



**SAFEProject**  
Stop the Addiction Fatality Epidemic

**2023 NATIONAL IMPACT**

### Dear friends, colleagues, and supporters:

We are excited to share our 2023 National Impact Report with you, which highlights some of the great work our team accomplished this year **because of your generous support. Thank you!** As always, we continue to focus on what matters the most (saving lives) while scaling up best practices, finding good partners, and hiring the most talented people we can find to accomplish our mission.

Over our six-year journey, SAFE has achieved credibility and confidence in the substance use and overdose prevention space. **For the second year in a row, Donorbox ranked SAFE Project as the #1 Charity for Drug Addiction Recovery and Support in the country.** In March, our efforts were further recognized by MacKenzie Scott's organization, Yield Giving, through an **unsolicited and unrestricted award** to support our mission. These awards, along with direct and aggressive efforts by our team, ensured more outreach to vulnerable communities; delivery of more life-saving naloxone, fentanyl test strips, and drug disposal kits; and more training to communities, schools, and organizations across the country than ever before!

We are keenly aware that most non-profits struggle to survive seven years, and we remain committed to sustaining and expanding this effort. In January, we made a slight restructuring change and created a CEO position to ensure the organization stays focused on our mission, impact, collaboration, and sustainability. We elevated Jeff Horwitz from COO to CEO to fill this position not only due to his dedicated service at SAFE but also his outstanding reputation in the community. We also created a new Executive Director of Substance Use and Behavioral Health position to ensure all of our programming is aligned with the ever-changing epidemic and to ensure our efforts recognize the link between mental health and substance use. In July, Leslie Plaia, M.Ed, LPC, CEDS, joined SAFE to take on this new role. Leslie has several years of experience as a clinical director and counselor in mental health/substance use/eating disorders. Finally, we're taking on a new effort to expand our most important lifesaving messages to a mass scale. As such, we've hired an experienced marketer and added a board member with marketing experience.

As you have heard us say before, **with more, we can do more . . . and do it faster. Thank you again for your support**, without which we would not be able to execute our important mission. We are in this for the long haul to make a tangible, positive impact on the mental health and substance use crisis in our country.

Heartfelt thanks,

Mary and Sandy Winnefeld

## 2023 HIGHLIGHTS



Raised awareness of the impact of stigma, resulting in more than

**21,000 individuals**

committing to our No Shame Campaign

Provided education and prevention programs to

**~40,000**

**students & educators** across the country



Prevention Month campaign resulted in 460% increase in web page views, and over **15,000 resources** and prevention education distributed across 22 states

Provided tailored, life-saving Opioid Overdose Response and Recovery Ally training and resources to more than **7,000 individuals**



Provided training and distributed more than



**1,500** doses of Narcan & **2,500** Fentanyl Test Strips



Distributed in-home disposal products, leading to an all time total **125,000 items** with capacity to destroy **~11 million** medications

Curated, developed, and launched a new

**Recovery Housing Locator**

including **thousands** of recovery homes nationwide



Participated on the educational panel for local and national screenings of **ANONYMOUS SISTER**, a documentary about a family's battle with addiction & mental health issues



## SAFE COMMUNITIES IMPACT

**This year, the SAFE Communities portfolio enhanced our ability to provide ‘Right Now’ resources to directly help combat the crisis. Through the Treatment, Family Support, and Recovery Housing Locator, as well as the SAFE Solutions platform, individuals and communities nationwide have immediate access to support and strategies for success.**

### Treatment Locator

SAFE Project created the first-ever national Treatment Locator in 2018 to help people quickly find treatment facilities that matched their needs and unique requirements. In March 2022 we partnered with Partnership to End Addiction to include family support organizations. **Since that time, more than 17,000 people have used this innovative, bilingual platform to find substance use and mental health treatment options for themselves or a loved one.**

Recovery housing is essential to an individual’s recovery success. **This November, in partnership with Get Help and Partnership to End Addiction, we launched a third component to the locator to include recovery housing residences.** With the addition of thousands of recovery homes available today, the SAFE Project Treatment, Family Support and Recovery Housing locator is the only free, one-stop, national resource to support individuals and their families through the journey from treatment to recovery using a single portal of entry that is also tailored to best suit their needs.

