

# Transforming the Landscape of Mental Health



 lines *for* life  
**2022**  
Annual Report

## Letter from the CEO

---

At Lines for Life, our story often starts with someone in their worst moments. They talk about relationships, drinking, work issues, and racial disparities. They ask for help with work and school, and they talk about the challenge of living and just being in a world where they are different. Each time our phones ring, it's a call for help.

Our phones rang nearly 4000 times in August.

And with the national 988 services launch, people also reach out over text and chat, 24/7 – nearly 1,000 times each month.

Every time someone reaches out for help, we answer – our job is to guide them to hope. We bring our experiences, training, and, most of all, compassion to every contact on our lines.

The new 988 Crisis and Suicide Lifeline is changing the landscape of crisis response, one contact at a time – not only because it makes getting help easier – but because it breaks down barriers of stigma and normalizes connection.

This transformation is about our nation and communities joining together and saying with one voice: “It is okay to struggle – and it is okay to get help.”

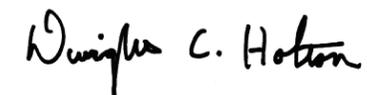
Lines for Life answers with hope across the breadth of our work – not only on our crisis lines but across everything we do. Our Prevention and Training programs focus upstream – transforming mental health support systems to keep people from reaching a place of despair in the first place. Our YouthLine continues to expand its support in schools and communities and partnership with the Confederated Tribes of Warm Springs with a brand-new satellite center. Our Equity and Engagement programs build mental health skills in communities of color.

A new landscape is with each contact, interaction, and community partnership—a landscape of equitable, accessible mental health support for those who need it.

Your support makes this transformation possible – one story at a time.

We are proud to share details and stories of our work in this year's annual report – and to acknowledge and appreciate you and our many community partners who support us.

Best,



Dwight Holton  
CEO, Lines for Life

## A Nationwide Crisis Response

The nationwide launch of the 988 Suicide & Crisis Lifeline marks a new world in crisis support and intervention – one that aligns with our vision and changes how we and our nationwide partners address crisis and prevent suicide.

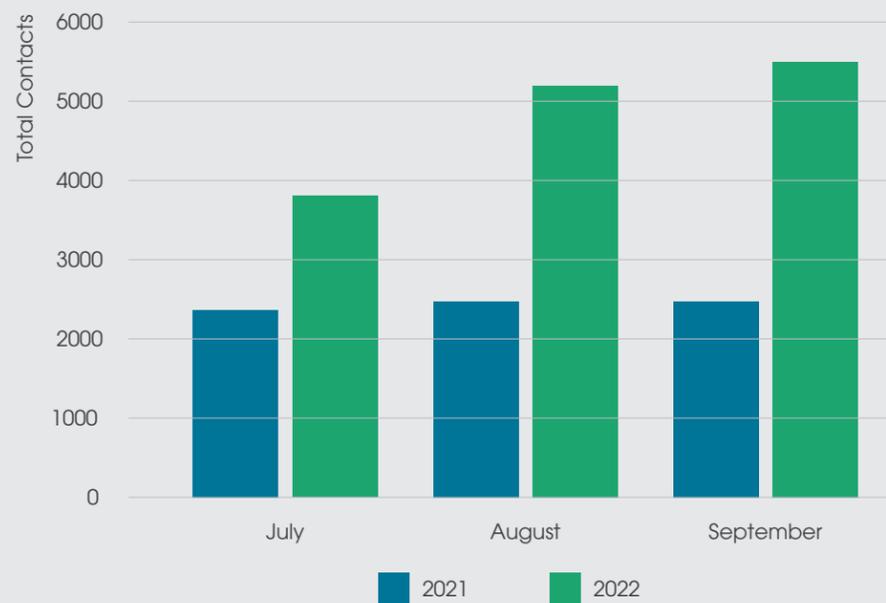
**Lines for Life is delivering support services in new ways and reaching more people than ever before.**

Our message – that mental health is as important as physical health – is echoing across the country as public figures, celebrities, and politicians promote mental wellness, break stigma, and expand support systems.

Lines for Life is improving our services to be more relevant, effective, and accessible for those who the mental health field has left behind in the past – incorporating cultural responsiveness and trauma-informed practices, and diversifying our workforce.

