



ORGANIZATION MISSION

notMYkid's mission is to empower and educate youth, families, and communities with the knowledge and courage to identify and prevent negative youth behavior. Recognizing that the challenges our youth face today are complex and can potentially devastate and derail futures, notMYkid works to educate and protect our community's kids.

NEED ADDRESSED: UNHEALTHY YOUTH BEHAVIOR

Today's youth are posed with an inextricable alliance of threats working against their health, happiness, development, and success. In the past two years, Maricopa County experienced an 85% increase in youth suicides, with 26 teenagers in the East Valley alone tragically taking their own lives during the 2017/18 school year. The premature loss of young lives is always horrifying, but not necessarily isolated from the influence of other factors. Director of Teen Lifeline, Nikki Kontz, stated, "After a death, especially a suicide, we want to find the reasons why. . . [but] to pinpoint just one thing, it would be impossible." Instead of pursuing a singular culprit to blame, we must address the preventable conditions leading to youth suicide, including substance abuse, bullying, addiction, and mental illness. As studies indicate that people who reach 21 without engaging in risky behaviors are likely to never do so, notMYkid firmly believes that providing youth with coping mechanisms for demanding situations is key to helping them arrive at adulthood healthy and whole.

PROGRAM OVERVIEWS

Since 1999, notMYkid has been presenting peer-to-peer prevention education programs in Arizona schools, including amplif(i) Prevention Education for youth, parents, and educators; corporate employee wellness programs; and leadership workshops for youth that build self-confidence, foster resiliency, and inspire social and emotional change.

amplif(i) Prevention Education presentations, the subject of this request, work to prevent the onset of behavioral health problems for youth and teens by implementing evidence-based strategies that address the full spectrum of behavioral health prevention. The program proactively addresses behavioral health issues such as depression, suicide, substance abuse, bullying, Internet safety, unhealthy relationships, and body image to promote positive decisions that will positively impact youths' health and future. The one-hour amplif(i) presentations are administered by extensively trained peer educators who utilize their relevant, firsthand experiences as learning tools.

POPULATION SERVED

A \$5,000 Tempe Diablos Foundation grant would provide funding to educate 1,200 children and youth (5th-12th grade), as well as 200 parents and faculty members. Funding in the requested amount will finance 12 amplif(i) Prevention Education presentations in Tempe schools/community organizations.



Top Foundation and Corporate Donors Fiscal Year 2018

Thunderbirds Charities	\$50,000
Dorrance Family Foundation	\$25,000
The Cowin Charitable Fund	\$10,000
The Goldberg Family Foundation	\$10,000
The Johnson Family Foundation	\$10,000
PayPal	\$10,000
Bruce Foundation	\$8,000
The Surplus Line Association of Arizona Foundation	\$7,000
Alliance Bank	\$6,000
The Harpley Foundation	\$5,000
Phoenix Suns Charities	\$5,000



FY19 Organizational Budget
July 1, 2018 - June 30, 2019

Revenue	
General Donations	260,000
Grants	413,500
Special Events	335,000
Earned Income	285,250
In-Kind Contributions	400,000
Other Income	1,500
TOTAL REVENUE	\$ 1,695,250

Expenses	
Salaries and Wages	684,917
Employee Taxes and Benefits	107,200
Contract/Consultant Services	70,692
Professional Fees	10,000
Supplies	12,950
Advertising and Promotion	34,300
Printing	5,200
Postage/Delivery	2,250
Furnishings/Equipment	14,750
Occupancy	94,274
Information Technology	10,000
Phone/Internet	10,950
Board, Staff and/or Volunteer Training	31,244
Transportation/Travel	30,850
Evaluation	10,000
Event Expenses	135,500
In-Kind Expenses	400,000
Miscellaneous	24,250
TOTAL EXPENSES	\$ 1,689,327

Net Income (Loss):

\$ 5,923



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