WINTER 2026 DONOR IMPACT REPORT




FROM SONG FOR CHARLIE CO-FOUNDERS
MARY & ED TERNAN

Six years ago, we started Song for Charlie to give families the information we wish we'd had before losing our son Charlie to a fake prescription pill made with fentanyl. That mission hasn't changed. But we're learning more about what young people need to stay safe.

Our latest research shows progress in fentanyl awareness, but also important gaps. Young people underestimate risks from pills shared by friends. Parent conversations aren't always connecting. And stress and anxiety are major drivers of substance misuse.

We're responding to what we've learned—strengthening our school programs, reaching millions through new channels and developing Under Pressure, a film about teen stress and healthy coping. It's the broader approach to prevention we've been working toward, and your support is making it possible.

Thank you for being part of this journey. As Mary likes to say, "We are family now."

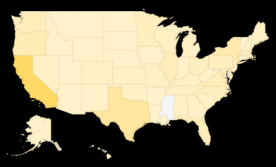
Peace,
Mary and Ed Ternan

IN SCHOOLS

1.5m

Estimated viewers of our educational films to date

NATIONWIDE



50

States, plus Washington, D.C., Canada and Puerto Rico, where educators have requested our resources

ON SOCIAL MEDIA



3.6m

Average monthly social media impressions

AT THE BALLPARK



22

Metro areas reached through our third Summer of Saving Lives with MLB and PBATS

RESEARCH SHAPES OUR WORK

FIVE YEARS OF RESEARCH. A CLEARER PATH FORWARD.

Our latest national survey with Breakwater Strategy shows encouraging progress: teen awareness of fentanyl in fake prescription pills has more than doubled since 2021.

But awareness alone isn't enough. The findings reveal persistent gaps in how young people recognize risks, communicate with parents and cope with stress.



WHAT WE LEARNED

27% → 65%
Teens aware that fentanyl can be found in fake prescription pills, from 2021 to 2026.

88% vs. 33%
88% consider a pill from a stranger online highly dangerous. Only 33% say the same of a pill from a close friend.

73% vs. 27%
73% of parents say they've discussed prescription pill misuse with their kids. Just 27% of teens say they've had that conversation with a parent.

73%
Of teens say stress and anxiety are common reasons their peers misuse prescription pills.

PUTTING RESEARCH INTO PRACTICE

We're using these findings to help young people recognize hidden risks, give parents better ways to connect and promote healthier coping skills.

Source: Song for Charlie's 2026 National Fentanyl Survey with Breakwater Strategy (n=2,505).

IN SCHOOLS & COMMUNITIES



MAKING PREVENTION EASIER TO TEACH

As more states require fentanyl education, schools need accurate, engaging resources that fit their curricula.

We've mapped Real Talk About Fake Pills to national health education standards and state legislation, including California's AB 2429. Our new Companion Addendum and alignment resources for New Jersey, Illinois and Virginia help educators meet requirements without building lessons from scratch.

PREVENTION LED BY YOUNG PEOPLE

Our Peer Educator Certification Program helps students become prevention messengers themselves. This fall, two of our peer educators helped lead a train-the-trainer workshop at the Friday Night Live Youth Summit, while California chapters of Work2BeWell participated in a separate national session, preparing more young leaders to bring prevention education to their peers.

1,350 schools and districts have requested our film-based educational programs to date.



A BUSY FALL IN SCHOOLS AND COMMUNITIES

October's Red Ribbon Week and National Substance Use Prevention Month brought our team into schools, community organizations and major conferences.

We delivered presentations to students and families, including at Don Bosco Cristo Rey High School in Takoma Park, Maryland, and connected with educators, healthcare providers and youth leaders at the American Academy of Pediatrics National Conference, California Association of School Counselors Conference and Friday Night Live Youth Summit.

"Thank you so much for the wonderful presentations you shared with our students and families. The information was incredibly important, informative and impactful for our student body. We also received such positive feedback from parents who were grateful for the wealth of knowledge and resources you shared with them."

—Nina Waithe, Director of Counseling, Don Bosco Cristo Rey

REACHING MORE FAMILIES

MORE CHANNELS. MORE TRUSTED VOICES.

We're reaching families through the platforms, communities and voices they already trust.



COLORWHEEL: EXPERT GUIDANCE FOR PARENTS

Our short-form video campaign with Colorwheel features doctors, researchers and prevention experts explaining today's drug risks and how parents can help teens stay safe.

