




20

23

ANNUAL REPORT



**OUR MISSION IS TO PROVIDE HOPE AND HEALING FOR THOSE AFFECTED BY SUICIDE THROUGH COMPASSIONATE SUPPORT AND UNDERSTANDING.**

**OUR VISION IS TO STOP THE STIGMA AND ENCOURAGE CONVERSATION ABOUT MENTAL HEALTH, ADDICTION RECOVERY AND SUICIDE PREVENTION, CREATING A MORE INFORMED AND SUPPORTIVE COMMUNITY.**

**2023 EVENTS & PROGRAMMING**



Hold Onto Hope Monthly Webinars  
The Honor [blank] Project



**2023**

**FREE PROGRAMMING,  
EDUCATION & EVENTS**



**Hold Onto Hope is Honor Connor's clinically-backed education program specifically designed to support individuals who:**

- **have personally experienced a suicide loss,**
- **want to support others experiencing suicide loss.**

In 2023 we hosted 12 public webinars with 260 registrants throughout the year. Our attendance rate was approximately one-third of the registration rate.

Additionally, we hosted 1 private HOH session, providing a safe space where friends and family sharing the same loss could have a more personal experience.

#### **Key Observations in 2023:**

- Our outreach effectively connects with individuals navigating recent loss.
- Repeat attendees seek a supportive community of suicide survivors.
- Students in the healthcare field attend for credit hours.
- Healthcare professionals participate to enhance their patient support capabilities.

These insights provide a foundation for refining our approach in 2024 to further meet the diverse needs of our audience and enhance the impact of our webinars.



On the Saturday after Thanksgiving, we joyfully hosted our 4th Annual Walk and Talk for Hope.

We organized two Regional Events; one in Simsbury, CT and the other on Folly Beach, SC, where hundreds joined us in person and several more virtually around the world, making the event truly impactful.

During the event we distributed valuable mental health resources and our Honor Connor Conversation Starter Tool Kits, complemented by uplifting stickers and pins.

The broad media coverage bolstering our mission fills us with gratitude!



**2023 FREE PROGRAMMING, EDUCATION & EVENTS**



During the month of May, which is Mental Health Awareness Month, we fully embraced the mantra "Be Kind To Your Mind," emphasizing how acts of kindness benefit both others and our own mental well-being. We hosted three pop-up events at local Simsbury businesses, providing free mental health resources along with complimentary beverages from each establishment. We were able to connect with 120 people throughout the month.



**SOCIAL MEDIA OUTPUT**

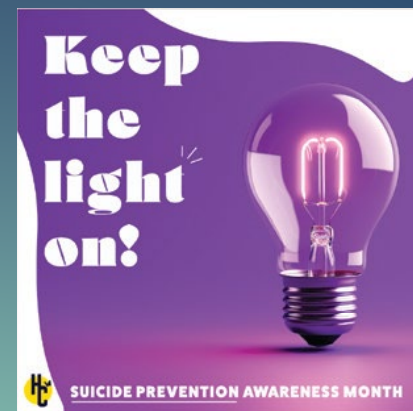


## SUICIDE PREVENTION AWARENESS MONTH



During Suicide Prevention Awareness Month, we embraced the symbolic color of purple by crafting decorative purple sparkle lights, paired with mental health resources, which we distributed to 20 local businesses. Additionally, we stationed ourselves at Popovers Eatery, extending the same resource packets and purple lights to over 50 individuals.

Throughout the month we shared resources and encouragement on our social media platforms. Additionally, we joined in creating a podcast with [Challenging Your Status Quo](#).





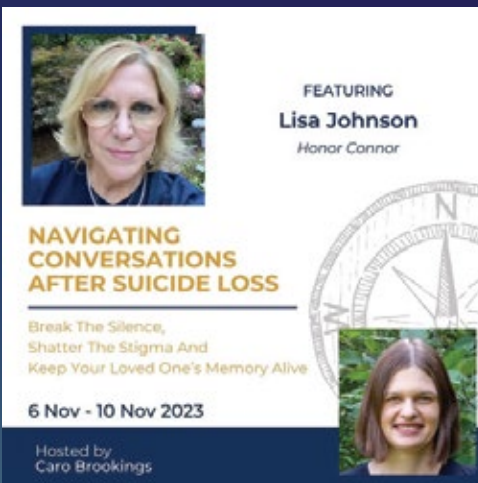
## EXPANDING MENTAL HEALTH AWARENESS THROUGH COMMUNITY ENGAGEMENT

### SIMSBURY, CT

In October, we observed World Mental Health Day and days later, we participated in Simsbury's "Spooktacular" community event. We engaged with nearly 500 families and community members, offering valuable resources and distributing uplifting stickers and bracelets to raise awareness and spread hope.

