



*Thank you to our community of supporters, partners,
and families who made this year's impact possible.
The next generation deserves hope.
With your support, we're just getting started.*

2024-5

STAY CONNECTED

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 www.notmykid.org

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Scottsdale, AZ 85254

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Annual Report



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notMYkid

Empowering Teens
Supporting Parents
Helping Schools

notMYkid

[i]nspiring lives. [i]mpacting mental health.

Dear Stakeholders,

As we look back on the 2024–2025 year, and celebrate 25 years of notMYkid, I am struck by both how far we’ve come and how deeply our mission still matters today. From the very beginning, we have been rooted in personal experience, and that authenticity continues to shape everything we do. It’s what makes us not only a trusted resource, but often the first place families turn when they need support, guidance, and hope.

At notMYkid, we have never shied away from the tough conversations. For 25 years, we’ve had the courage to talk about topics that are often uncomfortable, but critical to the health and safety of our kids. By addressing these realities head-on, we’ve remained a go-to resource for families, schools, and communities who know they can rely on us for honesty, expertise, and compassion.

Staying relevant means staying innovative, and we have done just that. We continue to design programs that anticipate the changing needs of youth and families, harnessing the latest research while staying grounded in the lived experiences that define our origins.

This year, we also witnessed extraordinary generosity. Our donors showed up for us in powerful ways, helping to strengthen the foundation of notMYkid and ensure that we are positioned for another 25 years of impact. Their belief in our mission, and in the importance of prevention and support, has given us the ability to expand our reach and dream even bigger.

None of this would be possible without the vision of our founders, who bravely turned personal tragedy into a movement of prevention, awareness, and empowerment. Their courage lit the path for an organization that continues to grow, evolve, and save lives. We honor them, not only for what they built, but for the legacy that lives on in every family we serve today.

And at the heart of it all is our incredible staff. Their commitment, creativity, and courage set notMYkid apart. They are the reason our programs transform lives, our collaborations thrive, and our message continues to resonate after 25 years. Quite simply, we have the most amazing team, and their work is the foundation of our success.

As we celebrate this milestone year, we do so with gratitude for the past, pride in the present, and determination for the future. With innovation, collaboration, and authenticity as our guide, notMYkid is ready to lead boldly into the next 25 years.

Sincerely,



A handwritten signature in black ink, appearing to read 'Sarah Grado'.

Sarah Grado
Interim Chief Executive Officer

notMYkid

Annual Impact

134,926

Lives impacted in 2024-2025



Presentations

1,184



Cities & Towns Served

34



Schools & Community Partnerships

310

Narcan Distributed

712 Kits



The hummingbird embodies

RESILIENCE, STRENGTH & HOPE

notMYkid

Ensure every kid thrives by inspiring positive life choices.

At notMYkid, data is at the heart of how we measure success and tell our story. We meticulously track every program delivered, every participant reached, and every partnership formed to ensure our work creates real, lasting change. Through ongoing data collection and analysis, we monitor our progress toward key performance goals including our Most Important Number of Lives Impacted and our growing network of community partners. This commitment to data-driven decision making not only helps us exceed our goals year after year, but also allows us to share the powerful stories behind the numbers with stories of prevention, resilience, and hope within the communities we serve.

notMYkid has served more than 3 million families by going UPSTREAM to prevent addiction and mental health challenges.



80% of youth were able to identify at least one trusted adult in their life after a notMYkid program.



80% of youth reported they learned at least one resource they can use if they need help.



2/3 youth intend to use new coping skills they learned in the next two weeks.



95% of parents and teachers learned about how to best support youth.

Outreach & Education

Social Media Reach	64,614
News Highlights	+2M
Outreach Events	24,201

notMYkid

Programs & Services

Prevention Education

We believe that every kid deserves the chance to grow up healthy, confident, and supported. Our Prevention Programs bring real conversations to classrooms, families, and communities about the challenges kids face today. We meet students where they are, sharing honest stories, practical tools, and hope. Our team partners with parents and educators so that kids aren't facing these issues alone.

