

2024



**ANNUAL
REPORT**



Letter from the CEO

Dear Friends, Partners and Supporters:

If you had to capture Lines for Life in three words, it'd be pretty simple: We Build Hope.

For us, "hope" is not an empty slogan or a saying on a greeting card – hope is an evidence-based strategy in our prevention work, in our crisis intervention, and in our work to build a world where mental wellness is within reach for all.

We're building hope in our fentanyl prevention partnership with the Somali American Council of Oregon – where we are empowering young people and parents with effective, culturally-specific prevention strategies to help people make healthier choices about drug use.

We're building hope with the YouthLine, which is reaching nearly 25,000 youth in crisis year after year. As we build out national expansion for the YouthLine, our amazing volunteers bring insight, compassion and commitment – and we help them grow skills, confidence and experience that not only saves lives and supports youth in crisis, but sets up our volunteers for a lifetime – and often a career – of helping others.

Our Cultural Engagement team is working to empower communities for better access to mental health and wellness. They've grown programs for youth and adults developing skills, reducing stigma, and building hope.

The Construction Suicide Prevention Partnership is writing a new chapter, focused on raising the bar for mental health and substance abuse prevention across the industry. With contractors, labor, insurance and financing partners at the table, we are building hope by changing the way mental health is done on the jobsite.

And our crisis intervention team is reaching more people than ever through the 988 Suicide and Crisis Lifeline, where we've seen 25% growth in the first eight months of 2024.

We're meeting this growing need with better service than ever – deploying exciting new artificial intelligence tools that help our crisis intervention specialists be their very best for people in crisis.

Every minute of every day, this team builds hope for people on their very worst days.

Building hope begins with you – our partners, supporters and friends who make this possible. Thank you for helping us build hope every day, 365 days a year – and for helping us reach and support more people in our community toward our vision of mental wellness for all.

With deep appreciation,



Dwight Holton
CEO, Lines for Life



“We lost three people to fentanyl in the Somali community last year alone,” **Board member Musse Olo** explains. “It’s especially devastating for us – we don’t understand it, we don’t have experience with it, and there are no resources built to work for the parents, children and families who’ve had our experience as new immigrants here – much less resources in our language.”

Donna Libemday, Director of Prevention Programs | Somali American Council of Oregon

Prevention & Training

Reducing Substance Abuse and Building Skills in the Construction Industry

The Construction Suicide Prevention Partnership (CSPP) is transforming the workplace by making mental wellness a key part of the industry’s commitment to safety. Substance abuse is a key factor driving mental health struggles for construction workers. **Over 24% of suicides in Oregon involve alcohol use. And people working in construction are more likely to struggle with excessive drinking and substance abuse than other groups.**

So, the CSPP is making it a priority to prevent alcohol and drug abuse, and to help workers understand the connections between substance abuse and suicide.

To meet this twin challenge of substance abuse and suicide, CSPP has teamed up with Oregon’s Rethink the Drink campaign to reduce alcohol consumption among construction workers. Rethink the Drink brings evidence-based messaging that goes beyond binge drinking to help folks understand the health risks of alcohol.

CSPP is building mental health skills on the jobsite with an industry-wide campaign of QPR training (Question, Persuade, Refer). Our team delivered over 26 QPR trainings this year, reaching over 900 people on the jobsite. QPR empowers workers to recognize and respond when a coworker is struggling with suicidal thoughts and behaviors, putting essential mental health skills directly on the jobsite. CSPP is a cutting-edge partnership that pairs industry insight with the clinical expertise that Lines for Life offers – leading the way in improving wellness and preventing suicide on jobsites across the Northwest.

Creating Culturally Responsive Fentanyl Prevention Strategies

The fentanyl and overdose crisis in Oregon is all around us. While most states are seeing reduction in drug overdose deaths, we lost nearly 1,900 Oregonians to overdose death in the year ending April 2024 – an increase of over 22% over the previous year.

We must combat fentanyl *upstream* – and our Prevention team is launching new, innovative approaches to reach people across all communities in Oregon with effective prevention messaging.

