

Rise Against Suicide FY2020 Annual Report

I. Overview

- **Rise Against Suicide (RISE) Mission:** Help youth at risk of suicide by removing the financial and social barriers to treatment, enabling them to find hope and healing.
- **Background:** RISE was founded in 2009 as an affiliate of Second Wind Fund Inc. of Colorado. RISE funds therapy for at-risk youth in the geographic area of Colorado that is served by the Boulder Valley and Saint Vrain Valley school districts. Our clients meet two key criteria – are identified as having a heightened level of suicidal ideation and do not have the financial resources to secure therapy.
- **Environment:** The demand for RISE's services has significantly increased over the last few years consistent with nationwide trends.
 - Suicide is a growing national problem. CDC data for 1999 through 2018, shows that the suicide rate in the US grew from 10.5 to 14.2 per 100,000 people. This is an increase of 35%. Suicide is the 10th leading cause of death in the US. It is the second leading cause of death in the 10 to 34-year age category.
 - In 2018, Colorado ranked seventh highest of the 50 states in suicide deaths. The national average is 14.2 people per 100,000. The Colorado average is 21.9 people per 100,000.
 - For the 10 to 24-year age group, suicide is also the second leading cause of death. Comparing three-year periods 2007-2009 to 2016-2018, the rate of suicide in this age group increased 47.1% in the US and 51.3% in Colorado. In 2018, the rate was 10.7 per 100,000 people in the US and 18.5 per 100,000 people in Colorado. (CDC report released 9/11/2020).
 - Suicide is the leading cause of death in the 10 to 24 year old age group in Colorado. The suicide rate of 10 to 17 year old Colorado children increased from 5.87 per 100,000 in 2012 to 9.80 per 100,000 in 2016.
 - A healthy Kids Colorado survey of Boulder Valley School District 7th and 8th grade students last year found that 12.7% of 7th graders and 20.7% of 8th graders seriously thought of killing themselves. 7.2% of 7th graders and 15.0% of 8th graders planned about how they would kill themselves. 3.8% of 7th graders and 6.9% of 8th graders tried to kill themselves during their lifetime.
 - A December, 2016 survey of Saint Vrain Valley School District high schools found that 15% of their students contemplated suicide and that 5% had attempted suicide.
 - Both of our school districts continue to grow and, despite the prosperous image that our area has, a significant portion of our students are in financial need.
 - 2017/2018 Student Population:
 - BVSD: 31,169, a 10% increase 2018/2008
 - SVVSD: 32,639, a 27% increase from 2018/2008

- Portion of students in free/reduced lunch programs
 - BVSD: 21%
 - SVVSD: 27%

II. President and Board Chair's Message

Rise Against Suicide, formerly Second Wind Fund of Boulder County, made significant progress in FY2020 (7/1/19 through 6/30/20). At the same time, we have been confronted and are still dealing with major challenges caused by the Covid 19 pandemic. Unfortunately, the available data indicates that the risk of youth suicide continues to increase. A number of key factors significantly influenced RISE's performance in FY20.

First, we have changed our name from Second Wind Fund of Boulder County to Rise Against Suicide (RISE) to eliminate confusion between RISE and Second Wind Fund Inc based in Denver. Second Wind Fund of Boulder was founded as an affiliate of Second Wind Fund Inc. However, the affiliate model did not prove viable. We also believe that our new name, Rise Against Suicide is a much clearer representation of our mission.

Second, we funded a record number of therapy sessions for our youth in FY2020. Despite the fact that the rate of new cases decreased significantly once our schools moved to a remote only model in mid-March, we funded almost 1,000 sessions.

Third, we significantly improved the financial strength of the organization and are in a good position to deal with an anticipated major increase in demand for our services in FY2021.

Fourth, Covid 19 presented us with major challenges during the last three and a half months of FY2020 and continues to cause significant concerns. It is well documented that Covid 19 has caused an increase in mental health problems in general. We strongly suspect that the youth we serve, who are a part of families with very limited financial means, have been severely impacted by Covid 19. At the same time, with the schools still in a virtual mode, at risk youth have lost the structure and support that the schools provide them. We are very worried that more youth need our help than ever before but they cannot get needed help. During the last quarter of FY2020, our network of therapists was very creative and reached out to a number of current clients using telehealth and other internet tools. One of our therapists met with clients who craved face to face sessions in city parks. However, other existing clients became very difficult to contact and very few new cases were received. We are aggressively reaching out to the Boulder Valley and Saint Vrain Valley school districts as well as other organizations in our community who might be in contact with youth that are at risk and in need of help. We also look forward to our schools shifting to a hybrid model which will enable youth at risk to more easily seek out help from school counselors and interventionists.

