

Teen Lifeline

Arizona has the 6th highest suicide rate for youth ages 13 to 15

Suicide is the 2nd leading cause of death among youth 15 to 19 years old

Arizona's teens reported the highest levels of feeling sad or hopeless compared to all other states

Last year, 130 adolescents in Arizona died by suicide

Last year, there were 26,000 suicide attempts in Arizona*

* According to the American Association of Suicidology, there are an estimated 200 attempts for every completion.

A Note From Our Director...

In today's economic downturn with state budget cuts, decreased corporate profits and individuals cutting back, the nonprofit community has felt the pinch in donations. Yet, the nonprofit sector plays an important role in every community filling the gap by providing services to Arizona's most vulnerable.

In 2009, calls for help increased over 12% from the previous year. More than 8,300 teens called the hotline looking for help. In addition, teen volunteerism increased as we trained 25% more teens in Life Skills compared to the previous year. Outreach services also reached a record high with a 10% increase in the number of classrooms served. Despite the reduction in donations, the staff and volunteers at Teen Lifeline were able to step up and answer the calls for help.

This year is full of new challenges and we will continue to tighten our belt financially while we brace for another record year in service delivery. Thanks to our donors past and present who have enabled us to positively impact the devastating problem of teen suicide in Arizona. Our focus on the mission to provide a free, confidential and crucial crisis service where teens help teens make healthy decisions together is unwavering.

Warmest Regards,

Michelle Moorhead, M.A., LPC



Teen Lifeline Mission:

To provide a safe, confidential, and crucial crisis service where teens help teens make healthy decisions.

Vision:

To impact the devastating problem of teen suicide in Arizona so that any teen, at any time, will have knowledge and access to Teen Lifeline, its counselors and services.

"I contacted Teen Lifeline because I knew I wanted to help others. Although I could not imagine counseling teenagers considering suicide, I went to the training. It was unforgettable. And now I feel ready to help." - Stephanie



Achieving more with you...

Your contributions to Teen Lifeline were critical to our success in 2009. Here are some highlights...

8,300

Helped more than 8,300 teens in crisis through hotline calls

Teen Lifeline received more than 8,300 calls from troubled youth across Arizona. This is a 12% increase from 2008, which demonstrates that peer counseling continues to be a critical tool for troubled youth in Arizona. Our trained peer counselors are able to save lives because of their crucial training and dedication to Teen Lifeline's mission.

The issues teens called about...	The callers were...
27% Suicide or depression	44% 13-15 years old
19% Family problems	42% 16-18 years old
17% Relationship issues	7% 19 or older
8% Pregnancy/sexuality issues	7% Younger than 13
7% Abuse	70% Female
5% Problems at school	30% Male
6% Runaway	
5% Substance use or abuse	

35,300

Reached more than 35,300 through Community Education Programs

Our Community Education program provides awareness, education and prevention within the community focusing on various teen issues such as teen suicide, depression, and grief. We reached more than 35,300 people providing services in 68 schools, 30 community and youth based organizations, 5 corporate businesses, 2 conferences, 3 churches, and 2 Native American Reservations.

In December 2007, Teen Lifeline began offering ASIST (Applied Suicide Intervention Skills Training). ASIST continues to grow, training more than 368 Gatekeepers in Arizona since its inception. This program teaches caregivers of teens to feel more comfortable and competent in helping to prevent the immediate risk of suicide.

2009 Highlights

2009 was a year to conquer the challenges for Teen Lifeline.

The 2009 Crystal Ball

On October 30, 2009, Teen Lifeline hosted the 6th Annual Crystal Ball event featuring the presentation of the Alfredo J. Molina Community Lifeline Award to the esteemed John R. Norton III. The grand event was held at the Arizona Biltmore, and even in this challenging economic climate we successfully raised nearly \$80,000. Thanks to those who helped support us in honoring Mr. Norton for the extraordinary contributions he has made to the service of others in our community.

We would like to extend a very special thank you to Mr. Alfredo J. Molina for his leadership and ongoing support of Teen Lifeline. Thank you to the Event Chair, Marcia Zielinski, and to the Auction Committee, Board of Directors and staff for their hard work to make the evening a success. A warm thank you to all the business and personal donors. We know giving is more difficult now but we truly appreciate your generosity.

Teen Lifeline is able to provide programs through various event fundraisers, corporate and foundation support, as well as the support of individuals and organizations like you! The 2010 Crystal Ball will be held again in October. Visit our web site for more details as they are finalized!



John R. Norton III with Alfredo J. Molina

Firetag Golf Invitational

Our 4th Annual Firetag Invitational Golf Tournament honoring one of Teen Lifeline's most cherished supporters, Jules Firetag, was held on November 20th. The tournament started at noon with a Scramble at the Scottsdale Silverado Golf Club. Thirty-six golfers

attended the event which raised over \$16,000. A special thanks to our Honorary Chair, Lanny Lahr, and the event chair, Dane Hague. Thank you to our title sponsor PMT Ambulance and to American Express for their support.

