental health conversations. Our Equity and Cultural Engagement work ensures hope is accessible and meaningful across every community.

And of course, we're leaning in with our **Crisis Lines**. Last year, 988 saw record-breaking growth in calls, texts, and chats; highlighting just how vital this service is. We've responded with compassion and innovation: expanding our peer support program, working closely with 911, and piloting new tools that help our crisis specialists provide the very best care to people experiencing their darkest moments. Every call we answer is a reminder of why we lean in. At Lines for Life, we aren't going to spend the next few years in a defensive crouch — we are going to lean in to hope.

None of this work is possible without you. Your partnership, generosity, and shared belief in hope allow us to meet the need today while building a stronger tomorrow.

Thank you for leaning in with us. Together, we are reaching more people, in more communities, and helping build hope even in the face of change and uncertainty.

With deep gratitude,



Dwight Holton  
CEO, Lines for Life

# Prevention: Construction Suicide Prevention Partnership

Our construction industry partners have a clear vision: a jobsite where mental health and wellness are a vital part of the commitment to safety. Suicide claims the lives of six times more construction workers than workplace accidents. The construction industry faces the second highest suicide rate of any U.S. industry, and rates of substance and alcohol use are disproportionately high. Combining this with labor-intensive demands, job-related stress, and a “tough it out” culture, the risk to worker safety and well-being is clear.

The Construction Suicide Prevention Project (CSPP) was launched six years ago, a partnership of construction stakeholders across the spectrum. The group includes general contractors, subcontractors, organized labor and trades, insurers, financing agencies, and health care providers, among others.

“The progress we see with CSPP is powerful. More leaders are opening conversations about mental health during safety meetings. More workers are sharing personal stories and seeking help early. Companies are weaving mental health into their safety plans.”

Max Margolis  
CSPP's Project Director

The goal of CSPP is to marry expertise in the industry with the clinical and prevention expertise of Lines for Life to change the way the industry approaches mental health and to make mental wellness a key part of the safety calculus on the jobsite.

CSPP began by developing a strategic plan for change. Last year, a group of leading general contractors launched a peer group within CSPP to begin changing workplace culture around mental health. These contractors, with billions of dollars of projects being built all over the West, committed to five key workplace objectives:

**Toolbox Talks** on every jobsite using curriculum built by Lines for Life.

**Question, Persuade, Refer (QPR) training** for leadership and Human Resources staff, equipping them to recognize and respond to crisis.

