

Live Free 999 Overview

About Live Free 999

Live Free 999 is a nonprofit founded by Carmela Wallace to honor the life and legacy of her son, Jarad “Juice WRLD” Higgins, the multi-platinum artist whose music—which he used as an outlet for expressing pain, anxiety, depression, and addiction—resonated deeply with a generation. Live Free 999 channels that legacy into its work, using the “999” as a symbol of turning negative experiences into positive outcomes, transforming personal struggle into collective healing. The foundation is committed to supporting young people in their struggles with mental health, substance use, and the pressures of life in today’s world. Live Free 999’s mission is to fund and partner with organizations that provide preventative mental health services and effective pathways to overcome substance dependency. The organization champions evidence-based treatment approaches while advancing the public conversation on mental health and addiction.

Chicago-Focused Programming

- **“Shatter the Silence” Mental Health Day Event**
 - On April 20, Live Free 999 will align with key partners including Homewood-Flossmoor High School—Jarad’s alma mater, Kevin Love Fund—the evidence-based mental health organization founded by NBA Champion Kevin Love, Crisis Text Line—a global nonprofit organization providing free, confidential, 24/7 mental health support and crisis intervention through text messaging, and more to coordinate implementation across school-based, community, family, and creative-industry initiatives. This is a continuation of Live Free 999’s annual Mental Health Day event and a launch of expanded Crisis Text Line access in Chicago and the South Suburbs.
- **Bring Change to Mind (BC2M) Youth Fellowship**
 - BC2M will host the Live Free 999 Fellowship within their existing Teen Advisory Board (TAB) framework, engaging 10 participants per live program session (three sessions annually). Through this partnership, Live Free 999 will gain authentic perspectives from across the country—with a focus on Chicago—on local challenges and national trends in youth mental health.
- **Kevin Love Fund Arts-Based Mental Health Program**
 - Educators will be drawing from the Kevin Love Fund's arts-based mental health program to inspire activities that will provide participants with tools and skills to support their mental health. In addition, both organizations will amplify mental health resources across their respective platforms, including Crisis Text Line—a longtime partner to both organizations.
- **Crisis Text Line Code Expansion**

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- Live Free 999 continues to drive awareness of the keyword “LF999” to 741741, ensuring Chicago youth can access immediate crisis support. The program centers around young people experiencing anxiety, depression, and substance use challenges, while monitoring the demand to strengthen localized mental health resources, specifically in the South Cook ISC territory which encompasses 66 public school districts—representing 254 schools, 5 special education cooperatives, 146,000 students, and over 12,000 educators.

Additional Active National Partnerships

- **MusiCares**
 - Live Free 999’s partnership with MusiCares—the nonprofit charity founded by the Recording Academy which provides financial assistance, addiction recovery, and health services—entails the development of an extensive research program intended to collect data to improve the mental health and wellness of emerging young artists.
- **Music Health Alliance**
 - Live Free 999’s partnership with Music Health Alliance—a nonprofit that provides music industry professionals with free healthcare advocacy, health insurance guidance, and financial assistance—works to provide grants for outpatient therapy and ongoing mental health for emerging artists including \$1,000 grants for therapy sessions, personalized matching with licensed professionals, and ongoing support and navigation services.