



**Erika's
Lighthouse®**



A BOLD VISION FOR A MENTALLY HEALTHY GENERATION

Ending the Youth Mental Health Crisis:

Strategic Investment in Mental Health Literacy, Digital Wellness, and Life-Long Resilience

THE MORAL IMPERATIVE: WHY WE MUST ACT NOW

For a generation of young people, the mental health crisis is an undeniable reality. Over 40% of youth are experiencing persistent sadness and hopelessness, and tragically, suicide is the second-leading cause of death for young people. This is unacceptable, but we at Erika's Lighthouse believe this outcome is entirely preventable.

We see millions of students who deserve to feel supported, hopeful, and equipped to care for their mental well-being. This is not just a mission—it is our moral imperative.

For two decades, Erika's Lighthouse has been a trusted leader, pioneering a transformative and innovative approach to youth mental health. We are the largest depression education and suicide prevention curriculum in the United States, providing our high-quality programs to school districts across the country at no cost.

Our unwavering commitment: to ensure no young person feels alone in their depression.



THE FRAMEWORK FOR ACTION: OUR HOLISTIC APPROACH

Leadership in youth mental health requires more than a single program; it demands a comprehensive system. Our programs are upstream, preventive, and skills-based.

Our Four Pillar Model provides a full suite of universal, ready-to-use programs that are comprehensive, skills-based, and entirely FREE. By focusing on prevention, we ensure every student, educator, and family member is an active part of the solution.

Beyond the four pillars, we offer wraparound supports like Schoolwide Campaigns, the Data Center, a Culture Framework, and Strategic Alignments to build a climate of mental wellness.

All of this is free for one simple reason: we believe that every student should have the skills to care for their mental health. When we work together, we can tackle the youth mental health crisis.

EXPANDING THE FRAMEWORK

Youth today face an increasingly complex mental health landscape encompassing digital pressures, social isolation and heightened anxiety. Erika's Lighthouse is addressing these multiple, complex challenges by leveraging our existing and effective framework to boldly integrate new, upstream programs. This strategic expansion equips students with the skills needed to navigate modern life, boosting mental health and preventing depression and suicidal ideation.

All curriculum topics start from a mental health lens and focus on education, help-seeking and positive strategies.

MENTAL HEALTH

Building literacy to effectively manage stress, anxiety, depression, and suicide prevention.

DIGITAL WELLNESS

Establishing a healthy balance between technological benefits and potential harms.

RESILIENT MINDSETS

Developing the skills to "bounce back" and support long-term mental well-being.

POSITIVE RELATIONSHIPS

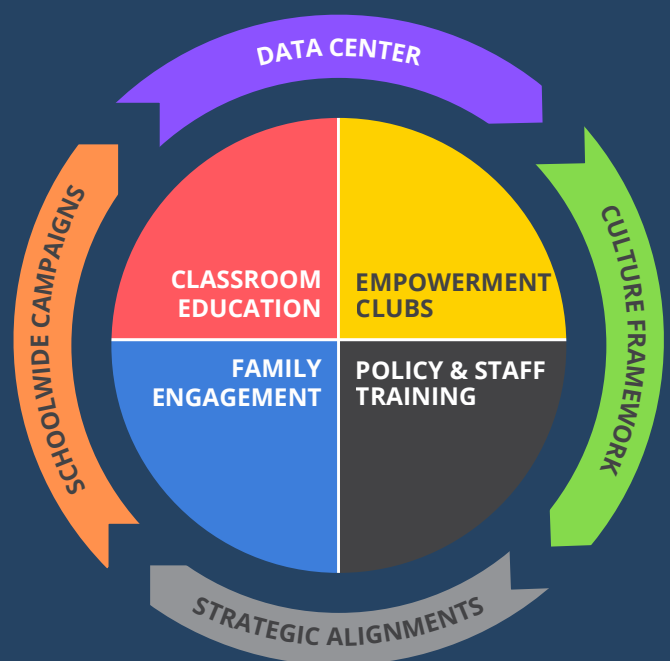
Understanding the dynamics of healthy connections and learning how to foster them.

SOCIAL INCLUSION

Promoting a sense of belonging through anti-bullying efforts and meaningful connections.

ADDICTION

Providing education promoting healthy decision-making and foster help-seeking.



ACCELERATING HOPE: A COMMITMENT TO ACTION

Erika's Lighthouse Impact 2030 is a five-year commitment to dramatically increase our scope, reach, and innovation, positioning us to end the youth mental health crisis.

Our scalability makes this possible. During our previous strategic plan, Vision 2025, we increased our impact from 100,000 students to over 1,000,000 annually in just five years. We can do it again.

