

SATURDAY, APRIL 4<sup>TH</sup>, 2020  
UNIVERSITY OF MIAMI  
SHALALA STUDENT CENTER

**Become a Sponsor**



CBC PROVIDES FREE GRIEF SUPPORT GROUPS FOR  
CHILDREN, TEENS & ADULTS IN SOUTH FLORIDA

[CBCROCKIN.ORG](http://CBCROCKIN.ORG) | [CHILDBEREAVEMENT.ORG](http://CHILDBEREAVEMENT.ORG)



# Children's Bereavement Center

FREE GRIEF SUPPORT GROUPS FOR CHILDREN, TEENS & ADULTS

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Daniel Sheridan, PhD

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Dear Supporter,

With the help of our friends and supporters over the past 20+ years, Children's Bereavement Center (CBC) has provided free grief support groups for thousands of people, empowering children, teens, adults, parents and caregivers to build resilience and hope after the loss of a loved one. CBC is now offering group locations in Miami-Dade, Broward and Palm Beach counties.

We invite you to join us at Rockin' on the Green as we celebrate our service to the community and raise funds to continue helping grieving children and families. Please consider an event sponsorship; CBC sponsors and auction donors will be acknowledged at our event, in our marketing materials and through our online platforms.

The event welcomes over 500 guests, including many long-term supporters, and highlights of the evening include a delicious catered dinner, live music and exciting auction items! We will also honor a few exceptional people who are true leaders in the community.

Your generous support is needed to continue the vital work we do year-round. CBC is South Florida's largest non-profit center dedicated to helping grieving children and families, and the need is great. For 1 in 5 school-aged children experience a significant loss before they graduate high school; of those children, 1 in 4 will lose a parent.

You can help us change the course of lives after loss and provide support when people need it most. In all our years of service, we've learned that grief is meant to be shared, and we work hard to ensure that people have a place to share their grief - here at CBC.

We look forward to seeing you at Rockin' on the Green!

With gratitude,

Chira Cassel, MAPP, C.T.  
Chief Executive Officer

**Address:** 7600 S Red Road, Suite 307, South Miami, FL 33143 | **Phone:** 888-988-5438 | **Website:** [childbereavement.org](http://childbereavement.org)

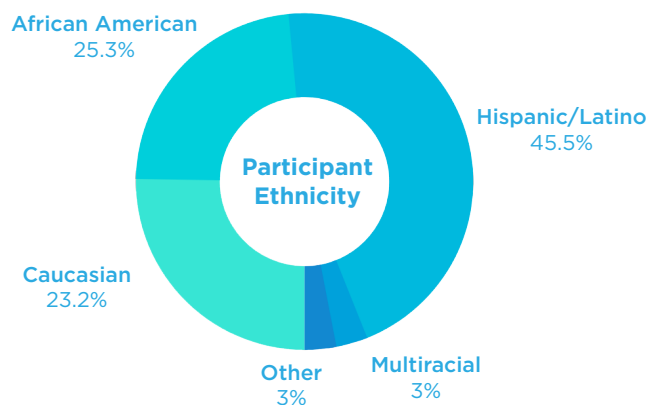
The Children's Bereavement Center (CBC) is a 501(c)(3) non-profit organization (FL Registration #CH10400) and contributions are tax-deductible under IRS regulations. A COPY OF THE OFFICIAL REGISTRATION AND FINANCIAL INFORMATION MAY BE OBTAINED FROM THE DIVISION OF CONSUMER SERVICES BY CALLING TOLL-FREE (800-435-7352) WITHIN THE STATE. REGISTRATION DOES NOT IMPLY ENDORSEMENT, APPROVAL, OR RECOMMENDATION BY THE STATE.



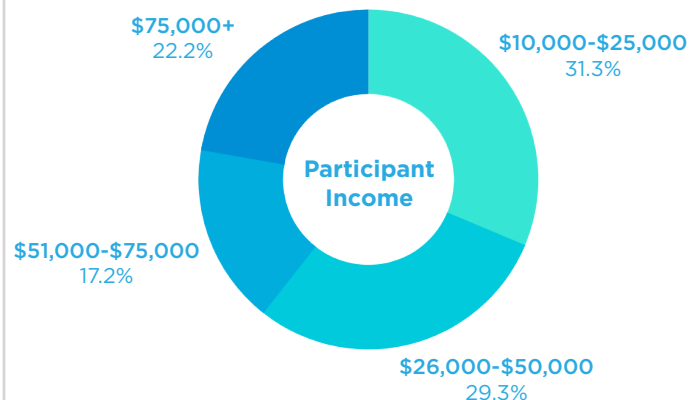
# Who We Serve

Children's Bereavement Center is proud to offer our **completely free grief support groups** to children, teens and adults struggling with the death of a significant person.

