

BirdieLight

IMPACT REPORT 2024



Prepared by
BirdieLight

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MESSAGE FROM FOUNDER

“No more apologies for a bleeding heart when the opposite is no heart at all. Danger of losing our humanity must be met with more humanity.”

This quote from Toni Morrison gave me pause recently; I was contemplating the sheer magnitude of the ways in which we need to repair the world, and the ways in which we could passively give up. The 2024 provisional data for U.S. drug overdose fatalities were recently released and showed a continued trend downward over the last 12 months. Wonderful news! Yet, we are obligated to take a closer look-- in 12 months alone from 2022-2023, we lost nearly 112,000 Americans to a drug-related fatality, whereas the more recent data shows about 99,000 for 2024. This trend is deeply encouraging but does not offer us the chance to say our work is anywhere near complete. These are still catastrophic numbers, and prior to March 2021, we would have labeled 99,000 as historic in our country. There is no room for passivity, not until that number reaches zero.

To that end, BirdieLight remains committed to our vision. Every young person should be fully educated about the current drug landscape, particularly the tools, such as fentanyl test strips and naloxone (Narcan), that are available to keep them and their peers alive.

In the past three years, our team has educated nearly 70,000 students, parents, healthcare professionals, and educators about the dangers of fentanyl, and 2025 promises to be just as busy. In honor of all who have died during this public health crisis, including my precious son Eli, we will continue to do the work that must be done.

The memoirist Sarah McColl writes that “in its persistence, grief reminds us that we are alive.” Grief is certainly persistent, not only for my family, but for the countless families I have met over the past three years. A deep well of pain is the consistent thread in these stories. Pain we can’t fix, but our successes have consistently been found in the offering of hope for a better future.

In the beginning, after Eli died, I worked just to remind myself that I was alive; now the BirdieLight team works tirelessly to reassure young people that their lives have immense value, deserving of the education and care we put into keeping them safe. To get this far, I recognize the immense support we have received from each of you. Please continue on this healing journey with our team; we promise you that together, we will save lives.



BETH WEINSTOCK, M.D.

Executive Director and
Co-founder of BirdieLight



MISSION

Our mission is to educate young people and parents about the dangers of fentanyl, empowering them with the knowledge to avoid accidental fentanyl ingestions, and therefore avoid overdose situations. We equip young people with essential tools: in-depth education, fentanyl test strips, and Narcan training, all meant to empower proactive risk management.

VISION

BirdieLight envisions a future where every community is empowered with the knowledge and tools to combat the fentanyl crisis, ensuring a safer, healthier, and more hopeful future for all. Our vision is to use BirdieLight education and innovation to decrease fentanyl fatalities per capita in our geographic focus regions.

VALUES

- Inclusion
- Data-Driven Service
- Stewardship
- Safety
- Transparent Service
- Honest Optimism

PROGRAM 1: FENTANYL EDUCATION EVENTS



Through this approach, we have enlightened **over 60,000 young adults** across the nation about fentanyl risk and necessary preventative measures. This year alone, we hosted 50 events, engaging with students in Ohio, Connecticut, South Carolina, Arizona, Kansas, California, Illinois, and Massachusetts. Our efforts extended beyond students to parents, educators, and healthcare professionals, delivering impactful presentations that foster understanding and raise awareness.

BirdieLight's mission is realized by ensuring that individuals ages 12–25 across America are equipped with information about the fentanyl public health crisis, in order to navigate toward safer choices. To achieve this, we create an engaging space for dialogues in various settings, such as middle schools, high schools, and college campuses, underpinned by our fentanyl education curriculum. This content is delivered through an interactive presentation: what fentanyl is, where it's found, and how to stay safe from it.



15,000+

students educated
in 2024



50+

educational events



86.9%

of students said after this
presentation, they were
less likely to take a pill or
powder.



FENTANYL EDUCATION IMPACT

"Outstanding educational opportunity. Students listened and asked great questions. Dr. Weinstock speaks to teens as intelligent, capable humans, with respect and kindness."

EVANSTON TOWNSHIP HIGH SCHOOL

"Thank you for speaking to so many schools, it is impactful and so important."

