EROWID FUNDRAISER SUMMARY

Mission Statement

Erowid is a member-supported organization providing access to reliable, non-judgmental information about psychoactive plants and chemicals and related issues. We work with academic, medical, and experiential experts to develop and publish new resources, as well as to improve and increase access to already existing resources. We also strive to ensure that these resources are maintained and preserved as a historical record for the future.

Vision Statement

We imagine a world where people treat psychoactives with respect and awareness; where people work together to collect and share knowledge in ways that strengthen their understanding of themselves and provide insight into the complex choices faced by individuals and societies alike. We believe that truth, accuracy, and integrity in publishing information about psychoactives will lead to healthier and more balanced choices, behaviors, and policies around all psychoactive medications, entheogens, herbs, and recreational drugs. Erowid's vision is to facilitate and create resources that are part of the evolution towards this goal. (page 12)

Budget Shortfall

In September 2002, Erowid's largest contributor (and a good friend) died unexpectedly without any provisions for continuing his support. This was a major blow both personally and to Erowid's ability to meet the minimum operating expenses necessary to maintain the collection. We are now faced with raising $60,000 to make up for this loss in 2003.

More than 500,000 people each month use the information archived on Erowid.org.

How You Can Help the Erowid Project

To help address this shortfall, we are conducting a campaign to raise $40,000 in commitments by the end of May 2003. You can help us reach this goal by contributing towards the following benchmarks:

- 10 new members at $ 240 per year ($20 per month)
- 10 new members at $ 600 per year ($50 per month)
- 10 new members at $ 1,200 per year ($100 per month)
-   4 new members at $ 2,400 per year ($ 200 per month)
-   2 new members at $ 5,000 per year

Erowid operates in the style of public broadcasting, supported by the contributions of members, visitors, and organizations. Those who value Erowid contribute in order to keep it running with an absolute minimum of commercial influence. All donations go towards covering the operating costs of the organization.   (page 6)

Site Traffic

Erowid has grown steadily over the last 6 years and received more than 6 million unique visitors in 2002. As of February 2003, Erowid is now serving nearly 350,000 page views (documents) to more than 25,000 unique visitors each day. (page 4)

How Erowid Makes a Difference

The Erowid Project serves surprisingly diverse audiences. We receive several requests each day to use Erowid materials in lectures, papers, pamphlets, books, etc. We also receive a steady stream of compliments and testimonials from a wide array of visitors, including: (page 2)

- Psychoactive Users
- Drug Policy Reform Organizations
- Physicians & Health Care Workers
- Teachers & Educators
- Harm Reduction Organizations
- Counsellors & Therapists
- Researchers & Academics
- Reporters & Other Writers

Medical Practitioners

Access to a resource with up-to-date information about the identity and profiles of exotic and new substances is invaluable to medical practitioners. Emergency room physicians have told us that Erowid is considered one of the first places to check for information about lesser-known substances mentioned by those visiting the ER.

We answer questions from physicians about specific cases and interactions, and provide a place for physicians to publicize case reports where they will actually impact the actions of the user population. As the Experience Vaults develop over time, they are becoming an extremely useful resource for physicians to check for or verify less common abreactions, negative interactions, effects of overdose, etc.

Medical personnel working in emergency medicine or addiction treatment can use Erowid to familiarize themselves with the issues and mindsets of those who choose to use psychoactives, in order to improve communications.

> **"Every physician I know, every law enforcement person I know who wants to find out the very latest in drugs goes to Erowid."**
>
> **— Dr. Edward Boyer, M.D.**

Educators

Erowid helps provide alternate educational materials to those teachers who wish to educate kids about psychoactives beyond the "just say no" model. We also provide a balanced resource for those who may otherwise have to rely on politically motivated drug education programs, which are often of dangerously poor quality. Each week, we receive and approve dozens of academic requests to use Erowid-published documents and images. While approval is not necessary for most in-school uses, we hear from many teachers who tell us they direct students to Erowid and use the site as a reference for classes.

Because of the current political climate, most school-provided drug information is extremely oversimplified in order to prevent it from appearing to condone drug use—even when presented to college-level students. We hope that through the existence of Erowid, even mainstream educators will be compelled to expand on this infantile discourse as students gain knowledge of the complex world of drug information. In fact, over the past couple of years, several textbook publishers and drug education programs have requested the use of information from Erowid in their publications.

Harm Reduction

Many harm reduction groups that work directly with youth and psychoactive using populations use Erowid as a centralized resource to verify the information they distribute. We provide the service of fact-checking and proofreading harm reduction fliers, pamphlets and web pages submitted to us from various groups. This is especially important in the field of novel chemicals. Erowid is often the only available source of information about new and exotic substances. Traditional drug information sources focus on drugs that have been researched and widely used for decades. Because of the market pressures of prohibition, new psychoactive products regularly show up on the underground market, with little known about their dose, pharmacology, and effects. Ecstasy harm reduction groups also rely on our services as reliable managers of the EcstasyData project (p 14).

Through a combination of editorial content and individually submitted experience reports, Erowid also helps to highlight the never ending "arms-race" between those who choose to alter their state of mind in unapproved ways and the use of criminal law to attempt to dissuade them.

Erowid saves lives. Whether it's the potential psychoactive user who learns that a certain drug combination may be deadly and avoids it, or the emergency health care professional who researches the effects of a compound consumed by a patient in her immediate care, Erowid arms individuals with information that can—and certainly **has**—saved lives.

