

Madison Indiana Out of the Darkness Community Walk Sponsorship Opportunities



WALK WITH US TO PREVENT SUICIDE

September 14th, 2024
Bicentennial Park
Madison, IN

afsp.org/madisonin



American
Foundation
for Suicide
Prevention





You can be a hero in the fight against suicide.

Today, support for mental health is needed more than ever and we are asking you to join us in the movement to prevent suicide. With your help, the Indiana Chapter will be able to maximize our mission impact by reaching and serving more people through our lifesaving programs and resources. Partner with The American Foundation for Suicide Prevention (AFSP) as an event sponsor for the Madison Indiana Out of the Darkness Walk taking place on **Saturday, September 14, 2024**. Our mission to **Save Lives and Bring Hope to Those Affected by Suicide** would not be possible without the community engagement.

The Indiana Chapter won the prized Richard E. Kirkoff Overall Chapter of the Year Award (out of 74 AFSP Chapters) for the first time at our 2023 annual AFSP Chapter Leadership Conference.

You can learn more about the Indiana Chapter of AFSP by visiting our website at afsp.org/indiana.

Why Support the Madison Indiana Out of the Darkness Walk

- We have a strong and resilient community that's united in our effort to fight suicide, raise awareness, educate our communities, support those who have lost loved ones, and support those with lived experience.
- Mental health and suicide prevention are more important than ever, and we're confident that with your help, we can reach more people than ever before.
- Suicide is one of the leading causes of death for most age groups. Suicide is preventable. Mental health affects everyone, and it's going to take everyone's help to fight suicide.
- Indiana is ranked number 23 out of 50 states for suicide deaths.
- Suicide is the *11th leading cause of death in Indiana overall, the 2nd leading cause of death for Hoosiers ages 10-14 and the 3rd leading cause of death for Hoosiers ages 25-34.*

We need your support!

AFSP leads the fight against suicide. The funds we raise will allow us to fund innovative research, create and implement educational programs, advocate for public policy changes, and support local initiatives for suicide loss survivors.

We look forward to discussing our chapter engagement opportunities and benefits with you in more detail.

For more information, please contact:

Kylie Hagarty
Special Events Manager
317-665-0790
khagarty@afsp.org



Helen Berstch
Madison Indiana Walk Chair
248-495-9578
hberstsch@msn.com



American
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Learn more about the Indiana Chapter: afsp.org/indiana

American Foundation for Suicide Prevention

AFSP Tax ID# 13-3393329; All financial and non-profit information at [AFSP.org/Financials](https://afsp.org/Financials)

Taking Action To Save Lives

Together We Are Leading The Fight Against Suicide

Since 1987, the American Foundation for Suicide Prevention (AFSP) has been working to save lives and bring hope to those affected by suicide. As the nation's leading volunteer-led organization dedicated to understanding and preventing suicide, our efforts have generated significant advancements in the fight against the 11th leading cause of death in the U.S.

AFSP is also the largest private funder of suicide prevention research, and because we've built the infrastructure to deliver evidence-based programs to local communities across the country, our work impacts millions of people. We are consistently ranked one of the best charities for mental health, and we're powered by everyday heroes like you!

Through our network of 74 chapters nationwide AFSP has made an impact in communities by developing and funding suicide prevention research, education, advocacy, and loss support programs and initiatives.

Suicide was responsible for 48,183 US deaths in 2021, which is about one death every 11 minutes. The number of people who think about or attempt suicide is even higher. In 2021, an estimated 12.3 million American adults seriously thought about suicide, 3.5 million planned a suicide attempt, and 1.7 million attempted suicide. Suicide affects people of all ages. In 2021, suicide was among the top 9 leading causes of death for people ages 10-64. Suicide was the second leading cause of death for people ages 10-14 and the 3rd leading cause of death for people ages 25-34.

Our Chapter is actively engaged in the following programs:

- Supporting suicide loss survivors through events like International Survivors of Suicide Loss Day and programs like Healing Conversations
- Organizing community events and programming
- Engaging Hoosiers in our individual giving society, Circle of Hope
- Advocating for mental health through various initiatives like State Capitol Day
- Conducting prevention education workshops and trainings in schools, faith communities, workplaces, and more.
- Distributing suicide loss and prevention resources for free to communities across the state
- Cultivating Research Connections to further our understanding and prevention efforts
- Supporting those at risk and individuals with lives experience

Create a walk team for free!

