



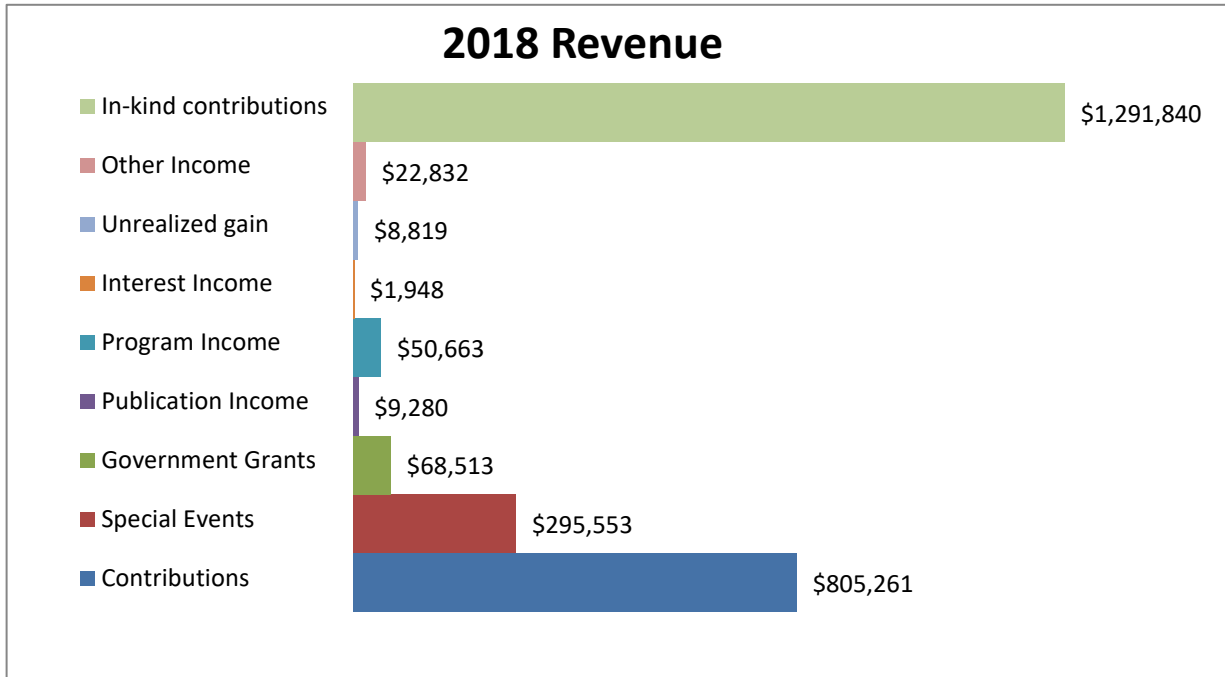
OUR MISSION: To prevent suicide through public awareness and education, reduce stigma, and serve as a resource for those touched by suicide.

2018 Annual Report

2018 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:

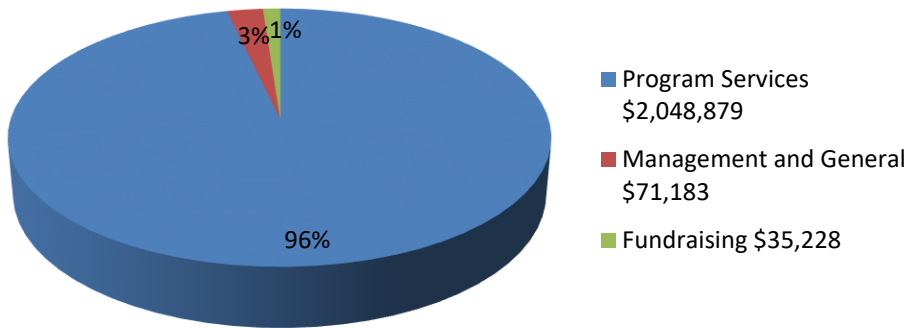
- Our **multi-media campaign** is the foremost tool for raising awareness about suicide prevention. The campaign includes TV, radio, newspaper, magazines, outdoor and indoor advertising PSA placement in addition to Public Relations exposure in TV, radio, print and online media. In 2018 SAVE generated over 95 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 these important, life-saving and public relations campaigns.
- **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 2018, 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 2018 **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 resources and support with the assistance of nearly 200 volunteers around the country.
 - Presented at the Department of Defense/VA Conference to help our military and veterans.
 - Released new Best Practices for Medical Examiners Talking with Media and new Best Practices for Medical Examiners Talking with Families About Suicide.
 - Had a national public awareness campaign on more than 400 radio stations every day of the year.
 - Invited as a guest speaker in Melbourne, New Castle and Sydney, Australia.
 - Conducted training for more than 200 media professionals on best practices on reporting on suicide.
 - Led a panel of experts at the American Psychiatric Association conference on media and entertainment depictions of suicide.
 - Supported survivors at our 29th Suicide Awareness Memorial, and we added 15 names to our Memorial Wall.



Major Program Expenses

Media Campaign	\$431,512
Resources and Support	\$174,119
Community and Professional Education	\$130,161

SAVE Expenditure 2018



Statement of Activities

Total Support	\$2,165,614
Total Expenses	\$2,155,290
Current Liabilities	\$85,780
Net Change/Net Assets	\$399,419
Net Assets BOY	\$802,311
Net Assets EOY	\$1,201,730

2018 Annual Report



The following individuals, companies and organizations have made donations to **SAVE** in 2018. 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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* 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!