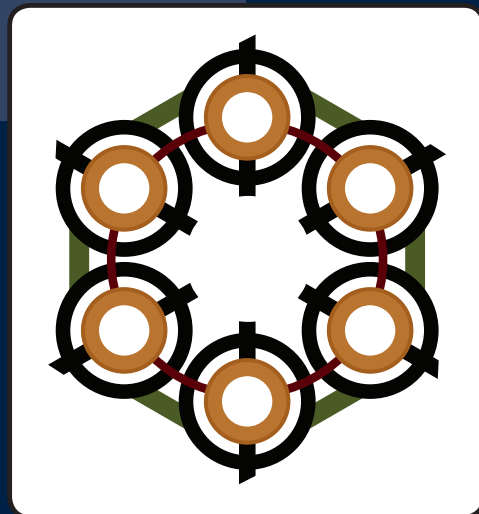
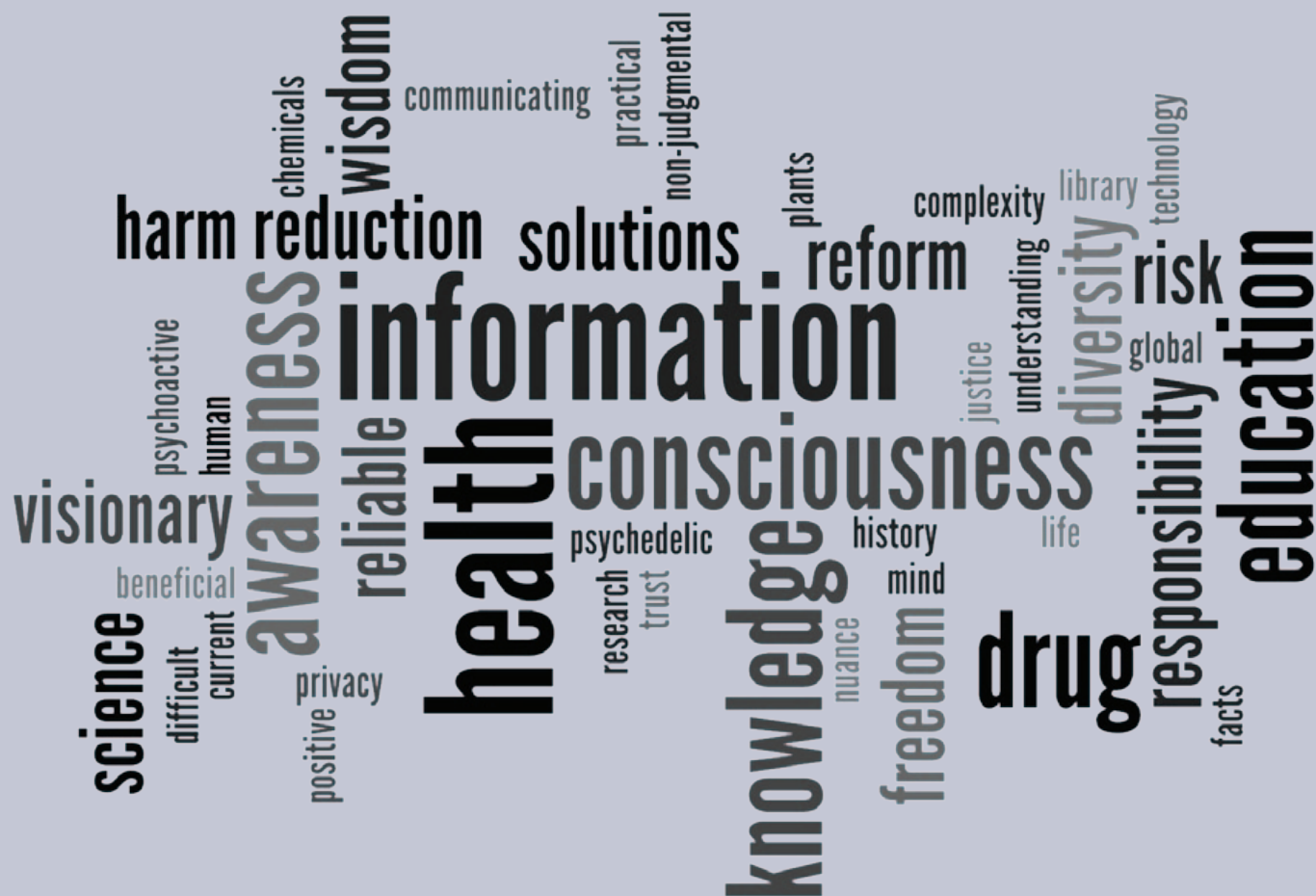


Erowid Center

A Non-Profit Educational Organization



2013 / 2014
PROSPECTUS



PSYCHOACTIVE DRUG EDUCATION FOR THE PUBLIC AND PROFESSIONALS

Our Mission

Erowid Center's mission is to provide and facilitate access to objective, accurate, and non-judgmental information about psychoactive plants, chemicals, technologies, and related issues. We work with academic, legal, medical, and experiential experts to develop and publish new resources, as well as to improve and increase access to existing resources. We strive to ensure that these resources are maintained and preserved as a historical record for the future.

Who We Are

Erowid Center is a US-based 501(c)(3) educational non-profit organization. Erowid was founded in October 1995, initially as a part-time endeavor. Over the next twelve years, the Erowid.org website was developed into one of the world's top internationally respected libraries of information about psychoactive drugs. In January 2008, the newly formed non-profit Erowid Center took over operations. Erowid Center now runs the Erowid.org and EcstasyData.org websites as well as other projects that serve its mission. In 2013, more than 16 million people accessed the organization's resources, with financial supporters in more than 40 countries.

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Anadenanthera peregrina Seeds



Morphine Cough Syrup



Methoxetamine Powder



Two Pints of Beer



Salvia divinorum Flower



Catha edulis



Psilocybe cubensis



Oxycodone



Nicotiana tabacum

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The Challenge

Psychoactive drugs are everywhere. This broad category includes natural and synthetic substances that alter a person's thoughts or feelings. There are hundreds of plants that—if eaten, smoked, snorted, or injected—will affect the mind, whether as stimulants, depressants, or psychedelics. Thousands of chemicals will do the same. Used recreationally, therapeutically, spiritually, or to aid work, some are illegal and others are not. They include coffee, wine, tobacco, prescription pain medications, sleep aids, and anti-depressants, as well as cannabis, LSD, and opium. Mind-altering substances are in the kitchen, the hardware store, the greenhouse, home medicine cabinets, and fuel tanks around the world.

Humans have used psychoactive substances since before recorded history, and some of the largest corporations in the world are actively developing new ones. Yet for the last century, the primary ideology

driving global public policy has been that criminal prohibition and social censure can stop the general population from taking psychoactive drugs outside of strictly defined and approved conditions.