A standout video explores kratom, a product often marketed as natural or safe despite its risks.

3.49 MILLION CAMPAIGN IMPRESSIONS | 181 THOUSAND CAMPAIGN CLICKS

PSN: TAKING PREVENTION TO TELEVISION

Our partnership with Public Service Network brought prevention messages to California television audiences, generating **6,090 airings and an estimated 50.3 million impressions.**



Together, these campaigns are helping us reach more people than ever before, well beyond our classrooms and owned channels.

UNDER PRESSURE

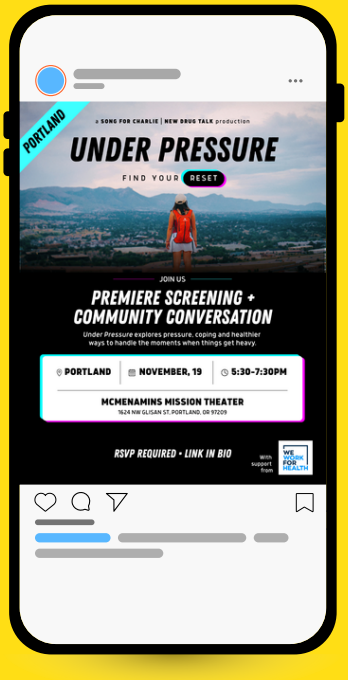
HELPING YOUNG PEOPLE FIND HEALTHIER WAYS TO COPE

Our research shows that stress and anxiety are common reasons young people misuse prescription pills. So we're expanding prevention beyond substance risks to address the pressures that can lead to misuse.

That's the idea behind *Under Pressure: Find Your Reset*, our newest short documentary from The New Drug Talk. Featuring psychologist and author Dr. Lisa Damour, U.S. National Team pairs figure skater Olivia Flores, former MLB outfielder Rajai Davis and young people sharing their experiences, the film explores teen stress, resilience and healthier ways to cope.

Rather than telling teens to avoid stress, it helps them understand that stress is part of life—and that healthy coping skills, supportive relationships and asking for help can make a difference.





FROM FILM TO CONVERSATION

Under Pressure premieres November 19 in Portland, Oregon, with additional preview screenings planned for Sacramento on December 8, San Francisco on December 9, and more to follow in advance of the film's wide release in early 2027.

Companion resources will help families, educators and community organizations continue the conversation.

It's the next chapter of our prevention work: helping young people understand both the risks of substance use and the healthier alternatives available to them.

AT THE BALLPARK

OUR THIRD SUMMER OF SAVING LIVES

This summer, we completed our third season of Summer of Saving Lives with Major League Baseball (MLB) and the Professional Baseball Athletic Trainers Society (PBATS).

Through events with the Los Angeles Dodgers, Los Angeles Angels, San Francisco Giants, San Diego Padres and other MLB clubs nationwide, we connected with young athletes, families and fans to share information about fake prescription pills and today's drug risks.

PREVENTION GOES ALL-STAR

At MLB All-Star Village, our interactive booth engaged young fans and families over four days of baseball's biggest summer celebration.

These experiences bring prevention outside the classroom, creating conversations through the sports and organizations young people already love.

SUMMER OF SAVING LIVES BY THE NUMBERS

22 Youth events nationwide with MLB & PBATS

111,000 Estimated All-Star Village reach



CONNECTING WITH YOUNG PEOPLE ONLINE

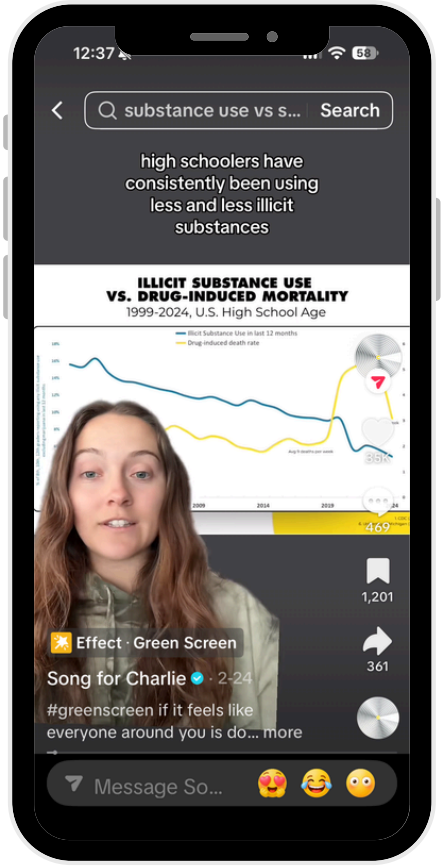
CREDIBLE INFORMATION. A CONVERSATIONAL APPROACH.

