



Robbie's Hope
It's Ok, To Not Be Ok

2023 Update

Finding Hope

It's been five years since we lost Robbie to suicide, since we first met with over 200 teens in Golden, CO. Five years of, at times, debilitating pain and loss, that has been counterbalanced with an empowering hope for the future.

Teens in the United States are in a mental health crisis, with record high levels of suicide, clinical depression and anxiety. Fueled by a non-stop negative news cycle that is driven by social and conventional media, our teens struggle to find hope in this world. They lack the context that things will get better with time. We are a country in crisis. Robbie's Hope is providing the tools that our youth need to better manage their mental health.

Our amazing Interns develop and manage all our programming. Our Ambassador program is enabling teens across the country to advocate for change in their local communities. Our Hall of Personal Expression contest provides creative outlets for teens to express themselves.

Your financial support is making a meaningful difference! You will read about our success over the past five years and learn about how your continued support will enable the youth of Robbie's Hope to cut the rate of teen suicide in half by 2028.

Thank you for your continued support, your belief in us personally, and the young people we have been blessed to work with. They give us hope and have been a light in a sea of darkness.

In Hope,

Kari & Jason



9 of the 21 Interns that have worked at Robbie's Hope

Our Journey

Our mission, to reduce the rate of teen suicide in half by 2028, is simple in words, and incredibly complex in practice. We began by meeting with dozens of teens every other week in Golden, CO, to support each other, and to make meaningful change. Over the next 24 months we accomplished our mission in Jefferson County, CO, then COVID hit. Teens across the country were isolated, many lost hope, and suicide rates rebounded to 2018 levels.

The past five years has been a high speed roller coaster filled with constant innovation and reinvention as we flex to meet our teen's needs in today's environment. [Our guiding principal is to meet teens in the space that they are most comfortable in, and then give them the resources and support that they need to achieve their goals.](#) Today, that means meeting them on-line, in-person and through the arts.

[We have active Ambassadors in all 50 states, and high school clubs across the country.](#) Gen Z is amazing. They are smart, tenacious, collaborative, passionate and are not afraid to face adversity. They inspire us!

COVID was a setback for sure, but it is not a derailer. Suicide rates are starting to show a decrease, and will continue to fall, if we enable our teens. They hold the answers and influence to make meaningful change.

[At Robbie's Hope our goal is to give our teen's every resource they need to make impactful change.](#)



Advocating with the US Surgeon General
RH Intern - Marin | March 2023

Outreach

When you have thousands of teens asking for resources to help them champion mental health reforms in their communities and schools, you need to be creative and flexible. Kari and our Interns spend hundreds of hours a year in person, and on zoom calls, with youth groups and parent groups across the country, educating them about teen mental health. A typical day will start with an 8 am call to the east coast and continue through the evening hours ending on the west coast.

Our five teen Interns, and our new Arrupe High School Corporate Work Study student, are the lifeblood of the organization. All our outreach activities, from social media to in-person events, flow through them to organize and implement.

Some statistics from 2022:

- * Over 4,000 people reached via presentations by Kari & our Interns across 34 speaking engagements.
- * 65,000 adult handbook and technology handbooks distributed
- * Over 100,000 bracelets distributed
- * 223 entries into the Hall of Personal Expression contest
- * 4,215 Ambassadors
- * \$25,000 in salaries paid to our Interns
- * \$40,000 in incentives for our Ambassadors
- * 12 published podcasts

2023 is shaping up to be an even more impactful year.



Kari speaking to the Legacy HS Girls Tennis Team
Broomfield, CO - October 2022

Ambassadors

Our Ambassador program launched in October of 2020. An outcome of COVID and our inability to meet with teens face to face, it has become our focal point for the enablement of teens across the country, and internationally.

Over 4,000 youth from all 50 states have been registered into our system and on-boarded into Robbie's Hope. On our website we talk about creating a youth-lead movement, an army of teens, that will change the future. This is our army, a highly diverse and passionate group of teens that is hyper-focused on [changing the future so that their friends stop dying by suicide](#).

A lot of our energy is poured into this group with three of our Interns focused on keeping our Ambassadors engaged. Our goal is to continue to grow their ranks in the years to come.

They are our future, They are the youth that will inflict change on our society, and they give us HOPE.