Teen Suicide Prevention Week:

September 7 – 11, 2009 marked the 9th Annual Teen Suicide Prevention Awareness Week where we interacted with more than 3,700 people across the metropolitan Phoenix area. The weeklong series of events in 7 Valley high schools included Carl Hayden HS (Phoenix), Westview HS (Avondale/Tolleson), Verrado HS (Buckeye), Desert Edge HS (Goodyear), Mountain View HS (Mesa), Horizon HS (Scottsdale/Paradise Valley), and South Mountain HS (Phoenix). The goal of these rallies is to educate and inform

**“I think I’m going to kill myself.”
As I listened, my hands were
sweaty as they gripped the phone
receiver. I was scared, but I was
blessed. I had the opportunity
to listen, understand and to help
him find the support he needed to
make it through. - Jamie**



54 Trained 54 new teens in Life Skills Development

Last year, we were able to train 54 new teenagers in Life Skills Development giving us 72 active teen volunteers. All Teen Lifeline Peer Counselors complete the Life Skills Development Program before they can answer any calls. This free, 72-hour training program empowers teens to make healthy decisions in their daily lives. The program focuses on listening skills, communication skills, self-esteem and how to be an effective problem solver. With the assistance of our Master’s Level Clinicians, our Peer Counselors provide the most positive influence possible to their peers. Collectively our teens volunteered over 10,000 hours which totals more than \$202,500 in value to the organization.

teens about suicide prevention, the resources available to Valley youth and provide an opportunity to reach many individuals that would otherwise not have this life-saving information. Teen Suicide Prevention Awareness Week was held in collaboration with A New Leaf, Banner Behavioral Health, Community Bridges, EMPACT, Touchstone Behavioral Health, Tumbleweed, Phoenix Youth at Risk, Crisis Response Network, Florence Crittenton, 1n10, and SADD.

2010 Calendar

September 5-11: Teen Suicide Prevention Awareness Week

October: The Crystal Ball

November: The Firetag Invitational Golf Tournament

More Good News

Want to contribute through United Way? You can contribute directly or through your workplace to your United Way campaign, please consider directing your dollars to help teens in our community by designating Teen Lifeline (*Agency No. 2805) as your “*charity of choice*” on your donor form.

100% Tax Credit on Donations

Teen Lifeline is approved for the Working Poor tax credit. Donors can receive a 100% tax credit for donations made to Teen Lifeline up to \$400 per couple per year. For more information, visit the Arizona Department of Revenue at www.azdor.gov/brochure/710.pdf

2010 BOARD OF DIRECTORS

Jaye Kruke Rich, President
Community Volunteer

Stacey Lindsay, Vice President
Marketing Committee Chair
Swivel Marketing

Amy Vogelsson, Secretary
Third Party Fundraiser Chair
Southwest Behavioral Health

Korey A. Boals, Treasurer
Aviles & Alan, LLC

Michael Sayre, Immediate Past President
Cushman & Wakefield

John Amidon,
Fund Development Chair
Retired/Volunteer

Lisa Donsker,
Program Committee Chair
Private Practice

Dane Hague,
Golf Tournament Chair
Gallagher & Kennedy, P.A.

Tasha R. Aubey
American Express

Jennifer Sanchez
Urias Communications

Marcia Zielinski,
Member Emeritus
Paradise Valley Schools

2010 ADVISORY COUNCIL

Alfredo J. Molina, President
Molina Fine Jewelers

Mayor Phil Gordon
City of Phoenix

Derrick Hall
Arizona Diamondbacks

Alice Kossack
Community Activist

Carole & Robert Machiz
Philanthropists

Robert Manchot
Symmetrics, Inc.

John R. Norton, III
The Norton Foundation

Linda & Bill Pope
Philanthropists

Katie Raml
ABC 15, KNXV-TV

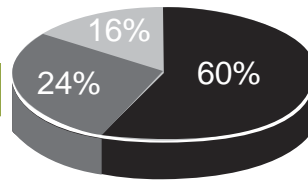
Jason Rose
Rose and Allyn P.R.

Jordan Rose
Rose Law Group

Peter Thomas
Lifepilot,
Todd Thomas Foundation

2009 Income Statement

Grants & Sponsorships	\$ 224,080
Fundraising	\$ 88,361
Gifts & Contributions	\$ 60,750
Total Income	\$ 374,647
Total Expenses	\$ 381,420
Net Incomes	\$ -6,733



Grants & Sponsorships
 Fundraising
 Gifts & Contributions

2009 Balance Sheet

Total Assets	\$213,219
Liabilities & Equity	
Total Current Liabilities	\$ 7,840
Total Equity	\$205,379
Total Liabilities & Equities	\$213,219

Special Thank You to our 2009 Donors and Sponsors

Thank you to our donors who have made significant contributions to Teen Lifeline in the following categories (excludes event, auction, and raffle).** Teen Lifeline is also grateful to the hundreds of individuals who contributed up to \$199 to our organization in 2009. They are too numerous to mention here. We thank you for all your support!