But prohibition has failed. Nearly 90% of 50-year-olds in the United States have tried an illegal drug in their lifetime, and more than 22.6 million Americans have taken one in the past month. In 2012 alone, 73 new drugs were reported in Europe and the United Kingdom. There is no magic bullet that will suddenly make such compounds disappear from society. If there were, the past century of ever-increasing penalties for possession and sale of recreationally used drugs, along with massive anti-drug “education” campaigns, would have reduced use. But they have not.

By framing this complex situation as a “war” and branding non-medical psychoactive use as pathological, ideologically-driven social policy has polluted the basic information presented to the public. Educational systems have been corrupted with lies and half-truths, resulting in a fundamental distrust of any drug information provided by institutional authority figures.

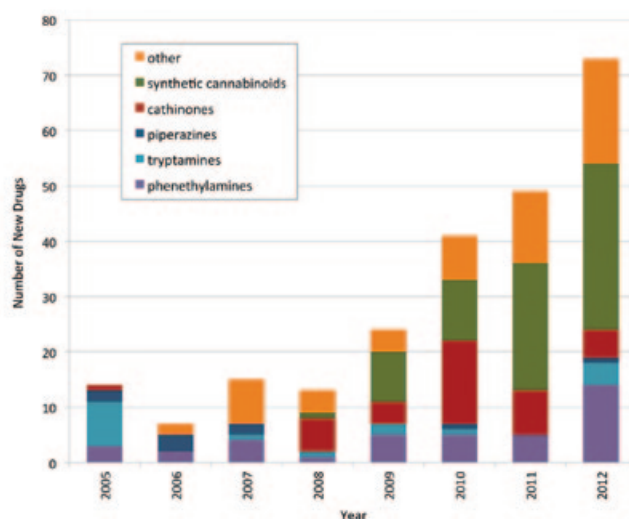
Society has failed to teach modern humans how to relate to psychoactives responsibly, treat them with respect and awareness, endeavor to minimize harms and maximize benefits, and integrate their use into healthy, enjoyable, and productive lives.

Advancements in drug development, technology, and communications make this a critical time for a new vision.

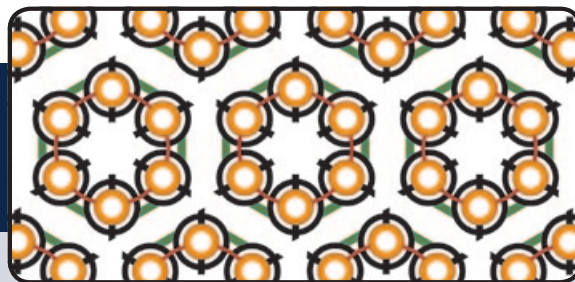
More than a century after “temperance” movements initiated what became the War on Drugs, the world is facing an unprecedented explosion of novel unapproved psychoactive chemicals and plants. The European Monitoring Centre for Drugs and Drug Addiction reported learning of 73 new psychoactive drugs in 2012 and 40 in the first half of 2013.

Number of New Psychoactive Substances

by Year — from EMCDDA, Early Warning System



Erowid's Vision



Erowid Center's mission is to develop and provide access to accurate information about psychoactive plants, chemicals, pharmaceuticals, and technologies in order to educate, improve health, and encourage beneficial cultural reform.

Rather than relying solely on traditional resources, the best information combines the knowledge of academic experts with that gathered directly from those who use psychoactive drugs. The anecdotal story of a single individual may have limited value, but the collective knowledge of thousands presents a valuable "big picture". Users can describe real-world practices—what materials are consumed and why—along with details about dosage, effects, drug interactions, and medical benefits

or problems. Erowid employs a rigorous scientific approach, supporting our data with credible references.

A great deal of wisdom has developed over the last fifty years about the best ways to integrate the use of psychoactive drugs into a good life. Now is the time to collect and widely disseminate successful models for healthy psychoactive use.

Erowid's response is the creation of an online hybrid library/research journal, useful to both laypeople and professionals. Physicians, toxicologists, educators, legislators, parents, youth—in short, everyone—can benefit from resources that prioritize providing reliable information and are not corrupted by political ideology. By making the same high-quality data

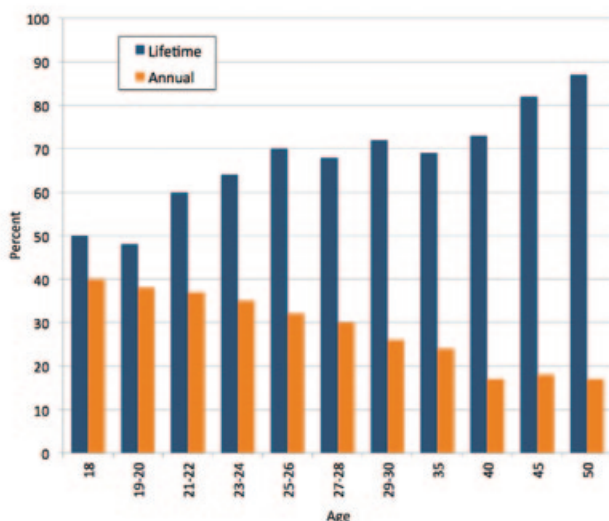
available to everyone, society can better identify which areas of understanding about psychoactive drugs have achieved scientific consensus and which still need to be studied and explored.

A foundation of trust is necessary for the long-term evolution of rational, fact-based education surrounding complex controversial topics. Trust can only be earned if integrity, privacy protections, and the open-source principal of transparency are paramount. Mainstream and government sources have failed in this regard.

In a world filled with materials and technologies that affect the mind, adults need robust education and accurate, pragmatic information in order to take charge of their of their relationships with psychoactives and teach young people how to do the same from an early age. Erowid is dedicated to helping both the public and professionals educate themselves about psychoactive drugs.

Lifetime Use of Any Illicit Drug

by Age — from Monitoring the Future, 2011



We must overcome social censure and develop resources and models to teach the next generation better practices for using psychoactive drugs, whether prescription, legal, or illegal. According to Monitoring the Future, which has been tracking drug use since the 1970s, more than 80% of 45- to 50-year-olds (now parents of high school students) have tried an illegal recreational drug in their life. Yet most don't know how to talk to their kids about drug use.



Education For the Public

Responsible Use of Psychoactive Drugs

Erowid Center directly educates the public about psychoactive substances—from legal caffeinated beverages to prescription pharmaceutical painkillers to illegal psilocybin-containing mushrooms. Information is presented from a non-judgmental viewpoint that isn't intended to convince people to abstain, but instead provides them with the data necessary to make their own rational choices. Because of this, users trust the information we provide.

In many cultural niches, responsible use of psychoactive drugs is taken very seriously. These communities disapprove of recklessness, and consider care a top virtue, regardless of whether the use is for productivity, self-improvement, recreational, medicinal, or spiritual purposes. Our

“Fundamentals of Responsible Psychoactive Use”, gleaned from the insights and experiences of thousands, promote responsible decision making around these powerful plants and chemicals.