FIVE TRANSFORMATIONAL CORNERSTONES



Integrated Prevention Programming

Erika's Lighthouse recognizes that youth face multiple, complex challenges, which is why we are boldly evolving our framework by adding **new, upstream programs** on critical ancillary topics—such as digital wellness, social inclusion, and addiction—to ensure our K-12 curriculum remains the most comprehensive and relevant solution for modern challenges.



Lifelines for a Lifetime

At the center of our mission is a commitment to providing every student with the tangible knowledge and tools they need to care for their mental health. Our curriculum is purposefully **skills-based**, moving beyond simple awareness to equip students with the vocabulary and self-advocacy skills necessary to take appropriate action before a crisis occurs.



Massive, Scalable Impact

Driven by a moral imperative to share our effective programs and reach as many students as possible, we utilize an **innovative, turnkey** "educate the educator" model that allows our high-quality curriculum to be provided to school districts nationwide at zero cost. This scalable approach has already empowered over one million students annually, with a visionary goal to directly impact more than 2.5 million students every year. All this at less than \$2/student.



Data-Driven Innovation

As a leader in data and evaluation, we provide schools with local, near real-time evidence of program **effectiveness** through our free Data Center. Our bold future includes establishing a best-in-class research center and building a generative AI-powered foundation to accelerate the impact of school professionals and ensure our resources remain cutting-edge.



Positivity & Hope

While the youth mental health crisis is serious, we lead with a positive, authentic, and empowering tone that delivers **practical solutions** rather than fear-based messaging. We speak with a passion that encourages others to join our mission, shining a light on challenges and turning every school community into a beacon of hope for students.



PROVEN POWER: EFFECTIVE PROGRAMS SAVE LIVES

Erika's Lighthouse is a leader in data and evaluation. Our incredible program outcomes are not just for show; they provide schools, districts, and states with local data on how our programs impact their students, families, and staff.

Our programs resonate with students and deliver life-saving knowledge and skills:

- **89% demonstrate mental health literacy.**
- **93% believe we should be talking about mental health.**
- **96% believe it is important to seek help for a friend talking about suicide.**
- **91% can take care of their own mental health.**
- **92% believe Erika's Lighthouse is important and helpful.**

The evaluation data from our multi-state implementation suggest that after only a single session of Erika's Lighthouse, youth improve in their understanding of mental health, school connectedness, and ability/willingness to connect with trusted adults.



POWERING IMPACT: INNOVATION & RESEARCH

Erika's Lighthouse is a leader in innovation and pragmatic solutions. For us, data isn't just analytics; it's our intellectual property and the foundation of our cutting-edge approach.

The Data Center: Our free Data Center provides schools with local, near real-time reports from student, family, and staff surveys. This unique tool allows partners to make data-informed decisions and proves the effectiveness of our programs locally.

Best-in-Class Research: We are leveraging our unparalleled data to spearhead the national conversation on youth mental health. By transforming our vast metrics into high-level thought leadership, and pursuing publication in peer-reviewed journals, we are setting the standard for effective interventions.

Next Gen Ready (AI): We are preparing for a future where Generative AI can accelerate our efforts. By making all our content accessible, we are building a strong foundation for AI to maximize efficiency, allowing educators to deliver personalized learning experiences.

We are transforming our data to accelerate global efforts to create a total climate of mental wellness. Erika's Lighthouse is no longer just participating in the dialogue; we are driving it - utilizing evidence-based insights to lead the charge toward a mentally healthy generation.



