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10-21-20
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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, 2020, has been tougher to give in person services such as Support groups or QPR trainings. QPR is an educational system out of QPR Institute, Spokane, WA, **stands for Question, Persuade and Refer**, three steps anyone can learn to help prevent suicide. However, with this new times we have had the opportunity to think outside of the box to extend suicide prevention to communities. We distributed suicide prevention resource cards in school lunches throughout seven counties. We did sneak in 3 sports night and have promoted communities to wear their Suicide Prevention T-shirts every Friday in May and September. In the Farming community we distributed pens and information cards to milk truck drivers,

veterinarian's and feed mills to have in their vehicles to distribute to farmers that may need the resources. We have been doubling the airing of our Public services announcements on television and radio.

Purpose of the request.

2020 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 co-workers. 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. Our newest public service announcement is focused on farmers, which in June 2016, research revealed having the highest suicide rate in the nation. With the COVID Epidemic this message is more important than ever to get out and continue spreading.

Funds are being sought to provide public service announcements on television. We also need funds to maintain and host our website.

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 \$10,400.00 which is broken down as follows:

Public Service Announcement to be run for 6 months on Channel 47 (\$1,500 per month) \$9,000

Newspaper Ads for advertisement in the Dodgeville Chronicle and Advisor. \$1,000.00

Website maintenance and hosting \$400.00

A gift of any amount from the Elmer G. Biddick Charitable Foundation would be used to fund these projects.

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 2020 the Helicopter Golf Ball Drop earned \$1,200. Due to COVID, we were unable to host the Suicide Memorial Walk and were not able to collect funds during the numerous sports night we usually host. 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
\$18,000 (\$3,000 per month) TV Public Service Announcement for 6 months on 2 stations (Channel 47 & 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 2019. 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 donation. Our goal is to accomplish the above mentioned projects focused on public service announcements this coming year, to encourage people to reach out for help if they are struggling. With COVID and the financial struggles of many in our community due to job loss and COVID our services are needed more now, than ever.

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.

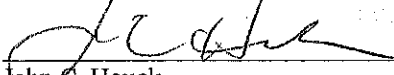
Once again due to the infancy of our organization, we have not set a budget. All costs to date, very minimal, have been donated by committee members. Once we have raised funds we can set an official budget. For this year, our budget should mimic the items in this grant request.

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 15, 2020
Date