In 2022 we spent over \$104,000 supporting our Ambassadors. That is 65% of our total programming expenditures.



Our teens are advocating in their communities every day, they are the lifeblood of Robbie's Hope

Handbooks

In 2019 our teens wrote a handbook, for adults, on how they would like to have the difficult conversations surrounding mental health and suicide. With this first of its kind resource, we have impacted hundreds of thousands of families across the US. To date we have distributed over 250,000 Adult Handbooks, with an additional 50,000 downloads from our website. Our average cost for printing and shipping has risen from \$0.49 in 2020, to \$0.95 per copy today.

In 2020 we published our second handbook focused on navigating conversations with teens about technology and device use. All of our resources are available in English and Spanish.

Be on the lookout for our latest edition, the Athlete's Handbook, for coaches, parents and teen athletes on how to have conversations about performance, desire, eating disorders, and the pressures of planning for a future in college sport.



One of our several high school clubs, Ambassadors from Westfield High School in Westfield, Indiana - 2023

H.O.P.E

Joy. Sorrow, Anxiety. Elation. Depression.

Through the [Hall of Personal Expression \(H.O.P.E.\)](#), Robbie's Hope gives teens both the venue and voice for their artistic self-expression around the many emotions youth face today. Music and film, poetry and dance, fine art, photography, and digital art. Our on-line gallery and future goal of a traveling art exhibit will impact people in surprising and powerful ways, bringing an evocative voice to the emotional wellbeing of our youth today.

Teens from across the country submit their art in a yearly juried competition. Submissions are as diverse as our teens.

"I never had the courage to show my art to other people. I submitted a drawing to Robbie's Hope, which was huge for me, and I won! I have gained so much confidence in myself and my abilities" - a 15 year old student from California

In 2022 we spent over \$18,000 supporting our teens through the arts. Our goal is to partner with MOMA to develop a traveling exhibition that tells the story of our current generation's mental health struggles.



Sloan Simon, Pittsburgh, PA - 2022 Grand Prize Winner

Legislative

In 2019 we partnered with Children's Hospital Colorado to introduce ground breaking legislation that created a set of wrap around mental health services for youth in Colorado, which included mental health wellness checks at primary care physician offices.

The work is the beginning of a highly successful partnership with Children's Hospital Colorado and other partner organizations where we have transformed the Colorado landscape for teen mental health. [Mental health as an excused absence from school, free therapy for teens in crisis, and the 988 number on the back of all student ID's for grades 8 to 12 and Colorado public colleges and universities.](#)

Advocacy in schools and community is incredibly important as a prevention measure, but, if the underlying laws, regulations and resources do not support advancements in mental health, we will not be successful.

Kari and our teens spend a significant amount of time each year at the legislature testifying for, and advocating for, fundamental changes to our funding, laws and regulations.



Podcast

In 2022 we started a podcast, HOPEfull Conversations, featuring Kari as a host with a wide range of guests.

New episodes air every other Tuesday, and while the underlying topic is always mental health, we have taken an approach to find a diverse set of views and perspectives from teens, adult activists, and mental health professionals.

Currently we have hundreds of people that tune in weekly on Spotify, Apple, YouTube, and dozens of other podcast streaming sites.

Our podcast is produced by our teen interns who are responsible for identifying, scheduling, and preparing background material for our future guests. They also coordinate all the social media surrounding each episode release.



