

2019-20

STOP SOLDIER SUICIDE IMPACT REPORT

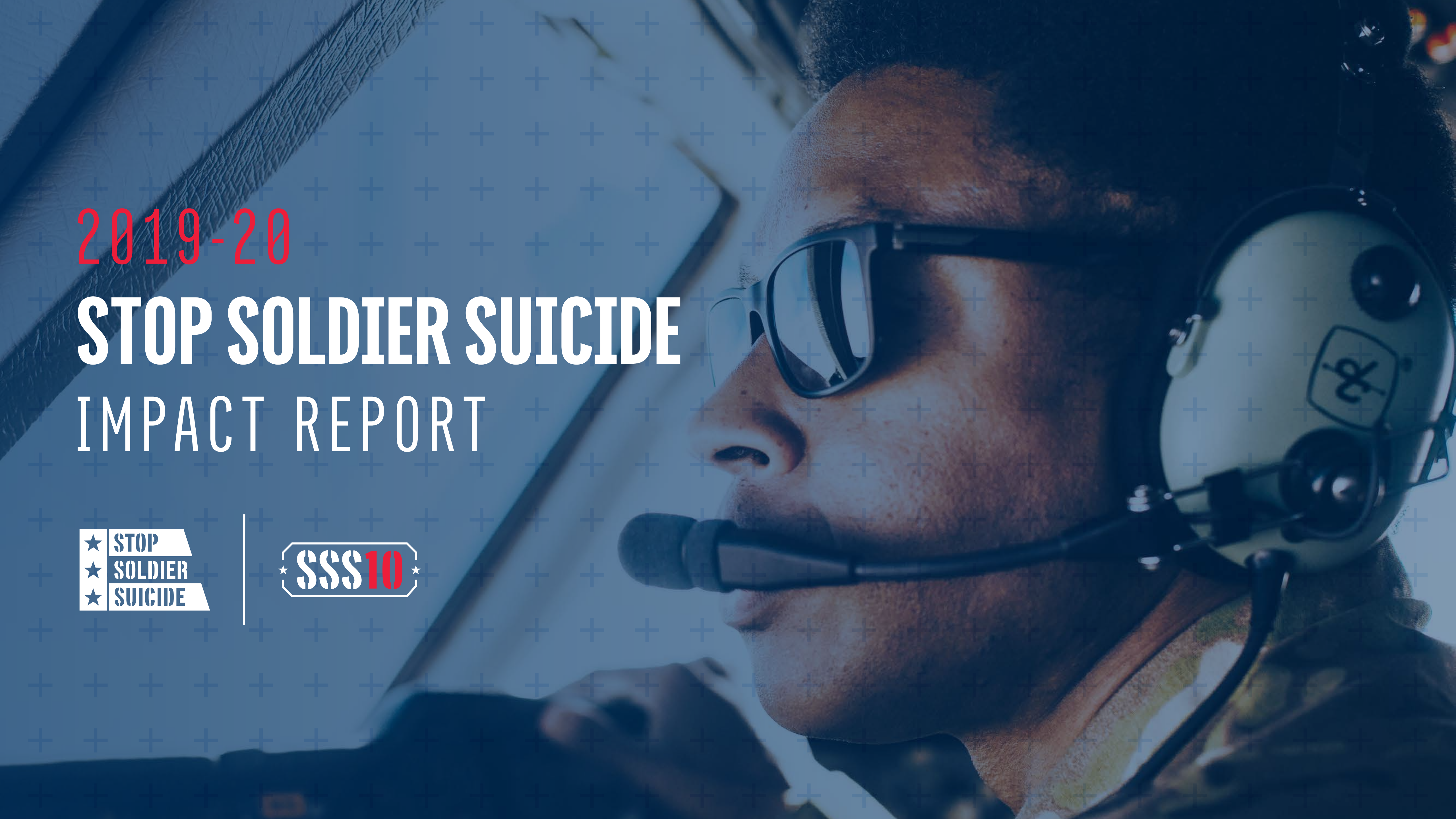


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A LETTER FROM OUR CEO

Growth is the engine that drives an organization forward. Change - meaningful, intentional, strategic change - is the spark that gets the engine revving.

That's the story of Stop Soldier Suicide over the last 18 months: change-fueled growth.

In the last year-plus, we've professionalized our organization, investing in human capital, technology and innovation that drives our quest to provide world-class suicide intervention programs to service members, veterans and military families.

We more than doubled our compensation investment in program personnel in order to pursue exceptional professionals as we began requiring advanced degrees in new additions to our Wellness Center team. We sought out consultation with several of the nation's leading suicidologists and suicide prevention experts, crafting a proactive, unparalleled service model.

We tripled our investment in laser-focused marketing tactics aimed at finding at-risk members of the military community before it's too late, a priority that differentiates us from similar organizations.

In short, it's been a dizzying and gratifying 18 months. To think of how far we've come as an organization is great, but to see the results we've driven is even better.

