



San Francisco
Suicide Prevention



Annual Report
2007-2008

From Eve R. Meyer Executive Director



Here is something to worry about: in late October CNN reported that the US suicide rate was rising for the first time since 1986 – and that the change was happening in an unexpected population group. Middle-aged white Americans had been overlooked as a high risk group, but their suicides were on the rise – and accounted for the overall increase.

The article went on to note that suicide rates tend to follow economic trends – a timely but not altogether comforting note at a time when we are entering a period of economic turmoil.

We worry. Like any other small

business, San Francisco Suicide Prevention tracks the effects of economic indicators on its family of clients as well as its donor family. We know that our clients feel differently already. We are already getting calls from people who have lost their homes and don't know where to go, and people who are using food pantries for the first time.

But the miracle is this: when we have sent out a message saying that we needed resources to help our clients, that we were expanding our crisis, youth, and language services to respond to the invisible storm – people helped us immediately. We are amazed and grateful.

Our “Business of Prevention” Luncheon on October 30 at the City Club, for example, was completely filled. Br. George Cherrie, OFM, conv., our former Board President, was the keynote speaker, and his heartfelt address on the interlocking roles of business and community was enthusiastically received.

San Francisco Suicide Prevention is a very lucky agency. We are so fortunate that we can perform many miracles – small and large – every day. We are even MORE fortunate that you are standing next to us every minute, with your own miracle of generosity when it is least expected.

Thank you so much.

Our Board of Directors...

An agency is only as good as its board of directors. That's why San Francisco Suicide Prevention has been so lucky over the years. Our twelve board members have been shining stars – each contributing a unique sparkle and all together illuminating our path.

Peter Rojo, of Wells Fargo Bank, took over the presidency two years ago after the unexpected death of our former president, Dr. Bob Mahon. He has been a rock-solid support to the agency through good times and bad – in his quiet, typically unassuming way. Lisa Zayas, Release Manager with Salesforce.com, became Vice President

at the same time, immediately lending her strategic skills and her energy to board activity. Our treasurer, Rob Kellett, left his work in computer programming to complete a midlife MBA at San Francisco State University, at a perfect moment to assist the agency. And our secretary, Kristin Oliveira, holds the position of partner with the legal firm of Phillips, Spallas and Angstadt, LLP.

Recently, after a lengthy strategic planning process, new officers took over some of these positions. Lisa Zayas has become the new president, with Peter Rojo as past president. There are now three vice presidents:

Our Volunteers...

Having a new home has made a tremendous difference to our volunteers. Their new phone area combines the Crisis/Drug Line and the AIDS/HIV Nightline crews into a single room that is spacious, bright and newly furnished.

In our old offices, the volunteer rooms for both programs looked out on a dark lightwell. The furniture was well over 15 years old and the fabric on the cubicles had retained dust and ink. The chairs were constantly breaking and the knobs would fall off the radiators. Clutter was the order of the day.

The new Phone Room has matching desks and new (not cast-off) chairs. The largest room in our new home has been designated as the Volunteer Phone Room. It is painted a soothing shade of dove grey and has been hung with matching original water colors. The work areas are organized and clean. Volunteers SMILE a lot! They come to meetings more often. They have parties – like the First Annual Pumpkin Carve and Chili Cook-Off on October 24, that featured Clinical Director Sally Cerreta's famous Chicken Poblano Chili and Crisis Line Associate Marc Roman's pumpkin curry.

If you are a former volunteer, please make arrangements with the Crisis/Drug Line Staff to visit soon.

Tom DiRenzo of CRI Coordinated Resources, Inc. – VP Marketing, John Plessas of Clear Channel Radio – VP Development, and Brian Byrne of VISA, Inc. – VP Operations. Rob Kellett generously offered to remain treasurer. And Kristin Oliveira will share secretary duties with Anna Lisa Fahrenthold of the Mayor's Office of Children, Youth and their Families.

This turned out to be an effective way to knit together the skills of longtime and newer members of the board in order to involve everyone as effectively as possible.

We celebrate the leadership and creativity of our Board of Directors.

Our New Location...



