

20 YEARS of



Erika's  
Lighthouse



# IMPACT & ACTION

Every student deserves  
good mental health.

We're a nonprofit on a mission to provide free  
mental health programs for any school, anywhere.

**2023-24 School Year ♦ Program Impact Report**

*Recognizing 20 Years - An Emerald Anniversary*

# 20 YEARS of PROGRAMS

Erika's Lighthouse offers a full suite of free, universal, tier-1, ready-to-use programs and resources for any school, anywhere.

## FOUR PILLAR MODEL

The core programs we believe every school needs - for grades 4-12.



### Classroom Education

Educational lessons about mental health, depression and suicide.



### Empowerment Clubs

Good mental health clubs to empower young people to change the world.



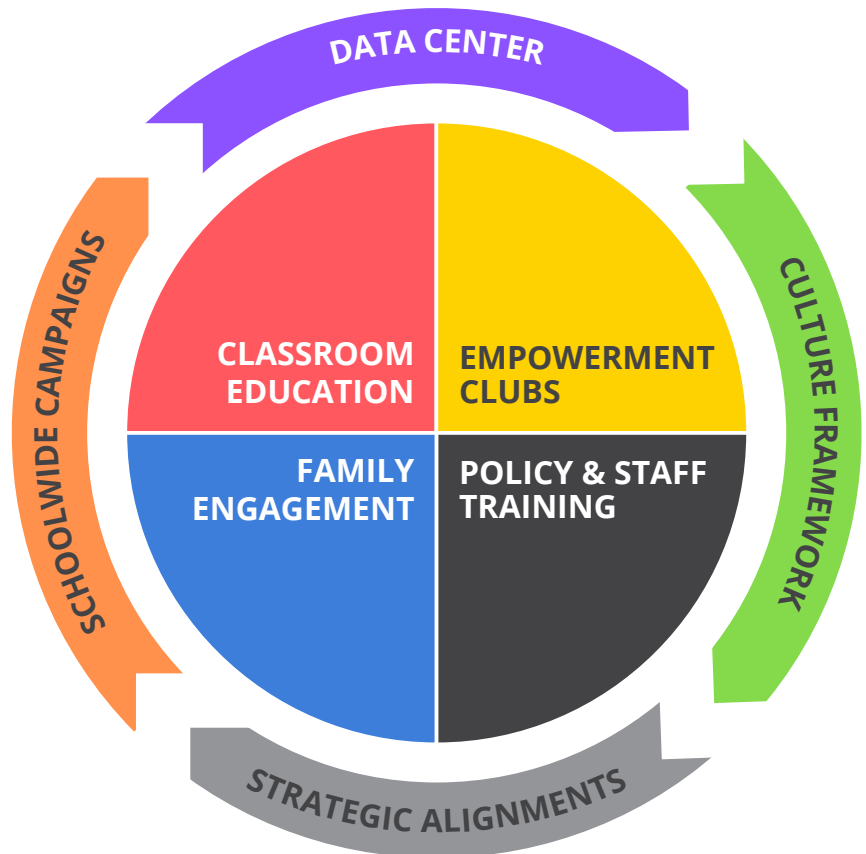
### Family Engagement

Programs and resources for families to be partners in mental health.



### Policy & Staff Training

Staff training, well-being activities and more for a positive climate.



## WRAPAROUND SUPPORTS

Erika's Lighthouse is offering support beyond programs. We are simplifying how schools focus on campaigns, data, culture and complementary programs and services.



### Culture Framework

Resources, aligned with MTSS, that meaningfully help establish an inclusive culture.



### Schoolwide Campaigns

Activities for whole buildings to engage in good mental health.



### Data Center

Assessment and evaluations for schools to make data-informed decisions.



### Strategic Alignments

Leveraging partnerships to further enhance programs and outcomes.

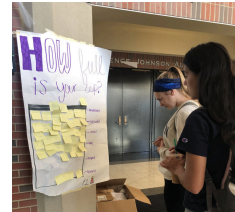
Access all programs for free at [ErikasLighthouse.org](https://ErikasLighthouse.org)

# 20 YEARS of SUCCESS



Neenah, WI

"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."



"Four 8th graders stopped into my office to express concern over some things a friend had been posting on social media. I know this child has struggled with depression in the past (he self referred after an Erika's lighthouse lesson a couple of years back) but his peers don't know that. One of the students said 'we are just worried about him because we remembered those symptoms of depression we learned from Erika's Lighthouse (she actually remembered the name of the program because she's been getting the lessons since 5th grade) and he seems to check a lot of the boxes'."