Know your body. Know your mind. Know your substance. Know your source. This Erowid slogan embodies our philosophy of encouraging people to pay attention and be intentional about their drug use. Users should understand the individuality of response; refrain from taking drugs contraindicated by health issues; learn about each substance to avoid unexpected effects and overdoses; and choose both substance and information sources carefully in order to reduce risks. While these principles may seem obvious, they are seldom taught in contemporary drug education.



Banisteriopsis caapi (Ayahuasca) Vine

Visionary, Psychedelic, & Spiritual

For those who use psychedelic and/or entheogenic drugs, Erowid is a hub of information on relevant subcultures, arts, and sciences. Many adults who value visionary experiences are sophisticated in their approach to use as well as in their academic and scientific interests. These interests are not well represented by traditional drug information sources, despite the growing importance of psychoactives like ayahuasca. The spiritual use of ayahuasca, which contains the Schedule I controlled substance DMT, has been gaining international legal acceptance, including a US Supreme Court decision requiring the DEA to allow select churches to import and use ayahuasca brews. As times and facts change, educational resources need to keep abreast of these major shifts.

Young people live in a world where psychoactive beverages, medications, and recreational drugs are widely available.

Erowid is unsurpassed as a comprehensive, reliable, and up-to-date source of information about any and all kinds of psychoactive substances. As a researcher and a teacher, I have recommended it to many thousands of students and professionals in my classes over the years—from college freshmen, pre-medical, medical, and graduate students, to practicing clinicians. It is a magnificent resource, beautifully organized and accessible, unlike anything that exists or has ever existed.

David E. Presti, PhD, Neurobiologist and Senior Lecturer, UC Berkeley

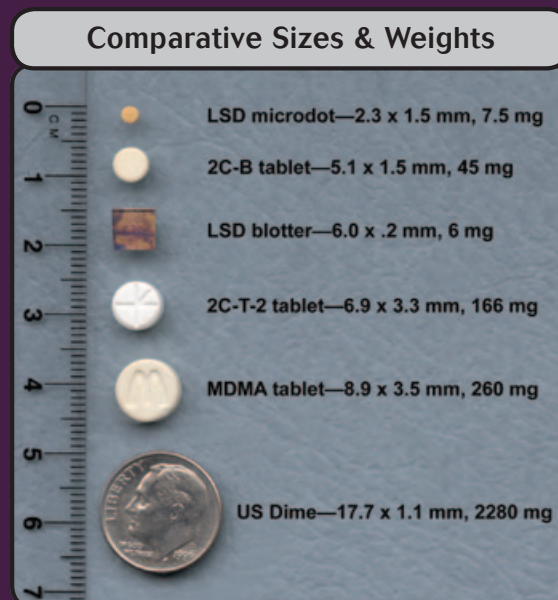
Objectivity on this ‘controversial subject’ is Erowid’s main strength, since it has become clear that if people are using drugs [...], they must be informed objectively in order for them to be responsible with their use.

— Lot W., (review of Erowid at GreatNonprofits.org)

Practical, Specific, & Reliable

Erowid.org is the world’s largest globally accessible collection of information about psychoactive plants and chemicals. It contains a growing collection of more than 60,000 documents about these substances, covering topics that include: history; effects; dosage; legal status; chemistry; pharmacology; images; traditional, spiritual, and medicinal use; benefits and harms; media coverage; research results; personal experiences; bibliographic and web resources; and drug use statistics.

We continue to develop resources that individual psychoactive users can take advantage of to learn about the current state of related knowledge, including both mainstream and alternative viewpoints.





Education

For Teachers and Parents

Fact-Driven, Non-Judgmental

Erowid Center provides public education based on an understanding that the use of psychoactive medicines, herbs, street drugs, practices, and technologies will continue to impact our society and culture for the foreseeable future. Society needs more methods for accumulating and providing open, public access to credible information on those topics, especially those which can be used as the basis for educational programs.

Educators & Parents

As students gain knowledge of the complex world of psychoactive drugs through sources like Erowid.org, curriculum developers are compelled to improve imbalanced academic programs. Our rich and nuanced approach is useful for educators and parents who want to offer a practical, more refined message about psychoactive drugs to young people.

Due to the current political climate, most institutional drug information is vastly oversimplified, even when presented to college-level students or adults. We provide independent educational materials for teachers and professors—from elementary to graduate school—who might otherwise rely on politically-driven drug education programs. Such programs can be of dangerously poor quality, avoiding the appearance of condoning use at all costs and relying on abstinence-only messages as the primary method for teaching about drug use and health.

Well-referenced data helps teachers create credible, factual, and well-rounded lesson plans for students learning to live in a world where psychoactive beverages, medications, and recreational drugs are widely available. Educators around the world make use of our resources and we regularly hear from teachers and students who tell us that Erowid.org is on the required reading list for their courses.

For parents, Erowid can be used to learn what recreational drugs are available on the street, and how to determine their popularity, effects, and risks. Parents can keep abreast of what their kids likely already know, and educate themselves so that they can help answer questions. We also gather stories from parents about how they discuss recreational drug use with their children, in order to provide guidance for others.



Salvia divinorum Leaf

Referenced data about drugs is necessary
for teachers to create credible,
factual, and well-rounded curricula.

I have taught a ‘Psychedelic Studies’ course since 1981 and am author of several professional books in the field. In my syllabus, I instruct my class to take an online ‘field trip’ to familiarize themselves with Erowid as an accurate and unbiased source of information. In my books and professional articles, I include Erowid as a premier scholarly and scientific resource for both historical and current information.

— Thomas B. Roberts, PhD, Professor Emeritus of Educational Psychology

Many an ‘educated’ parent adheres to the practice of telling their kids to ‘just say no’ to drugs. This method of drug ‘education’ is as effective at getting kids to not do drugs as telling kids ‘don’t have sex’ is at preventing pregnancies.

— T. Fiam (review of Erowid at GreatNonprofits.org)

Erowid as a Reference Source

Documents, images, and information from Erowid are frequently used in textbooks, teaching plans, popular media, and other publications. Citations to Erowid have been included in more than 250 books, 350 peer-reviewed journal papers, hundreds of newspaper and magazine articles, and many television news reports.

The most common type of reference cites Erowid as a source to support factual statements. Some mentions are about Erowid Center, recommending, criticizing, or discussing the organization or its website. We are also cited in patent applications, court cases, and articles, referencing documents we have in our archives such as government reports and public domain content.





Health

Resources for the Public

Complex Factors

Health issues related to psychoactive drugs are remarkably complex, including idiosyncratic reactions, drug–drug interactions, effects on decision making, and legal complications that deter people from seeking help or being frank with doctors. Addressing health issues raised by the use of psychoactive drugs requires information: a rich, diverse, and accessible library of documents to enable individuals—both professionals and members of the public—to assess benefits and dangers.

