



Do you know that Milford had 29 accidental deaths from drug overdoses in 2015?¹

How about that nearly 10% of Connecticut youth ages 12-17 have used illicit drugs in the past month?²

Those statistics are alarming! That's why Milford Prevention Council (MPC) is so critical to our community. MPC has helped our kids and families for years. Now MPC needs YOUR help so it can keep helping Milford!

Dear Business Owner and Neighbor,

Are you aware of the work that Milford Prevention Council (MPC) performs in our community? It's important that you take a minute to read below and find out right now.

Since 2009, MPC has worked hard to reduce underage drinking and substance use in our community. We provide programs that help families understand the risks and avoid the pitfalls of substance use. We work with the Milford Police Department and many other community organizations to promote prevention programs.

Our work has produced amazing results. **A 64% decrease in alcohol use among 7th, 9th and 11th graders. A 33% decrease in cigarette use. And among high school students, 30-day use rates for alcohol and marijuana are 24% and 16% below state averages, respectively.³**

The data shows that MPC programs are working. We hear it from both children and parents alike. Now, as a business owner in our community, we ask you to **join us** in sustaining these much-needed programs.

At this time of year, please consider a tax-deductible gift from your business. It can help support MPC education programs in our community for up to an entire year.

In 2009, federal and state grants founded MPC. We operate efficiently and stretch our funds to create programs that work. We rely on volunteers from civic leaders to concerned citizens to assist in every way possible. However, cutbacks in state funding have deeply affected our ability to provide programs.

That is where help from your business makes a big difference. Your support would allow the children and parents in our community to continue to benefit from our programs.

Others in our community are pitching in. We invite you to join them today.



“We are speaking up because it breaks the stigma,” says Milford resident Kim Burrows and her teenage daughters Hope and Lia. “If just one person talks about the need to prevent substance use, it starts many other people talking.”

The Burrows family lost Jessica – a daughter, sister and college student – to a heroin overdose at 25. They became committed to raise awareness and make a difference. Hope and Lia organized a fundraiser for MPC through their Foran High School lacrosse team. The proceeds went to MPC to help raise awareness for substance use and MPC’s programs.

“MPC worked with us to mold a program that fit our purpose,” the family adds. “Prevention is in MPC’s name. It takes the weight off when parents and kids talk about these issues. What MPC does has a lasting impact.”

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it starts many other people talking.”**

It is more than just one family who is stepping forward. We know that business owners are impacted by substance use also. It can affect your families, employees and customers.

Join the businesses in our community that are sending a message. MPC programs are something we need.

Ray’s Autobody sponsored a Pedal Kart that we use to educate kids on the dangers of impaired driving. York & Chapel sponsored MPC shirts that we use to raise awareness at events. Berkeley Exteriors, the Kiwanis Club of Milford, Tony’s Bikes, the Rotary Club of Devon, Milford Bank. All have supported our programs in some way.

With a small gift of just \$250 from your business, MPC can sustain our Freshman Forums at two high schools. They are mandatory for students and provide guidance on the legal, social and health risks of drinking and drug use. Thousands of teens and parents have participated.

Or consider our Senior University Forums. These events offer guidance to 500 seniors each year on the transition to college and risks of binge drinking, marijuana use, and more.



Your support of \$500 can help us sustain our Training for Intervention Procedures (TIPS) for an entire year. This program provides training to employees of businesses that sell alcohol.

A generous gift of \$2,500 fully supports our annual Superhero Fun Run at the Woodruff YMCA. This event has become a ritual for Milford kids and families. It offers a fun experience and education on healthy lifestyles.

“The bottom line is our community has an epidemic,” Kim Burrows adds. “Even though you live in suburban Milford, your family is still at risk. MPC helps educate our kids and parents. Unhealthy alcohol use, prescription medications, illegal substances – these are topics we all need to know about.”

“More people in Milford are aware of these issues due to MPC. The signs to look for, how to talk about things with your kids, where to find resources.”

By supporting MPC and our programs, you not only help your family. You may help someone close to you - a friend maybe, or a neighbor - who you don't even know needs help.

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who you don't even know needs help.**

All of our programs are provided **at no cost** to our community, yet there are costs to create them.

We enclosed information on how your business can help sustain what MPC does for Milford. Please take a moment to think about becoming one of our partners in prevention.

We always make sure that businesses and individuals are recognized for their support of MPC. Our newsletter, our website, our billboards, our signage. We love to celebrate our partners. We can help you show that your business cares about Milford. Or we can help you leave a legacy to honor a loved one, co-worker or someone who inspired you.

Data shows that our programs are effective. Please join us and help children and parents understand the risks and avoid the perils of substance use.



We are happy to meet with you and share more about MPC. We can answer any questions. Discuss how your support of MPC makes a significant impact. And make sure that we meet all of your expectations.

Let us welcome you into our office here in Milford, come visit you at your business, or schedule a phone conversation if you prefer.

We are grateful for your time. On behalf of all our volunteers and the children and families we serve, thank you in advance for your generosity.

With gratitude,

A handwritten signature in black ink that reads 'Wendy Gibbons'.

Wendy Gibbons, LCSW
Program Director
(203) 783-6676
wgibbons@bridgesmilford.org

A handwritten signature in black ink that reads 'Ray Vitali'.

Raymond G. Vitali
Chairman
rvitali2@mac.com

P.S. – Learn more about our mission, our programs, and positive results at www.milfordprevention.org.

1. Connecticut Office of Chief Medical Examiner, 2016
2. Substance Abuse and Mental Health Services Administration, Center for Behavioral Health Statistics and Quality, National Survey on Drug Use and Health, 2013 and 2014
3. Milford Prevention Council bi- annual survey data, 2009-2013