



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

2014 Annual Report

2014 Program Highlights

SAVE is a national organization who has been working to raise awareness of the connection between mental illness and suicide since 1989. SAVE's messages, materials, professional trainings, and community presentations, target a broad audience of people throughout the United States. 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 2014 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 2014, SAVE reached 19,640 people in 53 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 2014 SAVE distributed more than 36,000 pieces of SAVE materials and our website received 1,590,147 page views from more than 217 countries, with 86% new visitors.

SAVE Program Statistics - 2014	Number of People Reached
Public Awareness	
Public Awareness/Relations	602,988,360
Community Presentations	
Number of Presentations	41
Audience	15,490
School Based Presentations	
Number of Presentations	11
Audience	350
Conferences	
Number Attended	6
Audience	3,970
Volunteer	
Hours	1015
Products	
Number of Products Sold	32,080
Distributed for Free	3,980

2014 Annual Report



The following individuals, companies and organizations have made donations to SAVE in 2014. 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

Richard Ahmann
Clear Channel
Mall of America

Presidents \$ 5,000 – \$9,999

Bravelets, LLC
Pamela Grimm
Duane & Mary Halverson
Charles Hudrlik
Teri Popp
Janeen Steffel
Walser Foundation

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

Luther Automotive Group
Marek Family Foundation
McNeilus Steel, Inc.
Miracle Eleven Inc.
Multek
Northern Trust
Quality Insulators
Signation Group
Surescripts
The K foundation
WIPFLI

Partners \$1,000 - \$2,499

Bob and Shauna Archambault
Bonnie Bartsh
Paul & Tanya Bennett Foundation Bennett
Kelly Berg
C's Farm Market
James Boland
Douglas Bonjean
Catholic Community Foundation
Central Minnesota Community Foundation
Cheese Grater Triathlon

Tami Chilson
Kevin, Tami & Dan Chilson
Choices Psychotherapy
Susan Davis
Enterprise Holdings Foundation
Erin Fischer
Charles and Adrienne Haley
Richard and Sharon Hanson
Jennifer Hoese-Kielbasa
Jed David Satow Family Foundation
Maria & Dave Johnson
Tom Johnson
Maria Johnson
Molly Kinney
Douglas Kruhoeffer
Ruth Lederman
Loeb & Loeb LLP
Susan Crow & Bill Metz
Mission Technologies
Modropy
Kara Nelsen
Laureen O'Brien
Dr. John and Ellen Sue Parker
Robert Pofert
Michael Robinson
Rue 48 Salon
Monica and Dennis Shevik
Jeffrey Smith
St. Cloud Area Golding Gloves Boxing, Inc.
Peter & Suzanne Thompson
George Thomsen
Triton High School
Weather Nation
Otto C. Winzin Charitable Giving Fund
Munit Yilma
Ryan Young

Patrons \$500 - \$999

Raymond or La Verne Becker
William Boerger

2014 Annual Report



Patrons \$500 - \$999 continue

Bonnie's Hallmark Cards, Gifts, Candles and Candies, Mogen Inc
Constance Cloak
Raymond and Amy Cullinan
Francesca DeLeon
Ronald and Peggy Dokken
Kristin Donovan
Joy Doucette
Daniel & Roberta Dwyer
Greg Ebert
Empower
Enbridge Energy Company, Inc.
Kristine Erickson
David Erickson
David Feinman
Flagship Technologies
Richard or Linda Geiwitz
Employee Giving
William Gleason
Highland Management Group, Inc.
Donald & Jane Hill
Hope Lutheran Church
Suzanne Jardum
Carrol Johnson
Mark and Judith Jones
Bryant Kilkenny
Stacie Klitz
Kraus-Anderson Construction Company
Jerry LaBlanc
Olga Leszczynski
Mahtomedi Area Educational Foundation
David Melroe
David and Jane Melrose
Keith and Linda Miller
Nima Nili
Reuel or Mary Nygaard
Melissa Oliver
Oswego Hospital
Jody & Doug Pangburn
Park Nicollet Health Services
Pathfinder Bancorp MHC
Purevida Bracelets
Christopher Sample

