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**Annual Report**



# Mental Health Out Loud

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This has been a challenging couple of years – no doubt about that. At Lines for Life, we've tried to meet the challenge by creating opportunity.

Sometimes, healing crisis starts with something as simple as saying it out loud to a loved one or provider. Every day, callers say things out loud that they haven't told anyone else in their lives, as we listen and provide paths forward.

This year, public figures and community leaders are speaking out about their mental health and substance use struggles in ways we've never seen before – and demanding these crises be addressed. Politicians, entertainers, athletes, and faith leaders are going public with their stories, connecting others to support, and empowering leaders to make real change in crisis services.

**The conversation is overdue.**



# Transforming Oregon's Response to Crisis

## Improving Skills & Confidence for Civilian Providers

This spring, **over 160 Oregon mental, behavioral, and physical healthcare providers** completed a two-day training in Military Culture Awareness & Suicide Prevention (MCASP). The MCASP training was developed from the ground up by Lines for Life with leadership from veterans and military members on our Military Services team.

“This training and contact with Lines for Life staff has helped me see there is so much more to this organization (than the crisis lines).”

Training Participant

# 100%

of participants said they learned new information and strategies that they can apply to their practice.

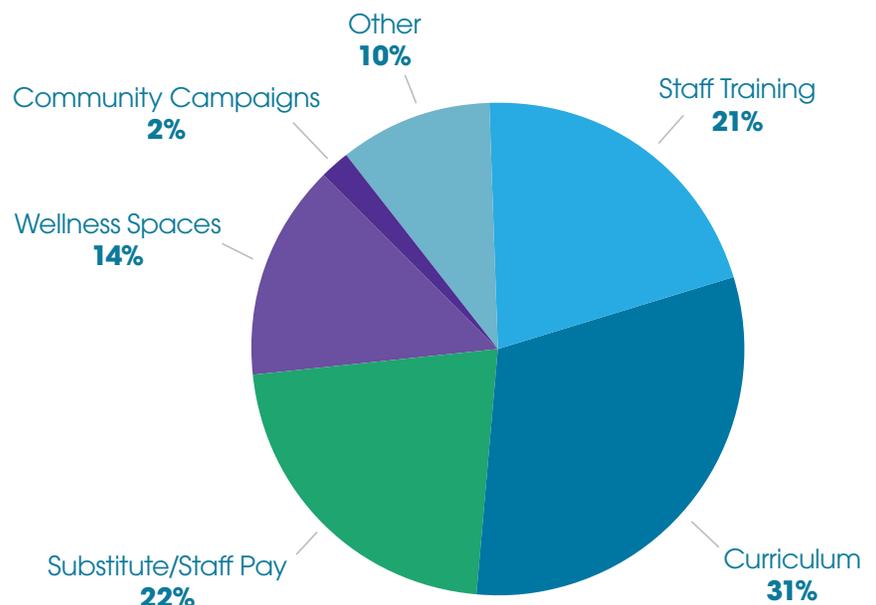
## Connecting Evidence-Based Prevention Expertise to Oregon Schools

In its first year, our School Suicide Prevention & Wellness Program **supported over 125 Oregon school districts**. The new program works directly with district administrators to improve suicide prevention and response in their communities. Lines for Life also distributed funding to aid districts in these training and planning efforts – we awarded over \$115,000 to districts across 24 counties this year.

“Sometimes tasks like these are overwhelming for a small school district, but Lines for Life really enabled us to pull it together and know we were accessing the best resources and trainings currently available.”

