

San Francisco Suicide Prevention

Annual Report 2014/15



SAN FRANCISCO
**SUICIDE
PREVENTION**

The mission of San Francisco Suicide Prevention is to provide emotional support, education, assistance, and intervention as necessary to all persons in crisis and those impacted by them, with the goal of reducing suicides and self-destructive behaviors.

Executive Director's Message

"Memories light the corners of my mind..."

Every year, like clockwork, San Francisco Suicide Prevention celebrates the wonderful volunteers whose magic on our telephones and computers saves lives in San Francisco.

Our Volunteer Appreciation Night this year was in space donated by the El Rio Club on a warm summer night with live salsa music playing in the patio. Over 100 volunteers and staff came to eat, sing, dance, have their portraits sketched, make origami animals, and get photographed in silly costumes. It was such a happy event that brought back many memories.

When San Francisco Suicide Prevention began, the volunteers who first handled the calls were housed in the basement of a tenement in the Tenderloin. Fifteen years later, the agency had progressed to the upper floor of a tattoo parlor in the Richmond. Patrons of the bar next door entertained themselves by shouting "I'm killing myself!" at the windows late at night.

This was the spot where everyone was shaken up by the Loma Prieta earthquake, that threw the potted plants across the room, tipped over the bookshelves and spilled the coffeepot, but miraculously hurt no one and left the phones working perfectly. We were, we found out, one of the few phone systems that functioned and became the nerve center of the City for the next few weeks. Volunteers from all over the U.S. showed up to help.

It would take another fifteen years before the agency would pack itself up, throw out old files and move into a "real" office in the Financial District. The agency learned that other organizations used computers to record their work, and in an even greater innovation, the agency acquired computers of its own, shipping several tons of paper records to remote storage. Suddenly there was room to BREATHE.

Two downtown offices later, SFSP has grown into a million-dollar operation that can only accept half of the applicants for its volunteer classes. A Resource Development Committee helps with financial support efforts and outside training for schools, healthcare institutions and public safety organizations has become a major undertaking. Volunteers have a gorgeous view of the City from their call room and food is frequently donated to keep them happy.

We know how much of this growth we owe to YOU. We are endlessly grateful – but even more grateful are the people who call on us when they are having the worst day of their lives.

You are right there by their sides.
You always were.

Thank you so much.

Eve R. Meyer



Board and Staff Members

Staff

Eve Meyer (MSW, MHSA)	Executive Director
Meghan Freebeck (MAE)	Director of Operations and Development
Nzinga Mpenda (MS)	Outreach Director
Sivan Adato	Youth and Education Manager
Joseph Boone	Volunteer Coordinator
Courtney Brown	Hotline Manager
Brittany Crawford	Weekend Coordinator
Elisay Diguseppe (MBA)	Accountant
Jeremy Garza	Overnight Coordinator
Anikka Goodman	Grief Response Program Coordinator
Erin Hiscock-Wagner	ACCESS Coordinator
Alex Moreno	IT Director
Jane Tsang	Office Manager

Board of Directors

Mary Bianco
Carol Duffield
Mark Gedymin
Peter Rojo
Helen Rosen
Murray Zucker

By the Numbers

17,126

**total
volunteer
hours**

64,941

total calls

38,580

total crisis calls

521

**total high risk/
suicidal calls**

4,757

new callers

15,286

**total HIV/AIDS
Nightline calls**

75

total rescues

this demonstrates that of the high risk calls, majority are deescalated and an invasive rescue is not needed.

Youth Risk Reduction

During the 2014-2015 school year, our Youth Program reached greater heights than ever before - over 5,000 youth in middle and high schools and programs around the city were trained and empowered to recognize the effects of stress and the warning signs of emotional distress in themselves and each other, and an additional 1,500 received information about our services through Health and Wellness programs! With overwhelmingly positive feedback from both students and staff, we plan to expand our Youth Program even further this year, reaching new communities and launching new programs to provide on-going emotional support within schools. As we continue to find ways to support today's youth, we are constantly reminded of the power of the youth themselves. Each day we find reason to celebrate their strength, love, and compassion for each other and the world.



New Program in 2015 - The Grief Response Program:

The Grief Response Program, a new addition to San Francisco Suicide Prevention, made significant steps toward integrating into San Francisco's approach to crisis response, obtaining consent to operate from the San Francisco Fire Department, Medical Examiner, and Department of Public Health. In order to prepare for the launch of the program, the project manager actively worked to learn about similar programs throughout the U.S. and consulted with U.S. Crisis Care to compile a training manual for future volunteers. We expect to launch the Grief Response Team volunteers during the coming year!

Board Corner

by Helen Rosen, Board President

It is my honor to serve as the San Francisco Suicide Prevention (SFSP) Board President. I have been a member of the board for over three years and find SFSP distinguished for its tradition of innovation and dedication in the provision of services that are sorely needed in every community in the United States. My professional background includes both corporate and non-profit experience, providing me with a unique perspective to choose a board worthy of my time and efforts.

SFSP's dedication to providing creative and innovative means of reaching people who may be thinking of suicide, and their families and friends who desperately want the knowledge to help the ones they love, is a major reason that I joined this board.

