



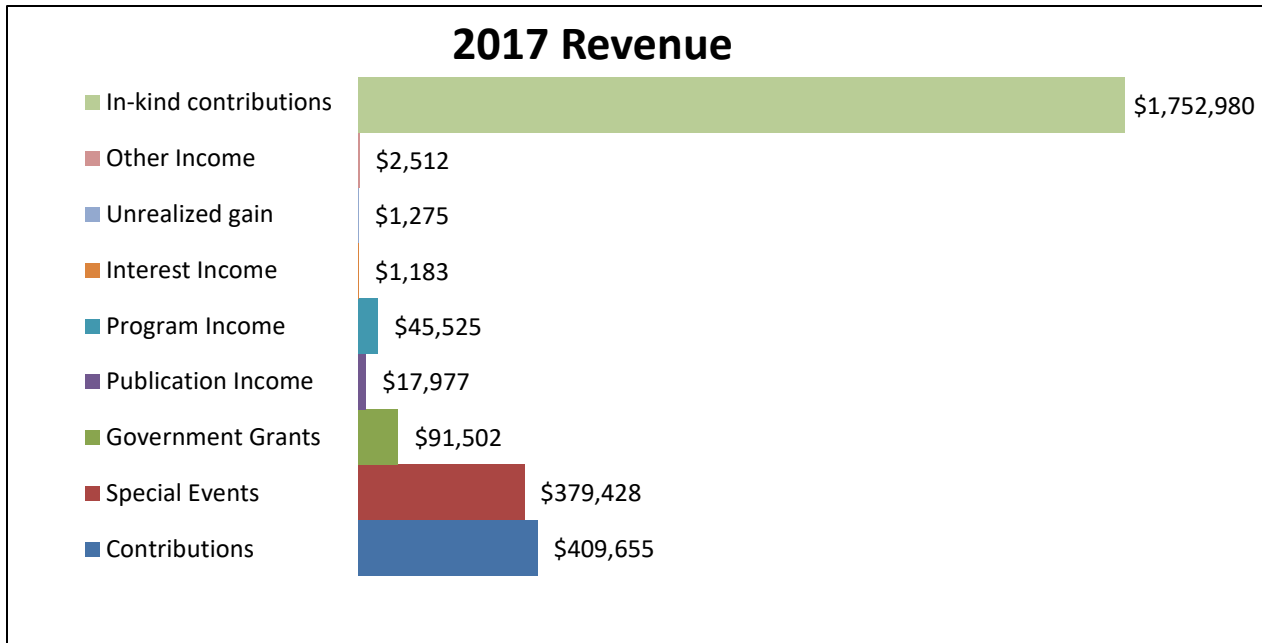
OUR MISSION: To prevent suicide through public awareness and education, reduce stigma, and serve as a resource for those touched by suicide.

