WINTER 2025 DONOR IMPACT REPORT



FROM SONG FOR CHARLIE CO-FOUNDERS ED & MARY TERNAN

2025 has been a landmark year for Song for Charlie. With a five-year track record of success, our team and partners have established SFC as a leader in the movement to educate kids and families about the risks of the new chemical drug landscape and the importance of building resilience in our youth.



Mary and I are feeling gratified by our progress and energized for our future, which will see our scope evolve and expand to meet the increasing demand for our resources. We hope you will take a moment to review our recent developments below, and help support our work.



Thank you for continuing on this journey with us. As Mary likes to say, "We are family now."

Peace,
Mary and Ed Ternan









IN SCHOOLS

500+

Schools and districts requesting *Real Talk About Fake Pills*since January

AT SCALE

2

Largest school districts in America (LAUSD and NYC) now using our programs **NATIONWIDE**

47

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

SCHOOLS & COMMUNITIES

REAL TALK ABOUT FAKE PILLS: PROVEN AND SCALING

Since launching Real Talk About Fake Pills nationwide in January, more than 500 schools and districts have requested it—across 47 states, Washington D.C., and Canada. New requests arrive daily. We've evolved distribution to meet demand while staying accountable, tracking implementation and building relationships with the schools, districts, organizations and educators who request it.

Stanford's REACH Lab is also evaluating our student program, with results coming early 2026. Early feedback points toward what we're seeing in preliminary data: targeted education changes behavior.





AT THE BALLPARK

Our partnership with Major League Baseball and PBATS expanded significantly this season. Our Summer of Saving Lives tour hit 16 major league stadiums—up from 10 last year —with spring training presentations to the Padres, Dodgers and Giants, and Spanish-language presentations to Latino players, addressing the specific vulnerabilities athletes face around self-medication, fentanyl-contaminated powdered street drugs and fake prescription pills.

Ed also worked with MLB Network and league medical staff to produce a 15-minute educational video that reached more than 20,000 athletes across Major and Minor League teams. This scalable approach—creating content teams can use independently—is the future of our partnership as we expand further into Minor League Baseball and Spanish-language programming in 2026.



SCHOOLS & COMMUNITIES



LA ESTRELLA: TELLING OUR STORY

As part of Hispanic Heritage Month, we premiered *La Estrella* at Homeboy Industries, a world-renowned nonprofit centered in the Latino communities of East Los Angeles. *La Estrella* marks our first educational narrative short film, our first Spanish-language film, and the centerpiece of La Nueva Drug Talk (LaNDT), our program by and for the Latino community.



The 20-minute short tells the story of two brothers whose bond is tested when one takes a counterfeit prescription pill. Created under Dr. Gina Malagold's direction with Latino medical professionals, experts and impacted families, it shows how authentic cultural approaches reach communities that generic prevention messaging misses.

The conversations after the premiere—most in Spanish—went on for hours. People immediately asked how to bring it to their communities. We held additional screenings at UCLA's DC campus, UCLA Westwood, and hosted an influencer dinner that drew media and content creators representing 1.7 million combined followers. At that screening, one Latina woman told Ed: "Thank you for not just portraying us as the perpetrators in a drug story. We are also the victims of this problem."



We're now releasing the film to communities nationwide. *La Estrella* demonstrates what becomes possible when prevention education centers cultural authenticity—and it's the template for how we're building resources for other communities hit hardest by this crisis.

IN COMMUNITY SPACES

Earlier this fall, we piloted our first **African American initiative event**—a youth discussion at an LA YMCA with real talk, free food and haircuts, and a panel discussion. This tested our barbershop and community center model for reaching Black communities. We're refining the approach based on what we learned and preparing to try others as part of our broader commitment to ensuring lifesaving information reaches every community through culturally-authentic programming.



AT HOME, IN HEALTH CARE & IN FAITH COMMUNITIES

THE NEW DRUG TALK: EXPANDING REACH

Our core New Drug Talk presentations for parents continue reaching families nationwide. But we've expanded what "The New Drug Talk" means.

PROVIDER TOOLKIT: A NEW PATHWAY TO FAMILIES

This fall we launched a toolkit for pediatricians and medical professionals—a new way to reach families. Created with input from practicing providers, it gives doctors turnkey resources to share prevention information during routine visits: printable materials for waiting rooms and exam rooms, email templates for parents, and conversation guides for discussing substance use risks. By reaching families where they already go for trusted medical advice, we're expanding beyond schools and community events.





