

Make Good Decisions Annual Report - 2018

INSIDE THIS ISSUE:

- Business Support Award 2
- Community Education Awards 2
- Social Media Outreach 3
- Community Involvement 3
- IYSA Information 4
- Brett's Story 4
- MGD Fundraising 4

#48LifeSaved

Dawn Finbloom was visiting her son Brett's gravesite at Hamilton Memorial Park on September 22, 2018. It was a beautiful fall day and for some reason she felt a sense of calm urgency to make the visit that day. While reflecting graveside, a familiar face and a new face approached her. The familiar face was of a young man who was one of Brett's dear friends. The new face was this young man's girlfriend. The couple currently live in California. Dawn was very happy to see him and it meant a lot to her that they were there paying their respects to Brett. He introduced his girlfriend and they all embraced each other. Brett's friend continued to tell her about his family friend who was SAVED the night before. He said, "The family friend was taken to the hospital and was fortunately with people that informed the group about Make Good Decisions and that NONE of them would get into any trouble. The message you guys are spreading has helped save so many lives it's incredible. Her name is Nicole and she was in the hospital for about 24 hours and is now doing just fine."

*Today we know of a total of 50 young lives that have been SAVED as a direct result of our work together.
#50LivesSaved*



Make Good Decisions Scholarship

MGD is rewarding students at Indiana High Schools who are making a difference. Congratulations to the winners of the yearly MGD scholarship. This year, 5 students were selected: Ashley Daulton (Batesville), Natalie Jackson (Carmel), Alec Hobson (Cathedral), Riley Shives (Carmel), and Thomas Abbenhaus (Carmel).

To qualify for the scholarship, students must participate in community service or school activities that relate to spreading the Make Good Decisions message. This message includes spreading awareness about the dangers of underage drinking, Making Good Decisions, and the Lifeline Law. Students must write an essay explaining what they've done to pass on the message. This scholarship is an incentive for students to not only make good decisions and choose not to drink but also to help others make that same great choice.



2018 Business Support Award

The Business of the Year Award is presented to individuals, clubs, or organizations that volunteer their time, energy, and resources to promote Indiana Youth Services Association and to further our mission.

Critter Control of Hamilton County is the 2018 Business of the Year Award Winner! Tracy and Carla Sullivan not only give of their time, talents, and resources, but they also give from their hearts to IYSA and to Make Good Decisions. They are a big part of the success of this program and the lives that have been saved.

A Note from Tracy and Carla: “We are so honored to be the recipient of this award. Our dedication to our clients and their homes is just a part of who we are. Our youth and community is where our hearts are. The hard work done by IYSA and Make Good Decisions, specifically, is something that we whole heartedly support and take very seriously. Each single young life that is saved by raising awareness about the dangers of over consumption, sex trafficking, Safe Place Programs, and so much more is worth every minute and every dollar to all of us. Thank you to IYSA for allowing us to be a small part of the amazing efforts you put forth every day.”



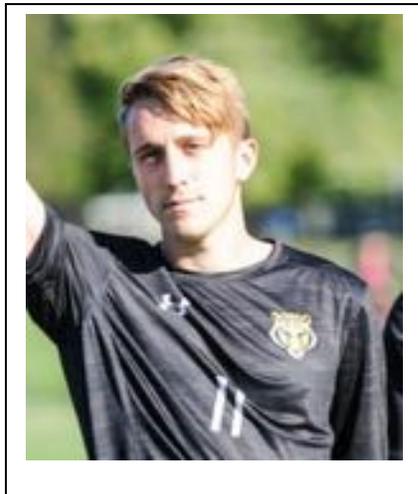
2018 Community Education Award

The Community Education Award is presented to the agency or person making the most significant impact on their community through educating young people about the Make Good Decisions program and the Indiana Lifeline Law.

Sam Kramer, student at DePauw University had the idea that he wanted to make a difference and save lives wherever he goes. In the past he organized a Make Good Decisions soccer game at his high school. There he educated his peers and others about the dangers of alcohol poisoning, the Indiana Lifeline Law, and Make Good Decisions. Sam took this idea again to the DePauw Men’s Soccer Team. Because of Sam there have been awareness games, posters, t-shirts, and ongoing education of alcohol poisoning signs and simply texting or calling 911 in an emergency. Thank you Sam for your heart, leadership, and vision.

Stevie Baker-Watson, Associate Vice President for Campus Wellness is also committed to the safety of the students at DePauw University. Stevie believed and listened to a student’s idea, supported it, and ran with it. Stevie believed in Sam and his idea to save lives. She was willing and determined to help the Make Good Decisions awareness campaign become a success on the DePauw campus. Along with the above and her work alongside Wabash College to also have a Make Good Decisions awareness soccer game this fall is the reason that Stevie is the recipient of the 2018 Community Education Award.