There's a famous cartoon that shows a crisis center on fire, floating down a river towards a waterfall. Some of us have it on a coffee cup. For a few weeks this year, SFSP was that crisis center.

When our office building began a remodeling project, the dust and chemicals triggered environmental allergies for several of our staff and volunteers. One by one, people had to stay home until they were able to breathe properly again. Work came to a standstill. It was clear that we had to find a new office.

As we began a preliminary exploration of the rental market in the nearby area, we suddenly stumbled onto a beautiful office suite that was just about to come onto the market. It was the right size, the right price – and it was one block away!

But could we win the bid when others wanted it too? For three nail-biting weeks we traded offers with the owners until we settled on a lease

We have always told the people who called us that they can emerge from a crisis stronger than they were before. Now we know for ourselves that this is true.

– and it was OURS! Now all we had to do was pack up fifteen years of accumulated junk and move. Without any interruption to our telephone calls.

This was when the miracles began to happen. A local bank donated an entire floor of furniture they were no longer using. A carpeting company installed free carpet tile. Generous donors sponsored all the expensive telephone installation and computer

wiring costs, as well as the cost of an extra staff member to coordinate the move itself.

At the same time, though, another disaster was brewing. The Department of Public Health announced a budget cut of \$77,000, to take effect immediately. This would eliminate half of the Crisis/Drug Line professional staff. So while we were packing, we also attended hearings to plead for the survival of our program.

All came out happily. Just as we moved in, the Board of Supervisors announced a restoration of Health cuts. The furniture was assembled. The new computers were plugged in. The phones were installed. And on Friday, June 13, the last call came in at the old office and the first call came in at the new office. We were home!

We have always told the people who called us that they can emerge from a crisis stronger than they were before. Now we know for ourselves that this is true.

Our Programs...

San Francisco Suicide Prevention has been helping callers get through their darkest of moments since 1962. Its founder, Bernard Mayes, envisioned an agency capable of providing telephone intervention and emotional support to anyone experiencing a suicidal crisis. The agency has evolved considerably from its humble beginnings in a dark, dingy and dank basement at Geary and Larkin. Our programs have grown beyond one local crisis intervention hotline, consisting of a single red rotary phone, to meet the perpetually changing needs of the community on a local, statewide, and national level.

As crises arose, we mobilized to meet the challenges. In 1989, in response to the AIDS epidemic, SFSP established the AIDS/HIV/HCV Nightline, a national emotional support line that continues to be the only program of its kind. In 1998, SFSP created the Youth Risk Reduction Program in order to reach out to youth in schools and youth organizations with our message of harm reduction, self-care, and peer support. And in August of 2006, Linea de Apoyo opened its lines and began taking calls from people in need in the Spanish speaking community throughout California.

Community Education

(415) 984-1900 ext.101
evem@sfsuicide.org

San Francisco Suicide Prevention provides crisis training, community education and support groups to dozens of organizations every year.

Served: 800 professionals.

After Hours Coverage Program

Since we're awake 24 hours a day, SFSP provides night-time and weekend telephone coverage for a multitude of mental health programs operated by other agencies.

Served: 7,500 calls.

Internet

sfsuicide.org

Our website provides a direct link to support and resources.

Served: 800+ users.

24hr. Crisis Line

(415) 781-0500

Provides emotional support and crisis intervention to individuals and family members in the City of San Francisco.

Served: 28,000 calls

Youth Risk Reduction Program

Provides educational presentations and counseling to youth through classroom presentations and hotline service.

Served: 10,500 youths

For more information on these and other programs, visit us on the web at SFsuicide.org

Hopeline & Lifeline

1-800-SUICIDE
1-800-273-TALK

Provides crisis intervention to local residents calling these national suicide prevention lines.

Served: 4,900 calls.

AIDS/HIV Nightline

(800) 628-9240
5pm to 5am nightly

Provides nighttime emotional support to people with concerns about AIDS and HIV nationwide.

Served: 8,600 calls

Counseling suicide.org

Provides a
to emotional
and referrals via
mail.

Served: 1,000 clients.

