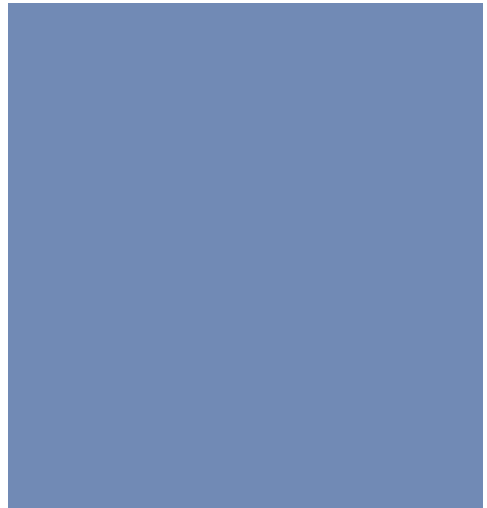
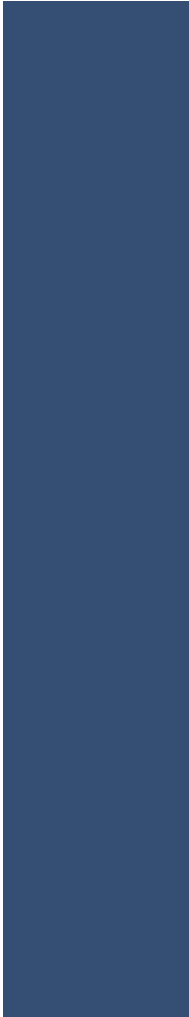


# San Francisco Suicide Prevention

Annual Report 2013/14



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

This has been a signal year for suicide prevention – both for our agency's services and for national attention to the issue as a whole. We have been proud to be part of the ongoing dialogue as the people of the United States begin to understand that suicide is about "us," not just "them."

First and most recently, the Golden Gate Bridge made its long-awaited decision to commit matching funds to the Federal and State contributions towards a net deterrent that would finally end the unbroken toll of deaths – now estimated to exceed 2000 individuals of all ages, 80% of whom had lived in the Bay Area. The estimated time of construction completion is still three years away but anything that brings it closer is welcome.

Secondly, in several professional conferences throughout the year, people who had lived through their own past suicide attempts and were now in positions that enabled them to help others in trouble stepped forward and identified themselves as individuals with "Lived Expertise." The American Association of Suicidology created a special educational track to enable this movement to grow.

Most wonderfully, right here in our own agency, there were impressive miracles of accomplishment. Our two special events raised more much-needed funding than ever before. We were able to expand our social media and texting services, and to acquire a new program, "Grief Response," to assist families and individuals in coping with sudden, unexpected deaths. This became part of our families and friends services that include suicide survivor grief groups and HOPE groups for attempt survivors. At the same time our calls grew by an average of 20% over last year and we found ourselves with the largest volunteer pool in history.

You had a crucial role in all of this progress. Everyone is grateful to you.

Thank you so much.

Eve R. Meyer



## Board and Staff Members

### Staff

Eve Meyer (MSW, MHSA)	Executive Director
Meghan Freebeck (MAE)	Director of Development
Lilyana Gonzales-Hudson	Client Services Director
Michelle Thomas	Outreach/Education Director
Joseph Boone	Volunteer Coordinator
Courtney Brown	Hotline Coordinator
Elisay Diguseppe (MBA)	Accountant
John Fox	IT Director
Jeremy Garza	Overnight Coordinator
David Paisley	Contractor
Jane Tsang	Office Manager

### Board of Directors

Brian Byrne	President
Helen Rosen	Vice President
Mike Dahn	Treasurer
Mary Bianco	
Kate Healy	
Mark Gedymin	
Peter Rojo	

## Board Corner

*by Brian Byrne, President of the Board*

SFSP is justifiably proud of being the first suicide prevention hotline in the United States. But as I look back over my four years as President of the Board, I am more impressed by how the Agency is positioning itself for the future. Being available and accessible for everyone requires new thinking on how people contact us and out-reach so that the people of this city know we are there for them. I would like to acknowledge the staff and the volunteers who have embraced this change and I know that when it comes to finding new and better ways to help our community, San Francisco Suicide Prevention will continue to lead the way.