Our Out of the Darkness Walks are family friendly events. We have many companies, schools, organizations, coworkers, universities, places of worship, families and friends make walk teams. This is an opportunity to honor our loved ones, support those who struggle and help change the culture of mental health in our communities in their honor.

You can learn more about the event and create a free team by visiting afsp.org/madisonin.

AFSP At Work In Indiana

Our volunteers **delivered 166 AFSP programs** across our state, **reaching 12,238 Hoosiers** with resources & support to help save lives.



We **raised \$850,000+** at our Hoosier Campus & Community Out of the Darkness Walks to help fight this leading cause of death in 2023.

*It's free to register and make team: afsp.org/indianawalks



We hosted our 9th annual State Capitol Day last spring. Students from several Bring Change to Mind Clubs were among the **68 attendees** from all across the state meeting with our state representatives.

*The 2024 State Capitol Day is February 28th.



We **hosted 10** International Survivor of Suicide Loss events in 2023. Our wonderful volunteers brought together 150+ survivors of suicide loss to find connection, understanding, and hope.

*Survivor Day will be Saturday, November 23, 2024



Advancing Innovative Solutions Through Research

Founded as a research organization dedicated to exploring how to save lives, now AFSP is the largest private funder of suicide prevention research, shaping suicide prevention strategies around the world. Each year, AFSP welcomes a broad range of grant applications from a diverse group of researchers. We create optimum impact by: funding innovative new research through our research grants program, building a research community by recruiting, training, and guiding researchers, and sharing our findings with a general audience to increase understanding.

Our most recent grant cycle funded 27 new research grants totaling \$9.1 million, making the organization's total current research investment more than \$32 million.

To learn more about AFSP's Research Connection, visit:

afsp.org/research

Advocating for Suicide Prevention

AFSP's Public Policy team mobilizes volunteer Field Advocates across the country at the federal, state, and local levels urging public officials to prioritize suicide prevention and mental health legislation. Our efforts this fiscal year resulted in the successful passage of six federal bills and 43 state bills centering on mental health and suicide prevention.

AFSP also played a leading role in supporting the passage of the National Suicide Hotline Designation Act, which made 988 the universal three-digit phone number for the suicide prevention and mental health crisis hotline.

Our annual Indiana State Capitol Day at the Indiana State House is February 28, 2024.

To learn more about AFSP's Advocacy efforts, visit:

afsp.org/advocacy

Educating Communities

AFSP's evidence-informed prevention education and partnership programs help inform people on what leads someone to consider suicide, how to spot warning signs and talk safely and compassionately to those they care about, connect people to help and resources, and support at-risk individuals following an attempt.

Our signature education program, Talk Saves Lives: An Introduction to Suicide Prevention, helps participants understand the health, historical, and environmental factors that put individuals at risk, behaviors to look for, and how to get help for someone in a suicidal crisis. AFSP also offers a variety of programs modified to meet all aspects of the community, including: veterans, LGBTQ+, youth and young adult, seniors, BIPOC populations, workplaces and more.

To learn more about AFSP's Education Programs, visit:

afsp.org/talk-saves-lives

*Connect with our Indiana Chapter to learn more about AFSP programs that we can bring to your community.

Supporting Loss Survivors

Each survivor of suicide loss grieves in their own way, and on their own timeline. Connecting with others who have lost a loved one to suicide, and hearing how they have navigated the pain of that loss, is a fundamental step toward hope and healing. AFSP provides compassion and understanding to help loss survivors heal. Initiatives like our Healing Conversations program gives those who have lost someone to suicide the opportunity to talk with our trained volunteers, who have experienced suicide loss themselves. The goal of this connection is to help suicide loss survivors navigate this challenging journey by offering support, connection and resources.

Additionally, AFSP hosts events across the country and around the world for International Survivors of Suicide Loss Day, where survivors of suicide loss come together to find connection, understanding, and hope through their shared experiences.

This past year 284 events took place in 24 different countries with 11 sites in Indiana with 150+ attendees.

This year, International Survivors of Suicide Loss Day is Saturday, November 23, 2024.