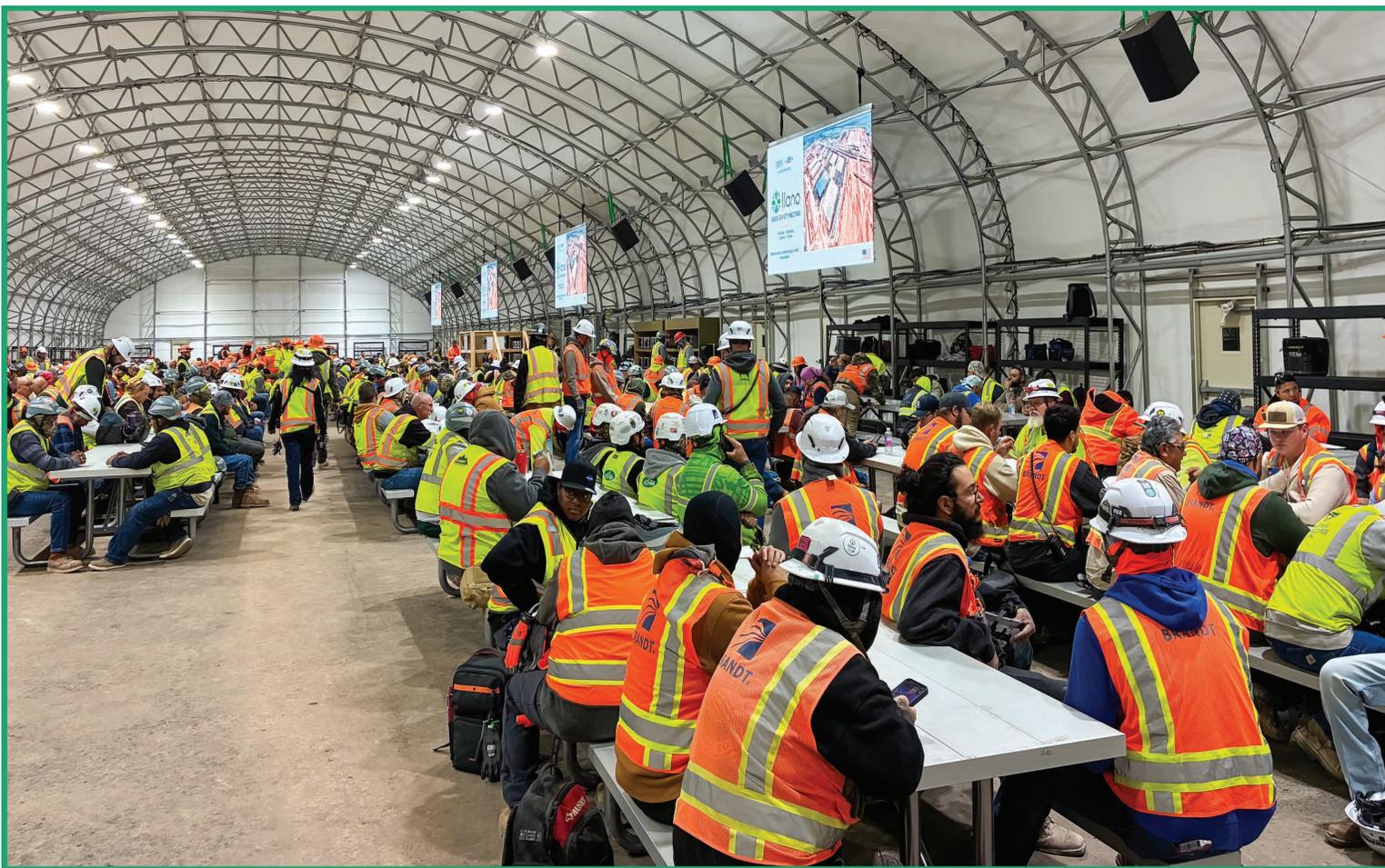
**The Construction CareLine** provides a dedicated resource that meets workers where they are and connects them to our 988 crisis counselors.

**Unified, stigma-reducing messaging** across jobsites, ensuring workers know help is available.

**A space for mental health on the jobsite** — some companies have created lounge-like spaces using doublewides; others have built more modest wellness room spaces.

## CSPP Membership Model: A New Path Forward

This summer, CSPP worked closely with construction industry leaders to launch a new membership program to sustain and expand this critical work. The membership model invites construction organizations to join CSPP as regular financial supporters, so Lines for Life can deliver effective tools, training, and services tailored to improve jobsite mental health and wellness. Our partners are investing in this work because they know suicide prevention requires addressing the root causes of the crisis. The intersection of job-related stress, physical injury, hazardous environments, and high rates of substance misuse are all reasons to sustain and expand our services to the construction community. Safety is the bedrock of construction, and that foundation must support physical and mental health. A distracted or struggling worker poses a serious risk to an entire construction site.



By providing practical, easy to implement tools, CSPP helps organizations prevent crises before they happen. This membership program is building a strong foundation for CSPP to grow the work and reach jobsites across the Northwest — even as public funding for prevention becomes increasingly scarce.

In the coming year, CSPP will continue focusing on delivering practical tools that the industry can use on jobsites to improve the mental health and wellness of their workforce. We will continue amplifying the message that mental health support is for every walk of life, and every worker deserves to make it home safe, both physically and mentally.



This work could not be done without our industry partners and the donors who help make this work possible. Together we are building more than structures. We are building hope. CSPP is proof when we come together and lean into hope we can change the culture of an entire industry and save lives.

“Membership strengthens the entire industry by ensuring all workers have access to the tools and support they need to stay safe, healthy, and connected.”

