



.....10 YEARS.....

650

lives transformed

IMPACT REPORT

2020



CONTENTS

President's Message	4
Co-Founders' Message	5
About Sky's the Limit Fund	6
Lives Impacted and Transformed	8
Fundraising and Community Outreach	10
Response to COVID-19	12
Gratitude and Our Wilderness Therapy Partners	14
Financial Summary July 1, 2019 through June 30, 2020	16
Leadership Our directors, advisory board, family coaches, officers and staff	17

**“From what we get, we can make a living;
what we give, however, makes a life.”**

– Arthur Ashe

PRESIDENT'S MESSAGE

Dear Friends of Sky's the Limit Fund (STLF),

Wow! What a 10th anniversary year we have experienced. No one could have ever predicted that instead of celebrating with a 10-year gala, we would be in the middle of a pandemic and moving to virtual meetings and fundraisers. But you, our amazing supporters, partner programs, board and staff, have done a fantastic job of pivoting and supporting families who so desperately need life-saving wilderness therapy treatment for their youth in crisis.

As we enter our 11th year, we welcome our new executive director, Mike Ferguson, who brings fresh and creative ideas, as well as years of experience and many established relationships in the wilderness therapy field. We continue to expand our Partner Programs to support the growing number of teens in crisis. We are also in partnership with the Outdoor Behavioral Healthcare (OBH) Center and support its research study comparing wilderness therapy treatment to cognitive behavioral therapy. I believe the study will confirm what we already know: that, for many teens, wilderness therapy treatment is more effective than other forms of therapy.

I am beyond grateful to be the Board President and to have the opportunity to work with so many wonderful people. As we begin our 11th year, I reflect on how many of you have supported Sky's the Limit Fund since inception, and I am enthusiastic about what lies ahead. In the past 10 years we have served over 650 families and provided over \$3.3M in support. Our Family Coaching Service is growing in leaps and bounds, supporting our families once their youth come home and the family work begins. Please reach out if you have any questions and follow us on Instagram and Facebook.

In gratitude,



Lisa O'Hearn-Keck
FY2021 Board President

From left to right: Lisa O'Hearn-Keck, Lani Dorff, Rochelle Bochner



CO-FOUNDERS' MESSAGE

What a very interesting year this has been for STLF, and, most certainly, the world. Our biggest hope is that all who are related to our organization are well: our staff, Board of Directors, volunteers, supporters like you, partner program staff, and the families we serve, especially the brave students who are in the field working on transforming their lives.

You will see that despite the challenges of the pandemic, we remain strong financially, and even more committed to serving families in crisis. We reacted quickly by establishing crisis relief funds for our students in the field, and broadened our outreach to programs outside our current partnerships so they could keep their kids in the field as well. As you can imagine, the need for wilderness therapy has increased, as many family situations have worsened.

We wish to acknowledge your generous support. And while we would have enjoyed celebrating our 10-year anniversary with you in person, please know that we hold you close to our hearts, and are grateful for your kind support of Sky's the Limit Fund.

Sincerely,

Rochelle Bochner
Lani Dorff

Rochelle Bochner and Lani Dorff
Co-Founders, Sky's the Limit Fund



Thanks to you, **141**
youths
participated in wilderness therapy programs in 2020.



Our Mission

Sky's the Limit Fund transforms the lives of youth in crisis and their families by providing access to wilderness therapy programs, coaching services to guide families during the transition home, and outreach programs to educate the community on the benefits of wilderness therapy.

About Us

Sky's the Limit Fund (STLF) was co-founded by Rochelle Bochner and Lani Dorff. After experiencing the life-saving impact that wilderness therapy had on their son, Rochelle and her husband determined that wilderness therapy should be available to ANY youth in crisis. Joining their endeavor, Lani worked with Rochelle to form STLF to raise funds to support youth in crisis and their families. Unfortunately, wilderness therapy is very expensive and rarely covered by health insurance companies. STLF makes wilderness therapy accessible to qualifying youth in crisis and their families who could not otherwise afford this expensive but effective treatment. Importantly, STLF also provides critical transitional support to the family when the youth returns home from wilderness therapy or aftercare. As wilderness therapy becomes more widely accepted and recognized as an effective form of therapy, STLF's support is more necessary every year.

