First Call seamlessly pivoted from in-person services to **TELEHEALTH** for crisis management, assessment, counseling and family services.

- **14 staff members** (52% of staff) actively participated in the agency’s DEI Committee.
- **CROSS TRAINED** all direct service staff to be able to staff the 24/7 Crisis Call Line.
- **FIRST CALL WAS THE SUB-RECIPIENT OF THE PARTNERSHIPS FOR SUCCESS GRANT** through the Substance Use and Mental Health Services Administration (SAMHSA), marking the first time the Prevention Department received federal funding.

**Healthy KC Workplace Wellness Certified at the GOLD LEVEL 2 YEARS IN A ROW**

- First Call Professional Development Institute provided 13 accredited trainings virtually to **179 PROFESSIONALS**

- **How to Care** was delivered virtually **6 TIMES TO 75 PARTICIPANTS**

- Virtual service delivery allowed families from **7 STATES** to take How to Cope

- **3 CLINICAL STAFF** obtained new or higher-level credentials through Missouri Credentialing Board

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First Call is a federally recognized tax-exempt agency. All contributions are tax deductible under IRS code 501(c)(3).

firstcallkc.org | t: 816-361-5900 | f: 816-361-7290 | 9091 State Line Road, Kansas City, MO 64114
Dear Friends of First Call,

I am continually amazed at the scope and breadth of work being conducted at First Call, especially during 2020. That a small staff of 28 was able to pivot seamlessly from in-person services to telehealth for assessments, crisis management, counseling and family services is nothing short of miraculous. This means that individuals who reached out for help continued to receive the type of care that only First Call can provide.

This change in virtual service delivery allowed our team and those we serve to remain safe, while at the same time filling that void often left by the stress and isolation of the pandemic. In 2020, First Call’s 24-hour Crisis Call Line fielded almost 2,000 crisis calls from 1,500 clients - calls that have gotten more severe in terms of suicidality and emotional intensity.

Virtual How to Cope sessions allowed families from seven states to attend How to Cope. How to Care was delivered virtually six times to 75 participants in the Kansas City metro area. First Call’s Professional Development Institute converted to a virtual format as well, providing 13 accredited trainings virtually to 179 professionals.

These few examples are no small feat during any year, but especially during the COVID-19 pandemic. Never has our work been more critical. The people that we serve need First Call more than ever, and if this challenging year has taught us anything, it is that we are stronger together.

While I’m saddened by the news of Susan Whitmore’s departure from First Call, I’m confident that we will have a new President and CEO who will continue to carry our mission forward in 2020 and beyond.

Best regards,

Richard D. Rhyne, Board Chair
The COVID-19 pandemic changed the way people reach out for help, the severity of their needs, and how best to respond in times of crisis. It also meant that families living with a loved one’s substance use disorder were often confined to their homes together, without any outlet to get much-needed support for themselves. The Family Services team at First Call met these challenges head on in 2020, with seamless service delivery that adapted in the face of change.

“I’m proud that we were able to take our programming virtual, and that we could adapt the curriculum and make it more intriguing and appropriate for our virtual platforms,” said Megan Keller, Family Services Team Lead.

Nhi Tuggle, Family Services Counselor agreed. “While we were not in the office throughout much of the year, we were still able to help our families, just in a different environment.”

Indeed, families from seven different states, including Florida, Tennessee, Colorado, New Mexico, Virginia, Nebraska, and Arkansas, were able to take How to Cope virtually. Families outside of the 30-mile radius of the Kansas City metro area were also able to attend virtual classes.

Attendance for the How to Cope alumni group also grew, something Nhi attributes to the flexibility of going virtual. Said Nhi, “We understand that people are going through extra stress right now. With COVID, there is a lot of grief happening and there is this collective trauma. We found that many of our participants are having to learn to establish boundaries as some family members had to move back home during the pandemic. So, How to Cope offered a safe space for loved ones to process their feelings. Having that consistent support is huge.”

Flexible scheduling was the key to meeting family’s needs during a tumultuous year; private virtual sessions allowed Kevin to participate in How to Cope. “Kevin was my first Asian American client and there can sometimes be a lot of stigma associated with mental illness and substance use disorder in this culture. He was able to learn about himself and overcome a lot of the cultural stigmas,” Nhi said.