- Drugs & Alcohol
- Opioid & Fentanyl
- Vaping & THC
- Social Media
- Gaming, & Gambling
- Relationships
- Bullying & Aggression
- Mental Health & Anxiety

*Assembly Events - Classroom Education
Evidence-Based Curriculum*

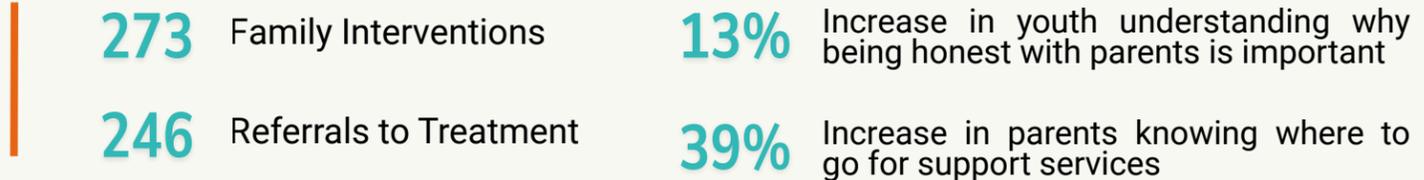


Every \$1 invested in prevention SAVES communities \$12.88 in treatment.
- National Institute of Health



Early Intervention

Project REWIND is dedicated to helping families navigate the complexities of early teen drug and alcohol use. By fostering open communication and rebuilding trust, we empower families to confront these challenges together. Partner schools offer reduced suspensions when teens and parents complete the program together.



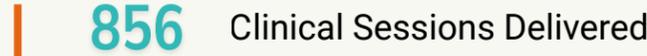
School Partners use Project REWIND as a Suspension Reduction resulting in:



10,920 hours back in the classroom

Counseling

Our specialty counseling programs provide compassionate, evidence-based support to children, teens, and families navigating life's challenges. Through individual, group and family therapy, we help clients build resilience, strengthen relationships, and develop practical skills for coping, and growth. Our Master's level clinicians create a safe and welcoming space where children and parents can work together toward healing and positive change.



Rural Community Spotlight Mohave County

Teen Mental Health First Aid

Prevention Education

Spanish Programs

Community Outreach & Awareness

Partner Network Collaboration



This project is made possible thanks in part to the support from BHHS Legacy Foundation.



Juvenile Justice Restorative Programs

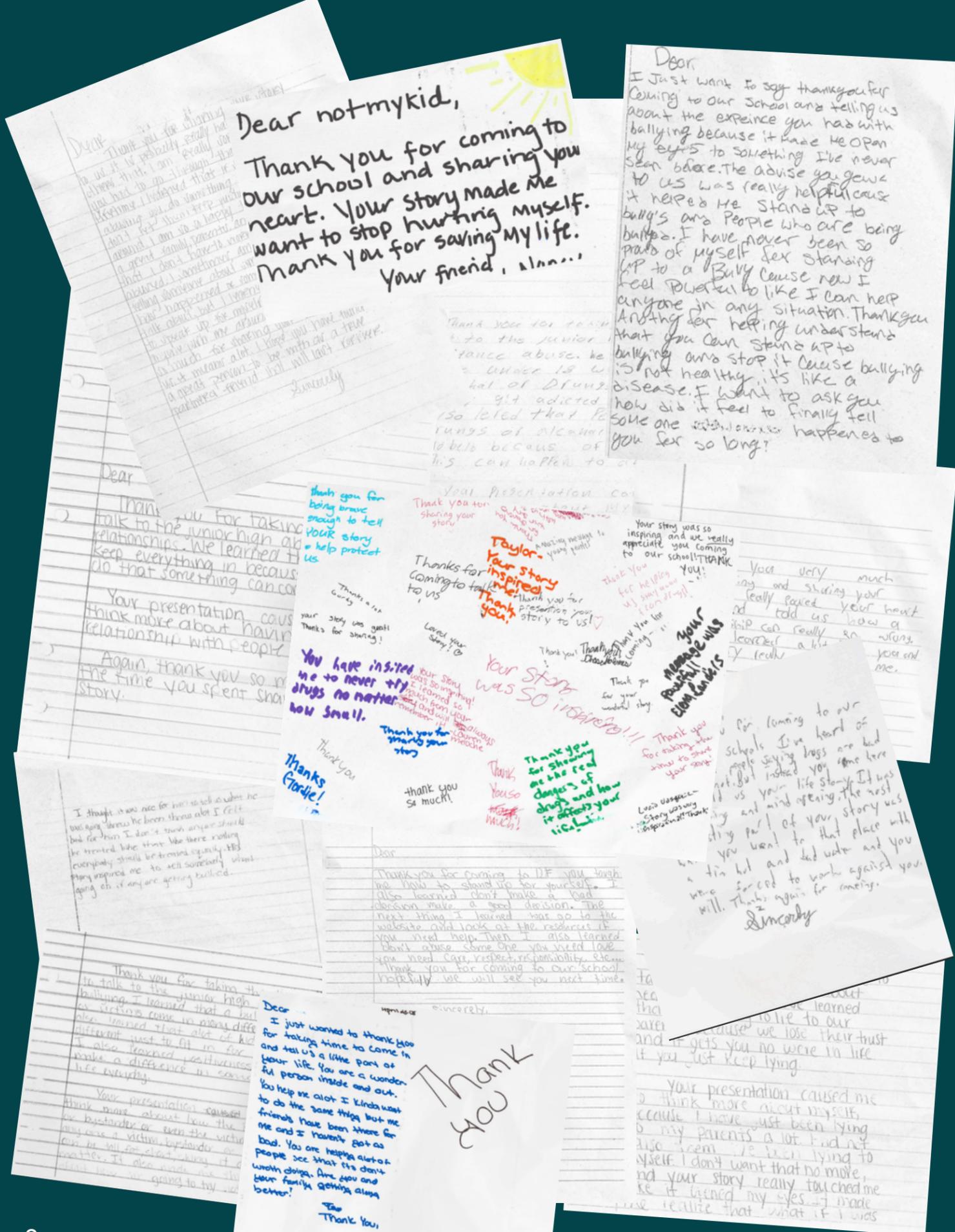
For the past decade, notMYkid has been proud to call Mohave County home to one of our strongest partnerships and most inspiring community efforts. In this rural region, where resources can be limited but resilience runs deep, our dedicated Mohave County team delivers life-changing prevention programs that support local youth and families every day.