STLF does not charge fees for its services and 100 percent of the agency's revenue is generated through donations. STLF's model is unique as no other nonprofit organization in the United States provides access to wilderness therapy as well as a transitional support service. In addition, our business model requires our Wilderness Therapy Partner Programs to match our funding, effectively doubling your donation.

Today

The COVID-19 pandemic has affected everyone. This is uncharted territory and the impact on mental health is significant. The FY2021 goal for STLF is to pivot and adapt rather than cut budgets, furlough employees, and reduce service levels. We will continue to help as many youth and their families as possible by providing the same level of support. Since March 2020, we have seen an increase in applications for support as all STLF families have been impacted financially, mentally, emotionally, and/or physically by the pandemic. We thank you for your continued support of youth in crisis.

Our Services



SUPPORT **Parent/Guardian/ Young Adult Support**

Sky's the Limit Fund provides families with guidance, mentors, and resources to give them the emotional and practical support and strength to successfully navigate the treatment process. The Young Adult program specifically supports young adults during their transition from wilderness therapy back home or to an independent living environment. We also host events and outreach activities to educate and bring awareness to the community on the efficacy and benefits of wilderness therapy and transitional support.



TRANSFORM **Access to Wilderness Therapy**

Wilderness therapy is very expensive and cost-prohibitive to low- and moderate-income families. Believing that cost should not be a barrier to anyone seeking wilderness therapy treatment for their youth, Sky's the Limit Fund provides financial assistance to offset the high cost and enable youth in crisis to attend one of our Wilderness Therapy Partner Programs. Our funding is matched dollar for dollar by partner programs, further reducing the financial burden for each family.



REUNITE **Family Coaching**

We offer this comprehensive coaching service to clinically approved families to help the youth and family with the transition from wilderness therapy back into the home. Our service is led by two trained STLF family coaches. Our hands-on approach helps guide the family toward a healthier, functioning family system by supporting and expanding on the new skills they acquired during wilderness therapy. This 12-15-week service is offered free of charge to all STLF families. We also offer this service to non-STLF families for a nominal fee.

51

**families participated in our
Family Coaching Service
which provides transitional
support for the entire family.**



"The Family Coaching Service was actually a wonderful service that I hadn't expected. When I initially sent my son off to wilderness therapy, I was anxious, wondering if I'd done the right thing. Then, when he was set to return home, a whole different set of uncertainties set in. But right away, my family coach called and gave me the support and validation I needed as well as parenting strategies to help with the transition home, mindfulness techniques to help my son's anxiety, perspective on sibling squabbles, and answered loads of questions. The weekly calls were helpful and reassuring. My son is thriving now, and I am a better parent because of the support I received. I am so grateful for this service."

~ Parent of 12-year-old male 7

LIVES IMPACTED

Through the generosity of our donors, the impact on youth in crisis continues to grow.