Línea de Apoyo

(800) 303-7432
6pm to 10pm

Provides crisis counseling,
emotional support and
referral to Spanish speaking
callers and the Latino
community.

Served: 1,000 calls

Drug & Relapse Prevention Line

(415) 362-3400
24hrs / 7 days a week

Provides assistance and referrals
to individuals and families
struggling with addiction and
relapse issues.

Served: 10,500 calls



Grief Program Survivors of Suicide Support Group

(415) 984-1900 ext. 117
grief@sfsuicide.org

MFT staffs and interns facilitate
8-week support groups for
individuals who have lost a loved
one to suicide. In addition support
is given through agency hotlines.

Served: 1,200 clients.

Our Donors...

San Francisco Suicide Prevention would like to thank the following individuals, corporations and foundations who donated funds received between July 1, 2007 and June 30, 2008.

Michelangelos \$10,000 to more

Bothin Foundation
City and County of San Francisco
Richard and Rhoda Goldman Fund
The Tom Merit Hancock Family Fund
Kaiser Permanente

Macy's West and Macy's Foundation
Janet and Clinton Reilly
State Street Foundation
The Nick Traina Foundation
United Way of the Bay Area

Leonardos \$5,000 to \$9,999

Constantine Carpet
CRI
Five Bridges Foundation
Ira and Leonore Gershwin Trusts Philanthropic Fund
The Marclad Foundation
Mr. Bernard Mayes

Mr. Mathew Minshull
National Suicide Prevention Lifeline - Link2Health
OptumHealth Behavioral Solutions
Silva Watson Moonwalk Fund
The Morris Stulsaft Foundation
Wells Fargo Foundation

Raphaels \$1,000 to \$4,999

Alexander & Baldwin Foundation
Mr. Doug Byler
Community Marketing Inc.
Mr. Hugh Coughlin
Mr. Tom DiRenzo
Dodge & Cox
Donate to Charity
Geoffrey Evans & Bernard Katz
Dr. & Mrs. Saul & Gloria Feldman
Mr. Mark Gedymin
John and Marcia Goldman Foundation
Lisa & Douglas Goldman Fund
Evelyn and Walter Haas Jr. Fund
Walter & Elise Haas Fund
Mr. James Hormel

IBM
Mr. Edward Keith
Mr. Ben Kiker
Ms. Diana Knigge
The Libra Foundation
L.C. Manglicmot-Nobles
Matson Navigation Company
McKesson Foundation
Lee and Linda Meier Family Foundation
Ms. Lee Meyer
McCarthy Moving
Keith & Kristen Miller
Mr. Douglas Milliken
The Morrison & Foerster Foundation
Ms. Kathleen Mulaney

Ms. & Ms. Peter & Nancy Newell
David Paisley & David Marshall
Revolver U.S.A.
Mr. Peter Rojo
San Francisco Police Officers' Assn.
George H. Sandy Foundation
The Charles Schwab Corp. Foundation
Ms. Susan Silva
Mr. & Mrs. Seth Skootsky
Sisters of Perpetual Indulgence
Mr. David Spellmeyer
The TJX Foundation
URS Corporation
Van Loben Sels /RembeRock Foundation
Ms. Diane Wilsey

Donatellos \$500 to \$999

Alexander Group Limited Partnership
Mr. Andrew Belschner
AT&T Pioneers Golden Gate Chapter
Mr. Brian Byrne
Br. George Cherrie, OFM, conv.
Ms. Cathy Cheung
Ms. Carol Chuang
Community Thrift Store
Family Service Agency of SF
Mr. Samson Granat
Mr. Kenny Hahn
The Handery Foundation

Ms. Jeanne Humphrey
Mr. Philip Katcher
Mr. Robert Kellett
Ms. Alexandra Kutik
Ms. Andrea Mahon
Mr. Henry McKenzie
Lillian E. Meyer Revocable Trust
Beth Mitchner & Douglas Wertheimer
Mr. Albert Peruzzo
Louise and Claude Rosenberg Jr. Family Foundation
Tom Roth & Scott Torgan
Salesforce.com Foundation