## SAFE Solutions

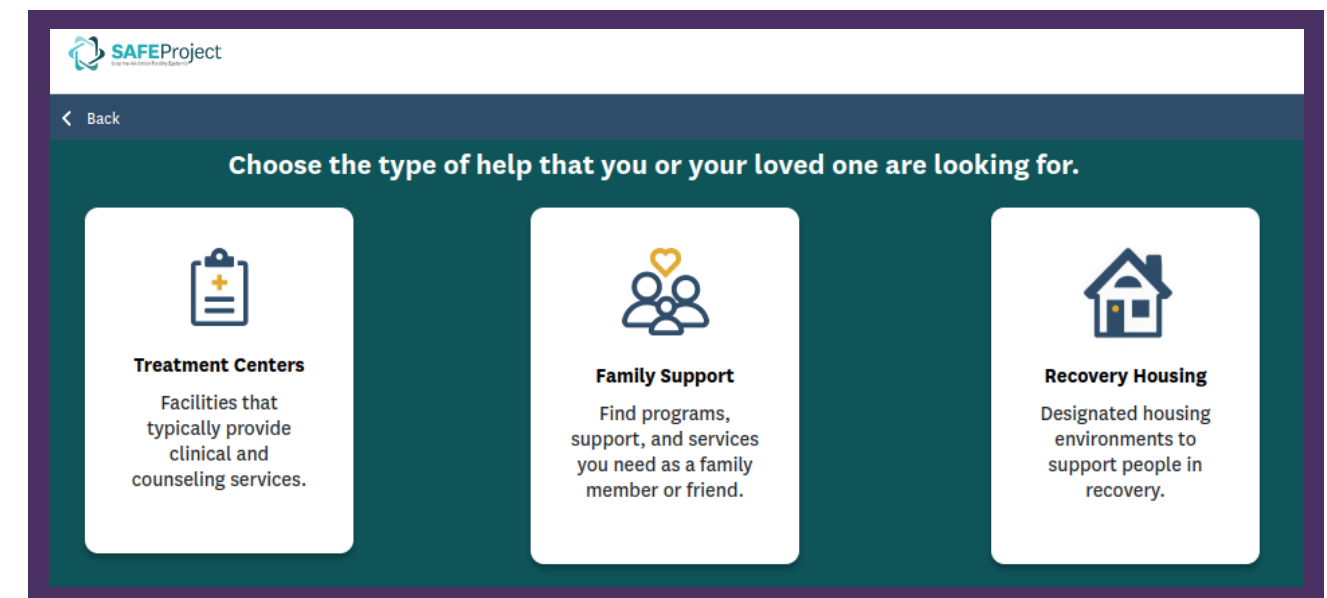
SAFE Solutions—the free, user-driven platform where communities and states can find a collection of policies and best-practice solutions— holds more than **80 approaches to address the overdose crisis**. To date, **more than 11,000 people** have accessed the platform for critical guidance on addressing this crisis.

### Bridging Prevention and Recovery

Our Bridging Prevention and Recovery (BPR) program has assisted **more than 30 communities that are responsible for over 580,000 citizens**. BPR systemically integrates the siloed approaches of prevention and recovery efforts using a step-by-step model **unique to our organization**. This year, the program was refreshed based on recommendations from participants and experts in the field, and it will be rereleased as a training of trainers in order to reach more communities and states.

### Integrated Forensics Peer Recovery Specialist Training

This year, SAFE Project has seen the ripple effect possible with our peer support training, designed by and for individuals in recovery who are justice-impacted. The training has been hand-selected by the state behavioral health divisions for Mississippi, South Carolina, New Mexico, and Virginia. As a result, participants from South Carolina who completed our trainer certification course have successfully conducted their own trainings, and continue to scale it across their state.





