

St. Phard Bios



Rachelle St. Phard- Rachelle is a founding board member & current Vice-President of iCare of East Windsor Hightstown. I-Care. She is head of our programming committee and is a facilitator for our young adult suicide loss support group.

Rachelle was in the insurance industry since 1990 & started an insurance brokerage firm, Customized Benefit Solutions in 1998 with her husband Vladimir. She worked part-time in the business as her children were growing and still does some work as a consultant with that business.

Rachelle's daughter, Kyler, has been dealing with mental illness most of her life, but it was not really recognized as such until the summer between 7th & 8th grade. Rachelle has struggled alongside Kyler as she has worked through this process, learning as much as she could along the way.

Rachelle's son Coby, died unexpectedly by suicide at the age of 18 in March of 2016. Although she pretty well versed in depression & anxiety, Rachelle, her family and Coby's friends were all shocked at his passing. Unlike Kyler who talked about her issues, Coby seemed to hold them all inside.

Rachelle & her family have started The BeTheLi9ht Foundation, a 501(c)3 non-profit, to help raise awareness of mental health issues, suicide prevention and to also provide scholarships to NJ high school seniors. BeTheLi9ght Foundation partners both financially and in programming with i-Care.

She also leads a group of women, all of whom have lost their children to suicide or drug addiction. This little group of women have meant a lot to each other and all want to help spread the word about mental illness and hope to prevent others from having to go through what they have.