



Preventing Substance Abuse & Suicide



2014 Annual Report



WELCOME

to Lines for Life

This has been a remarkable year of transition at Lines for Life. After 20 years of faithful leadership, CEO Judy Cushing retired and helped the board recruit her successor, Dwight Holton.

Dwight's background as a prosecutor as well as former United States Attorney gave him firsthand experience with the end result of drug and alcohol addiction. Unfortunately, long after the opportunity to change the outcomes had passed. Dwight was very attracted to the opportunity to get out in front of those problems through the prevention work of Lines for Life and the board found a dynamic leader to continue our legacy of preventing substance abuse and suicide.

Lines for Life has made a seamless changeover in leadership and is poised to continue in our role as a regional and national leader in proactive prevention as well as providing the highest quality of intervention and referral on our 24-hour crisis lines.

“**Lines for Life is incredibly hard-working. They have a combination of idealism, effectiveness and determination that's very rare in a nonprofit.**”

- **Dwight Holton**
CEO, Lines for Life

A Letter from CEO

At Lines for Life, our mission is clear: preventing substance abuse and suicide. In the past year, we've put ourselves to work on that mission in more communities throughout Oregon than ever.

The crisis lines team has been reaching people like never before:

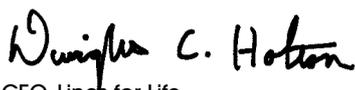
- We've reached more than twice as many young people through YouthLine this year - over 3200 - with text volume tripling.
- We helped over 13,000 military families last year through the Military Helpline and Veterans Crisis Line - more than ever before.
- We had our highest volume day ever on the Crisis Lines in August, following Robin Williams' death, when our call counselors helped more than 215 callers.

We've also been building our prevention and education programs - expanding statewide in communities throughout Oregon:

- We've launched a new school climate initiative to make sure school is the safe and welcoming place it should be.
- We're working with terrific partners on youth suicide prevention in Linn and Benton Counties and the Rogue Valley - both regions of the state devastated by youth suicides this year.
- We are leading a Prescription Drug Abuse Task Force to implement the Governor's abuse reduction strategy - hosting summits and building action plans in regions statewide. We plan to hold the first regional summit in Eastern Oregon in April!

To build financial stability to support these programs, we've tightened our belt, expanded our fundraising, and grown our contract revenue to over 70% of income - giving us strong financial footing to support the mission.

It's been over a year since I took the reins from Judy Cushing - she's been a terrific partner every moment. We've made tremendous progress - but still have much work to do, growing our statewide footprint, reaching diverse communities better than ever before, and expanding our prevention efforts. And with your help, we'll continue to meet the mission!



CEO, Lines for Life



CRISIS INTERVENTION

The calls come in 24-hours a day to our crisis lines: A teen calls our YouthLine, desperate to escape the bullying she's been subjected to and enduring. A veteran calls, wanting to be buried next to his wife once he completes his suicide. A mother calls, looking for a way to start an effective conversation with her son about his drinking.

The highly trained Lines for Life crisis intervention specialists are well-prepared for these calls. Listening actively, without judgment, they make a connection with the callers and help each of them craft a unique plan for positive action. With permission, they will schedule a follow-up phone call to check on the caller's well-being.

Lines for Life handled over 38,000 calls from people in crisis last year, providing hope and resources for those involved in life's biggest struggles. Those phone calls are where we are able to do remarkable work in preventing substance abuse and suicide.

38,302
Total Number of
Calls for 2014

210
Total Number
of Volunteers



MILITARY HELPLINE

Since its inception in 2010, the Military Helpline has assisted thousands of active duty personnel, veterans and their families make a successful transition to civilian life. That includes crisis intervention for issues including substance abuse, anger, post-traumatic stress and suicidal thoughts as well as assistance in obtaining benefits. We remain dedicated to making sure that we provide the best possible resources to those who have served us so well.