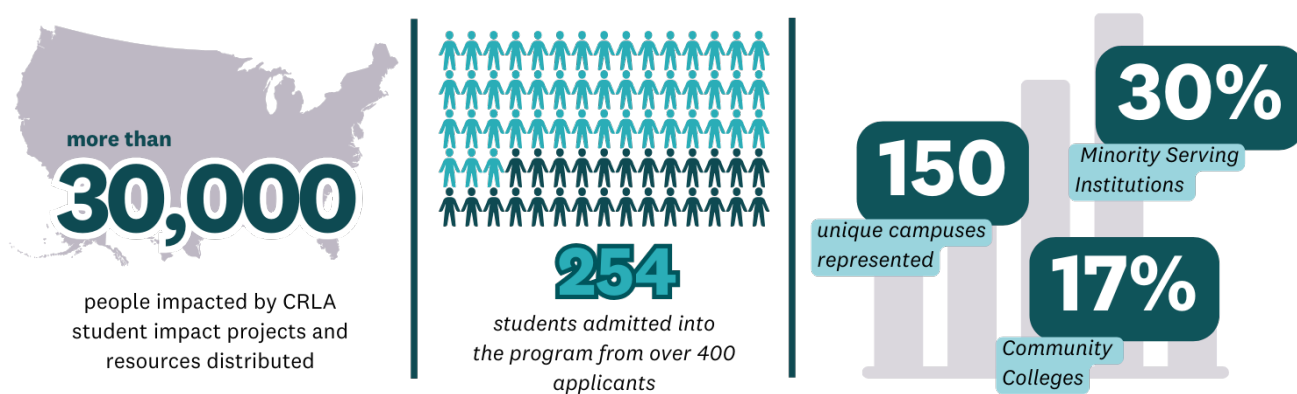
## SAFE CAMPUSES IMPACT

This year, SAFE Campuses focused on expanding the reach and scope of the Collegiate Recovery Leadership Academy, diversifying the institutions represented, and establishing SAFE Project as a leading voice in Alcohol and Other Drugs programming, including Prevention, Education, Intervention, and Recovery.

### Collegiate Recovery Leadership Academy

Our 2023-24 Collegiate Recovery Leadership Academy (CRLA) kicked off Fall '23 and has increased our overall CRLA impact to 254 students from 150 different campuses. Each student is provided tailored technical assistance, mentorship, group sessions and peer support to complete a project to improve student support on their campus.

This year's cohort has seen an increase in representation from community college campuses, and minority-serving institutions. The total impact of the program from 2018-2023 includes:



*"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."*

## SAFE Campuses SUMMER SERIES '23



### Collegiate Recovery Summer Series

The Collegiate Recovery Summer Series is an annual, cost-free, technical assistance program developed to bring together a community of professionals from campuses around the country to collaborate on solving the overdose crisis and expanding recovery support.

**More than 90% of 2023 Summer Series participants did not have a fully fledged Collegiate Recovery Program.** The technical assistance professionals receive during the Summer Series program has been instrumental in increasing the recovery and prevention support available to students on their campus.

For the fourth consecutive year, **100% of participants** indicated that they **"would recommend this experience to another professional looking to increase their knowledge and ability to grow collegiate recovery."**

## SAFE VETERANS IMPACT

**This year, for the first time ever, the overdose numbers for the active-duty force were made publicly available. The data showed nearly 15,000 overdoses, with 332 of those being fatal, among uniformed members across the Department of Defense from 2017-2022.**

**To address this, the SAFE Veterans portfolio emphasized building relationships and partnerships in order to expand the reach of SAFE Project programming. Specifically, we have:**

- Delivered training and awareness for all Behavior Health professional leaders in the Army and Air Force National Guard, and provided training, for the first time, to active-duty service members and their families.
- Received official requests to deliver the *Veteran Wellness: Journey from Coping to Thriving* program to five Cohen Veteran Network Clinics and three college and university veteran centers.
- Initiated the development of a Virginia specific train the trainer program to create Veteran Wellness training for the Virginia Department of Veteran Services.
- Presented to Army Reserve Family Programs on both the Veteran Wellness and Your Ruck programs.