To learn more about AFSP's Loss Support Programs and Resources, visit:

afsp.org/loss

How Your Donation Helps AFSP Prevent Suicide Across Indiana

\$10

Distributes 25 AFSP wristbands to build awareness and open conversation around mental health

\$50

Provides AFSP suicide prevention education material to 25 people

\$100

Brings AFSP's It's Real: Teens and Mental Health education program to a local high school

\$250

Enables AFSP to recruit and train a volunteer Field Advocate to educate elected officials about suicide prevention

\$500

Trains a new Survivor of Suicide Loss support group facilitator

\$1,000

Provides funds for youth suicide prevention outreach and programming

\$2,000

Hosts a Research Connection event in a local community to share the important role AFSP funded research plays in preventing suicide

\$5,000

Places AFSP's groundbreaking Interactive Screening Program (ISP) at institutions of higher education, medical schools, health care systems, and workplaces

For more information, contact:

Kylie Hagarty

Indiana Special Events Manager

14350 Mundy Dr. 800-199

Noblesville, IN 46060

317-665-0790

khagarty@afsp.org

Madison Indiana Out of the Darkness Walk

Sponsorship & Donation Benefits

For more information, please contact:
 Kylie Hagarty
 Special Events Manager Indiana Chapter
 American Foundation for Suicide Prevention
 Email: khagarty@afsp.org
 Phone: 317-665-0790

	Presenting Sponsor \$50,000	Lifesaver Sponsor \$25,000	Champion Sponsor \$15,000	Hope Sponsor \$10,000	Support Sponsor \$5,000	Advocate Sponsor \$2,500	Prevention Sponsor \$1,000	Friends of AFSP \$500
Sponsorship and benefits for ALL 2024 Indiana Fall Out of the Darkness Community Walks (see full list afsp.org/indianawalks)	✓							
Recognition through a chapter-wide presentation of AFSP educational program (e.g. Talk Saves Lives™: Suicide Prevention Education for Workplace Settings)	✓							
Dedicated press release announcing partnership	✓							
Prominent placement for company logo on all Indiana Chapter Out of the Darkness Community Walk t-shirts Deadline for this benefit: Friday, August 9th	✓							
Complimentary table to AFSP Indiana's May 10, 2024 Birthday Celebration Deadline for this benefit: Friday, April 12th	2 Tables	1 Table						
Company logo displayed at AFSP Indiana's May 10, 2024 Birthday Celebration Deadline for this benefit: Friday, April 12th	✓	✓						
30 Second mission moment to be posted to the Madison Walk Website	✓	✓	✓	✓	✓	✓		
Dedicated company mission moment email sent to Madison IN subscribers (over 3,000)	✓	✓	✓	✓	✓	✓		
Thank you posts on Indiana social channels (@afspindiana)	5+	4	3	2	1	1	1	1
Listing in AFSP Indiana Chapter e-Newsletter	✓	✓	✓	✓	✓	✓	✓	✓
Prominent listing in Madison IN Walk e-blasts	✓	✓	✓	✓	✓	✓	✓	✓
Recognition in post-event Madison IN Walk Thank You email	✓	✓	✓	✓	✓	✓	✓	✓
Complementary virtual Talk Saves Lives™: Suicide Prevention Education for Workplace Settings presentation for your company (dates/times subject to volunteer trainer availability)	Customization Option	5	4	3	2	1	1	1

Have questions about the Out of the Darkness Walk Sponsorship benefits?



Please contact us at:

Kylie Hagarty (Special Events Manager)
 Email: khagarty@afsp.org

Helen Bertsch (Madison IN Walk Chair)
 Email: hrbertsch@msn.com

Sponsorship & Donation Benefits Continued ➔

Madison Indiana Out of the Darkness Walk

Sponsorship & Donation Benefits Con't.

For more information, please contact:
 Kylie Hagarty
 Special Events Manager Indiana Chapter
 American Foundation for Suicide Prevention
 Email: khagarty@afsp.org
 Phone: 317-665-0790

	Presenting Sponsor \$50,000	Lifesaver Sponsor \$25,000	Champion Sponsor \$15,000	Hope Sponsor \$10,000	Support Sponsor \$5,000	Advocate Sponsor \$2,500	Prevention Sponsor \$1,000	Friends of AFSP \$500
Company logo on the 2024 Madison IN Out of the Darkness Walk website with linking to sponsor site	✓	✓	✓	✓	✓	✓	✓	
Company logo on the 2024 Madison IN Walk Shirt (Madison has over 400 participants) Deadline for this benefit: Friday, August 16th	✓	✓	✓	✓	✓	✓	✓	✓
Recognition as a program sponsor for AFSP Presentation/Program in 2024	✓	✓	✓	✓	✓	✓	✓	✓
Company logo included in AFSP Indiana Chapter Facebook (@afspindiana) shoutout with over 21,000+ followers	10	5	5	4	3	2	1	1
Tabling Space on 9/14/24 at Bicentennial Park (limited space -first come, first serve. Table request form will be shared upon request) * Subject to application & terms of Indiana Chapter Tabling Agreement	✓ Additional paperwork to secure a booth	✓ Additional paperwork to secure a booth	✓ Additional paperwork to secure a booth	✓ Additional paperwork to secure a booth	✓ Additional paperwork to secure a booth	✓ Additional paperwork to secure a booth	✓ Additional paperwork to secure a booth	✓ Additional paperwork to secure a booth
Complimentary 2024 Madison Out of the Darkness Walk t-shirts available for onsite pick-up at Bicentennial Park on 9/14/24	50	30	25	20	15	10	5	2
The opportunity to support the nation's leading non-profit organization dedicated to understanding and preventing suicide through research, education and advocacy, and to reaching out to people with mental disorders and those impacted by suicide. Tax-deductible donation and donation receipt.	✓	✓	✓	✓	✓	✓	✓	✓



