

**MISSION**

Helping youth strengthen mental wellness through technology-driven resources and peer support.

**THE IDEA**

We meet youth where they are to provide the tools they need for building resilience and withstanding tough times.

**DELIVERY TO DATE**

In 3 years, ReachOut has seen

- 2.9 million US visitors
- +8 million pageviews
- +3K Text Subscribers
- 15K Forum Members

**IMPACT**

ReachOut.com visitors are more likely than non-users to:

- Seek professional help
- Develop destigmatized views of mental illness
- Gain mental health literacy

**SOCIAL RETURN ON INVESTMENT**

Every dollar we spend on programming designed to prevent youth suicides and suicide attempts saves society \$2.30 in medical and work loss costs.

**MODEL**

Supported by highly qualified experts and guided by a trained corps of passionate volunteers, ReachOut provides youth-driven fact sheets and real stories, moderated forums, and two-way text support.

**BASIC FACTS**

- \$875,500 annual budget
- 6 Employees
- 501(c)3 IRS designation with EIN: 26-125335



Suicide is the third leading cause of death among youth between 10-24 years old in the U.S. (CDC, 2013). According to the latest data from the CDC, among US high school aged students:

- 4.8M felt hopeless (29.9%)
- 2.7M will have thought seriously about suicide (17%)
- 1.28M will have attempted suicide (8%)

Drawing on a proven Australian program that contributed to halving the youth suicide rate in a decade, Inspire USA aims to strengthen mental wellness and prevent suicide by impacting several variables that either play a role in a young person's risk of suicide or help build a young person's resilience. Along with adopting a strengths-based approach, Inspire ensures the effective design, delivery and promotion of its mental health service by working directly with teens and young adults.

By offering online and text message intervention, Inspire takes advantage of the ubiquitous channels with which young people are already comfortable. Mental health information and conversational peer support across mobile and online platforms is new, efficient, dynamic, accessible, and effective in providing a safe space for young people to seek help and receive empathy.

## FUNDING OPPORTUNITIES

### ENHANCED AND EXPANDED FORUM COMMUNITY

IUSAF's youth-centric programming utilizes state-of-the-art technology, providing valuable information and resources where youth live: online. After 4 years using our current platforms, the software and technology that allow us to provide a meaningful and valued experience for the youth who come to ReachOut.com is overdue for upgrades.

**FUNDING GOAL: \$330,000**

### REACHOUT SCHOOLS RESOURCES

IUSAF will be customizing the well-established ReachOut School programming developed by our colleagues in Australia, providing educators and school staff with much needed tools, information, curricula, and resources to support the mental health needs and improve the educational experience of students.

**FUNDING GOAL: \$287,000**

### YOUTH LEADERSHIP DEVELOPMENT

IUSAF has plans to expand its premier CA state recognized Youth Leadership Development program to include even more training mentoring, and partnerships that will; equip a larger number of youth with the skills and knowledge needed to provide peer support and promote mental health and wellness in the home and school communities.

**FUNDING GOAL: \$220,000**



**Web Address:** [inspireusafoundation.org](http://inspireusafoundation.org)  
**Contact Name:** Michael Pelfini, Ed. D.

## QUANTITATIVE IMPACTS AND QUALITATIVE RESULTS

- Inspire tracks improved attitudes and beliefs about mental health, self efficacy for coping skills, and intentions for help-seeking.
- Our reach encompasses 1 million visitors to ReachOut.com each year, 15,000+ forum members and over 550,000 social media fans
- Survey results show our users have destigmatized views of mental illness and an increased likelihood to seek professional help

## LEADERSHIP & ORGANIZATIONAL CAPACITY

- IUSAF operates with a small and effective team of professionals who are smart and passionate about reaching youth right when, where, and how they need help most
- The average tenure of this 7 year-old team is 2 years and 2 months

## FINANCIAL FACTS

- Current Annual Budget: \$875,500
- Operating Reserve & Liquidity: \$87,155 (2013 Form 990)
- Mix of revenue sources
  - Projects and Programs: 98%
  - Public Support: 2%
- Administration & Fundraising Expense: 12%

## FUTURE PLANS & PROJECTIONS

- Strategic Priorities 2015-2017
  - **FUND:** Establish and deploy comprehensive development plan.
  - **PARTNER:** Establish, maintain, expand, and reinvigorate local, regional and nationwide strategic partnerships.
  - **DIVERSIFY:** Diversify sources of earned revenue
  - **DESIGN:** Establish and deploy organizational structure, protocols, systems
- Projected next year budget: \$960,000
- What specifically could be achieved with more resources?
  - Enhanced and expanded online forum community
  - Launching ReachOut Schools resources
  - Expanded Youth Leadership Development programming

## CHALLENGES AND SUSTAINABILITY

- Pervasive stigma around mental illness and mental health
- Reduced funding available from government sources for mental health prevention and early intervention

## The Google Search That Saved A Life

Brandon was searching for ways to end his life when he stumbled upon ReachOut.com. After being physically and emotionally harassed at school for being gay and feeling scared to come out to his parents, he had started to feel like there was nowhere to turn. But on ReachOut, he found a community who understood what he was going through. He started to feel less alone. As time went on, he set out to return the favor. Today, Brandon is a ReachOut Youth Council Ambassador and a passionate advocate for suicide prevention on his campus and across the country.