



Reflections on 2012 and Thoughts about 2013

Hello members of the SAVE family, I hope this email finds you all well and healthy.

As we close out another year, I have spent the last week thinking about what to say to all of you in an end-of-the-year email. For those who are survivors, the calendar may turn but the days of missing our loved ones continues like every other day. For those of us wanting to make sure no one else experiences a suicide in their home, their family or their community, we wonder how much progress have we made in the year and desperately want more to be done no matter what. The truth is, if you're part of the SAVE family some days are better than others and thankfully because of you we are always here for you.

Whether you worked in our office, at an event, spoke for us, worked on research, graphic design, served on our board or a committee or any of the many things volunteers and supporters do for us all year long, you made a difference. You helped our staff and those we help and for that we are thankful. Together, we accomplished a lot locally and nationally:

- We led the Task Force that created new **Best Practices for the Online Technology Industry**, the Task Force on the **Warning Signs** for suicide and served on the **Task Force creating Recommendations for Media on Bullying**.
- We **expanded our services** and events in California, Michigan, and North Dakota.
- We had a lead role in the updating of the recently released **National Strategy for Suicide Prevention**, and in particular in areas of public awareness and education.
- We continued the intensive and detailed work developing the first-ever **National Research Prioritization for Suicide Prevention** to better understand suicide.
- We **trained, provided education to, and reached over 15,000** people across the country with current information on suicide prevention, as well as continued our "Let's Talk About It" community awareness programs.
- We distributed nearly 100,000 pieces of our materials to schools, hospitals, counties and the **Navy, Army, Marines, Air Force, National Guard and the Veterans Administration**.
- We **supported families** from across the country and our Memorial program grew with nearly 50 new memorials started this year.
- We launched a **Capital and Capacity Building Campaign** to help fund our expansion and develop a Zero Suicide Research Project.
- Through our partnership with the State of Minnesota, we conducted a **public awareness campaign** focused on the Native American Community with nearly 75,000 impressions and held the first ever state-wide **Youth Summit and PSA competition**.

And we were recognized for our work:

- In the Federal Times we were *the only suicide prevention agency in the country* to receive the honor: **Best Women, Children and Families Charity in America.**
- By the **Aesculapius Award for excellence in health communications** for our website save.org.
- From the Mental Wellness Campaign through the **Healthy Mind, Healthy Body Award.**

However, the most important recognition that we receive is through the families that we work with. Whether it is their thanks that we continue to hold an annual Suicide Awareness Memorial, at an event that we do or that some of you do that brings people in a community together to remember a loved one, or in our office as they come to feel comforted by our Memorial Wall. A recent post on SAVE's Facebook page captured what we meant to one person: "I just wanna say a big thanks to the admin & to this page for all the encouraging posts. I wouldn't probably be alive & welcoming 2013 if I hadn't found this page. So before the year end, thank you guys SO much!" It is these posts, emails, phone calls and moments that give us hope for a future without suicide that we continue our mission and with your help, we will do just that in 2013.

I am grateful to our corporate partners and friends who help us financially and while there are too many to list here, please take some time throughout the year to look at them on our website and at our events. In particular, Popp Communications, the Mall of America, the Walser (Automotive) Foundation and the Minnesota Timberwolves have continued their support and are leading among businesses doing something to help SAVE. Please thank them for helping us and support their businesses. I am equally grateful for the thousands of individual donors who give everything from \$1.00 and more to help us in our work. Their support is a large part of what keeps our doors open. And to each of you reading this, you are invaluable to us. If you gave an hour of your time, a day, or a year's worth of your time and talents, I want to thank you. The truth is we just can't do all of this alone and our volunteers, friends and SAVE family members all are a part in our success.

As I look to 2013 there are big plans ahead for SAVE and I hope you will be a part of it! We hope to roll out our new National Outreach program in the first half of the year, we will continue our events and are taking the Tour de SAVE bike ride nationally to 25 cities and by the end of the year we hope to unveil a new website. With each of you helping us in the ways that you do best, we can make all of this and more happen in the coming year. We know there will be new SAVE family members a year from now, but that will not deter us from our work to prevent every suicide that we can. For every person we save, we also save a family and a community and you are part of that, so thank you.

I wish you all the very best in 2013. Have a happy, safe and fun New Year's Eve and I look forward to seeing you soon!

Dan