## 2017 Annual Report

### 2017 Program Highlights

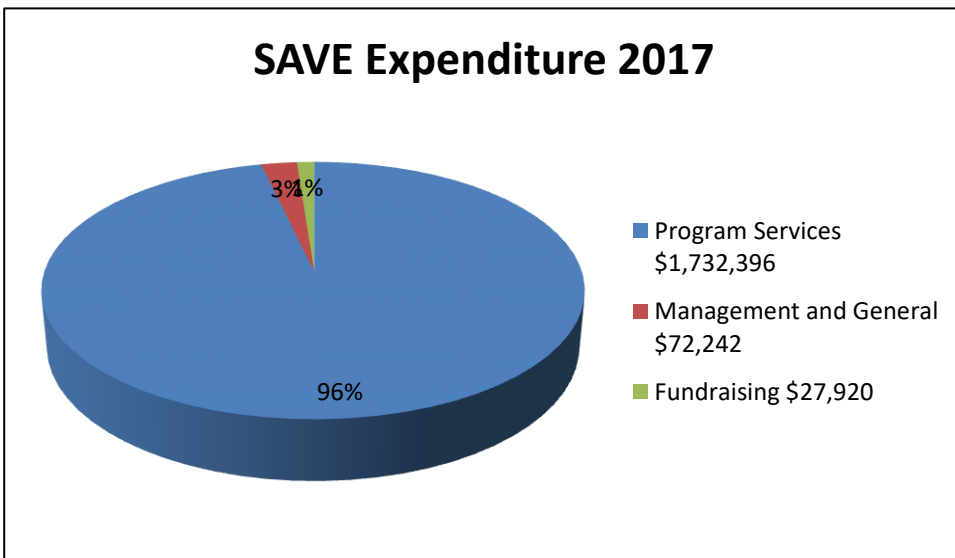
SAVE is a national organization who has been working to raise awareness of the connection between mental illness and suicide since 1989. SAVE's messages, materials, professional trainings, and community presentations, target a broad audience of people throughout the United States. The SAVE mission calls 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 2017 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.
- **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 2017, SAVE reached over 25,000 people in more than 50 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 2017 SAVE distributed more than 30,000 pieces of SAVE materials and our website received 872,077 page views from more than 214 countries, with 383,340 new visitors. SAVE is able to provide valuable resource and support with the assistance of nearly 300 volunteers around the country.
  - ♥ Presented at the [Pentagon](#) and at the [Department of Defense/VA Conference](#) to help our military and veterans.
  - ♥ Released best practice guidelines for reporters on mass shootings and trained media around the world on safe reporting of suicide.
  - ♥ Completed the [first-ever research](#) study that demonstrated a Public Service Announcement could help increase help-seeking behaviors.
  - ♥ Invited as a guest to speak at the [Nobel Peace Prize Forum](#).
  - ♥ Experienced growth in our [SMART Schools](#) and [SMART Colleges](#) program, as well as continued our national expansion to [29 Charters](#) in [24 states](#).
  - ♥ Supported survivors at our 28th Suicide Awareness Memorial, releasing a new Coping with Loss Guide, new Grief Wallet Card, and we added 9 names to our Memorial Wall.



*Major Program Expenses*

Media Campaign	\$370,957
Resources and Support	\$149,685
Community and Professional Education	\$130,161



#### Statement of Activities

<b>Total Support</b>	<b>\$2,702,034</b>
<b>Total Expenses</b>	<b>\$2,493,759</b>
<b>Current Liabilities</b>	<b>\$45,213</b>
<b>Net Change/Net Assets</b>	<b>\$208,275</b>
<b>Net Assets BOY</b>	<b>\$594,036</b>
<b>Net Assets EOY</b>	<b>\$802,311</b>

# 2017 Annual Report



The following individuals, companies and organizations have made donations to SAVE in 2017. 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**

Popp Communications

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

Richard & Joan Ahmann III  
Inland Development Partners  
Alfred W. Erickson Foundation  
Jerstad Family Foundation  
Live Nation Worldwide, Inc.  
John W. Mooty Foundation Trust  
Janeen Steffel

## **Presidents \$ 5,000 – \$9,999**

Anonymous Friend of SAVE  
CPM Development LLC  
College Property Management  
Empower Federal Credit Union  
Mall of America  
Pam Grimm  
Opus Holding, LLC  
Opus Foundation  
Rahr Corporation  
Frederick & Margaret Weyerhaeuser  
Foundation  
The Walser Foundation

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

Anonymous -Ameriprise Financial, Inc  
Tom Boxell Memorial Tournament  
Jason Michael Chipman Foundation  
Concord Music Group, Inc.  
Luther Automotive Group  
Edinburgh Pro-Am Foundation  
Jennifer Facciani  
Kevin & Diane Gannon  
Duane and Mary Halverson  
Mammoth, Inc.  
NEUROMICS  
Park Nicollet Health Services  
PhRMA  
Doug Pudvah  
Regain.us  
Dan Reidenberg

Seether Touring Inc.  
Theta Sigma Chapter of Pi Kappa  
Alpha at Winthrop  
UnitedHealth Group

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

Allina Health System  
Always Pieres LLC  
American Center for Philanthropy  
Ameriprise Financial  
Jackie Bernstein  
DBA Baltimore Soundstage  
Bell Bank Mortgage  
Dan Bauer  
Paul & Tanya Bennett Foundation  
Bravelets, LLC  
C's Farm Market Inc.  
Catholic Community Foundation of  
Minnesota  
Chas McLaughlin Post 906 VFW  
Choices Psychotherapy Ltd.  
Ron & Joan Cornwell  
Christopher & Ingrid Culp  
Custom Drywall  
Doc Roc LLC  
Eagles Entertainment, Inc.  
Michael Erickson  
The Estee Lauder Companies &  
Employees  
Excel Plastics LLC  
Fidelity Charitable  
FM Entertainment  
Richard & Sharon Hanson  
Stephanie Hill  
Hill & Wilkinson General Contractors  
Hopkins Youth Hockey Association  
Charles & Hope Hudrlik  
Hutchinson Health  
Juanitas Entertainment LLC  
Kelly Berg Kelly  
Jaes Klym  
Alvin & Mary Agnes McQuinn  
Melanie Lindeman

