SAVE. SUICIDE AWARENESS VOICES OF EDUCATION

2010 ANNUAL REPORT

The SAVE Mission

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

2010 Program Highlights

SAVE has been working to raise awareness of the connection between depression and suicide since 1989. The SAVE mission calls for programming in three important areas:

1. 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 2010 SAVE generated over 112 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.

2. **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 2010, SAVE reached 32,214 people in 175 appearances.

3. **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 2010 SAVE distributed more than 67,296 pieces of SAVE materials and our website received 1.3 million page views from more than 205 countries.

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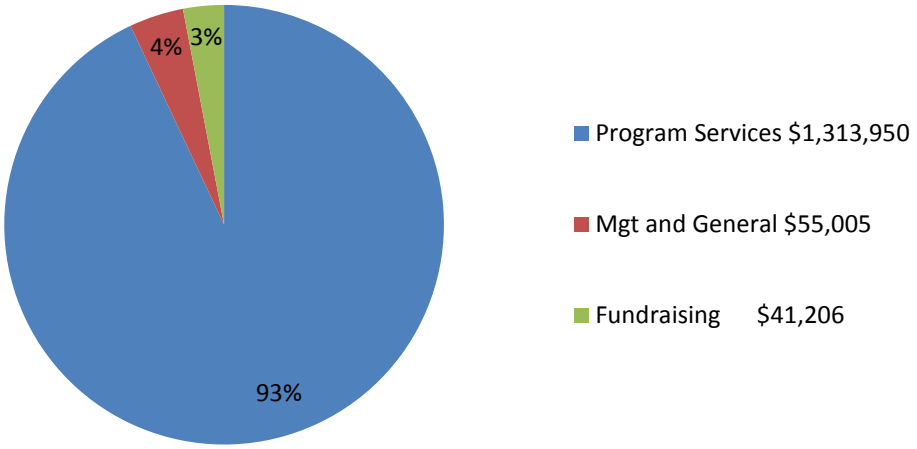
Save Expenditures 2010



SAVE Program Statistics - 2010

			Number of People Reached
Public Awareness			104,750,000
Public Relations			7,250,000
Community Presentations			
	Number of Presentations		63
	Audience		13,441
School Based Presentations			
	Number of Presentations		112
	Audience		18,773
Conferences			
	Number Attended		5
	Audience		1,232
Volunteer Hours			214
Number of Products Sold			59,120
Number of Products Distributed for Free			8,176

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The following individuals, companies and organizations have made donations to SAVE in 2010. 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.

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SAVE thanks the following in-kind media donors. Because of their generosity, SAVE reached more people than ever in 2010.

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!

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