

2024 ANNUAL REPORT

Berrien County Suicide Prevention Coalition



Overall Engagement

Total website views: 3,364
Total unique visitors to website: 1,030
Total subscribers: 600
Total emails sent: 54



Community Involvement

Tabled at 11 events including the TruDat Concert, VA Stand Down, Benton Harbor Public Schools, and more
988 yard sign campaign to spread awareness of the 3-digit number for suicide and crisis support



September's Suicide Awareness Month

Midwest Family Radio Campaign: 4 video interviews & 1 article
Video counts: 43,429 impressions with 22,241 unique visitors
Article counts: 99,117 impressions with 15,753 unique visitors
Stay; Your Story's Not Over 5K Run/Walk with 161 participants



Goal for 2025

BCSPC ended the year with \$72,000 from donations and sponsors. A working group is in formation to utilize these funds and help the coalition become our own 501c3 to be eligible for grant applications and furthering our mission of suicide prevention and education for our community.

BCSPC would like to thank all those who joined us in 2024 whether that be attending a monthly meeting, a donation, or participating in one of our community achievements. We plan to continue to share suicide prevention and education resources for the Berrien County community. Please visit our website at berriencares.org to learn more!

Berrien County Suicide Prevention Coalition Sponsor Opportunities

2nd Annual STAY; Your Story's Not Over 5K Run/Walk
Saturday, September 20, 2025

STAY; Your Story's Not Over is being held on Saturday, September 20, 2025, in the Village of Baroda, MI. Please bring your family and join us for the run/walk event as we work together to raise awareness. The **BCSPC** is striving to connect the community of Berrien County to the information and resources they need for emotional wellness, thereby helping prevent suicide.

Death by suicide occurs every 11 minutes nationally leading to over 49,000 deaths in 2022 with over 1,500 of those being in the state of Michigan. In Berrien County we had 29 suicide deaths in 2023, an increase from 21 in 2019. Of the 29 losses in our county, 20 of them were males (9 female) and the ages of 26-44 had 12.

We are seeking sponsors to offset the cost of timing, shirts, printing needs, signage and other expenses related to the 5K. We hope you will consider becoming a sponsor of the Berrien County Suicide Prevention Coalition's Stay; Your Story's Not Over 5K Run/Walk. To become a sponsor please complete and return the attached form by the date indicated below so your donation can be appropriately acknowledged.

PLEASE CONFIRM SPONSORSHIP BY SEPTEMBER 1, 2025, FOR INCLUSION ON FLYERS AND/OR MEDIA SPOTS AS DESCRIBED BELOW.

GOLD SPONSOR - \$1,000+

Sponsor mention in media spots & announcements
Sponsor logo on flyers
Sponsor logo on the back of shirts
Sponsor logo/link on registration site and social media
(6) Complimentary entries

SILVER SPONSOR - \$500+

Secondary sponsor logo on flyers
Secondary sponsor logo on the back of shirts
Sponsor logo/link on registration site and social media
(4) Complimentary entries

BRONZE SPONSOR - \$200+

Sponsor logo/link on registration site and social media
(2) Complimentary entries





STAY; YOUR STORY'S NOT OVER 5K SPONSORSHIP AGREEMENT

Yes, I would like to sponsor the STAY; YOUR STORY'S NOT OVER 5K at the following level:

- ☐ GOLD SPONSOR \$1,000+
- ☐ SILVER SPONSOR \$500+
- ☐ BRONZE SPONSOR \$200+
- ☐ <\$200 OR IN-KIND DONATION



Donor/Company Name: _____

Street Address: _____

City/State/Zip: _____

Contact Email: _____

Printed Contact Name: _____

Contact Signature & Date: _____

To be included on the shirt, please return this form by September 1, 2025.

Please advise if a formal invoice is required. Submit payment by September 7, 2025.

Please send payment to:
Riverwood Center – BCSPC 5K
PO Box 547
1485 S M-139
Benton Harbor, MI 49023-0547



STAY; YOUR STORY'S NOT OVER 5K Complimentary Tickets

If you're sponsoring at a Bronze, Silver or Gold level please provide participant information for your complimentary tickets:

Name 1: _____

Street Address: _____

City/State/Zip: _____

Contact Email/Phone: _____

Shirt Size: _____

Name 2: _____

Street Address: _____

City/State/Zip: _____

Contact Email/Phone: _____

Shirt Size: _____

Name 3: _____

Street Address: _____

City/State/Zip: _____

Contact Email/Phone: _____

Shirt Size: _____

Name 4: _____

Street Address: _____

City/State/Zip: _____

Contact Email/Phone: _____

Shirt Size: _____



Name 5:

Street Address:

City/State/Zip:

Contact Email/Phone:

Shirt Size:

Name 6:

Street Address:

City/State/Zip:

Contact Email/Phone:

Shirt Size:

