December 5, 2025

The Honorable Howard L Marklein
Joint Committee on Finance, Senate Co-Chair
Room 316 East State Capitol
PO Box 7882
Madison, WI 53707

The Honorable Mark Born
Joint Committee on Finance, Assembly Co-Chair
Room 308 East State Capitol
PO Box 8952
Madison, WI 53708

Dear Senator Marklein and Representative Born:

I am pleased to submit the HOPELINE Annual Report to the Legislature, as directed by the Committee at its October 2, 2019, meeting under s. 13.10. The attached report provides information on the services provided by HOPELINE between July 1, 2024, and June 30, 2025.

Sincerely,

Kirsten L. Johnson
Secretary-designee

1 West Wilson Street • Post Office Box 7850 • Madison, WI 53707-7850 • Telephone 608-266-9622 •
www.dhs.wisconsin.gov
Protecting and promoting the health and safety of the people of Wisconsin

HOPELINE Annual Report to the Legislature July 1, 2024, through June 30, 2025

By direction of the Wisconsin State Legislature, the Wisconsin Department of Health Services (DHS) provides grant funds in the amount of $110,000 general purpose revenue (GPR) per state fiscal year to the Center for Suicide Awareness (CSA), a nonprofit organization based in Kaukauna, Wisconsin. The funds are used to obtain and share data related to the use of HOPELINE, a text message-based emotional support service, as well as to maintain "HOPELINE" as Wisconsin's text message keyword for the national Crisis Text Line (CTL).

CTL is a free 24/7 text message-based support service for people in emotional crisis that is reached by texting CTL's number, 741741. CTL collects data about HOPELINE texts and texters, which is available by making a data request to CSA. The data can be used by interested parties in the state to help inform efforts related to mental health services and supports, crisis intervention, and suicide prevention.
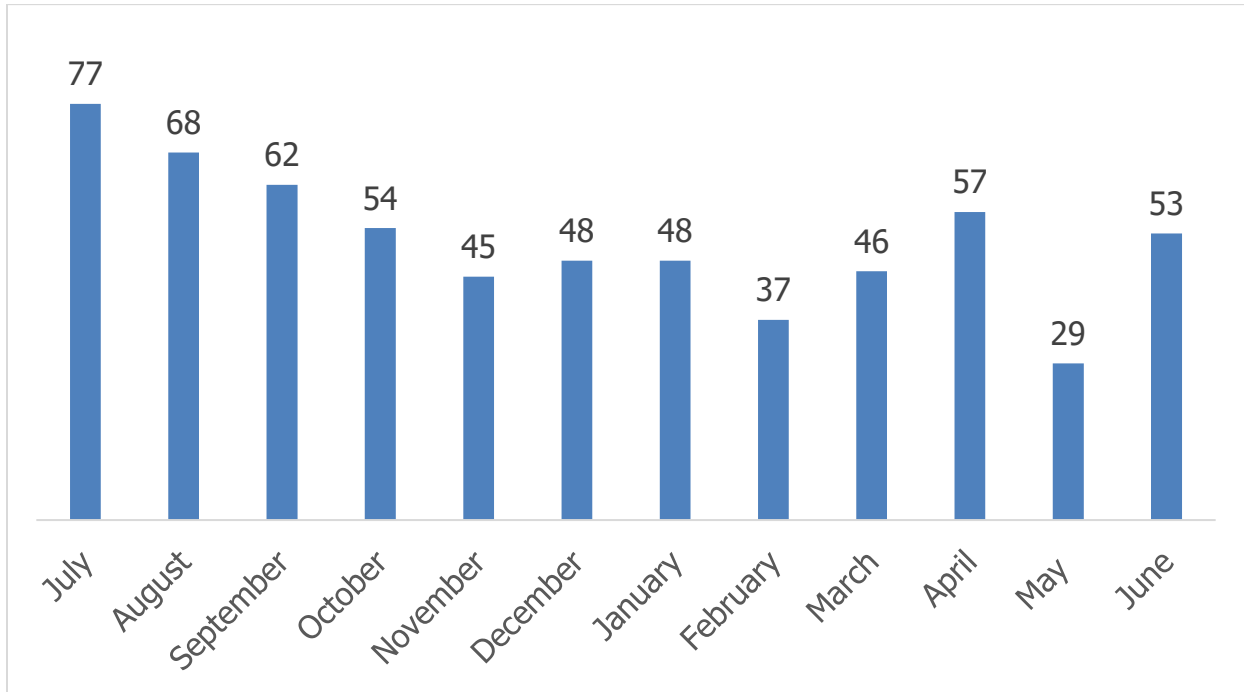
This report covers the period of July 1, 2024, through June 30, 2025. During that time, the number of individuals in Wisconsin who texted HOPELINE was 397. The number of text "conversations" with people in Wisconsin was 624, which includes individual texters who reached out multiple times. Also, during that period, HOPELINE requested emergency services be dispatched to the texter's physical location on four occasions. Those figures compare to 889 individuals, 1,400 conversations, and 13 emergency dispatches over the same period the previous year. Emergency services are contacted when the texter indicates suicidal thoughts, a plan, and a method to attempt suicide within 48 hours, and the crisis counselor is unable to de-escalate the situation.