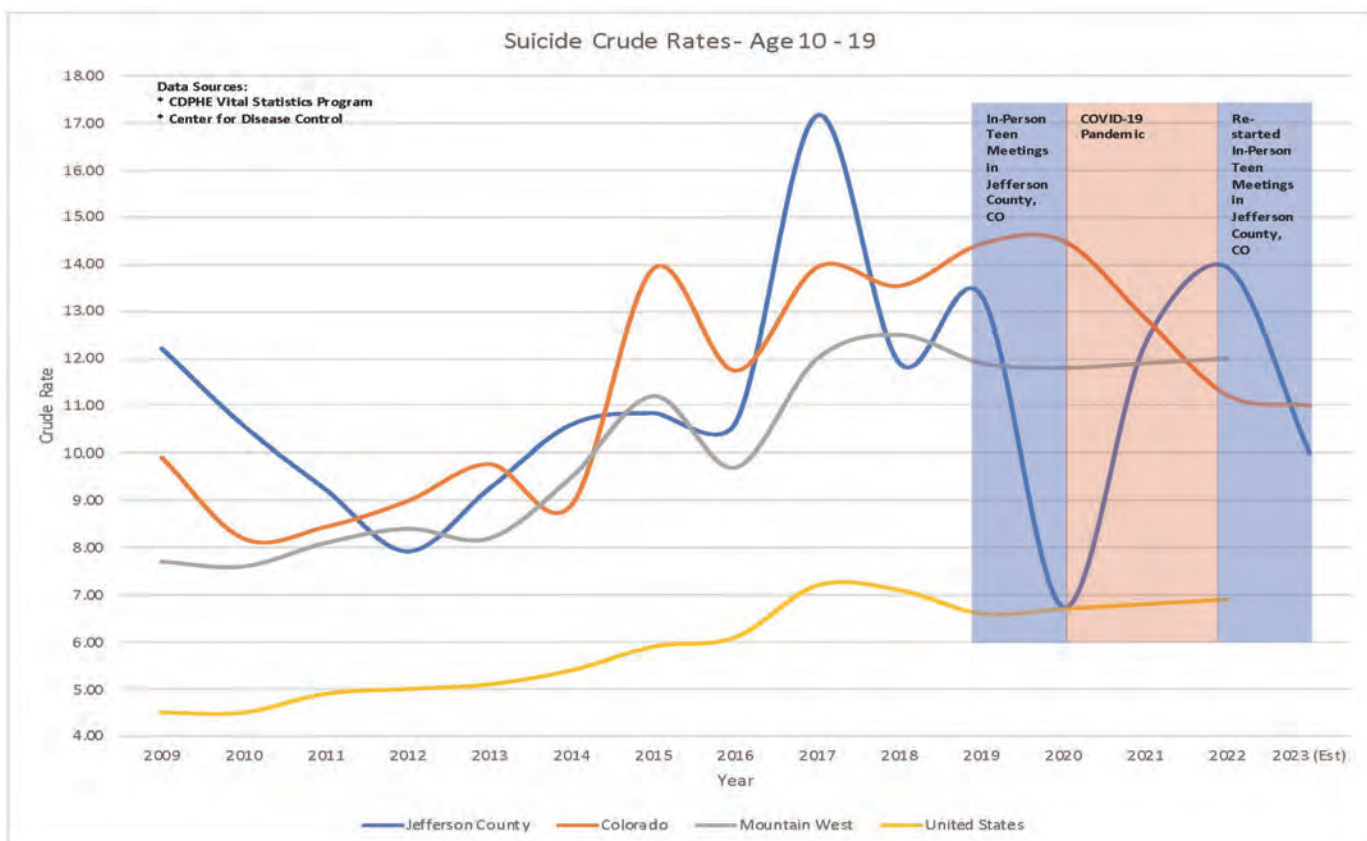
Kari interviewing our Episode 9 guest - Solida Ficco a senior at Golden High School
October 2022

Our Progress

What we are doing is working! While suicide rates continued to soar across the country, we saw the rates in Jefferson County, Colorado be cut in half from 2018 to 2020. A 50% reduction in 2 years! Then COVID hit. Isolation from friends, increased stress at home, remote school, and no longer having in-person teen meetings in Jefferson County caused a monumental jump in year over year rates. All our gains in Jefferson County were wiped out.

But there is a silver lining. Rates stabilized in the fall of 2022 and began to drop again in 2023. Our Board of Directors laid out an aggressive plan to model programs in Jefferson County and then replicate them, first across Colorado, and then across the country. Programs that are sustainable from a resource allocation perspective and that are scalable to parts of the country where we need to rely on our Ambassadors for direct outreach. Specifically how can we replicate the in-person support using school clubs as a mechanism.

Our mission has remained the same. We have 5 more years to reach the targets we set in 2018, to cut the rate of teen suicide in half by 2028.



The Future

In 2023 our Board of Directors created a 5 year strategic plan that is designed to provide focus and resources on the programs that are most impactful, and to plan for the eventual retirement of Kari and Jason.

Expansion of our high school Robbie's Hope clubs is a priority for us. Groups of teens are significantly more impactful and successful versus single individuals advocating in their communities. We have model clubs operating in places like Westfield, Indiana and Arvada, CO.