Scheels
Julie Schmit
Bernette Shannon
David and Mary Spillman
Spring Lake Park Lions
Mollie Talent
Tamarack Materials Inc.
Think Terwilliger
The Star Group Inc.
Carol Theis
Think Talent, LLC
Warren & Camille Toosley
Jesse Trepanier
Deeanne Trost
Joseph & Dorothy Young
Taylor Zabinski
Richard Zabinski

Educators \$100 - \$499

Julie Allis
Affinity Plus
Alliance Financial Charitable Foundation
Joel Almquist
Mary Ellen Alt
Terry & Karin Amsdorf
Lynn Anderson
Tamra Anderson
Dave Anderson
Alex Andrews
Gelacio Arias
John Arsenault
Janet Babbitt
Jake Bailey
Macaran and Iris Baird
Sherri Baker
Sherry Bame
Cheryl Baratto
Suzy Barrera
Saije Bashaw
Jennifer Baumgartner
Raymond or La Verne Becker
Tim and Nancy Becker
Gregory Beckstrom
Barbara Benson

2014 Annual Report



Educators \$100 - \$499 continue

Janet Bergerson

Eric Bergh

Billie Bergh

Mike Berry

John Berry

Charles Bertrand

Best Buy

LaVonne Blechinger

Wesley Blu

Sandra Blue

Bob's Produce Ranch

Bolt Street Association

Buffalo Floral & Landscaping

Christina Bonjean

Elizabeth Borell

Bosco & Geers Food Market, LTD

BP Fabric of America Fund

Avis Braschayko

Jennifer Breiwick

Theresa Brennan

Brophy Services, INC.

James Broz

Patricia Bruer

Carol and Michael Brunner

Patty and Jeff Bryant

Rhona L. Brysky

Sandra Buchman

Buffalo Floral & Landscaping

Karen Bunde

Lane Burger

Mark & Karen Byer

C.A.M CO.

Calson Capital Management, Inc.

Kevin and Nicole Carlen

Tim Carroll

James Cassidy

Paul Caswell

Michelle Catarisano

Central Hennepin Auto Body

Chapati

Dominik & Jeanie Chellino

Margaret Chesley

Tami Chilson

Charles Chrystal

Brian Cleaver

Jonathan Coble

Kayla Cole

Kathy Coleman

Trudi Coleman

Lorraine Coleman

Compass Credit Union

Kevin and Melanie Condon

William Conrad Jr.

Quarve Contracting

Karen Cooke

Donna Rae Coyle

Dick & Linda Craig

Andrew Creathorn

Colin and Teri Cross

Compass Credit Union

Kathy Crothers

Daniel and Kirsten Cruikshank

C's Farm Market Inc.