FY2020

1
Year
30
States
141
Youths/Young adults
and their families
807
Donors
\$738,156
Support provided to
youth in crisis

AGES

11-13 years 11%
14-17 years 77%
18-25 years 12%

GENDER

36% Female
61% Male
3% Gender
non-conforming

ETHNICITY

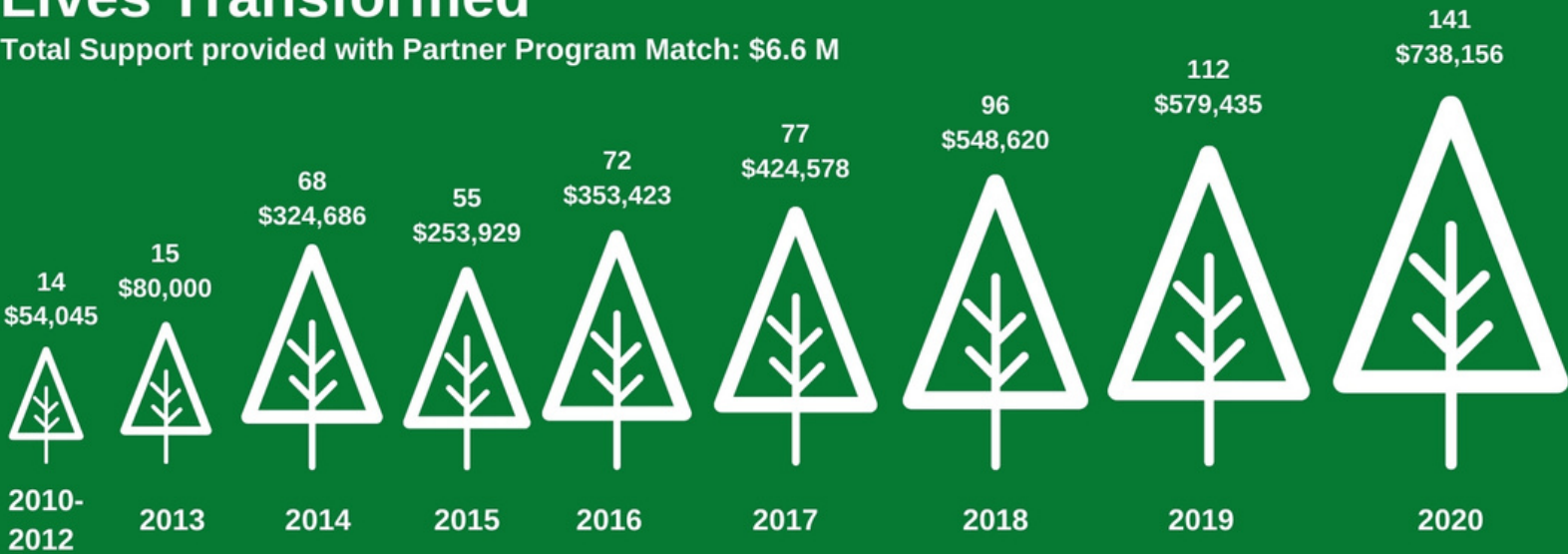
The youth we serve
are diverse and
include, but are not
limited to, Asian,
Black/African
American,
Hispanic/Latino,
American
Indian/Alaskan Native,
and White.

First Decade

10
Years
45
States
650
Youths/Young adults
and their families
3,500
Donors
\$3,358,459
Support provided to
youth in crisis

Lives Transformed

Total Support provided with Partner Program Match: \$6.6 M



LIVES TRANSFORMED



"I walked the trail at the wilderness therapy program in 2016. I was 22 at the time and in desperate need of help. There were multiple suicide attempts. I was not coping aside from heavily drinking. I learned incredible things. I survived a week-long winter storm...My experience has impacted my life in ways I still feel today.

I don't know where I would be right now, or even if I would be alive, without the experiences I've had. And it would not have been possible without the help I received from the wilderness therapy program and Sky's the Limit Fund. I can tell you I know that no matter what problems face me there is always a solution that does not involve killing myself. I know how to survive. I am eternally grateful for Sky's the Limit Fund.

The medicine of the wilderness is overlooked if not forgotten in our day. I believe this so much that I returned to the wilderness therapy program and have spent over a year working there."

~ STLF grant recipient

"Had it not been for the support offered through STLF - and while being completely honest - I'm not sure my son would be alive today had it not been for them. Now, he is an active member of our family offering support at every turn. We still have our struggles however, it is in those beautiful struggles that I have learned who my son really is. Sometimes I believe I am luckier than I should be. People have asked me multiple times, 'If you had to do it all over again would you?' The answer is yes, absolutely, without a doubt."

~ Parent of 17-year-old male



FUNDRAISING AND COMMUNITY OUTREACH

FY2011 - one of our first youths (center) and his mother



FY2012 - Co-founder of STLF Rochelle Bochner and her son.

Reaching for the Stars...First events hosted by STLF



Reaching for the Stars Breakfast FY 2017 Event MC Raj Mathai, NBC Bay Area News Anchor, spends some time with other attendees.



FY2020 - Josh Shipp with speakers and STLF Executive Director



NIGHTLIGHTS! Annual Fundraising Events beginning in FY2015



FY2017 - NIGHTLIGHTS!
STLF Staff with Entertainment

Country Fest... a collaboration with Nate Deaton and KRTY country music radio station

Filmore (rt) and Walker Hayes (below) helped make our April 2019 Country Fest at Testarossa Winery a success.



Wendell Mobley & Lee Thomas Miller entertained everyone during the February 2020 Country Fest at Forager.