CHARLES E. SMITH JEWISH DAY SCHOOL STUDENT

"Excellent presentation! Kids will have learned how to deal with this crisis and how serious it is. It will definitely save lives!"

UPPER ARLINGTON HIGH SCHOOL PARENT

"As we knew it would be, the presentation was a huge hit with our audience. I've heard from several parents that they were glad they came, and that they brought their student. While fentanyl is definitely in the news a bit more these days than it was when Beth first came to speak to us, our parents left feeling better informed about the dangers and, more importantly, empowered to talk to their teens about how to stay safe."

WALT WHITMAN HIGH SCHOOL

"Usually when we do drug/alcohol presentations at chapter everyone dreads it and doesn't listen because it's all repetitive. During this presentation, everyone was actively listening and I feel genuinely more informed and safe after this."

UNIVERSITY OF KANSAS STUDENT

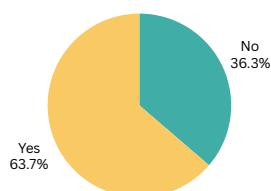
OUR EDUCATION IN ACTION

In April of 2024, BirdieLight delivered presentations to two high schools in the same Midwest region, both with similar populations and demographics, during the same week. One school had previously received our education the year before, while the other had not. Below are the results from our post-presentation surveys completed by students.

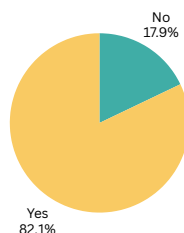
Before this presentation, did you know fentanyl is present in fake pills, such as counterfeit Xanax/Adderall/oxycodone?

Before this presentation did you know that fentanyl is present in cocaine?

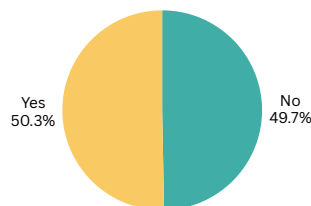
Initial Visit



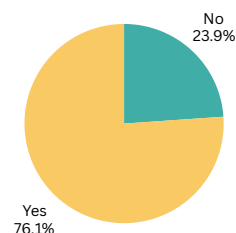
Previously Educated



Initial Visit



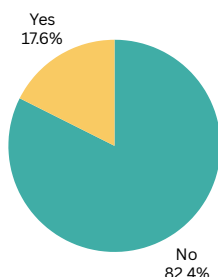
Previously Educated



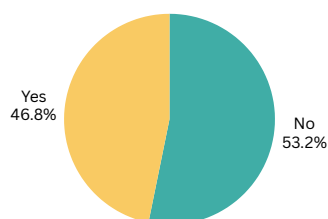
Before this presentation, had you heard of fentanyl test strips?

Before this presentation, did you know where to obtain fentanyl test strips?

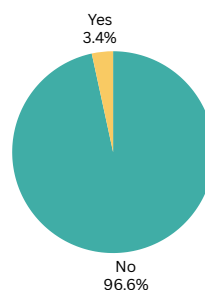
Initial Visit



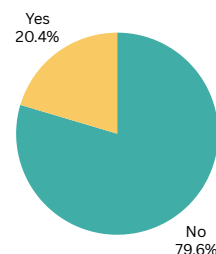
Previously Educated



Initial Visit



Previously Educated



The results are clear: students at the previously visited school showed significantly higher awareness of fentanyl dangers and safety measures.

These findings demonstrate the lasting impact of BirdieLight's education in empowering young people to protect themselves and make informed, life-saving decisions.

PROGRAM 2: BIRDIEBOX FENTANYL EDUCATION CURRICULUM



BirdieBoxes are a growing part of our educational efforts, providing tailored resources to communities in need. Each BirdieBox includes a digital 4-lesson curriculum, classroom posters, wristbands, stickers, and a How-To Guide for educators. Packed with vital information on fentanyl—including its role in the opioid crisis, the risks of counterfeit pills, and how to recognize them—this flexible resource is designed for digital and physical distribution. Continuously updated and approved by high-school educators, BirdieBoxes ensure life-saving education reaches schools, even without a BirdieLight representative present.