Through a powerful collaboration with the Mohave County Juvenile Justice Department, we work directly with justice-involved youth, both in the community and within the detention center, offering them guidance, education, and the caring adult connections they need to build brighter futures. These young people are among the most at risk, and our mission is to remind them that it is never too late for hope, healing, and change.

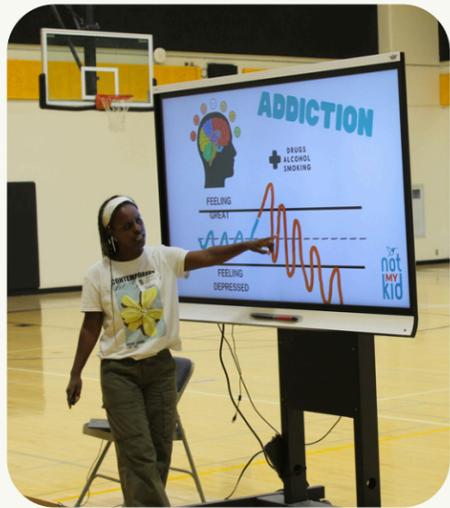
Our work in Mohave County is made possible by the incredible network of partners who share our vision, including Arizona Youth Partnership, the Coalition, the Department of Health, and local school districts. Together, we are ensuring that rural communities receive the same access to prevention, mental health, and life skills programs as any other part of Arizona.

For ten years and counting, Mohave County has shown us the true meaning of community, a place where collaboration and compassion come together to transform lives.





The Change We've Made



"Lots of great information. I enjoyed the stats, they were eye opening. The pictures of different paraphernalia were so helpful. I learned a lot in 60 minutes!"



"I wasn't the only one who was struggling and it did help me talk to my parents and to be more honest."



"As a mom with a teenager dealing with anxiety and teacher with students that struggle with it as well, it was nice to hear some new ideas."

"I liked how it made me feel less like a bad person. It showed me how there are people out there that have the same struggles like me."



"I learned how important the social-family relationships are in the home."



"The presenter listens to how I'm feeling, and doesn't judge me."