Fifth, even prior to Covid 19, all indications are that the rate of suicide risk among youth continues to increase. The United Health Foundation reported that teen suicide increased by 58% in Colorado between 2016 and 2019. This compares to a nationwide increase of 25% over the same time period.

The progress made in addressing our mission in FY2020 is the result of tremendous support from our community. It truly takes a village and ours made a huge difference. First, the level of support that our school counselors and interventionists provided to our in-need students has been fantastic. They all carry tremendous workloads and when they have to help a student at risk of suicide it is a priority interrupt. Over the last three years, we have experienced a tremendous improvement in the ratio of referrals issued to clients actually engaging with therapists. Four years ago, this ratio was around 60%. In the last year, it was over 80%. This improvement is due in part to the diligent follow-up by counselors and interventionists. Second, our therapists continue to provide tremendous support to our youth. Before Covid-19, our therapists had to visit clients' schools for over 70% of therapy sessions because the students did not have a means of transportation to reach therapist offices. Since Covid-19, our therapists have been reaching out to clients via telehealth and other creative ways to continue to provide desperately needed support. Lastly, the tremendous generosity of our community of donors allowed Rise Against Suicide to move from a very difficult financial position that we were in eighteen months ago to our current strong balance sheet that will allow us to support the anticipated significant growth in demand that we anticipate once schools partially open up. The creative efforts of our Executive Director, board members and volunteers has resulted in a complete turnaround in our financial situation. In February of 2019, we were very close to running out of cash. Continuous effort has brought in a steady stream of revenue. Traditionally, our most significant revenue source is our 5K Emerge walk/run that we hold every May at the Boulder Reservoir. We achieved record results in May of 2019. However, we were confronted with a major challenge in 2020. We were forced to cancel the event because of Covid 19. Our team rose to the challenge and transformed Emerge 2020 to a virtual event with very short lead-time. Our sponsors fully supported this effort. As a result, the virtual Emerge event generated a record level of revenue significantly exceeding our past Emerge races.

Looking forward to FY2021, we will expand our outreach efforts with the objective of reaching all of the at-risk and in need youth in our served geography independent of the complications caused by Covid-19. We will also continue to focus on raising the funds necessary to provide the therapeutic support that our youth require. To accomplish this goal, we have transitioned our Executive Director from a half time to full time position. We will also expand our board and volunteers to support our Executive Director, our only compensated employee, and to increase our diversity. The RISE team is dedicated to executing our mission and we fully realize that our community's need for the services we provide has never been greater.

Bob Kilcullen
President & Board Chair
Rise Against Suicide

III. RISE Process

RISE primarily works with the Boulder Valley (BVSD) and Saint Vrain Valley (SVVSD) school districts counselors and interventionists to fund therapy sessions for at-risk and financially in need students. RISE's process is as follows:

- When a counselor or interventionist engages with a student and determines, per the applicable district's protocol, that the student is at-risk of suicide and does not

have the financial resources (uninsured or under insured and potentially lacks means of transportation to therapists' offices), the counselor/interventionist logs onto RISE's automated system and requests a Referral. After the required information is provided, the counselor/interventionist is issued a referral number.

- The client and/or client's family, with the help of the counselor/interventionist, selects a licensed therapist from the RISE roster. Currently, we have 17 qualified therapists that support our program and bill RISE at reduced rates. Most will travel to schools or other locations to meet with clients since many of our students do not have transportation resources.
- Once a therapist is selected, she/he will normally contact the client within 24 hours and set up an initial session.
- RISE clients have access to 8 free sessions. Based on the situation, up to an additional 12 sessions can be approved.
- Therapists bill RISE directly utilizing our automated system.

