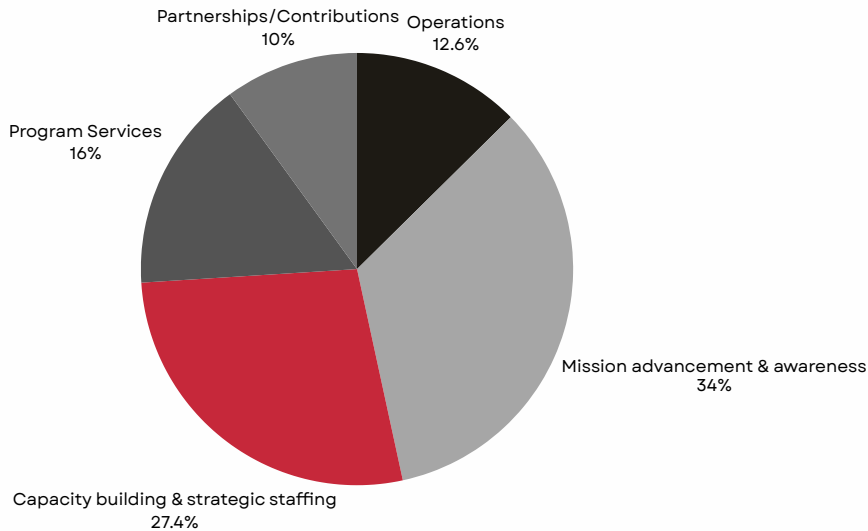




# FUNDS AT WORK

## FISCAL YEAR 2025



## TANGIBLE EXPENSES



### TABLING EVENTS\*



### COLLEGE & CITY CHAPTER EXPENSES (16 CHAPTERS & GROWING)



### SUICIDE PREVENTION TRAINING



### SPEAKERS/EXPERTS



### RESEARCH & PROGRAMMING

\*a socially engaging way to raise awareness and increase support at college and city chapters or other locations.

## ABOUT US

## GROWTH

Since its inception in 2019, Mission 34 has reached over 17,000 people, marking a 30% increase in the last year.

Mission 34's 2025 financials reflect a pivotal year of transformation. Revenue has grown more than **1,135% since 2020-2021**, rising from \$59,239 to \$731,151 in 2024-2025. To sustain this momentum, we strategically invested in the people, systems, and events that will carry our mission forward.

- **Mission Advancement & Awareness (34%)**

Events like Rock the Cause raised critical funds while expanding visibility and community engagement.

- **Capacity Building & Staffing (27%)**

Key roles and partnerships built the infrastructure for chapter growth, fundraising, and communications.

- **Program Services (16%)**

Direct trainings, resources, and support for young people across campuses.

- **Operations & Sustainability (13%)**

Essential systems ensuring compliance, accountability, and efficiency.

Rather than overhead, these expenses represent **strategic investments in scale**—turning record-breaking growth into a sustainable platform to reach more campuses, save more lives, and end the stigma around mental health.