Chicago, IL

I have known that the program has changed [my school] for a while now based on how many kids come talk to us about their own depression or with concerns about peers. But this was the first time a student actually identified the impact your specific program made on them. They got their last lesson in May 2023, so the information stuck with them for that long."



Newark, NJ

"I am so happy and satisfied with the Erika's Lighthouse Program. I am a new school social worker, so the fact that they provide so many resources for FREE is truly a lifesaver, and makes it so much more accessible. They provide step by step instructions and training on how to successfully implement the program. You can tell from the program and the organization's mission that they genuinely support mental health and suicide awareness/prevention, which is truly admirable. I think it is so important for students to hear from other students about their experiences, especially from different backgrounds and perspectives, and this program does that!"



"Working in a special day school program, where all students have IEPs centered around behavior and emotional disabilities, having the Erika's Lighthouse curriculum was vital to start our school year and orient ourselves in understanding the connection we all have to depression and suicide. Many of our students at our school are diagnosed, but they do not necessarily recognize that there are many others going through the same thing. We were able to help our students see the connections between each other and how they may help themselves, while also supporting others in our school. Additionally, we loved that it was FREE!"



Girard, KS

# 20 YEARS of

## The Past



**2004**

Erika's Lighthouse was founded.



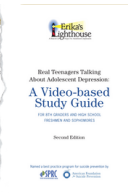
**2006**

The first employee, Peggy, joined the team.



**2007**

The first Erika's Lighthouse curriculum was created.



**2012**

A new, scalable curriculum was created to help more students.



**2018**

Erika's Lighthouse impacts more than 100,000 students a year.

**2005**

The Red Flags program was introduced into Washburne Middle School.



**2006**

The Parent Handbook was created to educate and empower families.



**2008**

Erika's Lighthouse expanded into New Trier High School.



**2013**

Erika's Lighthouse impacts more than 50,000 students a year.



**2019**

Erika's Lighthouse shifted to a national focus to help any school, anywhere.



## The Present



**2020**

Developed remote learning program in response to covid-19.



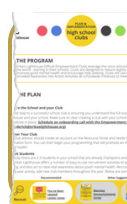
**2021**

Formalized Staff Training to be accessible and on-demand.



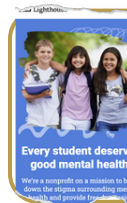
**2022**

Expanded Family Engagement resources to connect schools and parents.



**2023**

Developed implementation plans for each program for clearer guidance.



**2024**

New website and resource portal to enhance online experience.



# PROGRESS

## The Future

2020

Launched Positivity Pledge to promote good mental health.



2021

Erika's Lighthouse moves into elementary schools with a new curriculum.



2023

Erika's Lighthouse impacts more than 500,000 students a year.



2023

Began local expansion through new funding in six states.



2024

Made local school-based data accessible with the Data Center.



2024

Releasing our first data-based study using proprietary data.



2026

Erika's Lighthouse will impact over 1,00,000 students.



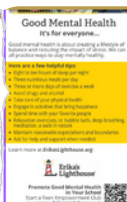
2028

Erika's Lighthouse will impact over 1,750,000 students.



2029

First major four pillar program study should be released.



2030

Erika's Lighthouse will impact over 2,500,000 students.



Continue expanding our school partnerships to educate more students.



Promote deeper engagement with schools to expand impact.



Drive peer-leadership through new clubs and activities.



Work with new Strategic Alignment partners to enhance impact.



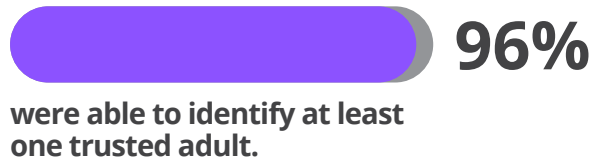
Increase efficiency and effectiveness within every school community.



# 20 YEARS of IMPACT

Erika's Lighthouse is making a measurable impact in schools around the world.

