

# 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](http://berriencares.org) to learn more!

## Berrien County Suicide Prevention Coalition Sponsor Opportunities

2<sup>nd</sup> 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:**

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Street Address:

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City/State/Zip:

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Contact Email/Phone:

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Shirt Size:

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**Name 6:**

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Street Address:

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City/State/Zip:

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Contact Email/Phone:

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Shirt Size:

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