FY2016 - Book signing with Taye Diggs



Community Outreach

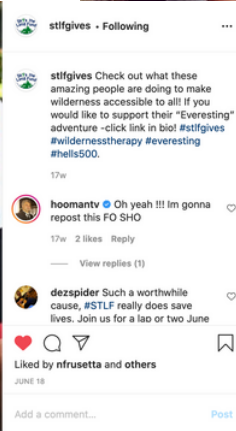


FY2017 - Movie screening of *Girl on the Edge* with Facebook



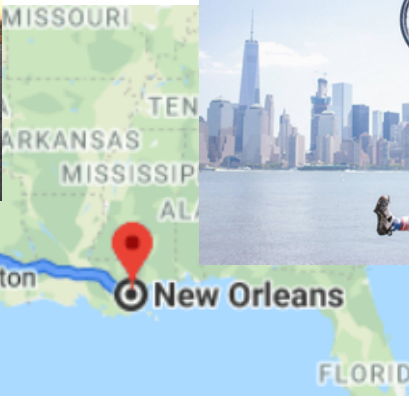
MAKING A DIFFERENCE

Paul Webb and Yann Bertaud are part of a team of four ultra cyclists committed to raising awareness of the mental health challenges facing our youth and resources to help them. In June 2020 they successfully "Everested" and raised over \$18,500 for STLF.



Local San Francisco radio personality Hooman Khalili and Olympic gold medalist Jonny Moseley helped raise awareness for STLF leading up to the "Everesting" cycling event.

Pay-it-Forward



Sophia Buie supported STLF in February 2020 by riding her bike 100 miles a day through five different states, a total of about 2,000 miles, raising over \$13,800 for STLF in honor of her brother Stu.

Art 4 Mental Health



WILDERNESS ART



During May 2020, our Art 4 Mental Health community awareness campaign displayed original work from the STLF community helping to increase an understanding of and demonstrate how art helps improve well-being and cope with the stress of shelter-in-place.

RESPONSE TO COVID-19

The COVID-19 pandemic has changed the lives of everyone. The enormity of its impact on daily life demonstrates an even greater need for mental health services for our youth and young adults in crisis as they face challenges like never before.

- A May 2020 study, published by the *Journal of the American Academy of Child and Adolescent Psychiatry*, found social isolation and loneliness increases the risk of depression in children and adolescents, as well as the possibility of anxiety. The study found young people were as much as three times more likely to develop depression in the future due to social isolation.
- According to the CDC, one quarter of young adults have contemplated suicide during the pandemic.

Supporting Those in Need

Applications for support skyrocketed this fiscal year. Together with our Partner Programs, STLF responded to the increased need by creating a COVID-19 Response Fund and extending our Family Coaching Service.

STLF's **COVID-19 Response Fund** supported families that were financially impacted by COVID-19 and, as a result, were unable to pay for their youth to complete their wilderness therapy treatment. Support was provided to families with youth enrolled in STLF Partner Programs as well as wilderness therapy programs accredited by Outdoor Behavioral Healthcare (OBH) and the Association of Experiential Education (AEE).

Furthermore, our **Extended Family Coaching Service** allows families who did not originally use our Family Coaching Service following wilderness therapy treatment to use it now. And for those who have used our service and feel they need additional support, our family coaches will work with the youth and family for an additional six weeks, free of charge.

Throughout this crisis, STLF continues to provide youth access to wilderness therapy treatment and offer family coaching services. Our Wilderness Therapy Partner Programs continue to accept new students while implementing procedures in accordance with CDC guidelines to ensure the health and safety of their students, families, and staff.

