



SAFEProject
Stop the Addiction Fatality Epidemic

from the start



“As an admiral I helped run the most powerful military on Earth, but I couldn't save my son from opioid addiction.”

SAFE Project was founded in November 2017 by Admiral James and Mary Winnefeld, following the loss of their 19-year old son Jonathan to an opioid overdose. The Winnefelds immediately channeled their grief into action and built a team of experts hoping to save other families from the pain of loss.



who we are

Today, SAFE Project is a national 501(c)(3) nonprofit on a mission to contribute solutions toward overcoming mental health challenges, substance use and misuse, and the addiction epidemic in the United States.

Our team aims to save lives and implement change through scaling successful programs, filling gaps, and bringing necessary awareness and education on the epidemic.

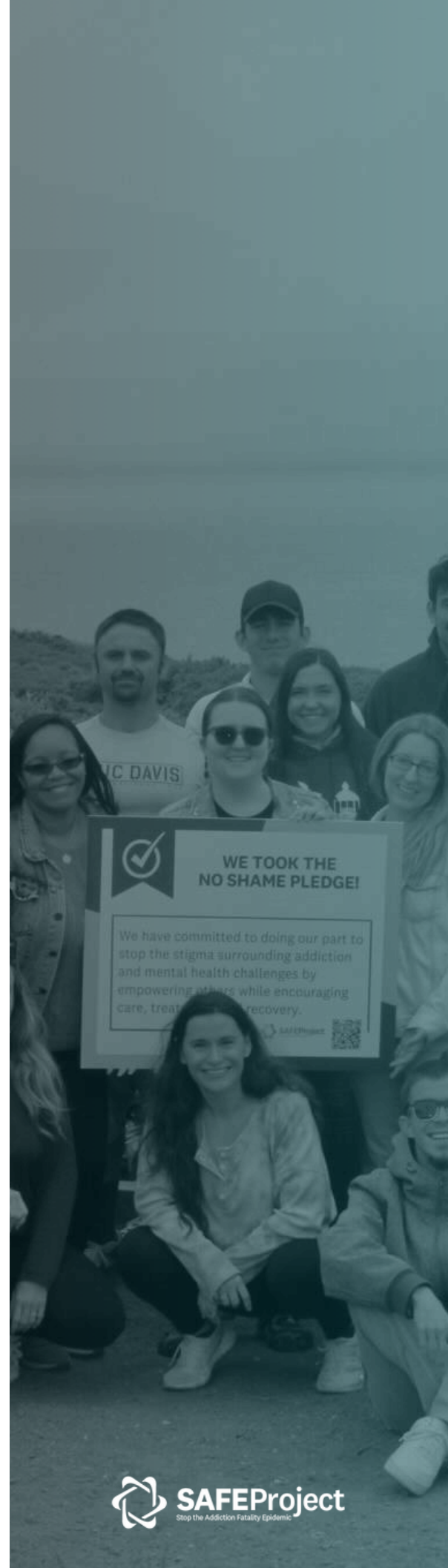
There are no simple solutions to the addiction epidemic. But, we firmly believe that a successful, sustainable response must be centered within each community, led in collaboration across sectors, and include those directly (and indirectly) impacted by substance use.

how we do it

We serve communities impacted by substance use and mental health challenges through: prevention, education, overdose response, stigma reduction, access to treatment, and the development of recovery programs.

At the core of our work and of our culture is a deep understanding that addressing substance use and mental health challenges takes many forms, each one as important as the other. By incorporating this holistic approach, we can respond to the complexity of these challenges while supporting individuals, families, and communities at every stage.

We remain keenly aware of and grounded in the reality that our organization was one built on loss and grief. A loss and grief that many today know well.



from the CEO



The Winnefelds founded SAFE Project in hopes of preventing other families from experiencing the same suffering and tragedy they faced with the loss of their son, Jonathan. Jonathan was a smart young man who quietly lived life as a true fighter and hero with a vision and hope for helping those most in need.

I had the honor of being part of SAFE Project's creation. With a sense of urgency and through the keen planning and structured approach of grieving parents, we focused on bringing people together, filling the gaps in resources that the Winnefelds faced and breaking down the silos that limited effective programming nationwide.

Today, Jonathan's vision lives on. We are committed to building a movement that can create a nation where substance use and mental health challenges are met with care and resources rather than stigma and shame.

Jeff Horwitz
Chief Executive Officer

a targeted approach



Our approach is guided by the idea that every story, every family, and every community is different.

By understanding the need to meet people where they are and appreciating the differences in how individuals understand their own world, SAFE Project built four major areas of work: **Colleges and Universities; our military connected families and personnel; employers, their workforce and families; and individual communities who are facing some of the most critical challenges.**

Through this approach, we have created a national movement of solutions, support, and resources that directly impact those in need.

who we serve

SAFE Campuses

Partnering with college and university administrators, individual students, and higher education organizations.

