

Vibrant Emotional Health
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VIBRANT EMOTIONAL HEALTH RECEIVES \$5 MILLION GIFT FROM PHILANTHROPIST MACKENZIE SCOTT

Significant Donation Will Enable Leading Nonprofit Mental Health Organization – Which Also Administers the National 988 Suicide & Crisis Lifeline – to Expand Its Life-Saving Programs

NEW YORK, NY (November 16, 2022) – Vibrant Emotional Health (Vibrant), a leading mental health organization and the nonprofit administrator of the national 988 Suicide & Crisis Lifeline (988 Lifeline), announced today that it has received [an extraordinary \\$5 million gift from philanthropist MacKenzie Scott](#). This is the largest donation from an individual in Vibrant’s over 50-year history.

Vibrant’s groundbreaking emotional health solutions and support play a critical role in helping people maintain their mental health, and provide critical services to communities when, where and how they need them. In addition to the nation’s mental health safety net, 988 Suicide & Crisis Lifeline, Vibrant’s reach also includes community wellness programs, advocacy and education initiatives to promote mental wellbeing, and leading-edge phone, text and web-based hotline resources such as the Disaster Distress Helpline, NFL Life Line and NYC Well. Vibrant currently serves more than 3.6 million people each year. Ms. Scott’s gift will expand Vibrant’s ability to support those in crisis and help individuals and families achieve emotional health.

Kimberly Williams, President & CEO of Vibrant Emotional Health, said, “We are deeply grateful for MacKenzie Scott’s exceptional and generous gift, which will enable us to accelerate our life saving work to support those in need. At a time when so many are experiencing enormous strains on their mental health, the need for equitable and easily accessible support and services has never been greater. MacKenzie’s commitment to our mission and belief in our team comes at a vital moment, and we look forward to the expanded impact her gift will enable us to deliver for communities.”

About Vibrant Emotional Health

For 50 years, Vibrant Emotional Health has been at the forefront of promoting emotional well-being for all people. As leaders, advocates, educators, and innovators in mental health, we have been raising awareness and offering support to everyone who is struggling. We work every single day to help save lives and assist people to get care anytime, anywhere and in any way that works for them. We are unwavering in our belief that everyone can achieve emotional wellness with the right care and support. As part of our work, we administer the 988 Suicide & Crisis Lifeline, funded by SAMHSA, which provides 24/7, free, and confidential support for people in emotional distress across the United States. For more information, please visit www.vibrant.org. And follow Vibrant on [Twitter](#), [Facebook](#) and [Instagram](#).

About the 988 Suicide & Crisis Lifeline (formerly the National Suicide Prevention Lifeline)

Funded by SAMHSA and administered by Vibrant Emotional Health, the 988 Suicide & Crisis Lifeline (988 Lifeline) is a leader in suicide prevention and mental health crisis care. The 988 Lifeline provides free and confidential emotional support and crisis counseling to people in suicidal crisis or emotional distress 24 hours a day, 7 days a week, across the United States. Callers who follow the “press 1” prompt are connected to the Veterans Crisis Line. A Spanish Language line is available by pressing 2 when calling 9-8-8, and more than 240 languages are supported through a Tele-Interpreters service. Callers now also have the option of following a “press 3” prompt to be connected to a counselor specifically trained in supporting LGBTQ+ callers. The Lifeline comprises a national network of more than 200 local crisis centers, uniting local resources with national best practices. Since its inception in 2005, the Lifeline has engaged in innovative public messaging, development of best practices in mental health, creative partnerships, and more to improve crisis services and advance suicide prevention for all. suicidepreventionlifeline.org.

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