Many years ago, I was deeply affected by the suicide of my best childhood friend. Even today, the trauma of that event has stayed with me, which is another reason that I hope to help SFSP continue its financial growth.

As a mother of two teenagers, I have been very concerned about the number of teen suicides that have touched my daughters' lives. SFSP has entered this difficult arena with a fabulous outreach program, one of which targets teens and their parents, usually at the school level. Recognizing the need for many younger people who are more comfortable communicating through an electronic device, rather than a personal conversation, SFSP shows the kind of innovation and quick action necessary to continually meet the needs of a growing community.

Making a Donation

San Francisco Suicide Prevention will rely on Private Donations and In Kind Support more this year than ever before. We depend upon individuals, corporations, and family foundations to ensure we remain a thriving organization. The agency handles over 70,000 client contacts on a budget of just over 1million because we utilize volunteers and keep our services cost-effective. We need your help!

Please Help Support Us By Making a Donation:

By Mail: Send a check payable to:
San Francisco Suicide Prevention
Attn.: Meghan Freebeck
PO Box 191350
San Francisco, CA 94119

By Internet: www.SFsuicide.org/donations
By Phone: Call Meghan Freebeck at 415-288-7107
In Kind: Contact Meghan Freebeck at MeghanF@sfsuicide.org to find out our current list of needed items.

Curious about how far your donation will reach?

\$5,000 Level

This will allow us to have a staff person in our Youth Risk Reduction program go directly into the community, schools, and other organizations to provide training, outreach, resources, and necessary education for an entire month.

\$1,000 Level

This will allow us to provide new workstations for volunteers to answer calls at a faster pace.

\$500 Level

At this level we will be able to adopt a San Francisco school for continuous organization support.

\$250 Level

This is the cost of each Volunteer Training Course for 15 people. Help us put more people on the lines!

\$100 Level

We are working to install and maintain our new text communication software.

\$50 Level

This level helps us cover costs such as rent, electricity, and volunteer supervision.

2015/16 Budget

PROJECTED INCOME

CONTRIBUTIONS & GRANT RESTRICTED	247,000
SPECIAL EVENTS	185,000
FY 14/15 RESERVES	50,000
UNITED WAY DONOR OPTION	2,000
GOVERNMENT GRANTS	345,781
CONTRACT FEES	305,993
INTEREST & DIVIDEND INCOME	680
TOTAL SUPPORT AND REVENUE	1,136,454

EXPENSES

SALARIES	706,017
MEDICAL & DENTAL INSURANCE	85,972
EMPLOYER- PAYROLL TAXES	63,349
WORKERS COMP. INSURANCE	5,600
PROFESSIONAL SERVICES	7,000
ACCOUNTING SERVICES	4,181
COMPUTER EXPENSES	2,000
DATA PROCESSING	2,200
STORAGE FEE	748
SUPPLIES	5,000
TELEPHONE	17,175
TELE INTERPRETES	1,700
TEXT MESSAGING SERVICES	-
POSTAGE & DELIVERY	4,000
LIABILITY INSURANCE	12,898.17
RENT	114,578.46
MAINTENANCE & REPAIRS	864
SPECIAL EVENTS- EXPENSES	60,000
FR - DONOR RELATIONS	400
EQUIPMENT LEASE	9,403.20
EQUIPMENT RENTAL	900
EQUIPMENT REPAIR	4,437
PRINTING	2,000
ADVERTISING, ARTWORK	500
BOOKS & SUBSCRIPTION	2,256
OUTREACH	-
TRAVEL	1,200
VOLUNTEER PROGRAM	1,000
STAFF DEVELOPMENT	200
MEETING & CONFERENCE	1,000
RECRUITMENT	50
FINGERPRINT	50
DUES & MEMBERSHIP	1,664
BANK SERVICE CHARGES	1,068
DEPRECIATION	11,768
TOTAL EXPENSES	1,136,178.83

A Letter from the Development Intern by Dan Ryan

Mental health has always been an important topic amongst my family, and the opportunity to work in support of an organization, especially one as longstanding and respected as SFSP, was too good to pass up; I accepted the offer without a second thought, bought a one-way flight from Chicago to San Francisco and packed up as many of my belongings as I could fit into two suitcases.

San Francisco Suicide Prevention quickly became a foundational part of my new life by the bay. It only took me a few days to feel completely welcomed and integrated at SFSP - after the first week, it felt like I'd been here a year, such is the level of openness and acceptance demonstrated by the staff on a daily basis. I think my 'fresh perspective' was supposed to be that of someone new to the organization, a relative outsider, but it's hard to remember a time I felt that way.

I've learned so much during my time on the development staff, working on projects ranging from foundation grants to social media campaigns to hand-addressing hundreds of letters. But even though there's always a ton of work on Meghan Freebeck's plate (Director of Development and Operations), the question I'm most often asked is "What would you like to work on next?"

So I can vouch for the fact that the staff treats everyone with the compassion and respect with which our volunteers aim to treat our clients. It's definitely made San Francisco feel like home.