\$10,000+

David Alexander, Caljet
American Express Corp. & Foundation
Arizona Diamondbacks
BHHS Legacy Foundation
The Board of Visitors
Catholic Healthcare West
City of Goodyear
City of Scottsdale-Scottsdale Cares
Desert Foundation Auxiliary
Lisa & Alfredo J. Molina
Molina Fine Jewelers
Nina Mason Pulliam Charitable Trust
Phoenix Suns Charities
PMT Ambulance
Shamrock Food Company
Salt River Project Corp & Boosters
Trends Charitable Fund
VSUW - Donor Choice

\$5,000-\$9,999

Tasha & Kelly Aubey
Coyotes Charities
Tina Firetag
Go Daddy
Maricopa County Attorney's Office
Mesa United Way
Linda & Bill Pope, SunChase Holdings
QuikTrip
Scottsdale Active 20/30 Foundation
The Sundt Foundation
Thunderbirds Charities

Town of Buckeye
Western Refining

\$2,500-\$4,999

Carolyn & John Amidon
Charlotte & Robert Andelin
Arizona Public Service
Korey Boals, Aviles & Alan
Boeing ECF
Cox Charities
Georgette & Jim Emert, Singing Wood Foundation
The Norton Foundation
Ruth A. Parker
US Airways Education Foundation

\$1,000-\$2,499

Active 20/30 Club of Glendale
AVNET
Allison Bertrand
Melanie Cochrane
Gallagher & Kennedy
GTR Engineering
Denise & David Higgins
Hilton Cabinets, Inc.
Macy's West
Mahnah Club of Mesa Arizona
Monarch Events
Michelle & Jeff Moorhead
Troy Nelson
Peoria Diamond Club
Phoenix Scottish Rites Bodies
Ann & Dan Rigby
Rose Law Group, PC
Safeway Foundation
Pam White-In Loving Memory of Theo
Marcia & Richard Zielinski

\$500-\$999

Bull ECSF
Lisa & Seth Donsker
Rachel & Jonathan Hoffer, SMS Financial
Marilyn Kieffer-Andrews
Las Palomas
Stacey & Scott Lindsay
Dee Nowell
Keith Reese
Jaye & Court Rich
Lanelle B. Robson Foundation
Jennifer Sanchez
Kim & Mike Sayre
J M Shelton
John Stoss, Firetag Law
Kim & Rich Tarnopolski
Gaye Tolman
Amy Vogelsson
Sharon & David Weiss
Alice Wells
Martha Wing
Raquelle & Hal Wing

\$200-\$499

Louise & Bill Aust
Jane & Saunder Bernes
Corey Bleich
Kim Boals
Pamela Brown
Tamara Cutler
Mario Diaz & Associates
Thelma Duggin
Danielle & Dan Feinblum
Lorraine Field
Ira Gaines
Mike & Sheila Geddes
Susan Goldberg
Dane Hague

The ringer of the phone vibrates, telling me someone needs help. I pick it up and start, "Teen Lifeline, this is Amber." 45 minutes later I hang up feeling a sense of satisfaction helping another teen who thought they didn't want to live anymore.

Michele Hall
Beth Hayward & Michael Stinson
Robert & Careen Henry
Mark Hester
Erin & Jake Hill
Candace Jacobs
Barbara Johnson
JP Morgan Chase Foundation
Nikki Kontz
Paula & Larry Kornegay
Lanny Lahr
Beth & Rob Marsh
Tony Mason
Patricia McCarthy
Donna Miller
Arthur Paikowsky
Marie Raman
Greg & Kelly Rogers
Eugene Sander
R. Evan Scharf
John Shadegg's Friends
Robert Shanley
James Simmons
Dan Singer
Brian Slutsky
Styilettoz Boutique
Mark & Susan Tisdell
Carolyn Cavanaugh Toft
David Ward
Michael Weeks
Teresa West
K.F. Williams & Doug Vaughn
Carol Wilson

**Every effort has been made to ensure the accuracy of this listing. We sincerely apologize for any inadvertent misspellings, omissions, or inaccuracies. Please contact Amanda at execasst@teenlifeline.org or (602) 248-8337 with any corrections.

YOU'RE NOT ALONE, PLEASE CALL: 602.248.TEEN or 800.248.TEEN
www.teenlifeline.org

Teen Lifeline | P.O. Box 10745 | Phoenix, AZ 85064-0745 | Business Phone: 602.248.8337 | Fax: 602.266.1958