*One family
creating
lasting change
for
future
generations.*

Legacy Campaign

This year, notMYkid marked an unforgettable milestone! For a quarter century, we've empowered more than 3 million youth and families through prevention, education, and support. As we celebrated this legacy, we also honored our visionary founders, Debbie and Steve Moak, as they retired after 25 years of transformative leadership.

The Moaks have left an enduring mark on notMYkid and the countless lives touched by its mission. Because of their leadership, the next generation of youth and parents will have access to the programs, resources, and support they need to navigate life's challenges with strength and hope.

Our Legacy Campaign rallied our community to continue their life-changing work and ensure notMYkid's long-term sustainability, expanding programs to meet record demand, and eliminating waiting lists so every child can access help when they need it. Thanks to your generosity, we're entering the next 25 years stronger than ever. We are ready to serve more families, reach more schools, and build a future where every kid has the support to thrive.

With heartfelt gratitude, we thank the Moak family for 25 years of visionary leadership, unwavering compassion, and life-changing dedication that built the foundation of notMYkid's mission and future.

25th Anniversary Gala

April 11th, 2025
Arizona Biltmore



Co-Chairs
Karrin Taylor Robson
& Sara Ward



\$3,800,000 Raised



THANK YOU

- Steve & Debbie Moak - Bruce & Sara Ward - Sprouts Healthy Communities Foundation
- The Dorrance Family Foundation - Thunderbirds Charities - Garcia Family Foundation - Karrin Taylor Robson
- Larcher Family Foundation - Horejsi Charitable Foundation - Ben & Catherine Ivy Foundation
- The Dawson Foundation - Johnson Family Foundation - The Ryan Lange Foundation
- Heavenly Properties - Moreno Family Foundation - The Goldberg Family Foundation - BHHS Legacy Foundation
- Duke & Robin Schwartz - Kelley Carter & Greg Beason - Lisa Henry Holmes - Emily & Steve Lanter
- Dionne & Francis Najafi - Faye & Tom Tait - Carolyn & Craig Jackson - Rob Walton & Jordan Rose
- Phillipe Lord & Austin Bates - Nicole Lee & Tom Roberts - Colleen & Jim Edwards - David Herro & Jay Franke
- Nick Chapman - Michael & Barbie John - Mitch & Julie Pierce - Tom & Jan Lewis
- Sally & Gregg Tryhus - Dyan & George Getz

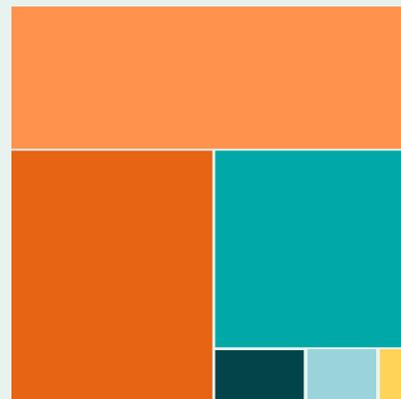
Sources of Financial Support

Board of Directors

Women's Auxiliary Board

Fiscal Year 2025

Revenue



● Fundraising Events	\$1,454,298	36%
● Donations	\$1,304,082	33%
● Grants	\$975,402	24%
● Program Fees	\$123,972	3%
● Other	\$96,870	2%
● In Kind	\$36,100	1%
Total	\$3,990,724	

Alan "Duke" Schwartz - *Board President*
 Mark Goldberg - *Secretary*
 Emily Anne Gullickson - *Treasurer*

Michelle Siwek
 Steven Lewis
 M. Zuhdi Jasser, MD
 Jeffrey Siegel, MD
 David Weinstock, J.D., Ph.D.
 Dr. Mark Blair
 Kelley Anne Carter

Melissa Ahearn
 Kelley Carter
 Ed Fitzgerald
 Oliver Keller
 Jade Izzett
 Stacie Baird
 Kate Fassett

Jade Izzett - *Chairwoman*

Kelley Carter
 Sarah Carney
 Leslie Duffy
 Natalie Fischer
 Taylor Maldonado
 Christy Infantino
 Jennifer Keller
 Marcy Martin
 Lisa Henry Holmes
 Kristen Genovese

