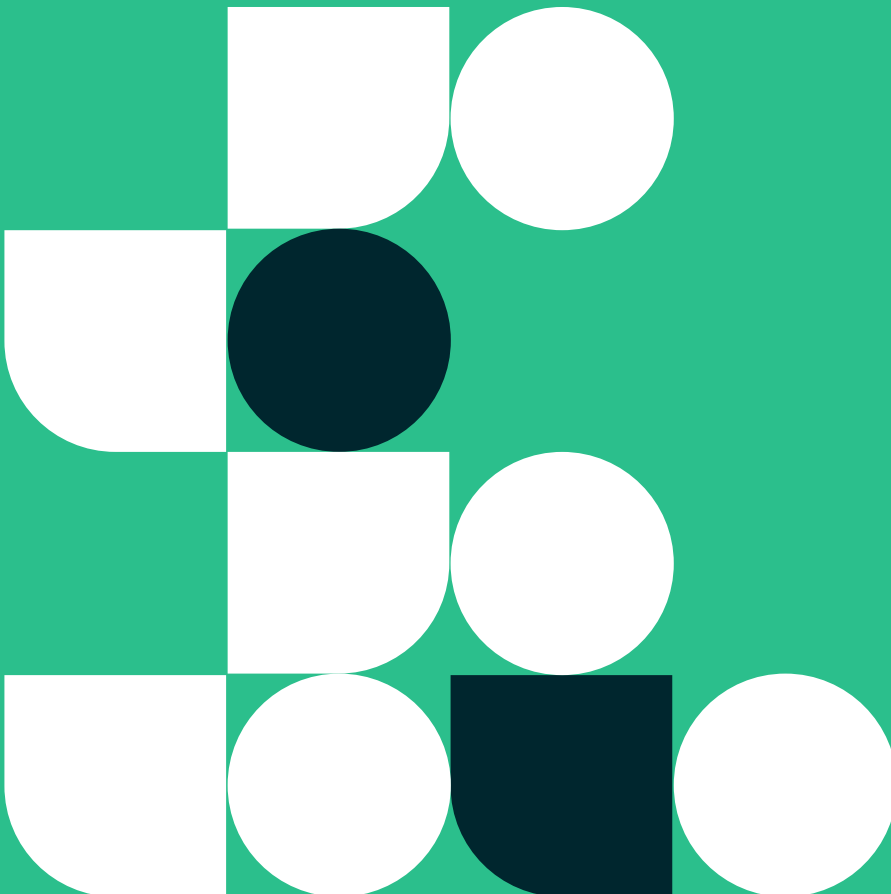




lifeline
International

Annual Report **2025**





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Acknowledgement

LifeLine International acknowledges that unbearable suffering is associated with suicide and suicidal behaviour. We acknowledge the deep pain from within that those who have taken their lives and those who have survived suicide attempts experience.

The prevention of suicide is a humanitarian concern as well as a global public health priority – we want people to live and live well.

Each life lost to suicide is a tragic, early and preventable loss of person who was someone's child, someone's sibling, a friend. We acknowledge those who experience this profound sense of loss and the lasting impact of suicide related bereavement.

We believe that suicide is preventable. We uphold every person's right to health and mental health. We commit to providing care and support to each other.

Accordingly, LifeLine International works with its members to promote crisis helplines in 27 countries while advocating for more of these services and greater capacity for existing services so that no one is left alone in distress and despair.

Message from Her Excellency

Mrs. Toyin Ojora Saraki



It is with deep humility and profound resolve that I offer this foreword for LifeLine International's Annual Report. I am honoured to serve as Honorary Global Patron of an organisation whose work touches the most vulnerable moments of human experience, when despair threatens hope, and when connection can truly save a life.

Across the world, mental health challenges and suicidal distress are escalating with alarming frequency. Suicide remains one of the leading causes of death among young people aged 15-29, with over 700,000 lives lost annually, a stark reminder that we must do more, and we must act urgently.

LifeLine International's mission, to ensure that crisis support and suicide prevention services are accessible, compassionate, and effective for every person, regardless of their location, resonates deeply with my own lifelong commitment to health equity and wellbeing. Through its network of community-led centres, helplines, and digital platforms, LifeLine International provides more than support; it offers humanity, dignity, and hope at a time when they are most needed.

In every story of despair that finds its way back to hope through LifeLine's intervention, we are reminded that mental health is not peripheral, it is essential. It is fundamental to healthy communities, resilient families, and thriving societies. Let us continue to lift the veil of stigma that surrounds mental distress, and expand access to culturally grounded, locally delivered support systems that meet people where they are.

As we reflect on the achievements captured in this report, I commend the leadership of LifeLine International, its members, partners, and supporters. Your tireless dedication, innovation, and compassion are shaping a future where no one faces their darkest moments alone.

I am proud to stand alongside you in this vital work, and we will continue to champion life, expand reach, and strengthen the bonds of care that uphold us all.

Her Excellency

Mrs. Toyin Ojora Saraki – Honorary Global Patron

John Brogden AM



It has been my great pleasure to support LifeLine International in my capacity as Honorary President over the past year and to work to bring together those generous individuals and organisations that have provided financial donations towards its important work.

It has been wonderful to see the growth of the LifeLine International's Network of Members now operating across 27 countries. This growth in part reflects the very real challenges people many places are facing and the pressures being placed on crisis helplines through increased demand for their services.

Alongside the provision of support for members and their services, LifeLine International has been advocating effectively for the removal of barriers to people contacting a crisis helpline. No greater barrier exists to broad community promotion and use of crisis helplines than laws that criminalise suicide. So, it has been encouraging to see reforms progress in three countries we are involved in: Nigeria, Kenya and Malawi. We hope for even more progress on the decriminalisation of suicide in the year ahead, to allow for a much greater promotion of suicide prevention services.

I am proud to be associated with LifeLine International and to assist in the ways I can as Honorary President the many wonderful, caring and talented people that are part of this organisation, especially those who are volunteers making their time available for others. Special thanks to our generous donors who make our shared commitment to global suicide prevention a reality.



Kerry McCabe



This annual report for the financial year 2025 marks LifeLine International's continued commitment to strengthening our Member Network to deliver people-centred crisis support services.

