



2011 ANNUAL REPORT

The SAVE Mission

To prevent suicide through public awareness and education, reduce stigma, and serve as a resource for those touched by suicide.

2011 Program Highlights

SAVE has been working to raise awareness of the connection between depression and suicide since 1989. The SAVE mission calls for programming in three important areas:

1. Our **multi-media campaign** is the foremost tool for raising awareness about suicide prevention. The campaign includes TV, radio, newspaper, magazines, outdoor and indoor advertising PSA placement in addition to Public Relations exposure in TV, radio, print and online media. In 2011 SAVE generated over 75 million impressions in our public awareness and media relations efforts. SAVE is extremely grateful to the media companies who donated space and time to deliver this important, life-saving message.
2. **Community and Professional Education** is an additional component of delivering the SAVE message. This is accomplished with the SAVE Speakers Bureau comprised of staff and trained volunteers who teach the symptoms of depression, the signs of suicidal behavior and how to intervene. Annually, SAVE responds to hundreds of requests to provide information in various settings – civic, professional, faith organizations, businesses, conferences and schools. In 2011, SAVE reached 8,569 people in 65 appearances.
3. **Resources and Support** are provided to those interested in information on suicide prevention and for people touched by suicide through save.org, publications, prevention and grief packets, an annual memorial, resource, referrals and more. In 2011 SAVE distributed more than 43,360 pieces of SAVE materials and our website received 861,210 page views from more than 191 countries.

SAVE Program Statistics - 2011	Number of People Reached
Public Awareness	68,205,000
Public Relations	7,250,000
Community Presentations	
Number of Presentations	19
Audience	1,035
School Based Presentations	
Number of Presentations	43
Audience	5,405
Conferences	
Number Attended	3
Audience	2,129
Volunteer Hours	642
Number of Products Sold	31,587
Number of Products Distributed for Free	11,773



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The following individuals, companies and organizations have made donations to SAVE in 2011. Their support ensured the SAVE message of suicide prevention reached millions of people, raising awareness, providing education and resources and reducing stigma. We are very grateful for their generosity.

Founders \$25,000 and above

Community Health Charities Minnesota
POPP Communications

Chairmen \$10,000 - \$24,999

Debra Anderson
Anoka Metro Regional Treatment Center Auxiliary
Alfred Erickson Foundation
Independent Charities of America

Presidents \$ 5,000 – \$9,999

Alvin & Mary McQuinn
Bill & Terri Popp
Janeen Steffel

Leaders \$2,500 - \$4,999

Anoka County Children and Family Council
IntriCon Corporation
Luther Automotive Group
Mall of America
Minnesota Community Foundation
Tau Mu Tau Sorority
United Way
Walser Foundation

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David Frazee
Ross & Denise Gilsrud
Hope & Charles Hudrlik
Johnson Group Holdings
Michael & Anne Johnson
Mental Wellness Campaign of Anoka County
Mille Lacs Lake Band of Ojibwe and Grand Casino
Minneapolis Foundation
Minnesota Community Foundation
Mission Technologies
Nestle
Northern Trust
Lisa & Larry Poole
Quality Insulators
Remote Technologies
George Torrey
Wells Fargo Community Campaign
George & Elizabeth Workinger

Patrons \$500 - \$999

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Central Minnesota Community Foundation
Betty Cook
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Fidelity Charitable Giving
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St. Cloud Area Golden Gloves Boxing
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Suzanne Thompson
Antoinette Wetzel
Greg Wilkinson

Educators \$100 - \$499

Jessica Aaron
Marvin & Patrice Alexander
Julie Allis
AMCON



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Educators \$100 - \$499 Con't

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Cynthia Cressy
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Daniel Dammen
Beth Daniels
Paula Decosse
Nicole Dionne
Gregory Driscoll
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William & Jodi Grimm
Gurstel /Chargo, PA
Bill & Judy Habedank
Edward & Margaret Hagerty



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Educators \$100 - \$499 Con't

