



KristenAmerson
• Youth Foundation •

2024 Annual Report

The Kristen Amerson Youth Foundation | 2024

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Letter from Executive Director

Hey KAYF Family,

A new year already? Wow, time has flown by! As the Executive Director of the Kristen Amerson Youth Foundation, I am pleased to present our annual report for the 2024 calendar year. I truly believe that 2024 has been the best year yet for our organization. We have made significant progress, leading to an even greater impact on the communities we serve. This year, we accomplished so much, including hiring two new staff members, increasing our support in rural communities within West Alabama, developing new partnerships, gaining new sustainers, doubling our budget, and more!

None of this growth would have been possible without our incredible supporters. Whether you are a donor, partner, or volunteer, we deeply appreciate your contributions. Thank you for offering your time, talent, or treasure. Your support makes a difference, and our success is truly your success.

Unfortunately, suicide remains the second leading cause of death for individuals aged 10–34 in the United States. This highlights the ongoing need for mental health resources in our community, across the country, and globally. The Kristen Amerson Youth Foundation remains deeply committed to supporting youth, their families, and the West Alabama community by providing essential resources for suicide prevention and mental health.

Again, our success is your success, and none of our impact would be possible without you. We are forever grateful for your continued support. With sincere appreciation, thank you for allowing the Kristen Amerson Youth Foundation to hold a place in your heart. As we step into 2025, we look forward to achieving even more success and making an even greater impact in our community



JacQuan D. Winters
Executive Director



What We Do



Mission

The Kristen Amerson Youth Foundation promotes healthier lives for youth by providing age-appropriate resources for suicide prevention and positive educational experiences.

Vision

The vision of the Kristen Amerson Youth Foundation is to eliminate all suicide among youth in West Alabama.

"The Kristen Amerson Youth Foundation was created to honor the memory and legacy of Kristen Amerson. Unfortunately, Kristen died by suicide in 2014 at the age of eleven. She never had the chance to reach her potential or discover her purpose, and her family vowed to keep her spirit alive, which is the inspiration for the foundation.

The foundation provides suicide prevention resources, mental health education, outreach, and advocacy for children, adolescents, and their families. Its goal is to prevent youth suicide by increasing mental health awareness, promoting positivity, and encouraging healthy behaviors.

We hope that the foundation's services empower young people by providing support that encourages healthier lives.

Kristen's Story



Kristen Amerson was a beautiful young lady who could brighten anyone's day with her radiant smile and vibrant personality. The third-born among her siblings and the only girl, Kristen had a special bond with her family. She loved spending time with them, and one of her favorite activities was playfully teasing her two older brothers, often teaming up with her youngest brother to do so. Like many young girls, Kristen enjoyed experimenting with fashion, makeup, and hairstyles. She had an elegant sense of style that was impossible to overlook. Her confidence and creativity expressed themselves through her fashion choices, always leaving a lasting impression on those she encountered.

Kristen ended her life on Thursday, April 10th, 2014, at the young age of 11. Her passing left her family and loved ones in deep sorrow, wondering what more could have been done, as they had never imagined life without her.

Kristen may not have had the chance to discover her purpose, but her life became the inspiration for something extraordinary. The Kristen Amerson Youth Foundation was founded in her honor, ensuring her legacy lives on. Through its work, Kristen's life continues to spark positivity, saving lives and promoting suicide prevention and mental health awareness for youth and their families across West Alabama.

Our Staff



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Meet Our Board



2024 Impact



4,048
people reached through
outreach activities.



37
community and outreach
events attended



100
people educated in the
warning signs of suicide
and suicide prevention.



1,187
students received social
and emotional lessons



7
New
Partnerships



700
children received
copies of KAYF's
children books.





400

hours completed by
volunteers



392

Mental Health Backpacks
provided to children to support
access to mental health resources
and healthy coping skills.