Groups are held weekly in the evenings and we provide a free dinner before groups begin. CBC is now expanding our services to reach Spanish-speaking children and families.



Of those who reported, CBC's largest ethnic community is Hispanic/Latino.



Of those who reported, the majority of CBC participants have an annual household income of \$10,000-\$25,000.



# Community Impact

Help grieving children and families in our community who have suffered the loss of a loved one by becoming a sponsor of Children's Bereavement Center's (CBC) annual event, Rockin' on the Green.

With your support, CBC continues to offer FREE grief support groups to children, teens, adults and parents, empowering them to build resilience and hope after loss.

CBC is now offering group locations in Miami-Dade, Broward and Palm Beach counties.

In the last year, CBC expanded our reach northward to **Parkland** and **Boca Raton** to better serve those struggling with grief. CBC has also launched a 10-month educational series centering around grief and loss in **Overtown, Miami**.

*Grief is a National Public Health Issue:*

## 1.5 Million

*children in the U.S. are living in a single-parent household because of the death of a parent.*

## 1 in 14

*children in Florida will experience the death of a parent or sibling by age 18.*



## 1,500+

*participants served each year*

## 100+

*groups held per month*

## 150+

*volunteers trained annually*

## 10,000+

*professionals trained each year*

## 3

*counties served*

## 20+

*years of service to South Florida*

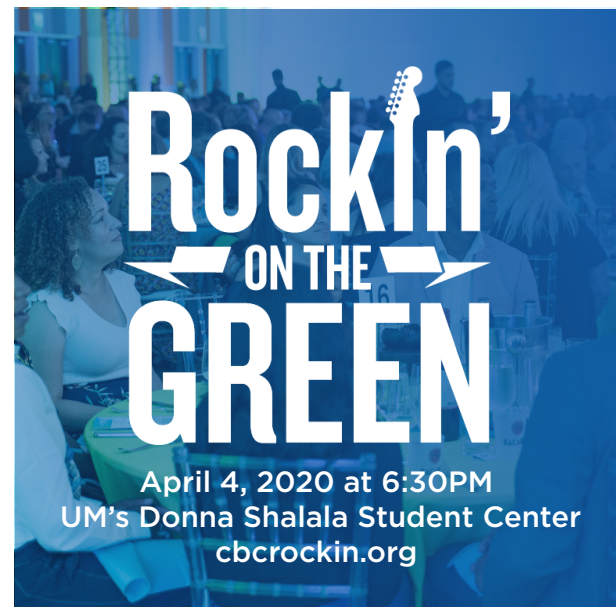


# Celebrating Our Service

Join us at Rockin' on the Green as we celebrate the thousands of lives we've impacted by providing free grief support groups after the loss of a loved one.

Highlights of the evening include unique auction items, live music, dancing and a delicious catered dinner! We will also honor a few exceptional people who are true leaders in the community.

With your support, CBC continues to offer FREE grief support groups to children, teens, adults and parents, empowering them to build resilience and hope after loss.



## Demographics

Rockin' on the Green attracts over 500 philanthropic guests who enjoy travel, fine dining, jewelry, unique experiences and luxury vehicles.



*Former CBC participant testimonial*



Average  
Age



Guests  
Attending



50% Men  
50% Women

**Living in** | Miami Beach • Coral Gables • Coconut Grove  
• Fisher Island • Ft Lauderdale • Boca Raton

**Leading in** | Law • Medicine • Real Estate  
• Banking • Design • Business





# Honoring Leaders in Our Community

## 2020 Honorees



**Penny Shaffer, PhD**

South Florida Market President,  
Florida Blue

Penny Shaffer is the Florida Blue Market President for South Florida. In this role, Dr. Shaffer is responsible for the company's business operations in an 8-county region from the Keys north to the Treasure Coast.

Prior to joining Florida Blue in 2006, Shaffer had a distinguished 26-year career as a senior executive at AT&T. Throughout her career, Penny has been active in many communities and is a CBC advocate.



**Edward Golden, JD**

Partner,  
Golden Glasko & Associates P.A.

With a background as a school psychologist and Special Education instructor, Ed Golden has been practicing law since 1977.