Harm Reduction

Clearly, the public should be educated about potential harms associated with psychoactive use. Most people will modify their behavior to reduce harms and increase benefits. Practical data about dosage, effects, addiction potential, contraindications, and drug interactions helps users make better choices. In a small study looking at the impact of web-based data about psychoactive substances, Boyer et al. found that:

“[...] all respondents in our cohort modified their drug use after reviewing online drug information. This observation suggests that the Internet has a profound ability to affect decisions related to psychoactive substance use in a cohort of innovative drug users. Interestingly, 8 of the 12 participants adopted behaviors intended to minimize the risks associated with drug use, a finding that suggests that attempts to reduce the harm associated with psychoactive substances are fostered by online information.” (Boyer, Shannon, Hibberd 2005)

Many harm reduction groups working with psychoactive-using populations employ Erowid as a centralized resource to verify the information they distribute. Because of market pressures resulting from prohibition, new psychoactive products regularly show up on the underground market, putting harm reduction workers in the difficult position of having to deal with unknown drugs. Erowid.org is one of the only reviewed sources that covers exotic new substances.

Erowid’s resources undoubtedly save lives. In fact, this is one of the most frequent pieces of feedback we receive. In recognition of this, Erowid Center received a “Top Health Nonprofit” award from GreatNonprofits in each of the last two years.



MDPV Powder

Most people will modify their behavior to reduce harms and increase benefits related to psychoactive substances.

Even for people who get their information about drugs from talking to a knowledgeable friend, odds are that one way or another that friend got much of their information from Erowid. Not only is this an organization that's keeping countless people safe, it's become so pervasive that it's literally saving the lives of people who have never heard of it...

— Alex, Web Entrepreneur

As a teenager, I experimented with psychedelics, and the effects and dosage information provided by Erowid kept me safe. Erowid is providing balanced, unbiased information that gives individuals the information they need to make safe decisions for themselves.

— Ryan Aidan, Erowid Visitor

Benefit Enhancement

The benefits of psychoactive drug use are largely absent from mainstream discussions, a void obvious to any but the least curious. People try disapproved drugs largely because they believe the experience will be beneficial: fun, inhibition-reducing, enlightening, work-enhancing, etc. Many of these beliefs have a foundation in science. For example, recent studies have confirmed what “magic” mushroom users have described for decades: In the right context, the effects can be profound and improve quality of life.

Erowid Center recognizes this fact and documents how people maximize benefits while minimizing harms, whether by preparing carefully for their experiences, keeping doses low, or balancing their use within a healthy life.



Lophophora williamsii



Health

Resources for Professionals

Health Care Providers

Up-to-date information about the identity and use profiles of new or exotic psychoactive drugs is invaluable to medical practitioners. Many physicians and poison control center personnel consider Erowid.org one of their first stops for learning about lesser-known substances mentioned by patients treated in emergency departments. The site provides critical details such as common names of recreational drugs, normal dosages, effects profiles including duration and types of effects, and known contraindications. The Experience Vaults are also a valuable resource for physicians to identify lesser-known negative reactions, unexpected drug interactions, or effects of overdose.

Drug-Related Admissions to Emergency Departments by Substance (from 2011 DAWN data)

Cocaine (14.5%)
Pharm. Opioids (14.0%)
Cannabis (13.0%)
Anxiolytics, Sedatives (12.1%)
Heroin (7.4%)
Street Amphetamine / Methamphetamine (4.6%)
Antidepressants (SSRIs, Tricyclics) (2.6%)
Non-Opioid Analgesics (2.4%)
Antipsychotics (1.8%)
Blood Pressure Medications (1.4%)
Muscle Relaxants (1.3%)
Pharm. Amphetamine, Caffeine, Ritalin (1.2%)
Antihistamines (1.2%)
Synthetic Cannabinoids (0.8%)
MDMA (Ecstasy) (0.7%)
All Psychedelics (0.4%)
Inhalants (0.3%)
Nutritional Products (0.3%)
GHB (0.1%)
Ketamine (0.05%)

Clinical Toxicologists

In 2006, Erowid presented at the North American Congress of Clinical Toxicologists. This event brought together physicians, nurses, pharmacists, and scientists who diagnose and treat issues related to poisonings and psychoactive drugs.

Conference organizers asked us to present a brief history of Erowid and an overview of our work. We were warned that we might face criticism for “promoting illegal drug use”, so part of our goal was to address and debunk that misconception.

During our presentation we wondered aloud how much we needed to introduce the contents of the Erowid website and asked for a show of hands from those who use the site. We were surprised when hands slowly began to go up until more than 90% of the people in the room had their hands raised. Everyone looked around and a laugh rippled through the audience. Most of the toxicologists used Erowid in their work, but had been wary of admitting it until they saw how widely the site was used by their colleagues.

After that, the atmosphere became very friendly. Physicians and toxicologists told numerous stories, in private and in public. They described that Erowid is valuable when working directly with patients and when on call in poison control centers where they provide expertise for emergency rooms and the public. Since that time, we have developed ongoing relationships with a number of clinical toxicologists who distribute critical information about psychoactives to health care professionals around the United States.

Physicians and toxicologists need up-to-date, unbiased information when working with patients and when on call in poison control centers and emergency rooms.

“Recently we had a patient who reportedly took 2C-E in combination with LSD, a trip that lasted at least 24 hours. Initially hospital staff thought he was psychotic, since ‘no trip could last that long’ and they thought ‘2C-E’ was something that the patient made up. I was able to take that moment to both educate the department and to have the patient properly diagnosed and released as opposed to hospitalized, due in part to the Erowid website.”

— Edmund Robinson, Mental Health Professional

“Harm reduction methods require appropriate knowledge of the risks and effects of any substance. As a mental health provider it is difficult to find resources that state the facts without ulterior motives or persuasive arguments one way or another. Erowid provides a wealth of knowledge to help my clients make decisions about substance use.”

— Sid T., Mental Health Therapist and School Counselor

Know as Much as Your Patients

Therapists and doctors working in addiction treatment can improve communications with patients by familiarizing themselves with the experiences sought by their patients, and the mindsets of those who use psychoactive drugs.

As Suzuki et al. recommend to treatment providers in *Pharmacology and Treatment of Substance Abuse*, “become familiar with the sources of information about hallucinogen use. The largest repository on the Internet is erowid.org. [...] Awareness of such websites will increase the credibility of those health care providers who wish to have a frank discussion about hallucinogen drug use/abuse and to do otherwise may extend the collusion of silence in the doctor’s office where if we don’t ask, the user will not tell.”



