

# Make Good Decisions Annual Report - 2017

## INSIDE THIS ISSUE:

Pat McAfee joins the fight	2
Social Media Outreach	2
Community Involvement	3
MDG Fundraising	3
MGD Scholarship	3
IYSA Information & Budget	4

## #YouCalledTheyLived

An Indiana mother reported to us about her daughter's decisive actions that resulted in the life of an Oklahoma Christian University student being saved. Mom reports "My daughter called me afraid a junior boy was too drunk and believed he was exhibiting signs of alcohol poisoning. A sober driver was able to take the intoxicated junior to a hospital where he was treated for alcohol poisoning." They were afraid that the person having the party would get in trouble but because of Make Good Decisions she knew what to do and helped

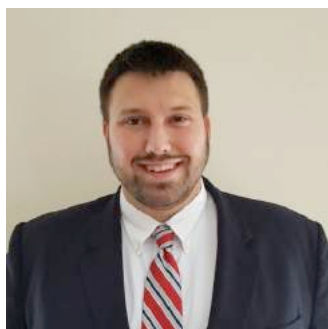
convince others to do the right thing!

During the Carmel High School Make Good Decisions Men's Soccer Game, a student's mom told us that her son used The Lifeline Law because of our program. She said that her son had attended last year's MGD game where he learned about alcohol poisoning and The Lifeline Law, then several months later, on July 4th of this year, he was faced with the decision to call 911 for his friend. He made the call in time. Emergency responders arrived taking the friend in



need of help to the hospital where he was treated and released. Nobody got in legal trouble pursuant to their using the lifeline law. #43livesaved

## Finding meaning in tragedy



Stevan Stankovich was a pledge at Delta Tau Delta Fraternity at Wabash College in 2008 when he was asked to watch over his fellow fraternity brother Johnny Smith who had been binge drinking that evening. Stevan helped Johnny get to bed and decided to stay with him to make sure he was alright. Stevan had not been educated on the signs of alcohol poisoning and just wanted to make sure Johnny did not throw up and choke on his own vomit. Unfortunately, Johnny passed away

from acute alcohol poisoning that evening. Stevan's mission now is to educate teens about the warning signs of deadly alcohol poisoning, the dangers of binge drinking, Indiana's Lifeline Law, and to basically Make Good Decisions. Although this is a very tragic story, Stevan knows that there is a lot to learn from situations like these. We would like to thank Stevan for sharing his story with us and hundreds of students across Indiana.

## Pat McAfee joins the fight!

In August of this year former Colts player, Pat McAfee, joined the effort to support and expand our 911 lifeline law campaign. This law helps underage youth report cases of alcohol poisoning to the authorities without fear of legal repercussion.

or chaos, that you can call or text 911 and receive amnesty and save a life”

- Pat McAfee

“The reason I am on it [911 lifeline campaign] is because this is a true testament to the government, Senator Jim Merritt, IYSA coming together and saving lives and letting people know in a moment of panic



*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. Over 40 incidents have been reported and in turn over 40 lives have been saved!*

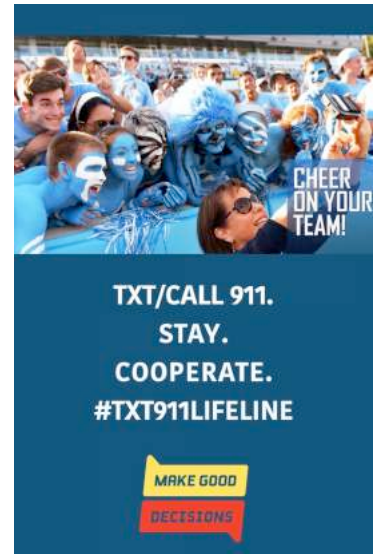
## Social Media Outreach

**TXT911Lifeline.com** is a strategic partnership that is more than doubling the MGD annual College Campus ‘Digital Dome’ Campaign, putting domes over ALL 94 Indiana College Campuses and several high schools as well!

911 Statewide Board Kelly Mitchell. The multi-media campaign targets Indiana high schools and ALL college campuses. We believe that reaching kids through social media platforms helps them better understand our message through a means that is more familiar to them.