It was a privilege for me to step into the role of Chair in early 2025. Since stepping into this role, I have witnessed the passion and commitment of the people who make up the LifeLine International community. I want to acknowledge and thank our Members for their continuous support and dedication, and their volunteers, who are the cornerstone of our movement. Guided by a strong commitment to our global community, we are thankful to our Members, collaborators, generous donors and partners for supporting impactful initiatives across this year.

I would like to acknowledge Mary Parsissons – a giant in our global movement. Earlier this year, after more than two decades of selfless service to the organisation, Mary stepped down from the Board of LifeLine International. We extend our gratitude to Mary for her unwavering leadership and dedication to LifeLine (both locally and across the world). Mary's tireless commitment to suicide prevention and belief in community mobilisation has shaped the very foundation of LifeLine International and has positively impacted countless lives around the world. We wish Mary all the best and we remain forever grateful for her contribution and service to our global movement.

I also acknowledge the continued efforts of our global Patron, Her Excellency, Toyin Saraki and our Honorary President John Brogden AM. John continues to be instrumental in securing the financial future of LifeLine International and advocating passionately for the decriminalisation of suicide worldwide. We are grateful for his commitment to our global movement.

This year was marked with significant changes to LifeLine International, we have renewed our strategic direction and undertake significant governance and organisational changes to ensure that we are well placed for the future.

On behalf of the Board and the entire LifeLine International Network, I thank all our past Board Members (Mary Parsissons, Dawn O'Neil and Paul Malliate) and Secretariat Team Members for their dedication and commitment to LifeLine International and wish them well in their next endeavours.

Our renewed strategic focus is on the importance of addressing the gaps in global service coverage and driving long-term systemic change, where LifeLine International becomes a catalyst for underserved regions of the world. As part of our renewed strategic focus, we are relentlessly pursuing a generational change in suicide prevention – a change where more people in more places have access to lifesaving services. However, we can't do this alone. As we look towards the future, the need for meaningful partnerships grows ever more urgent. In a world that continues to face complex social challenges, we believe that cross-sector collaboration remains key to achieving our vision that, by 2050, every person in the world has access to impactful crisis support services, so that we can reduce deaths by suicide.

Through good times and challenging times throughout this year, we have been guided by our commitment to saving lives, to our global community, to our goals and vision, and to our values. With this grounding, we are continuing to adapt to meet the challenges ahead. I thank the LifeLine Secretariat team for their continued commitment to our vision and mission and look forward to working with our CEO and the entire team to continue to deliver for our Members.

I am excited about what lies ahead and being a part of LifeLine International making greater impact and supporting our growing Member Network to provide more services to more people, in more places across the world.

Thilini Perera



With more people in more places across the world in need of support during times of crisis, our LifeLine International Network is at a pivotal point in history.

To be there to listen when somebody most needs support is an extraordinary act of kindness. We are immensely grateful to all our Member organisations and their crisis supporters who provide lifesaving support to those experiencing personal distress and crisis. LifeLine International is able to achieve an impact and advance its Mission because of the remarkable work done through our network of 35 Members across 27 countries. In FY25, we were pleased to grow our Network to include new Members from Kenya, Malawi, Nigeria and Sri Lanka. With this growth in our Membership, LifeLine International also focussed on increasing support to our Membership in the form of capacity building, sharing knowledge and best practice as well as creating important collaborative partnerships to further our collective advocacy agenda.

Operational Performance

This is the first year that data on service activity has been collected from members of LifeLine International in a systematic way. Extrapolating from six-months data between January and June 2025 provided by most Members, the LifeLine International Network received around 10 million call/contacts last year. The data also indicates that Members only had capacity to answer around half of the incoming calls - indicating a huge capacity gap within the network that we are seeking to collaboratively meet with funding support. This reinforces the urgency of our vision to ensure that there is equity of access and service coverage across the world.

To this end, LifeLine International continues to advocate for the decriminalisation of suicide worldwide, with a specific focus on Nigeria, Kenya and Malawi. We have worked closely with our Members across these three countries to further the campaign for legislative change. Notably, we celebrate the presentation of the suicide prevention concept bill (developed by the frontlines in Nigeria) to the Nigerian Parliament earlier this year. We also celebrated a landmark achievement in mental health reform in Kenya when, in January 2025, Kenya's High Court declared the criminalisation of attempted suicide unconstitutional, thereby recognising that punitive approaches violate fundamental rights to equality, dignity, and health. These milestones were not achieved overnight; it emerged from years of sustained advocacy by civil society in country together with global partners around the world. These important milestones on the journey to decriminalise suicide worldwide reinforces what can be achieved through global and local collaboration.

A key policy focus this year was to raise the profile of youth suicide prevention, informed by the insights shared by Lifeline International Members about young people's suicidal behaviour and the need for crisis support services that remain relevant for use by young people. We were proud to develop LifeLine International's Youth Policy Direction which was supported by our Policy Group and our wider sector colleagues. Additionally, we continue to advocate for the promotion and recognition of crisis helplines as part of the health ecosystem and equality of services access in all parts of the world.



From an operational perspective, the theme this year has been organisational sustainability. This year, the sustainability of our Network and LifeLine International have been impacted by factors including worldwide economic uncertainty and the effects of global funding changes. We closed out FY25 with a deficit result of \$(899,772). This result reflects not only the challenges with fundraising in the current global environment but also the need to remain competitive in a global environment where there is a notable shift in funding priorities. In FY25 we undertook a significant organisational restructure to enable us to invest in sustainability drivers that ensure LifeLine International's long term financial endurance. As we look to the future, LifeLine International continues to invest into our fundraising capability and strategies to diversify income.

Strategic Direction

FY25 has also been an important year for looking towards the future. We finalised our 2025-2030 Strategic Direction which sets an ambitious direction for the coming years. Our new Strategic Direction focuses on LifeLine International's unique contribution to global suicide prevention as:

- Supporting our members to grow and expand their impact;
- Being a catalyst for underserved regions of the world;
- Continually supporting the evolution and innovation of crisis support services; and
- Supporting legislative reform in countries to decriminalise suicide.

Ultimately, it ensures that we are working towards achieving our vision that, by 2050, every person in the world has access to impactful crisis support services, so that we can reduce deaths by suicide. Collaboration is key to us achieving our vision and delivering our strategy. To this end, we are excited to work with our Members and Partners around the world to make our strategic goals a reality.