**When people overcome barriers to reach out for help, the quality of our care and support helps them find hope.**

### 2021-22 Lifeline Contact Volume Increase



“Whether you’ve got a broken bone, or you’re suffering from depression, you should have access to the care you need.”

– Xavier Becerra,  
U.S. Secretary of the  
Department of Health  
and Human Services

## Progress in Equity & Cultural Engagement

In early 2021, we defined three pillar areas to move our mission forward and have made incredible progress in these areas. Our equity-driven work is building momentum and beginning to make waves in the Portland area and beyond.

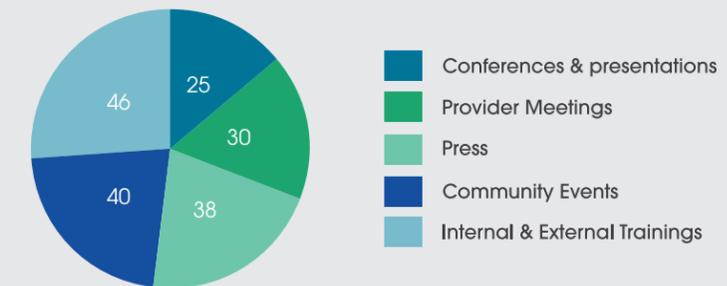
### Community Empowerment and Capacity-Building

By working with Cultural Advocates who are intimately familiar with the communities we serve, Lines for Life is fostering partnerships with community organizations and even local businesses to promote mental wellness in communities of color.

In late 2021, we supported the first ever Healing Trauma and Resilience Summit – organized by the Coalition of African & African American Pastors and held at Emmanuel Temple Church in North Portland. The event focused on gathering community leaders to discuss how to better support Black community members – particularly youth – as they are impacted by violence, poverty, and consequences of the COVID-19 pandemic.

Lines for Life supported and organized dozens of other community events as our program grew, including Mental Health First Aid and suicide prevention trainings for community leaders, workshops with youth and families, and more.

### 2021-22 Equity & Cultural Engagement Events



### Internal Diversity, Equity, and Inclusion

One of our priorities as an organization is to ensure our staff come from a variety of backgrounds and life experiences. Our recruitment efforts, aided by our equity vision and principles, have prioritized proficiency and responsiveness with the many differing identities and experiences of our contacts.

As a result, the demographic makeup of our staff has changed to better represent the communities we serve with our programs.

## Support for Those Who Serve

Lines for Life is taking new steps in preventing and addressing crisis before, during, and after military service – increasing our footprint in Oregon and partnering with community leaders.

2021 Total Military Services Contacts:

**35,961**

**With support from our partners at Oregon Health Authority and Boeing, we have advanced the following programs and services this year:**

- The Lines for Life Military Helpline, launched in 2011, continues to offer 24/7 support for Service Members, Veterans, and their families and improve the lives of those who serve.
- We extended offerings of our acclaimed Military Culture Awareness & Suicide Prevention training for providers – or MCASP – this summer and fall to reach more Oregon providers.
- We are engaging in an exploratory codesign process to build a support program for the transition to civilian life after military service ends.

In addition, we have developed a robust, inclusive strategic plan – launching in early 2023 – to guide our efforts in preventing SMVF suicide and substance use and to improve the lives of those who serve.

## Construction Industry Partners Take Action

The construction industry has the second-highest suicide rate of any industry in the United States – a suicide rate 3 times the national average.

Over 100 organizations, companies, and government partners have joined forces with Lines for Life to form the Construction Suicide Prevention Partnership (CSPP) and are working alongside us to reduce suicide in the construction industry.

Member organizations are dedicated to reducing suicide and improving mental health within the construction industry – often this looks like providing training and support on jobsites to break stigma and encourage help-seeking. This May, CSPP was honored with the Mental Health Visionaries award by Construction Working Minds – a national thought and policy leader in construction suicide prevention.

## Leaders Advocate for YouthLine Expansion

Legislators are recognizing the power of YouthLine’s peer-to-peer support and the need for immediate, easily accessible resources nationwide to support youth mental wellness and prevent suicide. YouthLine is preparing to meet this need by diversifying its volunteer base and growing satellite call centers in new areas.

