



# 2025 ANNUAL REPORT

# A MESSAGE FROM THE FOUNDERS

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Greetings SAFE Project Supporters,

SAFE's eighth year of operations concludes soon, and our team continues to make a difference in mitigating the effects of the addiction fatality epidemic on our nation. We're long past the time when most non-profits falter, and we are sustaining our efforts thanks to our dedicated staff and committed base of donors. We remain financially healthy through your generosity and are immensely grateful for your continued support.

It's always hard to assign a clear number to the real metric associated with our mission, namely saving lives. While we do know of instances where we have done exactly that, we count on the considerable efforts we put into the field to achieve the effects we seek. Those numbers are presented in this document.

For example, of the 82 million people who have been exposed to one of our social media posts, how many were inspired to acquire naloxone and ultimately save a life? Of the over 16,000 doses of naloxone we directly distributed, how many were used to save a life? How many of the 1.5 million members of our nation's workforce, including many in the construction industry, who were exposed to one of our ads gained a better understanding of how to recognize and prevent a potential tragedy? We will likely never know.

But what we do know is that the number of fatal overdoses in our nation, while still unacceptably high (just over 80,000 in 2024), has begun decreasing (a 27% decline over 2023)—even as the number of Americans experiencing substance dependence (one in six) has remained the same. This means that the broad community efforts—including SAFE's—to educate and equip people to prevent overdose deaths are succeeding. We are determined to redouble our efforts in this area.

At the same time, we remain committed to helping prevent substance dependence and overdoses in the first place through our collegiate recovery programs, social media campaign, veterans' wellness training, and treatment and recovery locator web application, among many other efforts.

We are deeply grateful for all of your support through these eight years. Thank you for your commitment to our mission, and for helping us save lives and make a difference.

Warm regards,

Sandy & Mary Winnefeld

**To donate to SAFE Project, visit:**  
**[www.SAFEProject.us/Donate](http://www.SAFEProject.us/Donate)**



# Our Impact at a Glance

Provided training, education, and best practices to more than

**300,000**

people through no-cost webinars & programs



Social media public awareness campaigns reached more than

**82 million+**

people, including anti-stigma and overdose response education



**6,000+**

people directly trained to respond to an overdose and

**SAVE A LIFE**



**16,000+**

doses of naloxone distributed



**4,500+**

xylazine test strips distributed



**10,000+**

fentanyl test strips distributed

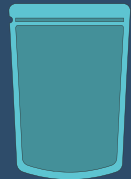


**1,500+**

Response Kits distributed

**150,000+**

disposal products distributed, with the capacity to destroy more than



**13 million medications**

**700+**

veterans, service members, & families trained in coping skills and wellness



Mentorship and 1-on-1 leadership training for **more than**

**300**

college students



Support to students and staff from over

**600**

campuses in the U.S. & Canada



## Certified Provider



of Peer Services & Mental Health Continuing Education by the National Certification Board for Behavioral Health Professionals

**20,000+**

people trained through



workplace workshops



# RIISING TO THE CHALLENGE

*This team's work in 2025 has been incredible! Our overall efforts highlight that we remain focused upon building the "village" needed to address substance use, addiction, and overdoses by uniting organizations who are working directly to fight this crisis, providing unified messaging nationally, and, most critically, delivering life-saving resources and education to those who need it most.*

*With your incredible support, SAFE Project has reached thousands of families, trained community leaders across the country, and helped expand access to care in dozens of states.*

*While we have seen an overall decline in overdose numbers nationwide, we have also seen increases in overdoses in areas where access to care is limited, and rates of addiction and dependency which are unchanged throughout the country. Clearly, our work is not done and the future continues to require strategic approaches to address this crisis and save the lives of our families, friends, and neighbors.*

*– Jeff Horwitz, SAFE Project CEO*

**A strategic approach must take many routes, but first, we must expand our current programming while also targeting the growing number of Americans who are struggling with support, resources, and access to the care that they critically need.**