Acknowledgements

I would like to acknowledge the work of our Member organisations, and their Boards, CEOs, staff and volunteers. Along with helpline services and face-to-face counselling, the community programs developed and delivered by Members are crucial in building the capacity of communities to support individuals in each country. I thank our generous donors and pro bono partners who have been steadfast in their support of our vision – we are immensely grateful for their support and investment in our cause. I would also like to thank and acknowledge LifeLine International's Global Patron, Her Excellency Toyin Saraki and our Honorary President, John Brogden AM. Their commitment to the cause of global suicide prevention is inspiring. Our particular thanks to John Brogden who continues to advocate for the decriminalisation of suicide worldwide and raises much needed funds to support our global efforts. I also acknowledge our Board of Directors – all of whom are passionate advocates of our vision. Finally, I would like to recognise and thank the LifeLine International Secretariat, it is a privilege to work alongside all of you to ensure that more people in more places have access to lifesaving services.

As we look to ahead, 2026 is shaping up to be a year of new possibilities. We look forward to working with our Members and Partners to turn possibility into action and save more lives.

Network Statistics

This is the first year that data on service activity has been collected from members of LifeLine International in a systematic way.

Following the recommendations of the Policy and Research Advisory Group, a set of basic data measures was prepared for individual members to use in recording their service activity levels. Data was received from most members for the period January to June 2025, with the following highlights shown:

Around **5 million telephone** (voice) calls were received in the six-month period to crisis helplines. Another **65,000 contacts** were received through crisis text and online services for the same period. All up, this suggests the members of LifeLine International are receiving around **10 million calls/contacts** per annum. However, the data collected shows that perhaps only half of these calls/contacts were able to be answered due to the capacity gap against demand. This reinforces the urgency of our Mission to create new services and build existing services to a point where no call/contact is missed.

The data also shows that each day there are around **100 emergency rescues** initiated through LifeLine International services when a person's life and safety is at imminent risk and referrals are made to police or healthcare emergency services for response. Although most people contacting crisis helplines are not in imminent danger, this statistic shows that the services perform a vital lifesaving role when necessary.

The issues in people's lives that generate the distress and difficulties they face at the time of contact to a crisis line are similar across countries and cultures: the three most often described issues are family/relationship challenges, mental ill health symptoms, and experiences of violence and abuse. Sadly, these issues point to the pressures many households and communities are going through in times of change, inequalities and conflicts, as well as the impacts of global economic pressures and climate change. There is a significant and growing need for crisis helplines to be available to all.

People from all backgrounds contact crisis helplines. The data from our LifeLine International members show relatively even spreads of male and female contacts, with a small proportion of people who are from a non-binary gender making contact. Similarly, there is an even spread of people from all ages contacting our member's services apart from older people (over 60 years of age). Younger people (under 20 years of age) account for one fifth of the people contacting LifeLine International members. This shows how crisis helplines are beneficial services to all ages, and that they can operate in communities as universally available community mental health services. They have no entry requirements, operate on a no or low cost, and remain private, non-judgemental services than anyone can use. Crisis helplines are vital services in any country's health system.



Impact of Service



Crisis helplines are uniquely placed to respond to people experiencing high levels of distress. During these times, they struggle to draw on their usual ability to cope with things in their lives. The emotional pain they experience requires immediate relief or risky and lethal ways of obtaining relief might be sought, including suicide attempts.

“ I don’t know what to do, my emotions are just so - I’m just so overwhelmed with it all.”

“ I feel stressed and upset and my emotions can get the better of me.”

Systemic reviews of the research literature have found that crisis helplines are effective in reducing distress. They provide people with a private, safe and compassionate environment in which upsetting thoughts and intense feelings can be disclosed. They provide a vital service, especially during times when events such as natural disasters, violence, social and financial upheavals, family pressures, are affecting people’s lives.

“ ... I’ve felt relieved that I’ve dumped some of the yuck.”

“ Look it’s close enough to exhilaration. Exhilaration relief.”

The provision of immediate emotional support to a person in suicidal distress can interrupt the crisis and initiate ways of keeping that person safe. Even in the darkest moments, things can turn around.

“ Sometimes all it takes when you want to die is a bit of distraction for a while, and then - the problem is still there, but the feelings of the desperation and wanting to be dead have evaporated again and you’re back to - not happy, but you wouldn’t be dead for quids.”

An authentic, caring, human connection can create hope and make a difference at these times.

“ I love the fact that I really experience a sense of someone trying to understand, so there’s non-judgment, trying to understand, sense of validation, your experience makes sense in terms of the context that I’m in and being taken seriously, being - someone being compassionate.”

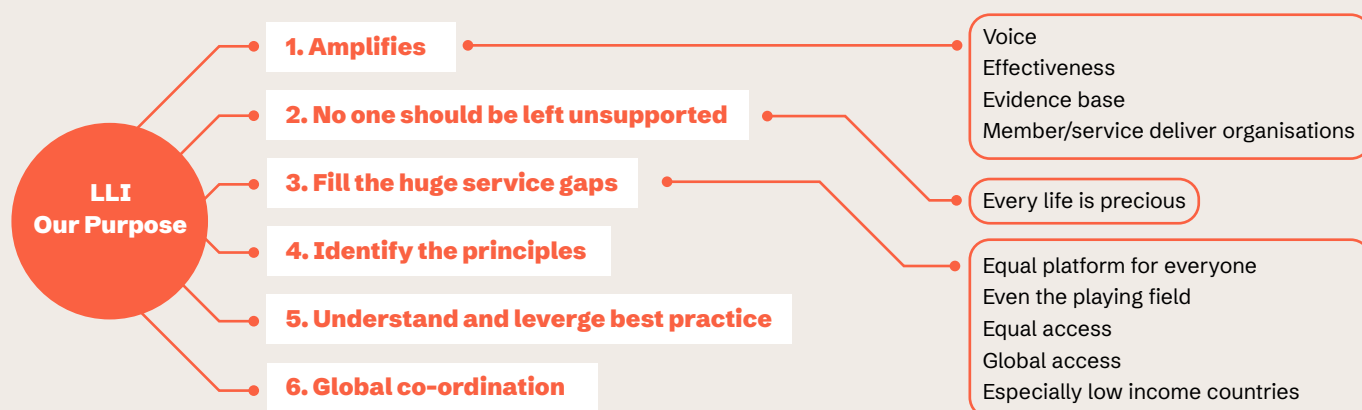
“ If you’ve got the merest sliver of hope you won’t do yourself in, you won’t even plan on it. If hope keeps you alive that’s - and yeah, we need to hear something other than what we’re already hearing in our head.”