Continued Activation throughout Autumn 2023:

- Simsbury's "Spooktacular Celebration" on Oct 15th
- World Mental Health Day Oct 10th
- Podcast Series with Caro Brookings - Suicide Grief Coach





**2023**

**SIGNATURE FUNDRAISERS  
& CAMPAIGNS**

HONOR CONNOR'S HOPE PARTNERS

# Become a HOPE PARTNER

Join our community of monthly donors bringing hope to people across the country.

**YES, I'LL BECOME A HOPE PARTNER!**

Your monthly gift will provide support such as:

 <p>\$100</p> <p>Covers one trainer for our grief education program</p> <p><b>DONATE</b></p>	 <p>\$50</p> <p>Covers two people attending our grief education program</p> <p><b>DONATE</b></p>	 <p>\$25</p> <p>Covers one person attending our grief education program</p> <p><b>DONATE</b></p>	 <p>\$80</p> <p>Reaches people with a message of hope after suicide loss</p> <p><b>DONATE</b></p>
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In January 2023, Honor Connor reached a significant milestone with the launch of our Hope Partner program. This initiative was created to provide the opportunity to partake in ongoing support and aid in the sustainability of our mission. All fund directly support our efforts to provide resources and support those affected by suicide loss and grief.

The Hope Partner program invites compassionate individuals to join us in our journey by making a monthly commitment to support our cause. Through the generous contributions of our Hope Partners, we can continue to make a meaningful difference in the lives of those impacted by suicide loss, ensuring that no one has to face their journey alone.

We currently have 9 recurring Hope Partners graciously donating each month!

LET'S  
SLAM DUNK  
STIGMA!



## MARCH MADNESS!

The "50-50-50 Bracket for Hope" March Madness campaign achieved notable success, rallying supporters to participate in a fun and unique challenge. Through collective efforts, we surpassed our goal, raising funds to support our mission of providing hope and healing to those affected by suicide loss and grief.

Together, we raised \$5,550!



JULY 3RD, 2023



104 REGISTRANTS

TOTAL RAISED: \$166,000

**2023 SPONSORS**

*SPECIAL Thanks*  
TO OUR TITLE SPONSOR

**2023 SPONSORS**

Morgan Stanley  
THE ROONEY SWANSON GROUP  
AT MORGAN STANLEY

The Brand Partners

THE ARNOLD FAMILY

THE BREWER FAMILY

THE PRITCHARD FAMILY

Collins Aerospace

Juniper HOME CARE

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KRISS LAW

ATLANTIC CLOSING & ESCROW  
Your Real Estate Closing Professionals





**HONOR  
CONNOR**

2023  
**SAN DIEGO  
OPEN**

**MONDAY, OCTOBER 30<sup>TH</sup>**

**MORGAN RUN CLUB & RESORT**

**RANCHO SANTA FE, CA**

**80 REGISTRANTS**

**50 NEW DONORS**

**TOTAL RAISED: \$44,000**

**SPONSORS!**



*Sunday Crew*  
UPF 50+ APPAREL  
MELANOMA AWARENESS PROJECT

THE  
CHISHOLM  
FAMILY

Drift  
CAFE

apps associates®

The Brand Partners

CMG  
HOME LOANS



**2x match**

*Thank you*  
FOR YOUR HELP RAISING  
**\$18,200!!**

WITH THE HELP OF OUR  
GENEROUS BOARD MEMBERS,  
WE HAVE RAISED A TOTAL OF  
**\$35K!**



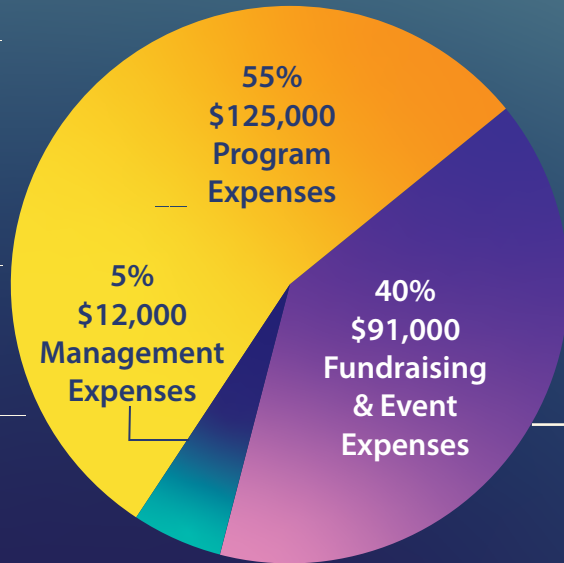
**END OF YEAR GIVING CAMPAIGN**



We kicked off our End Of Year Giving Campaign with Giving Tuesday on November 28th and ended 2023 with a bang! With the help of our incredible board members and supportive community, we were able to raise a total of \$35,000!