Sarah Emanuels, Family Services Counselor, has continued to tailor the Caring for Kids curriculum to make it easier for children to participate in the course. Virtual services have been available for kids who are able to sit in front of the computer and she is maintaining the alumni group at Rushton Elementary, located in Mission, Kan. “Being able to support these kids, despite what’s going on, means a great deal to us.” Sarah creatively added a few service delivery tweaks. Sarah noted, “There’s a huge safety concern for the children who live with their parents who may be using drugs or alcohol,” she said. “They don’t always have the freedom to find a private place in their house. However, over the summer, I did have a mom who would bring her kids to the library to take part in the sessions.”

One key partnership formed in 2020 was with the Local Investment Commission (LINC), which was instrumental in the How to Care curriculum being taught in the Kansas City Public Schools. More such partnerships may be on the horizon in 2021. How to Care was delivered via Zoom six times to 75 participants, the highest number of attendees ever.

While there are many estimates on when the world will return to some degree of “normalcy” post-pandemic, the Family Services team agree that they will continue to make services more accessible even when in-person groups resume.

“The pandemic has allowed us to think about how we can continue to make Family Services more accessible in the future,” said Megan. “We have laid a foundation and now we can continue to do outreach to families and schools in different areas. I’ve been so impressed with Nhi’s and Sarah’s ability to innovate and problem-solve, and to continue to provide one-on-one support for people throughout the pandemic. It has always been a goal of Family Services to have a virtual How to Cope class, and all of the sudden, it’s here and it’s awesome.”
Public and Private Funding

Platinum Donors $100,000+
- Anonymous Foundation
- City of Kansas City, Missouri (Municipal Drug Court)
- Jackson County Children's Services Fund
- State of Missouri Department of Mental Health
- Substance Abuse and Mental Health Services Administration (SAMHSA)

Diamond Donors $50,000+
- Carrie J. Loose Trust, Bank of America Trustee
- Jackson County Community Backed Anti-Drug Tax (COMBAT)
- Johnson County Alcohol Tax Fund
- Kansas City Regional COVID-19 Response and Recovery Fund
- Ronald D. Deffenbaugh Foundation
- United Way of Greater Kansas City

Angel Donors $10,000+
- Arvin Gottlieb Charitable Foundation
- Blue Cross and Blue Shield of Kansas City
- Constance M Cooper Charitable Foundation
- Feist Family Foundation
- FREDA
- Herman Family Foundation Fund
- Integrity Truck Sales, LLC
- R & C Charitable Foundation
- Sherman Family Foundation
- Sunderland Foundation
- Walmart Inc.

Guardian Donors $5,000+
- Anonymous Foundation
- Cross Foundation, Inc.
- CVS Health
- Frederick and Louise Hartwig Family Fund
- Health Forward Foundation
- Ina Calkins Charitable Trust
- Lena Price Charitable Fund c/o GKCCF
- Park Foundation
- Pelican Charitable Foundation
- Shank Charitable Trust, Bank of America Trustee
- vivian & hymie j. sosland charitable trust
- J.B. Reynolds Foundation
- JE Dunn Construction Company
- R and C Charitable Foundation
- Sherman Family Foundation
- Sunderland Foundation
- Walmart Inc.

Champions of Hope $2,500+
- Lathrop GPM
- Loquent Technology Services
- New Directions Behavioral Health
- R.A. Long Foundation
- UnitedHealthcare

Celebration Donors $1,000+
- City of Prairie Village
- Facebook Donations
- Gangland Wire Podcast
- Lowenstein Family Supporting Foundation
- Matthew Skeens Memorial Fund
- Shatterproof
- Winbury Operating LLC
- - C Reserve Fund
- JE Dunn Construction Company
- Sherman Family Foundation
- Sunderland Foundation
- Walmart Inc.

