



2013 Annual Report

2013 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:

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

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 2013 SAVE generated over 125 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 2013, SAVE reached 14,933 people in 34 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 2013 SAVE distributed more than 35,300 pieces of SAVE materials and our website received 1,130,013 page views from more than 203 countries, with 85% new visitors.

SAVE Program Statistics - 2013	Number of People Reached
Public Awareness	92,781,803
Public Relations	10,500,000
Community Presentations	
Number of Presentations	17
Audience	3,102
School Based Presentations	
Number of Presentations	10
Audience	231
Conferences	
Number Attended	7
Audience	11,600
Volunteer Hours	873
Number of Products Sold	31,883
Number of Products Distributed for Free	3,411



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The following individuals, companies and organizations have made donations to SAVE in 2013. 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.

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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 2013.

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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Signation
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2013 Annual Report

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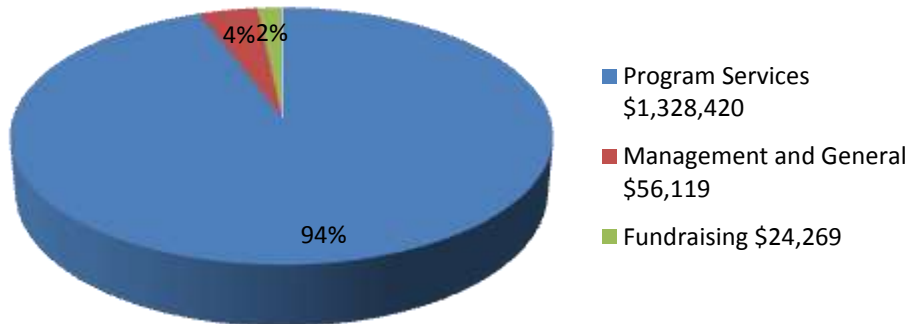
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SAVE Expenditure 2013



Three Major Program Expenses

Media Campaign
\$292,230

Resources and Support
\$117,917

Community and Professional Education
\$102,537