# Volunteer Highlights

During the 2013-2014 fiscal year, a record of 82 volunteers completed the rigorous 56-hour crisis intervention training program and have gone on to provide emotional support during weekly 4-hour shifts. In line with the history of San Francisco Suicide Prevention, volunteers came from all walks of life: engineers from Google, LinkedIn, and Beats, servers, researchers, flight attendants, pharmacists, writers, firefighters, and students to name a few.



Volunteers were recognized at a concert held at the Verdi Club in San Francisco's Mission District, on March 9th of 2014. Attendees were recognized for their hard work with three musical guests, a brunch buffet, and so many raffle prizes that every volunteer went home with a gift. Continuing education trainings on urgent care clinics within the city, holiday parties, and additional suicide intervention skills trainings were also made available throughout the year.



## Outreach and Education

SFSP's Education and Outreach Program provides crisis intervention training to adolescents, young adults, mental health and healthcare professionals, emergency response personnel, and business leaders. Our goal is to train community members to be ready to respond when someone is in suicidal crisis in an effort to lower suicide rates in the City. In 2013/14 the program trained over 4,000 adolescents and 2,000 adults. That was a 20% increase over the year before!

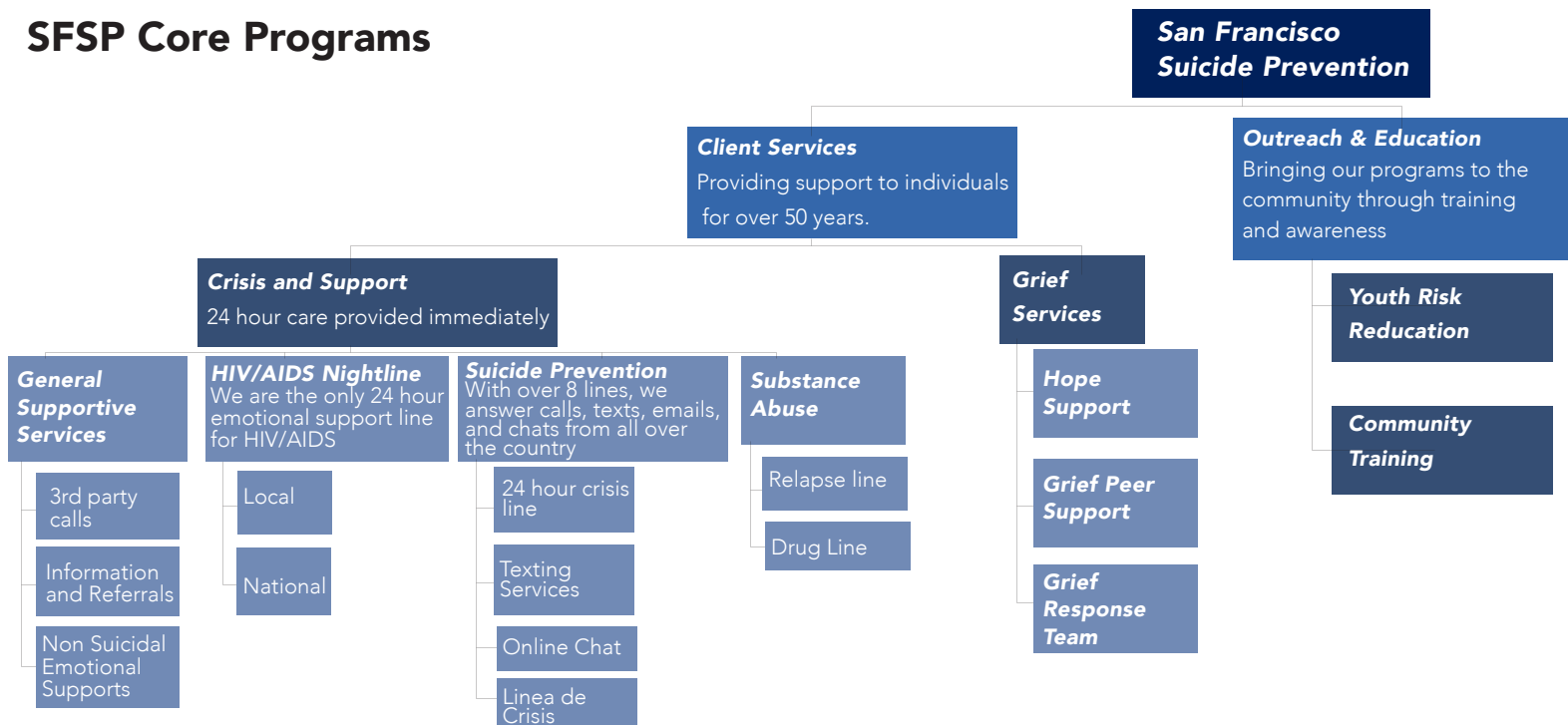


## Resource Development Committee

SFSP has developed a new volunteer opportunity! The Resource Development Committee is a group of creative thinking individuals that meet to discuss potential funding opportunities, evaluate the current financial needs of the organization, and come up with unique and substantial solutions. The committee plans fundraising events, participates in outreach for the agency, develops relationships, and supports the social media and marketing campaigns for the agency.

