

What started as the return of the “Roaring 20s” on New Year’s Eve became a year filled with unexpected events. Individually, as families, and as a global community, the Coronavirus filled us with fear, anxiety, grief and loss. 2020 was the year of the pandemic, economic swings, violence and protests. And sadly, 2020 was another year of suicides and emotional battles.

Designated an “**essential provider,**” our office remained open and available to those in crisis. In spite of the challenges we faced, SAVE continued to accomplish our mission of preventing suicide and providing support for those affected by suicide and mental illness. Here are just a few program highlights from the year:

- Launched a 4-year comprehensive study on reducing suicide to zero in a community-driven approach
- Wrote and distributed media best practices for reporting on suicide during a pandemic
- Created and disseminated a new national public awareness campaign called “Today Is the Day”
- Published a seminal study on public awareness campaigns and help-seeking behavior for males
- Created and launched an industry-wide awareness and education program for the construction industry
- Expanded our Peer Support program with training, resources and a new platform
- Created new materials on 1) substance use and suicide prevention and 2) journaling as a way to help in a crisis
- Partnered with Cisco and the Erika Legacy Foundation to create an artificial intelligence program designed to help journalists report on suicide safely based on best practice guidelines created by SAVE

We did all of this and more despite the impact of the economy and pandemic that resulted in lost income from speaking and training programs, product sales and event revenue. Thankfully, we made it through the year, but **we need your help** so that we can continue our critical, life-saving work.

“Today is the Day”

Campaign details:

Dates: May – June, 2020

Location: Chicago, IL

Components: Indoor/Outdoor, print, radio and digital advertising

Image: Inside a Chicago Train Car



People all over the world rely on SAVE to help them in their work with families and communities. Our downloadable materials are available free because of donors like you that make it possible for people to get resources that they otherwise could not. Our programs and expertise are made accessible to other countries, states, schools and communities who cannot afford them but when they are most needed. We know these make a difference when we hear from people like Lesia S., an educator and author, who told us: “The resources your organization provides are phenomenal.”

Like other nonprofits and businesses struggling to stay open, cover payroll costs and do their work, we have heard about the financial constraints 2020 has had on people. But this is the one time of the year, *and it is the only time each year*, we ask directly for your support. Our Annual Campaign is critical to our mission, our programs, and bottom-line the success of SAVE. Without your annual support we could not continue and given all that has happened this year **we need your help more than ever before**. We have done a lot this year that has helped shape the field of suicide prevention, changed lives across the country, and it has saved lives. Yet there is so much more for us to do!

It has been an unprecedented year with significant impact on everyone's finances. We are grateful for the support we have received from the community and donors across the country. As we look forward to 2021, there is much work still to do. If you can, please help us by making a donation to our Annual Campaign. As a leading suicide prevention organization and with you as a partner, together we will work to a future free from suicide. What we thought would be a clear 20/20 year was not, but with your help 2021 will be brighter for all of us.

Thank you for supporting our work, it will help countless lives!

Sincerely,



Dan Reidenberg, Psy.D.
Executive Director – SAVE

P.S. Here's one more reason to think about giving to SAVE from someone who could have lost her daughter to suicide. Timing is everything...

"For the 2nd time in a week my daughter has had suicidal thoughts. Last night she was not home but at a friend's house. She would not let me bring her to the hospital, and said she was not going to hurt herself. I still needed to get her help. I had saved the SAVE pamphlets that were handed out and I keep them on my dresser. I grabbed those and provided her both the texting number and the National Suicide 800 number. I have connected with her this morning. She did reach out and talk with someone and she said it helped A LOT! Something as simple as SAVE making and printing off these resource sheets and providing them to the public helps others. It saved her life. Keep up the good work." Thank you!

Penny S.

MAIL TO: 7900 XERXES AVE. S., SUITE 810, BLOOMINGTON, MN 55431



Please accept my gift of: \$25 \$50 \$75 \$100 \$250 \$500 Other _____

I want to help SAVE with my **recurring donation** of: \$ _____

Monthly Starting on _____ Yearly Starting on _____

I would like to make my gift with:

The enclosed check made payable to SAVE

The following credit card: Visa MasterCard Discover American Express

Credit Card Number _____ Expiration ____/____ CVN# _____

Donor Information (required to process credit card)

Name _____

Address _____ City _____ State _____ Zip _____

Email _____ Phone _____

Signature _____

This gift is In Honor of In Memory of Named Memorial of _____

Please notify the family listed below:

Name _____ Relationship to Honoree _____

Address _____ City _____ State _____ Zip _____

Many companies match charitable gifts, check with your employer to see if they will match your contribution to SAVE.