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DeAnn Halvarson
Duane Halverson
Diane Hammond-Couling
John & Mary Hannus
Zach Harazin
Tim Harrington
John Harris
Robert Harris
Ramzi Hassan
Martin & Kerry Hawk
Healthsource of Uptown Chiropractic
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Lange Kaupinen
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Kathleen Kelly
Michael & Debra Kelly
Sara Kindsfater-Yerkes
Zoe Klein
Kristin Koehnen
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Mike & Renee Koukal
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Kenneth Larson
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Thomas & Susan McGuire
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Sofya Melikova
Violet Mensing
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Brandon Meyer
Terrence & Kathryn Miller
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Stephanie Monoque
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Tracy Moosbrugger
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Jacqui Olson
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Moiria O'Malley
Tobin Opheim
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Sarah Padula
Susan Palmer
Janet Pastorek
Betty Patnode
Andrew Perry
M.L. Petrasek
Doug Pouliot
Michael Quinn
Radius Track Corporation



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Educators \$100 - \$499 Con't

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Gale Raisanen
Daniel & Marva Randa
Chris Ray
RDO Equipment
Daniel J. Reidenberg
Renaissance Charitable Foundation
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Katherine Rieder
Tessa Ripley
Ruth Ann Rose
Judy Rothen
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Terrance & Kathleen Russell
Ryan Companies
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Gurmukh & Harriet Sarkaria
Scaffold Service
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Jeredine Schneider
Bobby & Darcy Schnitzer
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University of Minnesota
VFW Post 3442
Viking Auto Sprinkler
Villa School Fund
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Diane Waldow
Wallboard, Inc.
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Carol Will
Lloyd Williams
Todd Williams
Women of Moose Coon Rapids
David Yakimischak
Wendy Yorita
Amy Young
Jennifer Young
Kathryn Young
Rita Zambito

Friends – Up to \$99

SAVE is particularly grateful for nearly 1500 additional friends who made donations to further the cause of suicide prevention.

* We apologize in the event that a donation was not recognized.

SAVE thanks the following in-kind media donors. Because of their generosity, SAVE reached more people than ever in 2011.

Each time the SAVE message is delivered, more people understand the connection between brain illness and depression, more people seek help and more lives are saved. Thank you!

AllOver Media
CBS Outdoor
City Lites Marketing
Clear Channel Communications
KARE 11 TV
FOX 9 TV
KS95 Radio
KSTP 1500 Radio
Titan Outdoor LLC



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*Providing direction and input on overall strategic
direction including business, advocacy,*

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Vice President, First Union Securities

Board of Reference

*Providing input for SAVE's programs and
educational material to ensure scientific and
medical accuracy.*

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STATEMENT OF ACTIVITIES

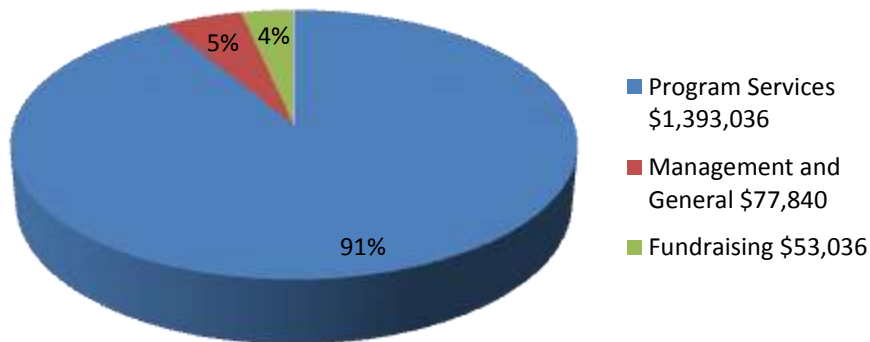
<i>Support and revenue</i>	
Contributions	\$327,989
Special Events	\$170,275
Publication Income	\$44,764
Program & Interest Income	\$24,345
In-kind Contributions	\$903,917
Total Support and Revenue	\$1,406,753

<i>Expenses</i>	
Program Services	\$1,393,036
Support Services	
Management and General	\$77,840
Fundraising	\$53,036
Total Support Services	\$130,876
Total Expenses	\$1,523,912

<i>Current Assets</i>	
Cash	\$97,816
Certificates of deposits	\$298,464
Grants Receivables	\$17,753
Accounts Receivables & Prepaid Expenses	\$29,683
Property and Equipment	\$5,966
Restricted cash	\$19,450
Total Assets	\$469,132

Total Current Liabilities	\$27,250
Total Net Assets	\$441,882

SAVE Expenditure 2011



Three Major Program Expenses

Media Campaign	\$281,168
Resources and Support	\$113,454
Community and Professional Education	\$98,655