**A few examples include:**

## Resources and Support for Faith-Based Leaders



**In 2026, SAFE Project will expand our work with faith leaders to provide education, prevention strategies, and connection to local support networks to empower them to lead change from within their congregations.**

**From providing critical guidance to their community, to delivering difficult eulogies after tragic overdose, faith leaders are uniquely positioned to provide life-saving support and resources for the people they serve.**



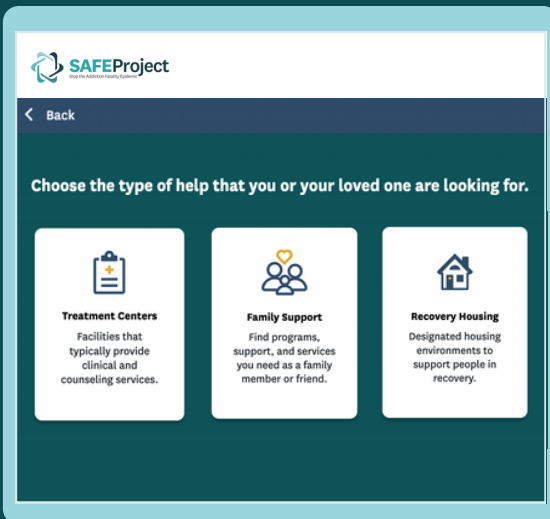
## Expanding Work Within the Criminal Justice System

**SAFE Project will also deliver adapted forms of the Military Wellness: Journey From Coping to Thriving workshop to law enforcement officers and individuals working within the carceral system. These individuals often understand the crisis from a criminal justice lens and not always as a public health epidemic which requires empathy and education, and they often struggle with their own unhealthy coping skills to address their challenges.**

**The program will also be adapted for incarcerated individuals to provide them with tools to identify their triggers, as well as skills that may ease their reentry into their community.**

**By working directly on both sides of this crisis, we can provide law enforcement officers, prison guards, and other first responders with tools to address stresses relating to their work, while also providing returning citizens with the tools they need to successfully return to our communities.**

## Treatment, Family Support, and Recovery Housing Locators



**In 2026, SAFE Project will work to increase the impact of our Locators. Currently, the Recovery Housing Locator serves as a tool to help individuals find quality, supportive, and legitimate recovery homes. The goal is to add a “live bed count” feature, that will give real-time availability so those in need or in a crisis can find homes faster.**

**Additionally, SAFE Project will work to implement the Treatment & Family Support Locator within national support helplines to increase access to care. This will be especially crucial for individuals and families who need immediate treatment or support.**

# IN COMMUNITIES

Our Communities program has continued to expand upon SAFE Project's established programs and partnerships on the ground. Two significant 2025 highlights include our Integrated Forensic Peer Recovery Specialist training, and the Community Playbook.

## Integrated Forensic Peer Recovery Specialist Program

Providing Peer Support is an essential element to successful recovery. This is especially true when supporting individuals reentering society from justice involved experiences. To address this growing need, our Integrated Forensic Peer Recovery Specialist training has expanded into new communities. At the same time, our training has been certified by the National Certification Board for Behavioral Health Professionals.

We continue to provide training to certified peers across the country, including tailored programming for the Department of Veterans Affairs, as well as state-wide training for 6 states and 4 nationwide training programs.



The training was most recently provided for the New Mexico Office of Peer Recovery and Engagement.

***“This training is so beneficial! This training WILL change lives.”***

-NM Training Participant

***“This training gives me hope that change is possible!”***

-TN Training Participant

***“I feel empowered to support the Veterans I serve!”***

-Dept. of VA Participant

## COMMUNITY PLAYBOOK

Our Community Playbooks are essential to connecting communities to best practices and tools for addressing the epidemic.

This year, in partnership with the Western Interstate Commission for Higher Education, SAFE Project tailored a Community Playbook to support communities in 15 states and territories in implementing practical solutions.

Additionally, our team provided consulting and tailored guidance to members of the Commission to support them in implementing solutions in their communities.



