

Elmer G. Biddick Charitable Foundation Grant Proposal Application

Suicide Prevention Coalition of Iowa County
Legal Name of Organization

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John C. Houck
Contact Person

Charitable purpose of the organization.

The Suicide Prevention Coalition of Iowa County is dedicated to reducing the occurrence of suicidal behaviors among Iowa County's 23,749 residents of all ages. We intend to increase awareness and create a safe environment in which residents know they are not alone and can access the resources they need to help themselves, family or friends that may be having suicidal thoughts. Our mission is to prevent suicide through awareness, education, collaboration and improved access to mental health care. While focusing on Iowa County, due to the drastic need for services in surrounding counties. As of January 2018, we have opened up our services to the residents of our neighboring counties (Grant, Lafayette, Richland, Crawford, Sauk) as well which is another approximate 185,804 people.

Organization's current programs, activities, and recent accomplishments

Established on August 11, 2014 we have come a long way in a short time thanks to your generous grants. This past year, 2018, we have teamed up with Lands End and trained their Leads in QPR at the Dodgeville, Reedsburg and Stevens Point locations. The Wisconsin Dairy Producers, Mental Health Matters of LaFayette County, UW Extension office of Iowa County, UW-Platteville, and numerous school districts and Reedsburg Hospital have all partnered in receiving QPR Training. QPR, developed by QPR Institute, Spokane, WA, stands for Question, Persuade and Refer, three steps anyone can learn to help prevent suicide.

We continue our monthly Survivors of Suicide (SOS) Peer Support Group Meetings in addition to adding a Veterans Support Group facilitated by David Hosking, veteran outreach specialist. We hosted Suicide Memorial Walk this year in Ridgeway during their Independence Day Celebration to create more awareness. Due to a fundraiser, a Helicopter Golf Ball Drop, we have earned enough money to create a public service announcement focused on the agricultural and farming communities. We are currently working with local chamber of commerce's and schools to brainstorm on what can be done to spread the suicide prevention message in order to break down stigmas. Staff QPR Training and sports awareness nights have been the most popular requests from schools and Chamber of Commerce's.

Purpose of the request.

2019 Goals--- Education the public through public service announcements. "Burden of Suicide on Wisconsin report" from the WI Department of Health shows Iowa county has the highest suicide rate in southwestern WI. Males ages 45-54 with the lowest therapeutic resources. However, the interesting findings are that 86% of Iowa County feels they have a support system in place through family, friends or coworkers. So, it is our responsibility to have a mass campaign of public service announcements encouraging people to start those tough conversations on suicide and informing people of where to find resources and help. These public service announcements will also break down the negative stigmas related to mental health issues and suicide. This fall we created a Public Service Announcement that focuses on Farmers. The announcement was posted on our Facebook page and received 21K views in 3 days not to mention almost 500 shares. Social media understands the importance of the message. Please go to our Facebook page and want the public service announcement for farmers, we have a 30 second version for Television airing and 2:30 minutes version that will be used for education our community members.

Funds are being sought to provide public service announcements on Channel 47 and Channel 3.

Amount requested and the desired time line for the receipt of any contribution.

The amount requested is \$7,500 which is broken down as follows:

\$7,500 to air Public Service Announcements on Channel 47 & 3 (\$2,500 per month X 3 months) Jan., February, March. February has the highest suicide rate in Wisconsin and southwestern Wisconsin so the idea is to spread awareness and resources before, during and after the highest month.

A gift of any amount from the Elmer G. Biddick Charitable Foundation would be used to fund air time for these public service announcements.

Budget of how the funds will be allocated and whether there are any other matching funds involved.

Since our budget of how funds will be allocated depends on the amount of funds we can raise. The items we have requested funding for are our top priorities for the year 2019.

In 2018 the Helicopter Golf Ball Drop earned \$5,200. \$1,500 of the earnings has been used to update our tri-fold brochures, \$250 was spent on business card with resources for schools and we plan on spend \$3,500.00 on T-Shirts for area High School Sports Awareness Nights. There are no matching funds involved. We limit our spending to what we raise.

If we were able to have unlimited funding we would like to spend
\$30,000 (\$2,500 per month) TV Public Service Announcement for Channel 47 and Channel 3
\$40,000 to hire a full-time suicide advocate for the county
\$12,000 to get Telecounseling in the Sheriff's Dept. and hospital (Remote therapist)

Last year we fortunate to receive a grant from the Jennie Olson Foundation which along with your grant was our major funding for 2018. We plan to apply to the Jennie Olson Foundation again this year.

Plan for evaluating the use of any contribution.

The use of any contribution will be dependent on the amount of funds donated along with funds raised via other avenues. Our goal is to accomplish the above mentioned projects this coming year.

Organization's current annual budget.


Once again due to the infancy of our organization, we have not set a budget. All costs to date, very minimal, have been donated by committee members. Once we have raised funds we can set an official budget. For this year, our budget should mimic the items in this grant request. I have attached income and expenses to date.

Proof of tax exempt status (including tax ID number).

As previously stated, we are running under the auspices of South West Community Action Program as they have 501(c)(3) status. They will act as our financial agent for all monetary transactions. A copy of their Certificate of Exempt Status is included with this application.

I hereby certify that the information contained in this application is true to the best of my knowledge and belief.

Signature of Authorized Agent/Officer
Suicide Prevention Coalition of Iowa County



John C. Houck,

October 11, 2018
Date