



2022 NATIONAL IMPACT

**Individuals
Directly
Impacted**

150
Veterans
Trained



9,000
Students engaged
in the No Shame
Education Campaign

215
College
Students Trained



17,000
Individuals

Used the Treatment
Locator to find
support in 2,000+
Communities

**Resources
in Action**



115,000

At-home disposal
pouches distributed,
with the capacity to
destroy more than

10 million drugs



1680
Doses of
Naloxone
distributed

1400
Fentanyl
Test Strips
provided



10,000
Red Ribbon Week
Materials
distributed
across
**TWENTY
STATES**



**Public
Awareness
Campaigns**

250,000 views



for our
No Shame
campaigns

26,000
views on Safety Plan
Education Video on
Snapchat



resulting in more than
31,000
views to the SAFE Project
website in 10 days



8 million daily views
for our Opioid Education Campaign
in the MLB World Series program

To our supportive friends,

We want to thank you for your previous strong support for SAFE Project—it has been indispensable in enabling our mission of saving lives. Sadly, the addiction fatality epidemic in our nation has only been worsened by the twin scourges of imported fentanyl and increased mental health issues coming out of the COVID pandemic. But that has not dampened our determination to make a difference.

As you consider continuing your support, we want to provide you with a document to give you a sense of the difference your generosity has already made. While it's impossible to capture the impact of the many individual private interactions we've also had with families impacted by this tragedy, we hope the programmatic information we provide below helps inform your thinking as we move forward.

We also want to inform you of a leadership transition. Our former Executive Director, Brandee Izquierdo, was awarded her PhD in this field, and has moved on to a new position at Pew Research. We are proud of Brandee, grateful for her leadership, and wish her well in her new role. Jeff Horwitz, who has served as our COO and has truly done an amazing job, will be our interim executive director.

We have always strived to be as lean an organization as possible. A leadership transition is a good time to re-assess both how we execute our mission and how we are structured going forward. We believe SAFE will emerge with an even more efficient configuration, renewed vigor, and more powerful internal collaboration.

While we fully understand it is a challenging year for philanthropy, we continue to be energized about SAFE's future impact, and appreciate any support you are able and willing to provide.

Heartfelt thanks,

Mary and Sandy Winnefeld

SAFE COMMUNITIES IMPACT



This year, the SAFE Communities portfolio continued to develop and provide low-cost and no-cost resources to assist all communities in combatting the addiction epidemic. From the creation of SAFE Solutions- a free, on-line comprehensive resource for all communities, large and small – to creating innovative, evidence-based training solutions to holistically address the crisis, the SAFE Communities portfolio has provided resources to immediately help more people and more communities than ever before.

SAFE Solutions

Our SAFE Solutions platform was released as a pilot in June of this year. The one-stop online resource provides communities with free resources, guidance, and evidence-based solutions for more than 80 approaches to address the overdose crisis they are facing every day. To date, our pilot has resulted in more than **2,000 communities using the platform**, and numerous national partners assisting in the program's development, including SAFE States Alliance and Athletico Physical Therapy.

Integrated Forensics Peer Recovery Specialist Training

This year, SAFE Project created the first-of-its-kind peer support training for individuals in recovery who are justice-involved. This training specifically targets the most vulnerable members of society who consistently return to active addiction due to the lack of support. SAFE Project's training has been hand-selected by the behavioral health divisions of Mississippi, North Carolina, South Carolina, and Virginia.

“

I have been a certified peer recovery specialist supervisor for 11 years, and this was one of the best trainings that I have been involved with during my time of giving Hope to the individuals that I serve. The information that I learned will better guide me with the correctional, probation, and court systems.

Integrated Forensic Peer Recovery
Specialist Training participant

”

Bridging Prevention and Recovery

Our Bridging Prevention and Recovery Program (BPR) has assisted **more than 30 communities that are responsible for over 580,000 citizens.**

In 2022, we refreshed this program based on recommendations from the field and additional evidence-based learning, and it will be rereleased as BPR 2.0 in January 2023.

Treatment Locator

In 2018, SAFE Project created the first-ever national Treatment Locator, which provided tailored questions to help people quickly find treatment facilities that matched their immediate needs. In March 2022 the Locator was expanded, in collaboration with Partnership to End Addiction, to include Family Support resources. Since that time, **more than 17,000 people have used** this innovative, bilingual platform of nearly 30,000 support resources to find substance use and mental health treatment options for themselves or a loved one.

The locator will expand in 2023 to include the only one-stop national locator of the thousands of recovery homes available today. Recovery housing is essential to an individual's recovery success and without non-commercial, convenient and easy-to-use resources, individuals are struggling to find the recovery support needed to succeed.

SAFE Project has also begun providing resources to assist individuals in recovery in selecting recovery housing that best suits their needs, and to support recovery houses in overcoming the difficulty of business operations.

By next year, SAFE Project will have completed the establishment of the only free, one-stop national resource to support individuals and their families through the journey from treatment to recovery.