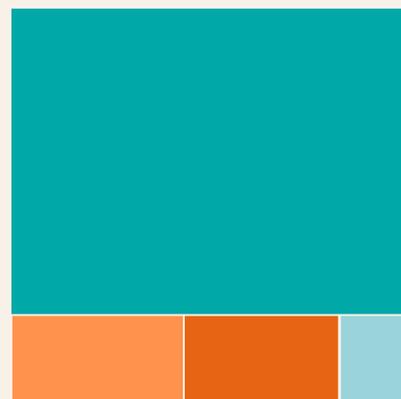
Together, We Keep the Mission Strong

Compared to last year, our funding landscape changed in significant ways. Grant revenue declined by 33% as several major grants ended and new opportunities became harder to secure. Program fee revenue fell by 55%, reflecting the challenges many organizations are facing.

But through it all, our community showed up. Thanks to your generosity and participation, fundraising and events income more than doubled. Investment and other income rose by 24%, reflecting strong stewardship and thoughtful growth.

While total income remained steady, the story behind the numbers is one of resilience and partnership. As we move away from uncertain grant cycles, your support matters now more than ever. Every gift—large or small—helps us sustain vital programs, reach more people in need, and build a stronger, more stable future together.

Expenses



● Program Services	\$2,576,467	81%
● Fundraising	\$321,908	10%
● Administrative	\$291,530	9%
Total	\$3,189,905	

THANK

YOU

to our school district partners

310 Schools & Community Partners

Ball Charter Schools
 Bullhead City Elementary School District
 Cartwright School District
 Casa Grande Union High School District
 Cave Creek Unified School District
 Chandler Unified School District
 Creighton School District
 EDUPRIZE Schools
 Gilbert Public Schools
 Glendale Union High School District
 Imagine Schools
 Isaac School District
 Kingman Unified School District
 Kyrene School District
 Lake Havasu Unified School District
 Laveen Elementary School District
 Leona Group Schools
 Madison Elementary School District
 Mesa Public Schools
 Mohave Accelerated Schools
 Mohave Valley School District
 Paradise Valley Unified School District
 Peoria Unified School District
 Phoenix Elementary School District #1
 Phoenix Union High School District
 Roosevelt School District

Scottsdale Unified School District
 Tempe Elementary School District
 Tempe Union High School District
 Achieving Greatness Microschool
 Country Place Leadership Academy
 Gateway Academy
 Edge High School
 Marvelous Microschool
 Mission Montessori Academy
 Phoenix Christian Preparatory School
 Phoenix Country Day School
 Rancho Solano Preparatory School
 South Mountain Community College
 St. Patrick Catholic Community
 Summit School of Ahwatukee
 The Jones-Gordon School

to our funders



Governor's Office of Youth, Faith and Family



to our partners

Partnership to End Addiction
 Scottsdale Recovery
 Gabriel's Angels
 Arizona Youth Partnership
 SACLAZ
 Community Alliance
 Tempe Coalition
 Scottsdale Youth & Community Coalition
 Bring Change to Mind
 Bullhead City Police Department
 Community Bridges
 Chicanos Por La Casa
 LaloBoy Foundation
 MAPPED Coalition
 MIND 24/7
 St. Apkar Armenian Apostolic Church

Future for Kids
 Amanceer Coalition
 Execute to Win
 Charlie Health
 Rite of Passage
 Arizona Heart Association
 Pima County Behavioral Health Coalition
 Skye's the Limit
 Creighton Education Foundation
 Urban Indian Coalition
 Sleep in Heavenly Peace
 Rise Up! Glendale
 Valley Presbyterian Church
 Cross Cultural Dynamics
 Kid in the Corner
 New Pathways for Youth

Help Us Make a Difference

Make a Donation

Your philanthropic support drives lasting change. With full financial transparency including our Platinum Status on Candid, detailed Annual Impact Reports, and accessible IRS Form 990s, we ensure every donation directly fuels our prevention, early action, and treatment efforts. You can even designate your gift toward specific programs or schools for a personalized impact, and we offer convenient options for one-time or recurring contributions

One-Time & Recurring Donations

Your donation makes a difference. Please consider making a one-time or recurring donation today to support our important initiatives.

Tax Credit Donations

You can claim an Arizona Charitable Tax Credit on your voluntary cash donation to notMYkid, reducing your tax liability or increasing your refund.

