



FIRSTCONTACT

CONNECTING YOU TO HOPE & HELP

Celebrating Our First Year as First Contact

Impact Report 2024 - 2025

“When people don’t know where to turn, First Contact is there—day or night—to listen, guide, and connect them to information and hope.”

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Our Mission

Improving lives through the power of information and hope.

Our goal is to have a community that is connected and informed regarding critical health & human service information for those who need help & those who are willing to volunteer or donate their time to local community agencies.

Who We Are

First Contact is the region's trusted front door for help. We connect individuals and families to life-changing emotional support, community information, and critical resources through:

988 Suicide & Crisis Lifeline

Immediate, compassionate emotional support for people experiencing thoughts of suicide, mental health or substance use crises, or overwhelming distress.

211 Helpline

Community navigation and connections to more than 1,000 locally available health and human services for everyday and emergency needs—food assistance, mental health counseling, senior services, job training, unemployment support, disaster recovery, veteran programs, legal aid, transportation, and more.

Financial Assistance

Emergency funds for eligible Pinellas residents to stabilize housing by supporting rent, utilities, and employment-related needs.

We proudly serve individuals, families, seniors, caregivers, and helpers across the central and southwest Gulf Coast and beyond.

Key Achievements

From October 1, 2024 through September 30, 2025, First Contact impacted not only the lives of residents and visitors in Pinellas and Hernando Counties, but throughout the State of Florida and the entire United States.

Our Impact at a Glance



Total Visitors

(988, 211, + other lines)

120,471



58,406

988 Calls, Texts & Chats Answered



62,065

211 Calls, Texts & Chats Answered

Disaster Recovery

2025 Highlights

Through strong partnerships and the resilience of our community, First Contact:



Handled 3,636 contacts related to Hurricanes Helene and Milton, supporting 7,114 individuals with post-disaster cleanup, debris removal, home repair, disaster relief services, and mold mitigation.



Provided long-term recovery support through emotional care, navigation, and referrals to disaster recovery programs.



Responded to 36 contacts related to the June 2025 Largo tornadoes, with 47% of callers over age 65.



Partnered with Airbnb.org to provide temporary housing for 88 families (179 adults, 62 children, 82 pets) displaced by hurricanes, and 6 additional families impacted by tornadoes.



Distributed \$120,000 in direct relief to Gulfport residents and hospitality workers through the Hello In There Foundation.



Received \$20,000 in hurricane recovery support from Duke Energy.

Community Partnerships & Targeted Relief

2025 Highlights

- Enhanced 988 coordination with mobile crisis teams, law enforcement, and hospitals to ensure compassionate, least-restrictive responses.
- Delivered suicide prevention trainings to local construction companies and private schools.
- Hosted Peer Support Network luncheons for First Responders and Veterans.
- Distributed **\$498,971** in emergency financial assistance to **239 families**, in partnership with Pinellas County Human Services, United Way Suncoast, and Duke Energy.
- Through the Pinellas Rapid Rehousing Collaborative, helped **516 families secure permanent housing**, distributing **\$1,041,354**.
- Developed a new online disaster preparedness website for older adults and caregivers and distributed the **2025 Senior & Caregiver Resource Directory** to more than **60,000 individuals**.
- Coordinated **7,047 VITA tax appointments** through United Way Suncoast.
- Supported Pinellas Adult & Veteran's Drug Treatment Court participants by enhancing treatment plans through incentives made possible by Friends of the Drug Court and the Pinellas Community Foundation.
- Partnered with Suncoast Center to handle **985 calls supporting sexual assault survivors**.



Building a Stronger Community Navigation System

2025 Highlights

Every person deserves to be heard, helped, and honored.



Earned Accreditation by Inform USA.



Invested in AI-informed tools and advanced data systems to better understand community needs and measure outcomes.



Provided continuous training in ASIST suicide intervention, trauma-informed care, cultural responsiveness, and de-escalation.



Expanded disaster preparedness, response, and long-term recovery capacity.



Total Volunteer Hours: Strengthening our mission through dedicated community members.



Welcomed **Annah-Lauren Valicoff** and **Kamaran Malik** to the First Contact Board of Directors.