SAFE Campuses is on a mission to collaboratively develop and empower innovative and sustainable approaches to recovery, harm reduction, and prevention on every college campus. By working directly with students, professionals and campus leaders, we hope to create lasting change.

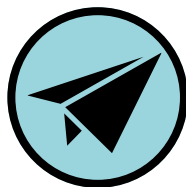
Our programs and services reflect the reality that the needs of students and staff at higher education institutions can vary. Some avenues for change on college campuses are most effectively pursued by students, while others are accessible only to staff.

In our first 8 years alone, we have impacted more than 700 campuses across the nation through evidence-based, recovery-informed programs at every level for those seeking to shape their institution.

what we do



Collegiate Recovery
Leadership Academy



SAFE Campuses
Summer Series



Harm Reduction &
Awareness Trainings



Technical Assistance &
Advocacy Support

who we serve

SAFE Communities

Partnering with localities, states, and community leaders across the nation.

SAFE Communities partners with communities nationwide, empowering them to become more resilient and responsive to the impacts of mental health and substance use disorder. Our goal is to fill key gaps in community support systems, and be a resource for community leaders at all levels who hope to implement comprehensive, long-term solutions.

We engage our partners by fostering collaboration tailored to each community's unique needs and we leverage our national platform to amplify local success stories.

Our programs emphasize evidence-based strategies and innovative, promising practices that support sustainable community well-being.

what we do



Bridging Prevention
& Recovery
Program



Integrated-Forensic
Peer Recovery
Specialist Training



Risk Mitigation
and Awareness
Trainings



Technical
Assistance &
Advocacy Support

who we serve

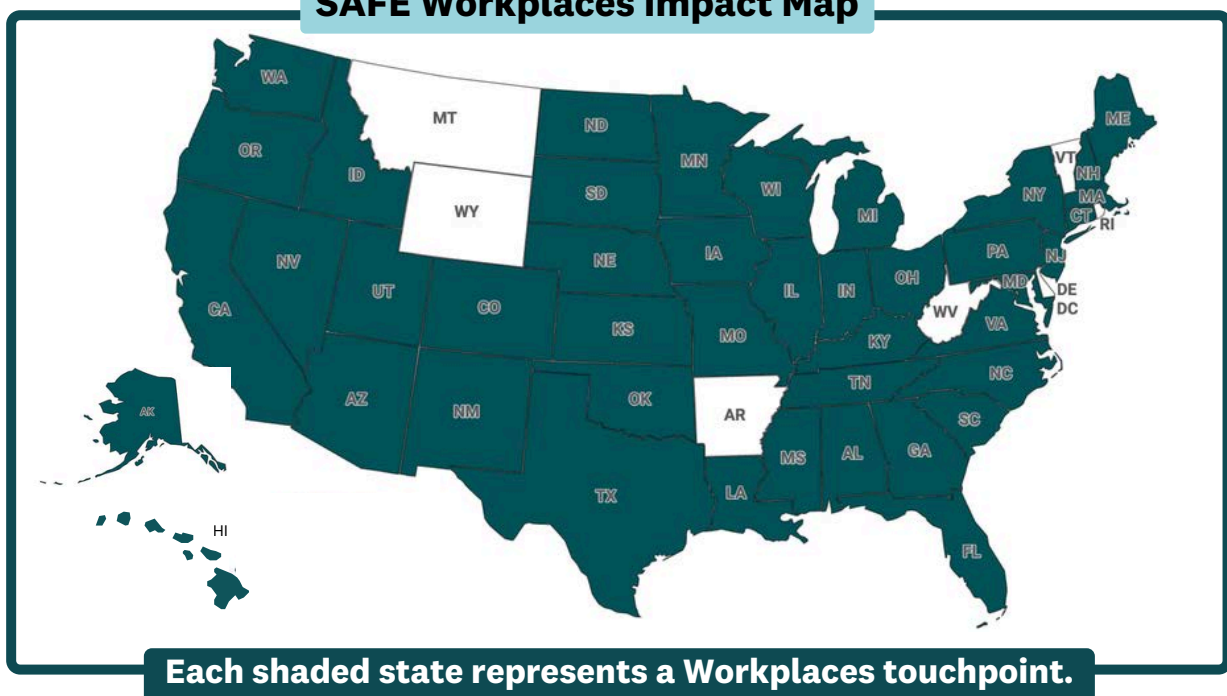
SAFE Workplaces

Providing resources to both the employee and the employer.

SAFE Workplaces provides employers and employees the tools and resources necessary to address issues of behavioral health and achieve emotional wellbeing in the workplace.

We offer a suite of training, policy development, and technical assistance services — such as **survey tools**, **resources**, and **supervisor and employee training** — to assist in creating a wellness culture that offers supportive environments where safety is ensured, and holistic health continues to emerge for employees and their families.

SAFE Workplaces Impact Map



who we serve

SAFE Veterans

Supporting active-duty service members, veterans, their families and caregivers.

