



KristenAmerson
• Youth Foundation •

2023

Annual Report

Table of Contents

Mission & Vision	3.
Letter from Executive Director	4.
Kristen's Story	5.
Initiatives	6.
Resources	7.
2023 Impact	8.
Financial Report	10.
Strike Out Suicide Bowling Event	11.
Sponsors	12.
Board of Directors	13.
New Board or Directors	14.
New Team Members	15.
New Partnerships	16.
Road to 10th Anniversary	17.
Ways to Support	18.

Mission

To promote healthier lives for youth by providing age-appropriate resources for suicide prevention and positive educational experiences.

Vision

To eliminate all suicide among youth in West Alabama.

Letter from Executive Director

Greetings,

Happy New Year! It's amazing how time has flown by, and here we are in a brand-new year already. Your favorite suicide prevention organization has been diligently working, and your unwavering support has been instrumental in our efforts.

First, I would like to extend my heartfelt gratitude for your support of the Kristen Amerson Youth Foundation. Without you, we would not be able to empower the community. We greatly appreciate it and look forward to your continued support.

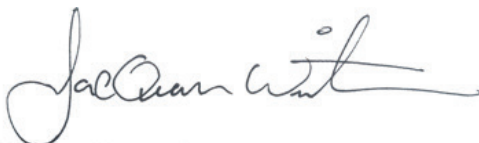
As the Executive Director of the Kristen Amerson Youth Foundation, I am pleased to present our annual report for the 2023 calendar year. Within this report, you will find information about the Kristen Amerson Youth Foundation's impact, financials, and more. As always transparency with our supporters is a priority, and we hope you find this report as exciting as we do.

Suicide remains the 2nd leading cause of death for ages 10-34 in the United States. It goes without saying that mental health continues to be a constant need in our community, country, and globally. The Kristen Amerson Youth Foundation remains steadfast in its commitment to supporting and serving youth, their families, and the West Alabama community.

We as an organization aim to be a resource for suicide prevention and mental health awareness. Our mission remains the same: to promote healthier lives for youth by providing resources for suicide prevention and positive educational experiences. It is our goal that we continue to make a positive impact in our community.

On behalf of the staff, board, and volunteers of the Kristen Amerson Youth Foundation, I would like to personally thank each of our supporters. With all sincerity, thank you for all that you do! As we embark upon 2024, we ask that you continue to support the mission and vision of the Kristen Amerson Youth Foundation.

With gratitude,



Kristen's Story



Kristen Amerson was a beautiful young lady who loved experimenting with fashion, make-up, and hairstyles. She was the only girl in a household with three brothers and one of her favorite activities was playfully teasing her brothers. Anyone who knew Kristen could see how gifted she was, and how much of a gift she was to both her family and her community.

Kristen ended her life on Thursday, April 10th, 2014, at the young age of 11. Suicide amongst youth always leaves the family and loved ones wondering what more could've been done, and Kristen's family is no different. There was never a point when Kristen's family pictured life without her, she was a given, and they never thought she wouldn't be with them. With increasing awareness of youth suicide, it is understood that no one can know the truth of what an individual is experiencing.

Kristen's life was just beginning, and she never got the chance to meet her potential or find her purpose, but her life has inspired the formation and work of the Kristen Amerson Youth Foundation to spread awareness of issues including youth suicide, mental illness, trauma, and bullying. The hope of the organization lies in its ability to impact on the lives of the local community and under-served youth who need support.

Initiatives

Spreading Prevention & Empowering All Kids (S.P.E.A.K.)

S.P.E.A.K. is a school-based program created to prevent suicide, bullying, and other struggles endured by youth through a social and emotional learning evidence-based learning curriculum.

QPR Suicide Prevention Training

QPR stands for **Question, Persuade, and Refer** — the 3 simple steps anyone can learn to help save a life from suicide.

Just as people trained in CPR and the Heimlich Maneuver help save thousands of lives each year, people trained in QPR learn how to recognize the warning signs of a suicide crisis and how to question, persuade, and refer someone to help.

QPR can be learned in our Gatekeeper course in as little as two hours.

Awareness Presentations

The Kristen Amerson Youth Foundation conduct presentations on topics such as suicide and bullying prevention. Presentations use factual information, statistics, and real-life experiences to raise awareness of suicide and bullying and their negative effects on students.