Psychoactive Users

Erowid provides users with consistent, balanced, up-to-date information about the use of psychoactives. The non-judgmental viewpoint of the site does not try to convince users to alter their behavior, but provides them with the information necessary to make their own choices. Because of this, users tend to trust the information Erowid provides. Erowid acts as a free, reliable resource for answering specific and time-critical questions about usage (dosage, effects, interactions, law, etc.).

For entheogen and psychedelic users in particular, Erowid also provides a hub for ongoing development in the relevant subcultures, arts, and sciences. Many adults who value psychedelic experiences are extremely sophisticated both in their approach to use as well as in their academic and scientific interest. These interests are not well-represented in other formats. Erowid continues to develop resources which individual psychoactive users can use to learn about the current state of related knowledge, including both mainstream and alternate viewpoints.

> **"I have used Erowid many times, for personal research and in advising others...not for illegal directions, but for guidance on topics in which guidance is necessary."**
> — **Erowid visitor**

Researchers

Erowid provides researchers with access to a variety of published material, from peer reviewed journal articles to media reports. It also provides ethical access to a wide demographic of internet-using psychoactive users. Researchers can mine the experience report archives for specific reaction types or seek study or survey participants (with Erowid approval) from a large targeted audience.

Drug Policy Reform

By publishing unbiased drug information from a nonpolitical position, Erowid hopes to provide a measure of balance to the drug policy debate. We believe that better choices will be made about drug policy if everyone (the public, politicians, users, media, health care workers, researchers, law enforcement, etc.) has access to the same high quality, unbiased information.

In 2002 Erowid was visited by:

- 220,000 Medical Professionals
- 288,000 Researchers
- 96,000 Teachers
- 60,000 Law Enforcement
- 2,800,000 Students

(estimates based on site traffic and user surveys)

While most of the Erowid crew firmly believe that the current drug control strategy is based on faulty assumptions and inaccurate data, and causes more harm than good in the long run, we work to stay relatively neutral on specific policy reform issues in order to better meet our nonpartisan mission. Erowid does not accept advertising or commercial sponsorships and receives no funds from NIDA, ONDCP or other government sources.

Media

Erowid is one of the primary places that journalists can turn to for information about this complex field. Reporters often write articles for large distribution, mainstream publications without having the background knowledge or education necessary to accurately write their story. Erowid acts as a resource for double-checking the basic facts of such articles, and hopefully help prevent some of the more atrocious and dangerous errors.

> **"I am an Arkansas journalist who specializes in reporting on drugs. I appreciate the clarity of your site ... I am especially impressed with your legal section."**
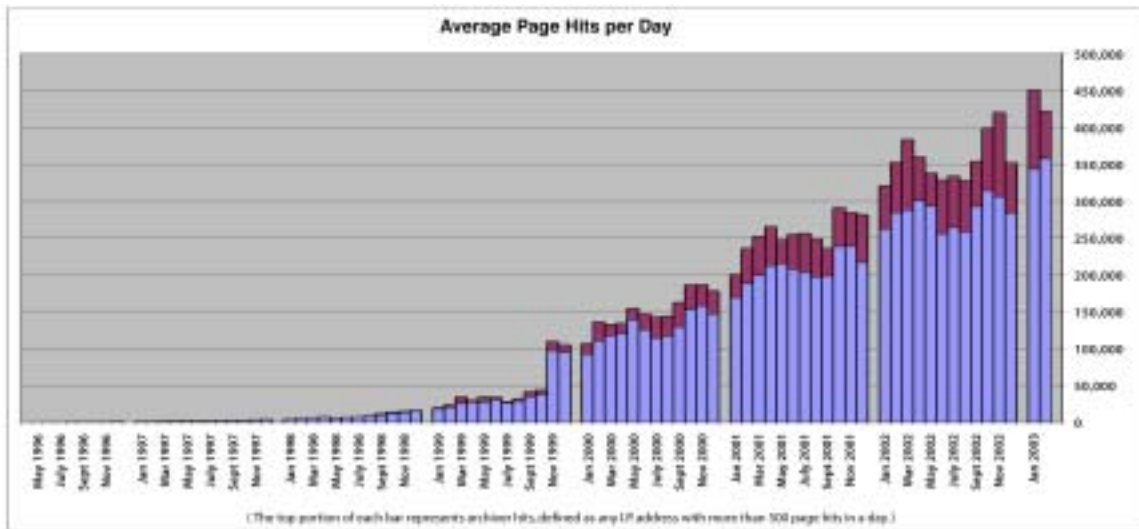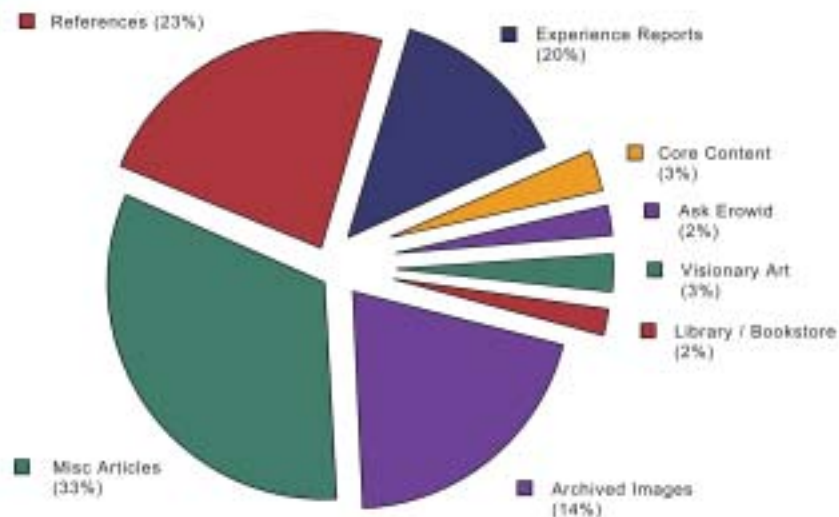> — **Erowid visitor**