Crisis helplines the world over exist to offer this human connection at all times of day. Trained crisis line workers are equipped to engage, listen, explore safety and encourage alternatives to destructive behaviours. They are skilled in drawing out people’s own strengths from within to cope with life’s difficulties and uncertainties. In doing so, they boost people’s confidence to manage their mental health and wellbeing positively.

Quotes sourced by Dr Alan Woodward, Director of Policy.

Strategic Direction

In FY25 we developed our 2025-2030 Strategic Direction, reinforcing LifeLine International's commitment to ensuring access to crisis support services worldwide. In FY26 the first year of this plan, we are making substantial progress on its priorities through a range of key activities and initiatives. The diagrams below outline our purpose as well as the alignment of activities and investments to our vision, mission and strategic outcomes we will work to achieve by 2030.



Alignment of Vision, Strategy, Investments and Initiatives.

| Element | Vision & Mission Memo | LLI Investments | Strategy Map 2025-2030 |
|---|---|--|---|
| Global Access to Crisis Support | 2050 goal for universal access | Member coordination + outreach | 2030 Outcome: increased access to crisis support services worldwide |
| Generational Change in Attitudes | Normalisation, policy, infrastructure | Decriminalisation work + policy updates | 2030 Outcomes: Policy Wins in promotion and provision of crisis helplines and advancement in decriminalisation of suicide in multiple countries. |
| Use of Technology | Embrace digital tools, preserve empathy | Leverage Technology and Partnerships | 2030 Outcome: Fully developed 'end to end service model' architecture required to establish and grow services (technology, practices, policies and funding). |
| Data-driven Culture | Baseline data, reporting capability | Data Framework, insight reports | 2030 Outcomes: Data informed service outcomes and supporting policy efforts. |
| Fundraising Sophistication | Resources required to deliver on Vision and Mission | Increasing fundraising capability and diversification of income sources. | 2030 Outcome: Resourced and Financially Sustainable organisation and services. |
| Member Role | Local leaders, advocates and delivery partners. | Regional engagement, co-hosted events, Capacity building. | 2030 Outcome: Grow and empower our Member Network to deliver high quality and innovative crisis support services. |

Member Engagement

LifeLine International is a global Member-based organisation and one of our great strengths lies in the diversity of our Member Network of 35 Members across 27 countries. Our Members collectively own and operate more than 200 centres across the world and deliver life saving crisis support services via digital platforms (including phone, text and webchat). Additionally, the work of our Members on the ground in communities is crucial in building local capacity in suicide prevention and crisis support across the world. A comprehensive list of our Members can be found at:

[Our Network | LifeLine International](#) | [LifeLine International](#)

As we continue to expand our global footprint, during FY25, we were pleased to welcome four new Members to our Network from Kenya, Nigeria, Malawi and Cambodia:



Kenya Red Cross Society

The Kenya Red Cross Society (KRCS) was founded in 1965 under the Kenya Red Cross Society Act (Chapter 256 Laws of Kenya) and officially acknowledged by the Kenyan government as a voluntary aid society working alongside public authorities. It holds the distinction of being the sole National Red Cross Society in Kenya. KRCS is committed to addressing rising suicide rates through structured programming and implementation as well as influencing policies and shed light on the importance of prioritizing mental health interventions. KRCS is also actively supporting the decriminalisation of suicide in Kenya. KRCS delivers a toll free, 24/7 crisis helpline which is open to all Kenyans experiencing personal distress and crisis.



SURPIN (Nigeria)

Established in 2017 at the Lagos University Teaching Hospital, SURPIN (Suicide Research and Prevention Initiative) has grown through collaboration with over 120 mental health professionals in 35 states, addressing suicide prevention through their helpline, awareness campaigns, and community programs. Their hotline service provides lifesaving phone counseling and links individuals in crisis to other mental health services. SURPIN's mission is to reduce suicide risk through innovative interventions, education, and research. Their initiatives include workshops for schools and media, mental health advocacy, youth engagement, and supporting the passage of mental health legislation.



Lanka Life Line 1375 (Sri Lanka)

Lanka Life Line envisions a society where individuals from all walks of life can access confidential, compassionate crisis support in their moment of need. Available 24/7 in three national languages and primarily run by volunteers, LLL provides crisis intervention and follow-up care. Established to address the growing despair and suicide rates in the community, LLL extends its reach island-wide and to Sri Lankans overseas, particularly those working in the Middle East through digital services. Through partnerships with the Directorate of Mental Health, Rotary Clubs, and local schools, they also run programs addressing child safety, education, and community development.



Youth Net and Counselling (YONECO)

Youth Net and Counselling (YONECO) is a registered local Non-Governmental Organization (NGO) that was founded in 1997 to respond to issues that affect the youth, women and children in Malawi. YONECO's Mission is to create a self-reliant, healthy, and resilient society that respects human rights and democratic values by empowering vulnerable groups, promoting health, and ensuring good governance. YONECO deliver a number of nationwide programmes which include the Tithandizane Helpline Services. The Tithandizane Helpline Services offers several toll-free lines namely; GBV Crisis Line (5600), National Child Helpline (116), Youth Helpline (393) as well as Drug and Substance Abuse Hotline (6600).



Lifeline's Member Relations team engages closely with Members, facilitating the sharing of resources and knowledge across the network.