Ms. Linda Short
Louis & Dora Smith Foundation
SMITHGROUP, Inc.
The Swinerton Foundation
Ms. Minh Tran
Mr. Jim Tudor
Van Loben Sels/RembeRock Foundation
Mr. Jeff Vidal
VISA International
Ms. Heidi Young
Ms. Lisa Zayas
Charlotte and Arthur Zitrin Foundation

Supporters \$100 to \$499

Ms. Sharon Adam
Mr. Richard Adamczyk
Mr. Ty Albers
Ms. Emogene Alexander
Ms. Lisa Aliferis
Alliant International University

Ms. Jane Allen
Mr. Albert Anderson
Mr. Charles Armstrong
Mr. Randy Bailey
Barnes, Mosher, Whitehurst,
Lauter & Partners, Inc.

Ms. Carina Baird
Ms. Sherry Barto
Mr. Alvin Baum, Jr.
Ms. Maria Bayog
Mr. Timothy Benetti, esq.
Dr. Mel Blaustein

Mr. Nathanael Bray
Ms. Caia Brookes
Ms. Alexandra Buck
G. Bullat
Gerald Cahill & Kathleen King
Dr. James Campbell

Mr. Joel Campbell
 Mr. Mathew Campell
 Ms. Angela Carducci
 Ms. Rosa Carrillo
 Mr. Edward Cohen
 Mr. Paul Colfer
 Mrs. Frances Condon
 George & Marilyn Coombre
 Mr. James Coppfer
 Ms. Jennelle Crothers
 Mr. Robert Crumb
 Mr. Bruce Deming
 Mr. Dwaine Denton
 Ms. Carolyn Diamond
 Mr. William Dilday
 Mr. Dennis Edwards
 Mr. Kenneth Eisen
 Ms. Elizabeth Eisenhardt
 Ms. Ana Ellenberger
 Mr. Steve Emerson
 Mr. Robert Foster
 Ms. Janet Galea
 Ms. Amy Garber
 Genentech
 Mr. Tom Gies
 Mr. Bob Goldfarb
 Mr. William Goldstein
 Mr. Findley Golod
 Ms. Dorothy Golubski
 Mr. John Gressman
 George & Monika Grotz
 Ms. Irena Guillon
 Dr. Joseph Guydish
 Walter and Julie Haas
 Joanne and Peter Haas Jr.
 Ms. Jennifer Haas-Dehejia
 Mr. Wesley Hacker
 Mr. Thomas Hanley
 Mr. Dave Hanson

Mr. Stephen Hawkins
 Mr. Jeff Hays
 Mr. Jeffrey Helfer
 Mr. David Henton
 Mr. David Hoemann
 Ms. Agatha Hoff
 Mr. Edward Holterhoff
 Mr. Robert Hunt
 Ms. Patricia Johnson
 Mr. David Jolley
 Mr. Reginald Kalili
 Barry & Shirley Kaminsky
 Mr. David Kane
 Mr. Richard Kielar
 Ms. Penni Kimmel
 Ms. Marlene Kniveton
 Mr. Tim Kochis
 Mr. Kenneth Kolb
 Ms. Nancy Koster
 Mr. Neil Kraetsch
 Neil and Maryann Laughlin
 Ms. Ester Lee
 Mr. Dale Lietzke
 Mr. Dennis Lorette
 Love Parade
 Drs. Elinore & Lawrence Lurie
 Ms. Karen Lutomski
 Mr. Lipton Mah
 Mr. J. Michael Mahoney
 Ms. Esther Marks
 Mr. Anthony Martorana
 Ms. Colleen McCarthy
 Mr. Kevin McGirr
 Ms. Nancy McManus
 Mr. Paul Mertel
 Ms. Eve Meyer
 Mr. Tom Meyer
 Theodore & Elizabeth Meyer
 Ms. Donna Miller Casey