An element of those clubs is designing and implementing a certification program for teens so they feel confident and competent in speaking to peers and adults. Additionally we are expanding the resources available to teens and adults by adding a new handbook focused on the pressures a high school athlete faces.

We have hired our first full time employee, Andrea Cuddy, to lead our fundraising efforts. We have significantly grown our programs over the past 5 years and we are working to build an endowment so that Robbie's Hope is financially stable after Kari and Jason retire.

We hope to add a second full time employee in the near future that will be focused on program development and implementation. Our Interns and teens are the creative forces for the organization but we need more hours spent on program development than they can realistically contribute.



Arvada West HS students raising awareness
at a basketball game - Colorado 2023

By The

5

Years since 200+ teens from 11 area high schools met on October 22, 2018, marking the founding of Robbie's Hope.

4,215

Teen Ambassadors representing all 50 States and 7 Countries

6,658

Teens ages 5 - 24 died by suicide in the United States in 2020 according to the CDC.

4,000+

Teens and Adults reached through speaking engagements by Kari in 2022.

20%

Of High School students report having serious thoughts of suicide and nearly 9% have made and attempt to take their lives in 2020 - CDC.

\$26

Cost to support an Ambassador in 2022. Resources provided include Handbooks, wristbands, and other merchandise.

10,000+

Estimated hours of time that Kari and Jason have volunteered at the Foundation since its beginning in 2018

25

Podcast episodes over the past year. Our listenership has grown by 300% over the past six months.

"I was attracted to Robbie's Hope because I personally struggled with my mental health, but due to the stigma which surrounds teen depression I had a hard time understanding not only what I was going through but also what lots of my friends were experiencing at the same time.

I joined Robbie's Hope in order to further educate myself on the topic, along with joining my peers to destigmatize mental health. I have taken Robbie's Hope into my sorority and we are planning a campus wide awareness event for this coming May."

Kristyn K.
Junior - University of Nebraska

Numbers

250,000

Adult Handbooks distributed nationwide over the past four years. We provide the Handbooks for free and cover the postage

350,000

Rubber wristbands given to adults and teens over the past four years. They are a reminder that It's Ok to Not Be Ok

50,000

Downloads of our Adult Handbook from our website over the past four years.

21

Paid Teen Interns that have worked for Robbie's Hope since 2019. They spend 5 hours a week at our office in Lakewood.

\$0.95

Current cost to print and ship a single Adult Handbook. Costs have doubled over the past two years.

\$10,000

Spent on salaries for our Interns over the past year. Our Interns are responsible for all of our programming.

Board of Directors

Mike Reidy
Leprino Foods (retired)