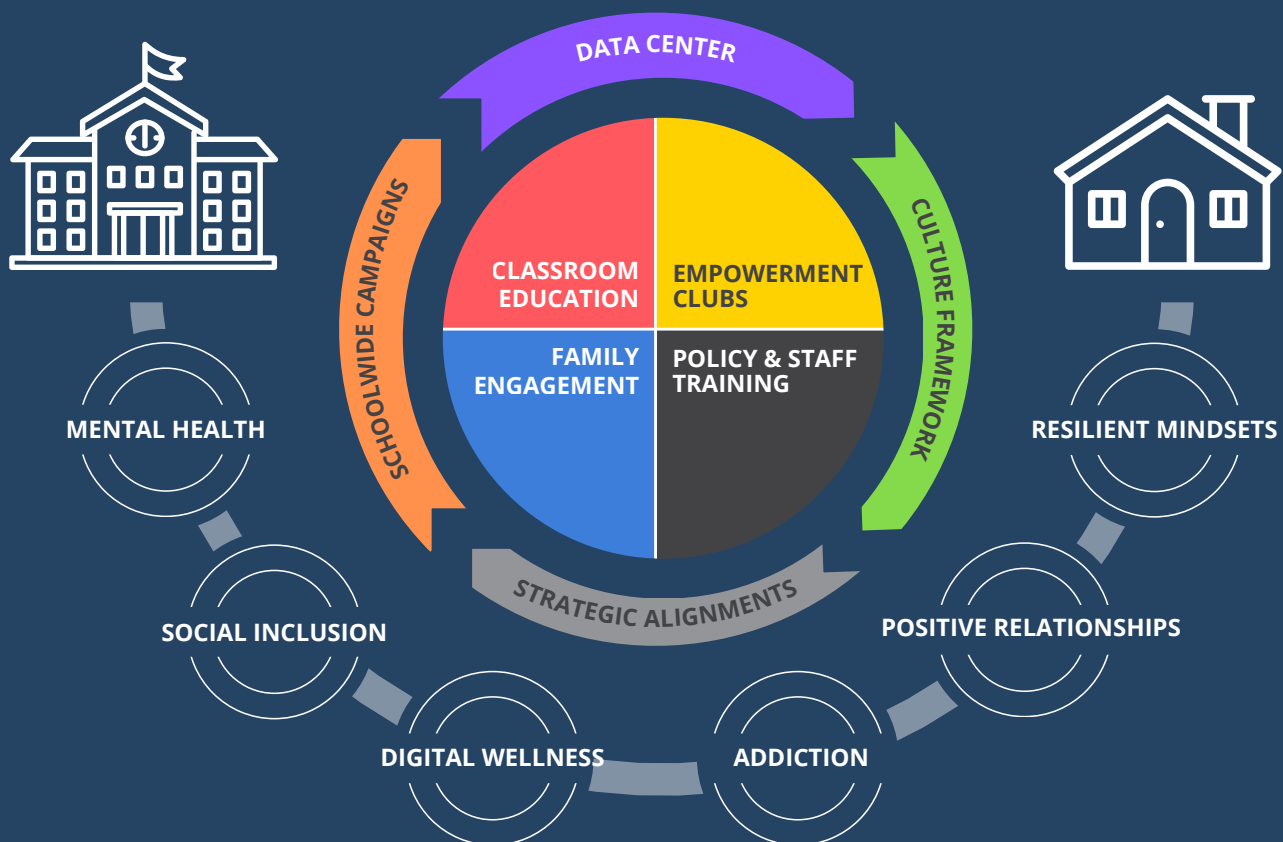
JOIN THE REVOLUTION OF HOPE: INVEST IN A SHARED VISION

Erika's Lighthouse is committed to operating with integrity, trust, respect, and authenticity. We believe in the power of a collective response: addressing today's youth mental health crisis takes all of us.

Our ambitious Impact 2030, with its goal of reaching 2.5 million students annually, relies on the enduring and generous partnership of donors and organizations. Every program we provide is entirely free because of this support.

We are seeking partners to invest in this bold vision, which requires generating \$6.25 million annually by 2030. You are not simply making a donation; you are funding a revolutionary, scalable, and measurable solution to the youth mental health crisis.

Erika's Lighthouse offers a meaningful way to make an impact. Every donation helps us bring our high-quality depression education and suicide prevention curriculum to more students across the country.



Empower students with a **lifeline** for a **lifetime**.

Donate, network or volunteer.
Learn more at ErikasLighthouse.org.





INVESTING IN A MENTALLY HEALTHY GENERATION

2025 FINANCIAL IMPACT

"Erika's Lighthouse is a leader in the youth mental health movement. In 2025, we achieved **42% revenue growth** to fuel our **Revolution of Hope**. While pioneering new frontiers in digital wellness, we remain anchored in our commitment to radical efficiency. We deliver life-saving impact for **less than \$2 per student**."

— **Brandon Combs, Executive Director**

FINANCIALS

	<u>FY 2025</u>	<u>FY 2024</u>
Total Revenue	\$2,646,674	\$1,855,758
Program Services	\$1,363,216	\$1,277,444
Management and General	\$234,236	\$252,730
Fundraising	\$419,376	\$229,321
Total Expenses	\$2,016,828	\$1,759,495
Beginning Net Assets	\$1,553,017	\$1,456,754
Change in Net Assets	\$629,846	\$96,263
Ending Net Assets	\$2,182,863	\$1,553,017

2025 MILESTONES



Diverse Support Base

Individual donors remain our strongest advocates, contributing **\$1,329,160** to our mission this year.



Operational Strength

We secured **\$2,094,681** in financial assets available for general use, ensuring we can meet the cash needs of our school partners throughout the year.



In-Kind Impact

We leveraged **\$92,466** in donated services and goods to maximize every donor dollar.



Multi-Year Commitment

We have secured **\$307,500** in deferred revenue, signaling strong long-term trust and investment from our partners.