Our data - and everything we do at SSS is grounded in data - shows average drops of 25% in risk of suicide, 24% in indications of self hate and 15% in stress level over a client's first 30 days with us. Considering the fact that we served more than 1,400 clients in those 18 months, that's major progress.

Fortunately, thanks to our investment in technology, we didn't miss a beat when the global pandemic hit. In fact, we were able to absorb increased demand for

our services which we anticipated due to the unique vulnerabilities presented to our population as a result of the virus' effect on individual and family stability.

To our partners and supporters, thank you. If change is the spark that starts the engine of growth, it's your foot on the gas pedal. You set the pace, and we run with it. Whether it's been through commitment to the mission, a sense of duty, a belief in science-backed solutions or just plain generosity, you've enabled us to save more lives faster.

We're not done, and we're certainly not content. Far from it. We recently rolled out our promise for the next 10 years: to reduce the military suicide rate by 40% by 2030. That's about 2,400 lives saved per year, each year, over the next decade. 2,400 mothers, fathers, sisters, brothers, friends and battle buddies.

Notice that I said it's a promise, not a hope. The upcoming year is huge for us as we refine and validate our model, and begin to scale it to the level needed to make that promise a reality.

I hope the story of the Stop Soldier Suicide journey, laid out in this document, both imparts a sense of accomplishment and strengthens your resolve for the road ahead. As for us, we'll continue to wake up every day ready to fight for those who fought for us; to change, and grow, and do better for our community.

With deep gratitude,

Chris Ford, CEO
20-year veteran, United States Air Force



EXECUTIVE SUMMARY

Service members and veterans are at a 50% higher risk of suicide than their peers who haven't served.

There's no better indicator of the fight we're in right now.

Making it right takes action, not talk. That's what our last 18 months have been about. In this report, we'll show you - in detail - more about ...

OUR CULTURE

The mission, vision and values that drive us every day.

OUR PROCESS

From initial assessment to long-term, follow-up care.

OUR CLIENTS

- In all 50 states and our nation's capital
- From every branch
- From every generation

OUR IMPACT

- Proactive 30-day reductions in
- Hopelessness
 - Self hate
 - Suicide Risk

OUR INVESTMENT

- Including an 87% YoY increase in our program

And, most importantly ...

OUR PLAN

A four-phased approach to a 40% reduction in the military suicide rate by 2030.

OUR VISION

A nation where service members & veterans have no greater risk for suicide than any other American.

OUR MISSION

Reduce service member & veteran suicide by using enhanced data insights, focused client acquisition, and best-in-class suicide intervention services.

Goal: Achieve a 40% reduction by 2030.

OUR VALUES



VETERANS FIRST

Taking care of those in need comes above everything else.



STAY CURIOUS

Try things and learn. Discover with intention. It's okay to fail and try again.



LET CHANGE FUEL YOU

Embrace the journey and be resilient, even when the path forward isn't clear.



WE ARE ONE TEAM

Taking care of those in need comes above everything else.



SWEAT THE SMALL STUFF

Care about the details, require the highest standards of quality, and use the best data.



MAKE A DIFFERENCE

Innovate to create meaningful impact. Turn your passion into purpose.

OUR SERVICES

AT STOP SOLDIER SUICIDE, WE BELIEVE THAT NO ONE WHO HAS SERVED OUR COUNTRY SHOULD EVER FEEL ALONE.

We serve all service members and veterans from every branch and every generation, regardless of discharge status, with a focus on helping those most at risk for suicide. Our services are 100% free of charge. Always.

Our proactive, disruptive approach is focused on meeting at-risk clients where they are in their individual journeys. We provide personalized care and continued case management tailored to each client's unique needs.



**MENTAL
HEALTH
SUPPORT**



**ALTERNATIVE
THERAPIES**



**RESOURCE
AND
REFERRALS**



**EDUCATION
AND
TRAINING**

OUR PROCESS

Once we onboard a client, they're connected with one of our Wellness Coordinators for personalized assistance, support and attention. We work together with each client to create a wellness plan tailored to his or her unique journey.



CONDUCT A 1-ON-1 ASSESSMENT

At the heart of our service model is a best-in-class suicide risk assessment and semi-structured interview designed and validated by the most renowned suicidologists in the nation. Built around core modalities, this initial assessment and risk classification allows our Wellness Coordinators to begin the journey with our client with a deep understanding of their suicide risk.



MATCH EACH CLIENT WITH THE RIGHT TOOLS

Once a client's suicide risk is stabilized and safety assured, we work with him or her to identify and secure services best suited to their needs. This process entails providing warm handoffs to key partners and vetted community resources that address a broad spectrum of issues. These include physical and mental health concerns, housing and food insecurity, employment and job training, education, financial and legal problems, transportation and communication barriers, benefits/systems navigation, and finding recreational opportunities and participatory events.