Presentations are available for upper elementary students (3rd –5th grade), middle school students, high school students, college students, parents and community members, administrators and educators, and other professionals.

Resources

Children Books

- **Kristen's Rainy Day** - "Kristen's Rainy Day" teaches children to remain positive through negative situations. The Kristen Amerson Youth Foundation uses Kristen's Rainy Day as a resource to help children ages 8 – 13 learn the valuable lesson of positivity at an early age.
- **My Happy Place** – "My Happy Place" was written to help children cope with and handle emotions in a healthier way. The Kristen Amerson Youth Foundation uses My Happy Place as a resource to help children explore different coping skills.

Mental Health Backpacks

The Kristen Amerson Youth Foundation created mental health backpacks as a mental health resource for children. Mental health backpacks are meant to supply children with resources to help them through their personal issues while waiting for access to a mental health professional. The mental health backpacks include journals, journal prompts, pen/pencils, coloring books, crayons, stress toys, stuffed animals, and lists of coping skills and positive affirmations.

Social Media

The Kristen Amerson Youth Foundation utilizes our social media platforms to disseminate facts, positive affirmations, valuable resources, and information to the public.

Kristen Amerson Youth Foundation Memorial Scholarship

The Kristen Amerson Youth Foundation, Inc. provides Paul W. Bryant High School graduating seniors with a one-time scholarship pursuing a career in Mental Health or Education.

2023 Impact

25

community
events
participated in

5,988

people reached
through outreach
efforts

500+

Mental Health
Backpacks provided
for children

Assisting children with access to mental health
resources and healthy coping skills

63

people educated in the warning
signs through 3 suicide prevention
trainings

KAYF also hosted our first suicide prevention training for
the Hispanic community.

100+

children provided with
copies of the Kristen
Amerson Youth Foundation
children's books

2023 Impact

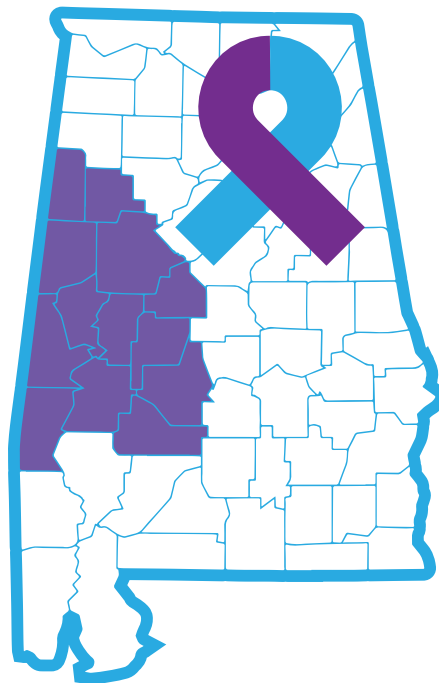
100+

people impacted through
2 volunteer events

380

people impacted by
Kristen's story through
speaking engagements

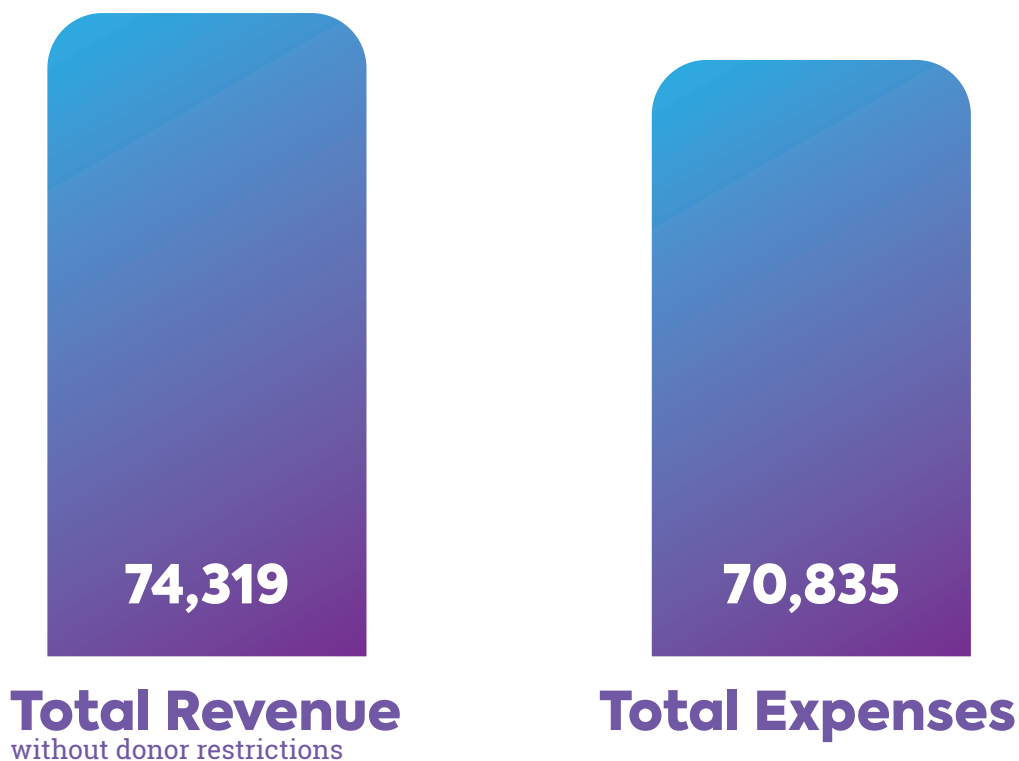
7 events across different counties in West Alabama