IV. RISE Organization

- RISE is a small non-profit organization. The Executive Director is our only compensated employee.
- RISE is dependent on a working board of directors and volunteers to complement the Executive Director. RISE Board has five committees in place to help execute its mission:
 - Operations, Budget & Finance
 - Outreach
 - Communications & PR
 - Fundraising & Event Planning
 - Strategy

V. Key Metrics

- The following table provides key demographic information relative to the youth that we serve:

VI.	FY17	FY18	FY19	FY20
Average Client Age	13.9 years	12.7 years	13.8 years	13.8 years
Ethnicity				
Caucasian	64%	54%	50%	52%
Hispanic	25%	34%	34%	37%
Other	11%	12%	16%	11%
Gender Identity				
Female	63%	46%	58%	64%

Male	35%	50%	39%	28%
Other	2%	4%	3%	8%
Source of Client				
BVSD	55%	50%	48%	43%
SVVSD	43%	48%	49%	56%
Other	2%	2%	3%	1%
Referrals Issued	106	137	155	154
Sessions Funded	461	811	876	964 ¹

¹ Our therapists completed 980 sessions in FY20. 964 were paid in FY20, the balance will be paid in FY21

VII. Financial Data

P & L	FY17	FY18	FY19	FY20
Income				
Contributions/Donations	\$6,595	\$32,515	\$17,261	\$69,908
Foundations/Grants	\$34,650	\$38,450	\$40,600	\$51,900
Events	\$45,233	\$40,715	\$48,392	\$101,406
Total Gross Revenue	\$86,478	\$111,680	\$106,253	\$223,213
Event Expense	\$13,095	\$10,242	\$7,837	\$19,444
Total Net Revenue	\$73,383	\$101,558	\$98,416	\$203,769
Cost & Expenses				
Therapist Reimbursements	\$28,510	\$55,874	\$62,830	\$66,934
Executive Director	\$36,670	\$36,490	\$36,791	\$39,486
Administration	\$2,418	\$2,554	\$1,800	\$2,540
Marketing	\$1,868	\$2,305	\$1,604	\$1,323
Professional Services	\$3,263	\$3,867	\$4,351	\$4,777
Miscellaneous	\$4,784	\$616	\$1,085	\$1,691
Depreciation	\$0	\$315	\$344	\$344
Total Cost & Expense	\$77,513	\$102,021	\$108,805	\$117,096
Net Profit	\$(4,130)	\$(463)	\$(10,389)	\$86,673

Balance Sheet	6/30/17	6/30/18	6/30/19	6/30/20
Assets				
Checking/Savings	\$49,672	\$43,085	\$31,309	\$123,899
Accounts Receivable	\$4,395	\$500	\$0	\$0
Other	\$500	\$880	\$2,010	\$652
Total Current Assets	\$54,567	\$44,465	\$33,319	\$124,551
Fixed Assets	\$0	\$1,403	\$1,059	\$716
Total Assets	\$54,567	\$45,867	\$34,378	\$125,266
Liabilities & Equity				
Current Liabilities				
Accounts Payable	\$4,303	\$2,226	\$1,128	\$5,343
Total Current Liabilities	\$4,303	\$2,226	\$1,128	\$5,343
Equity				
Retained Earnings	\$54,394	\$44,123	\$43,641	\$33,251
Net Income	\$(4,130)	(\$481)	(\$10,391)	\$86,673
Total Equity	\$50,264	\$43,641	\$33,251	\$119,923
Total Liability & Equity	\$54,567	\$45,867	\$34,378	\$125,266

VIII. Comments on Financial Results

- We have restructured our finances to show gross revenue as well as revenue net of event expenses. In FY20, we entered into an agreement with the LIV Project to serve as their Fiscal Sponsor. The LIV Project consists of a production of a documentary that addresses youth suicide. The organization is a nonprofit. RISE receives donations to the LIV project, consolidates them and transfers the funds to LIV in exchange for an administration fee of 6% of the donations received. In FY20, we processed \$19,442 in donations to LIV. This was booked as gross revenues. We retained \$1,100 in fees. The fees are included in our net revenue.
- Emerge FY20 booked \$58,268 of gross revenue and \$1,102 in expenses in FY20. Net revenue booked was \$57,166. Expenses were low because the event was 100% virtual in FY20.
- Emerge History:

	FY15	FY16	FY17	FY18	FY19	FY20
Revenue	\$24,423	\$36,439	\$24,586	\$37,932	\$49,392	\$64,268 ¹
Expense	\$7,710	\$19,126	\$4,617	\$7,591	\$7,837	\$1,102
GP	\$16,713	\$17,313	\$19,969	\$30,341	\$41,556	\$63,166

¹\$58,268 of FY20 Emerge were booked in FY20. The balance of \$6,000 was received and booked in the first quarter of FY21. All of the Emerge FY20 expenses were booked in FY20.