



2012 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.

2012 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 2012 SAVE generated over 120 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 2012, SAVE reached 12,382 people in 71 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 2012 SAVE distributed more than 44,200 pieces of SAVE materials and our website received 869,758 page views from more than 196 countries.

SAVE Program Statistics - 2012	Number of People Reached
Public Awareness	68,205,000
Public Relations	7,250,000
Community Presentations	
Number of Presentations	26
Audience	5,900
School Based Presentations	
Number of Presentations	38
Audience	2,302
Conferences	
Number Attended	7
Audience	4,180
Volunteer Hours	756
Number of Products Sold	37,634
Number of Products Distributed for Free	6,564



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The following individuals, companies and organizations have made donations to SAVE in 2012. 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

Women, Children, and Family

Presidents \$ 5,000 – \$9,999

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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 2012.

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!

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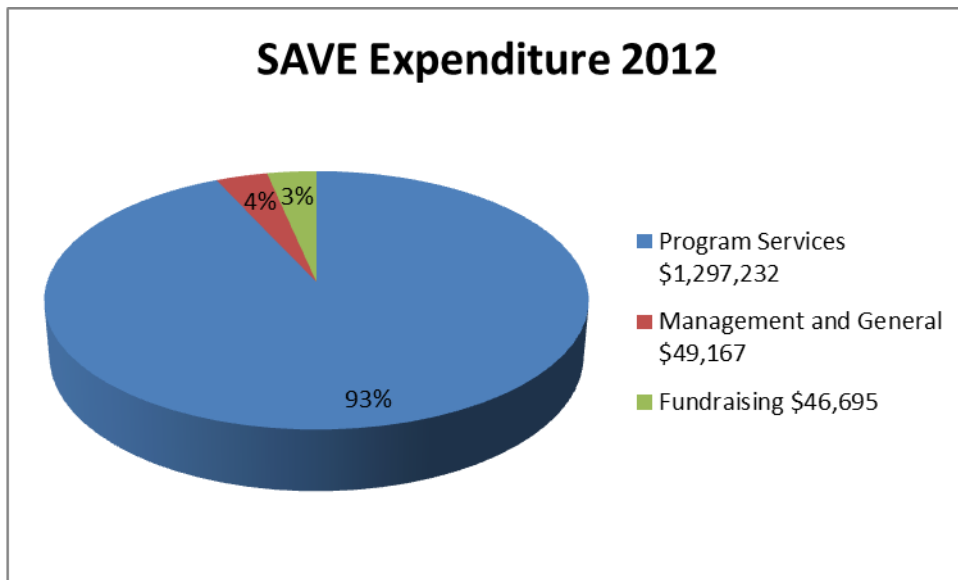
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Three Major Program Expenses

Media Campaign
\$282,610

Resources and Support
\$114,640

Community and Professional Education
\$99,161