The following pages contain data provided by CSA related to the use of HOPELINE, as well as information from DHS on CSA's expenditures using the grant funds.

Volume

The chart below shows a breakdown of the text conversation volume by month for the period of July 1, 2024, through June 30, 2025.

Conversations

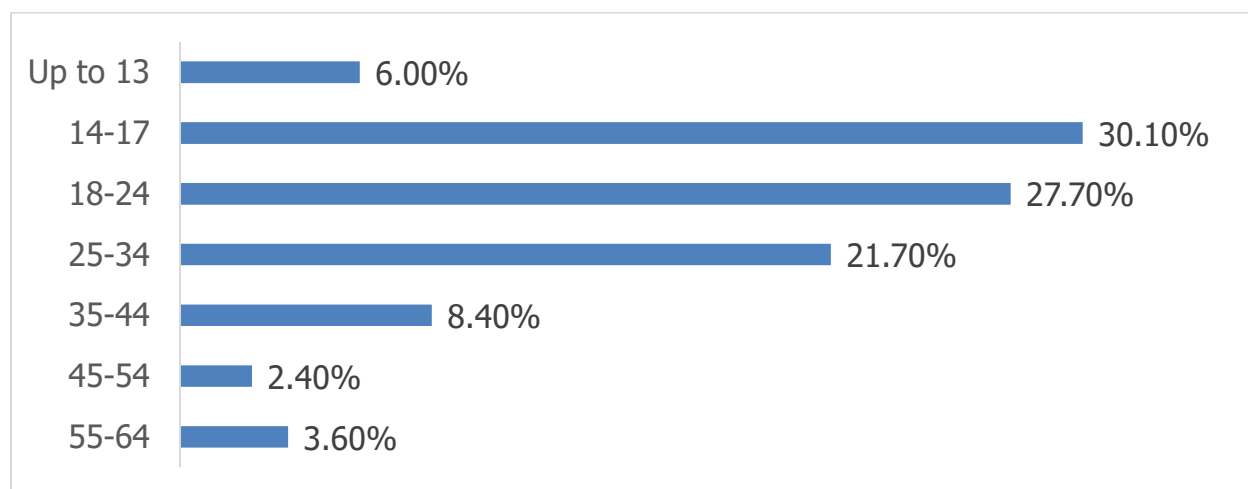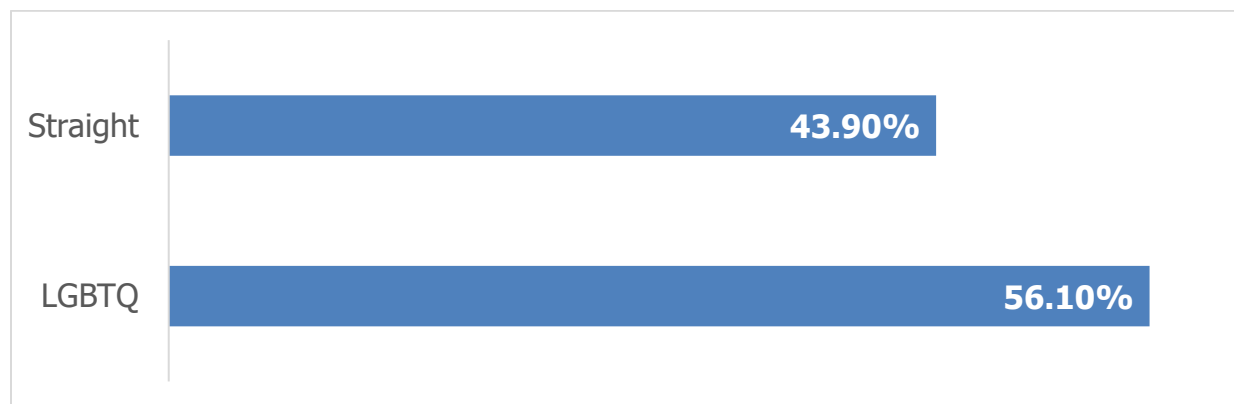| Month	Conversations
July	77
August	68
September	62
October	54
November	45
December	48
January	48
February	37
March	46
April	57
May	29
June	53