Principal in Paisley School District, Lake County OR

### Projects Funded by Mini-Grants



## Let's go all in on change.

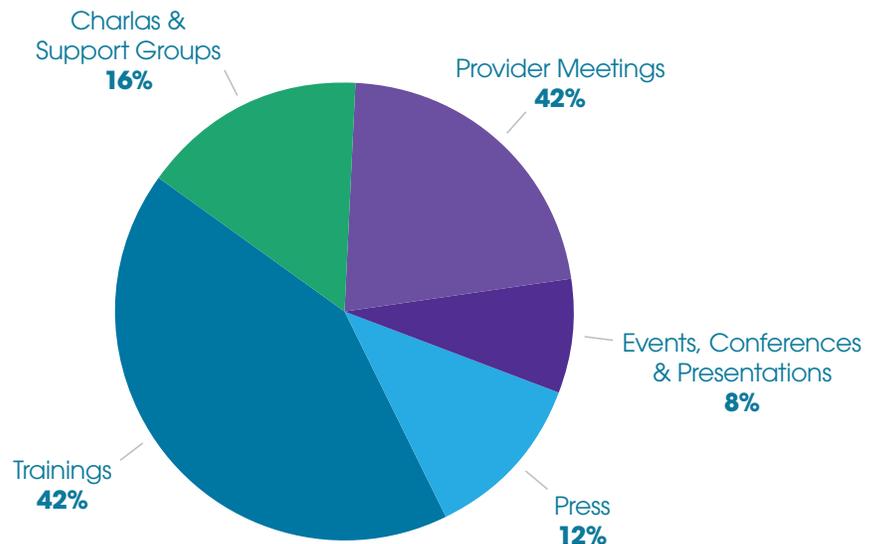
"We're all in this together" is one of the key statements we hear from the public when referencing the impacts of COVID-19. But the truth is we're not all experiencing this together; we may be dealing with the same storm, but we are all in different boats. Privilege is keeping many boats afloat while systemic inequality is poking holes in the sails of others.

COVID-19 has exposed a deep divide in our society that falls largely along class and racial lines. Amid this pandemic, Asian Americans have experienced an increase in racist and xenophobic attacks related to the coronavirus. In large cities like Chicago, African Americans make up 30% of the population, however these communities account for 52% of coronavirus cases and 68% of coronavirus related deaths. In Oregon, 13% of the population identifies as Hispanic or Latino, while these individuals represent 30% of coronavirus cases in which ethnicity was identified. COVID-19 has exasperated the ills of a racial caste system that still exists in this country. Racism in health care, environmental injustice, and generational trauma continue to contribute to the racial disparities that we are seeing today.

At Lines for Life, we know we have to do better. Equity is a key initiative for us and it starts with having a trusting relationship with community members and organizations, which is at the heart of everything we do. We are present in the neighborhoods, community centers, schools, church's, events and through our Racial Equity Support Line. And as we continue to build relationships and listen to the stories and experiences of others, we take action to support their needs in a way that is culturally responsive and respectful.

So, while we may not be going through these challenges together, we can collaborate to go all in on changing the status quo. We will only make progress toward eliminating these racial disparities when we do it together: listening to, learning from, and amplifying the voices of underserved communities. Let's go all in on change.

2020-21 Equity Initiatives



## Support for Providers and other Frontline Workers During COVID-19

With funding from Oregon Community Foundation, OHA, and FEMA, Lines for Life's Oregon Helpers program acts as an emotional safety net for healthcare and social service workers. With drop-in virtual wellness rooms, a webinar series focused on real skills providers can use to address burnout and compassion fatigue, and more, this program is helping a workforce in crisis.

# 1049

participants in its first year

“COVID-19 grief had crushed me when facing it alone - these meetings got me through it. I was able to get myself together and work again as a therapist. I feel so grateful to Lines for Life. You were right where I needed you.”

Licensed Therapist & Oregon Helpers Participant



## Culturally Responsive Support “By Us, For Us”

The Racial Equity Support Line, launched in November 2020, is staffed by call counselors with lived experience of racism. Call counselors are trained in the nuances of mental health needs in specific communities, while honoring each culture’s history and legacy. This knowledge and lived experience is often missing from crisis and emotional support services that work with communities of color, and Lines for Life is setting the standard for effective, responsive care by providing this service – the first of its kind in the nation.

“Lines for Life is helping diverse communities find the strength to make their mental health a priority.”

Yvette Garza, Lines for Life Racial Equity Support Line Supervisor

“I have been trying to find somewhere where I can call and connect with another person of color who would understand what I am experiencing! I am so thankful to have found the Racial Equity Support Line and for the support I have received.”  
RESL caller

## Bridging the Gap Between Need & Care

Lines for Life has smoothed the harrowing process of finding a therapist or other treatment provider in Oregon. The Behavioral Health Support Line acts as a bridge service that callers can access to both receive immediate support and facilitate transitioning to longer-term care with a provider. Using a statewide database of available providers, call counselors can search for care that matches a caller’s needs – and provide telehealth sessions until long-term care is established.