Terry Cummings

Sean Cunningham

Donna Curtis

Sherry and Derik Dautel

John Davies

Patricia Day

Deb Denison

Joseph Denning

Kay DeVaney

Scott Didrikson

Tim Divinski

D'lass Dent Company

Greg Dobesh

Ronald & Peggy Dokken

Deborah Donaghue

Angela Drake

Michael Dunn

Marulyn Duscher

Robert Duthie

Mark Dwyer

Brian Dyak

Eastern Shore Associates

Neil Ebeling

Paul Ekstrom

2014 Annual Report



Educators \$100 - \$499 continue

Elderberry Homestead

Lynn Embretson

Employees of SOS

Florence Erickson

Gordon Estenson

Karen Evans

Richard Evans

Kenneth or Joanne Evers

Daphne and Eddie Fabiano

Melissa Fahrney

James Faricy

Clare Fearon

Vicki Fell

Carol Femling

Marcia and Sandra Finke

Patrick and Julia Fisher

FIT to be TRI'd, LLC

Tara FitzGibbons

Mary Fleming

William Flink

Carol and Doug Ford

Eric Foster

Marion Foster

Foundation for the Carolinas

June Freedman

Michele Friedler

Duane & Suzanne Friedrich

Judith Frizlen

Susan Gallucci

Brenda Garcia

Kristin and Darren Garrett

Susan Geary

Bosco Geers

Sean & Carey Gephart

Brenda Gerster

Hugh and Laura Giesen

Matching Gift Program

Maureen Gluek

Barbara Goetz Cook

Goodtherapy.org, LLC

Allen Gould

Johnny Gould

Mark Grant

Charity Gray

Griffiths Corporation

Matthew Grigal

Theresa Gustafson

Steve Hall

Marlene Ham

Karen Hammond Olive

Jenny Hampton

Robert and Tina Handt

Marilynn Hannesson

Ellen Hanson

Lorinda Hanson

Gary Hart

Nordean and Rhonda Hartle

Paul Hattouni

Laurie Hayes

Lisa Heidelberger

Melissa Heinen

Peggy Hellier

Chris Hennessey

John Henshaw

Catherine Heredia

Herr's Food, Inc.

Bryan Hess

Jennifer Higgins

Nick Hirsch

Ann & John Hobbs

Lori Hoffman

Doug Johnson

Kristen Johnson

Shari Johnson

Timothy Johnston

Johnston's Propane Gas Services

Martin Judd

Susan Juneau

Josh Kamenecka

Deb Kampe

Susan Karl

Chris Keefe

David Kelley

Michael & Debra Kelly

Whitney Kelly

Robert and Bernice Kenkel

2014 Annual Report



Educators \$100 - \$499 continue

Heather & John King

Carolyn Klein

Leon and Kathy Kline

Patrick Klinger

Stacie Klitz

James Klym

Jennifer Koch

Simone & Patrick Koehler

Clifford and Beverly Korkowski

Campagnolo North America Kozicki

Jonathan and Kari Kramka

Martha Krikava

Ted Kronschnabel

Ryan Krug

Andrew Kubiak

Jeanne Kunst

Daniel Kunst

Greg & Jeanne Kunst

Erick & Jeanne Kunst

L & M Auto Service Inc.

Judy Lablat

Alexander & Laura Lacey

Julie Lacroix

Eva Lang

Jean Lanners

Tina LaPlant

Annette Larson

Alvin & Suzanne Larson

Patrick Larson

Al & Sue Larson

Eric Larson

Susan & Mark Lasoff

Mark & Jean Lavalier

Steve & Sheri Lear

Brian Lee

Drake & Margaret Lee

Carrie Lehenbauer

Tammy Lehner

Linda Leicht

Robert Leitschuh

Amy Lemieux

Levene Gouldin & Thompson, LLP

Drew Lewandoski

Sean Liesenfelt

John Little

Dawn Littlefield

Local Union 43, ibew

Peggyann Lovering

Rosella Loxtercamp

Carol Ludington

Michael Luton

Tim and Anne Lutz

Maggie O's Farm, LLC

Timothy Magyar

Mahtomedi High School

Sarah Maki

Jolene Mandurano

Deb Manthei

Brenda Marriott

Laura Mattarell

Gerri Mattson

Cambria McCallum

Jennie McComas

Renee and Tom McDonough

Meryl McGauvran

Lisa McGowan

Robert McGuinness

Ryan or Miranda McMullen

Pamela Medley

Kent Mensing

Violet Mensing

Mental Health Association of the Southern Tier, Inc.

Robert & Brian Merhar

Lori Metz

John Meyer

Myrna Mibus

Richard Michels

Tom and Sue Mielenhausen

Mike and Linda Fiterman Foundation

Mary Miller

Minnesota Hockey District 6

Misty Koehnen & Nick Selchow

Sela Mogren

Carolyn Morley

Morrison & Associates

Curtis Moses

2014 Annual Report



Educators \$100 - \$499 continue

Mellie Mroszak

Beth Murphy

Lisa Murray

Kenneth Myhre

Elizabeth M. Napolitano

Karl and Vicki Narveson

Cindy Neby

Neil's Plumbing

Brock Nelson

Jennifer Nelson

Gayle Nelson

Brian Nevin

New England Recycling Co., Inc.