Demographics

HOPELINE has access to demographic data self-reported by texters for the following categories: age, sexual identity, and disability. For this reporting period, HOPELINE was not able to provide data about texter gender or race/ethnicity, as the number of texters reporting on these categories was too small. The charts below show data for the period of July 1, 2024, through June 30, 2025. Percentage totals may exceed 100% for "Disability" due to texters identifying with more than one item in that category.

Age

Age	Percentage
Up to 13	6.00%
14-17	30.10%
18-24	27.70%
25-34	21.70%
35-44	8.40%
45-54	2.40%
55-64	3.60%

Sexual identity

Sexual identity	Percentage
Straight	43.90%
LGBTQ	56.10%

Disability

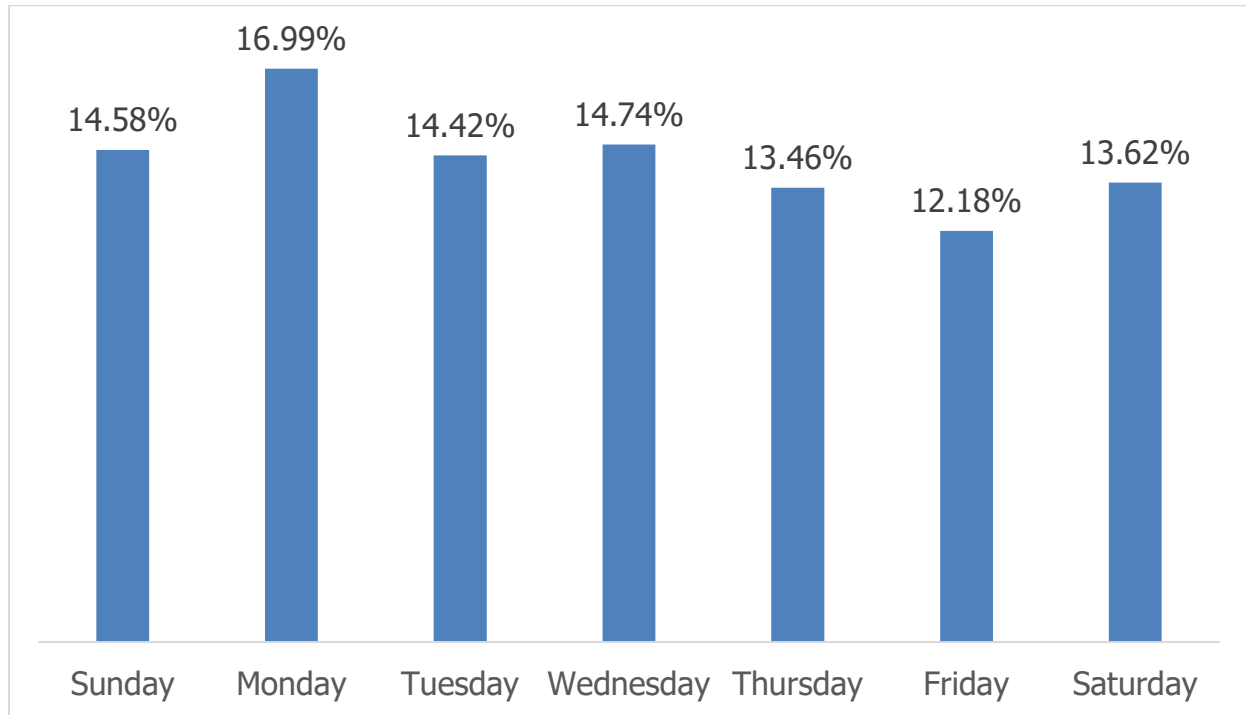| Category	Percentage
ADD/ADHD	34%
No	49.10%
Not sure	13.20%
Autism	11.30%
Hard of Hearing	11.30%
Write In	11.30%
Visually impaired	2.80%
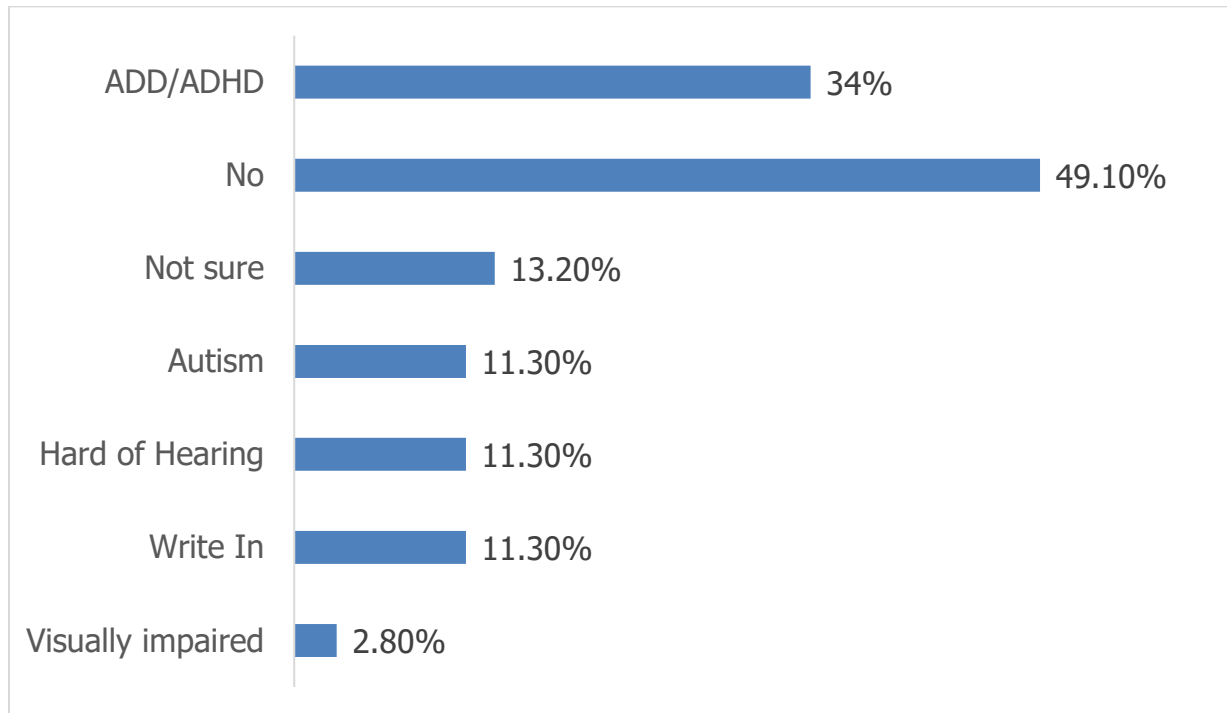
Location