80%

of Behavioral Health Support Line callers successfully transitioned from bridge service to ongoing support

## Crisis Lines

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As more public figures and community leaders speak up about mental health, the awareness of and need for our services continues to grow. Call volume increased by **32%** in 2020 over 2019.

Lines for Life now  
employs over

**244** staff.

In 2020, Lines for Life became a model to our peers nationwide for operating effective crisis intervention teams remotely.

Our call counselors are the heart of our work – and as each wave of the pandemic hits, they are struggling with many of the same stressors as our callers. As we navigate the continued rise and fall of this global crisis, we support our staff to ensure, that in turn, they can be fully present and help those who call our lines for support.

This year, we focused on boosting the clinical skills of our growing workforce. Part of this focus on training and quality honed in on equitable service for communities of color. Our call counselors, with continued training, are able to effectively respond to the culturally-specific needs of callers with compassion and humility.

2020 Crisis Lines  
Total Call Volume:

**162,241**

2020 YouthLine Total  
Helpline Contacts

28,190

### Following Up for Safety

Callers often reach out for support in the moment of crisis – and Lines for Life ensures that our support doesn't end when the caller has moved through that moment to safety. We call back later to follow up on how they are doing – and to connect the caller to longer-term care, when needed.

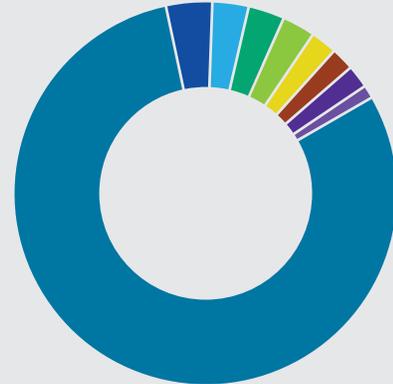
We have a unique opportunity in that follow-up call to talk about options for ongoing support or treatment. We can address barriers they might be facing to getting long-term help. We can identify available resources and support systems that might match what they need. Most importantly, we remind them that they don't have to go through this alone.

During one of the most challenging years for crisis intervention, Lines for Life provided improved support to our diverse communities, while maintaining a high standard of clinical excellence for all services.

