



COMPANY OVERVIEW/ FACT SHEET

Organization	Don't Give Up Movement 1002A N Springbrook Road 126 Newberg, OR 97132
Federal status	501(c)(3)
Birth of movement	May 13, 2017 - Newberg, OR
Mission	To make love and hope tangible by selling inspiring goods at-cost
Backstory	<p>In response to learning the suicide rates in her community in May 2017, Amy Wolff, her husband Jake, and two young daughters (3 and 6 years old at the time) anonymously staked 20 encouraging yard signs around the high school of their small town of Newberg, OR. The signs said Don't Give Up, You Mistakes Don't Define You, and You Are Worthy of Love.</p> <p>In response to the community's immediate curiosity and requests for additional signs, Amy spoke up in order to facilitate orders. Within 4 days she built a website and opened a bank account to manage the huge response. Within a week, the movement spread out of state as people drove through Newberg and wanted to take these messages back to their own communities.</p> <p>Within a month, new messages were added along with smaller tokens of love: wristbands, stickers, car decals, pins, pencils, postcards, encouragement cards, and stamps – all sold at-cost.</p> <p>Within 18 months, orders were shipping to all 50 states. As of May 2019, product traveled in suitcases to 26 countries and translated into 6 different languages.</p>
Impact	The movement became more than a response to suicide: comforting cancer patients, inspiring courage for people to leave abusive relationships, overcoming addiction, making severe health transitions (losing weight, recovering from stroke), finding new hope in career dreams, choosing resilience in their marriages, enduring the loss of a loved one, defeating self-loathing and shame, recovering from sexual assault, and multiple accounts of preventing someone from taking their life.
Engage	<p>www.dontgiveupsigns.com dontgiveupsigns@gmail.com</p> <p>Facebook 'Don't Give Up Signs Movement' @dontgiveupsigns Instagram 'Don't Give Up Movement' @dontgiveupsigns</p>