

## FROM SONG FOR CHARLIE CO-FOUNDERS ED & MARY TERNAN

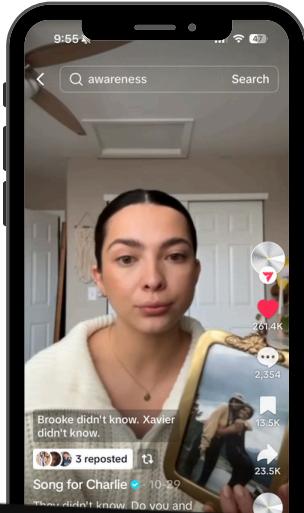
As we reflect on the second half of 2024 and look toward 2025, we're filled with gratitude for your steadfast support of Song for Charlie. **Your commitment has enabled us to reach more young people and families than ever before with lifesaving information about fentanyl and fake pills.**



Recent data gives us hope—our awareness efforts are having an impact. But our latest research shows a stark reality: **45% of teens still don't know that fentanyl is being used to create counterfeit pills.** This knowledge gap, combined with rising mental health challenges leading to substance use among young people, drives us to expand our reach even further.



From the White House to community centers, Major League ballparks to school auditoriums, social media platforms to family rooms, **your support makes it possible for us to meet young people and families where they are with the information they need to stay safe.** In the following pages, you'll see how your generosity is turning awareness into action and saving lives.



### ONLINE

# 3.7M

Views of our most recent viral TikTok video, "They didn't know..."



### IN SCHOOLS & COMMUNITIES

# 64K

Students, parents, and families reached in-person YTD.

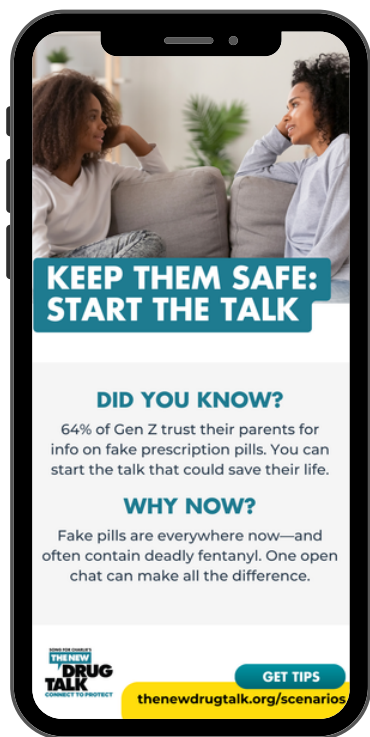
### AT HOME

# 4M

Parents of middle and high schoolers we're reaching each month through Peachjar.



# REACHING YOUTH AND FAMILIES WHERE THEY ARE



## AT HOME

We've achieved a milestone in parent outreach through our partnership with communication platform Peachjar. **Every month, we now reach approximately 4 million parents of middle and high school students**—about 10% of all parents of middle and high schoolers in the United States. This direct connection to families allows us to share critical safety information where it's needed most.

## ONLINE

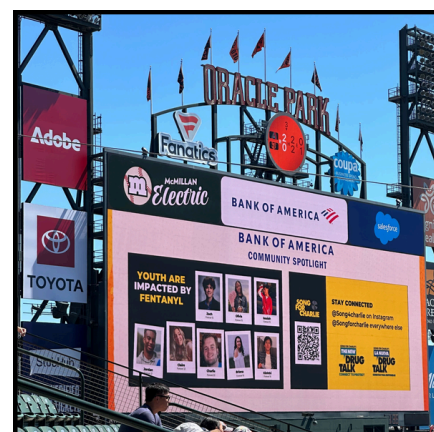
On social media, when people share our message with their loved ones and peers, lives are saved. That's why we're encouraged by the extraordinary reach of **our recent TikTok video asking "They didn't know. Do you and your friends know?" With 3.7 million views, 261,000 likes and 22,800 shares**, this shows young people are ready to protect themselves and their friends when given the information.

## AT THE BALLPARK

Our first **"Summer of Saving Lives" campaign with Major League Baseball and the Professional Baseball Athletic Trainers Society (PBATS)**—with support from Walmart and Meta—helped us reach thousands of kids, parents and players through:

- A dedicated **booth at MLB All-Star Week** in Arlington, Texas
- **Ten PBATS PLAY Campaign youth events** at Major League stadiums across the country
- Fentanyl awareness **posters distributed to all 120 Minor League Baseball teams** in English and Spanish
- SFC awareness **PSA played in-game** at San Francisco's Oracle Park

Building on this success, **we presented at the MLB 2024 Winter Meetings in December to plan for expanding our partnership's impact in 2025**, leveraging baseball's iconic platform to reach families in dozens of Major League and Minor League cities with lifesaving information.



# REACHING YOUTH AND FAMILIES WHERE THEY ARE



## IN SCHOOL

Through 58 youth events we've reached over 21,000 young people this year with lifesaving information about fentanyl and fake pills. SFC's Laura Didier and our outreach team work closely with student leaders and educators to ensure these vital messages spread through peer networks. As one student recently shared:

*"I asked Song for Charlie to present at my school because I knew that my peers needed this potentially lifesaving information. After Ms. Didier's presentation, I am pleased as my friends told me they'll be looking at casual pill use very differently; I know our community's outlook was changed forever."*

— Charlie S., a high school student in La Cañada Flintridge, CA

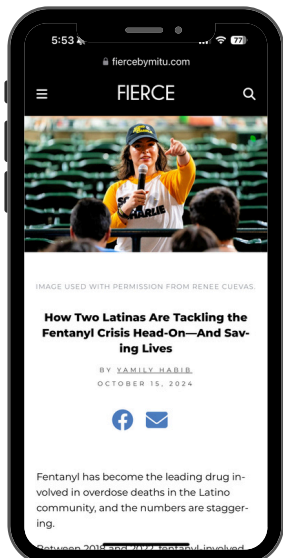


## ON CAMPUS

At the college level, **our newly formalized partnership with Team Awareness Combating Overdose (TACO)** marks a major evolution of our peer-led education strategy for 2025. Together, we're creating a network of student leaders equipped to protect their peers through authentic, informed conversation.