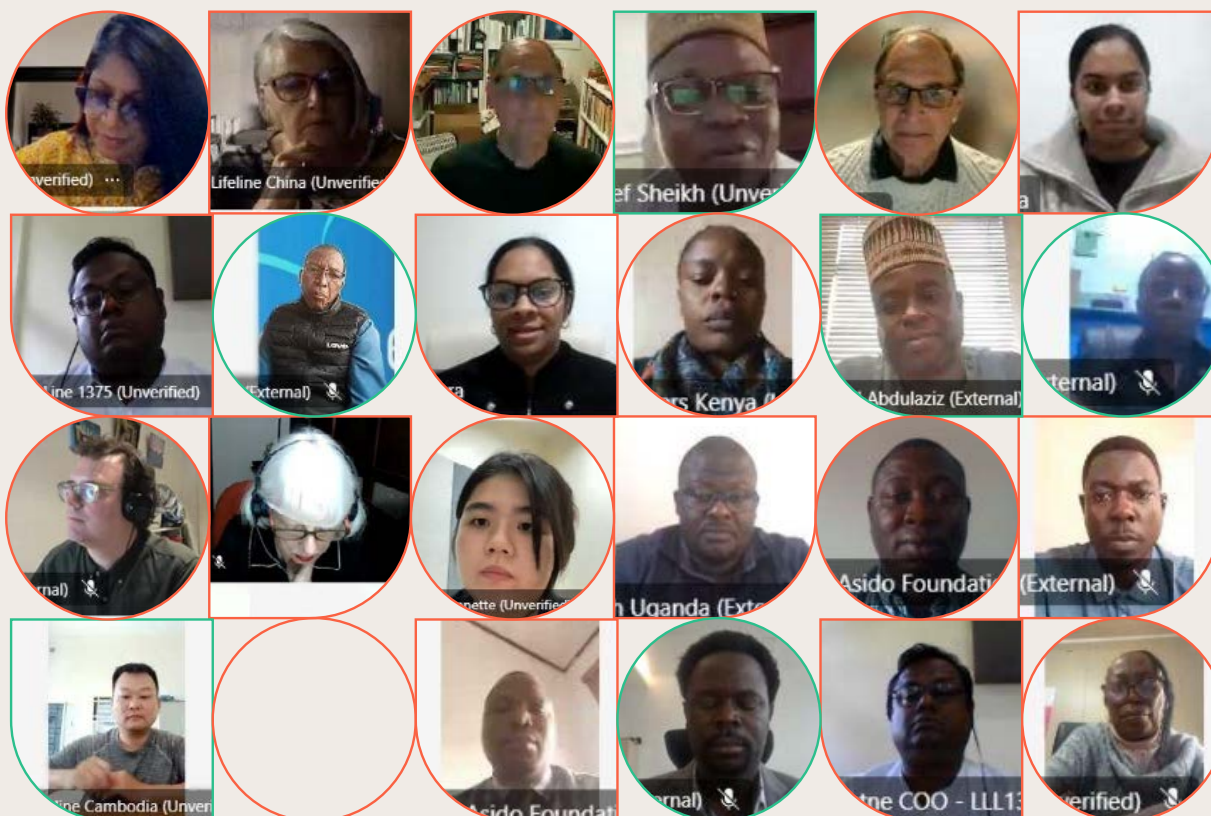
Quarterly regional meetings bring together Member CEOs and Managers with LifeLine Network as well as LifeLine International's Secretariat to discuss challenges and build capacity within each region as well as identifying opportunities to collaborate and celebrate local success stories. These meetings are an important way for LifeLine International to understand the opportunities and challenges experienced by Members across the diverse global communities they serve.

During FY25, we hosted:

- **Quarterly meetings** across three regions: Asia-Pacific, Africa and OECD Countries.
- **2 'All-In' whole of Network meetings** bi-annually.
- **4 Capacity Building Sessions** for the entire network – on topics including Managing Frequent and Unwelcome Callers, Fundraising Grant Writing, Corporate Governance and Crisis Support Volunteer and Worker Wellbeing.
- **4 Policy Group** meetings.

We continued to provide the Member Portal as a valuable resource for Members. The Portal is a central hub where Members can access a range of resources, receive updates, connect with other Members, and collaborate on suicide prevention projects. It is regularly and comprehensively updated with information about upcoming events and webinars, as well as the latest news, research and other topics of interest.

World Suicide Prevention Day and World Mental Health Day World Suicide Prevention Day (WSPD) are key global moments that are widely celebrated by the LifeLine International Network each year. In FY25, Members marked these important global moments with range of events and promotional activity. TELLJapan, held candle-lit vigils and the Step Up fundraising challenge, in Penang (Malaysia), SNEHAM ran workshops for children, young people and parents on recognising early warning signs of depression and suicidal thoughts, and seeking help, and Sri Lanka's CCC Line raised funds touring the country with their annual Bikeathon. As is our practice, LifeLine International developed and circulated social media assets, designed especially for use by our Member Network, to mark these events.



Online regional forums

Suicide Prevention Fund

LifeLine International operates a Members-only Suicide Prevention Funding program. Funding is provided for initiatives that build capacity for crisis call centres, increase access and availability of services, enhance and expand crisis line services, address suicide-related stigma and discrimination, encourage help-seeking and raise awareness of effective suicide prevention practices. In FY25, 15 Members received funding from a grant pool of AUD\$100,000.

“ Before the suicide prevention training, I had no background in mental health or psychosocial support, and handling distress calls felt overwhelming. The training helped me understand how to listen empathetically, assess risk, and provide calm, structured support. I’ve learned to manage my own emotions while guiding callers safely. It’s made me more confident, compassionate, and effective in every shift at the Centre.”

Leila, 1199 Desk Assistant



KRCS 1199 Hotline team

MEMBER:

Kenya Red Cross Society (KRCS)

PROJECT:

Suicide Prevention Programme

Lifeline International’s support enabled KRCS to implement three key activities:

- 1) **Specialist training:** In partnership with the Ministry of Health, development of a new training manual on Crisis Management for Suicide Prevention, initially deployed for a five-day specialised training course for 12 hotline counsellors - equipping them with advanced skills in crisis intervention, psychological first aid, and handling suicide-related cases. The training included practical exercises and role-playing to enhance their ability to manage high-stress situations effectively.
- 2) **Community Information and Education resources:** Design and distribution of resources across seven counties - aimed to raise awareness of mental health services, encourage help-seeking behaviour, and reduce stigma around emotional distress and suicide.
- 3) **Advocacy and best practice:** Participation and knowledge sharing at the National Scientific Mental Health Conference.

These activities collectively strengthened referral pathways, improved crisis response, and enhanced support for over 3,000 cases of people in distress during the period.



Childline Zimbabwe's mobile counselling van in rural communities

MEMBER:

Childline Zimbabwe

PROJECT:

Lifeline Outreach Programme

LLI supported Childline Zimbabwe's program to expand access to mental health and suicide prevention services, especially in hard-to-reach areas. Using a mobile counselling van, information, counselling, and referrals were provided in districts such as Chiredzi, Gweru, Muzarabani and Mvurwi.