Sharon McMeel
Children's Hospital Colorado

Scott Coe
Cultivator Advertising

Adela Pena
Leprino Foods

Molly Lange
University of Colorado -
Colorado Springs

Lizzie Becker
Greeley School District

Camden Dempsey
University of Colorado

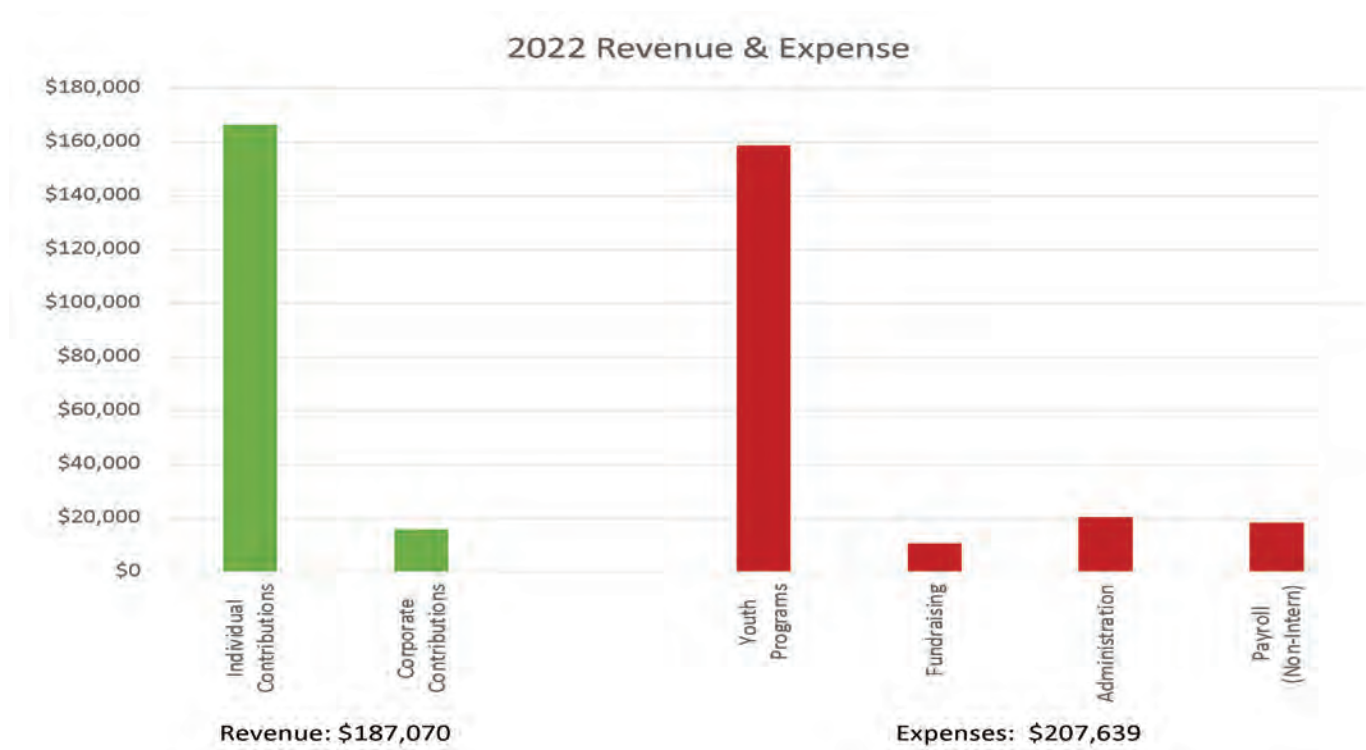
Finances

We maintain a rigorous approach to the management of our finances. [Donations have continued to grow but are being outpaced by the increasing demands of our programs.](#) Seventy Five percent of our spending in 2022 was directly tied to the support of the programs and activities of our teens.

Neither Kari nor Jason takes a salary. They both spend an average of 30 - 40 hours of a week on the Foundation. The only paid employees of the Foundation are our five Interns, our CWSP student, and our Development Director. We are guided by a Board of Directors made up of business professionals who help with our strategy development and financial oversight.

In the past five years we have grown our endowment to \$200,000 and Kari and Jason built a new office and event space for the foundation out of their private contributions. We are Platinum certified by GuideStar and you can view our IRS filings on our website.

[The last half of 2022 and all of 2023 has been negatively impacted by the economy with lower overall revenue and increased cost of materials and services.](#)



Your Impact

Your financial support of Robbie's Hope has enabled teens across the Denver metro area, Colorado, and the United States become influential activists in their communities and schools who are making meaningful change!.

We respectfully ask you to consider increasing your financial contribution to Robbie's Hope as part of our year end giving campaign. We have a variety of ways to support Robbie's Hope including cash donations, stock transfers, and estate planning tools. We can designate your donations to a program of choice or to the general fund.

"Hope in a world that is all too often filled with darkness and despair----both for teenagers and their parents. That is what Robbie's Hope represents. By providing education, much-needed resources and safe forums for honest conversation, Robbie's Hope is extraordinarily successful in making a positive difference for our youth as they grapple with the daunting challenges they face every day.

For these reasons, and because this cause is very personal to us, we have been supporters of Robbie's Hope from the beginning and we will continue to be!"

Mike and Jean Reidy



Robbie's Hope Club - Westfield High School
Westfield, Indiana - 2023

Robbie's



Hope

For more information about Robbie's Hope,
please contact us at andrea@robbies-hope.com | 720-633-0831



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[robbieshope](https://www.youtube.com/robbieshope)

robbies-hope.com | foundation.robbies-hope.com

SAVE THE DATE!

2024 Gala will be held on April 11th

3440 Youngfield Street, #267
Wheat Ridge, CO 80033
EIN: 83-2342137
We are a Registered 501(c)(3) Organization