## 2026 and Beyond

Every community is different and the solutions for each community are unique. Sadly, the tools and resources needed are not as readily available as necessary.

In 2026, we will continue to address this problem by not only expanding our Integrated Forensic Peer Core Training, but also by training more trainers and empowering communities with the means to support their certified peers.

Stigma relating to addiction remains high and it is essential to provide the most effective resources to the most trusted members of our communities: our Faith Based Leaders. In 2026, our Communities team will—through partnerships, training, webinars and the first national conference of faith based leaders—provide these leaders with the tools to help the communities they serve.

With additional financial support, we will continue to provide communities with the most updated resources, tools, and playbooks to succeed, while also returning to providing the most innovative programs, such as our evidence-based Bridging Prevention and Recovery training.



# ON COLLEGE & UNIVERSITY CAMPUSES

SAFE Project continues to provide the tools, training, and resources to empower college students and campus professionals to create positive change in addressing substance use and addiction. To date, our team has impacted more than 600 campuses across all 50 states and Canada through both student mentorship, and guidance and support for campus staff!

Our 2025 highlights include our partnership with the Coalition for Healthy and Safe Campus Communities (CHASCo) in Tennessee, and the Collegiate Recovery Leadership Academy.

## CHASCo + SAFE Project Partnership

SAFE Project's partnership with CHASCo has provided guidance and support for 14 campuses in Tennessee this year. Working together, we have improved these schools by providing direct, one-on-one consulting with campus professionals to implement overdose response and prevention strategies.

So far this year, the team has distributed:



## DIRECT SUPPORT FOR CAMPUSES

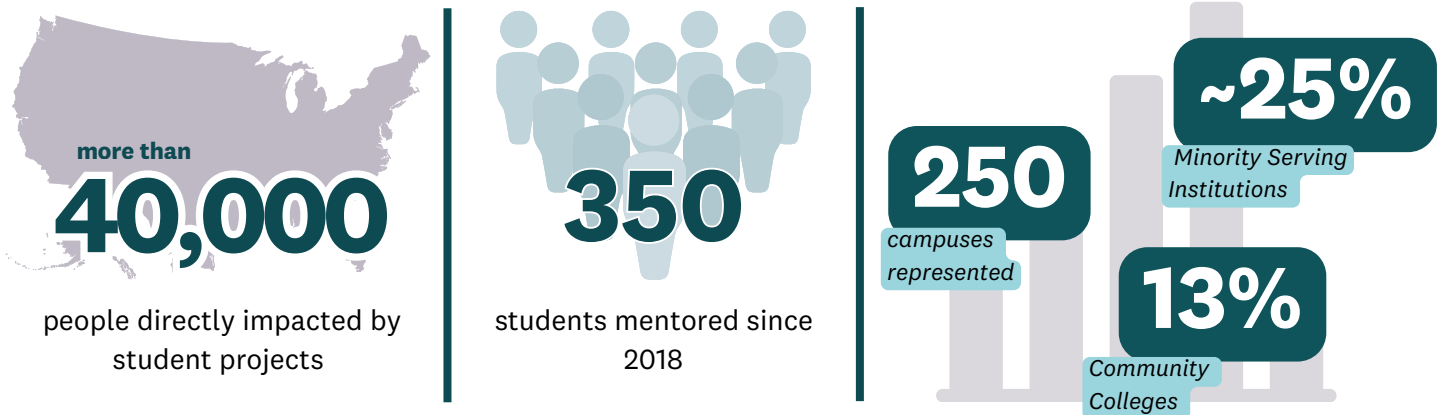
Our partnership with CHASCo is one of many examples of how SAFE Project is working alongside campuses to build tangible solutions to the crisis.

In total, the Campuses team has partnered with campus staff on more than 300 college & university campuses, including statewide college systems and national higher education organizations.