3,154

hours of social and
emotional learning



472

people impacted
through speaking
engagements



A Word From Our Partners

"We had the privilege of having Kristen Amerson Youth Foundation speak to our 3rd-5th grade about emotion regulation. The lesson was great, and the students were engaged. I would highly recommend this foundation to anyone. This foundation, along with the offered programs, is much needed. The students loved it and the unique approach to getting the kids to understand was amazing. We look forward to having them back at Linden City Schools"

-Jertrice Richardson,
Mental Health Coordinator
Linden City Schools

- Lauren Kirk, LBSW,
School Social Worker
Crestmont & Faucett-Vestavia
Elementary Schools
Tuscaloosa Co. School Systems

"Mr. Thomas did a great job providing our students at Crestmont with education on positive affirmations and expressing their feelings. Despite a small hiccup with the Pre-K class, he was very flexible in adjusting his lesson plan to best accommodate the students. At the end of the presentation, the students made positive affirmation boards, which they really enjoyed and put a lot of thought into. This was a great visual way for the students to be reminded of their positive traits. Additionally, the students seemed to enjoy hearing the positive affirmation song and were singing along by the end of it. I feel that the students truly enjoyed their lesson from the Kristen Amerson Youth Foundation and learned a lot from Mr. Thomas. I will be sure to contact the Kristen Amerson Youth Foundation in the future for needs related to suicide prevention for our elementary students."

"The Kristen Amerson Youth Foundation provided Social Emotional Learning lessons to fifth graders at Greensboro Elementary School (GES). The lessons

consisted of eight different topics, ranging from respecting boundaries to mood control and social connections. During the lessons, I had the pleasure of observing the students as well as Mr. Winters' interaction with them. While working with our students at GES, Mr. Winters demonstrated his passion for the work he is doing through the lessons. Although the lessons were intended for the students, they also helped me in my professional and personal relationships. During each lesson, the students were engaged and eager to learn. I would recommend this program for students who need help understanding their feelings, finding motivation, and connecting with others."

- Jamaría J. Williams,
Mental Health Services Coordinator
Hale County Schools

Strike Out Suicide Bowling Event

Kristen Amerson Youth Foundation
Presents our 6th Annual Strike Out
Suicide Bowling Event.

Together, we raised

\$60,000

for Youth Suicide
Prevention & Mental Health
Awareness.



Thank You to Our Sponsors!

Presenting Sponsor – University Medical Center | Co-Presenting Sponsor – BF
Goodrich | Co-Presenting Sponsor – Mercedes Benz U.S. International, Inc.

Lane Sponsors

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Alabama Pigment Co – Alabama Power – Allstate: Coley Agency – Brett Laney –
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Sheriah – Purre Barre – READY – Smart Bank – Turner Law Group – Tuscaloosa Ford
– U.S Lawns of Tuscaloosa – Urban Bar & Kitchen – Warrior Waste – West Alabama
Bank – Westervelt – Whatley Health Services – Woodstock Trucking

Donations

Adrienne Remmert – Anchor Title – Blake Corder – Brent Reilly – Brock Corder –
Bryant Bank – Carl Jamison – Dave Pass – Greenway – Jennie Anders (The Trunk) –
Jordan Morris – Kathy Krebs – Peco – Renasant Bank – TTL – Tuscaloosa
Association of Realtors – Warren Tire – Wayne Seagle – West Alabama MLS – Zero
Spot Painting

Inaugural Love for Prevention Event

Kristen Amerson Youth Foundation
Presents our Inaugural Love for
Prevention Event
You helped us raise \$10,000 by painting
the town purple while spreading
awareness and positivity.

Thank You to Our Sponsors!
Presenting Sponsor – Nece Floral Design
Printing Sponsor – TuscaBlue



2024 Donors

Sustainers:

City of Tuscaloosa – Hayes Family – Hewson Family Foundation – Richardson Family – University Medical Center.

