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NONPROFIT

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ANNUAL REPORT

NowMattersNow.org

TEAM

MORE



ABOUT THE ORG

NowMattersNow.org is actually a website - one that visitors say lessens their suicidal thoughts in under ten minutes. Our video-based resource features personal stories by those who have survived suicidal thoughts by using research-based coping strategies. Even visitors who aren't suicidal say that they feel better after visiting.

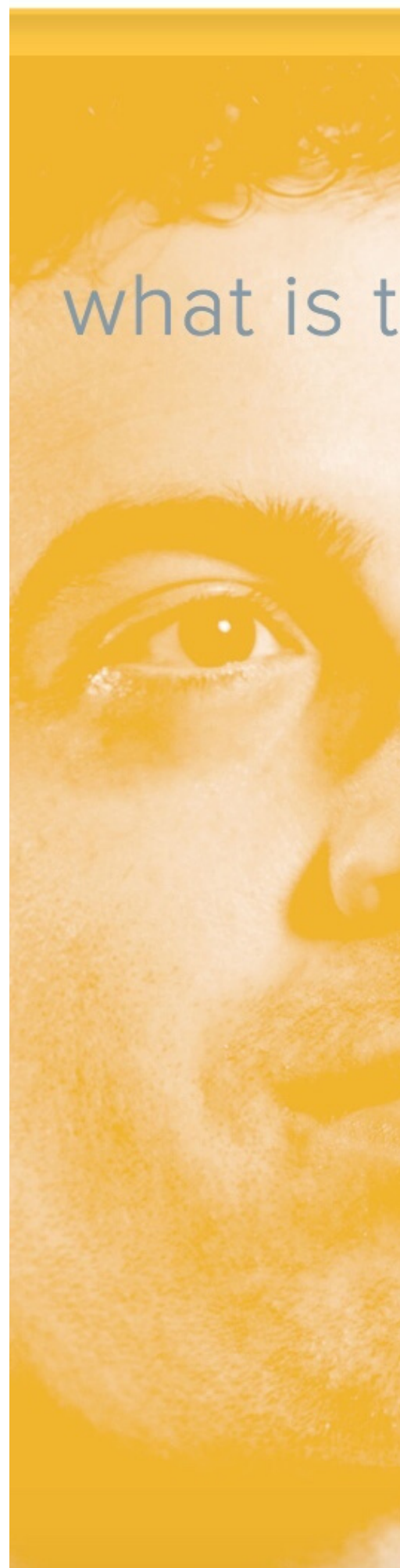
The website based organization is run by a small group of passionate volunteers focused on creating, evaluating and improving free resources. We prefer, at this point in the development of the organization, to avoid fundraising and stay lean.

WHAT IS THE ORGANIZATION AIMING TO ACCOMPLISH?

We want healthcare systems to utilize our free online and evidence-based resources to support their patients at risk for suicide, as well as those experiencing addiction (e.g., opioid) and mental health challenges.

WHAT ARE THE ORGANIZATION'S KEY STRATEGIES FOR MAKING THIS HAPPEN?

We write grants to evaluate our website and the resources on the website. We share video-based content on social media and video-hosting platforms. We maintain a list of over 500 email and text followers. We have created a "safety plan" to download and personalize using an accompanying guide - this tool helps users to determine what steps to take to manage and prevent suicidal thoughts, unwanted drug use, and painful emotions.



2019 PRESENCE

This year was notable for mentions in the press. Our website visitors remained constant. We have a small social media following.

POPULAR PRESS

Our founder, Dr. Ursula Whiteside was featured in national press.

NPR - Reach Out: Ways To Help A Loved One At Risk Of Suicide (04/20/2019)

- Featured advice from Dr. Whiteside followed by reference to NowMattersNow.org and an embedded video from the site

Washington Post - Once they hid their stories. But now, survivors of suicide are 'coming out' to combat a national crisis. (07/29/2019)

- Featured Dr. Whiteside emphasizing power of telling stories of hope (such as those featured on NowMattersNow.org)

MarketWatch - How to help a coworker who may be at risk for suicide (09/16/2019)

- Provided advice for suicide prevention at work and included NowMattersNow.org as a resource.