Dwight Holton  
CEO, Lines for Life

# Equity and Cultural Engagement

## Custody to Counseling Pipeline: Building Equity in Oregon's Behavioral Health Workforce

Oregon is facing a behavioral workforce crisis. For years, underinvestment, systemic discrimination, neglect, and economic and social pressures have left our state with a shortage of professionals ready to help people struggling with addiction and mental health, particularly in rural communities and communities of color.

To meet this need, Lines for Life is launching the Custody to Counseling Pipeline (C2CP) — in partnership with the Oregon Department of Corrections, Oregon's leading addiction treatment providers, the Mental Health and Addiction Certification Board of Oregon (MHACBO), and United We Heal.



C2CP is an innovative initiative to create a pathway from incarceration to certified counseling. This program addresses a critical gap. People of color are disproportionately represented in Oregon's criminal legal system and heavily underrepresented in the behavioral health field. At the same time, people impacted by incarceration often bring lived experience and insight that can be powerful in helping others heal from substance use disorders and trauma. Historically, systemic barriers made it nearly impossible for these individuals to enter the counseling field.

C2CP changes that. Through this program, adults in custody can earn the training, skills, and supervised clinical experience required to become Certified Alcohol and Drug Counselors (CADCs). With their CADC, adults transitioning out of custody and into the workforce will be able to earn above minimum wage, allowing them to take pride in their work, support themselves and their families, and be less likely to return to recidivism.

“Our Custody to Counseling Pipeline is helping meet the critical need for the behavioral health workforce and delivering adults in custody with the opportunity they’d always hoped for.”

Martin Lockett  
Director of Equity and Cultural Engagement

We’ll start in 2026 with a cohort of 20-30 individuals at the Oregon State Penitentiary, graduating newly certified counselors into Oregon’s behavioral health workforce each year. Over time, the program will expand to additional institutions, scaling its impact across the state.

What makes this work especially powerful is the lived experience these future counselors will bring. They carry a deep understanding of the challenges justice involved individuals face, and their presence in this workforce will help break stigma, build trust, and inspire hope for people navigating recovery and re-entry.



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## Charlas: Culturally Grounded Spaces for Healing

While C2CP focuses on building a more representative workforce, the Charlas program focuses on building trust and mental health and wellness in Spanish-speaking communities. In partnership with Raíces de Bienestar, a leading behavioral health nonprofit organization serving Oregon’s Spanish-speaking communities, Charlas create safe, welcoming spaces for open dialogue about substance use and mental health and wellness.

Charlas — Spanish for talks — are informal conversations designed to break down stigma and empower participants with tools to care for themselves and their loved ones. Facilitators of the Charlas are trained community health workers who reflect the communities they serve, allowing them to approach sensitive topics with cultural humility and authenticity. In the past year, the Charlas have reached hundreds of individuals statewide, sparking conversations that would not have happened in clinical or institutional settings. “The information shared was so important. I don’t have much knowledge when it comes to conversations like this, so I appreciate the information being presented in a way that’s simple and informative and bringing awareness into my community,” one Charlas participant shared.

Through our partnership with Raíces de Bienestar, we are working to expand the Charlas into new regions and tailoring sessions to address the specific stressors faced by immigrant and farm working families, including the impacts of displacement, language barriers, and intergenerational trauma. These culturally responsive spaces are not only reducing stigma but also planting the seeds for the next generation of bilingual, bicultural mental health leaders.

“With the intense stressors levied at the Spanish-speaking community, it is our mission to show up and support this community in whatever way we can. Charlas is a way to provide comfort, support, solidarity, tools, and resources to deal with issues that most of us will never face.”

Martin Lockett  
Director of Equity and Cultural Engagement

The Custody to Counseling Pipeline and Charlas embody the mission of our Equity and Cultural Engagement team — empowering communities historically left behind with skills and access to mental health and wellness — to dismantle systemic barriers, increase representation, and build bridges between historically underserved communities and the behavioral health resources they deserve. By centering on lived experience, cultural responsiveness, and workforce equity, we are not just addressing Oregon’s behavioral health workforce crisis. We are reimagining what the future of care can look like.

