

Matt Hinton (1st row, second from right) and his team competed in the 2008 Minnesota Boarder to Boarder Triathlon and raised funds for SAVE.

MARINE'S FATHER RAISES MONEY FOR SAVE IN A FOUR-DAY TRIATHLON

By Ronda Lindsay

Last summer, Matt Hinton and three others teamed up to raise funds for SAVE. The team, including Hinton, his daughter-in-law Maria, and a pair of married friends, agreed to participate in the Minnesota Border to Border Triathlon, and each member had a good reason for signing up: they had all lost a family member to suicide. In 2005, Hinton's son and Maria's husband, Bryan, who suffered post-traumatic stress disorder (PTSD), died by suicide after returning from deployments in both Afghanistan and Iraq. A friend who knew of SAVE told Hinton about the organization shortly after Bryan's death.

Hinton credits his daughter-in-law with getting him into racing after Bryan's death. Eventually, Hinton decided he wanted to do something in Bryan's memory that might help him deal with what had happened. "I had to do something for myself," he says when asked why he chose to take on this challenge on SAVE's behalf. "That ended up being doing something that would help other people who had the same problems that Bryan had."

The Border to Border Triathlon consists of four days of racing. The first two days entail biking 218 and 215 miles, respectively. A 50-mile run comprises day three, and day four ends the event with a 50-mile canoe challenge. Hinton and his teammates completed the triathlon in shifts. Hinton trained for seven months for the race. "I wanted to do something big," Hinton says, "to show the people I was asking for support that I was making as big a sacrifice as I was asking them to make."

Indeed, this tactic seemed to work. When all was said and done, Hinton and the team had raised over \$18,000. The money is helping SAVE develop and print PTSD wallet cards for veterans and those about to deploy to make them aware of the symptoms of PTSD and when to get help. The funds are also allowing SAVE's executive director, Dan Reidenberg,

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SPRC REPORTS ON THE RELATIONSHIP BETWEEN THE ECONOMY, UNEMPLOYMENT AND SUICIDE

From the Suicide Prevention Resource Center (SPRC)

Recent economic turmoil, increased unemployment and record foreclosure rates have spurred media inquiries about whether these changes will lead to increased suicides. SPRC conducted a literature review of relevant research published in the past two decades. The review shows that a strong relationship exists between unemployment, the economy, and suicide. A common "chain of adversity" can begin with job loss and move toward depression through financial strain and loss of personal control. In fact, this chain leads to myriad financial, social, health and mental health outcomes—all of them negative.

The most common (but by no means the only) mental health outcome is depression, which significantly increases suicide risk. The associated financial outcomes (such as mortgage foreclosures and loss of retirement security) have not been researched with respect to suicide. However, the potential link is that for vulnerable individuals, losses (whether real or anticipated) that result in humiliation, shame, or despair can trigger suicide attempts. For more information go to sprc.org and search for suicide and the economy.

FOUR-DAY TRIATHLON

(CONTINUED FROM PAGE ONE)

to train to help the Minnesota Foundation for Children; the foundation works with the families of service members deployed to or returned from Iraq or Afghanistan who are suffering with PTSD or have died by suicide.

But raising funds to help prevent suicide doesn't have to involve heroic athletic feats. "In fundraising," Hinton says, "you need to have a passion for what you're raising money for and why. For me, it was to help other people who may be going through what Bryan was going through." Hinton says that being passionate about the cause makes it easier to fundraise and comes through to the people you're asking to donate. He's happy with the work SAVE has done to address PTSD thus far and is confident SAVE will continue to work with veterans in the future, especially as people become more aware of the seriousness of PTSD and its relationship to suicide.

In the meantime, when asked what advice he would give families and friends of veterans returning from combat, Hinton says to "be mindful of the symptoms of PTSD. Excessive drinking and isolation are the two main things to look for." He also encourages families and friends to talk to service members about their experiences and encourage them to talk with other veterans of the wars in Afghanistan or Iraq, stressing that "debriefing" with people who have had similar experiences is important to overcoming PTSD. If you would or someone you know would like to donate to SAVE's efforts to help returning veterans with PTSD, please mention the Bryan H. Benson Memorial PTSD Fund when making a donation. For more information on PTSD, please visit the Department of Veterans Affairs National Center for PTSD Web site at: <http://www.ncptsd.va.gov/ncmain/index.jsp>.

