received Better Business Bureau Charity Accreditation.

- Established a new program, Mobile Transitional Support, as part of Crisis Services Emergency Mental Health Response Services.

- Received the National Alliance on Mental Illness (NAMI) President’s Award for leadership in advancing collaboration with the WNY community to reduce risk to first responders, assist families in crisis and support individuals experiencing mental health crisis.

- Crisis Intervention Team Training Program completed the training of 146 police officers in Erie County.

- Received a Regional (3-County) Sexual Violence Prevention Center Grant from the New York State Department of Health.

- Was recognized by the Suicide Prevention Center of NY with the “Excellence In Suicide Prevention Award”.

- Was awarded a $125,000 Technology Implementation grant from the Tower Foundation to implement a robust technology plan.

- Chosen by the John R. Oishei Foundation to participate in GetSET, a two-year, team-based approach to capacity building that is designed to help mid-sized health, behavioral health, and human services organizations strengthen their infrastructure at the operations level.

- Advocated for and received $300,000 in funding from the Western New York Delegation of the State Assembly to replace the funding cuts from 2014 from the Office of Victim Services.

- Kept administrative costs BELOW 10%.

Mission:
Crisis Services is dedicated to promoting the health, safety and well being of the community through prevention, education, immediate intervention and access to community wide resources 24 hours a day.
A Message from the CEO
Jessica C. Pirro, LMSW

2015 — The Year of Transition, Stabilization and Growth!

What a rollercoaster ride these three words possess in their own right let alone when you have them all occur in one year. This describes what Crisis Services experienced in 2015. 2015 was my first full year as CEO and we had a lot to tackle and many goals to reach.

A major priority was stabilizing our financial picture and re-establishing goals and expectations of fundraising. After a few years of deficits, we were determined to address this and work towards set goals in order to turn our financial ship around. We achieved that and then some in 2015 with the hard work of our committed board of directors, outstanding leadership team and our stellar staff working hard to provide quality services during a time of increased demand and complex needs in our community. I am proud of our collective efforts which allowed us to widen our focus and energy, increase our community awareness, strategize new fund development activities and evaluate what service needs we could assist in meeting to help our community.

As you will see in this report, our exposure in media has expanded awareness and allowed us to share the content expertise and thought leadership that we hold as crisis first responders. We have built new community relationships that helped to expand fundraising opportunities to support our mission. In addition, we were looked to from community partners and leaders to help lead the way for sexual violence prevention efforts, expanded mental health response services and increasing the role of our 24 hour infrastructure to assist in meeting gaps in services, a tradition of our mission since we began in 1968.

With all of these efforts we also are strategically planning our future including new office space to enhance our work environment and continue to provide effective and efficient service delivery to the community. Our crisis first responders ensure that the safety net of Crisis Services is solid, effective and impactful. We are extremely grateful for your investment in our mission and we promise to continue to advance our work and response for those in need in our community.

CEO message
the numbers

24-hour Hotline

- Suicide Calls
  - 9% from 2014-2015
  - 47% from 2013-2015

- Total Hotline Calls:
  - 8% in calls from 2014-2015
  - 16% in calls from 2013-2015

Spring/Fall Appeals

- 61% increase in average gift size
- 53% increase in gifts
- Average gift increased by $39.30
- Walk A Mile in Her Shoes
  - 48% increase in fundraising dollars
- Walk A Mile

Sexual Assault Nurse Examiner's Program

- 25% increase in evidence collection kits

Crisis Intervention Training Program

- 251% improvement in overall engagement per tweet
- 28% increase in Google searches
- Earned Media
- $950,000

Diversion Rate

- 84% of all clients we saw in 2015 stayed out of jail or the hospital
- 146 police officers received Crisis Intervention training
### Revenue

- **Eric County Dept of Mental Health**: $1,926,893
- **Grant income**: $1,370,018
- **CPEP Outreach**: $580,000
- **Contributions**: $56,480
- **Fundraising income**: $79,242
- **Afterhours Phone Program**: $154,938
- **Afterhours Homeless Services**: $103,922
- **SANE fees & Admin.**: $131,590
- **Misc. Income**: $22,165
- **Inkind Support**: $165,412

**Total**: $4,590,660

### Expenses

- **Personnel Services**: $2,652,861
- **Salaries In Kind**: $165,412
- **Fringe Benefits & Payroll Taxes**: $661,706
- **Other Than Personnel Services**: $913,432

**Total Expenses**: $4,393,410

**Net Income**: $197,249