



# THE Carson J Spencer FOUNDATION

December 2008

Third Annual Report

*Sustaining a Passion for Life*

## End of Year Report 2008

### 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 suicide prevention programs targeting the working age population
- ♦ funding social enterprise for sustainable mental health initiatives
- ♦ supporting the education of emerging entrepreneurs and leaders

#### 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.
- ✓ Disseminated Suicide and Spirituality social marketing campaign to hundreds of faith communities nationwide
- ✓ Participated in the development of [www.PeoplePreventSuicide.org](http://www.PeoplePreventSuicide.org) a clearinghouse of resources of campus stakeholders
- ✓ Offered iCare Packages ([www.TheGiftsOfHope.org](http://www.TheGiftsOfHope.org)) to families bereaved by suicide.
- ✓ Launched [www.WorkingMinds.org](http://www.WorkingMinds.org) — suicide prevention for the workplace
- ✓ Helped create short film called “Long Way Home” for parents of college students.
- ✓ Educated thousands through national presentations and social media.
- Awarded Second Rising Star Scholarship to Phil Trinh

*“Once you choose hope, anything is possible.” —Christopher Reeve*

#### By the numbers:

- Number of suicide prevention gatekeepers trained: 471
- Number impacted by suicide prevention and mental health promotion educational programs: 4,884
- Number impacted by informational materials and social marketing campaigns: 46,925

## WORKING MINDS: SUICIDE PREVENTION IN THE WORKPLACE

[WWW.WORKINGMINDS.ORG](http://WWW.WORKINGMINDS.ORG)

**T**his year we celebrate the launch of a new website designed to help workplaces navigate the challenges of suicide prevention, intervention and post-vention. The site is the only internet resource exclusively dedicated to suicide prevention in the workplace and offers employers the following:

- Inspiring videotaped stories from leaders, experts and people who have “been there.”
- Downloadable fact sheets and checklists for workplaces
- A free on-line toolkit to help workplaces navigate the challenges of suicide prevention
- A strong business case for why suicide prevention in the workplace makes sense



### THANK YOU TO OUR MAJOR SUPPORTERS IN 2008

- Cactus Marketing Communications
- Denver Film & Digital
- Beacon Risk Strategies
- Colorado's Office of Suicide Prevention
- SAMHSA's Garrett Lee Smith Grant
- Regis University
- Jefferson Unitarian Church
- Suicide Prevention Coalition of Colorado
- The BACCHUS Network
- Beacon Risk Strategies
- London Life
- Health Reassurance

## PEOPLE PREVENT SUICIDE: A CLEARINGHOUSE OF RESOURCES FOR CAMPUS STAKEHOLDERS

[WWW.PEOPLEPREVENTSUICIDE.ORG](http://WWW.PEOPLEPREVENTSUICIDE.ORG)

As part of our Garrett Lee Smith Campus Suicide Prevention Grant, the Carson J Spencer Foundation partnered with Regis University and the BACCHUS Network to create a website designed to help colleges and universities develop state-of-the-art strategies for preventing suicide.

- **For friends and student leaders:** tips on how to help a friend and how to promote mental health advocacy on campus
- **For faculty and staff:** what to do when one of your students is struggling
- **For senior administrators:** suggestions on how to navigate policy and legal issues
- **For parents:** resources on protecting your child's mental health
- **For others:** media, spiritual leaders, counselors, safety and health professionals — resources, guidelines, and more



people prevent suicide

## SHINING LIGHTS OF HOPE:

### FUND-RAISING EVENTS 2008

#### July 2007—Denver, CO

Shining Lights of Hope Benefit Auction Evening (Rotors of the Rockies)

Emcee: Frank King — White Collar Comedy

Shining Lights of Hope Award: The Emme Family

Rising Star Scholar: Phil Trinh

Entertainment: Troy Gray and Nina Storey

Golf Tournament (The Ranch Country Club)

#### November 2008—New York City, NY

*One who has health has hope, and one who has hope has everything.  
— Arabic Proverb*

## SUICIDE PREVENTION GATEKEEPER TRAINING

The Carson J Spencer Foundation is proud to offer suicide prevention gatekeeper training to workplaces and community groups.

**What is Suicide Prevention Gatekeeper Training?** Suicide Prevention Gatekeeper training is like CPR training for mental health crises. Members of a community are taught basic skills to recognize a person at risk of suicide and to connect them to help. Most of the training programs can be implemented as a ½-day in-service or even over the lunch hour. The training programs objectives include:

1. improve communities' ability to identify people at risk by teaching risk factors and warning signs
2. to give gatekeepers initial intervention skills so that they know what to do if they suspect someone might be suicidal, and
3. to increase confidence and ability in making appropriate referrals to link suicidal people to resources.

Who should receive gatekeeper training? Ideally everyone. Different models of the training vary in intensity and length. Longer programs are probably more suited for first responders to crises. Shorter programs could be applicable to all people in the workplace community.