HOPELINE has texter location data at the county level for most, but not all, text conversations. The table below shows the distribution of conversations with a known county location over the period of July 1, 2024, through June 30, 2025. If a county is not listed, it means HOPELINE did not have location data for text conversations from that county.

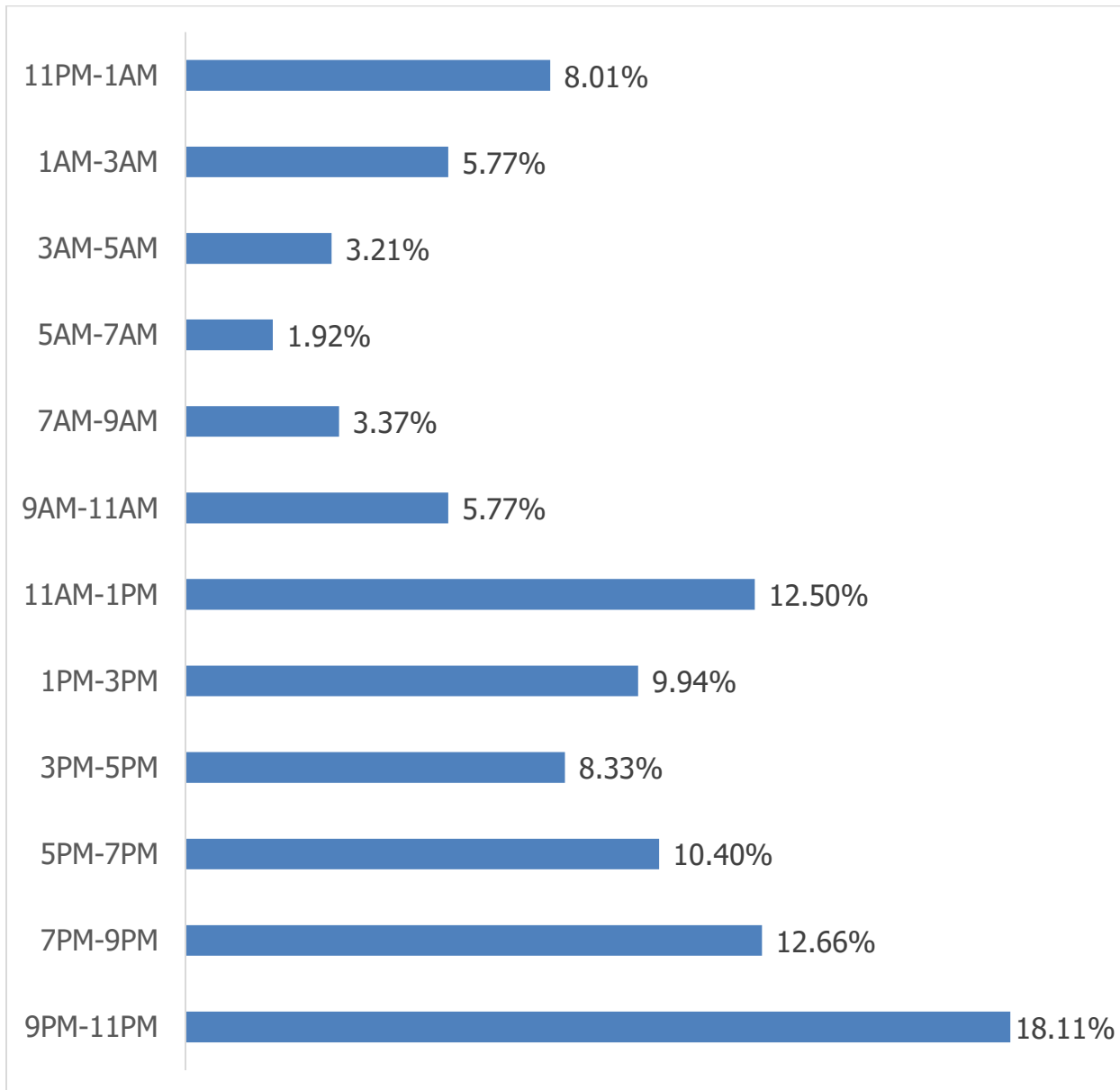| County	Number of Conversations
Barron	6
Brown	39
Chippewa	6
Dane	35
Dodge	13
Dunn	6
Eau Claire	27
Fond du Lac	17
Grant	6
Kenosha	6
La Crosse	16
Manitowoc	13
Marathon	6
Milwaukee	88
Oneida	4
Outagamie	84
Polk	6
Portage	7
Racine	34
Rock	29
Vilas	4
Washington	19
Waukesha	23
Waupaca	4
Winnebago	19