## COLLEGIATE RECOVERY LEADERSHIP ACADEMY

This Fall marks the beginning of our 8th Collegiate Recovery Leadership Academy (CRLA)! As this program continues to work directly with students in recovery and their allies, we have chosen to pilot a small class of Year 2 senior fellows in order to provide hands-on leadership training and build more sustainable projects on their campus. We are excited to watch the outcome. In total, 2025 welcomes a class of 46 students from 39 different institutions from across the country.

### CRLA Highlights



*“Being involved with the CRLA gave me more confidence in myself than I’ve ever had... I am taking away a community, and a renewed drive to further make an impact on my campus and in this world.”*

### 2026 and Beyond

In 2026, our SAFE Campuses team will continue to grow our footprint throughout the college and university arena. Historically, we have been able to work with nearly 250 schools annually, but through more hard work, greater connections, and growing partnerships, we aim to work with 300 individual campuses in 2026.

More schools need our assistance in addressing this crisis, so in 2026, our hope is to grow an additional 40 “New to SAFE” schools. Of course, with additional financial assistance, additional outreach will be possible.

Our students will also be a focus of our growth in 2026. In addition to the completion of the 8<sup>th</sup> iteration of CRLA, next year will mark the expansion of our impact project programs to assist in building sustainable projects for each of their campuses, as well as growing our Year 2 program.

# SERVING THE MILITARY COMMUNITY

SAFE Project's programs supporting our military community remain unwavering. The SAFE Veterans' team work—which is designed to support veterans, members of the active-duty force, their families and caregivers—continues to provide the tools to thrive while also providing the anonymity they richly deserve.

## Military Wellness Workshop

In 2025, SAFE Project's Military Wellness Workshop was a superb example of that programming.

Knowing that military connected families would not openly address mental health and addiction challenges, the Military Wellness Workshop focused directly upon empowering military connected individuals to address their wellness. Through the years, this training has seen incredible success with over 90% of students indicating they can now identify and address their emotional triggers, and 97% of these students reporting they will not rely upon drugs or alcohol as coping mechanisms to address these triggers.

In 2025, we began expanding our reach by providing Military Wellness Training to more students in Texas, Nevada, Pennsylvania, North Carolina, and Virginia. Additionally, with the assistance of the Virginia Department of Veteran Services, Suicide Prevention and Opioid Addiction Services, SAFE Project has designed and begun to provide an Ambassador and Train the Trainer program to build a larger village to support our military communities.

The results of the training continue to show success and strength among participants, reporting:

“

**I experienced several ‘aha’ moments and took deep breaths of relief. For the first time in a long while, I felt, ‘I can actually do this.’ The skills I learned began working right away!**

”

**90%**

were now able to use coping skills when sad, angry, or anxious.

***“This workshop met me where I was—and helped me rise!”***



## Veterans All-Recovery Support

SAFE Project's Veterans All-Recovery meeting brings together the camaraderie that is so important to our veteran community, and the privacy and connection inherent to recovery settings.

Our weekly free and anonymous meeting provides military connected individuals with a safe space for connection and relationship building. Additionally, licensed practitioners provide best practices, exercises, and other skills to support the community's wellness.

Feedback from participants has shown the tools gained and connections built during the meetings has positively impacted their recovery journey, and improved outcomes.



“The connection in that room is real—people lean on each other, share openly, and walk out with a little more strength than they walked in with.”

## 2026 and Beyond

In 2026, SAFE Project will continue to grow our footprint in the military community. To further expand the success of our Military Wellness Program, SAFE Project plans to provide 18 additional workshops nationwide, which includes developing more tailored programming to meet the needs of unique communities; for example, training to support veterans who currently work as first responders, and justice-impaired veterans reentering their communities.

The growth of our Military Wellness Program relies upon a greater number of certified instructors. As a result, in 2026, SAFE Project hopes to grow an additional 12 certified facilitators to work hand-in-hand with a growing number of ambassadors.

Finally, to support military connected individuals in recovery, 2026 will mark a growth in the weekly Veterans All-Recovery Meetings with a goal to establish a second meeting per week.