## ART AND MENTAL HEALTH

Several of our initiatives brought together artistic expression and mental health promotion including:

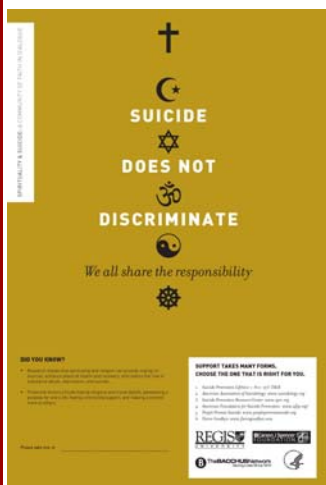
- Mirrors and Metaphors — a series of art exhibits ([www.MirrorsAndMetaphors.com](http://www.MirrorsAndMetaphors.com))
- Peace of Mind Calendar ([www.TheGiftsOfHope.org](http://www.TheGiftsOfHope.org))
- Hope Illuminated Writing Contest



### SUICIDE AND SPIRITUALITY: BUILDING A BIGGER SAFETY NET

**B**ecause mental health communities are continually short on resources to meet the demands of communities, faith communities can become a natural ally in the efforts to promote mental health and prevent suicide. Because of this, the Carson J Spencer Foundation in partnership with Regis University and Jefferson Unitarian Church, partnered to create a suicide and spirituality campaign. This campaign is designed to bolster the resources of our

faith communities facing people in a suicide crisis as well increase the awareness that faith communities are places people can turn to when they are feeling hopeless. To date, we have created three social marketing posters and an informational brochure in addition to several educational programs.



For more information go to:  
[www.PeoplePreventSuicide.org](http://www.PeoplePreventSuicide.org)

### THE GIFTS OF HOPE: iCARE PACKAGES

**W**hen families are bereaved by suicide, they often feel all alone. Because of this, the Carson J Spencer Foundation designed the iCare Package — an attractively arranged bundle of resources — to be sent to families new to suicide loss. Within the package, recipients will find helpful books, often donated by the authors, as well as tip sheets and referrals to local support groups. At our summer Benefit Auction Evening, we raised enough money to distribute these packages to 70 families in Colorado. Since then we have partnered with Parents Surviving Suicide, the Suicide Prevention Coalition of Colorado and victim advocate agencies to help us deliver these resource packages. Anecdotal reports suggest that these “Gifts of Hope” are very much appreciated.



For more information go to: [www.TheGiftsOfHope.org](http://www.TheGiftsOfHope.org)

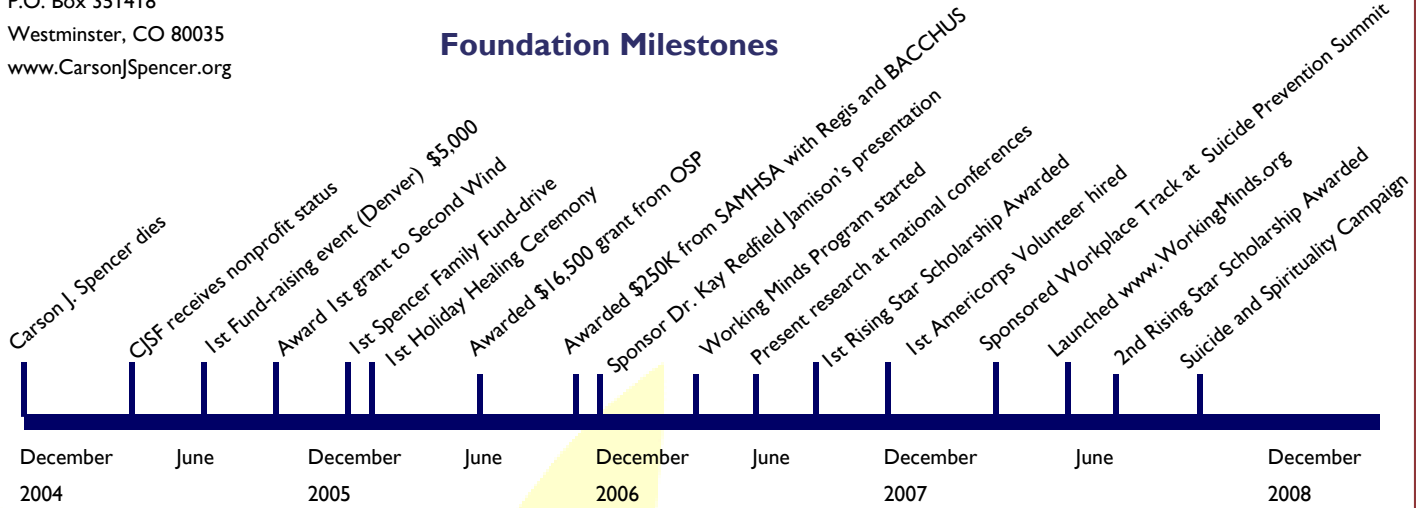


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# THE Carson J Spencer FOUNDATION

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## Foundation Milestones



*Hope is important because it can make the present moment less difficult to bear. If we believe that tomorrow will be better, we can bear a hardship today.*  
 —Thich Nhat Hanh

## SPEAKING OUT AND BRINGING IN A WIDER CIRCLE

Thanks to CAMPUSPEAK and the BACCHUS Network, the Carson J Spencer Foundation was able to share the message of hope and recovery at the following national and regional speaking engagements:

- University of Oregon
- SAMHSA National Grantee's Meeting (Kansas City, MO)
- American Association of Suicidology (Boston, MA)
- University of Pittsburg
- BACCHUS General Assembly (Columbus, OH)