For links, see <https://www.ursulawhiteside.org/about> (bottom of page)

SOCIAL MEDIA SUPPORT

As we ended 2019, we found our social media supporters number (as of Jan 25, 2019):

- Twitter - 2,256 Followers
- Instagram - 575 Followers
- Facebook - 3,313 Followers

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2019 PRESENCE

WEBSITE VISITORS

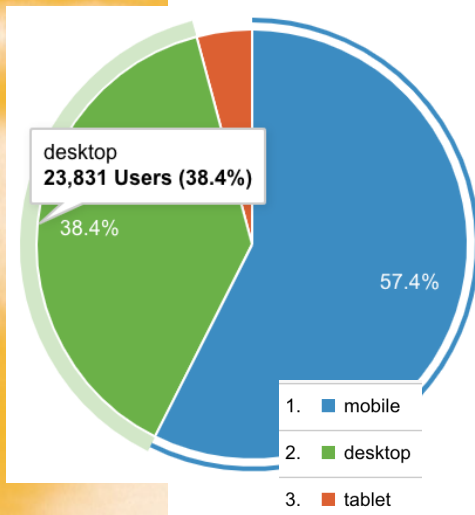
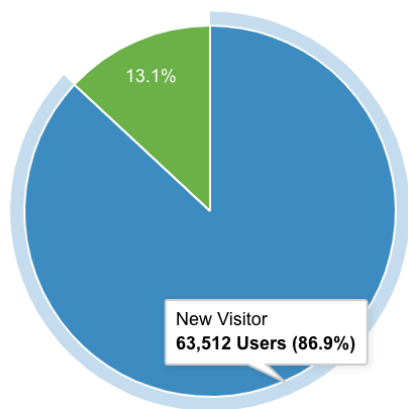
Since launching in fall of 2014, an estimated 289,490 unique individuals have visited NowMattersNow.org. In 2019 over 60,000 people visited the site.

In 2019, most visitors

- were first time visitors (almost 90%)
- arrived on their mobile phones (almost 60%)
- were located in the United States
- visited several website pages and stayed for several minutes.

This matches data from previous years.

■ New Visitor ■ Returning Visitor



Users

64,067



New Users

63,501



Sessions

85,103



Number of Sessions per User

1.33



Pageviews

190,714



Pages / Session

2.24



Avg. Session Duration

00:02:06



Bounce Rate

52.42%



Country	Users	% Users
1. United States	42,823	68.60%
2. United Kingdom	5,544	8.88%
3. Canada	5,339	8.55%
4. Australia	1,235	1.98%
5. India	1,006	1.61%
6. Germany	356	0.57%
7. Mexico	347	0.56%
8. Brazil	285	0.46%
9. New Zealand	274	0.44%
10. France	245	0.39%

RESEARCH

Our first research paper was published May, 2019.

Press Release

"What if visiting a website could make you less suicidal in just minutes? It could be possible. Researchers from the University of Washington and Kaiser Permanente Washington found that 30% of suicidal visitors to suicide-related website had less intense suicidal thoughts in fewer than ten minutes. The website they studied (NowMattersNow.org) includes videos of people who have survived suicidal crises using strategies from a well researched therapy called Dialectical Behavior Therapy or DBT. DBT has been shown to reduce suicide attempt and self-injury. But it is expensive and hard to access. And, men specifically are less likely to seek in-person therapies like DBT but more likely to die by suicide. The website appears that it could be useful in general, but also potentially for middle-age men, a group at higher risk for suicide. What next? The researchers are gearing up for a capital funding campaign for NowMattersNow.org 2.0 to develop an interactive platform - one that includes personalized crisis plans, text message support, self-guided acute crisis management, as well as tools not only for the person who is suicidal but also for family, friends, and healthcare clinicians. This Journal of Medical Internet Research article is freely available on the internet at visit <https://www.jmir.org/2019/5/e13183/>."

This research was featured by the University of Washington (nearly 50,000 students).