This year marked an exciting evolution for our BirdieBoxes. In addition to updating our branding, we developed a new middle school version to meet the growing demand for early education on the fentanyl crisis. While this version will soon be available to the public, Mississippi holds an exclusive preview through a pilot program with the **Mississippi Public Health Institute**.

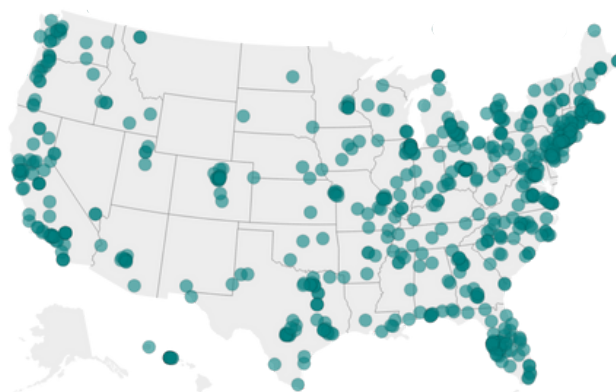
This partnership brings BirdieBox into middle school classrooms, equipping health teachers with our curriculum to educate students on the risks of fentanyl. Using a train-the-trainer model, the BirdieLight team prepared Mississippi's public health leaders to empower local educators, paving the way for this initiative to expand into high schools.



PROGRAM 3: HARM REDUCTION DISTRIBUTION



Since its inception, our fentanyl test strip program has been a cornerstone of our mission to equip individuals with the tools they need to protect themselves from unintentional fentanyl ingestion. We distribute test strips both online and in person, providing a simple yet effective resource to reduce risk and save lives.



As this map illustrates, in 2024, our reach extended to nearly every corner of the United States. Every point represents a potential life saved—a testament to the impact of harm reduction.

While we're proud of this progress, barriers persist in states where stigma or legal restrictions still limit access to test strips. These hurdles highlight the urgency of our mission. We're driven to break down these barriers, expand availability, and ensure every community has the resources to navigate this crisis confidently.

**TOOLS DISTRIBUTED
IN 2024:**

9,000+
test strips distributed

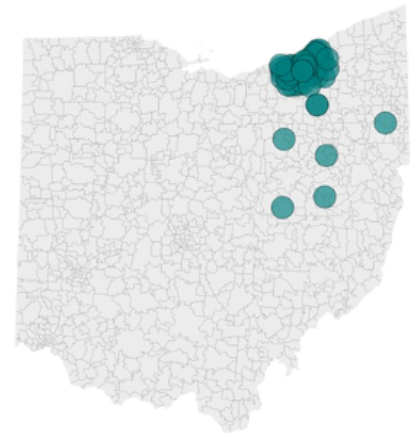
350+
Narcan distributed



WHERE WE ARE HEADED

EXPANSION IN NORTHEAST OHIO

With funding from Ohio's State Opioid and Stimulant Response (SOS) grant, we will be spreading our efforts to Northeast Ohio and bringing our education to high schools and universities in eight new counties in that area.



MIDDLE SCHOOL BIRDIEBOX

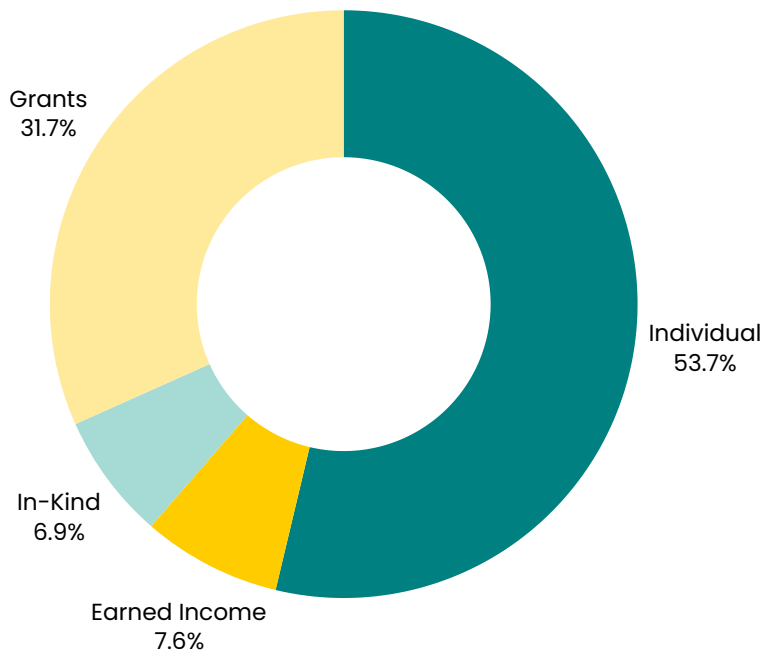
One of our most exciting upcoming projects is the launch of the Middle School BirdieBox curriculum. Originally created in collaboration with Mississippi's Public Health Initiative. We're now preparing to release a general version of the curriculum for public distribution, ensuring more schools across the country have access to this critical resource.