Advocate:

BF Goodrich – Mercedes-Benz U.S. International, Inc. – Reese Phifer Jr. Memorial Foundation

Supporter:

Alabama Credit Union – Mark Tobin – Nick's Kids Foundation – Prystup Packaging Products – Sutter Family

\$11 Club Members:

Byron Bennett – Mary Virginia Best – Daniel Bradshaw – Terri Brewer – Laura Cabaniss – Miriam Cooper – Curtis Golightly – April Groeschell – Kayley Hudson – Lindsey Hughey – Anna Johnson – Jonathan Koh – Carrie Laney – Lindsay Lee – Danielle McInerney – Whitney Molden – Taylor Pearce – Fran Powe – Patricia Powe – Debbie Reilly – Katie Reilly – Nicole Swoszowski – Gabrielle Williams – Carolyn Williams – Hannah Winborne – Tanya Winstead – JacQuan Winters

Friends of Kristen:

Angie Achterhof – Carol Agomo – Helen Ahlquist – Meagan Allen – Todd Askew – Courtney August – Benjamin Baxter – Mary Virginia Best – Nicholas Beville – Caroline Boxmeyer – Daniel Bradshaw – Terri Brewer – Laura Cabaniss – Lauryn Cobb – Rachel Cobia – Blake Corder – Brock Corder – Christin Davis – Cheryl Dodson – Naytalia Douglas – Nick DuBose – Luci Duco-Moore – Allison Dziuba – Beth Feller – Steven Fikes – Sage Fletcher – Sheriah Gibson – Curtis Golightly – Melvin Gosa – Katherine Gould – Ashley Green – Emily Grace Grier – Amanda Griffin – Parker Grissom – April Groeschell – William Groeschell – Anne Guthrie – Wanda Hall – Eric Hall – Jane Melton Henry – Morgan Hicks – Kayley Hudson – Susan Huggins – Lindsey Hughey – Amanda Jarvis – Anna Johnson – Frances Jones – Marsha King – Belinda Kock – Jonathan Koh – Lynda Kuhn – Carrie Laney – Charles Lao – Isabelle Lee – Lindsay Lee – Jesse Lipson – Jonathan Loper – Jonna Martin – Kimberly Mason – Shannon McDaniel – Danielle McInerney – Tara Meriwether – Jordan Morris – Lindsey Nance – Charles Nash – Kathryn Osburne – Brandon Owens – David Pass – Taylor Pearce – Jeraun Pogue – Ellen W Potts – Fran Powe – Thomas Powe – Harry Powe – Patricia Powe – Emmy Pradat – Danielle Prestley – Kathy Rainey – Debbie Reilly – Brent Reilly – Katie Reilly – Adrienne Remmert – Jontai Reynolds – Michelle Richmond – Mary Roberts – Amberia Rockwell – Scott Roland – Yazmyn Rozier – Candra Sanders – Wayne Seagle – Cassie Skelton – Exa Skinner – Katia Summerville – Nicole Swoszowski – Louise Tartt – Clayton Tartt – Patrice Tolton – Jeff Tosh – Joy M Underwood – Akeba Vester – Barbara White – Carolyn Williams – Marlee Williams – Timothy Wilson – Connor Wood – Jill Woods – Laura Woolf – Jackie Wuska – Falisha Wynne – Nigel Wynne

A Word From Our Donors

“Investing in mental health awareness and suicide prevention creates an environment where young people feel empowered to seek help and prioritize their well-being. Our family is grateful for the opportunity to partner with the KAYF as they provide such an important service to our community and our kids”

- Anonymous

“This world can be tough, and taking care of our mental health is more important than ever. The KAYF is a force for good in our community, and we are thrilled to support them.”

- Anonymous

Positivity Rally



The Kristen Amerson Youth Foundation hosted our 2nd Annual Movie Night, with over 127 attendees joining us for a private screening of *The Wild Robot*. The film highlighted powerful themes of acceptance, friendship, and compassion—values we can all carry into our daily lives to make a meaningful impact.

Movie Night

The Kristen Amerson Youth Foundation launched a new initiative, Positivity Rallies, to spread encouragement through signs and posters featuring uplifting affirmations. These collaborative sign-making events empower students to shape a more positive school culture by creating messages that inspire both themselves and their peers. In 2024, we partnered with several organizations and schools to bring this initiative to life.



Financial Report

Revenue
\$171,470



Expenses
\$121,908.30



Road to 10th Anniversary



As we approach the 8th anniversary of the Kristen Amerson Youth Foundation in 2025, 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

Your support saves lives.

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



Thank You!

Looking
Forward
to 2025



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