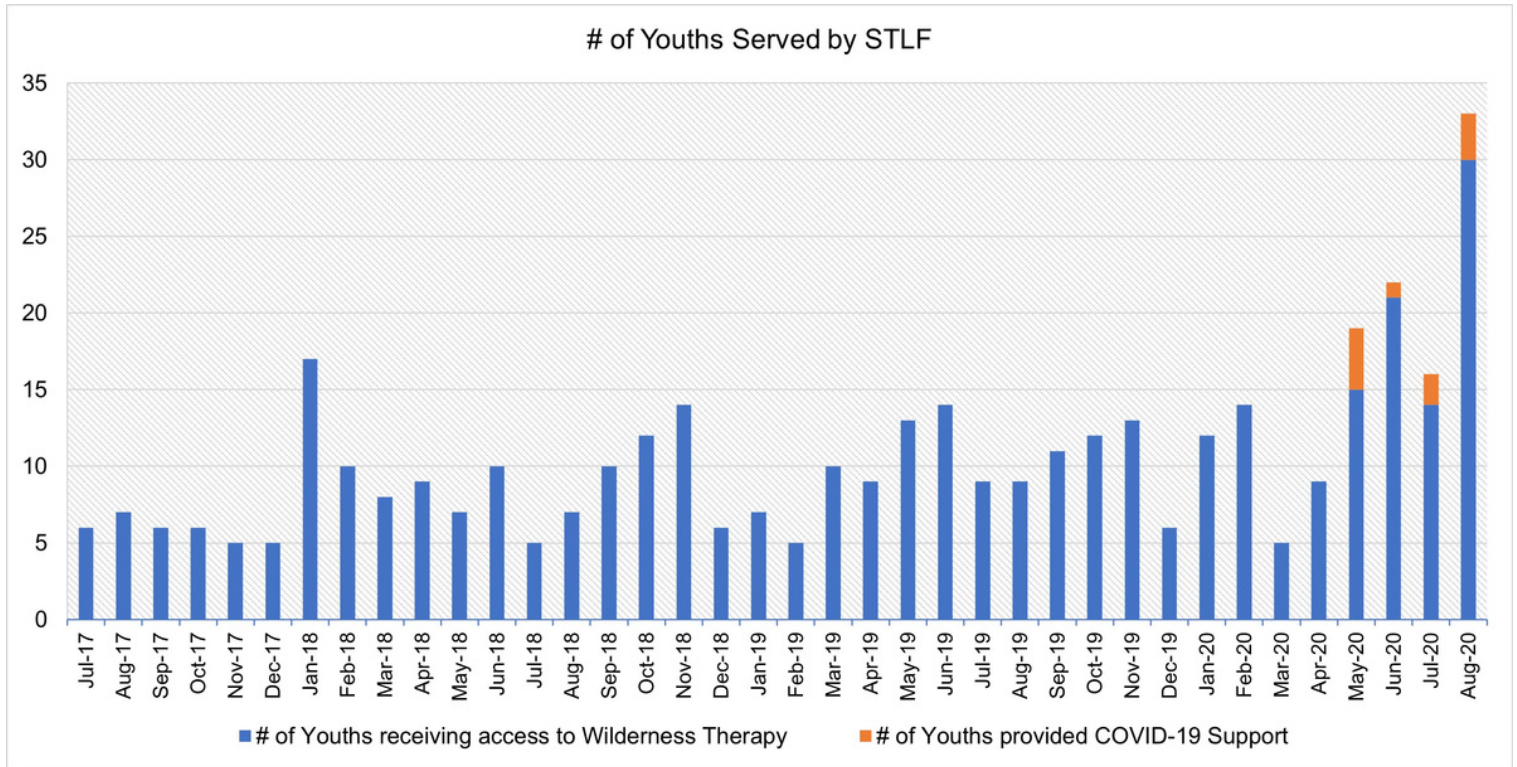
Families Express Their Need and Appreciation

"Dad works at a Christian academy as director and mom as a teacher. They were counting on summer work to help finance wilderness therapy, but that was cancelled."

"I missed a full two weeks without pay and then went to 50% of my normal income levels and have stayed there. My husband lost his job at Boeing with no chance of being rehired. He has been on unemployment since May."

"After COVID hit, my son began a rapid downhill spiral. Following a severe incident in May 2020, we sent him to wilderness therapy. Our insurance didn't cover treatment and with limited funds we were left with a hard choice to pull him out after six weeks. Thankfully, STLF granted funds for an additional two weeks of therapy so that he could finish treatment. Today my son is home, back to work, and is doing very well. His growth is remarkable. He is demonstrating emotional strength, independence, emotional intelligence, and most importantly emotional resilience. My son would, without a doubt, not be where he is today if not for the intervention, tools learned, and self-work done through wilderness therapy."

