



THE Carson J Spencer FOUNDATION

December 2009

Fourth Annual Report

Sustaining a Passion for Life

Annual Report 2009

The Carson J Spencer Foundation

Vision: We envision a world where leaders and communities are dedicated to sustaining a passion for life.

Mission: We sustain a passion for life by

- Delivering innovative and effective suicide prevention programs
- Coaching emerging leaders how to develop sustainable social enterprises that raise money and awareness for suicide prevention
- Supporting the education of young entrepreneurs and leaders through scholarships

Goals 2009:

1. Programming: Complete Working Minds Toolkit for the workplace and develop new social marketing tools targeting working aged men.
2. Social Enterprise: In partnership with Junior Achievement Rocky Mountain, we will train young business leaders in the art of social entrepreneurship.
3. Emerging Leaders and Entrepreneurs: Offer scholarships to emerging young entrepreneurs
4. Financial: Diversify funding streams with eye toward sustainability

HIGHLIGHTS

• Continued to create innovative approaches to suicide prevention, intervention and postvention.

- ✓ Developed and published "Working Minds Toolkit" — nation's first multi-media training resource designed to help workplaces build a comprehensive suicide prevention strategy
- ✓ Published *The Role of Faith Communities in Suicide Prevention: A Guidebook for Faith Leaders*
- ✓ Distributed 20 iCare Packages (www.TheGiftsOfHope.org) to families bereaved by suicide.
- ✓ Produced *Today College Tour* — a theatrical production on the day in the life of a college counseling center (162 people)
- ✓ Co-sponsored *Bridging the Divide: Suicide Awareness and Prevention Summit* (200 people)
- ✓ Presented at the International Association of Suicide Prevention's conference in Uruguay
- ✓ Developed social enterprise program for youth suicide prevention advocate

• Awarded Third Rising Star Scholarship to Jordan Meer

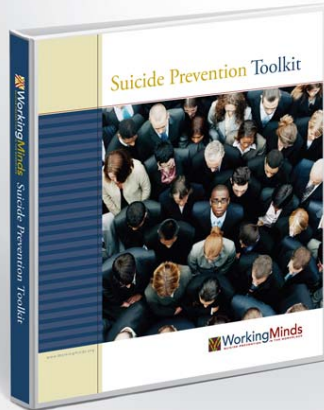
"The world is full of suffering. It is also full of the overcoming of it." ~ Helen Keller

By the numbers:

- Number of suicide prevention gatekeepers trained: 551
- Number impacted by suicide prevention and mental health promotion educational programs: 7,196
- Number impacted by informational materials and social marketing campaigns: 49,775

WORKING MINDS: SUICIDE PREVENTION IN THE WORKPLACE

THE SUICIDE PREVENTION TOOLKIT



After 18 months of research and development work, we finally published the first comprehensive suicide prevention toolkit for workplaces. The kit (\$99 and available on Amazon) helps employers train their staff on how to identify risk factors and warning signs of suicide. The resource comes complete with a DVD, table-top exercises, worksheets, and an adaptable training script.

- CHAPTER ONE: Suicide Prevention in the Workplace
- CHAPTER TWO: What to Do When Someone is Suicidal
- CHAPTER THREE: QPR (Suicide Prevention Gatekeeper Training)
- CHAPTER FOUR: Suicide Postvention

THANK YOU TO OUR MAJOR SUPPORTERS IN 2009

- Cactus Marketing Communications
- Beacon Risk Strategies
- Colorado's Office of Suicide Prevention
- SAMHSA's Garrett Lee Smith Grant
- Regis University
- DES International
- Wells Fargo
- Dick and Lydia McKee
- Bob and Joyce Spencer

Expanding Our Services: QPR Certification Course

By the summer of 2009, we had acquired enough training hours as QPR trainers to be promoted to the level of "Master Trainer" with some additional credentialing. Shortly after, we began "training the trainers" and offered three such trainings over the fall. This 8-hour certification course teaches new trainers how to deliver the QPR Suicide Prevention Gatekeeper Trainer Course in their communities. Because we believe strongly in the long-term impact of our efforts, this capacity building service will help us achieve our mission of engaging communities in "sustaining a passion for life."



Man Up! Suicide Prevention among Men of Working Age

Men of working age represent the greatest numbers for suicide death, and yet very little has been done to prevent suicide among this demographic. In 2009, we set out to change that. We held 11 focus groups and conducted 8 in-depth-interviews to begin to uncover what might work to reach men who were unable to seek help for their distress. The data from this qualitative research has been presented at regional and national conferences to help the field address this gap.

FUND- AND FRIEND-RAISING EVENTS 2009

- Golf Tournament
- Shining Lights of Hope Gala @ Rotors of the Rockies (keynote: Eric Hipple, former QB for Detroit Lions)
- Family Bowling

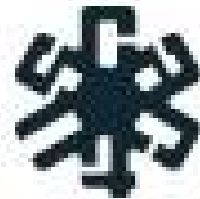


"Friends are the most important ingredient in this recipe of life." ~ Unknown

OUR HONOREES

Corporate Shooting Star Award: Cactus Marketing Communications

- Given to the organization that goes above and beyond in their support for CJSF



Shining Light of Hope Award: Major General Mark Graham and his wife Carol

- Given to the individual/family that has transformed their grief from suicide or their mental health challenge into passion for suicide prevention advocacy