Site Traffic

Erowid receives around 350,000 page hits (1.3 million file hits) each day. We have about 24,000 unique visitors each day viewing about 13 pages each. On a yearly cycle, site traffic is lowest during the summer months and during the December holiday season. Our logs show over 6 million unique visitors during 2002. This number has been increasing steadily since the site first went live in 1995.

Average Page Hits per Day

(The top portion of each bar represents archived hits, defined as any IP address with more than 500 page hits in a day.)
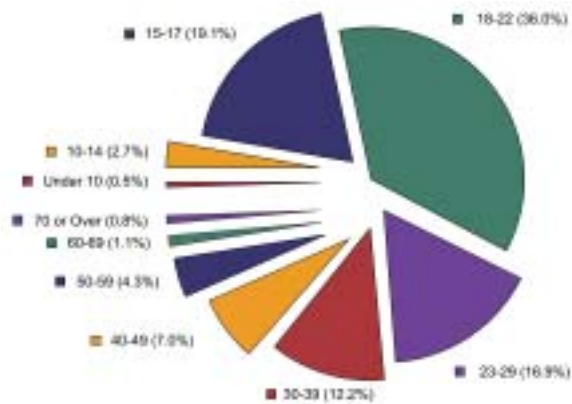
Content Breakdown

Erowid is made up of a more than 26,000 content files. This content is broken down into information about 245 psychoactive substances—77 psychoactive chemicals, 56 psychoactive plants, 44 herbs, 44 pharmaceuticals, and 24 nootropics. While this is a relatively large list of psychoactive substances, it certainly doesn't cover them all. Over time we continue publishing information about lesser known materials and filling in more about the most common ones. Below is a chart showing one breakdown of the site content by general type.

References (23%)
Experience Reports (20%)
Core Content (3%)
Ask Erowid (2%)
Visionary Art (3%)
Library / Bookstore (2%)
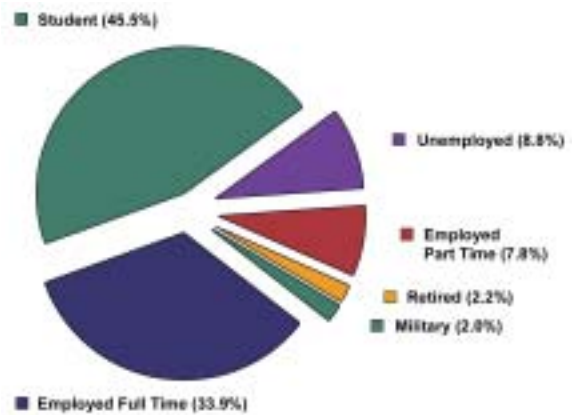Archived Images (14%)
Misc Articles (33%)

Visitor Demographics

As we have learned from visitor surveys, Erowid visitors are diverse, from educators researching their courses to individuals wishing to learn more about the substances they use. We serve parents and concerned relatives, physicians and other medical professionals, researchers, lawyers, law enforcement, and many others. Some of our core users are those who self-describe as knowledgeable about psychoactives. These people use Erowid to improve their own knowledge, which they can then pass on to others. Perhaps most remarkably, we have become a useful resource for a diverse cross section of people while maintaining credibility among what may be the hardest community to communicate with: the massive subculture of psychoactive users who actively distrust traditional information sources.
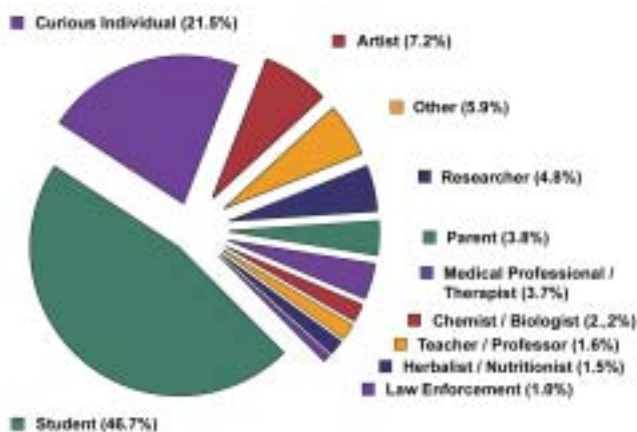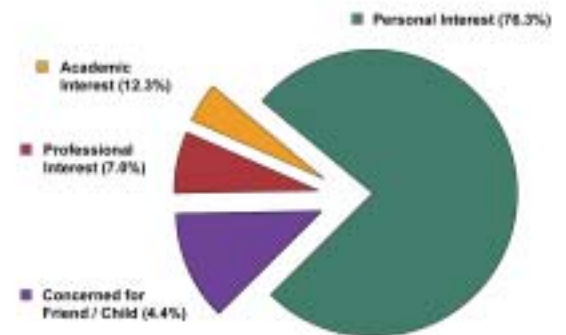
AGE

