



*Saving lives through suicide prevention education and offering hope and healing to survivors.*

April 17, 2025

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Executive Director

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Cheryl Rottmann, City Clerk  
City of Madison Heights  
300 W Thirteen Mile Rd  
Madison Heights, MI 48071

Ms. Rottmann,

Kevin's Song is a nonprofit corporation that has recently relocated to the City of Madison Heights. Our mission is "Saving lives through suicide prevention education and offering hope and healing to survivors."

Kevin's Song was founded in 2013 in memory and honor of Gail and John Urso's son, Kevin, who died by suicide. The organization provides a unique role among those working on suicide prevention by initiating resources and providing a platform for a wide-range of actors from many sectors to come together. By working with school officials, mental health providers, university researchers, policy directors, faith community, medical providers, community leadership, survivors of suicide loss, Kevin's Song helps to encourage, replicate, and scale promising and effective practices, approaches, and policies.

For over 11 years, Kevin's Song has spearheaded a range of educational, support, and outreach programs. This includes Michigan's largest annual gathering on suicide prevention attended by 300-400 mental health professionals, educators, first responders, clinicians, and people with deep lived experience. Researchers, clinicians, and advocates discuss the best available research and evidence-based practices to tackle growing rates of suicide in certain communities and new approaches to prevent suicide and provide wellness.

Its Annual Youth Mental Health and School Summit, offers content focused on youth and the needs of staff at youth-serving organizations; mental health professionals; and educators and other school support personnel, to better assess risk and share prevention strategies that are tailored to this diverse population.

Kevin's Song's surviving suicide programs support those people who have attempted suicide and those to have lost a loved one to suicide. An annual gathering that draws people who share their stories to provide hope and help erase the pain for those who suffer alone and in silence.

Throughout the year, Kevin's Song offers a surviving suicide support group that meets twice a month.

Kevin's Song provides suicide resources and information throughout southeast Michigan by taking part in mental health fairs, partnering with other mental health organizations, and participating in events that promote mental health and wellness.

Kevin's Song's website provides resources and information that are helpful for people who have lost a loved one to suicide. Other social media engagement pushes out content from our website and elsewhere on Facebook, Instagram, YouTube featuring a wide-range of topics and speakers.

Each year, we serve about 15,000 people.



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We are holding two fundraising events this year, Great Lakes Groove Fest, on June 1, 2025, at the Cadieux Café, Detroit. This family-friendly all-day event brings suicide awareness to the communities we serve through music, speakers, and shared experiences. Multiple local bands will perform, and food is available. We purposely will keep the ticket price low to encourage people of all ages and backgrounds to attend. We plan to hold 50/50 raffles throughout the day to raise funds to support our work in suicide awareness and prevention education.

Our signature event, Starry, Starry Night is scheduled for September 18, 2025, at Detroit's historic Roostertail. This annual gala brings together hundreds of suicide loss survivors, community leaders, and Kevin's Song supporters. The proceeds directly support our mission of Saving lives through suicide prevention education and offering hope and healing to survivors. In addition to silent and live auctions and a paddle raise at the end of the evening. We would like to add raffles for special items throughout the night of exceptional items that have been donated to our Starry, Starry Night fundraiser.

We truly appreciate your consideration of our State of Michigan Raffle Qualification Information form. If you have additional questions, please do not hesitate to contact me directly at the mobile number or email address listed below.

Together, we can accomplish great things,

Jennifer Fair Margraf, MBA, MA, CFRE  
Executive Director  
30425 Stephenson Hwy.  
Madison Heights, MI 48071  
M: (313) 938-3519  
Jennifer@KevinsSong.org