The project reached over 27,000 individuals with suicide-prevention messages and offered direct psychosocial support to 833 children. The helpline further supported 58 individuals with counselling and referrals for suicidal ideation, attempts, anxiety, and depression. Social media campaigns broadened community awareness, engaging over 10,000 people with content on mental health and help-seeking behaviour.

Collaboration with the Department of Social Development ensured thorough case follow-up and strengthened support pathways for vulnerable children and young people. Due to high demand, the program expanded beyond its initial focus area, underscoring the widespread need for accessible mental health services.



Young person engaging with information resources

MEMBER:

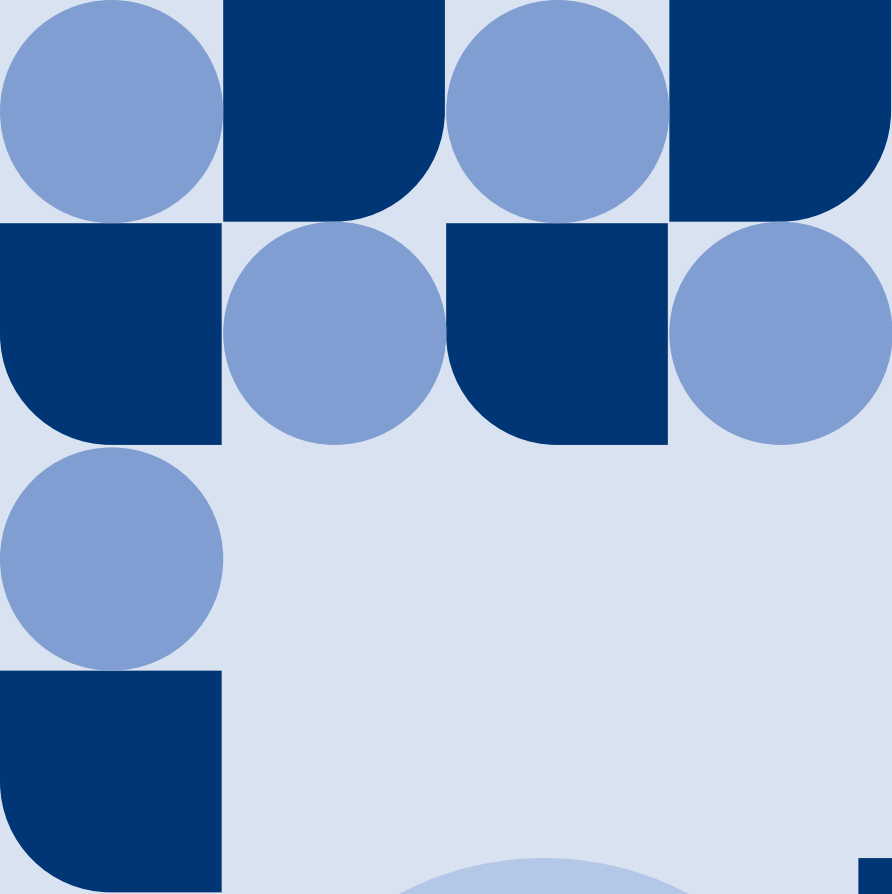
C-SEMA

PROJECT:

Lifeline Outreach Programme

C-SEMA's "Break the Silence, Your Life Matters" project, supported by LLI, aimed to strengthen mental health and suicide-prevention awareness among children, youth and communities in Tanzania. Through school outreach in six schools, the project reached more than 1,400 students with information on emotional wellbeing, early warning signs and how to seek help, including through the toll-free Helpline 116. Information resources produced in English and Kiswahili reinforced messages with simple, relatable stories.

A radio, television and social media campaign broadened public awareness, reduced stigma and encouraged open conversations about mental health. Mental-health-related calls to Helpline 116 increased from 187 before the project to 307 during implementation, showing people's strengthened trust and willingness to seek support. Teachers and students reported more openness and supportive communication in schools, while families expressed improved understanding of signs of distress. Monitoring and evaluation tools, including pre- and post-session assessments, media feedback and helpline data, demonstrated clear improvements in knowledge, attitudes and help-seeking behaviour across the target communities.



Member Testimonials

Regional Forums

“ The Regional (online) Forums are a good opportunity for us to comprehensively discuss the challenges and opportunities within our region. Forums also facilitate the sharing of best practices and research which is invaluable.”

YONECO Malawi
CEO - MacBain Mkandawire

Collaboration

“ We are looking at ways to maximise the knowledge and influence of our Network partners to improve our service performance and sustainability of our helpline. We are pleased to be part of the LifeLine International Network and to be collaborating with our Network colleagues across the Asia Pacific Region to ensure sustainable services exist within our region.”

Child Helpline Cambodia
CEO - Sean Sok Phay

Local helpline services

“ With an increase demand for services from individuals facing emotional distress or contemplating self-harm, we are pleased to be part of a Network that focuses on building the capacity of crisis helplines and bridging the gap in service access.”

LifeLine Papua New Guinea
CEO - Bugave Kada

Collective Analysis

“ We’re proud to become part of the LifeLine International family. Shared data and collective analysis can improve the effectiveness and efficiency of services.”

Mental Health Uganda
CEO - Derek Kizza

Policy and Advocacy

To achieve the Vision of LifeLine International that by 2050 every person in the world has access to impactful crisis support services, the effort must be directed towards engaging with decision makers, policy advisors, government agencies, funding bodies, philanthropic organisations and advocates for mental health and suicide prevention. We cannot achieve our vision without the involvement and tangible support of others.

To this end, the LifeLine International policy and advocacy strategy aims to influence policy frameworks that relate to our Vision, and to compile evidence on the relevance of crisis support services to these policy frameworks. It includes activities to promote awareness of crisis support services, the benefits of these services for people in all countries, and the need for increased investments and resources towards these services so that they have reach and capacity to meet the demand for their use.