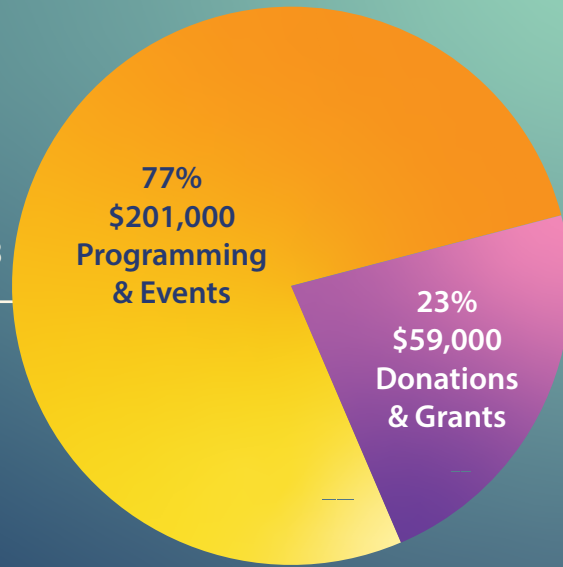
\$260,000

Total Funds Raised in 2023



\$237,000

Total Assets



\$228,000

Total Expenses in 2023

\$22,000

Net Operating Revenue

## WHERE DO YOUR DOLLARS GO?

### Signature Fundraisers & Campaigns

*How we support our mission & vision*

- 3rd Annual HC Golf Tournament, CT
- 2nd Annual HC San Diego Open, CA
- Hope Partners
- March Madness
- Giving Tuesday
- End Of Year Giving

### Free Programming, Education & Events

*How we pursue our mission & vision*

- Hold Onto Hope Education
- 3rd Annual Walk & Talk For Hope
- The Honor Project
- Mental Health Awareness Month
- Suicide Prevention Month
- Community Activation Events



## 2024 KEY ADVANCEMENTS

In 2024, our strategic objective for Hold Onto Hope, our monthly webinar, is to increase our registrations and improve our attendance rate to 60%. Our goal is to educate 1000 people.

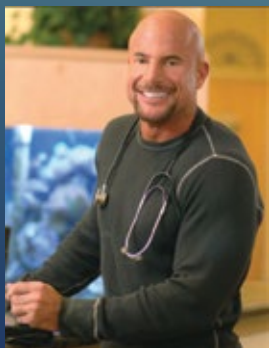
To achieve this goal, we have devised a multifaceted approach encompassing the following key tactics:

- Streamlining registrations through targeted processes.
- Establishing effective pre/post-webinar communication.
- Implementing innovative programming for advanced tracking.
- Targeting new audiences:
  - Healthcare professionals
  - Students
  - Local entities such as;
    - Houses of Worship
    - Funeral Homes
    - High Schools

These strategic moves will help us meet our attendance target.



Mental Wellness  
Programming with



# WAYNE 'THE DOC' JOHNSON

Much of 2024 will be spent designing and implementing our new program geared toward youth which will ultimately help stop stigma and start conversation around mental health!

### **Project Purpose:**

To empower individuals across all age groups with comprehensive mental health knowledge and practical guidance. We will leverage Dr. Wayne Johnson's extensive experience in Family Medicine and his commitment to research-based insights. Our initial target audience will be adolescence, young adults, and parents.

### **Project Plan**

Through a diverse array of digital /platforms including blog articles, videos, and webinars, we aim to foster a well-informed community capable of addressing mental health challenges with confidence and empathy.

### **Project Vision:**

To be the leading online resource in mental health education, where Dr. Wayne Johnson's expertise shapes a global community that values mental well-being. We envision a future where everyone, regardless of age, has access to the information and tools needed to navigate mental health issues, leading to a more resilient and supportive society.



Follow us on social media!



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Gold  
Transparency  
2024

Candid.