OUR PROCESS



CREATE A PERSONALIZED WELLNESS PLAN

Central to our service philosophy is the belief that sustainable, life-saving change can happen only if we meet our clients where they are. We reject the notion of predetermined “cookie cutter” services. After initial assessment and risk stabilization, our care coordination team works with each individual client to craft a tailored plan for continued suicide risk management and long-term wellness.



PROVIDE LONGITUDINAL CARE AND FOLLOW-UP

We support our high-risk clients along their journey to wellness through ongoing clinical services using multiple modalities coupled with tailored life coaching, all provided under close clinical supervision. Sessions are provided at the pace and frequency best suited for each client, with an individual course of care typically ranging from six months to a year or longer, depending on the specific circumstances of the client. Bottom line: we stand by each client for as long as it takes. After successful graduation from Stop Soldier Suicide, we continue to follow up to ensure continued safety and wellbeing.



OUR CLIENTS

JANUARY 2019 – JUNE 2020

1,400+ Clients Served
In all 50 states and Washington, DC

BY STATE



California

184



Texas

167



Georgia

164



North Carolina

162



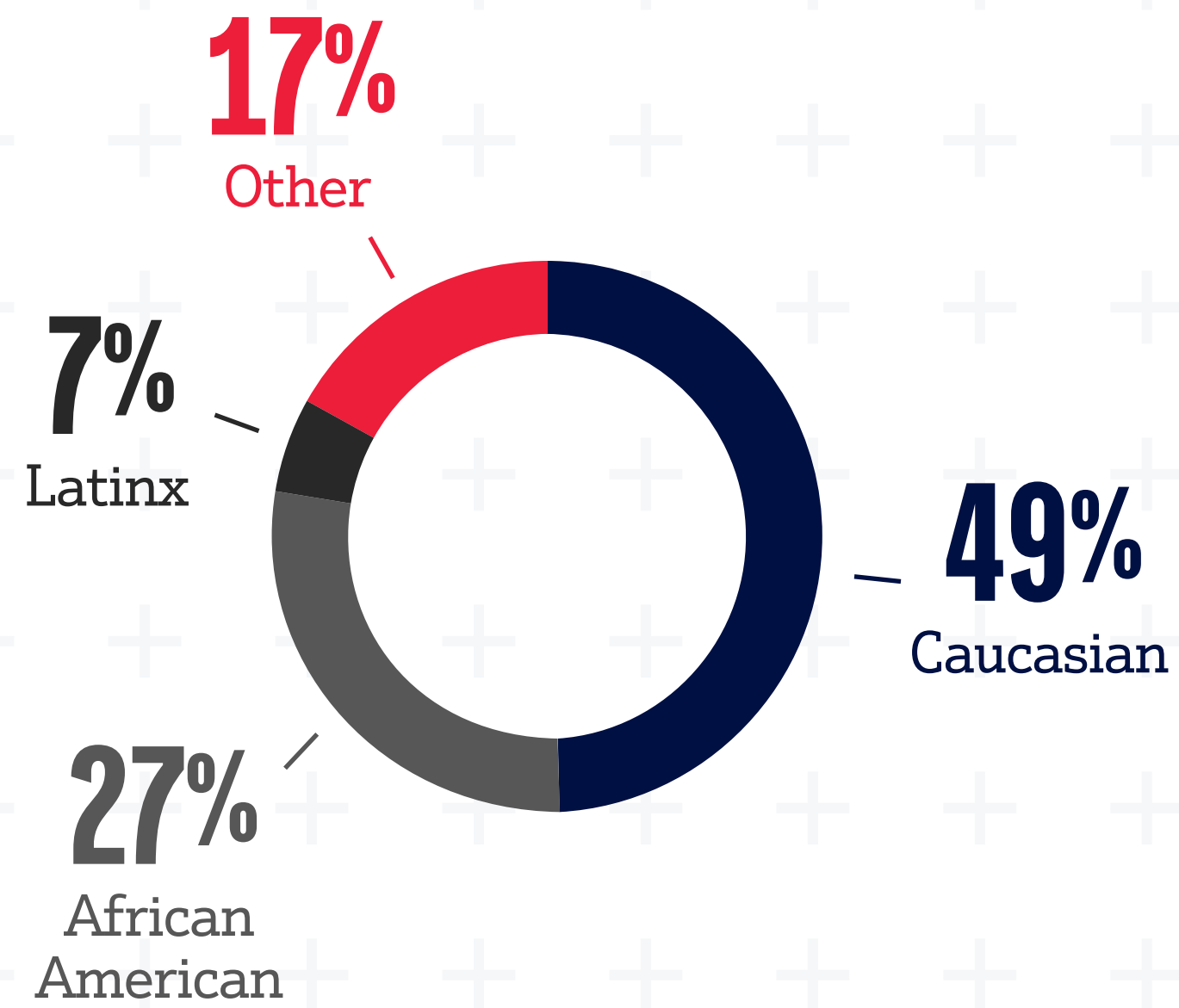
Florida

136

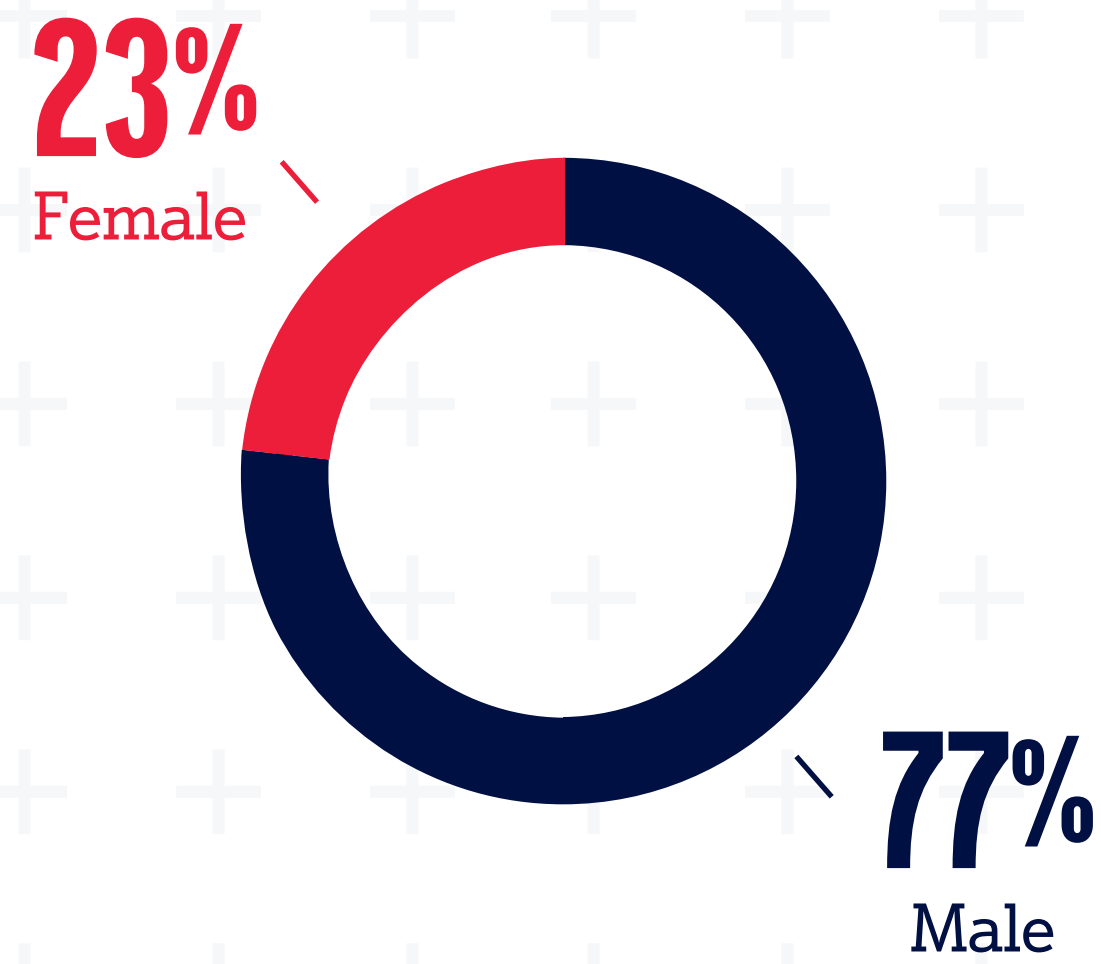
OUR CLIENTS

JANUARY 2019 – JUNE 2020

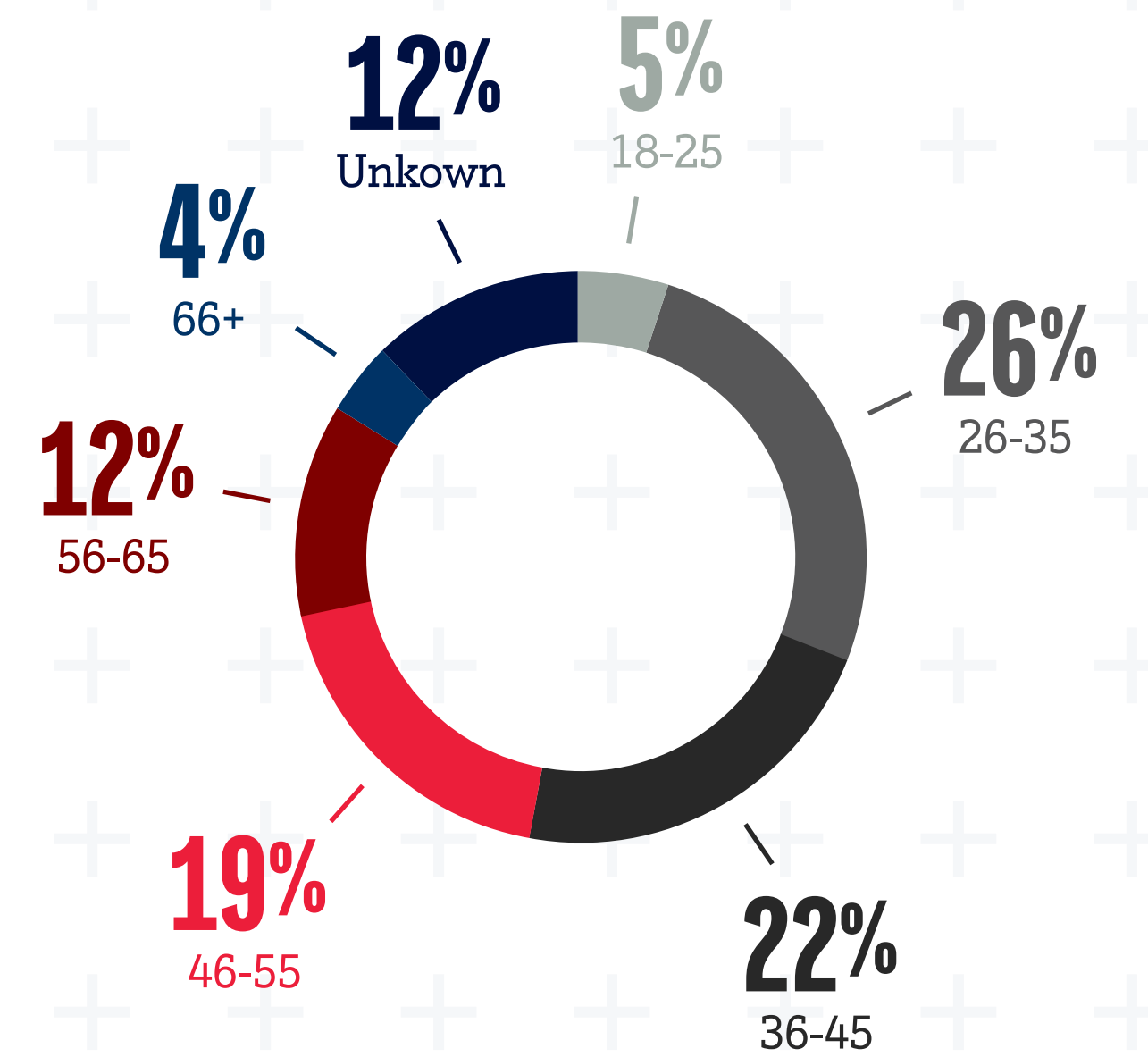
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BY GENDER