## 25 Years of Teens Helping Teens Find Hope

Being a teen and a young adult is *hard*. There are social pressures — what you wear, who you hang out with. There are family pressures — how you spend your time, how you're doing in school, and how you meet expectations. For many, there are also school and work pressures and then, the pressures you put on yourself. And the pressures of living in the digital age and the time of social media. Every time you look at your phone, you see photos, reels, and posts that put these pressures right back in front and center.

And unlike adults, youth don't have decades of coping skills.

For 25 years, YouthLine has delivered peer-to-peer youth support — young people supporting young people in crisis, helping them find their hope, their support team, and a way forward. In the past 25 years, we have reached over 200,000 youth in crisis in all 50 states and in countries around the world. We did not set out to be a national service, but the fact is, YouthLine is where young people across the U.S. turn when they are struggling.

We're embracing this national reach, building a national YouthLine service that can deliver peer-to-peer support for young people no matter where they are. Last year, we took big steps in meeting this need by launching YouthLine Hawai'i, growing our partnership with the Ballmer Institute at the University of Oregon, teaming up with 988 call centers nationally, and nurturing our five YouthLine locations in Oregon.

“We knew we had to earn trust before we could serve. That meant showing up, inviting partners into our training spaces, and being willing to adjust our curriculum and plans based on their guidance.”

Emily Moser  
YouthLine Program Director

## Expanding Hours and Meeting Need: YouthLine in Hawai'i

Expanded hours means helping more youth in crisis. We've seen it over and over again. When we expand hours for youth peer support, we see exponentially more calls, texts, and chats.

Youth currently answer YouthLine from 4:00 p.m.-10:00 p.m. PT daily. While the line is answered 24/7, peers are there for those hours, and that's when most young people reach out.

**Launching a YouthLine Call Center on Hawai'i means up to three extra hours per day. More hours means helping more youth in crisis.**

With support from the Hawai'i Department of Health, the Hawai'i Community Foundation, the Echo Fund, and others, we launched YouthLine Hawai'i on Maui last year. We hired a local team, built strong roots and partnerships with key mental health partners, and moved into a call center located at the offices of our partners at Imua Family Services. Our friends at Maui Youth and Family Services have provided critical clinical guidance along the way, and we have a host of friends providing cultural training and support to make sure we are weaving into the fabric of support for youth on Maui.



**We now have 12 youth volunteers fully trained and ready to take crisis calls, texts, and chats during two shifts weekly — that is more than double our goal!**

## **988 Call Center Partnerships**

Teaming up with 988 call centers is key to delivering youth-to-youth peer services nationally. Hundreds of thousands of young people call 988 every year. For some, talking to a peer, a fellow young person, can help break down barriers to reaching for help. We are teaming up with 988 call centers to make sure their teams know about YouthLine and can easily make the connection.

By teaming up with 988 call centers across the country, we can plan and manage our growth while becoming a critical mental health support for young people across the U.S.

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## Overcoming Funding Setbacks

YouthLine successes came against the backdrop of a significant loss in federal funding. In March, Congress cut \$1.6 million in funding for YouthLine (along with thousands of other projects cut out of the budget), threatening our growth and sustainability. We have stepped up efforts to raise money from other sources and are still working to fill the hole left by Congress.

While the funding loss hurt, it has not dimmed our vision. In fact, the YouthLine Hawai'i build out has accelerated. We launched new partnerships with Johns Hopkins and Northwestern University. We continued to grow and expand our Safe Social Spaces work where highly trained clinicians reach out to youth struggling on social media.