Lines for Life has teamed up with the Somali American Council of Oregon (SACOO) to bring effective fentanyl prevention to the Somali community. We brought in our friends at Song for Charlie – founded and fueled by families who lost loved ones to overdose, and who have become national leaders on fentanyl overdose prevention messaging.

Together, we are tailoring prevention strategies that are designed to work with and fit the cultural needs of the Somali community.

We know that the most successful prevention strategies are those tailored to the communities we are trying to reach.

Step one has been *listening* to our Somali neighbors: we’ve hosted focus groups with young Somali Americans and with their parents to hear their insights on what messages, images and material work – and what falls flat. Starting with the well-researched strategies developed by Song for Charlie, we are adapting materials to make sure they resonate – and will work to help prevent fentanyl use in the Somali community.

Our Prevention and Cultural Engagement teams have worked side by side with SACOO and Song for Charlie on this work – and our vision is to set the national standard for effective messaging reaching our Somali neighbors.



Prevention & Training

Incarcerated Adults Learn Mental Health First Aid

In Oregon, nearly **50%** of Oregon adults in custody - in jails and prisons across the state - live with mental illness and need behavioral health support.

Lines for Life has teamed up with the Oregon Department of Corrections to deliver mental health and wellness skills to adults in custody. Mental Health First Aid - an eight-hour, evidence-based training - gives incarcerated adults vital skills to help navigate their time behind bars in the healthiest way possible.

“The partnership between Lines for Life and the Oregon Department of Corrections is making an incredible difference in lives of adults in custody,” explained **Mike Reese, Director of Corrections** and longtime partner of Lines for Life. “We are providing them with the skills to be healthier while incarcerated and set them up for success when they return to their families and communities.”

“Delivering mental health skills to adults in custody is changing the culture - destigmatizing mental health and helping equip these folks to support themselves and their peers - all while bolstering their résumés with a nationally accredited curriculum.”

**- Martin Lockett,
Director of Cultural Engagement**

Our vision is to grow this work towards giving incarcerated adults market-ready skills that can help them get meaningful jobs as peers when they come home. Martin Lockett, our Director of Cultural Engagement, is leading this effort and knows first-hand the potential.

Martin earned his Master’s in Psychology and became a Certified Alcohol & Drug Counselor while incarcerated.

We hope to get others on the path forged by Martin - building mental health skills on the inside that you can put to work in the service of others when you return to the community.

Lines for Life has trained over 60 adults in custody with Mental Health First Aid since we launched just five months ago in May - with more opportunities on the way!



Martin Lockett, Director of Cultural Engagement | Oregon Department of Corrections