SUPPORTING FAMILIES AT HOME

We continued developing our 10-part mental health content series on The New Drug Talk website, releasing two new articles this fall. These resources–informed by experts including Drs. Lisa Damour, Scott Hadland and Fred Muench—address the underlying challenges that often drive kids to experiment with substances, providing parents with practical strategies for supporting their teens' mental wellness.

REACHING MILLIONS OF PARENTS

Our Peachjar partnership reaches 4 million parents of middle and high school students every other month—10% of all such parents in the United States—with critical safety information delivered directly to their inboxes.





TRUSTED VOICES IN FAITH COMMUNITIES

With **Meta's** support, we're bringing prevention education to faith communities nationwide through virtual events and screenings. This fall we held our first faith community event at Santa Clara University, drawing 100 attendees for a screening and discussion. Faith leaders represent another trusted voice in families' lives, and these partnerships help us reach them through the institutions they already turn to for guidance.

MEASURING OUR IMPACT

RESEARCH VALIDATES OUR APPROACH

Stanford University's REACH Lab is evaluating our programs, with findings on parent education content coming soon and student program results expected early 2026.

While overdose deaths nationally have been declining, knowledge gaps among teens persist. Our spring 2025 research in Oregon confirms what we're seeing across the country:

51%

of teens still haven't heard that fentanyl is used to create counterfeit pills 25%

of teens have used prescription drugs without a prescription

76%

of teens who talked to parents about prescription pill dangers said it decreased their likelihood to misuse pills

Young people who would never touch heroin don't hesitate to take pills that look like real medications. They're not choosing fentanyl—they're choosing what they think is a prescription medication.

But when they get targeted education—understanding that pills purchased outside pharmacies might contain fentanyl, seeing what fakes look like, grasping the concrete risks—behavior changes.

This is why specificity matters. Why authentic cultural messaging matters. And why generic prevention doesn't work to address this problem.

5 YEARS OF BUILDING A MOVEMENT

120 SFC LAUNCH

- May 2021 SFC site and videos
 July 2021 First social media
 - July 2021 First social media campaigns
 - **September 2021** Open-source presentation decks
 - February 2022 4-minute video;
 Fentapills You Need To Know
 - May 2022 1st National Fentanyl Awareness Day
 - **January 2023** 50,000 social media followers; millions of impressions
 - April 2023 Partnership with DHCS begins
 - September 2023 The New Drug Talk site and film
 - February 2024 La Nueva Drug Talk
 - March 2024 Major League Baseball partnership
 - **September 2024** *Real Talk About Fake Pills* film and curriculum
 - January 2025 100,000 social followers; 10s of millions reached
 - **June 2025** *La Estrella* spanish language short film
 - November 2025 Toolkits for health care providers and faith leaders

'24

'23

122

′25

LOOKING AHEAD

WHAT COMES NEXT?

The 500+ school and district requests tell us where to go. Stanford validation will prove these programs save lives at scale. *La Estrella*'s success shows authentic cultural approaches reach communities traditional prevention misses.

While overall overdose deaths have declined from recent record highs, the threat isn't going away. Every year, a new cohort of middle schoolers enters adolescence without knowing about fake pills. The teen knowledge gap doesn't fix itself—we have to reach them before they're at risk. And in a time when families are looking for trusted resources to help keep their kids safe, we're positioned to meet that need at scale.

We also know these are challenging times for nonprofits. Budget cuts, economic uncertainty and competing priorities make fundraising harder than ever. But the demand for our programs hasn't slowed—if anything, it's accelerating. Schools and families need these resources now. Your support helps us meet this moment even as the funding landscape grows more difficult.

In 2026, your support will help us:



Meet the demand from schools nationwide.

We'll expand educator training, develop peer leader programs, and ensure schools have the ongoing support they're asking us for.



Deepen our work with families.

We'll create new content formats for The New Drug Talk, reach more families through medical providers like pediatricians, and expand mental health resources.



Scale authentic cultural programming.

We'll roll out *La Estrella*to schools and
communities nationwide,
and build out our African
American initiative.



Stay flexible as the landscape changes.

We'll respond quickly to emerging threats, new research findings, and evolving community needs. As the deceptive drug landscape changes, we need the capacity to change with it.

JOIN US

Your continued support makes this lifesaving work possible.

DONATE NOW

https://bit.ly/49vZg0a