“Plant Food” Containing MDPV



Reform

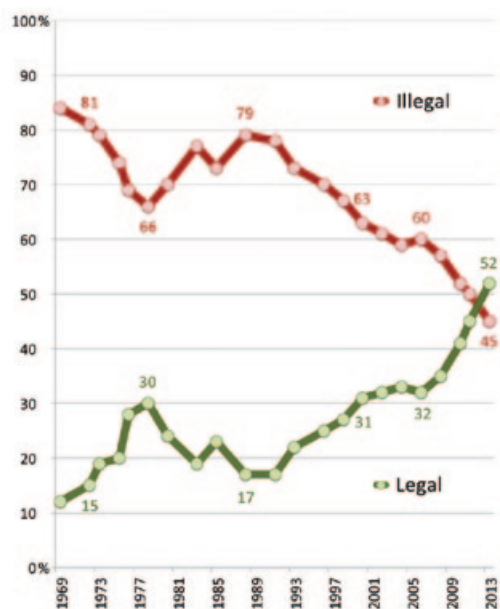
Support for Policy Makers

Bad Policies Skew Science

With over a billion dollars a year in public financing, the National Institute on Drug Abuse (NIDA)—a government agency in the United States—funds 85% of the world’s research on recreational drugs. However, it is narrowly dedicated to studying “the addictive and adverse health consequences of drugs of abuse”. NIDA’s mandate artificially stacks the deck with findings that show negative effects. Over the long term, these errors compound. Policy makers, judges, and even experts in the field can draw mistaken conclusions from the imbalanced collection of research, leading many to dismiss the concepts of responsible or beneficial use of psychoactive drugs.

Changing Views of Cannabis

For the first time, more than 50% of Americans think cannabis should be legal.



PEW Research Center, Apr 2013

Good Policies Require Good Info

Through a combination of editorial content and individually submitted experience reports, Erowid Center helps to highlight the never-ending “arms race” between those who choose to alter their mental states in unapproved ways and the criminal laws that are enacted to dissuade them. Distilling the complex issues raised by psychoactives down to a simple slogan such as “just say no” or “legalize” can do more harm than good. Simple answers are often wrong answers.

A New Model

Those who develop policies, those who enforce or work to change existing laws, and those who prosecute or defend the individuals accused of breaking drug laws all deserve to work from what Erowid Center calls a “shared dataset”. Only when users and non-users agree on basic facts can the issues and challenges of psychoactive drug use be addressed through collaborative problem-solving and policy-making.

It is imperative that anyone who is interested should have free access to an independent, comprehensive collection of data that is without political and law enforcement bias. Erowid Center promotes accurate, unbiased information so that future policies, whatever form they take, can be built on truth and fact rather than on skewed science and mistaken understandings. When drug prohibition is finally abandoned, Erowid will be used as a model for the development of new educational and harm reduction approaches.

Over 85% of research into recreational drugs is funded by a government organization dedicated to studying only the adverse health consequences of drug use.

The Erowid Center's website serves more than 2.5 million unique visitors every month, far more than any other website about drugs or drug policy. They are guided by steadfast ethical principles and provide honest, experience-based drug information unavailable anywhere else. That's why, in 2011, the Drug Policy Alliance selected Earth and Fire Erowid as the recipients of the Dr. Andrew Weil Award for Achievement in the Field of Drug Education. Considering that scientific research on drugs and drug use is severely limited by vested drug war interests, Erowid's efforts to provide critical—and at times life-saving—information on drug use and interactions, especially regarding new and newly-popular substances, are nothing short of heroic.

— Ethan Nadelmann, Executive Director, Drug Policy Alliance

Erowid Used by Policy Makers

Although the inner workings of drug policy making are largely undocumented, we know that Erowid influences the FDA, NIDA, DEA, and medical policy panels who make decisions about drugs and drug policies.

For example, in November 2012, a group writing definitions for the new *DSM-5* (the primary manual used for mental health diagnosis) discussed Erowid during deliberations on how to define “drug abuse”. In September 2010, the Risk Management Advisory Committee of the FDA held a hearing to consider scheduling the cough medicine Dextromethorphan (DXM). Multiple speakers mentioned Erowid, and information from the site was discussed by the panel, which voted against further control of DXM.



DXM Cough Syrup



New Information Drug Fundamentals

The Erowid.org Website

Our flagship project, Erowid.org, has evolved into a trusted global information hub. We collect cutting-edge knowledge about psychoactives—from new street drugs to psychedelics and prescription medications—then review, edit, and make the information available to the public. We actively gather the latest data directly from individual psychoactive drug users. We also track and compile current research and legislation. Since 1995, we have collected tens of thousands of pages of documents covering the history, science, and culture of these substances. The result is the world's most trusted public resource about psychoactive drugs and how people use them.

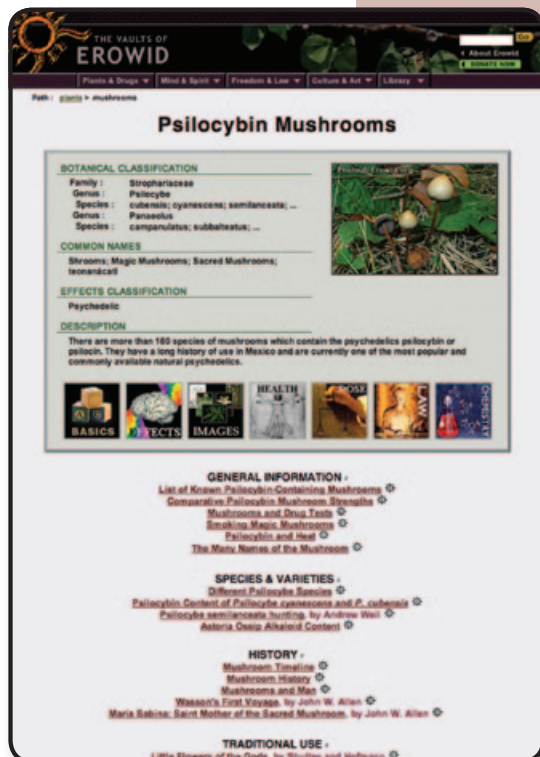
Collecting Data & Documents

Because of our long track record and established rapport with diverse communities, people worldwide contribute articles, photographs, experience reports, and timely alerts about medical and law enforcement events. Erowid distills new information into a coherent knowledge base through a refereed review process. We focus on accuracy, inviting corrections, analysis, and commentary. We do not encourage the use of any substance, regardless of its legal status.

Experience Reports

One of our most influential projects is the Experience Vaults, where we have compiled over 100,000 first-hand descriptions of the recreational use of psychoactive drugs. Like medical case reports, these stories serve individually to describe the effects people experience and, in aggregate, they form a vast database of analyzable data. The collection receives over 105,000 views per day and is utilized by Erowid Center to assemble information about dosage, effects, contraindications, and health issues related to specific drugs.

We have developed a robust review process where each report is read and rated by multiple volunteers prior to editing and publication. We prioritize high-quality reports, and those that include valuable data such as dangerous interactions, health benefits, or new drug descriptions. Reports are selected for publication daily from thousands of pending submissions.



Erowid provides information about more than 550 different psychoactive drugs and has compiled 100,000 first-hand descriptions of use.

Erowid offers the most complete, up-to-date, accurate, and easily accessible information on drugs, drug plants, and fungi that can be found anywhere. Their small yet brilliant and dedicated staff are doing the world a great service.

