



February 6, 2019

Website: [Suicide-IowaCountyWI.org](http://Suicide-IowaCountyWI.org)

E-mail: [SPCICWI@gmail.com](mailto:SPCICWI@gmail.com)

Elmer G Biddick Foundation,

The Suicide Prevention Coalition of Iowa County Wisconsin (SPCIC) would like to express our gratitude for your generous donation of \$1,500. This money will do so much good for our communities, I can't even express how many lives you will touch with this donation. We will be using your donation to follow our mission statement of valuing human life to prevent suicide through awareness, education, collaboration, and improved access to mental health care.

The sad news of suicide among farmers and rural community members has increased by 33% from 2008-2017. This is partially due to the economy, trade wars, low market prices and the unpredictability of the weather for the past few years. This contributed to the closure of 691 dairy farms in the state in 2018 and a total of 915 suicides in 2017.

It is crucial for our organization to reach out and support the Ag producers in Iowa County and help break down the stigmas that is looming over our community that believes, "if you ask for help or talk about your emotions/struggles, you are a failure or weak". This is embedded in our rural culture and it is killing our family members. The public service announcement that was created by Suicide Prevention Coalition of Iowa County in August 2018, combats that stigma and re-enforces the reality of asking for help is an opportunity to rebuild yourself. Speaking up will help the men in our community along with their families. The actors in our public service announcement have all been touched by suicide and are Agricultural members of Iowa County. It has made a bold statement through social media from the minute it was released.

Now, due to your generosity, it will help millions more via television airwaves. With the help of your grant, we are able to offer 2 1/2 weeks of advertising of our Public Service Announcement on channel 47. This will reach out and help farmers in Southwestern and Central Wisconsin and their families to recognize the signs of depression and suicide along with encouraging them to ask for help.

Thank you for making all of this possible for Iowa County communities. You are making a difference in people's lives and helping Suicide Prevention Coalition achieve our vision of suicide-free communities where people will recognize the warning signs, intervene, and help individuals find hope.

Thank you,

Susan Springer Judd

Suicide Prevention Coalition of Iowa County Wisconsin

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