MiLIFE

MENTAL ILLNESS AWARENESS • SUICIDE PREVENTION

Supporting mental well-being by providing resources, fostering open conversations, and celebrating resilience.

Annual **Impact Report**

Prepared By :

Miranda Jones
Chief Executive Officer

A Message from our Founder

Dear Friends and Supporters,

Seven years ago, we started MiLIFE with a simple idea: mental health should be openly discussed, just like the weather, and healthy resources should be accessible. We also realized, it’s best to celebrate life with a like-minded community.

2025 was a defining year for us. Seeing a couple hundred of you gather for our 7th Annual Mental Health Fun Day reminded me that while the challenges of mental health are real, the power of community is stronger.

We aren’t just sharing tips and pointing you to resources; we are building a culture where checking in on one another is the norm. Where it’s easy to socialize without the temptation of alcohol. Where you can find a healthy way to feel and release your heavy emotions and all of life's struggles.

Because of your generosity, we’ve moved past simply saying "don't give up" to actively showing people how to live life fully. This report is a celebration of the lives touched, the barriers broken, and the hope you’ve helped us build together.

Thank you for being part of this journey.

With gratitude,
Miranda Jones
Founder / CEO of MiLIFE

Miranda Jones

Miranda and her team at Celebrate MiLife put on an excellent community event in the City of Romulus! There were vendors who answered questions regarding mental health, music and food! Such a great time!

- Roderic from Public Service Credit Union

Crisis in Our Backyard

There is a desperate need for supportive and alcohol-free community gatherings that encourage open conversation and celebrate our resilience.

While the Detroit region is known for its "grit" and resilience, it remains the 2nd highest area in the state for fatal overdoses.

The Midwest, and more specifically Michigan, is known to have high rates of addiction and antidepressant use.

Exponential Growth

10x

More Support:
We scaled our outreach tenfold, providing a vital lifeline, support, and resources to hundreds of community members in need and looking for answers.

5x

Revenue Growth:
Our funding increased by 500%, $2,000 annual average to $10,000 in 2025. A true testament to the community's trust in our fiscal stewardship and vision.

3x

Community Presence:
We tripled our hosted events and networking groups, ensuring both mental health and MiLIFE are included in ongoing conversations.

Our Programs

Sober Bar Movement

Our November 2025 N/A Social debut proved the demand for alcohol-free connection, drawing an impressive 50 attendees for our first night. This success has sparked a monthly residency for 2026 and accelerated our vision for the first permanent Sober Bar and Wellness Hub in Downriver. We aren't just hosting events; we are building a sanctuary for social vibrancy without substances.

Celebrating Life & Resillience

Beyond free community events, we are meeting people where they live, work, and breathe. We continue to provide vital outlets through Teen Poetry and Caregiver Support, while expanding our reach through MiLIFE at Work and MiLIFE at Home presentations. By bringing these interactive mental wellness presentations into workplaces and senior living facilities, we are ensuring that the tools for resilience are accessible to every generation, in every environment.

Community Connections

2025 was a record-breaking year, marked by 5x revenue growth and our first-ever corporate sponsorships. Our 7th Annual Fun Day saw attendance double and revenue nearly 10x, fueled by deep networking synergy with the SWCRC, DBA, and Rotary. These partnerships have provided the financial engine to scale our community impact by 10x, turning our mission into a regional powerhouse.

A Year in Review

TOP SPONSORS

Michigan Legacy

Public Service Credit Union

Corewell Health

TOP PARTNERS

SWCRC.com

Support Our Local Businesses!

Amadi Venue

Our 2025 growth is a testament to community trust.

A heartfelt thank you to our sponsors, partners, volunteers and every single person who attended our events, proving that connection is our greatest strength. We are growing because of you!

Where We're Headed

2025 was filled with growth but we are just getting started.

In the coming year, we are focused on establishing a permanent Downriver Wellness Hub, expanding MiLIFE at Work and at Home, and launching our 1st Annual Mental Health Concert. Our substantial growth in 2025 built the foundation; 2026 will be about scaling that impact to every corner of our community.

Join us as we build a future where connection is the standard and wellness is accessible to all.

734-315-0559 **admin@celebratemilife.org** **www.celebratemilife.org**

OUR TEAM

Carolyn Fanin
Chair of the Board

Saralyn Norkus
Vice Chair

Kristina Cook
Secretary

Emma Fanin
Treasurer

Demian Allgeyer
Advisory Member

Miranda Jones
Chief Executive Officer (CEO)

Sheila Yax
Chief Operations Officer (COO)

Nate Jones
Chief Communications Officer (CCO)