Donations Can Include:

Consider making a Gift of Stock

One of the key benefits of making gifts of stock is being able to give up to 20% more AND avoid capital gains tax. This is a great way to increase your impact and help serve more youth and families in our community.

Bequests & Planned Gifts

Consider making a planned gift to contribute to notMYkid's vitality and sustainability for decades to come. Bequests are a truly meaningful way to have a generational impact on youth mental health.

Employer Match Gifts

Many companies will match employees' donations at a 1:1 ratio up to a specified amount. Some companies will match up to 4:1 ratio at no cost to the employee and can tremendously help notMYkid to reach our financial goals each year.

Connect With Us

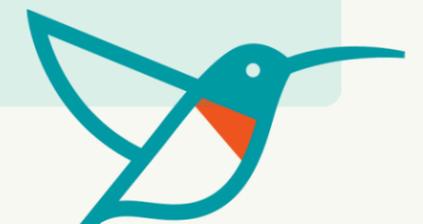
Ensure every kid thrives by inspiring positive life choices.

At notMYkid, we understand the unique pressures families experience as they navigate teen mental health, substance use, and the many transitions of growing up. Our programs are designed to walk beside families every step of the way, offering practical tools, compassionate guidance, and evidence-based resources that strengthen family connections and build resilience.

Each story of hope, every skill gained, and every conversation started is part of a greater movement toward stronger communities. We invite you to stay connected with us. Join our community, follow our updates, and share your journey.

Stay in touch. Stay inspired. Stay part of the change.

-  @notmykiddotorg
-  @notmykid
-  @notmykidtweets
-  @notmykidvids
-  programs@notmykid.org
-  notmykid.org
-  602-652-0163





notMYkid

Corporate Wellness

Education for Parents, Caregivers, & Professionals

Book Your Program Today

Our Corporate Wellness Program equips parents with practical tools for stress management, resilience, and mental health—backed by 25 years of prevention expertise. Choose onsite or virtual workshops and confidential coaching designed to boost productivity, reduce burnout, and increase productivity. Sessions are interactive, data-informed, and tailored to your workforce.

Bullying ~ A Change in Perspective

Participants will delve into the various forms of bullying and gain an understanding of what constitutes bullying. The session covers:

- Various dynamics and roles in a bullying situation
- The impact of bullying on a child’s mental health
- Effective strategies for addressing bullying and aggressive behaviors
- How to promote positive behaviors
- How to respond to a bullying situation from all sides

Teen Mental Health ~ Building Resiliency

This strength-based presentation provides techniques on how to build resiliency skills in youth. The session covers:

- Signs and symptoms of depression, anxiety, self-harm, and suicide
- Creating and modeling healthy coping skills
- Communication techniques to build safety and trust
- How to respond if a youth is struggling and when to escalate care
- Community resources for crisis and professional support

Internet Safety ~ Creating a Tech-Life Balance

This eye-opening presentation is designed to empower adults with tools to protect youth online. The session covers:

- Commonly used apps and social media platforms
- Online harassment, predators, sextortion, and mature content addiction
- Impact of technology on the developing brain
- Dangers kids are facing in the world of AI
- Resources and tips for creating a tech-life balance in the family

Trauma ~ ACEs: Adverse Childhood Experiences

Participants will learn about Adverse Child Experiences and how trauma impacts youth development. This session covers:

- How trauma and ACEs impacts the developing brain
- How to recognize the signs of trauma
- Developing trauma informed strategies for supporting youth
- Coping and self-regulation techniques
- Community resources for youth and family support

Substance Use ~ Beyond Awareness

Participants will learn life-saving information and strategies to prevent substance use, addiction, and overdose. The session covers:

- Most commonly used substances among youth and trends
- Misconceptions with drug and alcohol use in adolescence
- Warning signs and symptoms of substance use
- How to respond to an overdose and harm reduction techniques
- How to talk to kids about drugs and teach refusal skills

Project CONNECT: Regulate, Relate, and Respond

This workshop helps strengthen relationships with teens by using Dr. Bruce Perry’s Three R’s. This session covers:

- How to self-regulate before responding to situations with youth
- The importance of connection and empathy to build trust and communication
- How to respond effectively once emotional safety is established
- De-escalation techniques for tense situations
- Fostering a deeper connection with youth to build resiliency