Kamaran Malik



Annah-Lauren Valicoff

988: Answering the Call in Moments of Crisis



When someone dials 988, they may be calling during one of the hardest moments of their life.

As a regional 988 contact center, First Contact provides free, confidential support 24/7 for people experiencing:

- Thoughts of suicide or self-harm
- Mental health or substance use crises
- Overwhelming stress, grief, trauma, or emotional pain
- Concerns about a loved one's safety or well-being

Our specialists deliver:

- Immediate emotional support
- De-escalation and safety planning
- Suicide risk assessment
- Referrals to local crisis response services
- Optional follow-up support to ensure ongoing care

We also proudly serve as a national 988 Text & Chat Backup Center and a 988 Florida Call Center for 10 counties.

2025 - 988 Impact Snapshot

Total Visitors:

58,406



98%

Visitors De-escalated Without Higher-Level Intervention



6,141

Follow-Ups Completed

Who We Serve

29%

Thoughts of Suicide in the last 24 hours



3%

Thoughts of Homicide

Age Distribution



Youth (17 and under):
7% Calls
16% Text/Chat Backup



Adults (18-64):
72% Calls
83% Text/Chat Backup



Older Adults (65+):
21% Calls
1% Text/Chat Backup

Top Concerns

Suicidal thoughts
Depression / Anxiety
Substance Use
Relationship Conflict
Financial Stress
Grief
Bullying
Loneliness



211: Guiding People to Resources and Relief



When people don't know where else to turn, they call 211.

Our specialists listen, assess needs, and navigate **1,143** community programs offered by **557** nonprofit, faith-based, and government agencies.

— “ —
 Thank you for helping me tonight and helping me be safe.
 — ” —

2025 - 211 Impact Snapshot

Total Visitors:
62,065



97%

Visitors would recommend 211 to others.



98%

Felt understood and supported.

Who We Serve



10%

Veterans & Active Military



56%

Families with Minor Children

Age Distribution



Youth (17 and under): **1%**

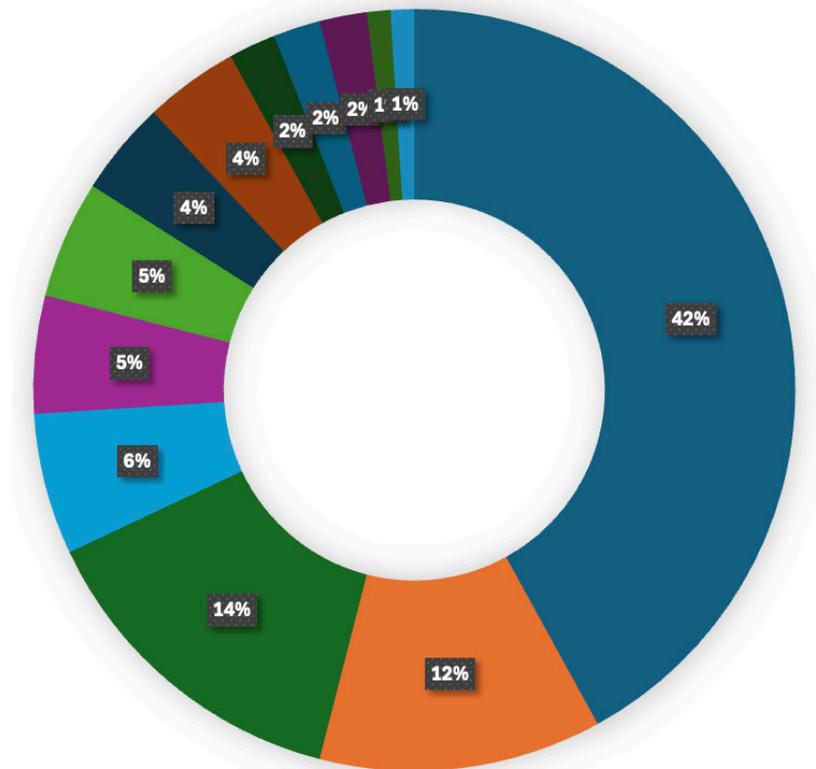


Adults (18-64): **82%**



Older Adults (65+): **17%**

Top Needs Identified



- Housing & Shelter 42%
- Other 12%
- Utility Assistance 14%
- Mental Health & Addictions 6%
- Food 5%
- Employment 5%
- Disaster 4%
- Healthcare 4%
- Clothing/Household 2%
- Legal 2%
- Transportation 2%
- Childcare 1%
- Education 1%