Our research shows young people turn to social media for drug information but are especially receptive to doctors and other credible messengers. We're bringing those together.

With advertising credit support from Snapchat, TikTok and Meta, we're expanding research-informed content across the platforms young people use every day.

Our top-performing posts show that facts resonate. One features SFC's Caitlin Sigler explaining a graph comparing drug use and overdose deaths. Another breaks down findings from a study on cannabis published in *JAMA*. Young people are responding to reliable information delivered clearly and without judgment.

3.6 million average monthly social media impressions.





A NEW PARTNERSHIP WITH THE UNITED NATIONS

On November 4, we began a campaign supported by the United Nations Office on Drugs and Crime (UNODC). Song for Charlie is the only U.S. partner selected.

The campaign addresses two research findings: parent-teen conversations about prescription pill misuse aren't always connecting, and young people underestimate the risks of pills from friends.

We're turning those insights into practical content that helps parents have more effective conversations.

RESEARCH & NATIONAL RECOGNITION

INDEPENDENT RESEARCH SUPPORTS OUR APPROACH

This summer, an independent Stanford REACH Lab evaluation of The New Drug Talk was published in the peer-reviewed journal *Addictive Behaviors*.

The study found improvements in parents' fentanyl and overdose response knowledge, along with confidence discussing fentanyl and administering naloxone. Several gains persisted in follow-up assessments. The publication strengthens the evidence behind our education programs and our ability to reach more families.

Stanford MEDICINE
REACH Lab
Evidence-based



ELEVATING YOUTH VOICES AT THE WHITE HOUSE

In August, Song for Charlie joined Major League Baseball and the White House Office of National Drug Control Policy for a youth prevention roundtable. Young leaders shared public service announcements about healthy choices, coping and well-being. Song for Charlie and MLB committed to amplifying their messages nationwide. It reinforced a core belief: young people aren't just an audience for prevention. They're essential partners in creating it.

A NATIONAL SYMBOL OF FENTANYL AWARENESS

On October 6, Ed and Mary joined leaders from the U.S. Postal Service, National Institutes of Health and National Institute on Drug Abuse to dedicate the new Know the Facts About Fentanyl postage stamp. The stamp brings awareness to households nationwide, with net proceeds supporting research through NIDA. It's another sign of how far this family-led movement has come.



LOOKING AHEAD

BUILDING ON WHAT WE'VE LEARNED

Our work is evolving with the evidence. We understand more about the risks young people face, what drives substance misuse and how to help them make safer decisions. Now we're putting that knowledge to work on a larger scale.

Your support helps us:



SCALE OUR PROVEN PROGRAMS.

Expand access to *Real Talk About Fake Pills* and *La Estrella*, bring *Under Pressure* to new audiences and help more schools and communities deliver prevention education.



TRAIN THE PEOPLE WHO DELIVER THEM.

Expand our train-the-trainer work and new Peer Educator Certification so prevention multiplies far beyond our own team—through the educators and students who carry it forward.



RESPOND TO A LANDSCAPE THAT KEEPS CHANGING.

Emerging synthetics, kratom, high-potency THC and whatever comes next mean families need current, accurate information. As the drug landscape shifts, we have to shift with it.



BUILD RESILIENCE AND SUPPORT MENTAL HEALTH.

Get upstream of substance use by strengthening the protective factors that help kids thrive and putting more mental health and wellness resources in families' hands.

OUR PARTNERS

DHCS California Department of Health Care Services · MLB · Snapchat · Meta · peachjar · Stanford Medicine REACH Lab · Columbia Pacific CCO Part of the CareOregon Family · Detwiler Family Foundation · eocco Eastern Oregon Coordinated Care Organization · EMERGENT · TikTok · Jackson Care Connect

HELP US REACH EVEN MORE YOUNG PEOPLE

Your generosity makes this work possible. Thank you. Starting on Giving Tuesday, December 1, a dedicated Song for Charlie donor will match donations dollar for dollar through December 31, meaning your contribution creates twice the impact.

Stay connected:
realtalk@songforcharlie.org
songforcharlie.org · thenewdrugtalk.org · lanuevadrugtalk.org

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

Join us:
Your continued support makes this lifesaving work possible.

DONATE NOW
bit.ly/2026-winter-impact