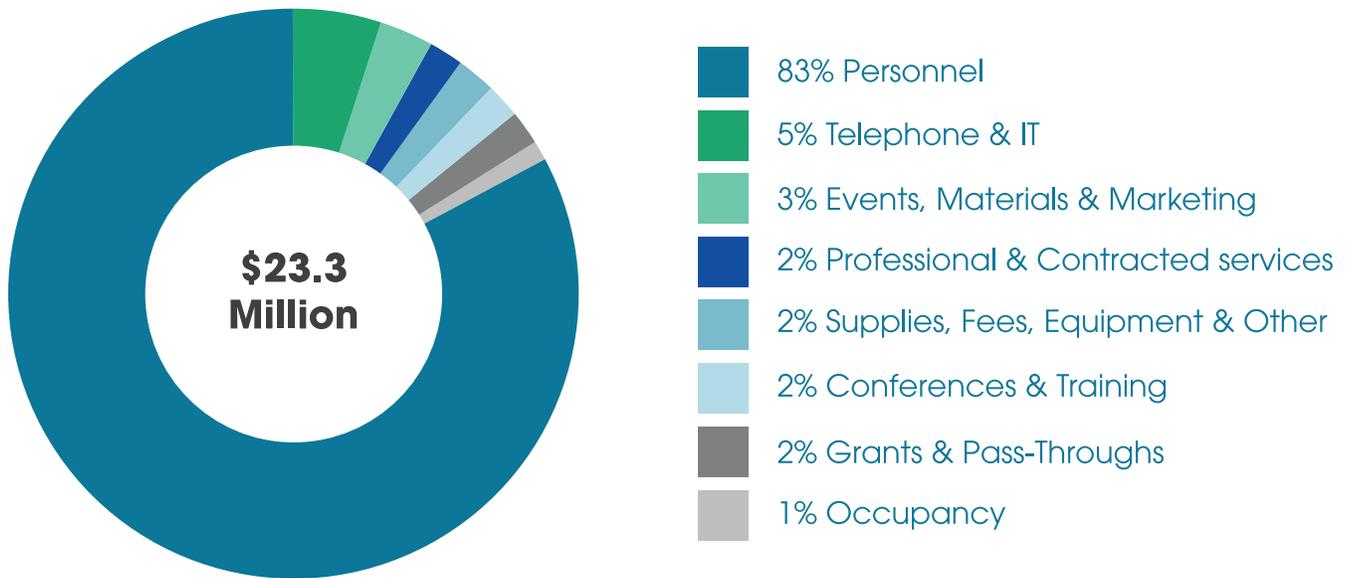
We're well on our way to building a national youth peer support network offering real time coverage across all U.S. time zones so no young person is ever left waiting in the dark.

Looking back on 25 years, one thing is clear. YouthLine has never just been about answering calls or texts. It's about transforming lives, both the lives of young people reaching out for help and those of the youth who step up to provide it. Former volunteers have gone on to become counselors, teachers, social workers, doctors, and advocates, carrying forward the empathy and skills they built on the line.

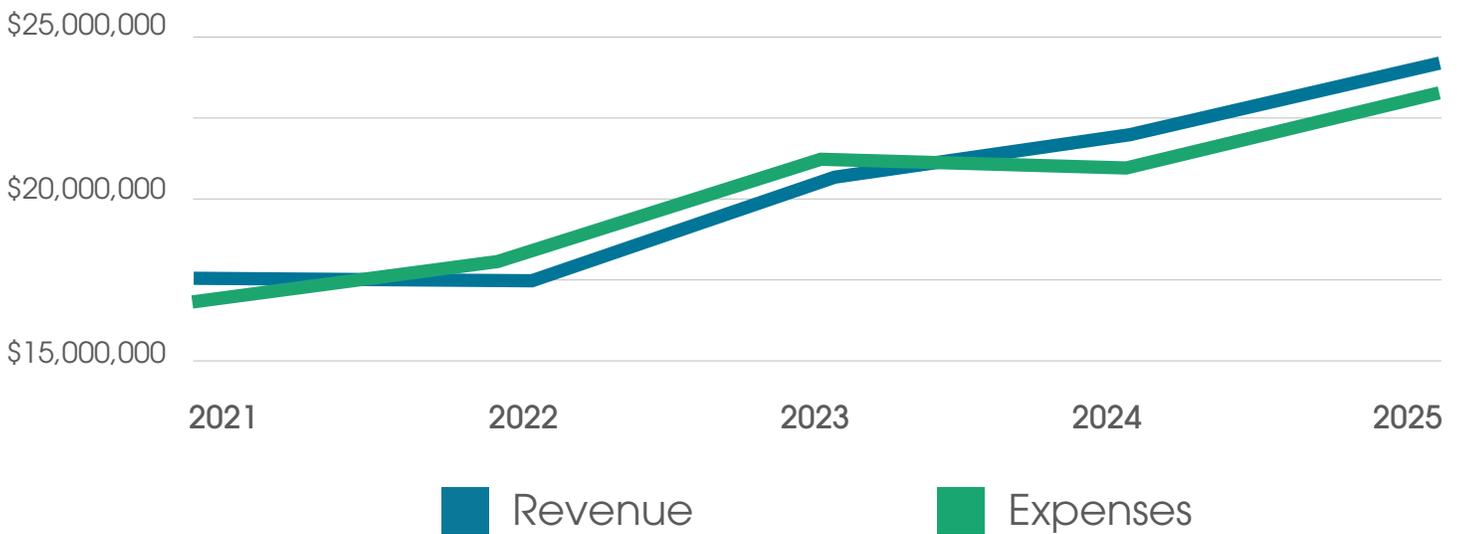
As YouthLine steps into its next 25 years, its mission to ensure every young person knows someone their age is ready to listen, care for, and stand beside them continues. When youth feel seen, heard, and supported, they not only survive but thrive and build a future filled with hope.