Julie Newell

Haley Newhall

Sandra & Dennis Nigon

Northfield Hospital & Clinics

Norwood Dental Associates, P.A.

Martin & Carolyn Nyman

Laureen O'Brien

Oconto Falls Masonic Lodge #293

Larry Odebrecht

Shelly Olson

Ol'Timers Motorcycle Club Minnesota

Ontario Amusements

Tobin Opheim

Oswego Elks Lodge

Oswego Heritage Credit Union

Oswego Lions Club

Thomas O'Toole

Carol Ott

Ralph & Jacqueline Ott

Amy Oxentenko

Rod and JoAnn Oxton

Oz Roller Girls, Inc.

Seta Paige

Lorijean Panek

Scott Panek

Irene Papadoulis

Elisabeth Parga

Dean & Ann Marie Parry

Dorothy Passaro

Passion for Pics Photography

Paul James, INC.

Timothy Pearson

Ryan Pederson

Steve Pedracine

Dan Peltier

Janet Pergl

Roger & Linda Perreault

Carol Person

Richard Peterson

Pfizer

Nancy Plunkett

Maryanne Polisenio

Elizabeth Porter

Janet Powell

Preston Preiss

Premier Living Suites

Pugleasa

Quarve Contracting Inc.

Sheila Quick

Radmila Rasmussen

Kim Rasner

Teri Ray

Melissa Reeder

Lyndia Renquin

Renquin Enterprises, LLC

Laura Reynolds

Richardson TWP. Lakes Area Lions Club

Nina and Jon Richter

Stephanie Ricke

Terry Ricks

Seanathan Rivard

Monica Robb

Robinson's Furniture Bedding & Home Décor

Barbara Roemhildt

Kathy Roland

Liz Romero

Tom & Kim Rood

Room & Board

Bruce & Carol Rorem

Ruth Ann Rose

Lance Rosenberg

Mari Beth Ross

Glenn & Charlene Rother

Royal Printing

2014 Annual Report



Educators \$100 - \$499 continue

Lisa Royer
David Ruebeck
Judy Salem
Brian Sandstrom
Scott Sansby
Harriet Sarkaria
Edward Saunier
Gail Schaapveld
Mike Schechter
Michele Schesso
Maren Schiess
Brian Schmitt
Lisa Schwab
Andrew Scobbie
Scott Didrikson Construction Inc.
Gregg and Lisa Senger
Brophy Services
Seven Valley Realty, INC.
Dawn or David Severson
Shadowbrooke Golf Course, Inc.
Kim Shermerka
Monica Shevik
Sam Shiffman
Mike & Tonia Shupien
Sharon & Shirley Shupien
Tom Shupien
Sienna Environmental Technologies
Silver Cycling USCF
Charles Slocum
Kirk Smith
Abby Smith
Anne and Dale Solheid
Patty Speckel
Spinner Service Company, Inc.
Thomas & Judith Spitale
Joseph Stackhouse
Beatrice Stamer
Shane Stepien
Stevadore Lofts
John and Martha Stoltzfus
David & Sheryl Strachan
Natalie Strade
Laura and Christoph Streicher

Kim Strok
Peter & Mary Studer
Rachel Sutherlin
Marsha Szczerba
Zachary Taylor
Temple Israel Sisterhood
Jody and Darren Tenold
Steve Terwilliger
The Contented Cow Company
The Premier Living Suites
The Williston Group
Mary Thomas-Ulstad
Timothy or Lori Thompson
Debra Thorburn
Laurie Thorson
Jennifer Thorson
Chris Tobkin
Laurene Tomaszewski
Troy Tomlinson
Lisa Torma
Mike Torres
Leroy and Linda Trandem
Transport Security, Inc.
Joseph Trepanier
Nancy Trupiano
Lawrence & Gail Turner
Kathryn Udvig
Jamie Unger
Dawn Vail
Stacy Van Dyke
Viking Auto Sprinkler Co
William or Kathryn Villink
Paula Vollertsen
Dawn Wagner
Patrick Waite
James Walker
Robert Wallace
WBF Foundation, Inc.
Erica Weiler
Sally Weisleder
Danny & Deidre Wellwood
Welna II Hardward, LLP The Paint Studio
Wenck Associates, Inc.
Chrissy Wentworth