— “ —
211 is more than a number—it is a lifeline to stability.
 — ” —

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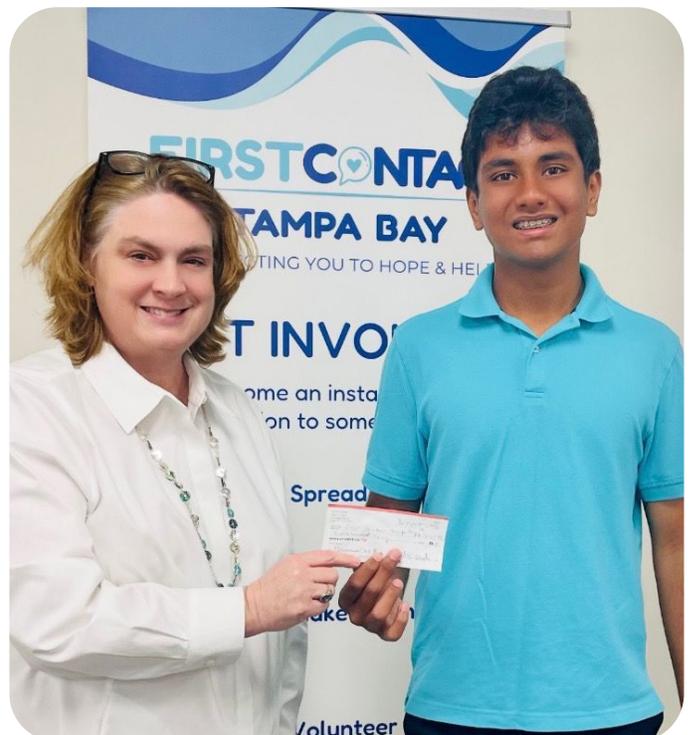
— “ —
Thank you for being so kind and caring... I just needed to talk and you were there.
 — ” —



Looking Ahead to 2026...

In the coming year, First Contact will:

-  Strengthen brand awareness so more people know where to turn for help.
-  Expand public understanding that **988** is for anyone in emotional distress and **211** is for anyone navigating community assistance.
-  Advance data-driven excellence and continuous quality improvement.
-  Explore AI-informed tools to enhance caller experience and staff support—without compromising the human connection.
-  Strengthen Board capacity to support a growing regional and statewide role.
-  Deepen collaborative partnerships that improve community-wide coordination.
-  Expand data and quality systems aligned with Inform USA and ICH standards.



How to Stay Connected



Need Help?



Dial or text **988** for mental health or suicidal crisis support.

Dial **211** for assistance with housing, utilities, food, caregiving, and more.

Support Our Mission:



Make a donation



Invite us to speak to your organization or faith community



Become a corporate or foundation partner



Follow and share our work on social media



Together, we are a shining light to those facing their darkest hours.

Leadership & What's Next

BOARD OF DIRECTORS (FY 2025-2026)

Board Officers:

Gayle Guidash, Chair
Dr. Jacob Diaz, Vice Chair
Eric Johanson, Treasurer
Deanna Carey, Secretary
Jeremy Tinter, Immediate Past Chair

Board Members:

Bari Becker
Sharnette Hollowell
Kamaran Malik
Maria Pepe
Sean Schrader
Annah-Lauren Valicoff

FIRST CONTACT - LEADERSHIP TEAM

Micki Thompson, President/CEO
John Thomas, Vice President, Finance
Mona Allen, Vice President, Human Resources
Kimberly Curnan, 988 Director
Sasha St. Felix, 211 Director

ACCREDITATION



www.firstcontact.org



Our Partners

We are deeply grateful to the individuals, families, foundations, corporations, and public partners who make this work possible.

Because of you, someone is always there to listen—every minute of every day.