Our intent is to continue to grow our no-cost and low-cost resources to help communities and individuals, regardless of socio-economic status, access proven solutions to address the addiction fatality epidemic in a comprehensive way.

SAFE CAMPUSES IMPACT

This year, SAFE Campuses focused on improving the Collegiate Recovery Leadership Academy (CRLA) and expanding its reach. Our 2022-23 CRLA is our largest class ever, increasing our overall impact to 215 students from 126 different campuses.

Each student is provided with technical assistance, mentorship, and peer support to complete a project to improve student support on their campus. To date, our CRLA students have:

- Helped **330+ peers find and join campus recovery** communities.
- Distributed **460+ drug-deactivation pouches** to their campus peers, with the potential to remove 40,000+ unwanted opioids and medication from family and community medicine cabinets.
- Held Opioid overdose response trainings on campus and distributed **730+ doses of Naloxone**.
- Worked to increase fentanyl awareness, and distributed **1200+ fentanyl testing strips** to campus and community stakeholders at risk.
- Collectively involved **26,000 community members** in events on their campuses aimed at decreasing stigma and increasing public awareness surrounding addiction and mental health.

“

SAFE Project gave me a voice. I felt empowered and accepted. I learned that there is value to my lived experience and that my past is my greatest resource. I was able to connect with other students in recovery and feel like less of an imposter. I learned I was not alone and that, if I had the courage, I could make a difference on my campus, and I did, all because SAFE Campuses supported me every step of the way.

Matthew P., Florida Atlantic University
CRLA Student, SAFE Student Voice Liaison, SAFE Volunteer, & CRLA Mentor

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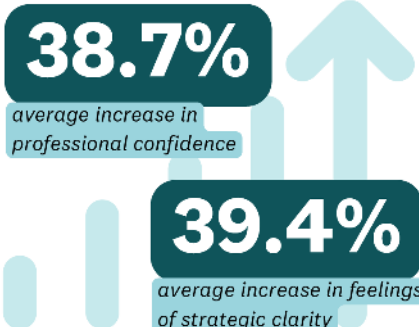


Collegiate Recovery Summer Series

The Collegiate Recovery Summer Series was successfully completed for the third time in August 2022, followed by a full program evaluation. Insights and results include:



of the cohort was from institutions without CRPs or in the early stages of establishing a recovery support initiative



100% of respondents indicated that they “would recommend this experience to another professional looking to increase their knowledge and ability to grow collegiate recovery.”

100

When starting the program, each participant set a goal for their participation. Upon program completion, 100% of respondents agreed that they had accomplished their intended goal.

Our intent is to continue to grow CRLA to more than 100 students per year while also creating programs, such as our Summer Series, to reach more than 1500 campuses across the country.

SAFE VETERANS IMPACT

This year, SAFE Project showcased the “Veteran Wellness: Journey from Coping to Thriving” program, which educates service members and veterans to combat mental health and substance use challenges, and empowers them to thrive in their transition, through training sessions. To date, more than 150 veterans and family members have experienced our training.

SAFE Project’s efforts have focused on presenting results shown through the training:

- Over 90% of participants stated they were better equipped to improve their mood or calm down if they get sad, angry, or anxious.
- Nearly 100% of participants are confident they now have the tools to prevent drug and alcohol misuse.
- The ability to recognize signs of stress improved by 55%.

The program was showcased alongside the ‘Unpacking Your Emotional Ruck’ program at the Association of the U.S. Army Annual Conference, where SAFE Project was invited to submit the programming for the Air National Guard Warrior, Resilience and Fitness Innovation Incubator, in collaboration with the Connecticut Air National Guard.

“I lost my spouse last year and my whole world was turned upside down... I had no coping skills. The course gave me tools to use to at least see a light in all my blackness.”

“Having a course like this for transitioning military, and other Veterans that may have transitioned... is enormously valuable!”

**SAFE Veterans has also:**

- Integrated the Veteran Wellness program with official campus orientation for all new veterans at Drexel University as a pilot program to serve as a model for other campuses.
- Distributed signage to display at Denver Department of Veterans Affairs Hospital.
- Began developing an Integrated Forensics Peer Recovery Support Training, using SAFE Project's own peer support training as a model, in collaboration with the Department of Veterans Affairs with to build a support program for veterans that are justice-involved.

Our intent is to continue to provide individualized training and resources to service members, veterans and their families to assist in their transition and overcome the mental health challenges that lead to substance use disorder.

To assist in this goal, we are currently in the early stages of exploring a project funded by a major partner specifically oriented toward military families.

SAFE WORKPLACES IMPACT



This year was the inaugural year for our SAFE Workplaces program. We recruited the former head of Pennsylvania’s Drug-Free Workplaces program as our new Senior Director of SAFE Workplaces, and we are focused on educating supervisors and employees on the effects of addiction, as well as techniques to address the crisis in the workplace and at home.

