



# Erika's Lighthouse

A Beacon of Hope for Adolescent Depression®

FY 2021 Annual Report



**EXPAND**  
**EMPOWER**  
**ENGAGE**

# OUR VISION

To make sure no young person feels alone in their depression. To become the leading provider of teen depression awareness programs and resources in school communities.

Our **MISSION** leads us:

We are a not-for-profit dedicated to educating and raising awareness about adolescent depression, encouraging good mental health and breaking down the stigma surrounding mental health issues.

Our **PHILOSOPHY** guides us:



Inclusive school cultures are essential to promote meaningful dialogue and help-seeking behavior.



Everyone deserves good mental health.



Depression education is suicide prevention which can identify and intervene earlier.



Mental health is just as important as physical health.



I have loved and enjoyed every minute of teaching Erika's Lighthouse. I have the utmost respect for this most important message. In fact, after teaching several prevention programs for eleven years, Erika's Lighthouse is the most important program. Every school district should be offering Erika's Lighthouse. I am very attached to the mission and message of this extraordinary program which saves lives.



# OUR MODEL

Erika's Lighthouse **FOUR PILLARS** work together to promote inclusive school cultures around mental health.



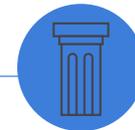
## CLASSROOM EDUCATION

Evidence-informed curricula that impacts students in grades 4-12 that promotes good mental health, educates about depression and suicide, reduces stigma and encourages help-seeking.



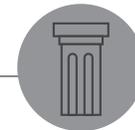
## TEEN EMPOWERMENT

Peer-led school clubs and turn-key activities that normalize and promote conversations around mental health by reducing stigma, educating peers and promoting help-seeking.



## FAMILY ENGAGEMENT

Workbooks, workshops, activities, discussion guides and other resources that foster inclusive and supportive dialogue in homes around mental health that promotes wellness.



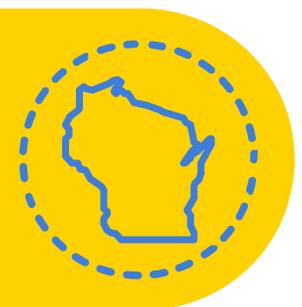
## SCHOOL POLICY & STAFF

Staff training, policy recommendations and partnerships that help schools build a coordinated, comprehensive strategy to meet the mental health needs of students.

Our no-cost, universal programs are designed to impact every child in every school. They promote good mental health and the prevention, early identification and early intervention of youth mental health issues.



I want you all to know that our suicide attempt rate as measured by the YRBS, went down from 14.3% to between 5.4-7.2% since using your videos and the messages from your curriculum. We continue to be very impressed by your videos, website, and curriculum.



# OUR WORK

In action, Erika's Lighthouse four pillars impact youth in every aspect of their lives.



### Meet Ben

Ben has been feeling very alone lately - for almost a month. He's never hungry, he doesn't like the things he used to and feels worthless. He is convinced it is just a phase.



### Ben Goes to School

Ben didn't feel like school that day, but his parents insisted he go. When he arrived, students from a new **Teen Empowerment Club** that recently started were handing out mental health **Student Bookmarks** about depression. Ben didn't pay attention to it and shoved it into his backpack.



### Ben Learns About Depression

Ben arrived at his first class, health education. Lucky for Ben, it was mental health day and they were completing the Erika's Lighthouse **Classroom Education** lessons about Depression. Is this what Ben is experiencing?!



### Ben Talks to a Friend

Ben was concerned. Should he be ashamed? He heard this is normal, but he doesn't feel normal. His friend was a member of the school's new **Teen Empowerment Club** and tells him to talk to a trusted adult. Ben hesitantly agrees.



### Ben Needs Help

Depression? Could that be real? Ben knows he needs help, but needs to figure out who. He pulls out the **Student Bookmark** from this morning and sees where can he write the name of a trusted adult. He wrote down Mrs. Smith, his math teacher and soccer coach.



### Ben Talks to Mrs. Smith

In sixth period, Ben had math. He was nervous to speak with his teacher about his concerns. But, Mrs. Smith had hung a lighthouse that read "I am a Beacon of Hope" from the **Awareness into Action Activities**. Ben knew he could trust her.



### Mrs. Smith Helps

Mrs. Smith had just completed the Erika's Lighthouse **Staff Development** session, so she helped Ben by walking him down to the school counselor's office.



### Connecting with Ben's Family

The school counselor shares the **Parent Handbook** with his family and helps Ben get into therapy.



### Ben is Feeling Better

Ben knows he has a journey ahead of him, but he is already feeling better. He has the support of his school, friends and family.



Being a teen who struggled with depression for a long time, Erika's Lighthouse was my beacon of hope in some of my darkest days and showed me that I was not alone, and that there was an abundance of people out there that could help me. They also provided me tools to talk to my parents about depression and help them understand what I am going through.



# OUR FUTURE



Vision 2025 will help Erika's Lighthouse see significant expansion.

## 2020-21 School Year

218,000

21% to goal



558

11% to goal



16

15% to goal



8,066

32% to goal



## 2025-26 School Year Goal

1,000,000

students impacted annually

5,000

schools impacted annually

250

Teen Empowerment Clubs nationally

25,000

Parent Handbook downloads annually

### Leave A Legacy

Help Erika's Lighthouse continue to grow by leaving a legacy through planned giving. It can be as simple as a bequest. Contact Brandon at [brandon@erikaslighthouse.org](mailto:brandon@erikaslighthouse.org) for additional information.



I love Erika's Lighthouse! I use it every year for depression awareness with my 7th graders and then use some of the additional resources to share with middle school students for mental health awareness. Thank you!!