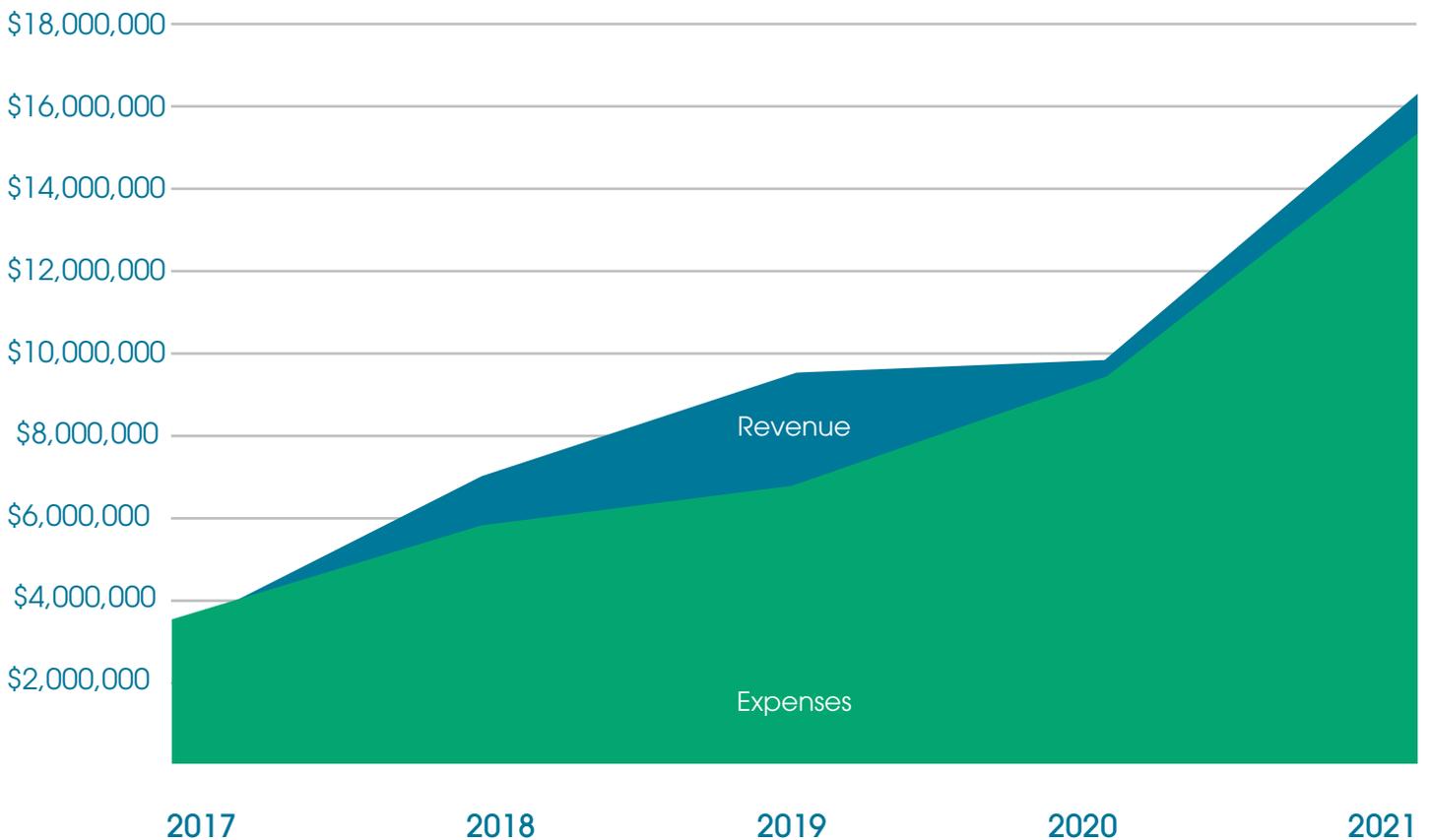
# Fiscal Year 2021 Financials

## Expenses Fiscal Year 2020-2021

- 80% Personnel
- 4% Professional & Contracted services
- 3% Occupancy
- 3% Telephone & IT
- 3% Conferences & Training
- 2% Dues & Licenses
- 2% Repairs, Maintenance & Equipment
- 2% Supplies, Fees & Other
- 1% Events & Marketing