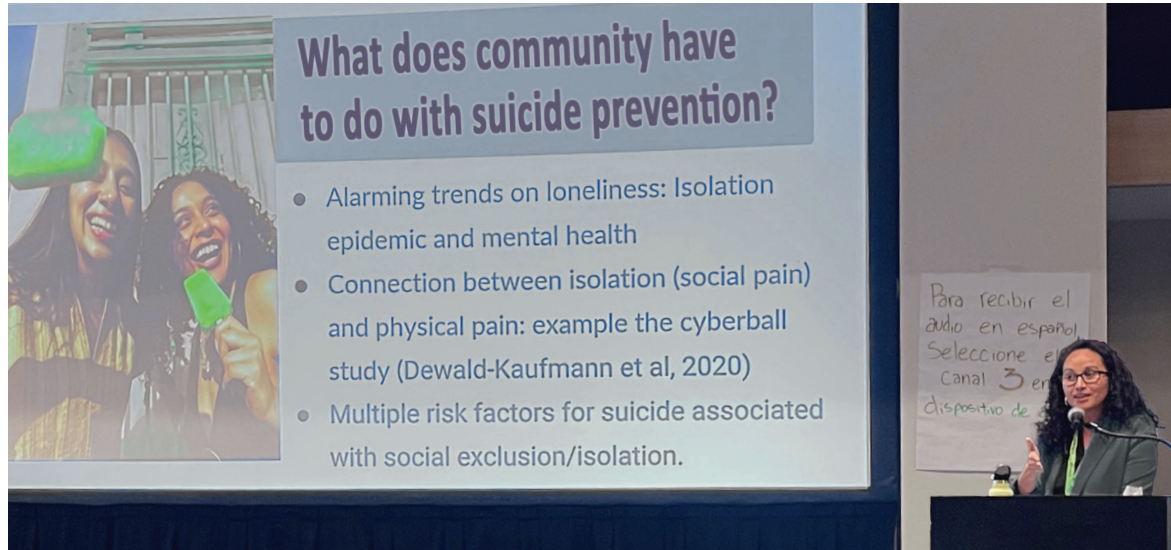
Prevention & Training

Bilingual Skills Training for Suicide Prevention in English and Spanish

We're now building mental health skills in Spanish-speaking communities across Oregon! Thanks to our new bilingual training program, anyone can be trained in QPR and Mental Health First Aid for free – in Spanish or English – and learn vitally important skills to recognize and respond to people who are struggling with mental health and suicide.

- Since October 2023:**
- **140** people trained in Mental Health First Aid
 - **232** people trained in QPR
 - **115** mental health professionals trained (in either MHFA or QPR)

We've built this work by partnering with school districts, health clinics, culturally specific community organizations, and others – meeting people where they are to build skills and reduce the stigma around talking about mental health.



“The reality is that many people in our community are struggling, and once that's out in the open, we have an opportunity to learn the skills to support each other better.”

- Jenny,
Bilingual Community
Training Specialist

YouthLine

Connection When Young People Need It

YouthLine continues to grow to meet the rising demand for peer-to-peer youth support services nationwide. In the spring, we opened our fourth YouthLine call center in East Portland at McDaniel High School, in collaboration with Portland Public Schools. McDaniel High joins Warm Springs, Bend and Portland call centers as we grow to meet national need.

These satellite call centers expand our capacity to support youth and improve access to volunteering with YouthLine, especially for youth who may experience barriers to participating, such as transportation to our larger call centers. Thanks to generous support from donors, YouthLine also offers stipends to youth for whom volunteering would be a barrier through our Work Study program.

2023 All YouthLine Contacts + Follow-Ups Answered

20,529

Five Years of Intervention & Support on Social Media

YouthLine's Safe Social Spaces initiative harnesses the power of social media to find young people on their worst days – and show them that someone cares.

Social Media Emotional Support Specialists reach out directly on social media platforms and intervene after a youth posts about suicide or self-harm. They offer compassionate support and resources.

This July, OPB's Think Out Loud featured Safe Social Spaces and a recent OHSU Study, reporting that the Safe Social Spaces program may have prevented more than 160 suicide attempts.

Safe Social Spaces has...

- Contacted and provided resources to 4,403 youth online
- Engaged in support and safety planning conversations with 1,050 youth
- De-escalated 147 youth thinking about suicide and 66 youth considering self-injury
- Conducted 4 emergency rescues with local first responders