- 18-22 (36.0%)
- 15-17 (19.1%)
- 10-14 (2.7%)
- Under 10 (0.5%)
- 70 or Over (0.8%)
- 60-69 (1.1%)
- 50-59 (4.3%)
- 40-49 (7.0%)
- 30-39 (12.2%)
- 23-29 (16.9%)

EMPLOYMENT STATUS

- Student (45.5%)
- Unemployed (8.8%)
- Employed Part Time (7.8%)
- Retired (2.2%)
- Military (2.0%)
- Employed Full Time (33.9%)

OCCUPATION

- Curious Individual (21.6%)
- Artist (7.2%)
- Other (5.9%)
- Researcher (4.8%)
- Parent (3.8%)
- Medical Professional / Therapist (3.7%)
- Chemist / Biologist (2.2%)
- Teacher / Professor (1.6%)
- Herbalist / Nutritionist (1.5%)
- Law Enforcement (1.0%)
- Student (46.7%)

REASON FOR VISIT

- Personal Interest (76.3%)
- Academic Interest (12.3%)
- Professional Interest (7.0%)
- Concerned for Friend / Child (4.4%)

Erowid visitors view an average of 10-14 pages per visit, a higher average than most websites. Our visitors tend to search for information about specific topics, and will take the time to read all pages they find related to that topic.

BUDGET

Erowid's donations have been growing continually since we received our first contribution in 1998. In 2002, for the first time, Erowid supported 2.5 full-time individuals through donations. We have been happy with this slow, steady growth but suffered a setback in September 2002 with the death of our largest contributor. We are now engaged in active fundraising in order to maintain the continuity of the project.

Erowid's Needs in 2003

To keep up the basic level of maintenance and development of the Erowid Project requires a minimum of $75,000 per year. This would be a reduction from our 2002 budget, but would allow for the minimal, continued operation of the site. At this level the EcstasyData project (see p. 14) would be suspended.

To maintain the level of development we had in 2002 requires $145,000 ($130,000 for Erowid plus $15,000 for EcstasyData). This modest budget allows for full maintenance and some active development of the site. We would be able to support some staff, but most questions would go unanswered, submissions would take months to process and many opportunities would be lost. This level would include minimal funding to keep the EcstasyData project active.

Our ideal proposed budget is for $240,000 ($190,000 for Erowid plus $50,000 for EcstasyData). This level would allow for expansion of the Erowid Project and would approach the level of support and staff necessary (4 full-time people) to respond in a timely fashion to the requests, submissions and visitors that the site currently gets. It would also allow for near-full funding of the EcstasyData project which was funded separately in previous years.

2003 Budget Projections

	Modest Budget	Ideal Budget
Programmer (Earth)	$ 35,000	$ 40,000
Archivist (Fire)	$ 35,000	$ 40,000
Expenses	$ 20,000	$ 30,000
Programmer	$ 20,000	$ 40,000
Editor	$ 20,000	$ 20,000
Admin / Volunteer Manager	$ 0	$ 20,000
	$130,000	$190,000

2003 Funding Source Projections

	Modest Budget	Ideal Budget	Commitments as of March 15
Members - Lower Tiers ($200 or less)	$ 30,000	$ 40,000	$ 3,500
Members - Middle Tiers ($200 +)	$ 14,000	$ 30,000	$ 6,200
Members - Upper Tiers ($1,000 +)	$ 8,000	$ 15,000	$ 1,200
Large Donors ($5,000 +)	$ 55,000	$ 80,000	$ 40,000
Matching Grant	$ 8,000	$ 8,000	$ 8,000
Other Grants	$ 10,000	$ 10,000	$ 0
Other Income	$ 8,000	$ 7,000	$ 500
	$130,000	$190,000	$ 59,400

How You Can Help

Our current campaign is to raise $40,000 in additional commitments by the end of May 2003. This would be a major step towards meeting our Modest Budget for 2003 and would lay the foundation for working towards our Ideal Budget. Whether it's onetime donations of $1,000 or $100/month pledges, we can reach this goal with the help of about 40 new contributors. This fundraising campaign is directed towards increasing medium to large donations by increasing awareness of our needs among the extended network of people who value the work we are do.

Campaign Goals

	Yearly Donation	Monthly Breakdown
10 new members at	$ 240	$ 20 / mo
10 new members at	$ 600	$ 50 / mo
10 new members at	$ 1,200	$ 100 / mo
4 new members at	$ 2,400	$ 200 / mo
2 new members at	$ 5,000	

Your contributions towards this campaign will help provide the necessary support to handle the flood of interest that Erowid generates in its readers. Gaining interest, attention and visitors is easy for us: we have no lack of traffic or new content. We have an unprecedented opportunity to help shape worldwide understanding of psychoactive plants and chemicals. The challenge lies in raising the funds to support the crew necessary to manage, respond to, edit, and review the vast available resources.