## Year by Year Revenue & Expense Growth

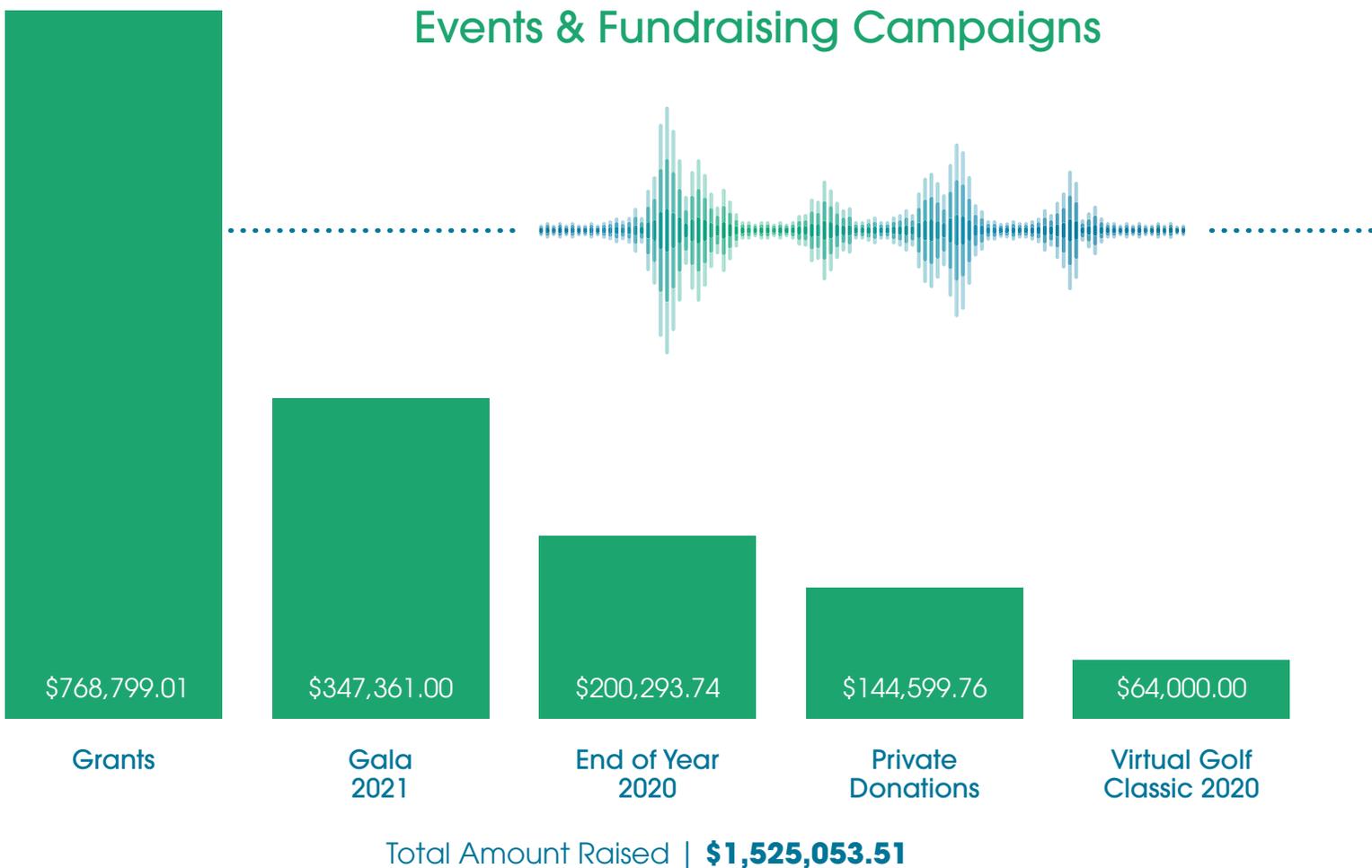


# Events & Fundraising

We continue to rely on our creativity to host safe, inspiring events where our community gathers and supports our work. Last fall we held the **Virtual Golf Classic** – golfers were able to support Lines for Life by playing a round with their team at The Reserve, Pronghorn, or any course of their choice!

The annual Always Hope Gala inspired our community virtually for the second year in a row. Auctioneer Johnna Wells and emcee Amy Faust led the celebration of our work around the theme, **Make Moments of Joy**. Nicholas Kristof, New York Times columnist and Oregon farmer, joined as our guest speaker, and the band We Three gave a stunning and heartfelt musical performance.

**The need for our services continues to expand – thank you for supporting Lines for Life’s crucial work addressing crisis.**



# Partner **Spotlights** – Connecting Communities to our Services

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In Spring 2021, over 100 Taco Bell restaurants promoted YouthLine services with yard signs placed in their drive-thru lines. **Pacific Bells**, a PNW-based franchisee of Taco Bell restaurants, and the **Taco Bell Foundation** are vital funders and partners with Lines for Life and YouthLine - donating over \$1 million during the past 13 years.

**Boeing** continues to support Lines for Life's Military Services – this year, Boeing funded personnel costs for a full time Outreach Liaison for the Lines for Life Military Helpline. This point-person for Military Services is strengthening connections with military-connected communities and ensuring veterans, even in remote areas of Oregon, know about and feel empowered to connect to our services.

## 2021 Top Organizational Partners

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We are grateful to our corporate and foundation partners who contribute financially to our mission and make it possible to innovate our service delivery. Thank you for sustaining this life-saving work.

**Albertsons-Safeway Foundation**

**Boeing**

**Burrow Family Foundation**

**Cambia Health Foundation**

**City of Beaverton**

**City of Bend/Bend Police Department**

**City of Hillsboro**

**Deschutes County Sheriff's Office**

**Heather Killough Foundation**

**High Intensity Drug Trafficking Area**

**Hoffman Corporation**

**Juan Young Trust**

**Larry and Jeanette Epping Family Foundation**

**Les Schwab Tire Centers Oregon**

**Marsh**

**McCall Enterprises**

**Multnomah County**

**OCF Joseph E. Weston Public Foundation**

**Olive Bridge Fund**

**Oregon Community Foundation**

**O'Reilly Auto Parts**

**Pacific Bells/Taco Bell Foundation**

**PGE Foundation**

**Providence Health & Services**

**Reser Family Foundation**

**Robert D. and Marcia H. Randall Charitable Trust**

**Ronald W. Naito MD Foundation**

**Safe States Alliance**

**Skanska**

**Spirit Mountain Community Fund**

**The Collins Foundation**

**The Roundhouse Foundation**

**The Standard**

**W. M. Keck Foundation**

View our partners on our website at: [www.linesforlife.org/2021-top-partners/](http://www.linesforlife.org/2021-top-partners/)