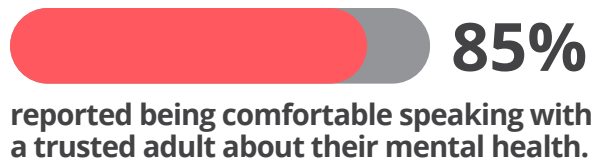
## Support Connectedness



### Pre-Program vs Post-Program - Real Impact

Pre	Trusted Adult	Post	Change
95%	Parent & Grandparent	<b>96%</b>	<b>+1%</b>
86%	Teacher	<b>93%</b>	<b>+7%</b>
85%	Counselor	<b>92%</b>	<b>+7%</b>
75%	Coach	<b>86%</b>	<b>+11%</b>
66%	Religious Leader	<b>81%</b>	<b>+15%</b>

## Encourage Help-Seeking



### Pre-Program vs Post-Program - Real Impact

Pre	Location	Post	Change
75%	At home	<b>78%</b>	<b>+3%</b>
37%	At school	<b>50%</b>	<b>+13%</b>
18%	In the community	<b>27%</b>	<b>+9%</b>
20%	Not comfortable	<b>15%</b>	<b>-5%</b>

## Normalize Conversations



### Pre-Program vs Post-Program - Real Impact

Pre	Statement	Post	Change
33%	Strongly Agree	<b>38%</b>	<b>+5%</b>
31%	Agree	<b>35%</b>	<b>+4%</b>
19%	Neutral	<b>18%</b>	<b>-1%</b>
5%	Disagree	<b>4%</b>	<b>-1%</b>
12%	Strongly Disagree	<b>5%</b>	<b>-7%</b>

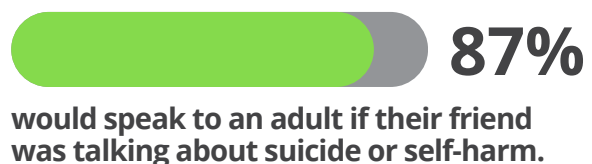
## Promote Good Mental Health



### Pre-Program vs Post-Program - Real Impact

Pre	Symptom of Depression	Post	Change
78%	Change in appetite or weight	<b>88%</b>	<b>+10%</b>
74%	Trouble making decisions or focusing	<b>83%</b>	<b>+9%</b>
82%	Sleeping too much or too little	<b>89%</b>	<b>+7%</b>
76%	Restlessness or sluggishness	<b>83%</b>	<b>+7%</b>
89%	Thoughts of suicide or self-harm	<b>91%</b>	<b>+2%</b>

## Reduce Stigma



*Post-survey question only.*

All evaluation data is from Erika's Lighthouse Level II and Level III Classroom Education programs from the 2023-2024 School Year. The data is from ~11,400 pre-program surveys and ~10,200 post-program surveys.

# 20 YEARS of ACTION

Erika's Lighthouse is taking action in schools around the world - at no cost, ever.

## 2023-24 School Year Reach



716,543

STUDENTS

in

2,524

SCHOOLS

across

49

STATES

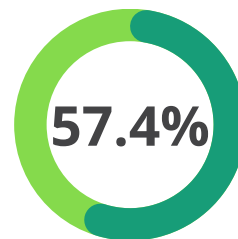
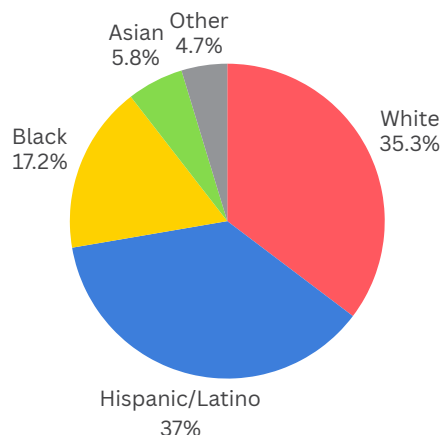
and

21

COUNTRIES

## School Demographics

Promoting equity around mental health



eligible for free or reduced lunch

1,471

Title 1 Schools

59%

of all schools

# 20 YEARS of Erika's Lighthouse

2023-24 School Year ♦ Program Impact Report

Erika's Lighthouse uses a scalable, efficient and sustainable model to address the youth mental health crisis at the start.



**Turn-key Programs**

anyone can use.



**Educate the Educator Model**

that promotes sustainability.



**Free Programs & Resources**

for a more equitable future.

**Low-cost Delivery**

 **2**

**per student**

**High Scalability**

**700** 

**increase in impact**  
per students since 2018



*Legacy Society*

An enduring investment in adolescent mental health.

Contact Laura Geiger at [laura@erikaslighthouse.org](mailto:laura@erikaslighthouse.org)



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