EcstasyData Funding

In a separate effort, we are applying for targeted larger grants and donations to fund lab testing for the EcstasyData project. This is an important but expensive project that has also lost its funding for 2003. (see page 14)

Expenses

After staff costs, the primary expenses of the Erowid Project are membership gifts (t-shirts, books and newsletters), computer hardware and software, reference materials (books, magazine and journal subscriptions, and copying costs) and general office expenses (postage, paper, toner, etc.). Happily, for the last 3 years, we have not incurred any costs for Erowid's server or bandwidth because Erowid is hosted as part of the Hyperreal community, which receives separate donations.

2002 Income and Expenses

Income		Expenses	
Members - Lower Tiers	$ 27,000	Lead Programmer (Earth)	$ 33,500
Members - Middle Tiers	$ 8,500	Archivist (Fire)	$ 33,500
Members - Upper Tiers	$ 2,000	Other Paid Staff	$ 15,500
Large Donors	$ 90,000	Membership Gifts	$ 12,500
Grants	$ 0	Postage & Shipping	$ 4,000
Other Income	$ 3,000	Computer Hardware & Software	$ 3,000
		Office Expenses	$ 3,000
	$130,500	Reference Materials	$ 2,000
		Bank & Credit Card Fees	$ 3,000
		Paid Erowid Debt Acquired 1999-2001	$ 20,000
			$130,000

FUNDING FAQ

Have you applied for foundation grants?

We've applied for a couple of grants, and are keeping open the possibility of applying for additional grants to help fund the Erowid Project. However, the area is controversial enough that randomly applying for grants is a waste of resources. There are many reasons why an organization might feel that they couldn't give us a grant, especially given the organizational conservatism built into established foundations. Some of these reasons are simply related to the fact that we are breaking new ground and challenging assumptions, and operate as a nontraditional, internet-era organization. While we believe there are foundations that would support our mission and work, we need specific suggestions from friends of Erowid to help us efficiently target specific funding opportunities.

We are submitting grant applications for the EcstasyData project to a few select foundations because we believe this project is far more likely to be palatable to larger organizations. It is easier to explain the importance of the EcstasyData project, as it more neatly fits into well-understood models of harm reduction.

Why don't you get funding from George Soros?

We get asked this question a lot. To the best of our knowledge, all of George Soros's drug policy reform money goes through the Drug Policy Alliance (DPA). DPA is focused specifically on public policy. While we believe that there are fundamental drug policy issues that Erowid directly affects, Erowid is specifically a nonpolitical project. Although Erowid crew members have strong feelings about justice issues related to the war on drugs, we believe it better serves our mission to remain nonpartisan and avoid politicizing the work we do. We think it would be harmful to the project's mission to receive funding targeted at specific political goals.

Further, it is difficult to communicate to a group like DPA how Erowid is extremely important to their mission, precisely because our mission is not focused on specific policy changes. We're currently developing language and ideas that will enable us to better communicate the importance of a comprehensive, freely available and apolitical library on psychoactives. We applied for one Drug Policy Foundation (DPA's former name) grant and were turned down. We are continuing to seek contacts within DPA to discuss future possibilities and improve our chances with a second application. If you have suggestions for people to contact, please let us know.

Why don't you charge for content?

A key facet of our mission is to increase the public availability of information. We believe that the restriction of information has led to many of the bad decisions and policies over the last century. Because of this, it is fundamental to the Erowid Project that we make the primary data on the site available as widely as possible. We have discussed possibilities such as allowing members to view content a month before non-members, or other plans that would not substantially compromise our main objectives. But the overhead necessary to manage this would present a huge additional workload, additional customer service, and other off-mission costs. We are hoping to avoid any pay-for-content designs.

Should I be concerned about the stigma of supporting a drug-related website?

Erowid supporters span a huge demographic range. Our members include doctors, lawyers, therapists, drug counsellors, parole officers, law enforcement officers, parents, teens, college students, and more. There are many reasons why people choose to support the project. Some want their children to have access to accurate information, some want to show support for harm reduction and public ecstasy-adulterant testing, and others want to provide balance to an overly politicized dataspace. A contribution to the Erowid Project does not imply anything in particular about the contributor.

Erowid takes appropriate measures to maintain the privacy of its donors. Contributions can also be made through our fiscal sponsor, MAPS.org, which supports a variety of important research projects.

What will Erowid look like in the future?

We view the Erowid Project as operating in the style of a think-tank. We do not envision creating a huge international Erowid Corporation, but instead would like to continue as a lightweight operation that uses resources efficiently. In the next few years, we would like to see Erowid grow to around 6 full-time crew members (from 2 in 2002) who facilitate and catalyze ongoing collaborations, develop and provide tools to those who can advance the Erowid mission, add to the existing library, and continue to keep up-to-date on changes in underground and mainstream psychoactive technologies.

What will my donation support?

Our first task is always to keep the site functioning, accurate, and up-to-date. We feel strongly that the dependability of the library is one of its primary values, and this is always our first priority. But we also have many interesting new projects in the works, including:

Erowid 3.0: A major thrust of our efforts for 2003 will be to launch what we call Erowid 3.0. Over the past two years we have been slowly working on a redesign of the entire site that includes a much more robust navigation interface, improved search results, better cross linking between different areas of the site, automatic external link checking, a strengthened document review process, and the ability for visitors to submit annotations and corrections that can be incorporated by Erowid crew members.