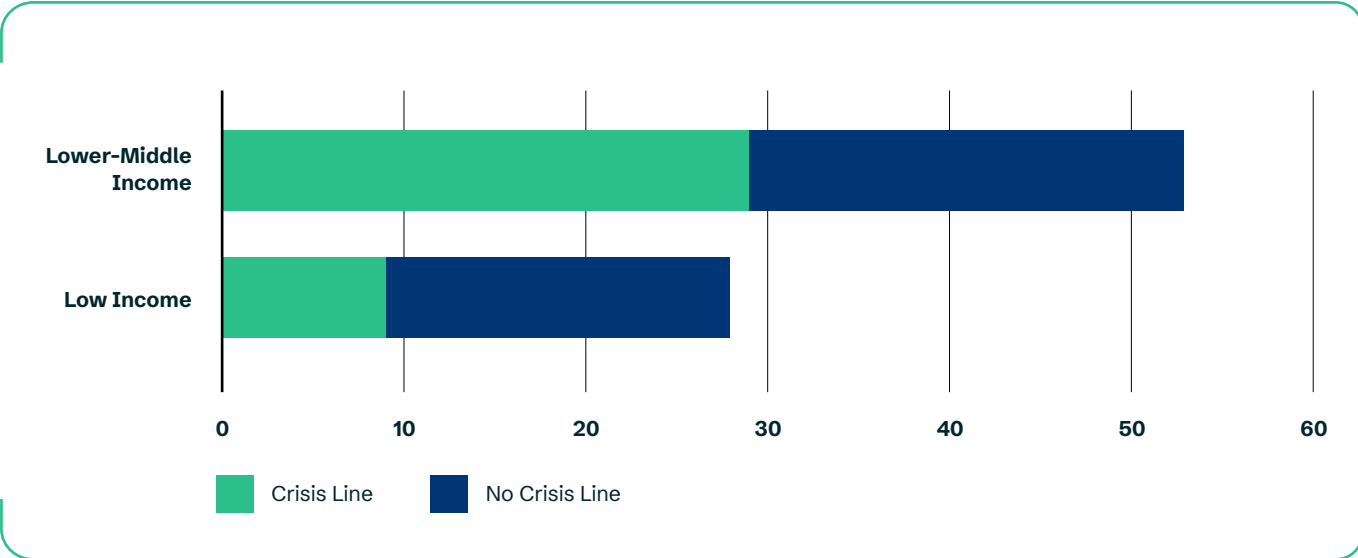
An important contribution to our policy and advocacy work occurred in October 2024 with the release of a position statement that described the elements of crisis support services, summarised the evidence of their effectiveness and outlined the alignments to policy frameworks surrounding Universal Health Coverage and Primary Healthcare.

This position statement was endorsed by all the major crisis helpline networks alongside LifeLine International so it represents the consensus globally on the definition of these services. This is an important resource for policy and advocacy. The broad endorsement that the statement has received means it has a greater standing with international policy forums.

In the last year we undertook research that showed how far we are from the Vision. Using the data contained in the Find A Helpline data base, a total of 138 countries were identified to have a verifiable crisis helpline operating within their borders. Some of these services were high volume and able to meet community demand, others were struggling to answer half of the calls made to them. Nevertheless, it was encouraging to realise that two-thirds of countries have a service that can be supported and promoted. The other side of this finding from the data was that one third of countries do not have a crisis helpline active with the one billion people that live in those countries not able to access immediate crisis support in times of need. That is gap that must be filled.

To amplify the imperatives of the LifeLine International Vision, further analysis revealed that lower- and middle-income countries are disproportionately represented in the group of countries with no crisis helpline as the chart below shows clearly.

Presence of Crisis Lines



During this year, several initiatives have been undertaken as part of the policy and advocacy strategy:

- Presented the data on the gap in crisis helplines coverage and capacity to global policy forums, including the Commonwealth Secretariat with which LifeLine International can provide information and advice as an accredited civil society organisation. The implications for Commonwealth countries and their health systems, notably in Pacific Region countries and African Region countries, have been highlighted. In the year ahead, the Commonwealth Heads of Government Meeting will provide several opportunities to further engage with the Secretariat.
- Contributed data and advice on the importance of addressing suicide prevention as part of the global policy advocacy surrounding the UN High Level Meeting on Non-Communicable Diseases and Mental Health. This provided an opportunity to have psychosocial supports recognised to a greater extent in both mental health and suicide prevention, within the context of a global meeting. The final resolution included wording that advances the place of crisis support services: "... creating an open environment to discuss mental health; fostering a public health..." LifeLine International participated in a task force of international non-government organisations in creating consistent messages and advocacy action.
- A Digital Marketing and Suicide Prevention Summit, hosted by the University of Melbourne, was held in November 2024 and the Policy Director of LifeLine International participated as a representative of crisis helplines. This event brought together experts from digital marketing, suicide prevention, and the tech industry to advance knowledge on how best to reach out to individuals in distress using digital marketing methods ethically and sustainably across the industry.

A key initiative during this year was to raise the profile of youth suicide prevention amongst policy makers and governments at various opportunities.

A key initiative during this year was to raise the profile of youth suicide prevention amongst policy makers and governments at various opportunities. This reflected the insights LifeLine International members brought as feedback to the secretariat: rising concerns about young people's suicidal behaviour and need for crisis support services. Evidence published in The Lancet during the year reinforced that youth mental health globally is declining and has been doing so for several years, with youth suicide rates increasing along with increases in the frequency of non-suicidal self-harm.

With input from the LifeLine International Policy and Research Advisory Group and young people with lived experience, a Position Statement on Youth Mental Health and Suicide Prevention was released in April 2025. This statement was endorsed and backed by a joint media release with Befrienders Worldwide, IFOTES and Child Helplines and the International Council of Crisis Helplines. It has been distributed amongst global policy makers, promoted by Orygen Global, and presented to the Commonwealth Secretariat. In the coming year, the focus on youth will be advanced through webinars, and submissions to policy forums, to present the benefits of crisis support services and the potential to reach and support younger people.

Decriminalise Suicide Worldwide

Every year, over 720,000 lives are lost to suicide. For every death, at least 20 more people survive a suicide attempt—often without the support they need. In at least 25 countries, suicide is still criminalised. This outdated legislation prevents people from seeking help, fuels stigma, and turns a public health crisis into a legal one.

LifeLine International continues to advocate for the decriminalisation of suicide worldwide, with a specific focus on Nigeria, Kenya and Malawi. We have worked closely with our Members across these three countries to further the campaign for legislative change. LifeLine International is working with our Members and partners in three focus countries as part of our efforts to decriminalise suicide: Kenya, Nigeria and Malawi. Significant progress has been made across all three countries over the last 12 months.