Volunteer of the Year: Laurel Sawyer, Regis University



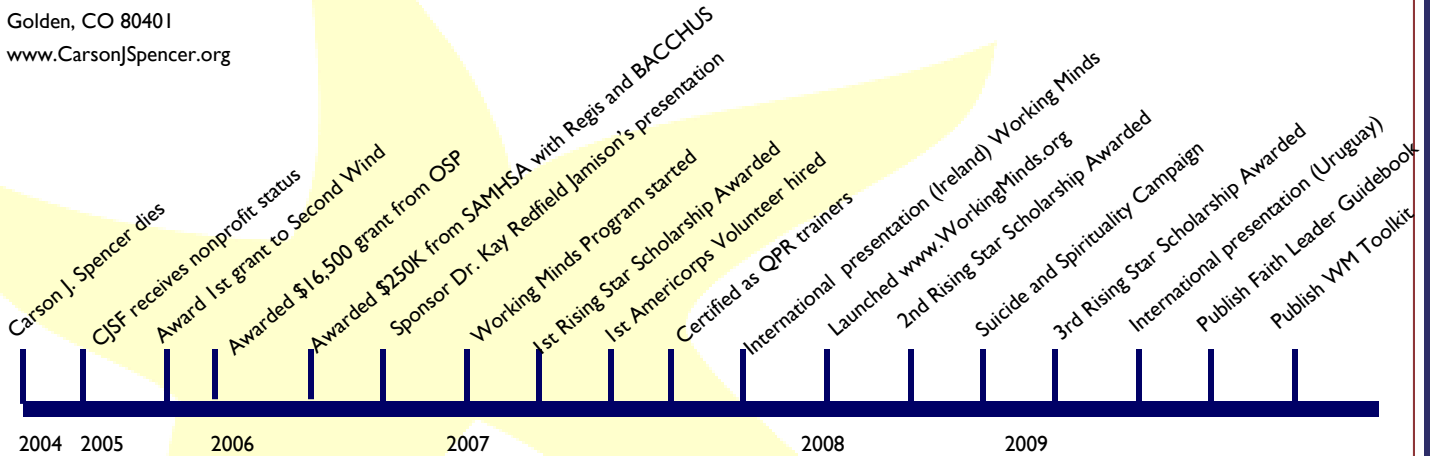


General Information: Sally@CarsonJSpencer.org
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Foundation Milestones

THE Carson J Spencer FOUNDATION

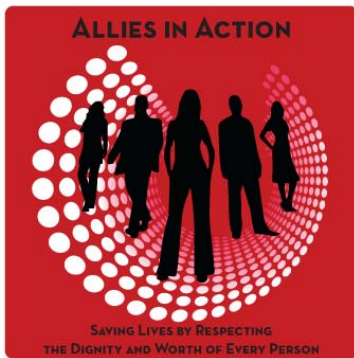
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"Saving Lives by Respecting the Dignity and Worth of Every Person"

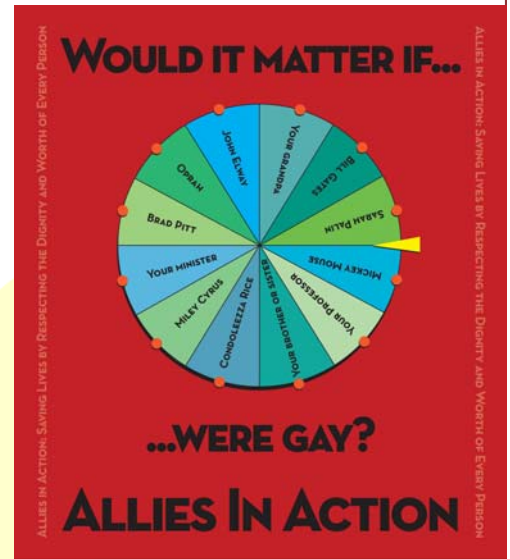
~ Allies in Action Campaign

Allies in Action: Suicide Prevention Campaign for GLBT Students



A closing healing circle at the end of our Allies in Action breakfast brought great comfort and hope. Event was covered by Colorado Public Radio.

Research tells us that Gay, Lesbian and Bisexual youth have higher rates of suicide attempts than their non-gay peers. Because of this, we developed a social marketing campaign that positioned this concern as a social justice issue: "Saving Lives by Respecting the Dignity and Worth of Every Person." During the Spring of 2009, we established a task force that helped steer our efforts. Over a three month period we hosted a number of educational events, safe zone trainings, and even a celebratory breakfast at Regis University — all designed to empower the community to stand in solidarity with young adults who may be frightened or ashamed to come out publicly.



Did you know?
 - Lesbian, gay, bisexual, transgender and questioning youth are up to four times more likely to attempt suicide than their heterosexual peers.
 - Lesbian, gay, bisexual, transgender and questioning youth who come from a rejecting family are up to nine times more likely to attempt suicide than their heterosexual peers.

"Suicide attempts are often caused by the stress of a homophobic society. People are not killing themselves because they are gay, but because they are dealing with a society that discriminates."
 - Suicide.org

FOR MORE INFORMATION:
 The Trevor Project - www.thetrevorproject.org
 PFLAG: Parents, Families and Friends of Lesbians and Gays - www.pflag.org
 Gay Lesbian Straight Educators Network (GLSEN) - www.glsen.org
 People Prevent Suicide - www.PeoplePreventSuicide.org