SAFE Project has:

- Developed the opioid awareness campaign for the National Association of Home Builders and delivered materials and a presentation at their annual builders show which was attended by 70,000 construction workers and vendors.
- Engaged with individual employers, such as the City of Fort Collins, Colorado, and The Crowley Group, to create a recovery-supportive workplace for their employees.
- Coordinated directly with major general construction companies, such as DPR Construction, to establish a Naloxone Use Policy and an education and training program which could be provided to all construction work sites.
- Began the establishment of an Advisory Board to help identify the individual needs of businesses in addressing the addiction epidemic. Initial membership includes: The Hershey Company, SCI and Erie Insurance.

Our intent is to continue building the SAFE Workplaces portfolio by scaling our support to individual businesses and organizations, and solidifying our work with all current and prospective partners.

SAFE CHOICES IMPACT



This year, the SAFE Choices program launched two new educational programs for children and young adults, focusing on decreasing stigma and providing support and connection for impacted youth. In 2022 alone, SAFE Choices programming has impacted nearly 20,000 students around the country.

Specifically, we have:

- Distributed more than **10,000 materials** in celebration of Red Ribbon Week, a targeted campaign aimed at teaching youth to make SAFE choices, **in 21 states across the U.S.**
- Developed the No Shame Education Program, which teaches school-aged children about the science of addiction, the mental health challenges that contribute to it, and the stigma that surrounds it. The program has been **presented to more than 9,000 students.**
- Created the SAFE Choices Connections program to provide youth struggling with disciplinary matters with the tools to make positive human connections, develop essential life skills, and overcome the challenges which could lead to substance use disorder. The program was finalized and showcased at the National Federation of Families National Conference in October.

Our intent is to expand the education and resiliency training for youth and young adults to address the challenges which may lead to substance use disorder.

PUBLIC AWARENESS IMPACT

Our awareness efforts this year have focused on reaching as many individuals and organizations as possible nationwide to promote the idea that stigma remains the #1 barrier to getting help for substance use and mental health challenges.

- This year, SAFE Project began partnering with Snapchat in an effort to target a younger demographic, and do so on an international stage. Our partnership with Snapchat resulted in more than **26,000 views of our Safety Plan educational video in 24 hours**, and 31,000 views to our website in a matter of 10 days.

The Safety Plan remains the top visited page on our website. Our partnership with Snapchat is ongoing, and we are preparing to launch two targeted educational campaigns focusing on stigma and facts about Fentanyl.



- In May 2022, SAFE Project partnered with 17 organizations across the U.S. for a month-long No Shame campaign, resulting in our No Shame pledge being displayed to **more than 250,000 unique viewers nationwide**. The No Shame campaign was also displayed in this year's MLB All Star Program which was viewed by over 6 million Americans in either a digital or printed format.
- Our new Naloxone Awareness Project launched nationally this year, in an effort to ensure everyone knows "Naloxone Saves Lives" and knows how to access it in their neighborhood. The Project is ongoing, and is currently **active in 30 states**.

- In partnership with Detera, our 2022 “Gone for Good” campaign resulted in nearly 50,000 drug deactivation systems distributed nationally, raising our campaign total to more than **115,000 since inception in April 2020– enough to deactivate over 10.4 million pills.**

We believe we have reached the end of our runway of what has been a highly successful cooperative effort with Detera, which is a for-profit company, and are looking for another partner in the drug disposal space to continue this project with a greater emphasis on education rather than direct distribution.

- In collaboration with 12 of our partner organizations, we led an effort to spread awareness through two targeted ads in the Major League Baseball World Series print and digital programs. The no-cost effort led to a total distribution of **more than 400,000 copies of our physical ads, and 8 million daily views** through the MLB website.



Because we believe we need to up our game in the public awareness field, we are obtaining some free consulting services to inform and better target our efforts. We also intend to hire a marketing expert who can energize our ability to better amplify our messages across all of SAFE Project’s efforts using publicly available signage and social media.

Organizational Partnerships: The Chicago Group

Finally, in building our model of success, SAFE Project has established critical relationships with non-profit and for-profit organizations nationwide, which tend to operate independently and in silos. SAFE Project is helping build partnerships to break down these silos, which will establish a more efficient and effective way to overcoming the addiction crisis. Additionally, a more holistic approach would allow each of the individual collaborators to benefit from the success of the whole – rather than staying within their silos.

These collaborators include:



Our intent is to continue building a growing network of non-profit and for-profit partners nationwide. We plan to design a comprehensive toolkit of resources to establish a one-stop set of solutions for policymakers, communities, businesses and all other interested parties to address the addiction epidemic today and in the future.

Thank you for your continued support for SAFE Project!

Should you wish to make an additional donation, the direct deposit information is provided below:

BANK NAME:	CAPITAL BANK
TO CREDIT ACCOUNT OF:	STOP THE ADDICTION
ROUTING NUMBER:	055003340
ACCOUNT NUMBER:	115198511

Or you can visit our website to make a credit card donation:

SAFEProject.us/Donate

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