Malawi

In mid-2025, the Mental Health Bill No. 17 of 2025, was passed by the Parliament of Malawi thereby replacing the Mental Treatment Act of 1948. This progressive legislation shifted the approach to mental health from a purely medical model to a human rights-based approach, ensuring dignity, safety, and empowerment for all individuals with mental health conditions. We celebrate the following key highlights:

1. Establishment of a Mental Health Board to oversee care and protect the rights of individuals.
2. Mandating informed consent for treatment and rehabilitation.
3. Promoting safe, community-based care and aims to integrate mental health into broader health services.

We commend the efforts of all mental health advocates and community groups including our in-country Members, LifeLine ANPPCAN Malawi and YONECO Malawi who have long called for and worked towards achieving this reform. The bill also opens doors for further advocacy, including decriminalising attempted suicide and increasing funding for mental health services.



Kenya

In January 2025, the High Court of Kenya declared Section 226 unconstitutional, as a result of a public petition. A member of the National Assembly then proposed a Bill to repeal Section 226 of the Penal Code, beginning the legislative process in Parliament to finally remove suicide attempts from the penal code. This Bill was subsequently referred to the Departmental Committee on Justice and Legal Affairs, recommending that the National Assembly approve the Bill without amendments. There is a legislative deliberation and adoption process that must be followed for this bill to become law. If passed, it will ultimately remove attempting suicide from the penal code.

The role of civil society has been central in driving this progress. Professional associations such as the Kenya Psychiatric Association, alongside legal organisations, survivor groups, community activists and faith-based leaders, sustained years of advocacy that helped transform public and political attitudes. We commend our in-country Members, Kenya Red Cross Society and Befrienders Kenya on their contribution and efforts in advocating for these important changes. Their persistence ensured that advocacy remained grounded in the realities of those most affected.

Nigeria

Nigeria with a population of over 200 million people, has an estimated 15,000 annual deaths from suicide, or 6.9 per 100,000 as reported by the World Health Organization. However, where suicide remains a crime, these numbers are likely to be widely under-reported, masking the potential scale of the crisis. Thus, many cases go unreported due to the fear of legal consequences and the pervasive social stigma.

In 2024, Prof. Taiwo Lateef Sheikh, the Africa Continental Lead for LifeLine International convened the Nigeria Suicide Prevention Advocacy Working Group (NSPAWG) to drive suicide prevention awareness, and advocacy, and decriminalization of attempted suicide in Nigeria. The group is multidisciplinary and multi-sectoral in its composition, where there is whole society representation in the membership. The group constituted a committee to draft the National Suicide Prevention and Decriminalization concept bill which was subjected to review at a two-day stakeholder meeting in Abuja in September 2024.

In October 2024, the group publicly presented the bill to the Hon. Coordinating Minister for Health and Social Welfare, Hon. Attorney General of the Federation and Minister for Justice, Hon. Minister for Youth Development, Distinguished Senator Asuquo Epenyong and other stakeholders at the National Suicide Prevention Conference.

The conference was organized by the group and held under the chairmanship of Senator (Dr) Ibrahim Yahaya Oloriegbe and the Patronage of LifeLine International's Global Patron, H.E Toyin Saraki. In February 2025, Senator Asuquo Ekenyong presented the bill to the plenary of the Senate of the Republic of Nigeria for the first reading. This heralds the beginning of a journey for legislative action that we hope will culminate in decriminalization of attempted suicide in Nigeria.

Suicide is not a crime.

Decriminalisation opens the door to compassionate care, mental health support, and dignity for those in crisis.

LifeLine International will continue to advocate for the:

1. Repeal of laws and regulations that criminalise suicide;
2. Investment in mental health and suicide prevention services; and
3. Promotion of crisis helplines and support networks.



LLI Global Patron Toyin Saraki and Africa Lead, Prof Taiwo Sheikh marking World Mental Health Month 2025 by advocating for suicide decriminalization



Nigeria Suicide Prevention Advocacy Working Group convened by Prof. Sheikh meeting with Senator Asuquo Epenyong to discuss the Suicide Prevention Concept Bill.

Corporate Governance

LifeLine International was established as a not-for-profit charity in Australia in 1966.

Building on the pioneering work of LifeLine Australia, the organisation was initially formed with seven Member countries: Australia, New Zealand, South Africa, Canada, USA, South Korea, and Taiwan.

LifeLine International was incorporated in Australia in 2020 and is a fully regulated and registered Australian charity, representing separately incorporated Member organisations around the world.

The organisation is governed by an international Board, and supported by a small secretariat across operations, policy, advocacy, campaigning, and Member services functions. Directors are elected by Members through an election process in accordance with LifeLine International's constitution.

The organisation is currently funded by philanthropic individuals, businesses, foundations, and Members that share a vision of a world without suicide.

LifeLine International is bound by a Code of Conduct. Directors and employees are expected to act in accordance with this Code and pursue the highest standards of professional and ethical conduct in the interests of LifeLine International, its Members and all other stakeholders.

To access our Board Charter, Key Corporate Governance Documents and Lifeline International Ethical Guidelines visit: lifeline-intl.com

Auditors Report

LifeLine International closed FY25 with a deficit result of \$(899,772). This result reflects not only the challenges with fundraising in the current global environment but also the need to remain competitive in a global environment where there is a notable shift in funding priorities. In FY25 the organisation undertook a significant restructure to enable investment in sustainability drivers that ensure LifeLine International's long term financial endurance. LifeLine International continues to invest into our fundraising capability and strategies to diversify income.

The independent audit report to LifeLine International's members for FY25 as prepared by Hardwickes (Registered Company Auditor) will be available via the ACNC website in due course:
[LIFELINE INTERNATIONAL LIMITED | ACNC](#)

LifeLine International Board

Kerry McCabe
Board Chair
Australia

See Soon Eng
Director
Malaysia

Jetha Devapura
Director
Australia

Webster Gonzo
Deputy Chair
Namibia

Howard Chen-Yu Ho
Director
Taiwan

Kelly Clarke
Director
Australia



L-R Howard Chen Yu-Ho (Board Director), Dr Alan Woodward (LLI Policy Director), Webster Gonzo (Deputy Chair), Thilini Perera (CEO), Kelly Clarke (Board Director), See Soon Eng (Board Director), Kerry McCabe (Chair) and Jetha Devapura (Board Director).



With grateful thanks for your support

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- All our individual and corporate donors who make our mission possible through their financial and in-kind support.



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