



Suicide Awareness Voices of Education  
[www.save.org](http://www.save.org) / 952-946-7998

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

## ***2020 Annual Report***

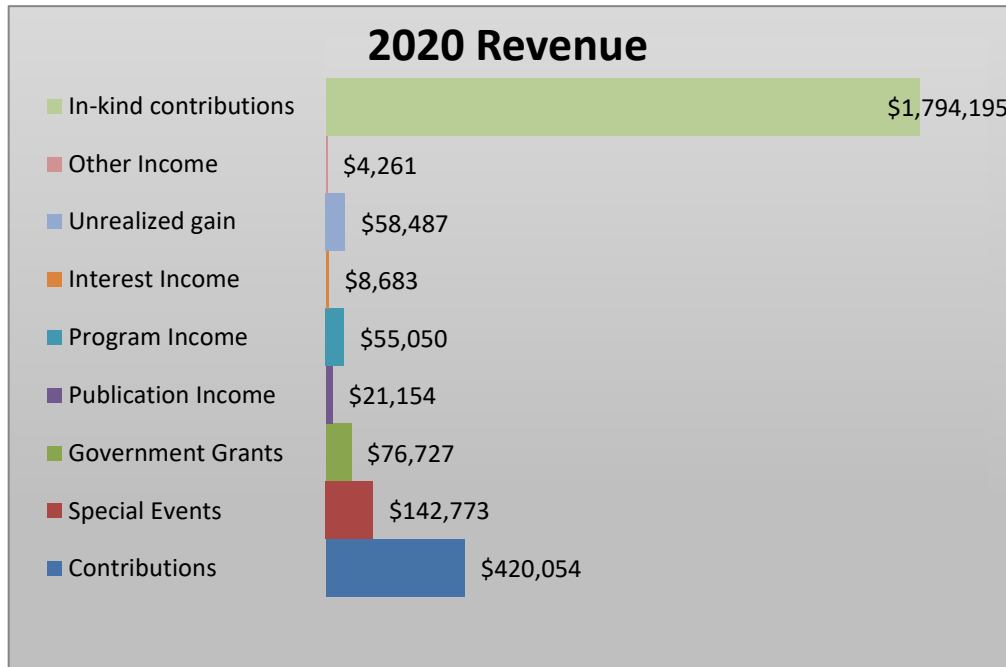
### 2020 Program Highlights

**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. **SAVE's** mission calls for programming in three important areas:

- Our **multi-media campaigns** are the foremost tool for raising awareness about suicide prevention. The campaign includes TV, radio, newspaper, magazines, outdoor and indoor advertising. In 2020 SAVE generated over 26 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 2020, SAVE reached over 10,000 people in more than 30 virtual appearances.
- **Resources and Support** are provided to those interested in information on suicide prevention and for people touched by suicide through [save.org](http://save.org), publications, prevention and grief packets, an annual memorial, resource, referrals and more. In 2020 **SAVE** distributed more than 35,000 pieces of **SAVE** materials and our website received 1,228,368 page views from more than 218 countries, with 711,978 new visitors and 104,249 returning visitors. **SAVE** is able to provide valuable resources and support with the assistance of nearly 400 volunteers around the country.
  - Our national public awareness campaigns are on more than 400 radio stations every day of the year.
  - Added 20 names to our Named Memorial Interactive Wall.
  - Our Peer Connections program had over 250 people register in the program.
  - We are currently recruiting workplaces to pilot our new One Step Ahead workplace suicide prevention program completed in the fall of 2020.

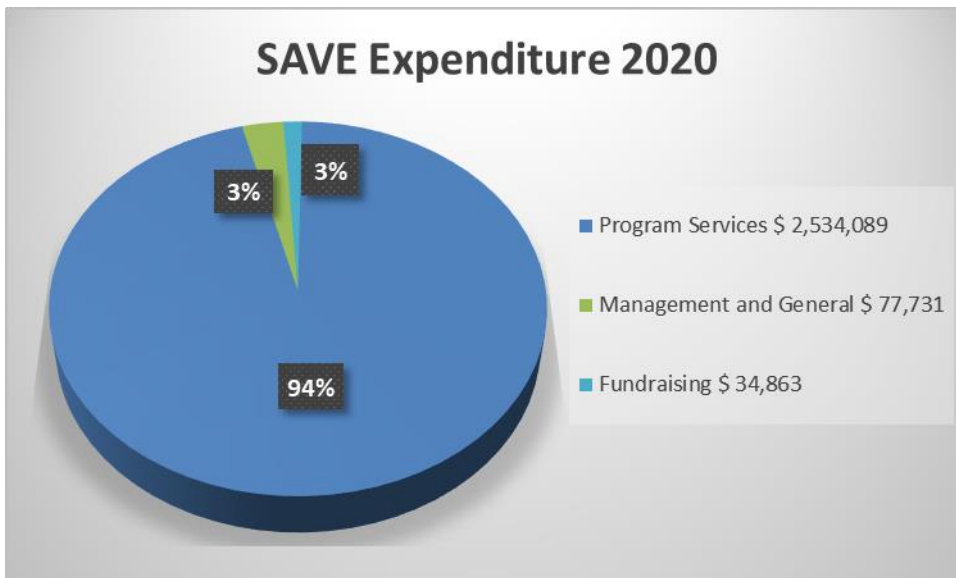
On behalf of our board, staff and volunteers, I want to thank you for all of your past support, we can't do this without you and we hope you keep walking with us on this journey of hope. Hope that one day your support will have helped us walk to an end of suicide.

Daniel Reidenberg - Executive Director SAVE



### *Major Program Expenses*

Media Campaign	\$425,291
Resources and Support	\$171,609
Community and Professional Education	\$149,226



### *Statement of Activities*

Total Support	\$2,290,976
Total Expenses	\$2,646,683
Current Liabilities	\$197,318
Net Change/Net Assets	\$(59,023)
Net Assets BOY	\$1,288,660
Net Assets EOY	\$1,229,637

# 2020 Annual Report



The following individuals, companies and organizations made donations to **SAVE** in 2020. 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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SAVE is particularly grateful for over 1,000 additional friends and anonymous donors who gave to further the cause of suicide prevention.

\* We apologize in the event that a name or donation was not recognized or listed in the wrong level. 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. We especially would like to thank; V-Creative, Jinny Laderer and Cumulus Media.

Thank you

2020 Annual Report