## IN LOCAL COMMUNITIES

Based on our successful model in California, **The New Drug Talk Oregon (NDT OR)** has emerged as **our template for nationwide expansion of The New Drug Talk**. The NDT OR team, led by Jen Epstein, recently united 30 community leaders in Portland—including the Mayor-Elect—as part of its coalition building efforts, launched a community investments program and put out two PSAs.



## IN DIVERSE COMMUNITIES

Under Gina Malagold's leadership, **La Nueva Drug Talk (LaNDT)** continues **breaking new ground in reaching Latinx communities** through bilingual student and parent presentations, online resources, community events, university roundtables and leadership institutes.

Building on this approach, **we're now assembling an African American Advisory Committee** as part of our plans to develop culturally relevant resources for additional communities in 2025.

# LEADING THE NATIONAL CONVERSATION

## ON INFLUENTIAL STAGES

This summer and fall, we've elevated the dialogue about fentanyl awareness in key forums.



### THE CLINTON GLOBAL INITIATIVE

SFC's Denise Mariano ensured fentanyl awareness was central to global leaders' discussions in NYC, connecting our grassroots impact to worldwide action.



### THE ALLIANCE TO PREVENT DRUG HARMS

Ed presented our proven youth education strategies to this international coalition in Vienna, helping shape how UN delegations and global tech leaders approach prevention.



### NORTHERN NEVADA YOUTH OPIOID SUMMIT

SFC's Laura Didier joined actor Jeremy Renner to speak to over 750 middle and high school students about the dangers of fentanyl.



### THE NANTUCKET PROJECT

Ed and Mary shared Charlie's story and our message of hope with this gathering of leaders and changemakers, inspiring new partnerships to prevent future tragedies.



### THE WHITE HOUSE

SFC's Gina Malagold and LaNDT Advisory Member Bianca Blaettner participated in a roundtable for International Overdose Awareness Day.



### THE U.S. ATTORNEYS' NATIONAL CONFERENCE

SFC's Jen and Jon Epstein shared how community-based prevention enhances public safety, fostering new partnerships between law enforcement and families.



### SNAP'S TEEN COUNCIL FOR DIGITAL WELL-BEING

Ed shared our mission with this inaugural council at Snap headquarters, helping shape their agenda to enhance youth digital wellness.

# LOOKING AHEAD TO 2025

YOUR SUPPORT HAS HELPED US ACHIEVE  
REMARKABLE IMPACT.

But there's much more work to do. From rising mental health challenges to cultural barriers to evolving drug threats, young people face interconnected risks that require comprehensive solutions.

That's why in 2025, we're focusing on **five key initiatives**:



Launching our *Real Talk About Fake Pills* short film and educational program to schools across the country



Expanding peer-to-peer programs with comprehensive education and peer mentoring from middle schools to college campuses



Extending The New Drug Talk's reach from CA and OR to nationwide, beginning with the states hit hardest by fentanyl and adding easy-to-share resources for parents to send to teens



Building more culturally relevant programs—based on our proven La Nueva Drug Talk model—so lifesaving information reaches every community



Furthering prevention and wellness resources that address the mental health challenges driving young people's risky decisions

## JOIN US

Your continued support makes  
this lifesaving work possible.

**DONATE NOW**

<https://bit.ly/3Dq601h>

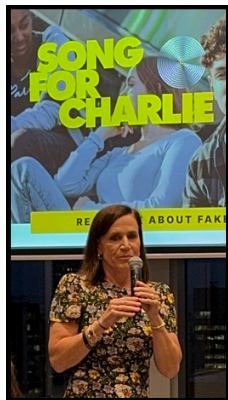


# SFC CHAMPIONS IN ACTION

We're grateful to work with **institutional partners and government agencies that share our commitment to saving young lives.**



Partners from tech leaders to healthcare providers to sports organizations provide crucial funding that makes our programs possible nationwide.



From honoring loved ones to rallying communities for change, our individual and collective Champions create lasting impact in many ways—we're deeply grateful for their dedication. Nearly 100 supporters gathered at events hosted by **Susan and Bill Lattimer** in Connecticut and NYC to strengthen sustainable support for our mission.

Our athletic champions also stepped up: **SFC Board Member Bridget Lattimer's Denver Century Ride team, AEPi at Northeastern University's Wheeler Bowl** and our **California International Marathon team** all raised awareness and funds. Corporate employees showed tremendous support too, with **Microsoft** featuring SFC in their Giving Campaign, and **Googlers** contributing during Google Giving Week.

## HOW YOU CAN HELP

### DONATE

Support our mission with a one-time gift or become a monthly donor to help sustain our work year-round.

**GIVE TODAY**

<https://bit.ly/EOY-donor-match>

### SUPPORT

Help us build lasting partnerships by hosting an event for prospective donors or introducing us to corporations and foundations.

**LEARN MORE**

<https://bit.ly/our-partners-impact>

### ORGANIZE

From backyard football games to marathon runs, organize a "funraiser" to help empower youth and families with tools to stay safe.

**FUNDRAISE**

<https://bit.ly/fundraise-impact>

### Stay connected!

realtalk@songforcharlie.org  
songforcharlie.org · thenewdrugtalk.org · lanuevadrugtalk.org



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