MEDICAL BIRDIEBOX

BirdieLight is extending its reach by collaborating with medical professionals, equipping them with a specialized BirdieBox to educate and support their patients in fentanyl prevention. This initiative will strengthen the bridge between healthcare and awareness, ensuring that lifesaving conversations happen where they're needed most.

FINANCIALS

This financial overview provides insight into how your support has enabled BirdieLight to make a meaningful impact this year.



This chart shows the diverse sources of donations that fuel our mission. Every contribution—from individuals, businesses, foundations, and grants—plays a vital role in our ability to do this vital work.

FINANCIALS FOR THE PERIOD JANUARY 1, 2024 - OCTOBER 31, 2024

CONTRIBUTIONS	\$142,592
EXPENSES	\$130,165
• SALARIES	\$75,894
• PAYROLL TAXES	\$15,967
• INSURANCE	\$3,495
• MATERIALS	\$12,739
• PROGRAM EXPENSES	\$3,393
• PROFESSIONAL FEES	\$12,526
• TRAVEL	\$6,324
• OTHER	\$258
NET ASSETS	\$268,359

BIRDIELIGHT CHAMPIONS OF THE YEAR

O'DONNELL FAMILY AND FRIENDS

In loving memory of Simon, Carol O'Donnell, her daughter Olivia, and their close friends came together to turn their grief into purpose. Hosting a heartfelt fundraiser in Illinois, they united their community to raise both awareness and essential funds for our mission. Their dedication not only honored Simon's life but also brought hope and support to countless others.



BEX - GO CART RACING

Bex recently hit the track in a go-kart race to support BirdieLight, proving that fun and purpose can go hand in hand. His creativity and enthusiasm inspire us all in the fight against fentanyl-related tragedies.



IAN - IRONMAN 70.30

Inspired by one of our educational presentations at Ohio Dominican University, Ian, a dedicated physician assistant student, took on the extraordinary feat of running an Ironman race in honor of BirdieLight. Driven by his passion for our cause, Ian's commitment and endurance brought attention to BirdieLight and the fight against fentanyl-related tragedies.



OUR TEAM



BETH WEINSTOCK, M.D.
EXECUTIVE DIRECTOR



LEA KOTTE
OPERATIONS DIRECTOR



DAIJA BURKE
MARKETING DIRECTOR



KATY KOCH
OFFICE ASSISTANT

This year brought exciting growth to our team as we welcomed Katy as our Office Assistant, whose contributions have already enriched our efforts. Our team's commitment to education and advocacy remains steadfast, and every success we celebrate is made possible by their hard work and passion. To our supporters and partners, we extend our heartfelt gratitude for being part of this journey with us.

BOARD OF DIRECTORS



OLIVIA WEINSTOCK
CO-FOUNDER & BOARD MEMBER

"From day one, I've had the privilege of witnessing BirdieLight's incredible growth. Less than six months after my brother's passing, my mom, Beth, and I came up with the idea for the organization. The devastating impact of the fentanyl crisis, touching so many families across our country, was impossible to ignore. My mom turned this realization into action, building BirdieLight into a thriving non-profit with a dedicated team making a real difference—and saving lives. I'm filled with pride when I reflect on this journey and am excited to see how the team continues to expand its impact."