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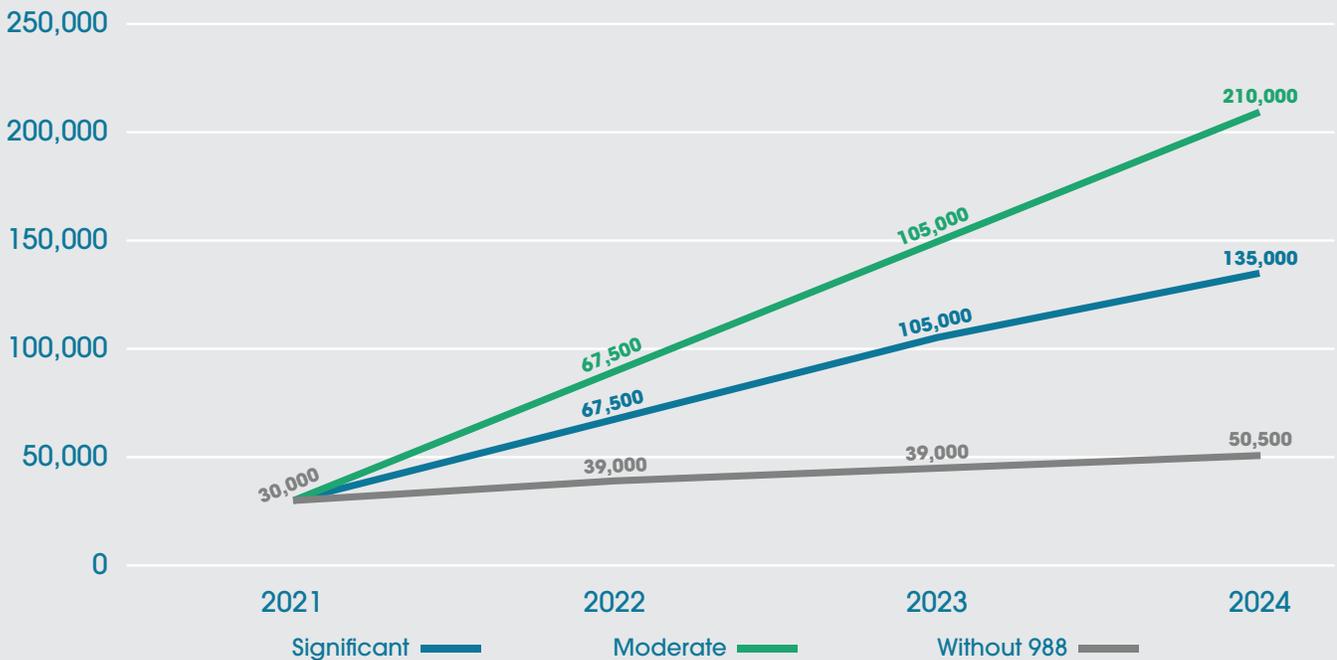


# Looking Forward – 988 & the Crisis Now model

In July 2022, 988 will become the easy, 3-digit number people can call nationwide for mental health crisis support – “like 911 for the brain”. Once activated, 988 will route to the existing network of National Suicide Prevention Lifeline call centers, including Lines for Life.

Lines for Life hopes that Oregon will establish and fund the Crisis Now model – a framework that uses the Lifeline as a centralized hub for intervention and, when needed, dispatches Mobile Crisis Response to the caller’s location and can transport to in-person Crisis Facilities for care. This model moves away from law enforcement as the primary response to mental health crisis and reduces Emergency Room visits.

## Lines for Life | 988 Predicted NSPL Growth



**Our innovative work is part of a rapidly changing societal tide.**

**Lines for Life is leading the way for our field – and we are ready to answer the call.**

Please give generously this season to sustain our work.





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