The partnership includes author of Indiana Lifeline Law Senator Jim Merritt and Indiana's Treasurer of State and Chair of Indiana

IYSA has also been a part of many press conferences held at universities and high schools that aim to bring



*Pictured on the right is IYSA staff and guest speakers at Indiana State University.*



information and resources specific to the area. In addition to our press conferences, MGD soccer games are a valuable resource to reach students. DePauw University is the first college to host a MGD soccer game which had a lasting impact on students understanding of the lifeline law.

The partnership more than doubled the campaign’s annual budget, more than 2.1 million messages have been delivered in November, more than **6,000,000 impressions** have been made, and video messages are achieving **3x the average national success rate!**

## Community Involvement

In 2017, an estimated 12,000 school students have listened to the MGD presentations in grades sixth through 12. More than 1,500 students, parents, teachers and community members have attended presentations at colleges, fraternities, sororities, civic organizations, churches and even more have been

reached through our social media outreach campaign. To date, Make Good Decisions estimates (conservatively) that we have spoken to more than 72,000 students since 2012.

Special thanks to all of our guest speakers and hosts that help us spread the message about Making Good Decisions.

## 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 helped raise more than \$25,000!

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 \$100,000!

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.



*Above is a picture of some of the attendees of the Blind Pig Shindig.*

*Pictured below are two of the winners of the MGD scholarship, Connor Inglis and Ethan Abbott.*

## Make Good Decisions Scholarship

MGD is rewarding students at Indiana High Schools who are making a difference. Every year since 2013, a scholarship has been awarded at Carmel High School (Brett Finbloom's alma mater). Last year, the number of scholarships awarded increased to include 2 at Carmel High School, 1 at Batesville, and 1 at Westfield High School.

MGD is delighted to announce that we are again planning to award multiple scholarships at the following schools that are selected because of their commitment to The Make Good Decisions program: Batesville High School, Carmel High School, and Cathedral High School. If your high school student is interested in earning the scholarship please contact your school's guidance

office. Last year's 4 winners are: Mary Schweltman (Batesville), Connor Inglis (Carmel), Ethan Abbott (Carmel), and Kristina Wells. We thank each school's guidance & counseling office for their efforts and Linda Abbenhaus, Dawn Finbloom, and Margot Gibson who volunteer their time to serve on The Make Good Decisions Scholarship Committee.



**Indiana Youth Services Association**

445 N Pennsylvania St.  
Suite 945  
Indianapolis, IN 46204  
**Phone** (317) 238-6955



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 of: 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 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. 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. #43livesaved

**Budget and Funding**

**Social Media Digital Campaign for Indiana College Campuses:** In order to reach today’s youth effectively, we have invested significantly into our social media outreach utilizing all tools available to us. This past year we have implemented several new ways to reach younger people via different social media apps such as Instagram, Snapchat, Facebook, and Twitter. This wouldn’t be possible without the donations we have received which have allowed us to increase our social media outreach. This increase allows us to offer matching funds to IN-911 to double its funding. In addition, the media we get is a great opportunity to get the word out and advertise ourselves for free! Through our press releases that are held at college campuses and high schools we have gained more media coverage.

**Expenses**

**Speaking Engagements**

- \$15,000 at \$215 each 70 per year

**Make Good Decisions Wrist Bands**

- \$28,750 for 100k wristbands

**Make Good Decisions Phone Cases**

- \$10,000

**Brochures, Posters and Printing** (colleges have called to ask for posters to hang in commons areas and dorm entries)

- \$15,000

**Social Media Campaign Expenses**

- \$95,000

**We’re on the Web!**

[www.MakeGoodDecisions.info](http://www.MakeGoodDecisions.info)

**Follow Us!**

**Twitter:**

[@INYouthServices](https://twitter.com/INYouthServices)

[@MKGDDecisions](https://twitter.com/MKGDDecisions)

**Instagram:**

[@INYouthServicesAssociation](https://www.instagram.com/INYouthServicesAssociation)

**Like and Watch Us!**

**Facebook Pages:**

[INYouthServicesAssociation](https://www.facebook.com/INYouthServicesAssociation)

[Make-Good-Decisions](https://www.facebook.com/Make-Good-Decisions)

**YouTube:**

[Indiana Youth Services Association](https://www.youtube.com/IndianaYouthServicesAssociation)