Ann Litin  
Theresa Mattson  
Melrose Center  
Mill & Mine Music LLC  
Mission Technologies, Inc  
Music & Event Management, Inc  
Nap Venture Partners LLC  
Northland Hockey Group, LLC  
NorthMarq Real Estate Services  
Mark & Ann Rethlake  
Oasis Theater Inc  
Oswego Hospital  
Sara Petersen  
Pfeifer Property Management, LLC  
Bob Poferl  
Prairie Care  
Tiffany Sauber  
Dale Sickmann Estate  
Maria Slavens  
Elizabeth Sloan  
Spring Lake Park Lions  
Brenda Steinhauser  
THEMBA - Highlands Hope Fndn  
Tim & Lori Thompson  
U.S. Bank Foundation  
Venuworks of Evansville LLC  
VFW Post 906  
Wells Fargo Foundation  
Welsh & Colliers International  
Gwen Wendinger  
Robert Wood  
Worker's Comp Reinsurance Employees

## **Patrons \$500 - \$999**

Alliant Castings - Winona, MN  
Allina Health - Hutchinson  
American Endowment Foundation  
American Legion Post #96  
American Legion Post 141  
American Legion Post 96  
APT - Advanced Process Technologies  
Kelley Binder  
Theo Black

# 2017 Annual Report



Boyum & Barends PLLP  
Community Giving  
Compass Credit Union  
Fredrickson Lumber & Construction  
Cross Garage Doors  
The Cotillion  
LaDonna Creel  
Crossroads Presents LLC  
CT Live LLC  
DCF Enterprises, Inc.  
Anthony DeGiulio  
Delta Sigma Pi  
D'lass Dent Co.  
Ron & Peggy Dokken  
Michael Donnelly  
Ronald and Kristine Erickson  
First American Title Insurance  
Richard and Linda Geiwitz  
William Gleason  
Glencoe Regional Health Services  
James R. Hill, Inc.  
Mari Houck Homes Inc  
Hope Lutheran Church  
Imminent Brewing LLC  
Hugh Gilpatric  
Terry Inman  
Jensen Bar & Grill Inc  
James & Mary Jetland  
Carrol Johnson  
Mark & Judith Jones, III  
Nancy Jones  
Ron Knick  
Carol Lerfald  
The Limelight Group LLC  
Lindahl Realty LLC  
Long Lake Home Owners Association  
Maple Lakes Lions Club  
MC Exteriors, Inc.  
Victoria & Michael McGowan  
Midwest Mom Living  
Keith & Linda Miller  
Multek Flexible Circuits  
Marti & Carolyn Nyman  
Nystrom & Associates, Ltd.  
Ohly Americas  
Outdoor Escapes of Lake Minnetonka  
The Pageant, LLC  
Pathfinder Bank

Huyen Phan  
Charles Phillips  
Julie Newell  
Promowest Northshore Complex LLC  
Rapids Theater  
Sheila Manelli  
Gale Raisanen  
Marco Rodriguez  
Pepper Entertainment Inc  
Rotary Club of Buffalo  
Safebasements of MN  
Richard & Nancy Schermerhorn  
Kurt Schmid  
Carol Severson  
Shady Oak Conv. Center  
Sheriff's Silver Star Association, Inc.  
Silver Cycling USCF #9595  
Stone Pony Liquor License, LLC  
Southern Experience, LLC  
Sunven Entertainment Group, Inc.  
Mary Schwenke  
Splitting Kings, LLC  
Marilyn Taira  
Alison Tavis  
Jesse and Judy Theis  
ThinkTalent LLC - Excelsior Brewing  
Peter & Suzanne Thompson  
April Trebelhorn  
Joseph & Dorothy Trepanier  
Tribal Casino Gaming Enterprise  
Upstate Concerts Management  
Waseca County  
DeeAnne Watchmaker  
Geoffrey & Betty Workinger  
Youthprise