# WITHIN WORKPLACES

SAFE Project has seen a culture shift among many workplaces—a positive shift toward wellness and support for employees and their families. Our Workplaces program has continued to assist workplaces in moving in that direction, through trainings and workshops designed to highlight the impact of addiction and mental health challenges on the individuals they employ.

***“Changing hearts and minds, one workshop at a time.”***

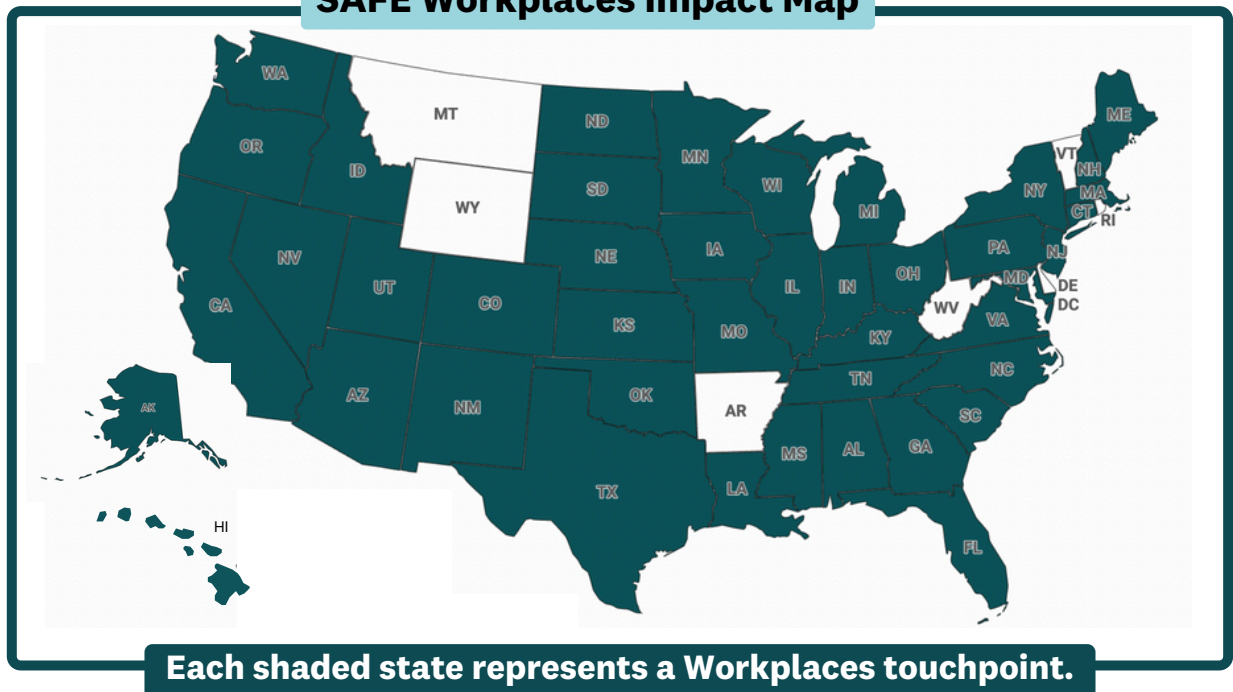
Our Workplaces programs and resources have been presented for businesses and organizations, trades and unions, and for leaders across multiple industries.

These presentations have led to different organizations implementing robust programs to combat mental health challenges and substance use disorder, and to prevent overdose. In total, our efforts have resulted in:

**10,000+ people**  
trained in mental  
wellness, SUD, &  
overdose response

**1.5+ million** people reached through SAFE  
Project articles & resources  
shared in industry trade  
publications

## SAFE Workplaces Impact Map



## Leveraging Partnerships to Amplify our Message

Our Workplaces program has established strong partnerships with industry trade publications across the country. These relationships have led to increased visibility to our mission and our message.

SAFE Project has had the opportunity to leverage these relationships, and use them to further amplify our message through pro-bono advertisements.

In total, our ads alone have reached more than 200,000 people, and have led to numerous outreach opportunities.