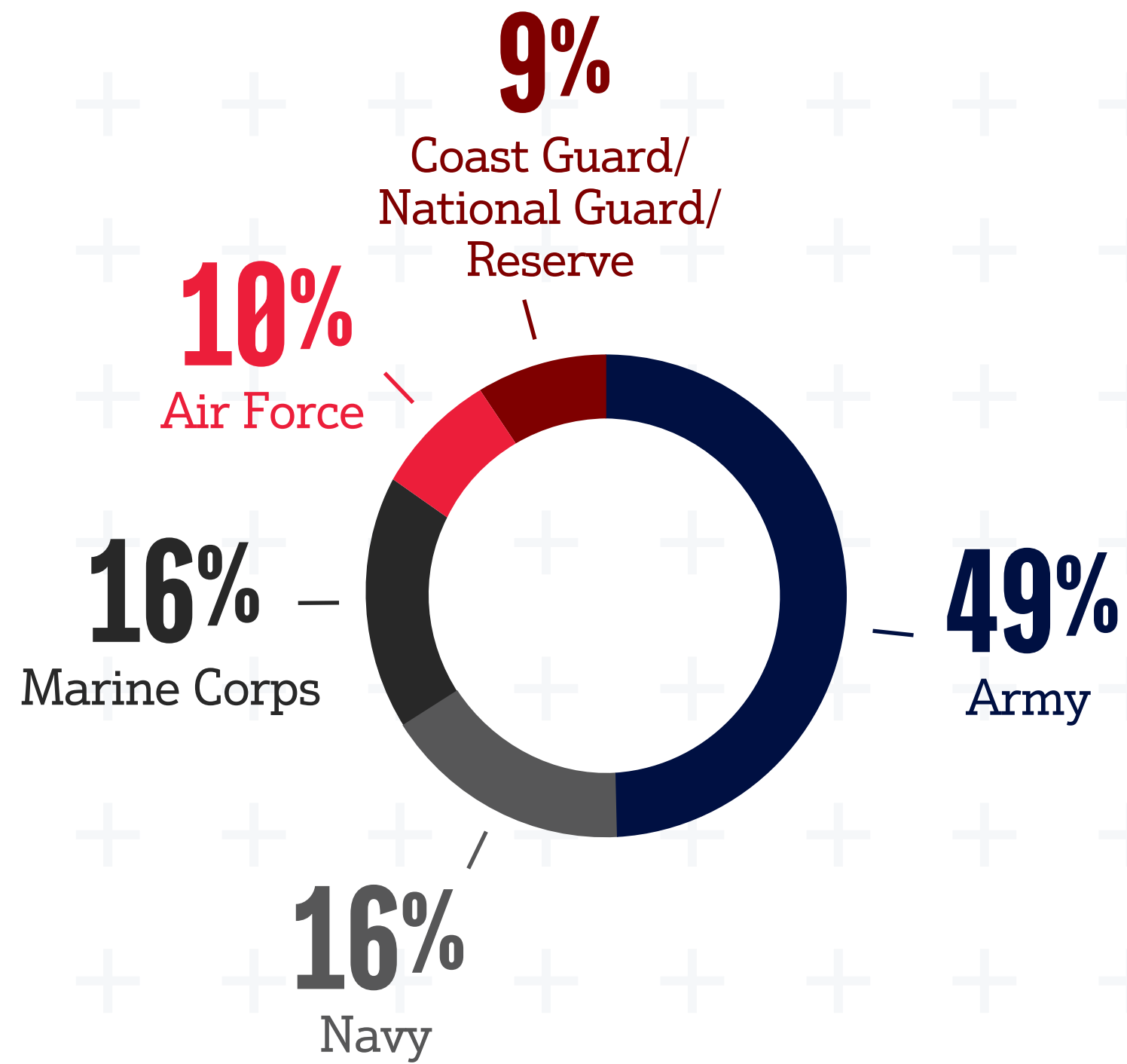
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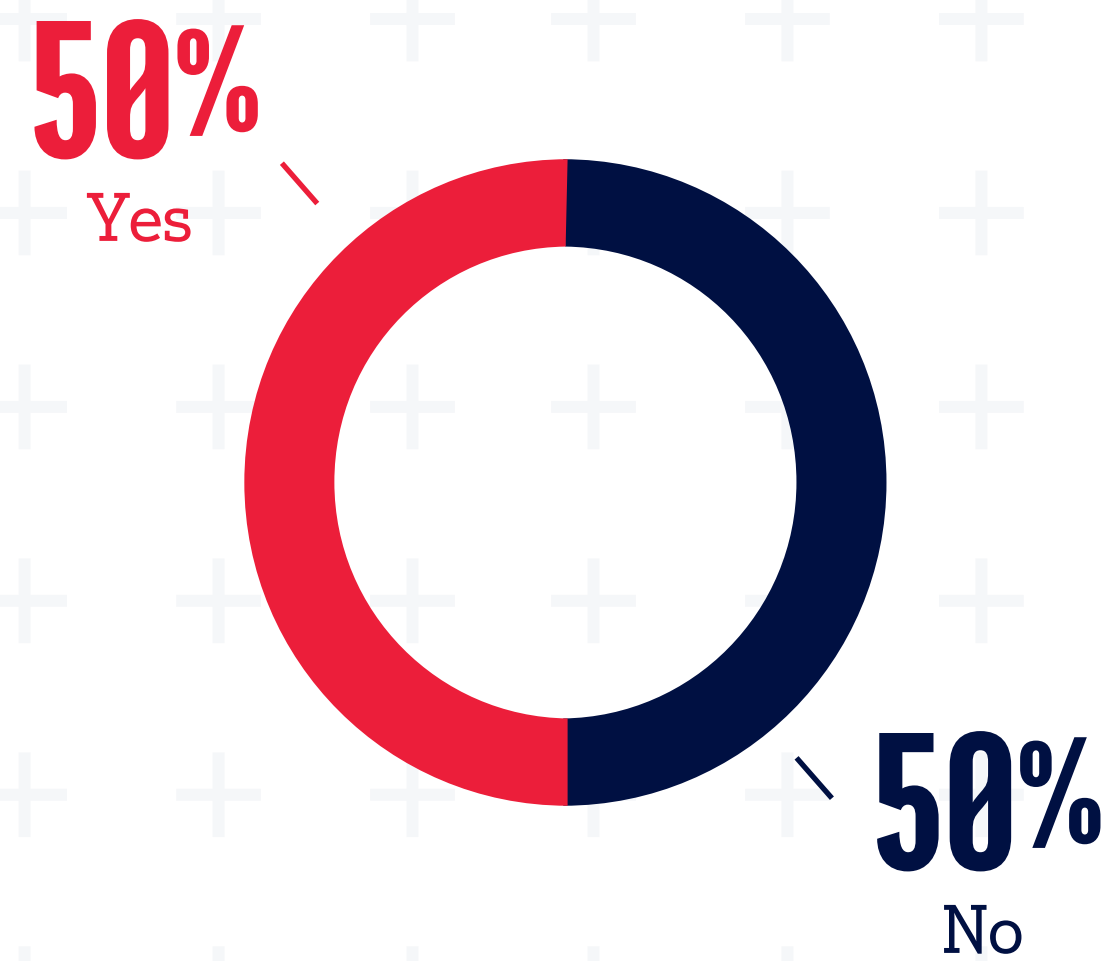
OUR CLIENTS