2014 Annual Report



Educators \$100 - \$499 continue

Lisa West
Trina and Nathan West
Kimberly Wheeler
Burrows Wheless
Mary Wheless
Josh Whitcomb
Jesse Wiener
Marci Wilde
Todd Williams
Willow Run Foods, Inc.
James & Ann Marie Wilson
Maria Wilson
Danny Wind
Scott & Lynn Winters
Elderberry Homestead Wise
Sally Wise
Susan Wittkop
Jackie Wollschlager
Alexandra Wolter
Jess & Erik Wood
Workers' Compensation Reinsurance
Association
Barbara Wornson
Wrico Stamping Co. of MN
Paul or Nancy Wyatt
Lisa Young
Mark or Sari Zach
Tamara Zaic
Janet Zawacki
John Ziegler
Barbara Zimmerman

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 2014.

**Clear Channel
Meltwater
Signation
Tadware**

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!

Testimonials from those we have helped:

“Thanks so much for the note. We really loved working with your organization and I learned so much from our conversations about the work being done to help so many in need. Important work that needs to be highlighted to get the awareness needed. Hope you continue making such a difference for so many, I have no doubt you will.”

“Thank you for ALL you did for me, in just those few minutes we talked. You made a difference in someone’s life that day. I know because that person was me.”

“Thank you so much for a wonderful program! You and Kevin delivered such an important and heavy topic in a meaningful and approachable way, and I thank you for providing insight for our students. Although hearing about students’ struggles always saddens me and is the most challenging part of being the coordinator for this topic area, knowing that our programs have moved them to seek help is hands down the best part of my job. I am so glad we were able to reach those students (particularly the person who approached you afterwards) and I can only imagine how many others were affected by the presentation.”

“Please share this thanks with those responsible for this effort to remember survivors.”

“SAVE directly and positively impacted my family.”

2014 Annual Report



Board of Directors

Officers

Joseph W. Stackhouse, President
CPA, Regional Director, Land O' Lakes

Patrick M. Klinger, Vice President
Vice President of Marketing, Minnesota Twins

Daphne Fabiano, Treasurer
Auditor, Office of the Legislative Auditor

Directors

Mark J. Anderson
Executive Director, Barbara Schneider Foundation

Eric Bergh, M.A., L.P.
Counselor, St Olaf College

Mike Erickson, Senior Manager
Global Sustainment, Lockheed Martin MS2

Carol Ford, Vice President of Information Technology,
University of MN Physician

Pam Grimm
CAO, Staging To Go

Duane Halverson, Chairman of the Board
Paradise Developers Costa Rica

Neal Loidolt
Major General; MNNG, Commander, 341D

Bill Metz, Director of Quality Operations
Surescripts LLC

Karl Narveson, Captain
Excelsior Fire District

John O'Connell, Events Director
Mystic Lake Casino

Doug Pudvah
Vice President Commercial Bank US Bank

Lesley L. Zaun Esquire
Attorney, Faegre & Benson LLP

Executive Staff

Daniel J. Reidenberg, PSY.D., FAPA
Executive Director

Advisory Board

Providing direction and input on overall strategic direction including business, advocacy, development, and marketing.