Please contact Madison Indiana Walk Chair, Helen Bertsch if you and your business would like to coordinate the opportunity to have a table at the walk.

Helen Bertsch
 Email: hrbertsch@msn.com



Once the signed agreement is submitted, we will follow up to get your requested shirt sizes for your donation.

Shirts will be available for onsite pick-up at Bicentennial Park on walk day, Saturday September 14th.



American Foundation for Suicide Prevention



SPONSOR AGREEMENT

Madison Indiana Community Out of the Darkness Walk

This form, logo upload, and payments can be completed online through the payment method links below or sponsors can mail/email paperwork and payment to the Indiana Chapter address (address below).

Please contact the AFSP Indiana Chapter staff partner with any questions:

Kylie Hagarty | Khagarty@afsp.org 317-665-0790 or Kelsey Aaron | Kaaron@afsp.org 317-864-6074

Please Complete the Information Below

(Please Print)

Company Name: _____

Mailing Address: _____

City: _____ State: ____ Zip Code: _____

Contact Name: _____ Phone (with Area Code): _____

Email: _____

Company Website: _____

How did you hear about us?: _____

Please Select Your Donation Level for 2024:

Presenting Sponsor | Donate \$50,000

Lifesaver Sponsor | Donate \$25,000

Champion Sponsor | Donate \$15,000

Hope Sponsor | Donate \$10,000

Support Sponsor | Donate \$5,000

Advocate Sponsor | Donate \$2,500

Prevention Sponsor | Donate \$1,000

Friend of AFSP | Donate \$500

Payment Methods

- Invoice Needed**
- Email signed agreement and logo to Kylie khagarty@afsp.org with request for invoice **or** submit signed agreement and upload your logo (if your sponsorship level includes a logo) at afsp.org/invoicerequest
- Check**
- Mail signed agreement to chapter address with check. Signed agreements can also be emailed to Kylie khagarty@afsp.org or fill out form online and upload your logo at afsp.org/checksponsor
 - **Make Payable to:** American Foundation for Suicide Prevention or AFSP with "Madison IN Walk" in memo
 - **Mail check to:** AFSP, 14350 Mundy Dr. Ste 800-199 Noblesville, IN 46060
- Credit Card**
- To make a secure credit card payment, mail signed agreement to the chapter or email to Kylie khagarty@afsp.org and a secure link will be shared via email for payment or complete this form electronically and upload your logo at afsp.org/ccsponsor

Logo Instructions: T-shirt: Vector files (EPS, PS, PDF) to ensure logo integrity. **Website:** Stacked logos appear best (max width 80px) and image files only (JPEG, PNG). **Logo is due by Friday, August 16th, 2024.**

Logo and signed agreement due by: Friday, August 16th

I hereby authorize the American Foundation for Suicide Prevention and Out of the Darkness Walks to include our corporate name and/or logo on all "Out of the Darkness" materials consistent with our sponsorship selection and publication dates.

Authorized Signature: _____ Date: _____

American Foundation for Suicide Prevention

AFSP Tax ID# 13-3393329; All financial and non-profit information at afsp.org/financials

Thank you for your generous support of the American Foundation for Suicide Prevention! You are helping save lives in our Hoosier communities.