Adverse Case Reporting System: This new system will allow us to collect information about serious adverse reactions to psychoactive substances (those bad enough to require professional medical help). By requiring verifiable details and providing a more structured submission process for this type of report, we will be able to better identify and compile real adverse reactions.

By spreading the financial costs across those who use the services, the burden on any individual or group can be relatively small.

Structured Experience Reports: This alternate form of experience report submission will include a more structured set of questions about people's experiences with psychoactives. This information can then be used to create more tabular data about dosage, effects levels, and effects profiles.

Incoming Submissions Triage System: Currently we have a bottleneck at the review stage for newly submitted experience reports and documents because of the time required to train reviewers. The new triage design invites more people into the first-tier reviewing process with a very simple rating and categorizing interface. This first-pass filter will lighten the load on the trained reviewers—allowing for more efficient processing of submissions—and act as a training environment for future review crew.

Grass Roots Peer Review: We envision a system by which we can better utilize the vast expertise available in the wider community of Erowid users. This system will allow us to gather comments and discussion about new documents both as they are being drafted and after they are published. Readers will then be able to see the review path that each document has taken.

Expanded Families & Psychoactives Area: We're continuing the project started in 2002 to document stories about cross-generational experiences using entheogens intentionally.

How can I contribute?

See page 16 for details on how to make a contribution to Erowid.

About Erowid

Erowid publishes information primarily through our website, Erowid.org. The site is an online library of information containing more than 26,000 documents related to psychoactives, including images, research summaries and abstracts, media articles, experience reports and information on chemistry, dosage, effects, law, health, traditional and spiritual use, and drug testing. This information is targeted at everyone from users and parents to health care professionals, therapists, chemists, researchers, teachers, and lawyers. The information found on the site spans the spectrum from solid peer-reviewed research to fictional creative writing and art.

Erowid has operated for more than 6 years in this controversial and politically challenging niche, trying to provide accurate, specific, and responsible information about how psychoactives are used in the United States and around the world. We are committed to protecting the privacy of contributors and reporting neutrally on the topic. Although our primary focus is on the website, we also provide research and data for other harm reduction, health, and educational organizations.

Organizational Structure

Erowid is currently a noncommercial, sole-proprietor business. While we plan to become a 501(c)3 nonprofit organization, the energy and costs involved in making this change are not yet worth the effort.

Erowid Mentions

Thousands of sites on the web link to Erowid. The site has also been mentioned in dozens of print articles—from news sources to entertainment industry magazines. Outside of the expected mentions in subculture publications such as *Trip*, *MAPS Bulletin*, the *Entheogen Review*, and *High Times*, the Erowid.org url has appeared in many newspapers, magazines, and television news shows. These include *Wired*, *Rolling Stone*, *Entertainment Weekly*, and a recent "Eye on America" segment on *CBS Evening News*.

Over the last few years Erowid has also become more widely known among scientists and medical professionals and has been mentioned in discussions of online psychoactive drug information by the *New England Journal of Medicine*, the journal *Pediatrics*, and the *American Journal of Psychiatry*.

Interestingly, very little of this mainstream coverage has questioned the accuracy or usefulness of the information provided by Erowid. Instead it has questioned whether the resource should be available to the general public (especially minors) or whether it should be reserved for medical professionals and law enforcement. In a humorous twist, those in the psychoactive subculture often express the opinion that it is law enforcement (or other authorities) who should not have access to Erowid. Instead, they believe it should be kept private for those who believe in the usefulness of psychoactives. We stand by our belief that everyone should have access to this information.

"But it's Erowid's reports on side effects, on precise doses, and its long list of recipes, that make it <u>the</u> encyclopedia of altered states."
— CBS Evening News, Jan 27, 2003

"Due to the independent nature of the site Erowid.org, it is now cited by leading research agencies as a useful first port of call for anyone who is keen to learn more."
— The Guardian, U.K., April 21, 2002

A BRIEF SITE HISTORY

Erowid was started in 1995 when its founders Earth and Fire became interested in the topic of psychoactive plants and chemicals and began trying to sort out the seemingly irreconcilable conflicts in available data. A small number of pages were published on the site in 1995, but in early 1996 the "Erowid Entheogen Vaults" were launched. The original intention was to collect some of the more obscure and technical information that would be of interest to advanced users. At the time, the site was not intended to be comprehensive, but rather meant to supplement existing information sources such as the Hyperreal drug archives (the first of the large drug information websites) and the more popular drug-related books.

As the site became more popular, and with no other site stepping forward to create a comprehensive collection of basic information, it became obvious that providing the more obscure information seemed inappropriate without making the fundamental building blocks of dosage, effects, law, and chemistry available as well.

In 1996, the administrators of the Hyperreal drug archives stopped maintaining the site. As time passed, the archives began to age and some of the information became out-of-date. In 1998 their Hyperreal server administrators offered to host the Erowid website. Soon thereafter they decided they would feel more comfortable if the aging drug archives were absorbed into Erowid (as a historical snapshot), with all previous links to the drug archives being redirected to Erowid. The shutdown of the Hyperreal drug archives doubled Erowid's daily traffic, and since that date Erowid has been the largest, most visited online library of information about psychoactive plants and chemicals on the web.