## Expenses Fiscal Year 2024-2025



## Year by Year Revenue & Expense Growth

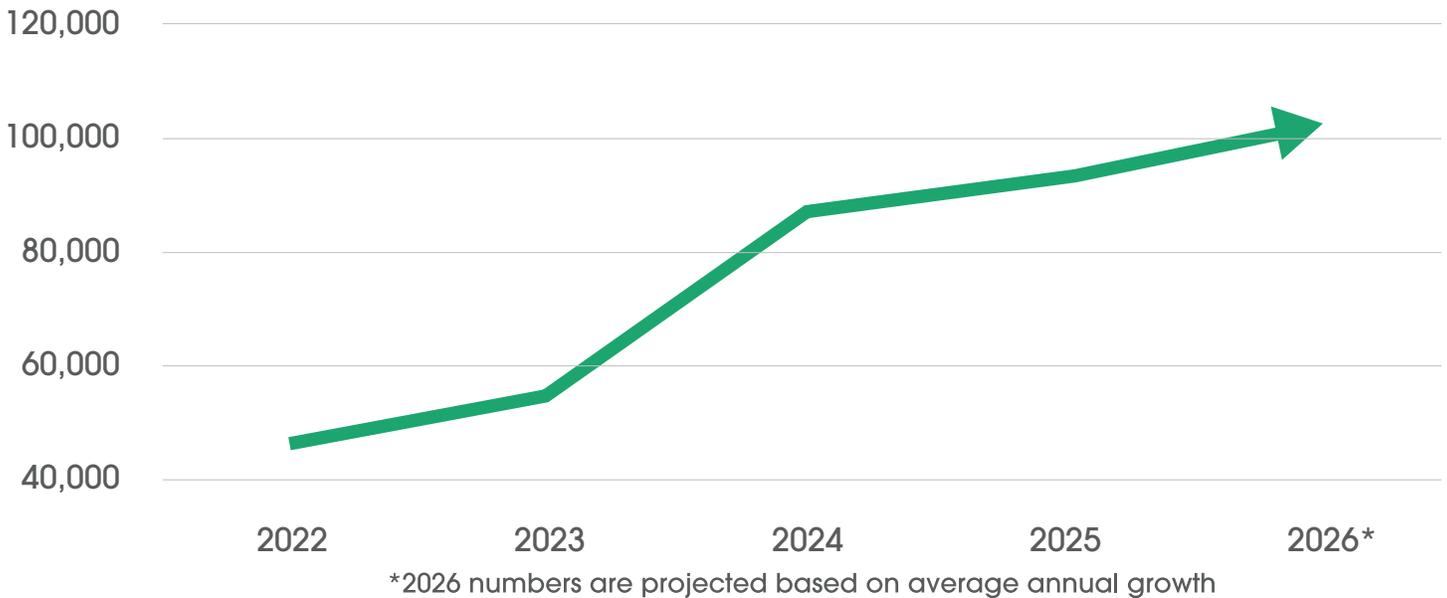


# Crisis Lines

At Lines for Life, hope is the foundation of every call answered and every connection made. Over the past year, our Crisis Lines team has leaned into hope by advancing two innovative programs: our **Peer Program** and the **911/Counties Interoperability initiative**. Together, these efforts are transforming how Oregonians in crisis find the support they need.

**We connected with more people on the 988 Behavioral Health and Crisis Line than ever before — and we are on pace to connect with over 100,000 Oregonians in the next 12 months.**

## Combined 988 (Oregon + National Back-up), Including calls, chats & texts.



“Our background with answering several Crisis Lines helped us set the highest bar for quality and training. So, when 988 came along, we were already there. We’ve been able to focus on how to innovate and expand.”

Greg Borders  
Chief Clinical Officer

## Peer Support: Walking Together Toward Hope

Peer support and engagement have long been written into our DNA at Lines for Life. In 2025, we launched a new program to put the proven effectiveness of peers to work for the people who reach out to us in crisis. After a call with a crisis counselor, callers can connect with peers for continued support, hope, and a reminder recovery is possible. Peers bring something no one else can — lived experience of mental health struggles, substance use, or suicidal thoughts. They know because they’ve been there. And years of research bears this out.

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“We’ll connect more and more people with peers because it works,” Greg explains. The Peer Program reflects a growing truth. People heal best when they feel heard, understood, and not alone. By leaning into peer support, Lines for Life is ensuring every caller has a bridge from crisis to stability.

## Innovating with 911 For Easy Crisis Connect

Every day, 911 operators across Oregon are flooded with calls, many from people who need help with a crisis — not law enforcement or fire emergency.

