

HOPE FOR THE DAY OUR MISSION:



Hope for the Day is a non-profit movement empowering the conversation on proactive suicide prevention through mental health education, fundraising, and collaborative efforts with partners worldwide. Through peer-led, clinically backed strategies, we equip individuals, workplaces, and communities with the tools to start honest conversations about mental health, recognize challenges earlier and take action together. Our work centers on outreach, education and action because prevention doesn't start at the point of emergency; it starts with connection.

OUR APPROACH

Proactive suicide prevention means meeting people before they reach a breaking point. At H.F.T.D., we don't wait for warning signs to escalate, we work upstream, creating environments where mental health conversations are normalized, resources are **VISIBLE**, and asking for help is met with support rather than stigma. By combining lived experience with clinical oversight, we empower everyday people to show up for themselves and one another at school, at work, online and in their communities.

OUR IMPACT:

In 2025, Hope For The Day continued to expand access to mental health education while deepening engagement across in-person, digital and community driven platforms.

Together, our community made the following impact possible:

Each number represents more than a metric, it represents a conversation started, a barrier lowered, or a person reminded that IT'S OK NOT TO BE OK®.

- **5,081** Individuals Educated
- **146.25** hours taught
- **10,000+** Resources Distributed
- **10,595** searches on the Resource Compass.
 - **6,166** unique individuals searching on the Resource Compass.
- **51** Community Events
- **30** Team Thrive runners at the Chicago Marathon
- **220** online stream campaigns on behalf of H.F.T.D. at a combined total viewership of over **2.1 million**
- **15** Proclamations signed from all over the U.S.
- **125,000** cups of coffee sold

OUR FINANCIALS



REVENUE:

- 48% Sip of Hope
- 33% Individual Contribution
- 11% Grant or Foundation
- 7% Corporate Partnerships
- 1% Merchandising

*H.F.T.D. did not receive governmental or large foundational report



EXPENSES:

- 72% Direct Program Expenses
- 10% Fundraising
- 9% General Administrative
- 9% Rent, Software and Other



LOOKING FORWARD

The need for proactive mental health education continues to grow, and so does our responsibility to meet it. As stigma shifts culturally, the demand for accessible, community rooted prevention has never been more urgent. In the year ahead, H.F.T.D will continue to scale education, strengthen partnerships, and invest in systems that allow us to reach more people, earlier and more effectively.

We are in this together. And the more we talk about mental health, the more we realize we're not alone.

THANK YOU TO OUR 2025 PARTNERS:

- Abra Prentice Foundation
- Big Mini Putt Club
- CHRISCROSS Foundation
- Flowers for Dreams
- Limitless Momentum
- Louis Judge Racing
- Midtown Athletic Club
- Nicor Gas
- Paulie Gee's
- Salt Shed
- Wana Brands
- West Town Bakery
- When The Sun Sets