888.457.4838 | MilitaryHelpline.org

EDUCATION + TRAINING

With the sharp increase in deaths caused by suicide, and approximately one in four Americans experiencing mental illness within a given year, continued education on suicide prevention

has become increasingly important for the health and safety of our community.

Oregon's suicide rate is 41% higher than the national average.

Suicide in Oregon 2012 report. Oregon Health Authority.

Nearly all of us have encountered or will encounter, someone experiencing an emotional or mental health crisis. To build healthy

communities we all need to equip ourselves with techniques and knowledge of how to de-escalate potential crises, and act as the first line of response.

Lines for Life delivers training to help increase public awareness that mental illness is real, but treatable. We offer a variety of evidence-based instruction.

Those who have attended our trainings and implemented learned techniques at schools and various organizations have quoted an increase in successful interventions, lowering the rate of death or injury. With the increase in knowledge, skills, and confidence, suicide intervention trainings such as ASIST, safeTALK, and Mental Health First Aid bring to participants, we look forward to even more success equipping people to prevent suicide.



“ASIST empowered me to act to SAVE lives. This training is the most meaningful learning experience I’ve had — ever.”

“safeTALK helped me to be more alert and aware of suicidal thoughts even when they are hard to pick up on.”

Feedback from Training Workshop participants

ADVOCACY

Lines for Life continues its 20 year tradition in reducing the stigma surrounding mental health issues. We provide leadership with communities and their elected officials on the difficult subjects of substance abuse and suicide. We work to remove the barriers for people who need help with mental health challenges, something that is at the root of almost all substance abuse and suicide issues.

There are many avenues we enlist to provide advocacy, including inviting drug free coalitions to use our offices as a place to generate conversation and outreach or working in close connection with mental health professionals, law enforcement and addiction specialists to provide the best evidence-based thinking on the challenges people face in substance abuse and suicide prevention.

SCHOOL CLIMATE

Bullying has become a national epidemic among young people. Whether in school, online or over the phone, bullying has intensified and become a major stressor for youth that can impact school performance and may lead to long-term health and emotional effects. Bullying can be a major factor in the mental health and well-being of youth. Lines for Life has taken action to limit the effects of bullying and to support those who have been subjected to it.

Our Youthline is a free and confidential peer-to-peer crisis line for youth dealing with such issues as bullying, depression, anxiety, pregnancy, self-harm or substance abuse. The Youthline offers texting and phone call support from teens, by teens. Our highly trained youth counselors are available to listen and not judge.

While the YouthLine is available 24/7, thanks to support from Les Schwab Tires, Taco Bell, and Standard Insurance, we have been able to expand our hours staffed by youth and adult supervisors to seven days a week from 4 pm until 10 pm. In order to increase our accessibility to teens, we provide not only telephone support, but texting and online chat as well. The majority of our contacts are made through text conversations, the preferred medium for today's youth.

877-968-8491 | OregonYouthLine.org
Text Messaging: "teen2teen" to 839863



“ In a situation where you can't use the phone. If you're living with your parents, which most teenagers are, you can't call about them, because they can hear you. Texting makes it a lot more private, a lot more personal. ”

- Elena Lopez
YouthLine Volunteer

YOUTH VIOLENCE PREVENTION

Lines for Life believes that providing safer school environments is the key to student success.

One of the best ways is to identify individuals with mental health challenges and get them the help they need long before their frustrations can lead to acting on harmful impulses. Much like physical first aid training, Mental Health First Aid can help identify and treat individuals who might become a danger to themselves or others. We offer Mental Health Training to various members of the community, including school districts and police departments. With early intervention and action, tragedies can be prevented.