SAFE Veterans is dedicated to connecting veterans, current service members, and their families to the resources they need to combat substance use disorder.

A veteran is twice as likely to die from an accidental overdose than any other member of society. For veterans and their families, the transition to civilian life can be particularly difficult, often losing the sense of purpose, camaraderie, and identity central to their military experience.

Our programs focus on prevention by addressing these concerns and preparing service members and their families with tools to move from coping to thriving.

what we do



Veterans All-Recovery
Virtual Meeting: Recovery
& Camaraderie



Military Wellness
Workshop: From
Coping to Thriving



“Your Emotional Ruck”
Program for Spouses
and Family Members

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

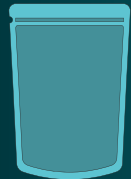


1,500+

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



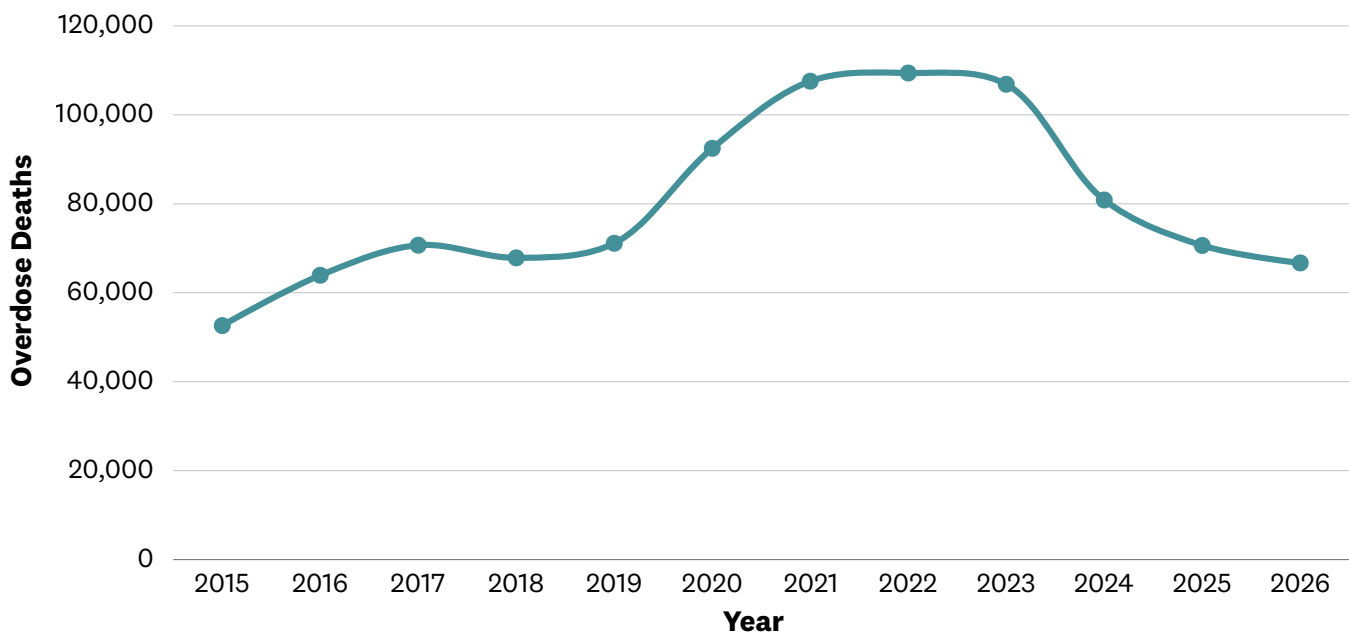
workplace workshops

why it matters

Since 2015, more than 1,000,000 people in the United States have died from a drug overdose.

While this total continues to rise each year, we have seen a steady and sharp decline in fatal overdoses for three straight years. There are many factors attributed to this decrease, the most common being the increase in access to naloxone, heightened awareness to the epidemic, and the growth in supports and resources from organizations like ours.

U.S. Drug Overdose Death Rates 2015-2026



Source: Centers for Disease Control and Prevention. State Unintentional Drug Overdose Reporting System (SUDORS). Final Data.

Atlanta, GA: US Department of Health and Human Services, CDC; 2026, August, 20.

**Each data point represents the total number of deaths in that calendar year.*

join the fight

Help support our mission to stop the addiction fatality epidemic.

Since 2017, SAFE Project has stood at the forefront of this effort, changing the narrative surrounding substance use and addiction, and working alongside those we serve to build sustainable solutions and save lives.

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

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

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

SAFEProject.us/Donate

For more information, contact:
Jeff Horwitz | jeff@safeproject.us







mission.

To contribute solutions toward overcoming mental health challenges, substance use and misuse, and the addiction epidemic in the United States.

vision.

A nation where substance use and mental health challenges are met with care and resources, rather than shame and stigma.

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