— Clark Heinrich, author of *Magic Mushrooms in Religion and Alchemy*, and co-author of *The Apple of Apollo*

Thank you for providing reliable information about psychoactive plants and chemicals, including marijuana and other drugs. I tell people all the time, if you get caught lying to a kid about a drug, they assume you're lying about all drugs. Kids today aren't stupid; they make bad choices sometimes; I think we all do from time to time. Educating kids with the truth is the only way to reduce the harm from drugs.

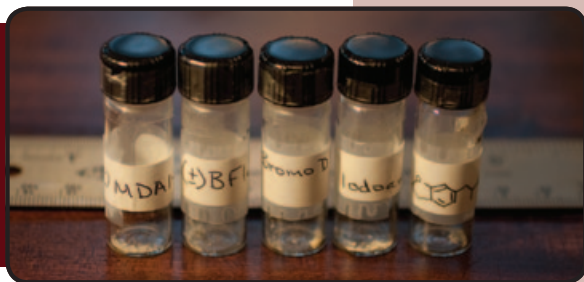
— E. Jay Fleming, Law Enforcement Against Prohibition

New Drug Tracking & Monitoring

Traditional drug information sources focus on substances that have been widely used for decades. But, the natural outcome of prohibition is an unending progression of novel, more potent, and less tested drugs. Vendors of these compounds may mislabel or sell them via “stealth packaging”.

In order to reduce the harms associated with the use of new drugs, we monitor the situation through volunteers, forums, and medical professionals; analyze chemicals through EcstasyData; coordinate between interested parties; and publish both online and in print. Documenting emerging drugs poses challenges as we balance the needs of those with access to drugs against the possibility of generating interest in those who have not been exposed to them.





New Information

Science, Research, & Analysis

Surveys & Subject Recruitment

Erowid Center improves scientific and sociological information about psychoactives and those who use them by conducting surveys and by promoting participation in studies produced by academics, educational institutions, and related organizations. Erowid designs surveys to gather data about health issues, usage patterns, demographics, and the spread of newly developed drugs. The results provide insight into the use of these substances as well as direction for more formal research.

We also assist researchers who face difficulty finding qualifying subjects for their studies. Because Erowid.org has nearly 100,000 unique visitors each day, we have access to large numbers of participants including sophisticated users, older and international audiences, and consumers of novel substances. We work with scientists—in areas where we have specialized knowledge—to design respectful, credible studies that avoid judgmental drug war rhetoric. We direct respondents towards these ethical investigations and provide reviewing and fact-checking assistance for resulting academic articles.

Photo	Tablet Name	Active Contents		Location
		Substance	Ratio	
	White Pill SFVSP	MDMA Methamphetamine	4 1	San Francisco, CA
	Blue Monkey Paul Frank	Caffeine MDMA	1.3 1	San Francisco, CA
	Capsule BESNS (Not Sold as Ecstasy)	2C-B	1	Denver, CO
	Red Heart 54321	Caffeine TFMPP Acetaminophen BZP Methamphetamine	2 1.5 1 1 1	Oakland, NJ
	Green Apple 7765	PMA Caffeine	1 trace	Ireland
	Question Mark	MDMA	1	San Diego, CA
	Molly Epidorph HTDMN	Ethylone	1	CO
	Cartoon Blotter 2C-C-NBOMe (Not Sold as Ecstasy)	2C-C-NBOMe	1	
	White Tablet BATMB (Not Sold as Ecstasy)	2C-I-NBOMe	1	San Francisco, CA
	Mushroom X	4-Acetoxy-DMT	7	Raleigh, NC

EcstasyData Results

The EcstasyData Testing Project

Erowid operates the only program in the United States with DEA permission to conduct testing of anonymously submitted controlled substances. Our EcstasyData project commissions laboratory testing of ecstasy and other street drugs and publishes the results. While several government agencies analyze pill contents, their data is not available for public review.

Testing is performed at our direction by an independent, DEA-licensed laboratory. Members of the public send samples to the lab anonymously, along with a co-pay. After analysis, the lab provides us with qualitative results. We publish the data, along with photos, on the EcstasyData website in order to assist harm reduction organizations, medical personnel, researchers, and users. We also help international groups distribute quantitative and qualitative data they have collected.

EcstasyData is co-sponsored by DanceSafe, which encourages tablet submissions and helps bring information about street drugs to rave and nightclub communities. We analyze around 300 samples each year, and the results are viewed by more than a million people annually.

Erowid operates the only program in the United States with legal permission to conduct testing of anonymously submitted controlled substances.

Along with a colleague at Oxford University, England, I recently conducted a scientific research survey but struggled to get participants who had used drugs to respond. Erowid agreed to help and within a few months I had received over 1,700 responses, which [...] would have been impossible to do without their generous help and service. This is an excellent organisation that continues to increase our understanding and knowledge of drugs and their effects and risks like no other organisation.

— David Luke, Senior Lecturer in Psychology, University of Greenwich

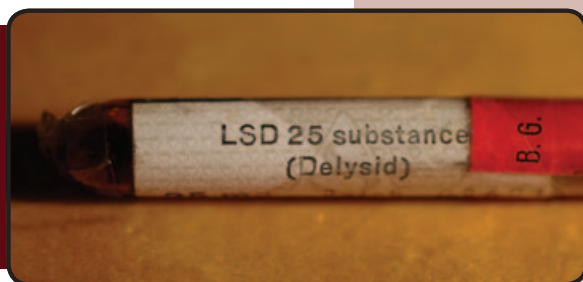
Connecting Experts Together

Erowid bridges the gap between world experts and those who seek detailed, accurate information about psychoactives, facilitating communication across political divides. Erowid's Expert Network (EEN) is a moderated and reviewed registry of volunteers with expertise in fields related to psychoactives.

Erowid connects reporters with scientists working in the field and acts as a go-between when reporters have questions that are too politically sensitive for experts to answer directly. Through the EEN, Erowid provides researchers with mediated access to current users of psychoactive drugs, and assists authors in finding reliable data sources and knowledgeable reviewers.



Analytical Standards at Festival



Preservation

Historical Data

Archiving Historical Documents

In addition to researching, evaluating, and publishing new data about psychoactive drugs, Erowid Center also archives and facilitates access to thousands of older texts in our online and physical libraries. By collecting and making these texts available, we promote an understanding of the changing contexts surrounding the use of psychoactive drugs.

Preserving historical works is integral to the evolution of a more sophisticated, balanced, and realistic societal relationship to psychoactives over the long term. As we collect and develop new data, we do so with an eye towards what will be useful to those in the future who look back and try to understand our time.

Historical documents, even those that contain inaccuracies, are valuable: they reflect the state of knowledge at a specific period in time and substantiate the scientific and cultural advancements that have been made since. Such documents can highlight recurring cycles in drug-related politics, legislation, and social viewpoints, as well as in use levels and types of use.