2021 Total YouthLine Contacts:

**24,786**

In May, US Secretary Xavier Becerra and Governor Kate Brown, among other federal and state leaders, met with us at our Portland call center to discuss strategies for addressing youth mental health crises nationwide – including the need for youth involvement in the planning and delivery of these services.

**US Senator Ron Wyden, a long-time advocate for Lines for Life services, announced \$433,000 of new funding in March to begin work on National YouthLine service.**

This funding announcement is just the beginning of our expansion – and we’re ready to start making waves. Our first steps in preparing for National YouthLine service include opening satellite programs in Warm Springs, focusing on diversifying our volunteer base, and bolstering our administrative and program support to welcome additional youth volunteers.

We continue to work closely with our advocates in state and federal government to gain support for YouthLine’s continued expansion and to serve more young people across the nation.

## Warm Springs Tribes Partner with YouthLine

To address barriers to youth mental health in rural and underserved areas, YouthLine is excited to collaborate with the Confederated Tribes of Warm Springs on opportunities for training, education, community building, and workforce development.

This collaboration is led and steered by our tribal partners, who are recruiting local youth and young adults on the Warm Springs Reservation to develop a satellite team of YouthLine peer volunteers. Centering the mentorship, voices, and needs of tribal communities, this project features a call center that doubles as a drop-in space for youth volunteers to gather, train, connect, access the internet, or do their homework in a supportive environment.

By offering YouthLine programming within the Warm Springs community, we are destigmatizing mental health and enriching our longstanding tribal community partnerships.

## Crisis Lines

As the awareness of and need for our services continues to grow, more people than ever are reaching out to our services for support – and we answer 24/7 with the skills and training to help them find hope.

Lines for Life  
now employs

**250+** staff

By hiring and training more call counselors and support staff, we are able to maintain our high standard of quality and care on every crisis call. We also now serve as a national backup center for 988 – which means that we answer 988 calls from across the nation when other call centers are experiencing an overwhelming demand for help.

2021 Crisis  
Lines Total  
Call Volume:

**1,674,669**

## The Right Support for Every Call

Each crisis contact has a unique set of identities, circumstances, and needs – and no matter the contact’s background or situation, we help them find hope.

Lines for Life has added and improved call counselor training around the importance of cultural humility and responsiveness, trauma-informed care practices, and other topics that expand our competence and compassion and boost the quality of our services.

Before they begin the life-changing work of supporting contacts through crisis, our staff complete 200 hours of training in crisis de-escalation, suicide and substance use prevention, and what to do when a contact needs in-person intervention.

We regularly invite guest speakers to train our staff on special topics in crisis care and ways to better support specific populations. Our call counselors have unique opportunities to continue learning and building their crisis intervention skills.

“There’s a lot of learning and self-reflection to do to make sure that we are supporting people in the best ways that we can. Each community has unique barriers and opportunities around mental health that require us to make connections in different ways.”

– Colleen Cadell, Director of Clinical Training

## Delivering Support Over Text & Chat

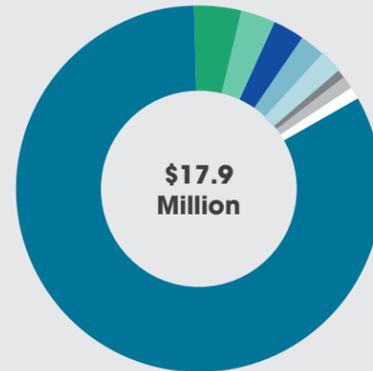
We know that for some of our crisis contacts, reaching out to us over text feels more comfortable and can be more accessible.

With the launch of **988** in July, Lines for Life expanded its text and chat hours to **24/7 service**.