Volume distribution

HOPELINE has details about the text volume it receives. The following two charts show the distribution of HOPELINE conversation volume by day of the week and time of day for the period of July 1, 2024, through June 30, 2025.

Day of week

Time of day (Central time)

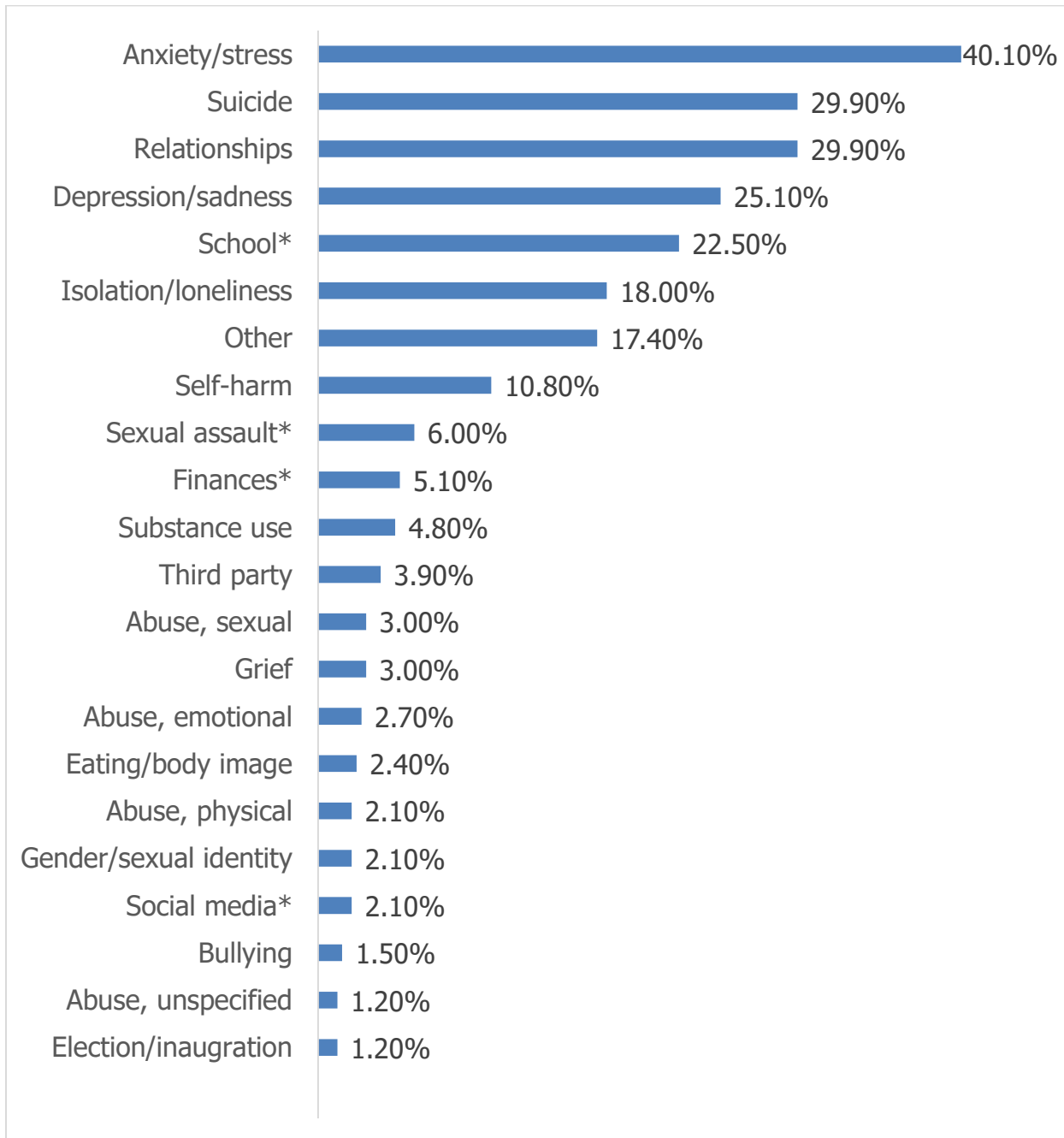| Time	Percentage
11PM-1AM	8.01%
1AM-3AM	5.77%
3AM-5AM	3.21%
5AM-7AM	1.92%
7AM-9AM	3.37%
9AM-11AM	5.77%
11AM-1PM	12.50%
1PM-3PM	9.94%
3PM-5PM	8.33%
5PM-7PM	10.40%
7PM-9PM	12.66%
9PM-11PM	18.11%

