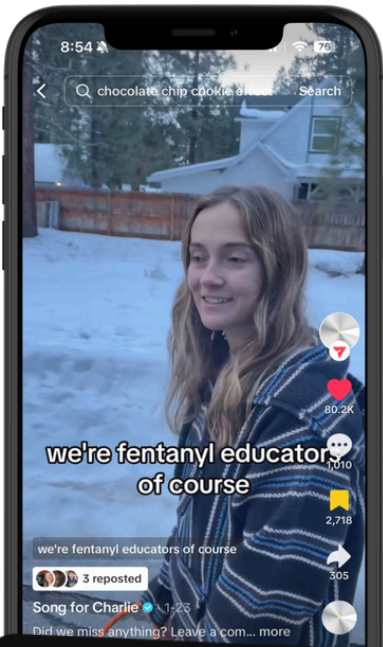


## FROM ED & MARY

*As we mark four years since the loss of our son Charlie, we're reminded daily of the incredible support from our community. Your compassion and commitment have been a beacon of hope during our darkest times.*

*We're deeply grateful for your unwavering support. It's your dedication that drives our mission forward and allows us to make a tangible impact in addressing the fentanyl crisis.*

*The past six months have been a period of remarkable progress for Song for Charlie. From launching new initiatives to expanding our educational outreach to forging major partnerships, we're proud of the strides we've made together and will continue to work hard to save lives.*



**ONLINE**  
**538M**  
impressions through social media.

**ON CAMPUS**  
**14K**  
middle and high school students attended one of 30 SFC in-school presentations during the 2023-24 school year.

**MAKING A DIFFERENCE**  
**83%**  
of teens said they were less likely to misuse pills after learning about fake pills.

# EXPANDING OUR REACH AND RESOURCES

## SWINGING FOR THE FENCES: OUR "SUMMER OF SAVING LIVES" WITH MLB AND PBATS

Our "Summer of Saving Lives" campaign is underway in partnership with Major League Baseball (MLB) and Professional Baseball Athletic Trainers Society (PBATS). This initiative reaches a broad audience through engaging events and outreach activities.

With half of the campaign completed, we've made significant strides. During MLB All-Star Week in Arlington, we were featured in the All-Star Village, where we connected with thousands of fans. We've also conducted five in-stadium PBATS PLAY Campaign events and held three community film screenings and panel discussions, reaching more than 1000 kids, parents and caregivers.

The 2024 season is the first inning of a long-term partnership with MLB and PBATS. The grand strategy is to educate MLB trainers, staff and players — including the Minor Leagues — who then amplify our message with fans and families. This is a powerful collaboration that will positively influence our shared audience: youth and families.

We've rolled out new educational resources through The New Drug Talk (NDT) initiatives in California (NDT CA), Oregon (NDT OR), and nationwide (NDT US). In California, we updated content with interactive scenarios and tip sheets for parents and caregivers. In Oregon, we partnered with Trillium Community Health Plan to develop and launch NDT OR. Nationally, NDT US has been introduced to bring these vital resources to a broader audience.

## FOCUSING ON EQUITY: LA NUEVA DRUG TALK

La Nueva Drug Talk (LaNDT) is a groundbreaking resource developed specifically for the Latinx community by a team of Latinx experts and impacted family members, assembled by Song for Charlie. We marked the launch with community engagement events in Pasadena and Mexico and delivered our first-ever Spanish-language presentations in Loudoun County, Virginia. This first of its kind initiative aims to address the unique needs of the Latinx community in the face of the fentanyl crisis and ensure that our message of safety and prevention reaches and serves diverse communities.





## BUILDING COALITIONS: NATIONAL FENTANYL AWARENESS DAY

On May 7, we organized the third annual National Fentanyl Awareness Day (NFAD), which exceeded all expectations. This year's theme, "From Awareness to Action," saw participation from eight Governors, 31 State Attorneys General, and 40 U.S. Senators, along with 140 city, county, and state officials. Communities nationwide hosted 98 events, including 36 on campuses and 22 screenings of *The New Drug Talk* film.



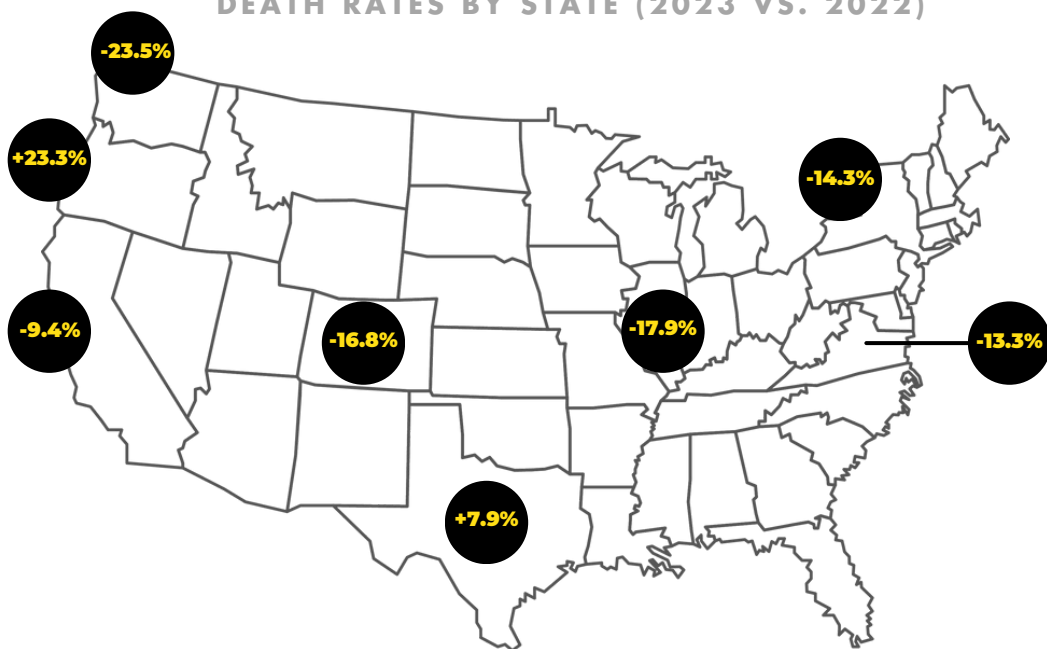
## CONNECTING WITH COMMUNITIES: CONFERENCES AND EVENTS