“ Now I feel so much better and more prepared to help. ”

- Teacher upon completion of YMHA training

2013/14 FINANCIALS

BOARD OF DIRECTORS

Judge Ann Aiken

Chief Judge
U.S. District Court,
District of Oregon

Stephanie Dreyfuss

Member at Large,
Providence Health Plans

Julie Elkins

Past Board President,
Partner
Elkins, Zipse & Mitchell

Jim Ferraris

Member at Large,
Deputy Chief of Police
Salem Police Department

Lon Getlin

Board Vice-President,
Principal
Top Gun Coaching

Chris Gibson

Board Treasurer,
Director
Oregon HIDTA Program

John Hart

Partner
Hart Wagner LLP

Tom Holt

Director,
Government Affairs (OR)
Cambia Health Solutions

Roy Jay

Principal
ARAMARK/Giacometti
Partners

Dr. Loren Jenkins

KPNW Spine Services
Kaiser Permanente NW

Doug Lyons

Principal
Clere Consulting

Dave McDonald

Director of Sales
Entercom Radio

Dan McMillan

Board President,
Vice-President,
Employee Benefits
The Standard

Anne Naito-Campbell

Board Secretary,
Consultant
Business and Community
Development

Nathan Sasaki

Executive Director
Apex Real Estate Partners

Kristen Tranetzki

Attorney at Law
Angeli Ungar LLC

Judge Nan Waller

Multnomah County
Circuit Court

Dwight Holton

Chief Executive Officer
Lines for Life

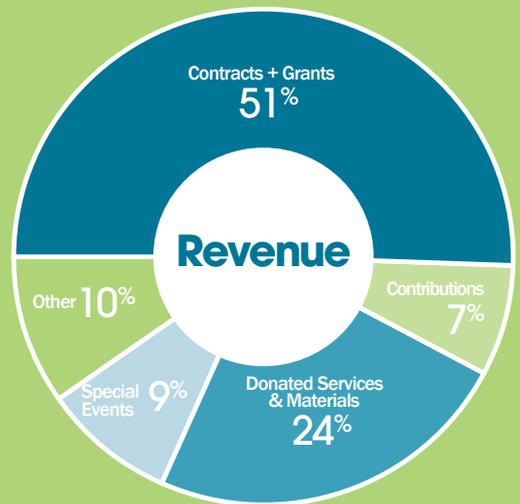
Brigadier General

Bruce Prunk

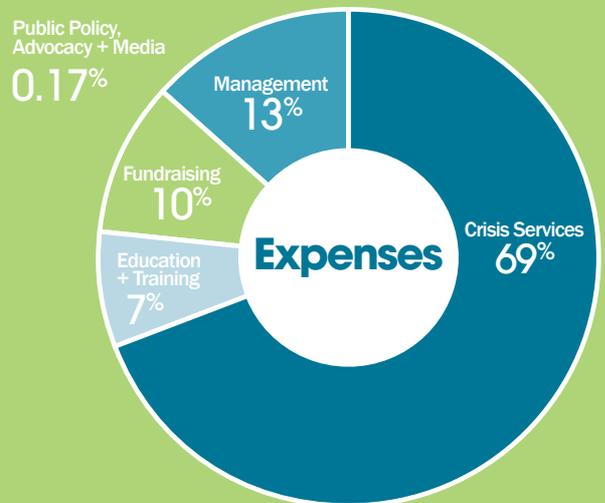
Advisor
Oregon Air
National Guard

Dr. Marvin Seppala

Advisor
Chief Medical Officer
Hazelden Betty Ford



Contracts + Grants	\$ 1,269,912
Contributions	179,660
Donated Services + Materials	587,254
Special Events net of direct costs	215,297
Other Program Revenue	241,042
TOTAL REVENUES	\$ 2,493,165



Crisis Services	1,737,743
Education + Training	185,752
Public Policy, Advocacy + Media	4,356
Fundraising	253,363
Management	324,346
TOTAL OPERATING EXPENSE	\$ 2,505,560



Preventing Substance Abuse & Suicide

5100 SW Macadam Avenue, Suite 400
Portland, Oregon 97239

SUICIDE LIFELINE
(800) 273.TALK (8255)

ALCOHOL AND DRUG HELPLINE
(800) 923.HELP (4357)

MILITARY HELPLINE
(888) 457.4838, or text
MIL1 to 839863

YOUTHLINE
(877) 968.8491, or text
teen2teen to 839863