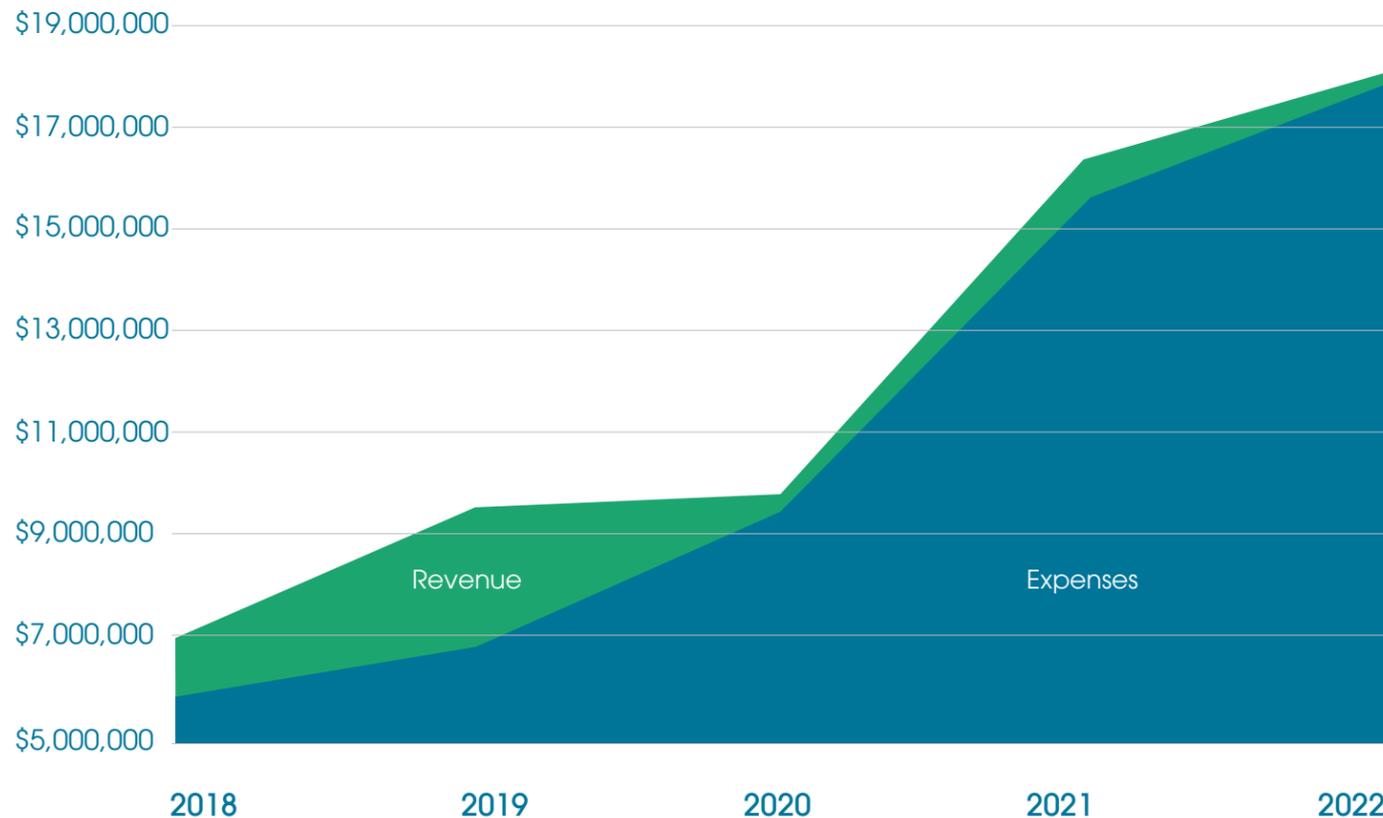
We adopted new text-based support software to align with our Lifeline partners nationwide – which required more learning and training for our counselors on the lines to adapt to the new platform.

## Expenses Fiscal Year 2021-2022

- 83% Personnel
- 4% Telephone & IT
- 3% Professional & Contracted services
- 3% Occupancy
- 2% Events & Marketing
- 2% Conferences & Training
- 1% Dues & Licenses
- 1% Repairs, Maintenance & Equipment
- 1% Supplies, Fees & Other



## Year by Year Revenue & Expense Growth



The 2021 **Les Schwab/Lines for Life Golf Classic** held at Pronghorn Resort in Central Oregon was a sold-out success despite torrential rains. Our fearless, generous golfers were undaunted and played on to support our mission!