## **Educators \$100 - \$499** ***Organizations / Businesses***

12 Ordinary Women  
Aadland Electric, Inc.  
All Test & Inspection Inc.  
Allina Health Community  
Engagement  
American Legion Post 407  
Amesbarry Chiropractic  
Amica Mutual Insurance  
Ann L. Mars Trust  
APi Supply Lifts

Applied Process, Inc.  
Associated Medical Professionals of NY  
Automatic Data Processing, Inc.  
Ayco Charitable Foundation  
B&D Plumbing, Heating & Air  
Conditioning  
Ballard County Farm Bureau  
Beaupre Aerial Equipment  
Beaver Brook Animal Hospital, LLC  
Beyond The Yellow Ribbon  
Birch Tree Center  
Blue Cross Blue Shield of Minnesota  
Bosco & Geers Food Market, Ltd  
Bridging Hope Counseling  
Bright Funds Foundation  
Brown Hornet Concerts, LLC  
Buffalo Wild Wings - Two Joes  
Hutchinson  
Canalview Chiropractic, PC  
Carlson Capital Management, Inc.  
Carlson Consolidated Corporation  
Carlson Consulting  
Carsmotology LLC  
Catherine A. Mountain Trust  
Central Hennepin Auto Body  
Community Shares of Minnesota  
Cooper Lumber & Gutters  
Craft Pattern & Mold Inc.  
Crow River Enterprise  
Crow River Harley-Davidson  
Culvers of Hutchinson  
Daughters of Isabella  
Doehling Farms  
Emerald Therapy LLC  
Family Achievement Center, Inc.  
Five Star Financial  
Freidlund Family Living  
Fulton Savings Bank  
Gaylord Fire Department Relief Assn  
Gaylord Game Protection League  
Glencoe Regional Health Services  
Goodtherapy.org  
Harbor City Psychological Associates  
Harden Foundation  
Hastings Realty, Inc.  
Healing Moments Counseling  
Hutchcul, LLC  
Hutchinson Family Dentistry

# 2017 Annual Report



I.O.O.B. Chapter #1647  
Janasz & Associates, Inc  
Joe Anderson Werks, LLC  
Jostens  
JWK Engineering & Sales, Inc.  
Klein Bank  
KPMG Community Giving Campaign  
Latitude Elevates  
Lester Prairie Lions  
Lewiston-Porter Central School  
Liberty Diversified International  
Littfin Lumber Co  
Local Union 386 - Painters & Allied Trades  
Lossing Building Center  
Matt's Traveling Fun Show LLC  
Medical Disposal Systems, Inc.  
Meeker Memorial Hospital & Clinics  
Melchert Hubert Sjodin, PLLP  
Mexico Academy & Central School  
Minneapolis Foundation  
Minnesota Assistance Council for the Veterans  
MN Association of Professional Employees  
Montrose Days Celebration  
National Christian Foundation  
Colorado  
Nelson Milk Hauling Inc.  
New Auburn Fire Dept.  
Northrup Place Land Trust  
NU-Telecom  
Old Concrete Street, LTD  
Olsen Commercial Real Estate  
Olsen Fish Company  
Olson Chiropractic Wellness Center  
Operation Thank An Officer, Inc  
Oswego Valley Abstract Corp.  
Oxcreek Tactical  
Painters and Allied Trades - Local Union 386  
Park Dental  
Paul Cheney Foundation  
Physical Electronics USA, Inc.  
Piper Jaffray Charitable Giving  
Poppe Enterprises  
Poppy Stella Rose, LLC  
Poppy Togs & Clogs, LLC