## SAFE WORKPLACES IMPACT

**The SAFE Workplaces program continues to educate supervisors and employees on the importance of cultivating workplace wellness through training and education on the risks of substance use disorders, mental health challenges, and the risk of opioids.**

Our partnership with the National Association of Home Builders has allowed us to tailor specific resources to the construction industry, as 25% of all workplace overdoses come from the construction industry.

**SAFE Workplaces has:**

- In conjunction with the National Association of Home Builders, developed the first ever naloxone awareness training designed specifically for residential construction workers, and available in both English and Spanish.
- Created a toolkit for businesses with a focus on the use of naloxone.
- Provided education to 10 companies nationwide on topics including addressing substance use in the workplace, how to connect employees to resources, and supervisor intervention.
- Developed a General Contractors Tool Kit to provide naloxone in the workplace in conjunction with DPR Construction, and other for-profit and non-profit entities.





## SAFE CHOICES IMPACT

Since its redesign and refocus in 2021 to reflect the lessons learned from the pandemic, SAFE Choices has impacted nearly 60,000 children and young adults. In 2023 alone, SAFE Choices programming impacted more than 38,000 students around the country.

### Specifically, we have:

- Distributed more than **30,000 materials** in celebration of Red Ribbon Week, a targeted campaign aimed at teaching youth to make SAFE choices, **in 37 states across the U.S.**
- Developed the No Shame Education Program 2.0 and the No Shame Education Program Training of Trainers, 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 revamped program was **presented to more than 13,000 students, and a training of trainers pilot is expected in early 2024.**
- Created the School Community Partnerships effort, in partnership with Rise Together and Matt Bellace. The program uses the power of storytelling from individuals in recovery to open up conversations regarding mental health wellness and substance use. Since its inception in early 2023, our partnership has **directly impacted 4,400 students, and more than 350 parents and educators.**

## PARTNERSHIPS AND COLLABORATIONS

Addressing this crisis requires all of us working together. Partnerships and collaborations are essential to truly succeed in this work. As a result, in addition to working with the thousands of community coalitions nationwide, we have intentionally built relationships with non-profit and for-profit organizations across the country to create a unified approach to this crisis.

**SAFE Project is building strong relationships to establish a more efficient and effective way to overcoming the addiction crisis.**

Those organizations include:





## PUBLIC AWARENESS IMPACT

**Our efforts this year have focused on reaching as many individuals and organizations as possible to promote the importance of awareness and education, and establish SAFE Project as a subject matter expert in the space.**

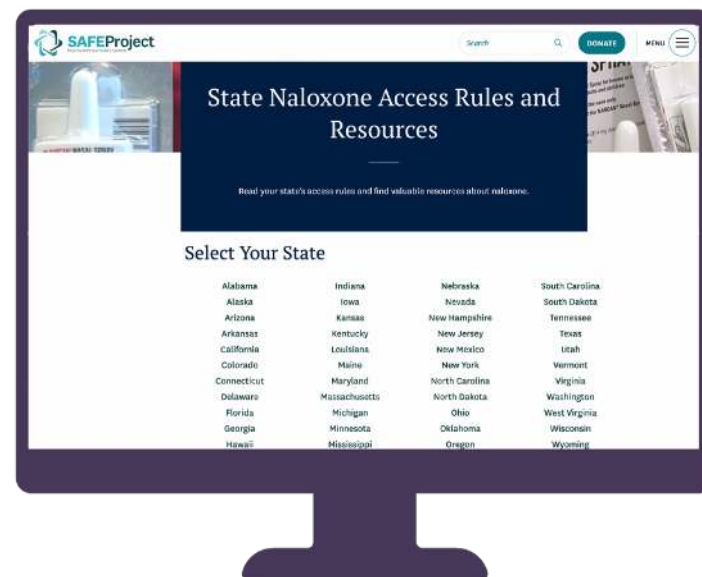
**To further strengthen our efforts, we have added a Marketing professional to our Communications team, dedicated to increasing our reach and engagement, and conveying the most effective messaging to the most impacted individuals.**

**Our awareness efforts include:**

- SAFE Project focused resources and efforts on raising awareness to the importance of naloxone, and educating individuals on how to respond to an overdose.