MAKING AN IMPACT



Relieving the Financial Burden for Families

During shelter-in-place and ongoing COVID-19 restrictions, STLF experienced an 80% increase in the number of youths served during April 1 - August 31, 2020 compared to the same time the previous year. In addition to the \$334,406 of support provided to 85 youths and their families, through our COVID-19 Response Fund STLF was able to provide:

- \$24,000 of COVID-19 support to 10 youths at affiliate programs.
- \$12,250 of COVID-19 support to 4 youths at STLF Partner Programs.

All STLF families have been impacted financially, mentally, emotionally, and/or physically by COVID-19.

"Coming together is a beginning, keeping together is progress, working together is success."

— Henry Ford

GRATITUDE

"Dear Sky's the Limit Fund,
I want to thank you so much for the support you offered my son to help make it possible for him to get treatment through a therapeutic wilderness program. My 15-year-old son is struggling with mental health issues and substance abuse, which has almost taken his life on two separate occasions. We have tried many recommendations of treatment for him, none of which have really helped him. My insurance does not cover any part of treatment at a wilderness therapy program, and this is 100% out of pocket. Financially, this is extremely difficult. I am currently furloughed due to COVID-19 and receiving unemployment. The financial strain has been extremely stressful and unmanageable, along with the stress of trying to find the right resources to help my son. I am confident, that if he didn't get into this program, he could have ended up with another overdose, or worse. I am overflowing with gratitude for Sky's the Limit Fund! This support has taken the financial burden down and made it possible for him to continue in the program. Thank you, Sky's the Limit for your generosity, especially during COVID-19!! I am forever grateful for your help!"

~ Parent of 15-year-old male



"My sweet daughter became angry, filled with hate, and lost joy and hope. She was selfish, rude, mean, disrespectful to parents and to herself. She was always unhappy. She lost her faith in God and turned against her standards and belief system. Through the help of STLTF and wilderness therapy, our girl realized what she had done. She changed her outlook on life. She was no longer 'peer oriented' and family became an important part of her life once again. Her heart is now filled with peace, joy, hope, and love. Her anger is gone, we can trust her, her face lights up, and she is happy again. My heart is filled with gratitude far more than I could ever express in words for what STLTF and the wilderness therapy program have done for our daughter and our family. I highly recommend these programs!"

~ Parent of 18-year-old female



WILDERNESS THERAPY PARTNERS

Sky's the Limit Fund partners with 10 wilderness therapy programs across the United States from Hawaii to Maine. In fiscal year 2021, we will be adding three wilderness therapy programs to our Partner Program: Northwoods - New Vision Wilderness, Evoke Cascades, and Evoke Entrada.

STLF's goal is to continue to expand in states where we do not have a partner, with programs that are AEE-OBH accredited and that offer unique treatment options and/or focus on a specific mental health issue. We have a very thorough and extensive vetting and interview process to ensure the programs meet our standards. These standards include: maintaining a high level of accountability, transparency and safety, having a family component, and measuring outcomes.

Through our partnerships and funding, these wilderness therapy programs expand their reach to a culturally and economically diverse population of youth. We are inspired by the important work our partners do with the youth and families. We are grateful for their matching funds that further reduce the financial burden on the families.

\$550

Average daily cost to attend a wilderness therapy program.

2-3 months

Average length of stay in a wilderness therapy program.

\$43,000

Average total cost of a wilderness therapy program.

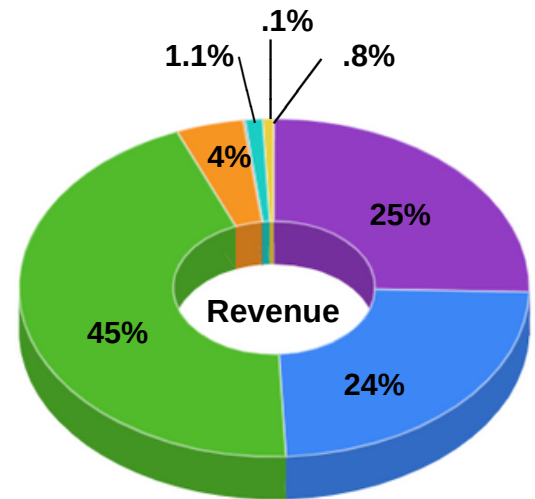


FISCAL YEAR 2020 FINANCIAL SUMMARY

In FY2020 STLF provided \$738,156 of support to 141 youth in crisis and their families. With STLF's Wilderness Therapy Partner match program these families received over \$1.4 million in support, allowing these youths to attend a wilderness therapy program. As well, 51 of these families participated in our Family Coaching Service which provides transitional support for the entire family.