Our team has been actively participating in key conferences and events to spread our message and collaborate with other organizations. Notable recent events include the American Academy of Pediatrics, Miami DEA Family Summit, Office of National Drug Control Policy Summit, RX and Illicit Drug Summit, Shape America Conference, National Council for Mental Wellbeing's NATCON, and Community Anti-Drug Coalitions of America's National Leadership Forum.

### IS IT WORKING? YES, BUT...

We're encouraged by the recent trend of decreasing fentanyl-related deaths among adolescents. However, this progress is uneven regionally and the numbers remain at levels far too high across the board. The emergence of new synthetic drugs could also reverse any of these gains. So, while we see improvements in some areas, the inconsistencies highlight that our work is far from over.

### CHANGE IN ADOLESCENT FENTANYL DEATH RATES BY STATE (2023 VS. 2022)



This map highlights a representative sampling of states to illustrate the variation in adolescent (ages 10-24) fentanyl-related deaths. Data sourced from the CDC WONDER database.

# SPREADING THE MESSAGE: MEDIA HIGHLIGHTS

Our work has been widely featured in the media, helping raise awareness and educate the public about the dangers of fentanyl. Notable highlights from the past six months include:



## ASK LISA PODCAST

Ed and SFC consultant Marcia Lee Taylor appeared on the popular parenting podcast.



## NPR'S LIFE KIT PODCAST

We were featured in a discussion on how to talk to teens about the dangers of fentanyl.



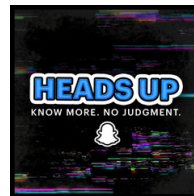
## GOOD MORNING AMERICA, ABC NEWS, NIGHTLINE

Our initiatives and the impact of our work were highlighted by these major news outlets.



## MILES BRYANT: MY CAUSE MY CLEATS

NFL player Miles Bryant highlighted our mission on the field during the NFL season through the "My Cause My Cleats" campaign.



## SNAPCHAT'S HEADS UP PORTAL

We provided educational content to a young audience through Snapchat's Heads Up Portal.



## CBS INTERVIEW & CNN PODCAST

We participated in in-depth discussions on the fentanyl crisis and our efforts to combat it.



## D.C. STATE OF THE UNION

SFC Advocate Jon Epstein's contributions were recognized by his invitation to attend the State of the Union in Washington, D.C.

# SPOTLIGHTING: SONG FOR CHARLIE CHAMPIONS

We're incredibly grateful for our champions who drive awareness and inspire others through their dedication and fundraising efforts.



## COURTNEY CHASE

Ran the Boston Marathon, raising funds and awareness for our cause.



## MONICA & THOMAS MILLER

Hosted our Sonoma fundraising event, bringing together community members to support our mission.



## TARINA TAYLOR & KRIS HUNTER

Featured our cause at the Rivaura Rosé River Run.



## SUSAN EDENS

Activated her local community to raise funds and awareness for our mission during her adult Bat Mitzvah.



## NORTHEASTERN UNIVERSITY AE PI FRATERNITY

The second annual Wheeler Bowl honored Matthew Wheeler's life and love of football. Together they continue to raise money and awareness of the dangers of fentanyl to make sure no one's life ends the way his did.

**You too can make a significant impact by utilizing your passion and talents to help further our mission. Learn more and get started.**

**WAYS TO GIVE**

[bit.ly/summer-impact-ways-to-give](https://bit.ly/summer-impact-ways-to-give)

## CORPORATE AND GOVERNMENT PARTNERS: LEADING FOR IMPACT

We're deeply grateful for our steadfast supporters from a variety of sectors. We work with corporations and organizations across both the public and private sectors, on the local, state, and national level to provide support and funding for our programs and services. None of our work would be possible without our generous partners:



## HELP SUSTAIN OUR WORK: BECOME A MONTHLY DONOR

You can provide enduring support for our critical mission, making a life-long difference in a young person's life by becoming a monthly donor.

Join other passionate individuals who are helping us build a reliable foundation of support while amplifying our message of hope. A monthly investment, no matter the size, will have a lasting impact.

**DONATE NOW**

[bit.ly/sfc-monthly-donor](https://bit.ly/sfc-monthly-donor)

### Stay connected!

Receive updates and more.

Follow us on @song4charlie on IG and @songforcharlie everywhere else