Chapter Mailing Address: AFSP, 14350 Mundy Dr. Ste 800-199 Noblesville, IN 46060

IN-KIND DONATION FORM

Madison Indiana Community Walk

Fill out and return via email to khagarty@afsp.org or you may go to afsp.org/inkindsponsor to complete the information below online and/or upload your logo (if applicable)

Please Type or Print Legibly

Donor Information

Donor Name: _____

Mailing Address: _____

City: _____ State: __ Zip: _____

Website: _____

Contact Name: _____

Contact Title: _____

Contact Email: _____

Contact Phone: _____

Gift Information

Item(s)/Services

Donated: _____

Description: _____

Restrictions (e.g. Exp Date): _____

Fair-Market Cash Value: \$ _____

** Donations with a fair-market cash value will receive sponsorship benefits in line with half that value*

Processing Instructions & Important Deadlines

- **In-Kind Gift Delivery:** Please contact Helen Bertsch at hrbertsch@msn.com/ 248-495-9578 to coordinate delivery
- **Sponsor Deadline** (see [previous page with levels](#)): **Friday, August 16th, 2024**. Email signed agreement & logo to khagarty@afsp.org
- **Sponsor T-Shirt Deadline: Friday, August 16th, 2024**

IRS/Tax Deduction Information: AFSP will provide the donor with an acknowledgment letter after the delivery and/or provision of the in-kind gift. This receipt can reflect a dollar value for the in-kind gift as communicated to AFSP by the donor using this form. Any transfer documentation that will help to describe and evaluate the gift in-kind will be appreciated. The donor assumes all other responsibilities relating to the tax deductibility of this contribution. The donor should consult professional advisors regarding any tax reporting requirements.

TAX ID# 13-3393329

Thank You for Your Support!

Request for Taxpayer Identification Number and Certification

Give Form to the requester. Do not send to the IRS.

► Go to www.irs.gov/FormW9 for instructions and the latest information.

Print or type. See Specific Instructions on page 3.

1 Name (as shown on your income tax return). Name is required on this line; do not leave this line blank.
American Foundation for Suicide Prevention

2 Business name/disregarded entity name, if different from above

3 Check appropriate box for federal tax classification of the person whose name is entered on line 1. Check only **one** of the following seven boxes.

Individual/sole proprietor or single-member LLC C Corporation S Corporation Partnership Trust/estate

Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=Partnership) ► _____

Note: Check the appropriate box in the line above for the tax classification of the single-member owner. Do not check LLC if the LLC is classified as a single-member LLC that is disregarded from the owner unless the owner of the LLC is another LLC that is **not** disregarded from the owner for U.S. federal tax purposes. Otherwise, a single-member LLC that is disregarded from the owner should check the appropriate box for the tax classification of its owner.

Other (see instructions) ► **nonprofit corporation**

4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3):

Exempt payee code (if any) 1

Exemption from FATCA reporting code (if any) _____

(Applies to accounts maintained outside the U.S.)

5 Address (number, street, and apt. or suite no.) See instructions.
199 Water Street, Floor 11

6 City, state, and ZIP code
New York, NY 10038

7 List account number(s) here (optional)

Requester's name and address (optional)

Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the instructions for Part I, later. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN*, later.

Note: If the account is in more than one name, see the instructions for line 1. Also see *What Name and Number To Give the Requester* for guidelines on whose number to enter.

Social security number

			-			-				
--	--	--	---	--	--	---	--	--	--	--

or

Employer identification number

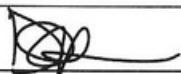
1	3	-	3	3	9	3	3	2	9
---	---	---	---	---	---	---	---	---	---

Part II Certification

Under penalties of perjury, I certify that:

- The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and
- I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and
- I am a U.S. citizen or other U.S. person (defined below); and
- The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

Certification instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions for Part II, later.

Sign Here Signature of U.S. person ►  Date ► 1/4/2024

General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

Future developments. For the latest information about developments related to Form W-9 and its instructions, such as legislation enacted after they were published, go to www.irs.gov/FormW9.

Purpose of Form

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) which may be your social security number (SSN), individual taxpayer identification number (ITIN), adoption taxpayer identification number (ATIN), or employer identification number (EIN), to report on an information return the amount paid to you, or other amount reportable on an information return. Examples of information returns include, but are not limited to, the following.

- Form 1099-INT (interest earned or paid)

- Form 1099-DIV (dividends, including those from stocks or mutual funds)
 - Form 1099-MISC (various types of income, prizes, awards, or gross proceeds)
 - Form 1099-B (stock or mutual fund sales and certain other transactions by brokers)
 - Form 1099-S (proceeds from real estate transactions)
 - Form 1099-K (merchant card and third party network transactions)
 - Form 1098 (home mortgage interest), 1098-E (student loan interest), 1098-T (tuition)
 - Form 1099-C (canceled debt)
 - Form 1099-A (acquisition or abandonment of secured property)
- Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN.
- If you do not return Form W-9 to the requester with a TIN, you might be subject to backup withholding. See What is backup withholding, later.*