Ronda Lindsay is a volunteer contributor to VOICES of SAVE.



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UPCOMING EVENTS WITH SAVE

SAVE hosts a variety of events that are fun and entertaining ways to join with family and friends to support SAVE. For up-to-date event information throughout the year, go to save.org or call 952-946-7998.

20TH ANNUAL SUICIDE AWARENESS MEMORIAL

Saturday, May 2, 2009

Christ Presbyterian Church, Minneapolis, MN

Join us for a remembrance and memorial of lives lost to suicide at the 20th Annual SAVE Memorial. The program will include personal stories, a visual tribute and keynote speaker Iris Bolton. Iris started the first suicide survivor support groups in the country and is a nationally known grief counselor, lecturer and consultant speaking across the US and Canada. 8:30 a.m. to 12:30 p.m. A \$10 donation is suggested.

4TH ANNUAL SAVE FASHION SHOW

Friday, May 29th, 2009

Bearpath Golf & Country Club, Eden Prairie, MN

Come see local celebrities and members of the FOX9 news team model Macy's "can't wait" summer fashions at the 4th Annual SAVE Fashion Show with great food, a silent auction, and entertainment. 6:30 p.m. Tickets are \$50 and available online at save.org.

SAVE GOLF TOURNAMENT PRESENTED BY POPR.COM

Monday, August 10, 2009

TPC Twin Cities, Blaine, MN

The annual event features golf, lunch, raffle and auctions. Foursome, hole and contest sponsorships and evening program tickets are available. For more information on sponsorship opportunities contact Linda Mars at 952-946-7998 or lmars@save.org.

6TH ANNUAL WALK FOR MENTAL HEALTH

Saturday, August 15, 2009

Lake Harriet Bandshell, Minneapolis, MN

Join SAVE as we come together for a three mile walk to raise awareness about mental illness and educate the community about suicide prevention at this annual event. Individual registration is \$10. Online fundraising available, go to save.org for more information.

RIDE TO SAVE LIVES - 5TH ANNUAL CHARITY POKER BIKE RIDE

August 22, 2009

East Metro Transit Facility

800 Mississippi Street, St. Paul, MN


Join in a motorcycle ride benefiting SAVE. Registration is \$20 per biker. Registration begins at 9 a.m. Ride starts at 10 a.m., ends between 4-5 p.m.

SAVE PREPARES TO LAUNCH NEW AWARENESS CAMPAIGN

SAVE has put the finishing touches on a new, national suicide prevention public awareness campaign that will launch in 2009 with TV, radio, print and indoor/outdoor public service announcements (PSA). The ads feature images of life-saving professionals with a message of hope and a call to action; "Doctors, firefighters and others save lives. You can too."

The campaign, created by the advertising agency Nemer Fieger in Minneapolis, speaks to the family and friends or the "gatekeepers" of those who may be suffering from mental illness and may be suicidal and urges them to get help. It was designed to convey the message that anyone can help save a life by learning more about suicide prevention through our website, save.org or by calling the National Suicide Prevention Lifeline (1-800-273-TALK).

The "You Can Too" campaign is the first developed by SAVE since the 2002 launch of the "Prevent Suicide See Your Doctor" ads. The new campaign will incorporate SAVE's current brand image, using the same font and color scheme that are reflected in our other materials including brochures, newsletters and our website save.org. To view the new campaign, including the 30 second TV PSA, go to SAVE.org/psa.



**SHE SAVES LIVES.
YOU CAN TOO.**

Help prevent suicide. If you want to learn more about the warning signs and how you can help prevent suicide, contact SAVE. There is hope and you can help. Doctors, firefighters and others save lives, you can too.

SAVE. | SUICIDE AWARENESS VOICES OF EDUCATION

For more information: www.SAVE.org In a crisis? National Suicide Prevention Lifeline 1-800-273-TALK

NAMED MEMORIAL PROGRAM OFFERS WEBSITE ENHANCEMENT

SAVE has added a special new level of visibility to our Named Memorial program that provides the opportunity to experience and share a visual tribute with friends and family across the county.

