



Impact
Report

2024

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Introduction

Live Free 999 was founded by Carmela Wallace to honor her son Jarad "Juice WRLD" Higgins. Carmela was inspired to name the foundation Live Free 999 after looking at a picture of Jarad wearing a jean jacket he bought from a thrift store; on the back of the jacket he painted "Live Free." Through his music, Jarad shared the emotions that tormented him with the world. The messages in his music resonated with others who shared the same struggles. Carmela has received countless messages from his fans stating that Jarad's music helped them with depression and anxiety. Live Free 999 seeks to carry on his legacy.

Live Free 999's mission is two-fold. We aim to rid the stigma and normalize the conversation around mental illness and substance use disorders. We also support programs that provide preventative measures and positive avenues to address mental health challenges and substance dependency. Through financial grants and partnerships, Live Free 999 bolsters organizations providing positive mental health treatments and alternatives to drug use. Beyond providing financial support, Live Free 999 continues the conversation around mental health and addiction.

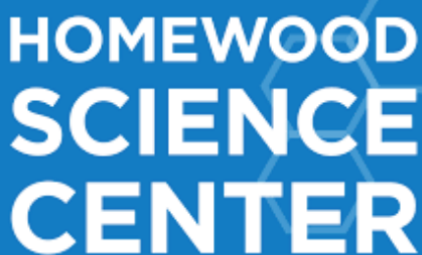


2024 Grant Recipients

\$100,000 donated to 9 unique organizations



Through financial grants and partnerships, Live Free 999 supports organizations providing positive mental health treatments and alternatives to drug use.



Partnerships: Spotlight on Crisis Text Line

MISSION & VISION

Mission

At the intersection of empathy and innovation — Crisis Text Line promotes mental well-being for people wherever they are.

Vision

An empathetic world where nobody feels alone.

PURPOSE

Crisis Text Line provides free, 24/7, high-quality text-based mental health support and crisis intervention by empowering a community of trained volunteers to support people in their moments of need.

PARTNERSHIP

Through our partnership with Crisis Text Line we are able to give our audience a unique keyword to use to reach out for support, 24/7.

Text LF999 to 741741 to reach a trained crisis counselor.

> 90%

Satisfaction Rate

2.41k

Texters

3.06k

Conversations

80%

New Texters

Crisis Text Line <> Live Free 999 Partnership Impact

*data gathered from texters using LF999 keyword

PSA: His Name was Jarad in partnership with Crisis Text Line

Carmela Wallace and Live Free 999 Release National PSA Aiming to Normalize the Conversation Around Mental Health and Substance Dependency

In the 2024 national campaign, Carmela highlights her story and encourages those in need to reach out to Live Free 999 and Crisis Text Line for mental health support. Through the PSA and accompanying media tour, Carmela and Live Free 999 aim to normalize the conversation around mental health and substance dependency.

“I started Live Free 999 to remove the stigma and normalize conversations around mental health and substance dependency. I want to ensure that no other parent or loved one faces what I’ve faced,” says Carmela Wallace in the PSA.

In the new PSA, Wallace shares the story of her son, Jarad. The PSA then encourages those in need to text LF999 to 741741 to connect with a Crisis Text Line volunteer crisis counselor.

Through its partnership with Crisis Text Line’s free and confidential mental health service, Live Free 999 has directly touched over 10,000 lives, offering solace, guidance, and a compassionate ear to those in need.

490
million

audience reached through
television and radio airings

999 Stories Campaign

Nearly 200 new stories shared

Live Free 999 encourages everyone to speak openly about mental health. We have created a space to share the stories sent to us from our audience to inspire others to share their own journeys, creating a virtual story-telling chain of community and support.

**SHARE
YOUR
STORY**

Acknowledgements

A special thank you to our partners at Crisis Text Line for their tireless efforts to help those in times of crisis.

Thank you to ALL the generous donors to Live Free 999. Your donations continue to allow us to support the important work of organizations in the mental health field.



We thank you for your continued support in our mission



Fund of the Entertainment Industry Foundation