These calls bog down first responder resources and often don’t meet the need. Research tells us this can make matters worse for people in crisis.

“The longer I’ve been in this field, the more I’ve seen people break barriers around stigma and reach out for help,” Greg said. “Call volumes are going up, and that tells me the need is real, and people are willing to ask for help. My job is to make sure our incredible team has the resources and support to meet that need.”

We’re changing that in Oregon by creating a fast, easy conduit from 911 to 988 to get the right kind of help at the right time in the right way. Through our partnership, counties and local 911 centers are diverting more calls involving mental health to our responders at 988, where trained crisis counselors can take the time and deliver the expertise needed to de-escalate, listen, and provide resources.

“We know from decades of research that we get healthier outcomes, at lower costs, when we meet mental health need with mental health resources.” Greg said. “People calling 911 for mental health support will be directed to 988, where they can really get the help they need.” While still in the early stages, this program has already deepened relationships with county partners and uncovered new ways to integrate services. The long-term vision is clear: a seamless system where Oregonians in crisis get the right help, in the right way, at the right time.

## Building A Long-Term Network of Support

As these programs take root, Greg sees a future where both peer support and collaboration between 911 and 988 are cornerstones of Oregon’s behavioral health system. For Greg and the Crisis Lines team, the motivation behind this work comes down to one thing: **hope**.

At Lines for Life, suicide prevention doesn’t end with a phone call. It continues with connection. Our counselors, peers, and community partners are building a system rooted in compassion and equity. Those efforts remind us that hope is not passive but something we create one conversation at a time. By leaning in to hope together, we’re building a future where no one must face a crisis alone.