Texters' top issues

The content of text conversations is a data point collected for HOPELINE. This chart shows the top issues that texters talked about during the period of July 1, 2024, through June 30, 2025. An asterisk (*) next to the issue means the issue was inferred from the content of the text conversation. Percentage totals exceed 100%, as texters often seek support for multiple issues within a conversation.

Issues

Issue	Percentage
Anxiety/stress	40.10%
Suicide	29.90%
Relationships	29.90%
Depression/sadness	25.10%
School*	22.50%
Isolation/loneliness	18.00%
Other	17.40%
Self-harm	10.80%
Sexual assault*	6.00%
Finances*	5.10%
Substance use	4.80%
Third party	3.90%
Abuse, sexual	3.00%
Grief	3.00%
Abuse, emotional	2.70%
Eating/body image	2.40%
Abuse, physical	2.10%
Gender/sexual identity	2.10%
Social media*	2.10%
Bullying	1.50%
Abuse, unspecified	1.20%
Election/inaugration	1.20%

Expenditures

This section of the report contains information on CSA's expenditures using the grant funds for the period of July 1, 2024, through June 30, 2025. During this period, CSA used grant funds in the amount of $110,000 to:

- Maintain the "HOPELINE" keyword contract with CTL ($6,500).
- Support general HOPELINE operations, including internet service, supplies, accounting services, and business insurance ($5,160).
- Maintain technology for supporting the CSA website, as well as technology that meets CTL requirements ($5,125).
- Employ staff in two part-time positions, equaling one full-time equivalent position ($93,215 salary), to:
  - Fulfill requests for data reports.
  - Field questions regarding the data.
  - Examine the data to gauge activity and possible trends.
  - Collect information on how data is being used and for what purposes.
  - Work within Wisconsin to educate community partners on the importance of using the "HOPELINE" keyword to ensure that data for the state is as complete as possible.
  - Work with CTL national and other state CTL keyword holders to help ensure the accuracy and integrity of HOPELINE data.
  - Continue to advocate with CTL to have their technology vendor restore an open data portal.