Wilbur W. Castor, Ph.D.
Chairman, Marymount College, Los Angeles, CA

Charles Slocum
President, the Williston Group

Reuel Nygaard, Vice President
Fingerhut Companies Inc.(ret.); survivor

Ron Groat, M.D., Practicing Psychiatrist

Robert Gebbia, Executive Director, American Foundation
for Suicide Prevention (AFSP)

Owen Kane
Vice President, First Union Securities

Board of Reference

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

Charles Schulz, M.D., Chair Department of Psychiatry,
University of Minnesota, Chair

Joseph Bebhuk, M.D., Park Nicollet Clinic

William Dikel, M.D. Independent Consulting Psychiatrist

Jan Fawcett, M.D.
University of New Mexico School of Medicine

Macaran Baird, MD, MS, Professor and Head
University of Minnesota

Frederick K. Goodwin, M.D., The George Washington
University

Kay Redfield Jamison, M.D., Johns Hopkins University
School of Medicine

Judith Kashtan, M.D., Practicing Psychiatrist

Eric Larson, M.D., Minnesota VA

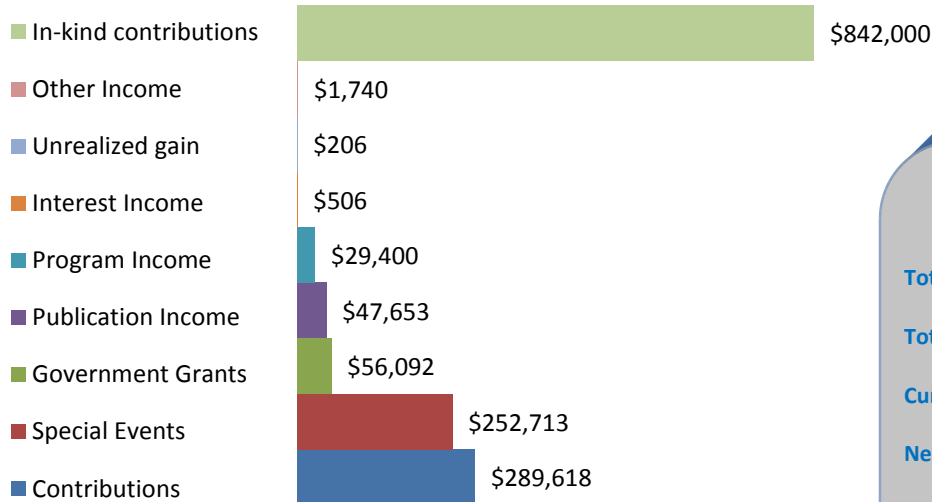
Charles B. Nemeroff, M.D., Ph.D., Emory University
School of Medicine

David Schaffer, M.D. Columbia University Medical
Center

2014 Annual Report



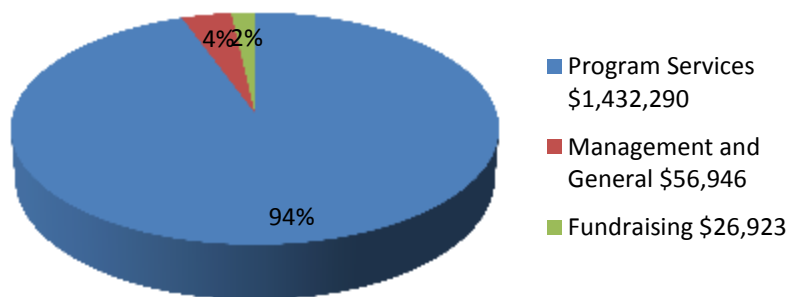
2014 Revenue



Statement of Activities

Total Support	\$1,519,928
Total Expenses	\$1,516,159
Current Liabilities	\$31,999
Net Change/Net Assets	\$3,769
Net Assets BOY	\$422,565
Net Assets EOY	\$426,334

SAVE Expenses 2014



Major Program Expenses

Media Campaign	\$336,892
Resources and Support	\$135,938
Community and Professional Education	\$118,208

Suicide Awareness Voices of Education (SAVE)
 8120 Penn Avenue South, Suite 470,
 Bloomington, MN 55431
 952-946-7998
www.save.org