Opium Package circa 1910

Orphaned & Out of Print

We work with authors and publishers to archive out-of-print, public domain, and orphaned content. As we encounter books, publications, and recordings that are no longer available to the public, we endeavor to establish permissions, digitize, and publish these works online.

For example, there is a vast quantity of historical law enforcement and government information that is not in the public view, but which provides critical insights into the long-term effects of various policies and programs. Erowid works to digitize and publish these documents as we gain access to them.

The History of Drug Use

Along with collecting documents from the past, we also develop historical timelines which put into context such things as the earliest recorded use, duration of human experimentation, history of publications, public discourse, and trends in use of individual psychoactive drugs.

The preservation of historical works is integral to societal evolution towards a more sophisticated and balanced relationships to psychoactives.

As an academic librarian, I have sincere respect and admiration for the mission of Erowid Center. Their dispassionate, thorough, always checked and updated information on controversial matters is a great service to the public and scholars alike. The fact that the website is constantly referenced by the public, as well as academic, medical, legal, legislative, and law enforcement experts and authorities (both domestically and internationally), is a testament to the confidence we place in this stellar nexus of reliable, fascinating, well-documented and -illustrated intelligence about the vexing and perennial topic of psychoactive plants and chemicals.

— Chris Mays, Associate Librarian, San Francisco State University

Records of Past Street Drug Analysis

Over the last hundred years, tens of millions of drug samples have been analyzed by private groups, law enforcement, researchers, and government agencies. Yet very little of this data is available to the public.

In addition to current street drug analysis, Erowid Center works to locate old analytical information for digital archiving. For example, we have archived drug analysis results from the “Analysis Anonymous” program conducted by the prominent testing lab PharmChem in the 1970s. We have also acquired a collection of historical US government analytical results that provides insight into the internal workings of law enforcement street drug analysis programs in the 1960s and 1970s.



475 35.0 mg 9:30 AM. Probably threshold
 automatically. 10:30 50% did
 pretty much normal 1:00 PM
 in calculations, played for
 certainly gone by 1-2 PM

Preservation

The Wisdom of Elders

Generations of Knowledge

Beginning in the 1950s, a vastly increasing number of novel pharmaceutical and recreational drugs became available to both researchers and the public. Many people studied these compounds, seeking to identify beneficial and harmful effects, shaping society's views of psychoactive drugs. Erowid Center partners with individuals and their families to preserve the knowledge and works of pioneering individuals and indigenous elders. We also document the successes and failures of society as it has faced the use of mind-altering plants and chemicals.

Collection Archiving

As researchers and influential community members begin to wrap up their life work, we assist in cataloging, scanning, and archiving their personal collections. These collections, including professional documents as well as previously unpublished personal correspondence and images, are carefully handled by trusted Erowid staff before being made available online. The archiving process includes filtering out items that don't need processing (such as widely-published books), identifying those that require special handling (due to advanced age or special interest), embargoing documents that raise privacy concerns, scanning and digitizing, creating an annotated index, and choosing appropriate timing for public distribution.

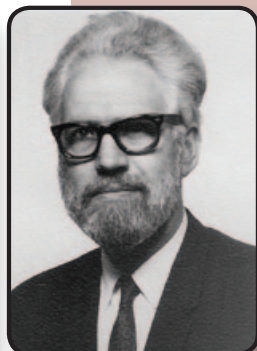
We are sensitive to privacy issues and process complexities as we work with individuals and their families to discover what historical treasures can be found in that stack of boxes in the garage.

The Wisdom Cycle Project

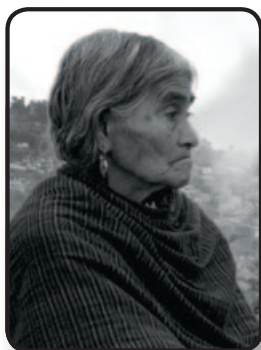
Erowid Center has initiated a project to record the reflections of older psychoactive users through oral histories and targeted surveys. We are gathering the thoughts and wisdom of those who first had access to psychedelic drugs: about their lifetime use, how to integrate use (or abstinence) into a healthy life, and how to transmit this knowledge to younger generations. We also collect data about issues specific to elders, such as heart health and interactions with prescription medications.



Albert Hofmann



Alexander Shulgin



Maria Sabina



Myron Stolaroff

Erowid helps catalog, scan, and archive the historical personal collections of researchers and influential community members.

[The] original psychedelic researchers [are] a uniquely valuable and, because of their age, endangered resource. In their laboratories and clinics, they observed and recorded, puzzled over and analyzed, tens of thousands of psychedelic sessions. In doing so, they witnessed an unparalleled variety and intensity of human experience. In fact, probably no group in history has been privy to such a panoply of experience [...] Not surprisingly, many researchers reported that not only their subjects, but also they themselves, were transformed by their work.

— Roger Walsh and Charles S. Grob

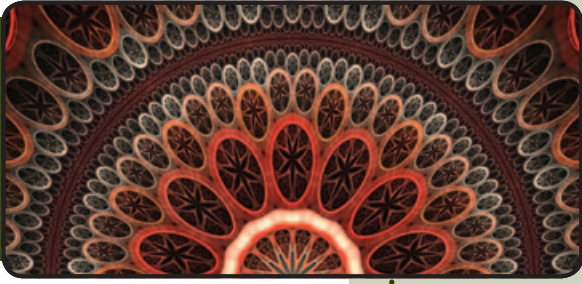
in Higher Wisdom: Eminent Elders Explore the Continuing Impact of Psychedelics

Twelve Years of Archiving Projects

Erowid has digitally archived nearly 10,000 documents from the valuable collections of elders, including Albert Hofmann (the chemist who first synthesized LSD in 1938), Myron Stolaroff (a researcher who administered LSD and mescaline to subjects in the 1960s), and Alexander Shulgin (a chemist and pharmacologist who synthesized and explored hundreds of psychoactive chemicals during the 1960s through the 1990s).

Documents include research papers, private correspondences between pivotal characters, lecture notes, reel-to-reel audio recordings, laboratory notebooks, personal experience reports, and some physical objects such as original Delysid LSD packaging and empty vials.





Philosophy

Openness, Privacy, & Impact

Freedom of Information

Openly discussing facts about disapproved and/or illegal psychoactive substances can be controversial; some have argued that Erowid's content pushes the legal boundaries of free speech under the US Constitution. Even major drug policy reform organizations have expressed that our content is difficult to fit into their carefully managed politics. In other words, providing factual information is seen as more cutting edge and difficult to defend than direct work to change drug laws.

Because of the controversial topic, Erowid.org is currently blocked by numerous corporate, institutional, and governmental web-filtering systems. In many schools, Erowid's independent information is blocked, while government-sponsored information on the same topics is allowed.

As communication technology transforms the way societies learn about and discuss psychoactives, Erowid Center promotes the rights of individuals to express their experiences and to read alternative viewpoints about psychoactives.