JANUARY 2019 – JUNE 2020

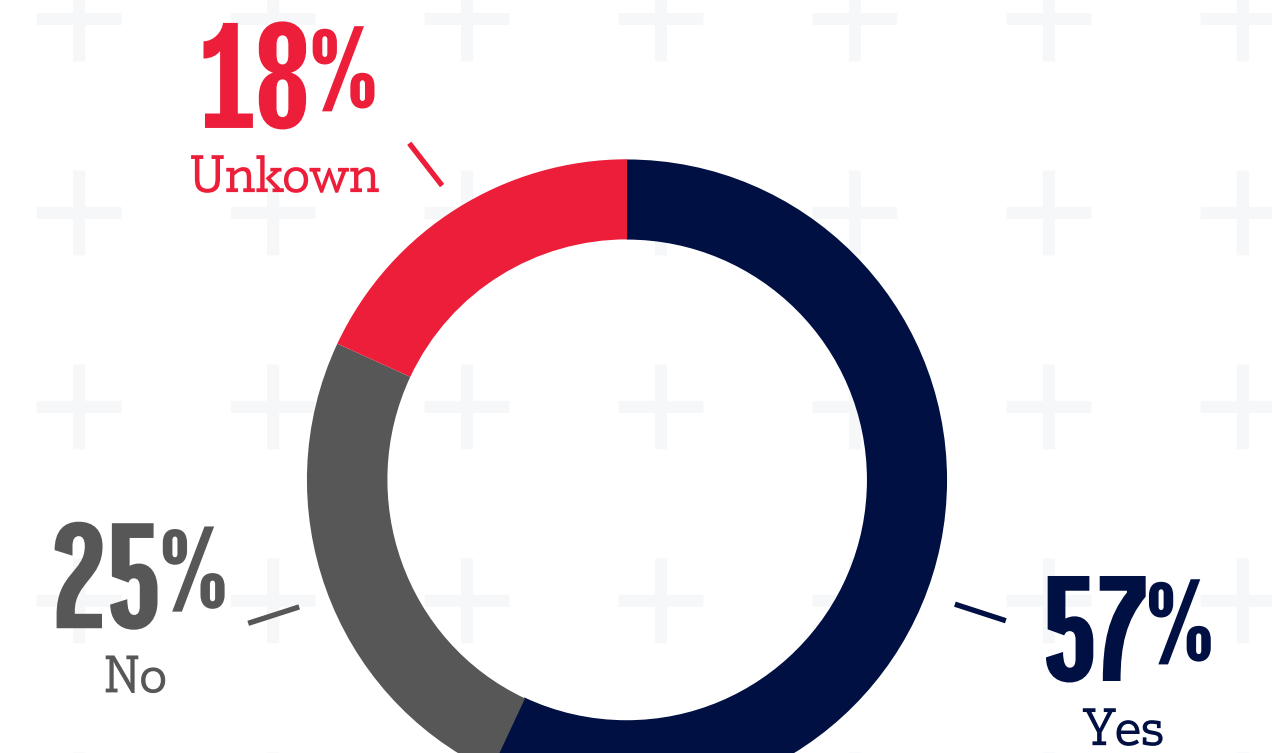
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COMBAT EXPERIENCE



PTS DIAGNOSIS



OUR IMPACT

OUR MODEL IS BUILT ON INNOVATION, PRECISION AND TENACITY.

OUR COMMITMENT TO RESULTS IS RELENTLESS.

1400+

Clients served since the start of 2019

4+

Requests for help each day

3.9/4

Average stress level indicated by clients upon intake

25%

Average reduction in suicide risk within a client's first 30 days

24%

Average reduction in self hate within a client's first 30 days



OUR INVESTMENT

Accomplishing our goal of reducing the military suicide rate by 40% by 2030 won't happen through talk. It'll happen through action, but not action alone.

Moving as quickly, efficiently and aggressively as needed to save lives also takes investment. It takes commitment to investing in exceptionally talented professionals, groundbreaking methodology, cutting-edge technology and laser-focused marketing.

In 2019, we took that to another level.

87%

YoY increase in programmatic expenditures

46%

YoY increase in full-time staff

120%

YoY increase in program staff compensation

\$130K+

Investment in internationally renowned experts to refine service model

\$57K+

Investment in new technologies and technology enhancements

218%

YoY increase in programmatic advertising & education investment

OUR PLAN

Over the course of 2019 and 2020, we've introduced Disrupt Military Suicide, a transformative project that will reduce military suicide to the national average by 2030.

Military suicide is an epidemic of shocking proportions. Time and money are not leading to results. Current systems don't work. Chief reasons for this national failure include:

- Poor data that prevents agencies from identifying and prioritizing high-risk service members and veterans.
- A lack of focus in trying to equally serve all 20-plus million service members and veterans, when less than 7,000 are dying by suicide each year.
- Ineffective services that are singular or episodic with excessive delays and multiple barriers.