# OUR NEED

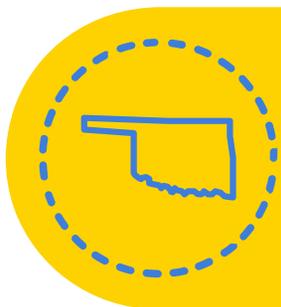
Just as the need for our programs has increased, Erika's Lighthouse has responded with increased programs that can meet the needs of our unique times.

Here are the projects Erika's Lighthouse will be tackling in 2022:

 <h3>CLASSROOM EDUCATION</h3> <p>Creating a new Level II (middle school) program video featuring teens that have experienced depression and wish to inspire their peers to seek help.</p> <p>\$60,000+</p>	 <h3>TEEN EMPOWERMENT</h3> <p>Developing new Teen Empowerment Club training modules that will enhance peer education, leadership and support in schools to promote help-seeking.</p> <p>\$30,000+</p>	 <h3>FAMILY ENGAGEMENT</h3> <p>Redeveloping our Parent Handbook into a Family Workbook Series of modules that guide families along their child's journey with depression.</p> <p>\$20,000+</p>	 <h3>SCHOOL POLICY &amp; STAFF</h3> <p>Expanding our staff training program with practical crisis management tools for educators to effectively manage a student mental health crisis.</p> <p>\$10,000+</p>
---	--	---	--

***You can also support our overall efforts in reaching Vision 2025.***

If you wish to support any of the above projects, please contact Laura at [laura@erikaslighthouse.org](mailto:laura@erikaslighthouse.org)!



Thank you for providing wonderful resources and lesson plans for educators. The small group questions you provided have been a great tool to allow students to openly share with each other in a safe space. Your program is changing lives, and I am thankful to be a part of it.



# FINANCIALS



## Statement of Financial Position December 31, 2021

<u>Assets</u>	
<b>Current Assets</b>	
Cash and Cash Equivalents	\$ 728,338
Accounts Receivable	23,179
Prepaid Expenses	<u>7,516</u>
<b>Total Current Assets</b>	759,033
<b>Total Fixed Assets, Net</b>	<u>1,560</u>
<b>Total Assets</b>	<u><u>\$ 760,593</u></u>
<u>Liabilities and Net Assets</u>	
<b>Current Liabilities</b>	
Accounts Payable	\$ 4,527
Payroll Liabilities	<u>4,820</u>
<b>Total Current Liabilities</b>	<u>9,347</u>
<b>Total Net Assets</b>	<u>751,246</u>
<b>Total Liabilities and Net Assets</b>	<u><u>\$ 760,593</u></u>

*All assets and liabilities are unrestricted.*

## Statement of Activities December 31, 2021

<b>Revenue, Support and Gains</b>	
Grants and Contributions	
Individuals	\$ 488,164
Foundations	197,250
Governments	141,925
Corporations	49,303
Special Events (Net of Direct Benefit to Donors of \$30,600)	2,663
Net Investment Return	1,406
Miscellaneous	<u>680</u>
<b>Total Revenue, Support and Gains</b>	<u>881,391</u>
<b>Functional Expenses</b>	
Program Services	550,124
Management and General	113,615
Fundraising	<u>145,747</u>
<b>Total Functional Expenses</b>	<u>809,486</u>
<b>Change in Net Assets</b>	71,905
<b>Net Assets,</b>	
Beginning of Year	<u>679,341</u>
End of Year	<u><u>751,246</u></u>

*All revenue and expenses are unrestricted.*



I was so impressed with the lessons. I was able to include them in my high school health unit this fall. I showed the video clip which had teen examples that engaged the students and I did the mini poster project and I liked how students responded to the scenarios. I was so grateful that the program was free and easy to implement. NYS mandated health educators to focus more on mental health topics and the curriculum met our new standards.





## LEADERSHIP

### **Board of Directors**

Michael J. Alcalá  
Beth Brady  
Deedee Brannigan, Secretary  
Kathleen Hooper  
Eileen Sheehan Hovey  
Linda Monico  
Virginia Neuckranz, Co-Founder & President  
Thomas H. Neuckranz, Co-Founder & Treasurer  
Joshua Taustein  
Elaine Tinberg, Co-Vice-President  
Barbara Bruck Williams, Co-Vice President

## **Erika's Lighthouse**

A Beacon of Hope for Adolescent Depression®

### **Lighthouse Council**

Sarah Conrad  
Tom Cutler  
Dianna Devine  
Katie Gierke  
Lauren Laughlin  
Shira Lichtenstein  
Fleury Linn  
Sally Lou Loveman  
Martina Mead  
Alexandra Perraud  
Jeni Spinney

### **Professional Advisory Board**

Holly Alperin  
Jeanie Alter  
Sarah Benes  
Jason Dane  
Alyssa Hansen  
Robert Jamison  
Meg Kincaid  
Gayl Monto  
Stephanie Morris  
Kristy Rauch  
Mark Reinecke  
Sally Stevens  
Karen VanAusdal  
Patty Voloschin-Weiner  
Nancy Watson  
Amy Walker  
Owen Wolkowitz  
Sharon Weingarten

## STAFF

Brandon M. Combs, MNA

### **Education**

Peggy Kubert, MA, LCSW  
Ilana Sherman, MPH  
Katie Conklin, M.Ed. LPC

### **Operations & Marketing**

Kristina Kins, MSW  
Jamie DeCaria, MBA  
Anna Robbins

### **Development**

Rachel Magnabosco  
Laura Geiger  
Meade R. Means, MLIS