

WONDROS

To whom it may concern:

I couldn't be prouder to lend my voice in support of Song For Charlie and to affirm our partnership on behalf of Wondros.

We're a global creative agency dedicated to social impact. We've worked with the UN, documented fieldwork around the world with the Open Society Foundations, and partnered with a wide range of organizations raising awareness about and fighting to overcome today's most pressing challenges. We've long had a special focus on public health, including major communications and public advocacy projects with the NIH, the MD Anderson Cancer Center, Stand Up to Cancer, and as part of the federal government's COVID-19 response.

Our collaboration with Song For Charlie represents some of the most meaningful work we've undertaken in recent years. As a family-run nonprofit organization, their commitment to fighting the scourge of fake and fentanyl-laced pills, and preventing further tragedy, is deeply inspiring.

Informed by personal experience, Song For Charlie's approach to drawing attention to the crisis—one of the most urgent dangers facing young people today, and one that's drastically under-discussed—allows them to speak directly and authentically to youth and family audiences. It's not an exaggeration to say that their work is already saving, and will continue to save, the lives of teenagers and young adults.

The dangers of fentanyl are widely acknowledged, but few are tackling the problem as directly as Song For Charlie. Their commitment and ability to meet their audiences where they are, and present accurate, factual information in a way that is relevant and accessible to young people is incredibly impressive—and evident in the wide range of partnerships they've formed with other advocacy groups and organizations with deep experience reaching young people and changing behavior for the better.

As the organization builds its public profile and reaches audiences with lifesaving information, Wondros has served as a creative communications partner. The Song For Charlie team has guided us in creating authentic, inspiring, and informative content—we've followed their lead at every step, and done our best to help amplify their messages, stories, and facts as they've provided real human testimonials and other powerful videos, accessible information on easy-to-navigate web pages and social media platforms, and toolkits tailored to multiple age groups.

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Song For Charlie is poised to make a major intervention in this issue that has been ignored for too long, and change the conversation about the dangers of fentanyl-laced pills. We're proud to help bring attention and focus to the organization's mission and craft creative materials that are changing the narrative around the risks of pills that come from unknown sources.

Please don't hesitate to reach out with any questions.

Yours,
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