## 2026 and Beyond

In 2026, SAFE Project will see a continued growth in our efforts to normalize addiction and recovery within workplaces nationwide.

With the help of our growing presence through trade magazines, conference and workshop work, as well as social media, SAFE Project expects to double the number of companies we were able to establish in 2025 as naloxone friendly workplaces through their development of policies, training, and naloxone distribution.

Of course, naloxone presence and training is not enough to make our workplaces safe. In 2026, our Workplaces support expects to effectively target company work with at least 12 workplaces creating alcohol awareness campaigns, and an additional 60 companies across the country to implement specific SAFE Project programming to begin the path to becoming recovery ready workplaces.



# AMPLIFYING OUR MESSAGE

SAFE Project's 2025 public awareness and advocacy efforts have focused on increasing visibility to the epidemic, and providing the training, education, and resources to empower individuals to address this crisis.

The platform for all of these training and education programs rests within the ease, functionality, and effectiveness of our website. In 2025, SAFE Project rebuilt our website to provide an improved platform to better assist those seeking resources, and deliver comprehensive education and training to communities nationwide.

Despite spending the first quarter of the year in a webpage-rebuilding-mode, this year found a 17% increase in overall time individuals spent on our webpage, even through a minimal decline in overall webpage viewership.

With the assistance of META and Google, SAFE Project has been able to expand the visibility of our public awareness campaigns. As a result, our social media views and reposts have seen a tremendous increase. For example, interactions with our posts increased by 31%, while comments on those posts increased by 84% from last year's work.

With more than 10,000 No Shame Pledges being accessed directly from our website, there is no doubt that we are making tremendous progress at reducing stigma, normalizing recovery, and providing the tools and resources needed to overcome the addiction crisis.

## "Snowball" Alcohol Awareness Campaign

**In partnership with ad agencies focused on marketing for the medical and pharmaceutical arena, SAFE Project launched Snowball, an ad in the form of an animation film focused on the "snowball" effect of alcohol use.**

**The video ad has had digital ad placement in medical outlets and campuses, and has received 2 major awards in the film and video industry. SAFE Project will continue to use the ad to promote alcohol safety, especially in the winter months.**



## LIFE'S A PARTY AWARENESS CAMPAIGN

This year, SAFE Project launched the Life's a Party Awareness Campaign, previously known as Life's a Party - Kick Fentanyl Out.

The revamped campaign launched November 2025, and focuses on overdose prevention and response, and educational resources for those most impacted by this epidemic: people aged 25-39.

The site features easy-to-understand information on fentanyl and naloxone, and empowers individuals to keep themselves and their community safe. The site also provides resources to support wellbeing, connection, and care.

**Most importantly, the site aims to be a bias-free resource with practical safety tips for navigating risks when it comes to fentanyl use (and other substances, too).**



### 2026 and Beyond

In 2026, SAFE Project will continue to amplify our message through continued partnerships, greater social media use, and providing critical easy-to-find resources to provide the help people need now. Our work will include:

- Two major national campaigns to actively overcome stigma and provide resources to address the most critical challenges and risks associated with the current substance use and addiction crisis.
- Provide bi-weekly Prevention tips with tools and resources to empower families, educators, and community members to effectively combat the challenges of addiction more effectively.
- Monthly stories from individuals with lived experience to allow us all to better understand the complex root causes of addiction and the joy, yet hard work, of recovery.
- 10% increase in website traffic as well as in our social media presence.

# **Thank you for your continued support for SAFE Project!**

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

<b>BANK NAME:</b>	CAPITAL BANK NA
<b>TO CREDIT ACCOUNT OF:</b>	STOP THE ADDICTION
<b>ROUTING NUMBER:</b>	055003340
<b>ACCOUNT NUMBER:</b>	115198511

Or, you can visit our website to make a donation:

**[SAFEProject.us/Donate](https://SAFEProject.us/Donate)**

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# **SAFEProject**

Stop the Addiction Fatality Epidemic

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