



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

## 2016 Annual Report

### 2016 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:

- 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 2016 SAVE generated over 80 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.
- **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 2016, SAVE reached 19,760 people in 63 appearances.
- **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 2016 SAVE distributed more than 30,000 pieces of SAVE materials and our website received 1,225,498 page views from more than 221 countries, with 85% new visitors.

- ✓ Our **National Outreach Network** charters are now in 10 cities.
- ✓ **SMART Schools** and **SMART Colleges** programs are being requested across the country.
- ✓ The **Rise Above Fest** for SAVE was the largest suicide prevention awareness event ever held in one place at one time with nearly 12,000 people in attendance!
- ✓ In March we held the **first ever National Summit to Re-Think Suicide Prevention** that resulted in an article to be published in a peer reviewed journal.
- ✓ Throughout the year we led international task forces to create the first ever set of **Media Recommendations for Reporting on Mass Shootings** best practices as well as the new **Blogger and Social Media Guide**.
- ✓ We launched the first ever regional and national **Award for Excellence in Journalism in Suicide Prevention**.
- ✓ We took our experience in leadership of the National Council, SMART Schools and Media Guidelines to Tokyo as invited presenters at the Asia-Pacific conference.
- ✓ We partnered with the Ryder Cup and were the largest charity working at the 3rd most watched sporting event in the world.
- ✓ We partnered with Josten's to help develop a video about suicide and mental health that will be seen by more than 1 million youth across the country.
- ✓ We partnered with Captivate to help get our PSAs in office building elevators across the country.

SAVE Program Statistics - 2016	Number of People Reached
<b>Public Awareness</b>	
Public Awareness	12,249,452,477*
Public Relations	300,000
<b>Events/Presentations</b>	
Number of Presentations	61
Audience	22,323
<b>Volunteer</b>	
Hours	5570
<b>Products</b>	
Number of Products Sold	27,010
Distributed for Free	5065
<i>*per Meltwater Clipping Service</i>	

# 2016 Annual Report



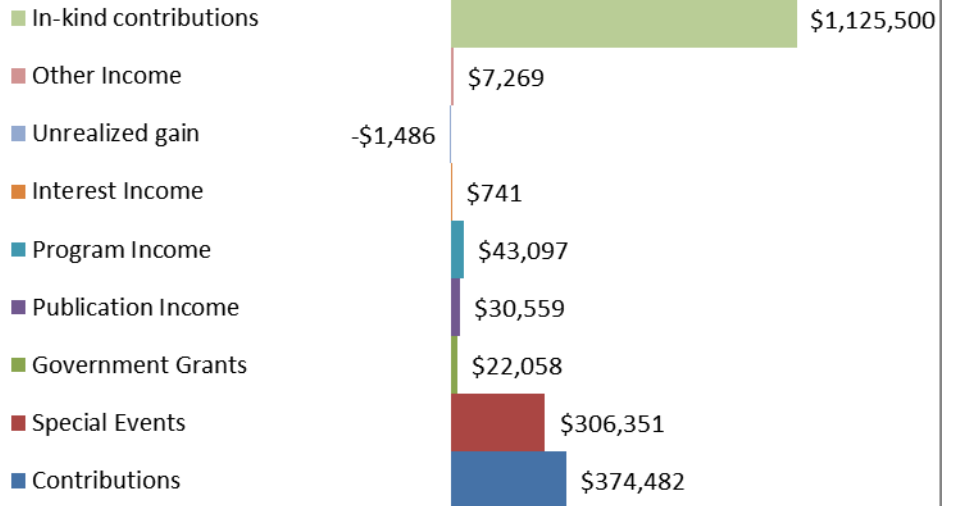
### Major Program Expenses

**Media Campaign**  
\$345,931

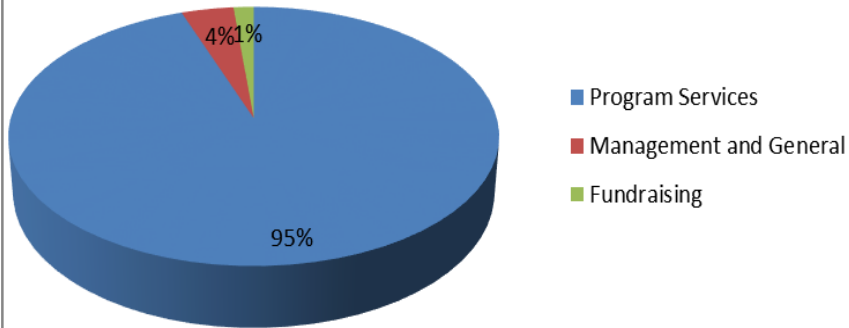
**Resources and Support**  
\$139,586

**Community and Professional Education**  
\$121,379

## 2016 Revenue



## SAVE Expenditure 2016



### Statement of Activities

Total Support	\$1,908,871
Total Expenses	\$1,832,558
Current Liabilities	\$42,897
Net Change/Net Assets	\$76,313
Net Assets BOY	\$517,723
Net Assets EOY	\$594,036