See http://bit.ly/NMN_UWDaily_2019



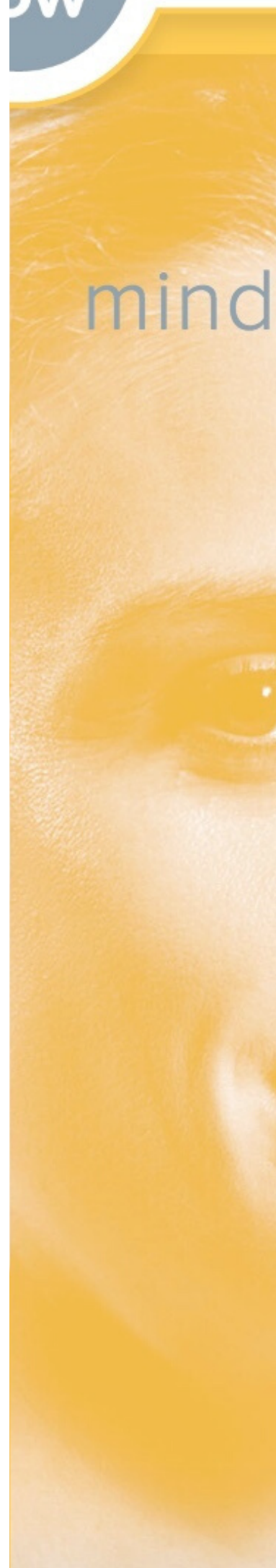
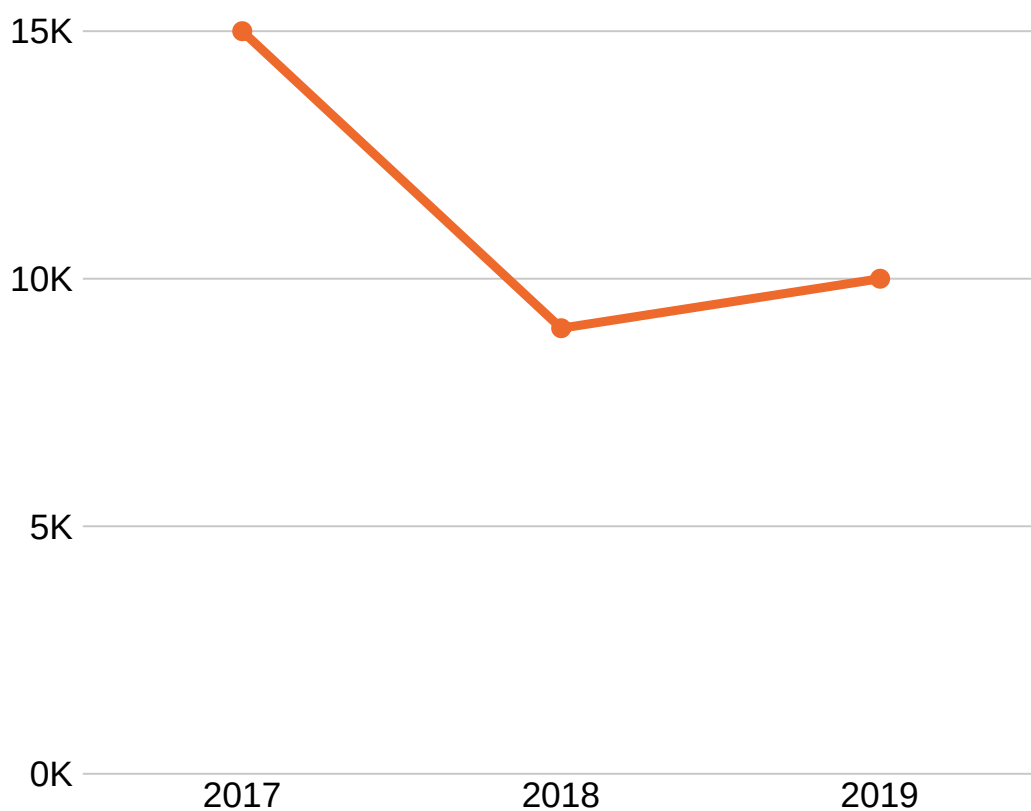
Revenue

70%

Annual Income through donation. Donation sources included Facebook, Cash/Check, and workplace voluntary contribution programs. The remaining 30% is matched volunteer time hours.

\$10K

Amount of income for 2019.