A Named Memorial offers a unique way for people to remember and honor the memory of someone who has lost his or her life due to suicide while providing valuable support for SAVE's programs. When a Named Memorial is first established, the person's name is displayed on the SAVE website. Once the Memorial reaches a certain funding level, an individually engraved and lighted marker is placed on the Memorial Wall at the SAVE headquarters in Minnesota where family can gather to remember their loved one.

We have now added a feature to our website that allows you to view and share the Memorial from anywhere in the world by placing a photograph and special message to the website listing of the Memorial. To view a sample of this new feature, go to save.org/nm and click on any of the names highlighted in blue to see the enhancement we have added.

For more information on SAVE Named Memorials call 952-946-7998 or email save@save.org



SAVE FORMS RESOURCE DEVELOPMENT COMMITTEE

SAVE is assembling a new committee that will help ensure the financial success of SAVE and its programs. The Resource Development Committee will be comprised of both SAVE Board members and community volunteers and will gather to discuss and plan development strategies and opportunities for SAVE.

Candidates for this committee will be asked to participate in quarterly conference call meetings and offer community/business relationships or partnerships that may be interested in helping our agency. If you are interested in joining this newly formed committee, please contact Dan Reidenberg, executive director at dreidenberg@save.org or call 952-946-7998.

HOW YOU CAN HELP SAVE

There are a variety of ways that you can help support SAVE and our mission to prevent suicide. To find out more, call 952-946-7998 or email save@save.org.

Volunteer - SAVE offers a number of volunteer opportunities from general office support to participating in one of our many fundraising events.

Represent SAVE - Speak at a local event, school or place of worship. Represent SAVE at a health or education conference or workshop.

Fundraise - Concerts, endurance contests, raffles, parties, online campaigns and even skydiving are some of the ways people fundraise to help prevent suicide.

Distribute Prevention Materials - Help spread the critical message of suicide prevention in your community and distribute SAVE materials to schools, churches, public health offices and other organizations.

VOICES OF SAVE.

SUICIDE AWARENESS VOICES OF EDUCATION

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SAVE ASKS FOR YOUR SUPPORT

SAVE relies on the generous contributions of individuals to support our mission. Please take a moment to submit a donation in the envelope attached to this issue of **VOICES** or go to save.org and make a secured online donation. Your contribution will help SAVE lives.

Please call SAVE at 952-946-7998 or via email at save@save.org if your contact information has changed.

GLENN BECK SUPPORTS SAVE'S ANNUAL FUNDRAISING CAMPAIGN

TV and Radio Personality Glenn Beck understands firsthand the effects that suicide and mental illness has on an individual and their family, having wrestled with depression, addiction and the loss of his mother to suicide when he was a child.



That's why the bestselling author, syndicated radio personality and Fox News Host reached out to SAVE last year and offered his support for our organization and our annual fundraising campaign. Glenn offered a signed copy of his new book "A Christmas Sweater" as a gift for donors who contributed \$100 or more to the 2008 campaign. Glenn's book offer helped SAVE raise \$3000 towards our campaign that raised more than \$30,000, which represents an increase of 27 percent over 2007.



SAVE'S 20TH ANNIVERSARY

Friday, May 1st, 2009, 6 p.m.
Sheraton Hotel, Bloomington

Join SAVE and Master of Ceremonies Joe Schmit for a 20th Anniversary event on Friday, May 1st, 2009 at the Sheraton Hotel in Bloomington, MN as we invite survivors, supporters, local celebrities, national experts, founders, current and former Board members and colleagues for this special occasion. The event celebrates SAVE's twenty years in raising awareness about mental illness and suicide, in providing education and training and serving as a resource for the survivors who tragically lost someone to suicide.

The event will include dinner, a program and music. Congressman Jim Ramstad, Todd Kalman, Clear Channel Communications, S. Charles Schulz M.D., The Morely Family, and Bill Popp and POPP.COM will be honored for their contributions to SAVE.

There are several ways to participate and recognize the work of the many people who have contributed to SAVE over the last 20 years. To attend the event, tickets are \$60 per person or sponsor an entire table for your family, colleagues and special guests. If you are unable to attend, place an ad or a special message in the 20th Anniversary Journal honoring SAVE. For more information, call 952-946-7998 or email save@save.org.