YouthLine

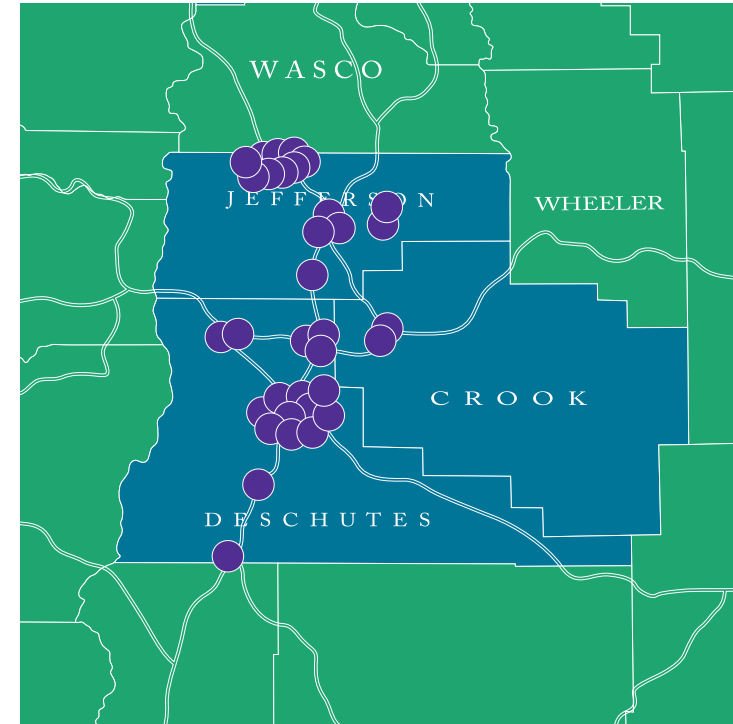
Outreach in Classrooms and Communities

Outreach is a key part of the YouthLine mission. Volunteers in Central Oregon and Warm Springs were in schools throughout the region, guest teaching classes on key topics like suicide, depression and health coping skills. The classes are integrated into schools health curriculum – but taught by peers, the messaging lands with special impact. YouthLine-led lessons help destigmatize mental health, develop coping and mental health skills, increase the likelihood that students will reach out for help when they need it, and promotes the YouthLine help, support, and crisis line for youth who are struggling.

Developing Tomorrow's Behavioral Health Workforce

We've had well over 1,000 youth volunteer on YouthLine over the years, and over half end up in careers in behavioral health or education. YouthLine volunteers come with interest, compassion and vital life experience as youth peers. YouthLine helps them develop skills, confidence and professionalism that set them up for a career in mental health – after all, these young people not only deliver remarkable crisis support, they also know their way around HIPAA and electronic health records! We deliver over 65 hours of training to our youth volunteers, who earn certifications in nationally-recognized suicide intervention and youth mental health curriculum.

This year we're launching a new partnership with the Ballmer Institute for Children's Behavioral Health at the University of Oregon. Together, we'll integrate the YouthLine experience into the academic coursework at The Ballmer Institute. Undergraduate students will receive YouthLine training, ASIST suicide prevention training, and will spend five months answering contacts on the YouthLine as part of their studies.



YouthLine works with **205 volunteers** who contribute **24,767 volunteer hours** annually through the help, support, and crisis line, community outreach, and classroom education.

Crisis Lines

Crisis Lines: Adult Volunteer Program Growth

Our adult volunteering program is blossoming! Volunteer call counselors have always been a part of our DNA at Lines for Life – but in March 2020, with COVID, we had to shut down our volunteer program. With hard work from team members – and growing clinical supervision – we have re-energized the program.

On most any given day now, you can find volunteers in the call center, delivering compassion and the incredibly high-quality support that saves lives. After starting over from scratch, we now have 70 active volunteers working side by side as a part of our team.

Je Amaechi is a Community Organizer for Unite Oregon and has been volunteering at Lines for Life for almost two years. Je’s career at Unite Oregon includes passing and implementing legislation that would expand addiction services and social supports in Oregon.

After dedicating her professional energy to increasing access to treatment services, Je became an LFL volunteer to work more closely with the people using the services she worked to create.

Je is passionate about talking to people on a real level and making meaningful connections. “People talk to others about what’s important to them. That’s what we all should be doing to maintain connections with each other. But it especially helps when it comes to suicide prevention and mental health.”

Lines for Life is transformational for the people who call our crisis lines and for the people who answer the calls. Je came to Lines for Life hoping to increase her capacity to be there for others and the work ended up expanding her ability to navigate life’s ups and downs.

Je loves volunteering and has fostered a lifelong commitment to serving others. “When I’m feeling down, I volunteer,” she says. “It helps me feel better.”

“For me, it’s important to stay connected – not just talking to the politicians about these things – but connecting and hearing about it from people who are directly impacted.”