Patrons $500+
- Benilde Hall
- City of Merriam
- Country Club Bank
- Dan and Glenda Root Family Foundation
- Humana
- Ina Calkins Charitable Trust
- In-Kind Gifts
- Jackson County Children's Services Fund
- Jackson County Outside Agency Funding
- Johnson County Alcohol Tax Fund
- Kansas City Regional COVID-19 Response and Recovery Fund
- United Way of Greater Kansas City

Donors $100+
- Anonymous Foundation
- City of Kansas City, Missouri (Municipal Drug Court)
- Community Christian Church
- Comprehensive Mental Health Services
- YourCause, LLC

In-Kind Gifts
- Grapevine Designs

2020 Revenue
- Total: $2,373,477
- Earned Income $76,150 (3%)
- Individual Gifts $78,628 (3%)
- Foundation Grants $621,536 (26%)
- Government Contracts $1,213,037 (51%)
- Paycheck Protection Program Grant $271,200 (12%)
- United Way $64,661,539 (3%)
- Special Events $48,265 (2%)

2020 Expenses
- Total: $2,194,119
- Clinical Services $954,048 (44%)
- Prevention $467,235 (21%)
- Admin. & Fundraising $396,413 (18%)
- Family Services $235,681 (11%)
- Community Outreach $140,742 (6%)
The world as we know it changed in March 2020, causing daily disruption and isolation of unseen proportions. For those struggling with substance use disorder or mental health disorders the stress and loneliness evidenced by this change proved catastrophic as deaths caused by suicide and overdose rose. As new coined phrases like “unprecedented” and “tumultuous” times became inescapable, First Call endeared itself to another term, “resilience.”

COVID-19 may have changed First Call’s service delivery, but it never changed the commitment to the more than 60,000 individuals and families that we serve each year.

The 24/7 Crisis Call Line remained fully staffed to handle an influx of calls that were more emotionally intense and severe in terms of suicidality. This means that no one who reached out for help was overlooked in the approximately 2,000 calls fielded.

Almost within hours of this inevitable change, the First Call team rallied behind remote work, developing virtual programs and telehealth services that moved beyond sustainable into successful with growth seen in Family Services, Recovery Advocacy, Professional Development, and Reentry. Not one single program lost momentum, but instead gained steam.

These unique efforts speak to the dedication of the First Call Board, leadership, and staff. In a year like no other, we rose together with resiliency and continued pride in the work we do. And to that, we say thank you to those in Greater Kansas City who continue to trust us to press forward in the years to come.