Dr. Kenneth Mills
 Mr. Benjamin Montesano
 Dr. Jerome Motto
 Ricardo & Patsy Munoz
 John and Madeline Neenan
 Ms. Erin Newell
 Mr. Troy Nickol
 Ms. Marion Nicolaysen
 Mr. Martin Novoa
 Mr. Mohammed Nuru
 Mr. John O'Dowd
 Ms. Susan O'Sullivan
 Ms. Ellen Obstler
 Peter and Ellen Obstler
 Ms. Kristin Oliveira, Esq.
 Mr. Mark Parison
 Mr. Frederick Parkin
 Mr. Michael Patton
 Mr. Steven Paxton
 Mr. Laurent Philonenko
 Mr. John Pien
 Mr. John Plessas
 Mr. Dennis Pluth
 Mr. Larry Pulliam
 Psychiatric Foundation of North-
 ern California
 Mr. Charles Quinn
 Ms. Susan Rabens
 RAMS, Inc.
 Mr. Steve Ramsland
 Ms. Ruth Ramsey
 Mr. Dale Randall
 Mr. John Revicky
 Mr. Michel Richoz
 Ms. Karen Robbins
 Richard & Barbara Rosenberg
 Ms. Pamela Rowland
 Ms. Jo Ruffin
 Ms. Gela Russell

Mr. Jeffrey Sachs
 Mr. Michael Samuel
 J. Samuel
 San Francisco Fire Fighters Local 798
 Richard and Sandra Schaefer
 Mr. Jeff Schufreider
 Ms. Kathie Schwartz
 Mr. Martyn Selman
 Robin Seltzer & Bill Wertberger
 James & Elizabeth Sharpe
 Ms. Sarah Shaver
 Ms. Andrea Shurley
 Mr. Mark A. Smith
 Mrs. Diana Stephens
 Ms. Kathryn Supple Klein
 Mr. David Thomas
 Ms. Judith Tornese
 Ms. Megan Tremelling
 Dr. Reiko Homma True
 Ms. Tina Tu
 Dr. Rebecca Turner
 Mr. Bert Umland
 Under One Roof, Inc.
 Mr. John Vidaurri
 Ms. Linda Wang
 Dr. David Werdegard
 Ms. Michelle Weston
 Mr. John Williams
 Ms. Linda Wohlrabe
 Mr. Larry Wolfson
 Mr. George Wolfson and
 Ms. Beatrice Della Santa
 Ms. Jennifer Wong
 World Meetings Plus
 Mr. David Wright
 Mr. Mike Yang
 Yellow Cab Cooperative
 Charlotte and Arthur Zitrin
 Foundation

We would also like to acknowledge the hundreds of individuals who gave less than \$100. And we especially thank those who donated to our World Travel Raffle, Silent Auctions and many other special events.

Thank You to Our Special Event Product Donors

2223 Restaurant
 Mr. Ty Albers
 Ananda-Fuara
 Aperto Restuarant
 Asia de Cuba @ Cliff
 Bally Total Fitness
 Beach Blanket Babylon
 Betelnut Pejin Wu
 BH Multi Com Corp.
 Bi-Rite Market
 Bimbo's 365 Club
 Calzone's
 Caymus Vineyards
 Ms. Eva Cheng
 Chow Restaurant
 Cliff House
 Cornfield Electronics
 CRI
 CyBelle's
 Deborah Jacobsen Designs
 Ms. Elisay DiGiuseppe
 Elite Import LLC
 Embassy Suites Hotel - Napa
 Valley
 Embassy Suites Phoenix -
 Biltmore
 Firefly Restaurant

FireSky Resort & Spa
 Four Seasons Hotel SF
 Funky Door Yoga
 Gap Inc.
 Goat Hill Pizza
 Golden Gate Disposal &
 Recycling Company
 Golden Gate Fields
 Grand Hyatt San Francisco
 Grand Hyatt Seattle
 Green Apple Books
 Harbor Court Hotel
 Mr. Benny Hematian
 Hotel Monaco
 Hotel Monaco Portland
 Hotel Monaco Salt Lake City
 Hotel Monaco Seattle
 Hyatt Regency Monterey
 IvanGems
 JetBlue Airways
 John Francis Spa
 Jolly Technologies
 JW Marriott Desert Ridge
 JW Marriott San Francisco
 Kabuki Springs & Spa
 Mr. Rob Kellett
 Karibu Kenya