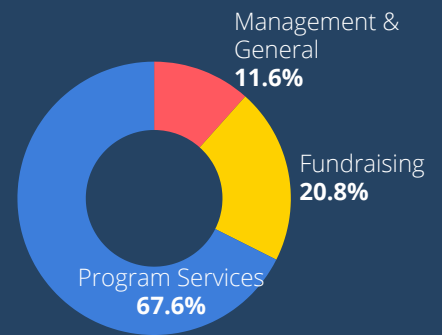
Strategic Momentum

Total revenue grew **42% this year**, providing the critical fiscal launchpad required to achieve our Impact 2030 vision.

OUR MISSION

We are a nonprofit dedicated to educating and raising awareness about adolescent depression, encouraging good mental health, and breaking down the stigma surrounding mental health issues.

2025 BREAKDOWN



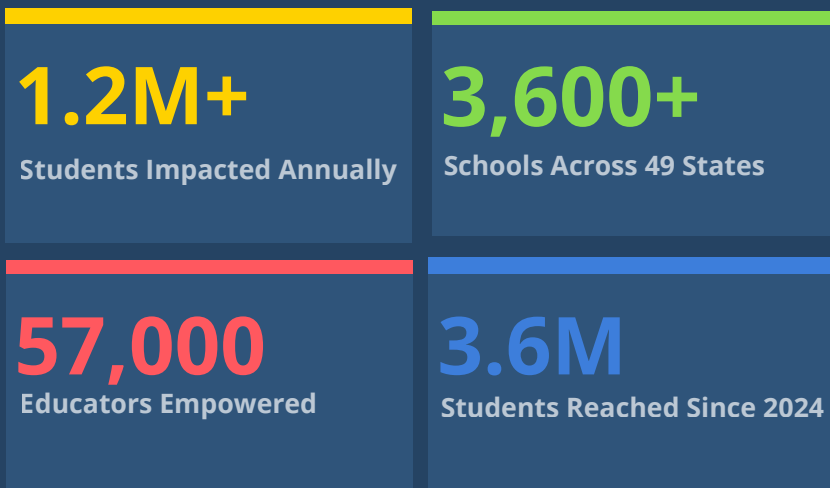
BOARD OF DIRECTORS

Virginia Neuckranz President & Co-Founder	Tom Neuckranz Co-Founder
Elaine Tinberg Co-Vice Chair	Barbara Williams Co-Vice Chair
Nate Buelt Treasurer	Eric Dahl Secretary
Lane Goggin Director	Barry Greenhouse Director
Eileen Sheehan Hovey Director	Kevin Leicht Director
Michelle Mirzoian Director	Linda Monico Director
Desirée Moore Director	Joshua Taustein Director

A REVOLUTION OF HOPE IN ACTION

2025 PROGRAM IMPACT

2024-2025 SCHOOL YEAR REACH



96%

Know how to seek help for a friend in crisis



93%

Believe we should talk about mental health



89%

Can correctly identify signs of depression



13%

Increase in identifying a trusted adult

STRATEGIC CORNERSTONES

INTEGRATED PREVENTION

Evolving our framework to include upstream topics like Digital Wellness, Social Inclusion, and Addiction.

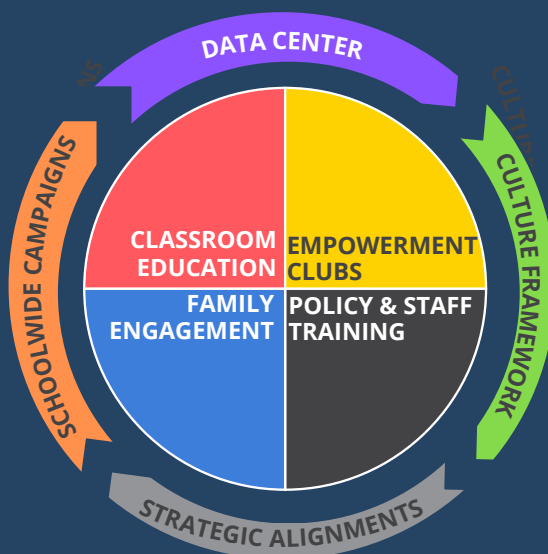
LIFELINES FOR A LIFETIME

Providing skills-based knowledge and vocabulary for self-advocacy before a crisis occurs.

DATA & RESEARCH LEADERSHIP

Providing near real-time evidence through our Data Center to spearhead national conversations and pursue peer-reviewed publication.

THE HOLISTIC APPROACH



Leadership in youth mental health requires a comprehensive system. Our universal, tier-1 programs are the engine behind our 2025 growth.

IMPACT 2030 VISION

GOAL

2.5 Million Students

NEED

\$6.25 Million Annual

MODEL

< \$2 Per Student

Support our work to end the youth mental health crisis.

ErikasLighthouse.org/Donate

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