- Je Amaechi

Combined 988 (Oregon + National Back-Up), including calls, chats & texts:

70,704

167,977

2023 All Crisis Lines Contacts Answered

Leading the Way with AI Use for Crisis Response and Suicide Prevention

Lines for Life is putting cutting edge artificial intelligence (AI) to work to help our call counselors be their very best.

We’re using AI to improve our training. Most call centers nationwide listen to about 3% of their calls each month to check on quality. That’s how we used to do things at Lines for Life. But we’ve now trained AI to effectively “listen” to every single call, every single day – and evaluate the calls based on criteria we care about. We’re listening for things like “depth of empathy” and “open ended-questions” - both vital in a successful crisis call. By the end of 2024, we’ll be using AI to listen to 100% of our 988 calls, giving unprecedented ability to tailor support, feedback, and coaching for each responder.

Meet Finley and Dylan – our new AI callers in crisis! Role-play is a critical part of training – it’s the way we give people hands-on experience in responding to crisis. But role play with another employee is awkward – after all, you know the “person in crisis” is your colleague. Enter Finley and Dylan, our first two AI sims (simulations)! Finley is from Eastern Oregon; Dylan is from Salem. They have backgrounds, biographies, feelings and experiences. And call counselors see these AI-generated emotions on full display as they respond to simulated crisis calls from Dylan and Finley. Finley, for example, was recently passed over for a job and is feeling suicidal and reached out to 988.

“Artificial intelligence will never be client-facing,” **Clinical Chief Greg Borders** explained, “but it can be transformational as a tool for training and improving the quality of our work in reaching people.”



We’ve recently added new sims, including Sim Eva on the YouthLine and two sims that prepare our responders to support people experiencing election-related stress. Tribal sims, to help our folks better serve people in tribal communities, are in the works!

“We are doing path-breaking work thanks to our partner Reflex AI,” **CEO Dwight Holton** said. “Call centers all over the nation are reaching out because they want to follow our lead.”

Development

Champions of Hope Planned Giving Program

Did you know that you can get a huge tax break from making a planned gift to Lines for Life in your estate?

In fact, you don't have to wait for your estate! People who are age 70 ½ or older can contribute up to \$100,000 from their IRA directly to Lines for Life and pay no income tax on the distribution!

Board Member Tom Holt launched the Lines for Life Champions of Hope planned giving program to help make this easy for our remarkable donors.

We'd love for you to join Tom in planned giving and/or through the IRA contribution for folks over 70 ½ years old.

For more information, email LFL Development Director, Jean McGowan at JeanM@linesforlife.org, or call her at 971.409.4453.

"I have made giving to Lines for Life's mission a family priority. Years ago, my wife Robin and I made the decision to include a gift to Lines for Life in our will."

- Tom Holt, Board Member and previous Board President, Lines for Life

Partner Spotlight: Green Barn Events

We joined forces with Green Barn Events in 2018 to manage the production of the Les Schwab/Lines for Life Golf Classic, and we haven't looked back. This dynamic partnership has resulted in sold-out golf tournaments and innovative fundraising opportunities across Oregon to support our mission.



Business partners John Bladholm and Athena Boyer are fundraising trailblazers – they are experts in creating memorable events and making connections to help grow the Lines for Life community of supporters.

Green Barn introduced Drew Bledsoe, former New England Patriots QB, as the tournament host in 2019; moved the event to the private, award-winning Crosswater golf course at Sunriver Resort in 2022, and our yearly funds raised have soared ever since. Together, we raised over \$180,000 at this year's tournament!