Thank you Stevie for your continued leadership and efforts!



Through your help, we have reached 94 different colleges and high schools to spread awareness about the Indiana lifeline law and explain the dangers of alcohol poisoning. 50 incidents have been reported and in turn over 50 lives have been saved!

Social Media Outreach

TXT911Lifeline.com partnership includes the author of the Indiana Lifeline Law, Senator Jim Merritt, and Indiana's Treasurer of State and Chair of the Indiana 911 Statewide Board, Kelly Mitchell. The multi-media campaign targets ALL Indiana high schools and ALL college campuses. We believe that reaching kids through the social media platform helps them to better understand our message through a means that is more familiar to them.

In 2018 there were more than 14.5 million impressions, with over 450,000 combined clicks/engagements/views, 47,435 Snapchat swipes, 8,000 ad clicks, and 617,000 video views. In addition, 150,000 people saw the Snapchat High School filter where over 5,000 of them shared it, and those shares resulted in over 415,000 seeing the filter.

RA boxes were delivered to 5 colleges, with the life-saving message on magnets. These are hung and viewed by everyone in the dorms.

There have been a total of 34.5 million total impressions since the creation of this campaign in 2014. According to the Statewide 911 Board, there has also been an increase in texting 911 among college-age students.



Community Involvement

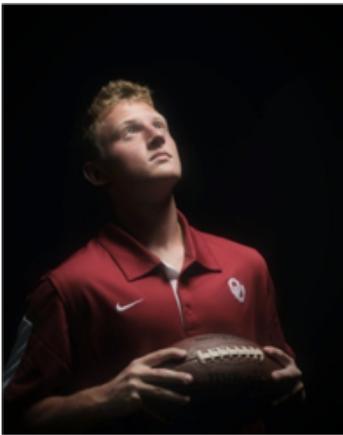
Since our last annual report we have been very busy spreading our message! Heart filled presentations, guest speakers including Senator Jim Merritt and Dr. Gavin Inglis from the St. Vincent Hospital ER, the Water Bottle Challenge and the Wrist Band Stand Up have been just a few of the year's highlights. We visited Carroll High School, Jac-Cen-Del Jr./Sr High School in Osgood, Indiana, Carmel High School, Horizon Christian School in Indianapolis, and Butler University. All locations were packed with students and adults eager to learn about and spread the dangers of alcohol and drugs as well as the awareness of Make Good Decisions, the Indiana Lifeline Law, and Call/Text 911.

A special thank you to all who were involved with setting up our speaking engagements and presentations allowing us to spread our great message!



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Indiana Youth Services Association is a non-profit 501(c)3 that advocates for children and families of Indiana by enhancing the abilities of its local chapters to implement the association’s four core roles: youth advocacy, delinquency prevention, information and referral, and community education. Through the generous contributions of all our partners, sponsors and supporters, we are able to reach more youth and families with our Make Good Decisions Initiative, educating teenagers and young adults about the dangers of underage drinking, drugs, and other destructive behaviors.

Make Good Decisions is a program of Indiana Youth Services Association. We are fiscally prudent and work hard to increase community education and public awareness so our youth can identify dangerous situations and know how to make good decisions and call 911 when someone is in need of emergency help.

Brett’s Story

Norm and Dawn Finbloom, Brett Finbloom’s parents, continue to work tirelessly on saving teens and young adults! Their dedication to the Make Good Decisions initiative has inspired so many to join the fight against death from alcohol poisoning. They are out there making sure everyone, including parents know about the Indiana Lifeline Law. When it comes to teaching and awareness of alcohol poisoning & the IN Lifeline Law they are the guarding angels of this state and beyond. #50livessaved

Make Good Decisions Fundraising

Many thanks to everyone who was able to make it to this year’s MGD Golf Outing. Special thanks to our friends from Simon Property Group who were this year’s title sponsors. Approximately 170 people were able to join this day of giving and all helped raise more than \$44,000!

In addition, the Blind Pig Shindig was also very successful. The Blind Pig was held at the historic Columbia Club and had about 300 people in attendance. Furthermore, with the help of our patrons’ generous contributions we were able to raise over \$125,000!

We are looking forward to another successful year and seeing all of our delightful friends and patrons. Our Make Good Decisions fundraisers would not be a success without the generosity and commitment of our supporters from which we benefit on a daily basis.



We’re on the Web!

www.MakeGoodDecisions.info

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