The annual **Always Hope Gala** returned in March 2022 at The Loft on 8th Avenue. We were so happy to welcome our community back to an in-person event, which included live streaming for those joining us from home. Guests, staff, and Board members mingled, learned about all that has been happening at Lines for Life since we last met in person, and celebrated the announcement of federal funding for the YouthLine!

## Coming Up Soon: Our 30th Anniversary Gala

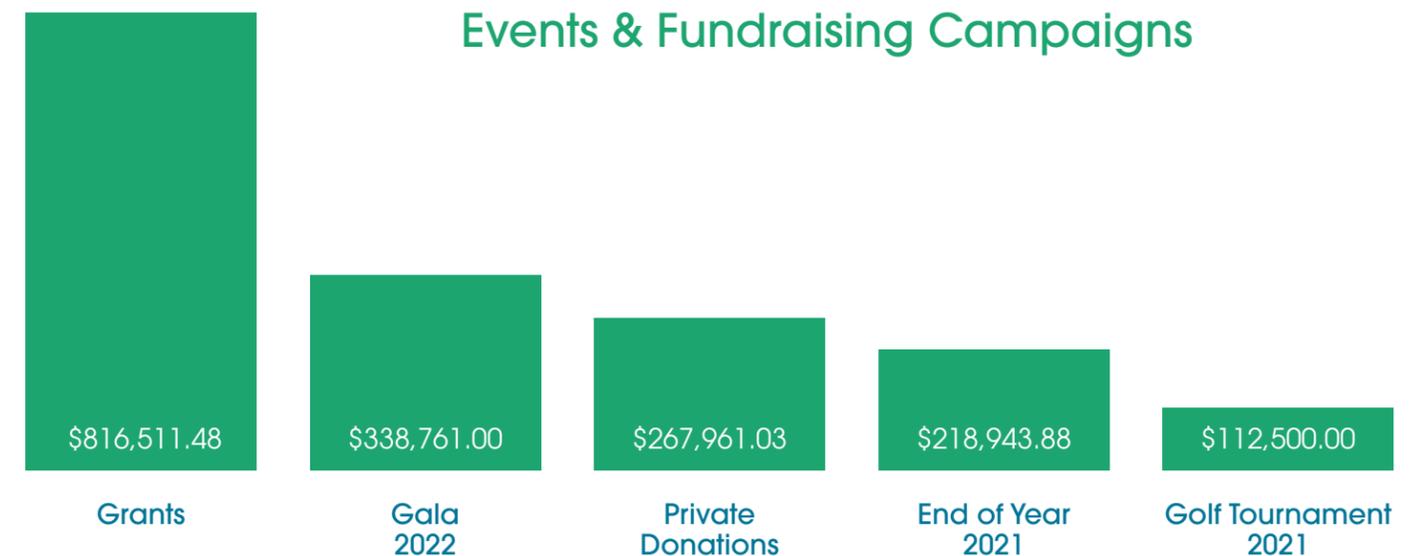
Lines for Life is turning 30 in 2023! Help us celebrate this tremendous milestone in style while learning more about our history and what's next. Come ready for fun and keep our amazing work going with your support.



**Lines for Life 30<sup>th</sup> Anniversary Gala**  
**Thursday, March 23, 2023**  
**at the Hilton Portland Downtown**



## Events & Fundraising Campaigns



Total Amount Raised | **\$1,754,677.39**

## Preventing Overdose Deaths with **County Partnerships**

In partnership with the Oregon Health Authority, Lines for Life is leading efforts to transform the way we address substance abuse in select counties in Oregon with the Substance Use Disorder Strategic Planning Initiative. We are pairing our years of expertise with communities to help build comprehensive strategies for how to prevent and treat addiction, and how to support people, families and communities struggling with substance use.

Through this program, Jackson, Josephine and Yamhill Counties are rolling out plans to step up overdose response and prevention, improve access to treatment and recovery services, and bring together a broad range of community members to rethink the way these Counties work to tackle the overwhelming tidal wave of substance use disorder and related impacts on families and communities.