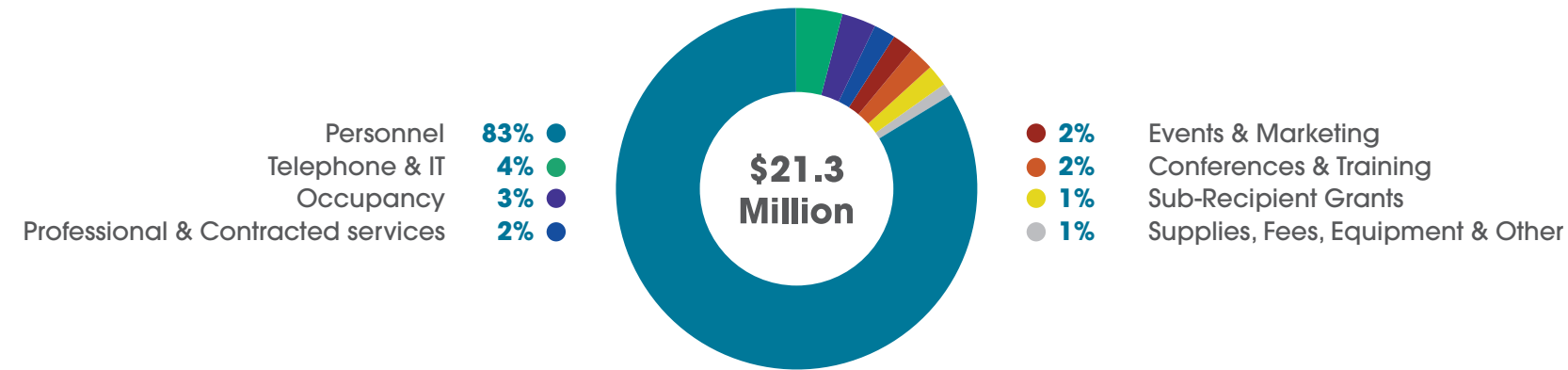
John and Athena's personal commitment to Lines for Life's mission has resulted in LFL being included in the Oregon Charity Championship and Central Oregon Charity Championship tournaments, where corporate sponsors play for prize money to benefit Lines for Life.

We say it every day because it's true: we can't do this work without our incredible community, and we are so grateful to Green Barn Events for their commitment to our continued success.