During the last 30 years as a Miami-Dade County probate lawyer, he has been focusing on the areas of Probate, Guardianship and Trust litigation and administration. Ed is currently a CBC Board Member.



**Dr. Maggie Fader, MD**

Pediatric Hematologist-Oncologist,  
Nicklaus Children's Hospital

Dr. Maggie Fader is a pediatric hematologist-oncologist in Miami, Florida and is affiliated with Nicklaus Children's Hospital.

Maggie is one of 18 doctors at Nicklaus Children's Hospital who specialize in Pediatric Hematology-Oncology. Maggie is currently a CBC Board Member.

## Carol Burns Award Recipient



**Megan Fitzpatrick, MBA**

CEO,  
The Fitz Solution

Megan Fitzpatrick is a dynamic educator and student success strategist who worked in MDCPS for 7 years as a math teacher. After earning her MBA, Megan started The Fitz Solution, a consulting company that empowers preteens, teens and young adults to thrive socially, academically, and professionally. Megan was first impacted by CBC as a group participant after her mother's passing. She later became a group facilitator and is now an active CBC board member, advocating for our mission and helping to reach more grieving children and families in need of support.



# Six Reasons to Sponsor



1.

## **Brand Exposure**

Unite with members of the South Florida community who are driven by Children's Bereavement Center's mission to provide free grief support groups for children, teens and adults.

2.

## **Online Engagement**

Reach approximately 20,000 people per month from Miami-Dade, Broward and Palm Beach Counties through social media (9,500+ monthly reach), email marketing (8,500+ subscribers) and our website (1,500+ unique monthly visitors).

3.

## **Corporate Social Responsibility**

Grief is a national public health issue: 1 in 5 children experience a loss before they graduate high school. Of those children, 1 in 4 will lose a parent.

4.

## **Support Your Local Community**

Proceeds from this event will help 1,500+ children, teens and adults in South Florida attend grief support groups completely FREE.

5.

## **Memorialization**

With your sponsorship, memorialize a colleague, friend or family member to honor their life.

6.

## **Employee Engagement & Incentive**

Employees get an opportunity to connect and strengthen team bonds while networking with members of the community.





# Sponsor Benefits

University of Miami's Donna Shalala Student Center  
Saturday, April 4, 2020

Sponsorship Benefit	Presenting \$15,000	Spotlight \$10,000	Rockin' \$5,000	Rollin' \$1,500
Provides sponsorship for ____ children for 1 year at Children's Bereavement Center	10 Children	5 Children	3 Children	1 Child
Recognition on event slideshow	Logo	Logo	Logo	Name
Recognition on CBC website & blog post	X	X		
Name recognition on event press releases	X	X	X	
Recognition on event program (Deadline March 1, 2020)	X	X	X	
Recognition on event poster (Deadline March 1, 2020)	X	X	X	
Recognition on event website and on social media platforms	Premier Placement	Prominent Placement	X	X
VIP seating & champagne bottle service	4 Bottles & Premier Seating	4 Bottles & Premier Seating	2 Bottles & Preferred Seating	
Reserved tickets to Rockin' on the Green	20 Guests	20 Guests	10 Guests	2 Guests

**Inquire about unique sponsorship opportunities:**  
**VIP Terrace Lounge | Entertainment | Swag Bags | Wifi | Honoree Awards**

For more information on event sponsorship opportunities, please contact our Marketing Director, Katelyn Gimbel, at [katelyn@childbereavement.org](mailto:katelyn@childbereavement.org) or call 305-423-6001.





# Sponsor Agreement

## Benefiting Children's Bereavement Center



University of Miami's  
Shalala Student Center  
Saturday, April 4<sup>th</sup>, 2020

- ☐ Presenting Sponsor \$15,000
- ☐ Spotlight Sponsor \$10,000
- ☐ Rockin' Sponsor \$5,000
- ☐ Rollin' Sponsor \$1,500

Total: \_\_\_\_\_

Company/Individual Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

City, State & Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Please make your check payable to: Children's Bereavement Center

Please mail your check with this form to:

**Children's Bereavement Center**  
**Attn: Elaine Webb**  
**7600 S Red Road, Suite 307**  
**South Miami, FL 33143**

Or make your credit card payment by phone with our Office Manager, Elaine Webb at 305-668-6282 or email the attached form to [elaine@childbereavement.org](mailto:elaine@childbereavement.org).

A letter acknowledging your donation will be forthcoming. We are delighted you are a sponsor!  
If you are attending Rockin' on the Green, please call our office to arrange seating.

**Thank you for your service to the community by helping grieving children and families!**

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