## 2022 Top Organizational Partners

**Abbvie**  
**Albertsons-Safeway Foundation**  
**Andersen Construction Foundation**  
**Boeing**  
**Burrow Family Foundation**  
**Cambia Health Foundation**  
**CareOregon**  
**Central Oregon Health Council**  
**City of Beaverton**  
**Clackamas County**  
**Deschutes County Sheriff's Office**  
**Harbourton Foundation**  
**Hoffman Corporation**  
**Les Schwab Tire Centers Oregon**  
**Marie Lamfrom Charitable Foundation**  
**Marsh**  
**Maybelle Clark Macdonald Fund**  
**McCall Enterprises**

**Naito Family Foundation**  
**OCF Joseph E. Weston Public Foundation**  
**Oregon Community Credit Union Foundation**  
**Oregon Community Foundation**  
**Oregon Health Authority**  
**Oregon Rises Above Hate**  
**Oregon-Idaho HIDTA Program**  
**Pacific Bells/Taco Bell Foundation**  
**PGE Foundation**  
**Providence Health & Services**  
**Reser Family Foundation**  
**Ryder System, Inc.**  
**Skanska**  
**Spirit Mountain Community Fund**  
**The Collins Foundation**  
**The Johnson Charitable Trust**  
**The Standard**  
**W. M. Keck Foundation**

## 2022 **Board** of Directors

**Todd Johnston – President**  
Vice President, Core Modernization  
New York Life

**Kerry Bendel – Vice President**  
Chief Pharmacy Officer  
Cambia Health Solutions

**Oscar Cardona – Treasurer**  
Chief People Officer  
Central City Concern

**Musse Olol – Secretary**  
Chairman  
Somali American Council Of Oregon

**Judge Ann Aiken**  
U.S. District Court  
District of Oregon

**Greg Bretzing**  
Director of Global Security  
& Special Projects  
Greenbrier Companies

**Patricia Buehler, MD**  
Ophthalmologist/Owner  
InFocus Eyecare

**John Calhoun**  
Retired Entrepreneur

**Antoinette Chandler**  
Chief Financial Officer  
Port of Portland

**China Forbes**  
Lead Singer  
Pink Martini

**Stanton Gallegos**  
Co-Managing Shareholder  
Markowitz Herbold P.C.

**Chris Gibson – Member at Large**  
Director  
Oregon-Idaho HIDTA Program

**Todd Guren**  
Senior Director of Network &  
Product Implementation  
Alignment Healthcare

**Kenneth Herrera, MBA**  
Director of Environmental  
Health & Safety  
R & H Construction

**Tom Holt – Past President**  
Managing Partner  
The Holt Company

**Charles Lovell**  
Chief of Police  
Portland Police Bureau

**Anne Naito-Campbell**  
Treasurer  
Bill Naito Company

**Kristen Tranetzki – Past President**  
Partner  
Angeli Law

**Megan Telleria**  
Legal Operations Coordinator  
Columbia Sportswear Company

**Blake Walker**  
Director of Client Services  
CIHCC, LLC.

**Judge Nan Waller – Member at Large**  
Multnomah County Circuit Court

**Dwight Holton**  
Chief Executive Officer  
Lines for Life

## Partner Spotlight: Cambia Health Foundation

Since 2010, Cambia Health Foundation has been a leading funder and partner of Lines for Life. Cambia is a longtime supporter of YouthLine and their funding was crucial to the launch of the Central Oregon YouthLine satellite center in 2019. Cambia's support also boosts Lines for Life's work in rural communities throughout Oregon and helped build post-COVID capacity.

“We must support the behavioral health workforce in addition to the individuals in crisis. Lines for Life is a national leader in supporting their staff who are helping others find hope. They are a trusted partner, building strong communities that promote mental health for all of us.”

– Peggy Maguire, President of Cambia Health Foundation

## A New World of Support

---

Our partners in mobile crisis response are ready to grow their capacity and reach, and we are ready to ease the burden on law enforcement – connecting our most vulnerable contacts to mental health and substance use recovery professionals instead.

While more contacts are already reaching out for support, Lines for Life is excited to be a part of the still-unfolding transformation of crisis intervention services nationwide with 988 – and helping to inform how these changes will look in Oregon.

“The transition to 988 is just the beginning. We will continue working towards comprehensive, responsive crisis care services nationwide to save lives.”

– Xavier Becerra, U.S. Secretary of the Department of Health and Human Services



© 2022 lines for life. All rights reserved.



 lines for life