RANDI MITEV



ARTIE ISAAC



STEVE HALL



TREVOR MOSES

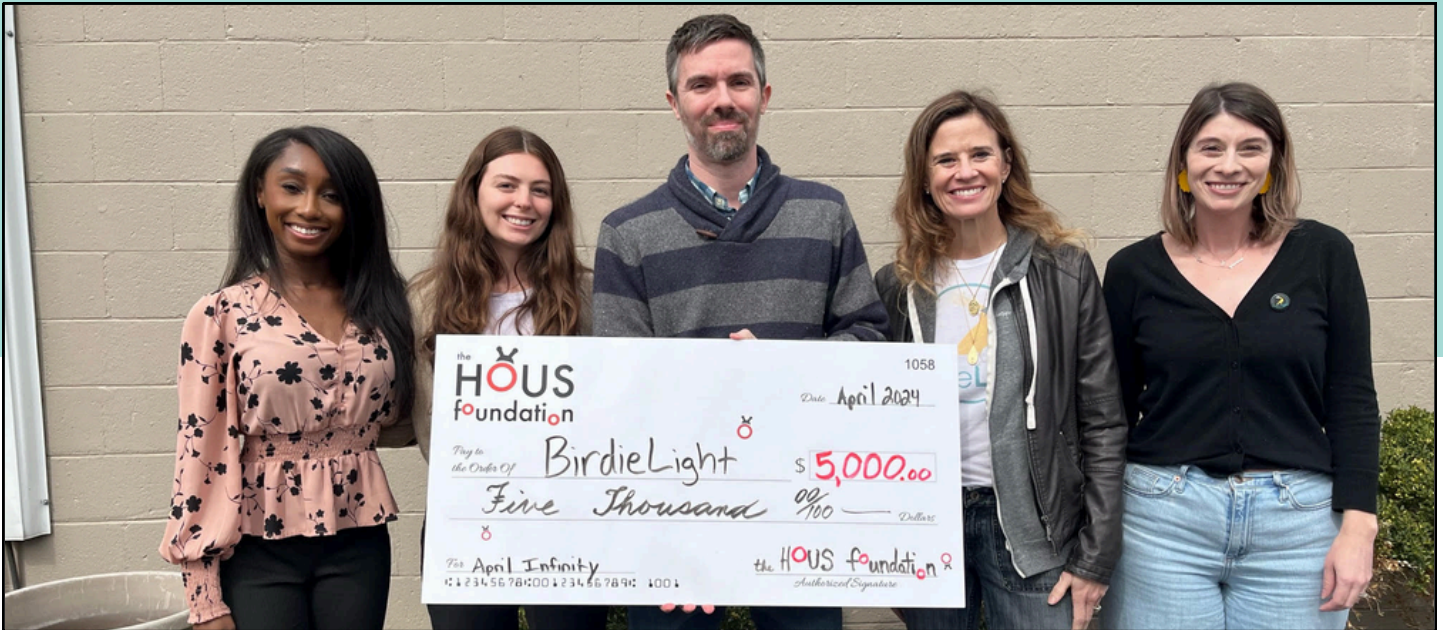


SHAR HAUGHTON



MICHELE SCHER

THANK YOU TO OUR PARTNERS!



We extend our deepest thanks to our incredible partners and donors whose unwavering support has made this year's achievements possible.



FEELING INSPIRED?

1

DONATE

Your support through gifts empowers BirdieLight to educate more individuals and supply FREE fentanyl test strips and Narcan in our critical battle against the fentanyl crisis. Every contribution, big or small, becomes a powerful agent of change. Your generosity provides crucial lifelines—whether it's a one-time donation or, even more impactful, a monthly commitment.

2

ORGANIZE AN EVENT

Are you a school administrator, community leader, or a professional who is passionate about spreading awareness? Bring the impactful message of BirdieLight to your group or organization! Whether you want to educate students or colleagues about the dangers of fentanyl, we're here for you. Reach out directly to info@birdielight.org to host an event.

3

FOLLOW US ON SOCIAL MEDIA



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BIRDIELIGHT2021



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TO GIVE TODAY!