With Disrupt Military Suicide, we're applying private-sector strategies to differentiate ourselves from similar organizations by doing something about the problem, rather than just talking about it.



OUR PLAN

Client discovery methodologies and enhanced intelligence give us insight into precursor behaviors leading to military suicide.

Hyper-focused marketing campaigns influence high-risk prospective clients and funnel them to us for support.

Best-in-class suicide risk assessment, intervention and safety planning spur clients to become the driving force in their own safety and long-term wellbeing.

Positive change maintenance helps achieve growth through self-monitored safety management, heightened empowerment, enhanced support networks, and a greater sense of purpose.

Disrupt Military Suicide is a four-phase plan designed to battle the problem through a combination of innovation and aggressive growth.

We're currently in **Phase 1**, a 24-month sprint that commenced on January 1, 2020. During this phase, we're rigorously testing our hypotheses, optimizing our process, and investing in both technology and human capital.



A STORY OF SUCCESS

A Marine Corps veteran who served his country for 10 years and three deployments, Kyle was in crisis the night he discovered Stop Soldier Suicide.

He was, in his own words, prepared to take his own life before the result of a Google search spurred him to make the call for help.

“That call was so important,” he told us. “Without it, we wouldn’t even be talking right now. After that, I put the pistol down.”

Kyle came to us feeling hopeless and overwhelmed, facing a multitude of both short and long-term obstacles. In addition to a myriad of physical issues lingering from a successful bout with cancer, he struggled with PTSD and other mental health challenges as a result of long-term trauma that began with childhood abuse.

Over a nine-month period, our Wellness Center team - notably Ann, one of our team leads - worked intensely with Kyle as he fought to stay alive. We were able to facilitate in-patient PTSD trauma-informed care for Kyle, remaining by his side each step of the way with regular check-ins and additional resources.

“You may not know this, but you saved my life,” he said. “It can be so hard to find treatment, and it’s cool to know that organizations like this support us.”

Kyle’s physical and mental health needs still challenge him on a daily basis. Now though, with dedicated support along the way, he’s regained his hope and purpose. With one Google search and a phone call, Kyle found his path to a bright future and a partner he can lean on for the journey.

RECOGNITION

On April 25, 2019, Stop Soldier Suicide Executive Chairman Brian Kinsella was awarded the Meritorious Public Service Medal from the Chief of Staff of the Army.

The honor was presented in a ceremony by General Mark Milley, the 39th Chief of Staff of the Army, in recognition of Kinsella's advocacy and support for the men and women of the Army, and for his commitment to helping reduce the military suicide rate.

The medal is the third-highest honor within the Department of the Army that can be awarded to a private citizen.

This is a humbling honor that I accept on behalf of my co-founders, Nick Black and Craig Gridelli. I also accept it on behalf of the entire team at Stop Soldier Suicide, who work hard every day to improve the lives of service members, veterans and military families.

— Brian Kinsella, April 25, 2019

Past recipients of the Meritorious Public Service Medal include the late Sen. John McCain, former Sen. Elizabeth Dole, Gary Sinise and former Major League Baseball commissioner Bud Selig.



PARTNERS & SUPPORTERS

MEDAL OF HONOR

HARRY'S

HARRY'S

A pioneer in the world of social giving, Harry's is in its third year as a Stop Soldier Suicide Medal of Honor partner. Harry's sets aside 1% of its revenue annually to donate to organizations that share in its ambition to improve mental health care for men everywhere. Each year, the support we receive from Harry's empowers hundreds of service members and veterans with hope for the future.



NYSHEALTH FOUNDATION

Through a grant initially awarded midway through 2020, The New York State Health Foundation is a crucial partner in our drive to save military lives faster. Thanks to the support we receive from NYSHealth, we've expanded our footprint and implemented our innovative suicide intervention model to service members and veterans in New York City.



AMAZON WEB SERVICES

Amazon Web Services, a powerhouse in the world of cloud computing services, is a vital partner in the execution of Black Box Project, our game-changing initiative to build personas of at-risk service members and veterans through data science and forensics. In-kind support from AWS, including technology and tactical contributions, has enabled us to set Black Box Project in motion, and their connections to other crucial technology firms have empowered us to push the project forward with urgency.

FACEBOOK

FACEBOOK

As a preferred partner in Facebook's Social Good program, we've been able to seamlessly and efficiently raise funds that have sustained our life-saving work for the last decade. This long standing relationship has blossomed into opportunities for SSS to participate in Facebook product testing, and other initiatives that shape the social giving landscape across the nonprofit world.

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BRONZE STAR

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EDEN ROCK ADVISORS

EDIS

WATTERSON FOUNDATION

THE BATTALION

The Battalion is our team of veteran lifesavers, showing up each month to fight the military suicide crisis. We thank these monthly contributors for their commitment to supporting those who sacrificed for our nation.

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