1995	April 17	The Erowid.com domain name is registered.
1996	January	The "Erowid Entheogen Vaults" are launched.
1997	January	Erowid receives 1,000 page hits each day.
1998	January	Erowid receives 4,000 page hits each day.
	January	Erowid moves to the Hyperreal server.
	June	The image vaults are launched.
1999	January	Erowid receives 18,000 page hits each day.
	October	Fire begins working full-time on Erowid.
	November	The Hyperreal drug archives are incorporated into Erowid.
2000	January	Erowid receives 92,000 page hits each day.
	March	Erowid memberships are first offered.
	March	Earth begins working full-time on Erowid.
	June	The experience vaults are launched.
	October	The visionary art vaults are launched.
2001	January	Erowid receives 170,000 page hits each day.
	July	EcstasyData.org is launched.
	February	The references database is launched.
2002	January	Erowid receives 262,000 page hits each day.
	June	Erowid is invited to speak at a NIDA conference.
	October	The Hofmann Collection of LSD & psilocybin references is launched.
2003	January	Erowid receives 345,000 page hits each day.

OUR VISION

In 2003, it is still considered radical to describe the reported benefits of psychoactive use or to provide specific information about the nonmedical use of psychoactives. However, we believe that sophisticated, in-depth information about psychoactive drugs and technologies will eventually become an accepted and normalized element of the world's educational system. The current political and legal climate prevents more mainstream groups from doing this work. We envision a future where choices about psychoactives are made by people who have been taught the skills and given access to the tools necessary to make healthy, reasonable choices about their own minds and bodies.

The World is Full of Psychoactives

We believe it is important for people to understand that human consciousness is a chemically-mediated process that is subtle, difficult to define, and constantly in flux. There are no simple lines between "psychoactive" and "non-psychoactive". In concrete, measurable ways, almost everything affects consciousness. The food we eat, the air we breathe, the work we do, the games we play, the people we meet all affect our thoughts and feelings.

In addition, people in consumer cultures are faced with choices about strong psychoactive medicines and technologies on a daily basis. Overlooking the ubiquitous presence of caffeine and refined sugar, as well as cold, flu, cough, and allergy medications, people are faced with how to relate to alcohol, nicotine, and an ever-increasing cornucopia of psychopharmaceuticals. Novel pharmaceuticals continue to make inroads into the general population and diagnoses develop to fit the available treatments. The variety and availability of both mainstream and subculture psychoactives are increasing dramatically and it seems we are in the early stages of an even larger explosion in psychoactive technologies.

Yet as use increases, the dominant educational models suggest that intentional mind-alteration is aberrant and immoral. People are not trained or educated to make informed, rational decisions around managing their own consciousness. Erowid works to dispel the myth that there is any such thing as a well-defined class of things called "drugs" or that there is a single, universal "sober state" shared by everyone. We believe it is key that people learn to differentiate between different psychoactives based on rational, articulable characteristics, and to understand the uses and risks associated with these substances.

A Shared Dataset

Erowid would like nothing more than a world in which psychoactives are discussed honestly and openly at all levels of society: among friends, between curious adolescents and their parents, within the extended family, within the community, or at the level of government and social policy. The issues that drugs present to society can only be addressed once users and non-users agree on the facts and engage with each other in collaborative problem-solving and policy making. While Erowid does not have the answers, we hope that by providing a source of high quality, accurate, and multi-perspective information, we can help reduce the contradictory claims that block productive problem-solving.

Balance and Multiple Viewpoints

One of Erowid's founding design principals is to include documents that represent multiple viewpoints. We believe that representing conflicting opinions or facts side by side promotes awareness of the multiplicity of viewpoints and helps to highlight specific areas of conflict.

Complexity

The field of psychoactives is extremely complex, touching on society and culture, ethics and morality, religion, law, chemistry, pharmacology, consciousness, philosophy, medicine, art and music, politics, and many others. Attempting to distill this complexity down to a simple concept such as "Just say no" or "legalize" does more harm than good. Simple answers are often wrong answers. While not everyone has the time or inclination to process all of the information available about psychoactives, it is imperative that anyone who is interested— especially those who distill this information for the consumption of the general public—have free access to a diverse, comprehensive collection.

Critically Reviewed Content

Providing critical review of published information is nearly as important as providing access to the information. Our goal is to have all documents that are published on Erowid reviewed by at least two crew members. We are also working to develop additional systems which would allow a wider community of experts to verify the quality and accuracy of information and documents on the site, and would increase the number of people who can add to the collection without degrading the overall reliability of the library.

Providing Balanced Information About Risks vs. Benefits

Erowid is founded on the belief that each person has to make complex choices around mind-altering medicines, ideas, and technologies. Most mainstream educational materials about psychoactives focus exclusively on risks and worst-case scenarios. Although problems related to psychoactive use are essential to communicate, it is also clear that psychoactive plants and chemicals have played positive roles in many people's lives. We believe it is important to acknowledge the positive as well as negative impacts psychoactives have played on individuals, culture, art, science, business, and society. A healthy relationship with these substances is one grounded in balance, in which they are part of an active, intellectual, physical, and spiritual life.

Historical Record / Anthropology

We take the long-term view that it is important to add detailed information about psychoactive use to the historical record, so that future generations can benefit from the lessons being learned. Much of Erowid's work is anthropological, as we attempt to step outside political and medical roles and simply document the topic as neutrally as possible. By presenting the views of those who choose to use psychoactives, we hope to help communicate why they make the choices they do despite extremely heavy legal and social penalties.