Powell's Service and Muffler Center  
Prairie Senior Cottages of Hutchinson  
ProGrowth Bank  
Prudential Financial Inc.  
Pugleasa Company  
Pura Vida Bracelets  
Real EmPowerment Solutions  
REFIT® with Jill  
Relief Association / New Auburn Fire Dept.  
Rex Powell's Service & Muffler Center  
Richardson Lake Area Lions Club  
Richfield Public Works Department  
Roof Ninja Services LLC  
Rose Lake development Inc.  
SBG, Inc.  
Scherer Bros. Lumber Company  
Security Bank & Trust  
Sheriff's Silver Star Association, Inc.  
Sizen Vocational Services  
Smokey D's Restaurant  
Sparboe Farms  
Splitting Kings, LLC  
SRC  
Student Association of Binghamton University, Inc.  
Sutton Drugs of La Center  
Sweet Cheeks Candy Company LLC  
TelecomPioneers  
The Barry Robinson Center  
The Orthopaedic & Fracture Clinic  
Thomson Reuters  
Tradition Development  
Trustone Financial  
Unique Dining Experience  
United Technologies  
US Bank National Association  
Valvoline  
Victor Orlando Woolson Foundation  
Viking Automatic Sprinkler  
Voya Financial  
Welna II Hardware, LLP  
Xcel Energy Foundation

## Individuals

Bob Aby  
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Mami Akebono  
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Kris Allen  
Cristine Almeida  
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Bruce Anderson  
Mark Anderson  
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Sue Ankeny  
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Deanna Barnett  
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Melinda Becker  
Raymond & La Verne Becker  
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Janet Bergerson  
Billie Jane Bergh  
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Tom Bergh  
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Jane Blockhus  
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James Boland  
M. Penny Bond  
Andrew Boreyko  
Dawn Bowker  
Karen Bowman  
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# 2017 Annual Report



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Richard Carlson  
Stephanie Carlson  
Mark Carlstrom  
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Erin Ciappa  
Brenda Cich  
Tiffani Clark  
Joanne Claussen  
Brian Cloherty  
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Amy Cockrell  
Katie Combs  
Jeffrey Compton  
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# 2017 Annual Report



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# 2017 Annual Report



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Thomas Middleton  
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Melinda Myers  
Tiffany Myers  
Kriss N  
Janet Nagle  
Timothy & Kristi Nasby  
Katy Neff  
Debra Nelson  
Heidi Nelson  
P. M. Nelson  
Rhea Nelson Rock  
William Neubarth  
Kyle Neumann  
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Patty Olson  
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Suzanne Olson  
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Kristina Salkowski  
Brian Sandstrom  
Harriet Sarkaria  
Mathew Saucedo  
Kathryn Schettler  
Suzanne Scheuerlein  
Jed & Sara Schlegelmilch  
Carol Schleif



# 2017 Annual Report



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Kari & Loren Schwinghammer  
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Bernetta Shannon  
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Sharon Shupien  
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Carol Skube  
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Tom Slicer  
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Christina Smith  
Brittany Sobles  
Anne-Marie Solberg  
Beth Solberg  
Anne & Dale Solheid  
Teresa Somers  
Tammy Sperr  
Judith & Thomas Spitale  
Bradley Sprang  
Andrew Stachowiak  
Joseph Stackhouse  
Dana Stafford  
Justin Stanton Stanton  
Scott Stegmeier  
Trisha Stethers  
Kandt Steve  
Jeanne Stevenson  
John Stoltzfus  
David & Sheryl Strachan  
Val Strachan  
Anna Streich  
Todd Stroessner  
Suzanne Strom  
Chad Studier  
Kevin Sullivan  
Gary Sussman  
Rachel Sutherlin  
Tony Swenson  
Cathy Swenson-Goetz

Jeff Swingler  
Agey T  
Roseline Tarley  
Ronald Tascarella  
James Tash  
Joy Tavis  
Chelse Taylor  
Peggy Taylor  
Rachel Telecky  
Sasha TerMaat  
Carol Terwilliger  
Rhonda Teske  
Crystal Therese  
Gary Thigpen  
Anonymous Thomas Reuters  
Mary Thomas-Ulstad  
Arthur Thompson  
Leann Thompson  
Linda Thompson  
Reagan Tieskoetter  
Cherie Tolvstad  
Troy Tomlinson  
Hung Tran  
Susan Trondson  
Steven and Susan Turbenson  
Kathryn Udvig  
Anonymous Donor UnitedHealth  
Jennifer Van Guilder  
Stacy VanDyke  
Robert & Terese Versteegen  
JoAnne Vierling  
Andrea Virden  
Paula Vollertsen  
Lawrence Wagner  
Dawn Wagner  
Joseph Waite  
Ranae Warren  
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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!