In 2023, we updated and enhanced our Naloxone State Access resource, which has been picked up by **major news agencies**, including Slate, NPR, ABC, Axios and the LA Times. Our team has also worked in partnership with Emergent Biosolutions to raise awareness on Narcan's Over-the-Counter designation. The efforts have resulted in **more than 20,000 views to our Naloxone State Access resource.**

The Naloxone State Access page remains one of the top visited pages on the website, and will continue to be used in Overdose Awareness and Prevention campaigns.



- In 2023, we took full advantage of our Google Ad Grant. Keyword searches through Google's search engine have led to **more than 160,000 impressions**, or ad views, 10% of which went on to view our page. For reference, the industry average for clicks to the site sits at 3%.
- Stigma and shame continue to be the #1 barrier to getting help. We continue to focus our efforts on stigma awareness and education with our No Shame campaign.

In 2023, the No Shame campaign page on the SAFE Project website continues to be a top-visited page, with **views increasing 516%** when compared to 2022. **More than 21,000 people have committed to eliminating the stigma** associated with addiction, recovery, and mental health challenges, and are proudly showcasing their very own selfie with the pledge on social media.

Our No Shame campaign also includes the No Shame Education Program, a hands-on educational campaign targeting children and young adults to lay the foundation for younger generations to join the charge in speaking out and combating stigma. **Since its relaunch in June 2023, the program has reached nearly 14,000 students in 36 states.**

Lastly, our No Shame campaign has increased in visibility through social media campaigns and promotions, garnering increased views on all social platforms. This success could not have been achieved without the coordinated and targeted messaging shared by our partners.



## AMBITION FOR 2024

**The overdose crisis continues to worsen. Last year, fatal overdoses in the United States surpassed the loss of life from gun violence and automobile accidents combined.**

**With your continued support, we expect to grow our programs and national network to make 2024 our most effective year yet. Providing awareness on the importance of naloxone and overcoming stigma are in critical need. In 2024, we will place a significant investment in developing and delivering marketing, advocacy, and education efforts over multiple social media platforms. With your assistance, we believe that we can bring this awareness to more than 6 million Americans nationwide.**

**Our marketing assets alone should assist in reducing fatal overdoses in 2024. During the year, we also expect to:**

- Expand our Stigma Awareness campaign to commit more than 50,000 individuals to our No Shame Pledge.
- Develop and deliver a stigma and addiction awareness program for healthcare providers, teaching hospitals and the most vulnerable businesses nationwide.
- Assist an additional 10,000 people through our newly combined and released Treatment, Family Support, and Recovery Housing Locator.
- Provide our innovative Bridging Prevention and Recovery and Integrated Forensic Peers Recovery Specialist Training to an additional 10 communities resulting in more trainers and peers nationwide than ever before.
- Support teens and young adults by providing prevention and recovery programming to an additional 50,000 students and educators across the country.
- Further expand our representation from community colleges and minority serving institutions within our Collegiate Recovery Leadership Academy.

- Increase our college and university programming by providing greater focus on prevention outreach while assisting in individual development of training, and the distribution of naloxone and fentanyl test strips.
- Deliver our two wellness programs for veterans, active-duty members, caregivers, and their families in 15 additional locations.
- Develop the training of trainers component for our Veteran Wellness Program and deliver it at a minimum of three locations, resulting in more than 40 new trainers.
- Relaunch our ReConnected App to provide individuals in recovery with a private resource for greater connection, networking and support.
- Create the first ever roadmap for members of the construction industry to provide them with a step-by-step approach to address their disproportionate crisis with overdoses, mental health challenges and substance use nationwide.

To help us continue our fight:

<b>BANK NAME:</b>	CAPITAL BANK
<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 credit card donation:

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

**Contact:**

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# SAFEProject

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