If you would like to know more about this group, please contact Meghan Freebeck at [MeghanF@SFsuicide.org](mailto:MeghanF@SFsuicide.org).

## SFSP Core Programs





## 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](http://www.SFsuicide.org/donations)

By Phone: Call Meghan Freebeck at 415-288-7107

In Kind: Contact Meghan Freebeck at [MeghanF@sfsuicide.org](mailto: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.

## 2014/15 Budget

2013-2014  
Year-End Fiscal Report

### INCOME

CONTRIBUTIONS & GRANT RESTRICTED	158,454
SPECIAL EVENTS	210,367
UNITED WAY DONOR OPTION	6,257
GOVERNMENT GRANTS	500,539
PROGRAM FEES	131,255
FISCAL FEES CSAS TRUST FUND	39,452
INTEREST & DIVIDEND INCOME	732
MISCELLANEOUS INCOME (Note :1)	14,525
TOTAL SUPPORT AND REVENUE	1,061,581

### EXPENSES

SALARIES	599,289
BENEFITS	56,603
EMPLOYER- PAYROLL TAXES	54,406
WORKERS COMP. INSURANCE	5,083
PROFESSIONAL SERVICES	12,786
ACCOUNTING SERVICES	4,181
COMPUTER EXPENSES	2,515
DATA PROCESSING	2,713
STORAGE FEE	748
SUPPLIES	12,768
TELEPHONE	19,811
TELE INTERPRETES	3,106
TEXT MESSAGING SERVICES	2,995
POSTAGE & DELIVERY	4,835
LIABILITY INSURANCE	11,613
RENT	105,786
MAINTENANCE & REPAIRS	625
SPECIAL EVENTS- EXPENSES	62,245.34
EQUIPMENT LEASE	8,096
EQUIPMENT RENTAL	712
EQUIPMENT REPAIR	5,841
PRINTING	12,459
ADVERTISING, ARTWORK	24,977
BOOKS & SUBSCRIPTION	1,275
OUTREACH	4,936
TRAVEL	3,294
VOLUNTEER PROGRAM	1,700
STAFF DEVELOPMENT	172
MEETING & CONFERENCE	16,495
RECRUITMENT	570
FINGERPRINT	147
DUES & MEMBERSHIP	3,981
BANK SERVICE CHARGES	1,633
DEPRECIATION	11,213

**TOTAL EXPENSES** 1,059,609

2013-14 Income over Expenses 1,972  
Total Agency Assets 584,936

## The Past Year Recap

San Francisco Suicide Prevention receives over 125 calls every single day. Of those calls, over 25% of the callers report feeling suicidal; however, there are many reasons that a person might reach out to us. With your help, we are able to ensure that not a single call goes unanswered.

### Accomplishments

Some of our recent accomplishments include: Expanding our Outreach Program so that we can provide support to more youths in schools, and training administrators, police, fire, and more on suicide prevention. We enhanced a Grief Support Group, a weekly peer based group for individuals who lost someone to suicide. Additionally, we continue to be the only 24/7 HIV/AIDS emotional support in the country, allowing people with concerns to speak to someone at all hours of the night from anywhere in the country.



### Upcoming Goals

After 53 years of service, SFSP continues to grow and strengthen so that we can help more people and save more lives. This upcoming year we will begin running a Grief Response Team, which will respond to a sudden death in San Francisco by providing emotional support to those affected as well as necessary resources. We will implement a Texting Program so that people can reach us through more modes of communication. We plan to train over 120 new volunteers, fulfilling over 25,000 hours of service collectively, so that not a single call from an individual in crisis is missed and to keep our costs focused on programs.

SFSP relies heavily on individual donations and foundation contributions, and for that we thank you! Over the past year, over 40% of our donations were contributions. In the upcoming year, we will rely on contributions for more than 60% of our total income, making you our key supporters!