Financial Report

Total revenue w/o Donor Restrictions \$74,319

Expenses \$70,835



5th

Annual



Strike ~~Ø~~ut Suicide

Bowling Event 2023

60

sponsors

300+

attendees

\$50K

raised for youth suicide
prevention and mental
health awareness

Sponsors



THE UNIVERSITY OF ALABAMA®



University
Medical Center



WARREN
TIRE PROS



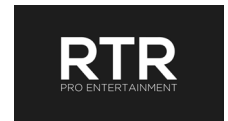
TTL



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Alabama ONE™
One. Together.



Board of Directors



Whitni Molden
President



Tanya Winstead



April Groeschell
Vice President



Laura Cabiness



Byron Bennett
2nd Vice President



Nicholas Finch



Nicole Shine
Treasurer



Julie Frizzell
Secretary

Welcome **to our** new Board of Directors



Falisha Wynne



Anne Guthrie



Caroline Boxmeyer

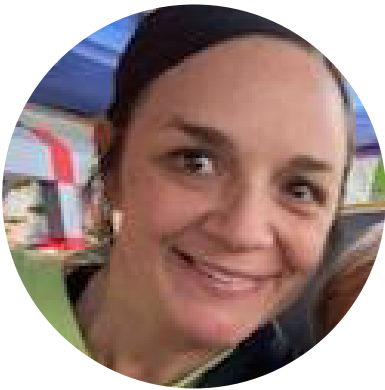


Jonna Martin

Welcome **to our** new Team Members



Leigh Ann Money
Special Projects Coordinator



Fran Powe
Development Director

New Community Partner



The Kristen Amerson Youth Foundation partnerd with Tuscaloosa Piggly Wiggly stores to offer customers an exclusive Kristen Amerson Youth Foundation x Piggly Wiggly shopping bag. Proceeds from these bags go towards providing kids with mental health resources.



Road to 10th Anniversary

As we approach the 7th anniversary of the Kristen Amerson Youth Foundation in 2024, we realize that our organization has focused on initiatives such as suicide prevention trainings, promoting literacy through our children's books, fostering social and emotional learning in schools, conducting outreach in the community, and providing access to mental health resources through our mental health backpacks. All these services are considered part of a preventative approach to addressing suicide. We firmly believe that by increasing awareness, we can eliminate suicide, especially among children.

Looking ahead, we recognize the growing need for intervention services to support children and their families. Therefore, we aspire to broaden our impact by introducing intervention services. Our goals include offering counseling services, establishing a youth wellness center, and developing a universal curriculum to support families, students, educators, and churches. We aim to achieve these milestones by our 10th anniversary as an organization. To accomplish these ambitious goals, the Kristen Amerson Youth Foundation needs your continued support. We kindly ask for your ongoing commitment and contributions to help us make a meaningful difference in the lives of children and families. Together, we can create a safer and healthier environment for children and their families.

Ways to Support

For ways to give and support our mission, scan the QR code below.

Your support saves lives.



Thank You!

Looking
Forward
to 2024