First Call is a federally recognized tax-exempt agency. All contributions are tax deductible under IRS code 501(c)(3). We have made every attempt to ensure all donors have been listed and names spelled correctly.
<table>
<thead>
<tr>
<th>Program</th>
<th>Services</th>
<th>Numbers Served 2020</th>
<th>Outcome Target 2020</th>
<th>Actual Outcomes 2020</th>
<th>2020 Program Improvements</th>
</tr>
</thead>
<tbody>
<tr>
<td>Crisis Calls</td>
<td>First Call's crisis call line offers a 24/7 local call center for those seeking help or treatment for a substance use disorder in the Greater Kansas City area</td>
<td>4,818 calls (incoming and outgoing)</td>
<td>At least one appropriate referral made for each crisis call</td>
<td>5,178 referrals made to 403 agencies</td>
<td>Clinical and prevention staff members trained on Columbia-Suicide Severity Rating Scale (CSSRS) for use during crisis calls</td>
</tr>
<tr>
<td>Recovery Support Services</td>
<td>First Call recovery advocates support individuals navigating the recovery process, including validated assessment, ongoing individualized support and group education</td>
<td>129 individuals</td>
<td>80% of clients working with a recovery advocate individually sustain or increase motivation to change (SOARATES)</td>
<td>85% of clients sustain or increase motivation to change</td>
<td>All recovery support services, including assessments and individual counseling, moved to a virtual service delivery model</td>
</tr>
<tr>
<td>Corrections and Reentry</td>
<td>Using Motivational Interviewing, the corrections and reentry programs offer structured group and one-on-one recovery counseling</td>
<td>185 individuals</td>
<td>80% demonstrate sustained/increased motivation for change</td>
<td>65% demonstrated sustained/increased motivation for change</td>
<td>Team worked with SAMHSA to expand target population for Reentry services; program can now accept clients from Clay, Platte, Cass, Johnson and Jackson Counties in Missouri</td>
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<tr>
<td>How to Cope</td>
<td>How to Cope is a seven-session course that helps adults impacted by a loved one's substance use overcome the physical, psychological and social effects of addiction</td>
<td>117 adults</td>
<td>80% increase in knowledge of harmful effects of alcohol/drugs</td>
<td>97% of those who completed show increase in knowledge</td>
<td>Virtual format for How to Cope groups enabled participation from outside the KC metro area – clients from all over the country were able to take the course</td>
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<tr>
<td>Caring for Kids</td>
<td>Caring for Kids is a seven-session course targeting at-risk children and youth impacted by substance use in the home</td>
<td>111 children and youth</td>
<td>80% show increase in knowledge of harmful effects of alcohol/drugs</td>
<td>94% of those who completed show increase in knowledge</td>
<td>First Call implemented family counseling in lieu of full course to better meet needs of children impacted by substance use</td>
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<tr>
<td>How to Care</td>
<td>How to Care is a four-hour educational training for caretakers of children impacted by substance use disorder and teaches how best to support them</td>
<td>75 individuals</td>
<td>80% of participants equipped to address needs of children impacted by substance use</td>
<td>100% of participants report feeling equipped to address needs of children impacted by substance use</td>
<td>Designed and implemented evaluation tools to measure impact and efficacy of How to Care through partnership with Dr. Jody Brook</td>
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<tr>
<td>Missouri Prevention Resource Center</td>
<td>First Call provides technical assistance to community-based drug, alcohol and tobacco prevention teams in Jackson, Cass, Johnson and Lafayette counties</td>
<td>11 Coalitions and 475 events for 79,111 community members</td>
<td>3% decrease in 30-day use for alcohol, tobacco, medication misuse and heroin use</td>
<td>Past 30-day use decrease: 1.2% decrease for alcohol, 1.9% decrease for tobacco, 6.2% for electronic cigarettes and 4% decrease for medication misuse in Jackson County</td>
<td>First Call included in Partnership for Success prevention grant, a 5-year federal grant administered by State of Missouri Department of Mental Health</td>
</tr>
<tr>
<td>School-based Prevention Services</td>
<td>First Call delivers evidence-based prevention programs in school settings, including Life Skills Training and Sobriety Group</td>
<td>839 students</td>
<td>Participants demonstrate 5% increase in knowledge and positive attitude about alcohol, tobacco, drugs and protective life skills</td>
<td>Participants demonstrate an 18% increase in knowledge</td>
<td>New partnerships with Blue Valley School District, Kansas City Kansas Public Schools, and Lee's Summit School District – in addition to ongoing relationships with Kansas City Public Schools, Clay and Shawnee Mission school districts</td>
</tr>
<tr>
<td>Professional Development Institute</td>
<td>First Call offers counselor preparation and professional development resources for those in the recovery and prevention field</td>
<td>179 professionals attended 13 courses</td>
<td>Training schedule demonstrates responsiveness to participant and community requests for topics</td>
<td>62% of training focused on substance use disorder's impact on family and youth</td>
<td>Redesigned the Professional Development Institute to continue trainings throughout 2020 despite the pandemic, including virtual Mental Health First Aid</td>
</tr>
</tbody>
</table>
It is the mission of First Call to reduce the impact of alcohol, drugs and addiction by providing quality resources to individuals, families and community.

Please visit us at firstcallkc.org or call 24/7 816-361-5900 for more information.

Please remember in your estate planning.

Virtual Community Gratitude Luncheon
Facebook Live and YouTube
Tuesday, March 23, 12:00 p.m.

Celebrity Golf Tournament
Swope Memorial Golf Course
Thursday, June 10, 7:00 a.m.

Celebration Evening
Stories of Strength with Jason Kander and Lara Moritz
Chris Smart and Emily Porter, Event Chairs
TBD
Thursday, September 23, 7:00 p.m.

2021 Calendar of Events

First Call Staff

Staff
Susan Whitmore, President & CEO
Emily Hage, Vice President of Development
Ryan Tothaker, Chief Financial Officer

Marchel Alverson
Bryce Bradford
Brit Buell
Kennedie Clay
Emily Conway
Bethany DePugh
Andrew Dixon
LaTanya Dumas
Sarah Emanuel
Keith Faison
Sarah Link Ferguson
Megan Fowler
Melissa Gard
Margaux Guignon
Michelle Irwin
Megan Keller
Ann Kirchhoff
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Polly Thomas