

FROM ED & MARY

We can hardly believe it's been three years since we started Song for Charlie. People often say, "What you've accomplished is amazing!" We're amazed too, that our organization has emerged as the leading national nonprofit addressing the fentanyl crisis and its impact on youth. Mary and I are committed to educating kids and families about fake pills and fentanyl. Some days are hard as we carry our grief with us (and we're not getting any younger!), but we honor Charlie's memory by reaching people and saving lives. This purpose, and the prayers and encouragement of our friends and family, keep us going.



Our Work is MAKING A DIFFERENCE!

With your support, we've expanded our team, partnered with hundreds of schools and extended educational and awareness outreach to teens and families from east to west coast.

The data is clear: Teens who hear about "fentapills" are less likely to misuse pills. In fact, fentanyl deaths among 15-24 year-olds declined 9% in 2022 while deaths in the All Ages category rose another 4%. We take this as an encouraging sign that our message is having an impact nationwide.

None of this life-saving work is possible without you. Thank you.

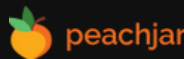
60M+

People have experienced our social media posts



4.1M

Parents of K-12 students received our first national newsletter campaign via



83%

Of teens said they were less likely to misuse pills after learning of counterfeit "fentapills"

EDUCATING FAMILIES

In partnership with and funding provided by the California Department of Healthcare Services, our initiative, *The New Drug Talk: Connect to Protect*, launched in August 2023. Authored by experts and anchored by educational videos, the website empowers families to have meaningful conversations in the home.



[Learn more](#)

The image is a dark-themed composite. On the left, a smartphone displays the website interface. The phone screen shows the time 3:54, signal strength, Wi-Fi, and battery icons at the top. Below the status bar is a blue header with "THE NEW DRUG TALK" and a menu icon. The main content area features a photo of a man and a woman talking, with the text "THE NEW DRUG TALK" and "CONNECT TO PROTECT" overlaid. Below the photo, there is a text block: "Fentanyl has changed the drug landscape, and we have to change how we talk to kids about it. This site provides education, free tools, and expert advice to help California families connect and stay safe." To the right of the phone, there are two small icons: a mobile phone and a speech bubble. Further right, a woman is shown in profile, looking thoughtful, with her hand on her head. The background is a dark, blurred image of a person.



Thanks to a coalition of social media platforms, youth-focused businesses, nonprofit partners, sports teams and more, The New Drug Talk is expected to have over **one million visitors within the first year alone**. By scaling research, customizing resources and promoting locally, we will replicate this work in many more states.

LEGISLATION AND EDUCATION

Inspired by SFC's collaboration with the Beaverton (OR) School District, the FACTS Act calls for a new federal, interagency task force to fight the synthetic opioid crisis. Introduced by Suzanne Bonamici (D-OR) and Kevin Kiley (R-CA) the FACTS Act also provides funding to expand education for students about potentially lethal, fentanyl-laced pills.

[Learn more](#)



IN THE NEWS



BILLIE EILISH

Chart-topping, Grammy-winning Gen-Z icon Billie Eilish (110M Instagram followers) spread awareness and showed support by sharing two Instagram stories with her massive fanbase.



JODIE SWEETIN

Actress, author, podcaster and former *Full House* star, Jodie Sweetin (2.5M followers) pointed to The New Drug Talk as a key resource for parents and families.



**JUSTIN
BALDONI**

Actor, filmmaker, author and philanthropist Justin Baldoni (3.2M followers) shared Song For Charlie's post, spreading the word to his wide audience of fans.



TIME OP-ED

"What 3 Grieving Dads Want You to Know About America's Fentanyl Crisis"

"In a sense, young people are dying from a lack of information. Many still don't realize that the pills they see on social media or at a party are likely fakes made with illicit fentanyl." [Read more](#)



**MEN'S HEALTH
OP-ED**

"Fatherhood in the Age of 'Fentapills'"

"It's my hope that one day 'No Random Pills'... will be as deeply ingrained into our children as 'Look Both Ways,'" says Ed Ternan. "Our support and guidance can be the difference between life and death."

[Read more](#)



**LOS ANGELES
TIMES**

"Lack of fentanyl knowledge deters families from talking about it. Here's how to start the conversation"

"Four in 10 young adults and half of teens surveyed said they aren't knowledgeable about the issues surrounding fentanyl." The New Drug Talk: Connect to Protect "give[s] parents confidence so they can speak on the issue in an informed way." [Read more](#)

SPOTLIGHT: SONG FOR CHARLIE CHAMPION

This year, we've seen our champions drive awareness, inspire others and raise funds to fuel our mission by: asking for donations to SFC in lieu of flowers; hosting dedicated walks, runs; organizing a golf tournament; igniting workplace giving; hosting educational events; and overseeing digital peer-to-peer fundraisers. We're proud to have such compassionate and committed individuals, corporations and foundations supporting our cause.

James Hunter, a General Manager with Microsoft, selected Song for Charlie as a featured non-profit for the Microsoft Give Campaign. He led a tremendous effort with his colleagues to spread awareness, raise money and inspire hope to make a difference in lives of others.

From James: "After seeing the devastating impact that fentanyl laced pills can have on a family first-hand when we lost our 26-year-old nephew Zach, we knew we had to do all we could to help support education and awareness. We discovered Song for Charlie and were incredibly impressed with the research and work that they were doing. It was a natural fit to select Song for Charlie as a featured Non-Profit for the Microsoft Give Campaign. With this event we were both able to collect meaningful donations but more importantly spread awareness."



ACTIVATE YOUR WORKPLACE

Does your company have a charitable matching program? Many workplaces will match your charitable donations — doubling or even tripling your impact. Some companies even match gifts made by retirees or spouses. Ask your Corporate Responsibility and/or Human Resources team about your company's employee match program. When resourceful people and companies team up for a great cause, we can multiply our impact to save lives.

Please consider hosting your own fundraiser, sharing our information on social media and activating your workplace. [Check out all of the ways you can support our mission](#), and let us know about an event you are planning by emailing realtalk@songforcharlie.org.

Song for Charlie is 100% donor funded. That means every dollar raised helps us reach, educate and empower millions of teens and families to protect themselves and save lives.

DONATE NOW

<https://bit.ly/3R1Rwcv>

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