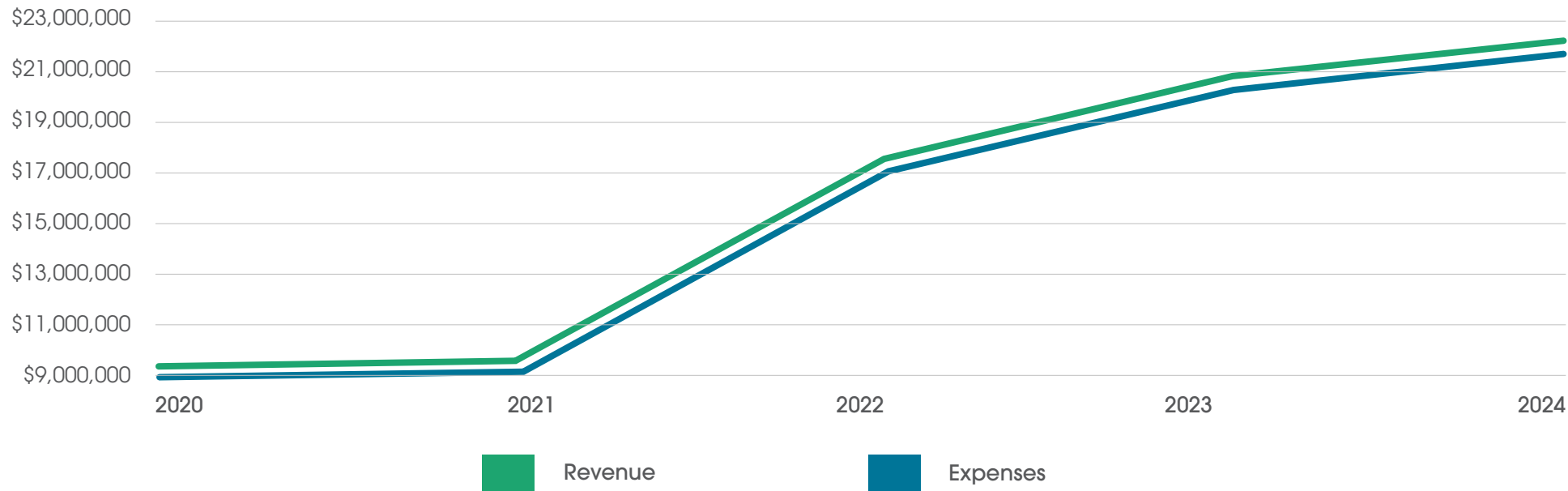


2024 Always Hope Gala | Portland Art Museum

Expenses Fiscal Year 2023-2024



Year by Year Revenue & Expense Growth



- Kerry Bendel – President**
VP, Care and Case Management
Cambia Health Solutions
- Stanton Gallegos – Vice President**
Co-Managing Shareholder
Markowitz Herbold P.C.
- Judge Ann Aiken**
U.S. District Court, District of Oregon
- Greg Bretzing**
Director of Global Security
& Special Projects
Greenbrier Companies
- Patricia Buehler, MD**
CEO, Osheru
Partner, InFocus Eyecare
- John Calhoun**
Retired Entrepreneur
- Oscar Cardona – Treasurer**
Chief People Officer
Central City Concern
- Antoinette Chandler**
Chief Financial Officer
Port of Portland
- Chris Gibson**
Director
Oregon-Idaho HIDTA Program

- Todd Guren**
Vice President, Product
iRedeemHealth
- Kenneth Herrera, MBA**
Director of Environmental
Health & Safety
R & H Construction
- Tom Holt**
Managing Partner
The Holt Company
- Todd Johnston – Past President**
Vice President, Core Modernization
New York Life
- Charles Lovell**
Portland Police Bureau
- Anne Naito-Campbell**
Principal, Bill Naito Company
Community Organizer,
Oregon Rises Above Hate
- Musse Olol – Secretary**
President
Somali American Council Of Oregon
- Brooke Smith O’Berry**
SVP – Digital Retail Experience,
International Customer Marketing
& Product
Starbucks Coffee Company
- Megan Telleria**
Legal Operations Manager
University of Southern California,
Office of the General Counsel
- Kristen Tranetzki**
Counsel II
Portland General Electric
- Judge Nan Waller**
Multnomah County Circuit Court
- Kelli Wilson**
AVP, IT Infrastructure & Operations
The Standard
- Dwight Holton**
Chief Executive Officer
Lines for Life



2023-2024 Top Partnerships at Lines for Life

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 commitment is crucial to preventing substance use and suicide, making our challenging yet rewarding work possible.

Albertsons/Safeway Foundations

Andersen Construction Foundation

Angeli Law Group

Anne Naito-Campbell

Aramark

Barnes-Allison Labor Management

Boeing

Burrow Family Foundation

Cambia Health Foundation

CareOregon

Central Oregon Health Council

Deschutes County Sheriff's Office

Echo Fund

Ford Family Foundation

Goldin Foundation

Hoffman Corp.

Joseph E. Weston Foundation

Les Schwab Tire Centers of Oregon

Marie Lamfrom Foundation

Maybelle Clark Macdonald Fund

Meyer Memorial Trust

Multnomah County

Nancy Lematta

National Christian Foundation Northwest

Nike

Olive Bridge Fund

Oregon Community Foundation

Oregon Health Authority

Oregon-Idaho HIDTA

O'Reilly

Pacific Power Foundation

Pat Reser and Bill Westphal

Paul and Sally McCracken Fund

Portland Public Schools

Providence Health and Services

Providence Health Plan

Scott Family Fund

So Hum Foundation

Spirit Mountain Community Fund

Steve Eklund

Target Circle

The Collins Foundation

The Harold & Arlene Schnitzer CARE Foundation

The Samuel S. Johnson Foundation

The Standard

United Way of the Columbia-Willamette

Unitus Community Credit Union

W.M. Keck Foundation

Wildhorse Foundation



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A scenic view of a city at sunset. The sky is a mix of blue, orange, and yellow. In the foreground, the silhouettes of three people are visible, looking out over the city. The city lights are visible in the distance.

 **lines** *for* **life**