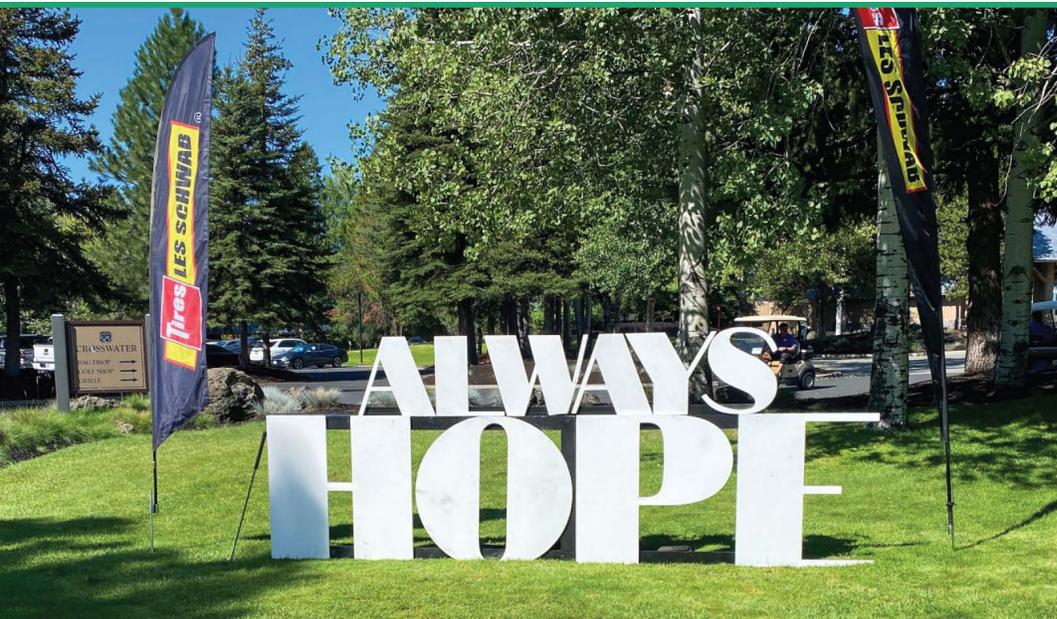
## Donor Highlight: Les Schwab

For more than a decade, the Les Schwab family has been leaning in to hope alongside us, serving as a central financial support for the lifesaving work of the YouthLine.

In 2012, YouthLine was at a crossroads. Facing the possibility of shutting down until Les Schwab stepped in. In what was to become an annual event, the first Les Schwab Lines for Life Golf Classic rallied Les Schwab employees, partners, and community to keep the YouthLine open. That single act of generosity didn't just save this program; it helped plant the seeds for a thriving future. Their philanthropy and leadership have brought momentum, commitment, and action. Fueling YouthLine growth and ensuring young people in crisis always have somewhere to turn and the resources to thrive.

Les Schwab has raised more than **\$1.4** million to support the YouthLine.

Les Schwab employees have poured themselves into this cause, dedicating countless volunteer hours to building the Les Schwab/Lines for Life Golf Classic into a sold-out annual event that draws teams from across the country. What began as an urgent effort to keep YouthLine alive has transformed into a powerful tradition of care. Les Schwab not only instituted this philanthropic event but also created a community of support where youth mental health is prioritized and hope is nurtured year after year.



The Les Schwab family shows us what it means to lean in to hope: to believe in young people, to invest in their futures, and to walk alongside their community through life's hardest moments. We are forever grateful for their invaluable partnership and the hope they continue to grow.

## 2025 Top Supporters

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We are filled with gratitude as we celebrate the steadfast support of our partners. The highlighted projects in this report serve as a powerful reminder of the impact that is achieved through collaboration and community. Your steadfast commitment is crucial to preventing substance use and suicide, making our challenging yet rewarding work possible.

**Albertsons/Safeway Foundation**

**Andersen Construction**

**Anne Naito-Campbell**

**Apex Real Estate Partners**

**Aramark/Vestis**

**Bill Ellis**

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**David and Erin Drinkward**

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**Reser Family Foundation**

**Ron & Julie Boschler**

**Ryder System, Inc.**

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**Scott Family Fund**

**So Hum Foundation**

**Spirit Mountain Community Fund**

**Steve Eklund**

**The Collins Foundation**

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**The Standard**

**Turner Construction Co.**

**W.M. Keck Foundation**

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**Dwight Holton**

Chief Executive Officer  
Lines for Life

# Thank You



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