

## DONATING TO SAFE AND SOBER

Underage drinking. Drunk driving. Drug use. Vaping. Across the nation, youth under the age of 21 are harming themselves and even dying preventable deaths.

The facts:

- **500 youth** under the age of 21 die of excessive drinking each year
- Every day, **29 people** die in drunk-driving related crashes.
- **1 in 10 middle school students** (10.5%) and **1 in 4 high school students** (27.5%) report vaping in the past 30 days

Safe and Sober works to empower youth to avoid underage drinking and substance use through educational programs and resources, but there's so much more work to be done – especially when it comes to the underlying issues that cause young people to use substances.

Anxiety, stress, depression, self-consciousness, and self-doubt plague children ages 10-18. Young adults often turn to substances like alcohol, drugs, and nicotine to cope, or feel good for a short time. This routine only leads to increased stress and anxiety as well as a lifelong addiction.

Safe and Sober relies on corporate and individual gifts to provide resources to schools, youth, and parents across 10 states. Now, more than ever, we need your help to develop content focusing on the root causes of unsafe behavior among youth.

## YOUR REACH WITH SAFE AND SOBER

When you support Safe and Sober – not only do help young people, but your company also has opportunities to reach youth and adults across at least 10 states.

- More than **195,000 students** participate in Safe and Sober
- Nearly **500 schools in 10 states** used resources during 2019-2020 school year
- More than **6,000 follow** Safe and Sober on social media
- SafeandSober.org averaged **2,500 views** between May – October 2020
- 2020 PSA garnered **1.6 million impressions** across Missouri in 4 months
- Safe and Sober materials are shared **virtually to anyone anywhere**

## GIVING LEVELS AND RECOGNITION

*For annual support of Safe and Sober*

### \$25,000

- Logo included on Safe and Sober program materials (*approx. 195,000 impressions*)
- Logo included on PSA targeting adults ages 35-55 (*approx. 1.6 million impressions*)
- Recognition in all Safe and Sober communication to schools and supporters
- Priority logo placement on Safe and Sober website for one year  
(*approx. 2,500 views/mo*)
- Recognition on Safe and Sober social media\* minimum 4 times in 12 months
- Logo on Safe and Sober main donation page

### \$15,000

- Recognition in Safe and Sober communication to supporters
- Logo will appear on Safe and Sober website for one year (*approx. 2,500 views/mo*)
- Recognition on Safe and Sober social media\* minimum 3 times in 12 months
- Name listed on Safe and Sober main donation page

### \$5,000

- Logo will appear on Safe and Sober website for one year (*approx. 2,500 views/mo*)
- Recognition on Safe and Sober social media\* minimum 2 times in 12 months
- Name listed on Safe and Sober main donation page

### \$2,500

- Logo will appear on Safe and Sober website for one year (*approx. 2,500 views/mo*)
- Recognition on Safe and Sober social media\* 1 time annually

### \$1,000

- Logo will appear on Safe and Sober website for one year (*approx. 2,500 views/mo*)

To secure your sponsorship contact Jill Finney at [jill@safeandsober.org](mailto:jill@safeandsober.org) or 417-773-9510

*\*Accounts include Facebook, Twitter, Instagram, LinkedIn; 6,082 total followers*