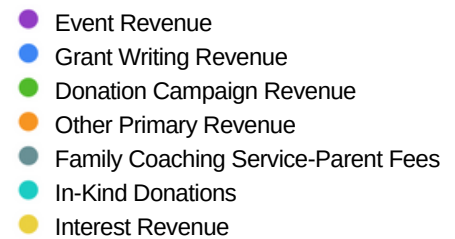
Revenue

Event Revenue	\$325,989
Grant Writing Revenue	\$305,800
Donation Campaign Revenue	\$570,758
Other Primary Revenue	\$55,010
Family Coaching Service-Parent Fees	\$1,500
In-Kind Donations	\$14,182
Interest Revenue	\$9,309
Total Revenue	\$1,282,548



Expenses

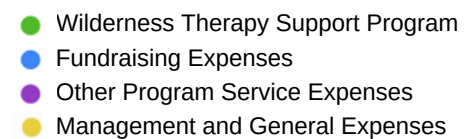
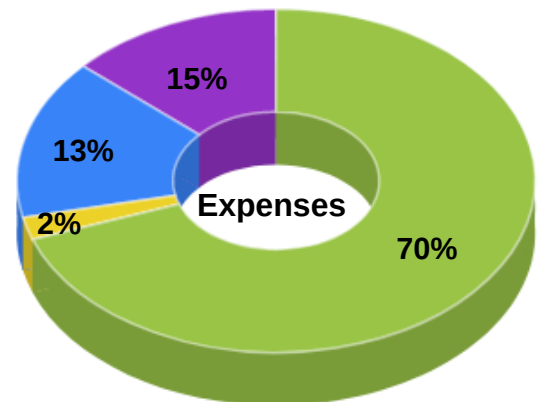
Wilderness Therapy Support Program	\$738,156
Other Program Service Expenses	\$160,223
Management and General Expenses	\$22,380
Fundraising Expenses	\$142,282
Total Expenses	\$1,063,041



Net Income **\$219,507**

Assets

Cash: Non-Interest Bearing	\$3,917
Savings and Temporary Investments	\$230,843
Prepaid Expenses	\$7,000
Investments - Other Securities	\$734,999
Other Assets	\$778
Total Assets	\$977,537



Liabilities

Total Liabilities	\$7,000
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Fund Balance **\$970,537**

FY2020 LEADERSHIP

Board of Directors

Lani Dorff, President, Co-Founder
Lisa O'Hearn-Keck, Vice-President
Jeff Deaton, Treasurer
Sid Kapur, Secretary
Rochelle Bochner, Co-Founder
Naomi Chavez Peters
Cathy Cioth
Chris Keck
Megan Keller
Alexis King
Barbara Krancer
Tara Saul
Dave Segre
Amanda Urquiza
Shirley Wantland

Advisory Board

Kathy Bridgman
Jonathan Burton
Lynn Carteris
Deborah Eastburn
Mike Gass
Vania Matheus, MA, MS
Jay Silverman
Elizabeth Vereas-Semion

Staff (part-time)

Nancy Moore, Executive Director
Jill Lerner, Donor Relations
Nina Chan, Program & Community Outreach
Debbie Roelands, Finance Manager & Grant Writer
Andrea Hineman, Program Coordinator
Judy Leach, Program Coordinator
Lisa Cendejas, Program Coordinator
Jody Maruyama, Administrative Assistant

Family Coaches

Lauren Lollini, MA, LCPC
Heather Menzie May, LPC



"When we were at our lowest and thought there was no help, we heard about the wilderness program. We saw there was hope and they were successful in providing change in the lives of so many troubled families. Once we found out the cost, we lost hope again. I was a student nurse with no income and my wife was working to support our family of four. We found out about STLF. They were a lifesaver. The staff at STLF was so helpful and understanding about our situation. They offered more than the much needed financial help; they offered support and therapy. I fear that without the help from STLF, our son might not be alive right now. We are forever grateful!"

~ Parent of 17-year-old male



Denzel Washington