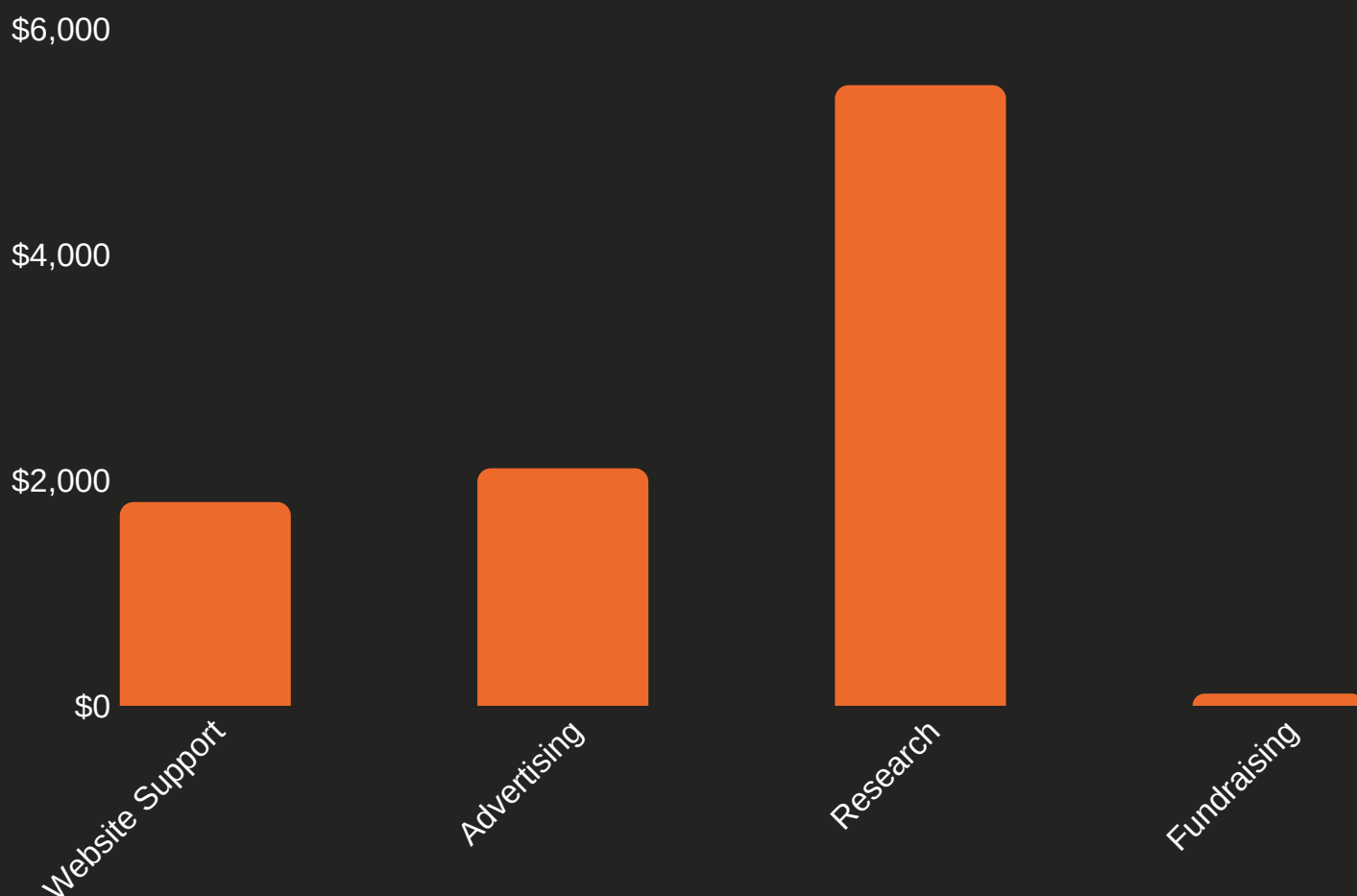


Expenses

The majority of dollars spent went towards research. This included costs for Institutional Review Board review, manuscript preparation and submission.

Advertising dollars were the second highest category. We purchased Google and Facebook ads.

Website support included the platform where the videos are stored and incentives from expert consultants who provided feedback.



Praise

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“The study confirms the worth of NowMattersNow, but it also affirms a deeper, optimistic message about people experiencing intense suicidal thoughts and even wishes. Messages of hope that are rooted in principles of good care are very powerful, and even a brief positive message can help relieve these intense and painful thoughts and feelings. The study may represent a turning point in how we approach suicide care.” - Mike Hogan, chair President Bush's Commission on Mental Health, Zero Suicide founder

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“Healthcare is struggling to meet the needs of people at risk of suicide. Dr. Ursula Whiteside and her team's work at NowMattersNow.org provides immediate support and research suggests provides reduction in distress.”

-David Covington, LPC, MBA: CEO, RI International; Former President, American Association of Suicidology

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“We are so pleased to have supported Ursula Whiteside in her work developing this online tool that has the potential to save lives. I have referred many to NowMattersNow. The fact that it has been developed by people with lived experience makes it all the more powerful. We thank Dr. Whiteside and her team for this important work.”

- Jill Harkavy-Friedman PhD, Vice President of research at the American Foundation for Suicide Prevention

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“We see all sorts of ways that NowMattersNow.org can be integrated into the work we do with those who are suicidal. This is the only resource of its kind. It is free, incorporates elements from the best suicide prevention approaches to date, and appears to be promising for reducing suicidal thoughts.”

- John Draper PhD, Director, National Suicide Prevention Lifeline

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