# 2016 Annual Report



The following individuals, companies and organizations have made donations to SAVE in 2016. 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**

Alfred W Erickson Foundation  
Community Fdn. for Palm Beach &  
Martin Counties  
Popp Communications

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

Richard & Joan Ahmann III  
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Levy Restaurants  
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Janeen Steffel  
Mall of America  
National Council for Behavioral  
Health

## **Presidents \$ 5,000 – \$9,999**

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Gustavus Adolphus College  
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Lee & Roselie Peterson  
Allen & Toni Plante  
Walser Foundation

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

Bell Mortgage  
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Teri Vail  
Victor Orlando Woolson Foundation  
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## **Partners \$1,000 - \$2,499**

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Grace Mooty Family Foundation  
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Alvin & Mary McQuinn  
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Mondelez International  
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Morton Lewis AZA 135  
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# 2016 Annual Report



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Geof & Betty Workinger  
Lesley Zaun

## ***Organizations***

Attero Human Capital Group  
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College Property Management, LLC  
Compass Credit Union  
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Mayo Foundation  
Mental Health Association in New  
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Pfeifer Management  
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# 2016 Annual Report



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# 2016 Annual Report



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# 2016 Annual Report



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Kathleen Zeleny  
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## **Organizations**

9 Yum Yum Ice Cream  
Adler Graduate School  
Affordable Storage of WP  
American Legion Auxiliary Unit 1700  
American Legion Auxiliary Unit 82  
Apex Industrial Solutions  
B&D Plumbing, Heating, and  
Air Conditioning  
Bank of Elk River  
Barry Robinson Center  
Beaver Brook Animal Hospital  
Beyond the Yellow Ribbon—  
Buffalo  
Bosco & Geers Food Market, Ltd.  
Booster  
Bridging Hope Counseling  
Brophy Services, Inc.  
Buffalo High School Class of 1986  
Buffalo Lions Club  
Carlson Capital Management, LLC  
Central Hennepin Auto Body  
CFA Society Phoenix  
Chapati, Inc.  
Cheese Grater Triathlon  
Chicks with Sticks Hockey  
Colour & Movement  
Commercial Glass, LLC  
Community Drug & Alcohol  
Services  
Contented  
Cow  
Cooper Lumber Company  
Crest Ventures, LLC DBA BWW

Dairy Queen DBK, Inc. of Roseau  
Deloitte  
Dominos Pizza 7375  
Enebak Tradition Group  
ERA Decker Real Estate  
Estate of Jed Peter Lindgren  
Farnham Family Services  
Fidelity Charitable Trust  
Founders Property, LLC  
Fredrickson Lumber &  
Construction  
Fredrikson & Byron, PA  
Fulton Savings Bank  
G W Knapp & Don, Inc.  
Great Southern Bank  
GTCUW Workplace Team  
Griffiths Corporation  
Harvey Filister Revocable Trust  
IOOB Chapter #1647  
J W Thurston Unit MCLA  
James A Cassidy Trust  
Just Give  
Kentucky Farm Bureau  
Lake Minnetonka Orthodontics PA  
Mexico Middle School  
Midwest Appraisal Services  
Minnesota Women of Today  
Mogens, Inc.  
NAMI Minnesota  
Northrup Place Land Trust  
Nystrom & Associates  
Oswego Family Physicians  
Pura Vida Bracelets  
Quarve Contracting  
Richardson Twp. Lakes Area Lions Club  
River Edge, LLC  
Riverview Wellness, Inc.  
Robert Duthie, DDS & Gregory Subtelny,  
DDS  
SSCYC, Inc. Mission Fund  
Smokey D's Restaurant  
Solo Dock  
Spiral Pizza  
Student Psychological Assoc. -SUNY  
Binghamton  
Structural Glass Products, Inc.  
Team Electric, LLC  
Telecom Pioneers MN Chapter #18

The Seth Project  
Think Big Fitness, LLC  
Thomson Reuters  
Timco Construction, Inc.  
Transport Security, Inc.  
United Properties  
V.F.W. Ladies Auxiliary #1449  
Viking Auto Sprinkler Company  
Virginia CU  
Wayzata Youth Hockey Association  
Welna II Hardware, LLP  
Welsh & Colliers International  
Wes Bue Video  
Wren Baptist Church  
Yess Yoga  
Zuckweiler Agency

## **Friends – Up to \$99**

SAVE is particularly grateful for over 1000 additional friends who made donations to further the cause of suicide prevention.

*\* We apologize in the event that a donation was not recognized. Please notify us of any corrections.*

SAVE thanks in-kind media donors. Because of their generosity, SAVE continues to reach more people with our life saving messages.

*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!*

# 2016 Annual Report



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