Privacy

Central to Erowid's ability to collect information about the hows and whys of psychoactive plant and chemical use is protecting the privacy of our contributors and visitors. In a time when data aggregation and individual tracking are the norm, this means that Erowid has to be more careful than other similarly-sized projects to ensure that page views and visitor interests aren't recorded by external organizations such as Google or law enforcement.

Erowid maintains its own servers, using open source platforms, highly trusted system administrators, and obfuscation systems that make it difficult to tie an individual web user to a submitted photo or experience.

Impact & Action Now

A defining feature of the Erowid project is that our work has an effect *right now*. Because of our independent nature, our work isn't subject to the costly approval of regulatory agencies or government control, meaning we don't have to wait to make the world better. While also building towards long-term cultural, legal, and political shifts through change in popular opinion, Erowid improves people's lives immediately by putting useful facts they can trust in front of them today.



Yohimbe Tissue Culture

Erowid was founded on the principle that people have the right to privately, securely, and freely access information about psychoactive drugs.

“Compiling and presenting information on a topic such as inebriants comes with a weight of responsibility. The subject is inherently contentious, and these substances can have a strong impact on the lives of users. Erowid has stepped up to this responsibility, and provides a unique, current, and reliable resource for all who wish to access it.”

— Wilt, Erowid Visitor

“The paradox of drugs in the information age is that the growing availability of psychoactive compounds has not been matched by the changes in public education necessary to reduce harm and inform the public about these contentious materials. Erowid immediately and directly intervenes by providing reliable scientific and cultural data in an open-source environment that neither celebrates nor condemns.”

— Erik Davis, author of *Techgnosis: Myth, Magic and Mysticism in the Age of Information*, and *The Visionary State*

Open Source Technologies

Erowid's web services are built on open source platforms from the ground up, using FreeBSD and Linux, the Apache web server, PHP, Tomcat, Perl, OpenSSL, Redmine, Icinga, and other non-proprietary free software. Erowid also collaborates with the open archiving project Archive.org in digitizing and publishing works from the collections of elders such as chemist Alexander Shulgin and researcher Myron Stolaroff.

Using open technologies, we are able to directly serve over 15 million unique visitors to Erowid each year. Our reach is expanded further as our resources are redistributed through other platforms such as Google, Wikipedia, web forums, blogs, etc.





Budget

2012 Funding Sources

Donors—Lower Tiers	\$1–\$199	35.7%	\$90,815
Donors—Middle Tiers	\$200–\$999	14.8%	\$37,694
Donors—Upper Tiers	\$1,000–\$4,999	6.8%	\$17,476
Major Donors & Grants	\$5,000 +	39.7%	\$101,025
Other Income		2.9%	\$7,348

Budget Summary—by Project

Online Information Distribution	\$154,280
Print Information Distribution	\$24,514
Distribution of Other Educational Materials	\$15,467
EcstasyData	\$12,802
Experience Report Collection	\$7,738
Document Archiving & Transcription	\$7,613
Surveys	\$5,131
Conferences & Events	\$3,339
Information Network (EEN)	\$2,340
Research Improvement	\$2,075
Administrative	\$50,753
Fundraising	\$21,956
Total 2012 Budget	\$308,007

Budget Summary—by Expense Type

Salaried Staff	\$106,000
Additional Staff & Professional Services	\$108,991
Payroll Taxes	\$8,471
Information Technology	\$20,957
Office Expenses	\$18,035
Newsletter	\$11,364
Credit Card Processing & Bank Fees	\$8,590
Occupancy (Rent & Utilities)	\$7,071
Advertising & Promotion	\$6,433
Travel	\$6,181
Educational Materials	\$4,937
Conferences & Meetings	\$977
Total 2012 Budget	\$308,007

Budget breakdowns from Erowid Center's IRS Form 990

Erowid Center receives 85.41% of its support from the public, greatly exceeding the IRS's public support test requirement of 33.3%.

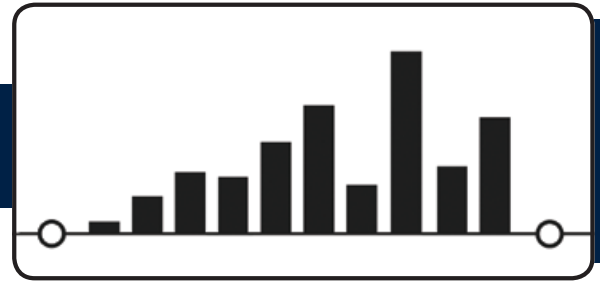
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Each \$1,000 donation provides information to 62,500 people.

o

Most people first experiment with recreational drugs in their teens and early twenties. By the time they are old enough to support non-profit organizations financially, they are less likely to need the practical information they once did.

Statistics



Audience & Reach

Unique Annual Visitors	15 million
Unique Daily Visitors	90,000
Return Visitors	55%
Page Views per Day	360,000
Pages Viewed per Visit	5.0
Pages Served per \$100	42,661
Cost per Page Served	\$ 0.0018
People Served per \$100	6,250
Cost per Person Served	\$ 0.016
Subscribers to Erowid Monthly	19,550
Twitter Followers	8,031

Supporters

Countries with Members	41
Current Members	1,502
Members in the United States	1,025
Members in Other Countries	477
Non-member Contributors	821
Total Annual Supporters	2323

Because of its apolitical, independent nature and the controversial topics it covers, Erowid Center can fall between the cracks of funding sources traditionally available to educational and reform organizations.

Published Content Summary

General Content Pages	17,345
Archived Site Pages	4,703
Experience Reports	23,312
References	8,199
Ask Erowid	597
The Erowid Review	306
Content Images	5,753
Visionary Art	2,021
Total	62,236

Experience Reports

Substances with Published Reports	559
Report Views per Day	105,000
Published Reports	23,312
Partially Processed Reports	38,484
Unprocessed Reports	15,507
Rejected Reports	23,258
Total	100,561

The Erowid Review

Book Review Views per Day	2,000
Book Reviews Published	306

Images

Image Views per Day	22,000
Images Published	7,774
Unprocessed Images	12,741

EcstasyData

Test Results Published	2,697
Daily Visitors	3,234
Page Views per Day	8,886
File Hits per Day	262,720

YOUR SUPPORT IS CRUCIAL TO ACCURATE,
INDEPENDENT INFORMATION ABOUT
PSYCHOACTIVE PLANTS AND CHEMICALS.

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TheAddict; Pg 10) Adderall Tablets—Kisps; Pg 12) Cannabis
Plant by M. Buitre; Pg 13) DXM Cough Syrup—M. Maki;
Pg 15) Methoxetamine—Karma Toast; Pg 17) Analytical
Standards—Zariat; Pg 20) Albert Hofmann—courtesy Albert
Hofmann; Alexander Shulgin—Courtesy Alexander Shulgin; Maria
Sabina—*María Sabina, mujer espíritu*; Myron Stolaroff—from the
Stolaroff Collection; Pg 24) Latte—Tonx