Mr. Neil Kraetsh
 Kuleto's Italian Restaurant
 Ms. Eve Meyer
 Ms. Lee Meyer
 Mr. Mathew Minshull
 MoMo's
 Moonstone Hotel Properties
 Nob Hill Spa at the Huntington
 Hotel
 One Market Restaurant
 Onyx Hotel
 Osento
 Ozumo
 Pacific Palisades Hotel
 Palace Hotel
 Pier 39
 Piperade
 Plaza Las Vegas
 Renaissance Chicago O'Hare
 Reno-Tahoe, America's Adventure
 Place
 Rick's Restaurant & Bar
 Safeway
 San Francisco Marriott
 San Francisco Marriott
 Fisherman's Wharf
 Sausalito Pet Hotel

Scoma's Restaurant
 See's Candies
 Six Columbus, NYC
 Slim's
 Mr. Mark Smith
 Southwest Airlines
 Studio Guell
 Sunset Day Spa
 TAJ Cellars Wine
 The Fairmont Hotel
 The Fairmount Royal York
 The Grand Resort and Spa
 The Muse New York
 The Stanford Court
 Thirsty Bear Brewing Company
 Thrift Town
 Tommy Toy's Cuisine Chinoise
 Tourism Toronto
 Ms. Jane Tsang
 Mr. Jim Tudor
 Mr. Richard Urbaniak
 Vintner's Collective
 VisitSweden
 Whole Foods Market - SoMa
 Ms. Karen Woo

We try to be accurate. If you notice an error or omission, please call our office and let us know. But first, please forgive us - your donation is very important of us.

Donations...

San Francisco Suicide Prevention depends on individuals, corporations and family foundations. The agency handles over 80,000 client contacts on a budget of just over \$800,000. That is \$10 per hotline call or \$10 per youth trained in a classroom. Because we utilize volunteers, we are able to keep our community services cost-effective.

Please help by making a donation.

- By Mail:** Send a check payable to
San Francisco Suicide Prevention
PO Box 191350
San Francisco, CA 94119 (Wow!)
- By Internet:** Visit www.sfsuicide.org and hit the donations button. (Voila!)
- By Phone:** Call (415) 984-1900 x106 and ask for David Paisley. (Hi!)
- Community Thrift:** Clean out junk and designate SF Suicide Prevention at Community Thrift, 623 Valencia at 17th. (Better than a garage sale!)
- Cars and Boats:** Call Donate for Charity at 866/392-4483 and designate San Francisco Suicide Prevention as the beneficiary. (Yes!)
- Planned Giving:** Want to create your legacy to the community? You do not need to be rich or famous to leave a legacy. Anyone can make a difference through our Planned Giving program. Here are four ways to leave your mark on the community.
- Life Insurance Policies
 - Bequest in your will
 - Retirement Charitable Gift Annuities
 - Charitable Trusts

For more information about planned giving, contact Eve Meyer, Executive Director at (415) 984-1900 x101 or evem@sfsuicide.org. (Thanks!)

2007-2008 Year-End Fiscal Report

Income

Contributions–Individuals	\$ 66,129
Contributions–Corporate/Foundation	134,139
InKind move-related income	66,525
Fundraising Events	94,346
Government Grants	370,048
Program Service Fees	78,290
Interest/Dividend Income	12,850
Rental Income	7,998
United Way Donor Option	8,714
Miscellaneous Income	582
Total Support and Revenue	839,621

Expenses

Salaries	\$ 420,631
Personnel Benefits & Taxes	77,397
Rent	108,199
Professional Services	26,633
Office Supplies & Computer Expenses	8,341
Telephone	21,004
Postage and Delivery	6,141
Insurance	13,750
Special Event Costs	40,969
Equipment Rental & Repair	4,921
Printing & Advertising	19,236
Dues, Membership & Conferences	5,843
Moving Related Expenses and Miscellaneous	66,532
Depreciation	10,535
Total Expenses	830,132
Income over Expenses	9,489
Agency Fund Balance	487,618

Thank You for Making
2007/2008
a successful year!