Politics? Harm Reduction? Library.

The mission of Erowid is explicitly academic and we work to avoid becoming involved in specific legislative or political issues except to comment on factual matters touched on by these issues. While we believe that our work has harm reductive effects in the long term, harm-minimization is not the primary consideration we make when choosing what and how to publish. Erowid is a library. We believe that the creation of a nonpolitical library has desirable effects and is its own political statement.

EcstasyData: Project-Specific Funding Needed

In a separate fundraising effort, we are seeking support for the only large-scale laboratory ecstasy testing program in the U.S. or Canada. The Promind Foundation was the sole sponsor of this interesting and important project, which Erowid has managed since July 2001. The death of Promind's founder Bob Wallace means that all future funding for the project has been lost. We are seeking a minimum of $12,000 in targeted funds to cover lab costs plus $3,000 in administrative costs (split between Erowid and DanceSafe) to keep this project alive. Full funding for this project would require approximately $50,000.

About the EcstasyData Project

The laboratory ecstasy testing project, called EcstasyData.org, is a project managed, programmed, and maintained by Erowid. Launched out of DanceSafe's laboratory pill testing program in July 2001, EcstasyData.org is cosponsored by Erowid, MAPS (the fiscal sponsor), and DanceSafe, which encourages submissions of tablets, and helps brings the results to rave communities. The purpose of the program is to collect, manage, and publish laboratory pill testing results of ecstasy tablets. The information is made publicly available to help harm reduction organizations, medical personnel, researchers, and users. While several government agencies analyze pill contents, their data is not available for public use or review.

EcstasyData.org commissions tests that are conducted by Drug Detection Laboratories, a DEA licensed laboratory in Sacramento, California. Samples for testing are sent anonymously to the lab from individuals around the United States. All results are published on the project website with photos of the tablets and information about what part of the country the tablet was submitted from. The EcstasyData project is also set up to help other groups publish and manage their testing data.

Testing currently costs $110 per tablet in lab fees, not including administrative costs for Erowid or DanceSafe. Because of severe restrictions placed on such testing by the DEA, the choice of laboratories is very limited. The lab requires appropriate licensure to accept anonymous samples of scheduled substances in the mail.

In past years, the primary funder of this project was also Erowid's primary funder, which allowed the administrative costs of this project to come out of general Erowid funding. Now that this funding is gone—and because of the high costs of lab testing—EcstasyData requires funding separate from the Erowid Project.

Tablet (click to view)	Name	Date ▲	Active Contents Substance(s)	Test	Location	Marquis	Size	Data Source
	Love	Feb 21 2003	Methamphetamine : 4 Unidentified : 1	GC/MS	West Palm Beach, FL	Brown	190 mg 8 x 4 mm	EcstasyData.org (info)
	Split	Feb 21 2003	Diphenhydramine : 10 DXM : 3 Pseudo/Ephedrine : 1	GC/MS	Randolf, VT	Black / Purple	309 mg 10 x 4 mm	EcstasyData.org (info)
	Euro	Feb 21 2003	MDMA : 1	GC/MS	Los Angeles, CA	Black / Purple	147 mg 7 x 3 mm	EcstasyData.org (info)
	Sheild	Feb 21 2003	MDMA : 1	GC/MS	Apopka, FL	Black / Purple	149 mg 7 x 3 mm	EcstasyData.org (info)

EcstasyData: 2003 Budget Projections

	Modest Budget	Ideal Budget
Testing Fees	$ 12,000	$ 40,000
Additional Expenses	$ 1,000	$ 1,000
Administrative Costs	$ 2,000	$ 9,000
	$ 15,000	$ 50,000

Administrative costs include maintenance of the server, the addition of data to the site twice each month, and (at the ideal budget) additional project development. This would include improving the exportability of the data into palmtop formats, better synchronization with the DanceSafe server, developing email notifications of new data, and adding a feature that would permit authorized DanceSafe and harm reduction workers to add comments about specific tablets.

EcstasyData: Testing Results (by year)

Samples Containing	1996	1999	2000	2001	2002	2003	Totals
MDMA Only	2	35	152	165	100	14	468
MDMA + Something	20	5	15	35	57	5	137
No MDMA	11	29	166	132	137	23	504
Totals	33	69	333	332	289	42	1109
Other Substances							
No Chemicals Detected	0	5	23	26	28	1	83
Ecstasy-like Chemicals	6	5	22	37	46	6	123
Psychedelics	0	0	3	1	7	0	11
Dissociatives	4	16	60	39	30	10	159
Stimulants	8	10	81	71	105	17	292
Depressants/Tranquilizers	0	0	9	4	5	1	19
Mostly inactives	3	4	22	17	15	4	65
Unidentified	27	0	11	7	7	4	56

HOW TO MAKE A DONATION TO EROWID

Donations can be made to Erowid through our website or by mail. We accept Visa, Mastercard, Discover, and personal or business checks (made out to "Erowid"). We also accept money orders, stock transfers, and any major world currency (although sending currency in the mail is obviously insecure). Donations made directly to Erowid are not tax-deductible.

To donate, please visit:
http://www.erowid.org/donations/

Or send donations to:
Erowid, P.O. Box 1116, Grass Valley CA 95945

Email questions to:
donations@erowid.org

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