

STEPS FOR HEALING

5K Run / Walk

Remember Together • Run Together

Benefitting



Children's
Bereavement
Center



Lift From Loss®

Free grief support groups for all ages (4+)



Saturday, November 13th, 2021
@ZooMiami



STEPSFORHEALING.ORG



Children's Bereavement Center

Free Grief Support Groups for Children, Teens & Adults

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Dear CBC Friend and Supporter,

We invite you to join us as a sponsor of the Steps for Healing 5K Run/Walk and Remembrance Run on Saturday, November 13, 2021. This year we look forward to returning to Zoo Miami for an in-person event, and we will also offer a "Run Where You Are" option for those who want to participate from home. We can't wait to remember and run together once again.

Your sponsorship will support Children Bereavement Center's (CBC) FREE virtual weekly grief support groups for children, teens and adults throughout South Florida. For every \$1,000 raised, a child can attend an entire year of CBC's free grief support groups.

Our community has had another challenging year. With the pandemic, we have seen grief increase dramatically, and it continues to do so. On average, each person who dies from COVID leaves behind nine bereaved loved ones. The number of children who are losing parents and siblings before the age of 18 has greatly grown as well. Large disasters have also impacted our community – both the Surfside building collapse and recent earthquake in Haiti have left grieving families in their wake, right here in South Florida.

That is why we run, remember and raise funds.

This year, we anticipate over 1,000 participants will engage in Steps for Healing in-person and virtually combined. CBC grief group participants and many other families who have suffered a loss in our community look forward to this event every year as an opportunity to memorialize their loved ones. And through our event marketing, thousands will learn about the CBC, as an accessible, free grief resource that is available to them.

CBC sponsors will be showcased on our race website, running app, in marketing materials, in promotional emails, on-site at the event, on our race t-shirts and throughout our social media campaigns.

For over 22 years, the CBC has provided free grief support to thousands of people. In these difficult times, your generosity and partnership will help ensure that CBC will continue to be here for our community for years to come.

With gratitude always,

Debra Albo-Steiger, LCSW
Incoming Chief Executive Officer

Address: 6619 S Dixie Hwy, #302, Miami, FL 33143 Phone: 888.988.5438 Website: 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.

STEPS FOR HEALING



CBC Steps Up For Families

Our community is grieving.

COVID-19, the Surfside building collapse, and the earthquake in Haiti have left our community with great challenges and tremendous grief. Those who are hurting, need our support now and in the future.

CBC services are needed now more than ever, providing a weekly outlet for kids and adults to share their grief with others. Our online grief peer support groups are effective, safe, accessible and available every week. Your participation and support in Steps for Healing will enable CBC to continue to offer free virtual grief groups, empowering children, teens and adults to build resilience and hope after loss.

Your Sponsorship Supports:

- Free Grief Support Groups for all ages (4+) online each week
 - run by mental health professionals
 - now accessible nationwide online
- Grief resources and adult support groups in Spanish
- Lift From Loss® groups for adults
- Dedicated perinatal & infant loss groups in English & Spanish
- Dedicated groups for those impacted by the Surfside Building Collapse
- Community education series with a focus on black grief offered through free lunch and learns at home
- Grief training, crisis intervention, & self-care for educators, healthcare workers & community professionals across South Florida
- Grief research with a focus on diversity

GRUPOS GRATUITOS VIRTUALES DE APOYO AL DUELO
¡Únete a nosotros en línea todas las semanas!

Grupos:

- Para adultos en Español e Inglés
- Para niños y adolescentes en Inglés

LLAMA AL 888-988-5438



FREE VIRTUAL PERINATAL & INFANT LOSS GRIEF SUPPORT GROUPS


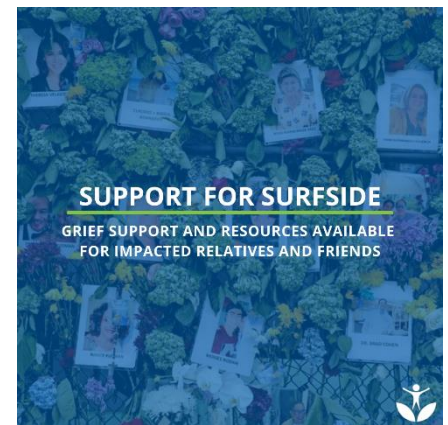


 **Children's Bereavement Center** **CALL 888-988-5438**
For Mothers, Fathers & Couples



www.stepsforhealing.org
888.988.5438 | www.childbereavement.org

SUPPORT FOR SURFSIDE
GRIEF SUPPORT AND RESOURCES AVAILABLE FOR IMPACTED RELATIVES AND FRIENDS



STEPS FOR HEALING



About Steps for Healing

Join 1,000+ runners and walkers coming together for a fun day at Zoo Miami to run in person or virtually where they are to raise funds for Children's Bereavement Center and support grieving families across South Florida.

Steps for Healing is a 5K Run/Walk and will take place on Saturday, November 13th, 2021 and attendees may choose whether to go to Zoo Miami or "Run Where You Are." CBC supporters and group participants are based across all of South Florida and the nation, so for those who cannot attend in-person, the opportunity to register as a virtual attendee is an added benefit!



Ask Friends & Family to Sponsor My Run! Maximize your sponsorship benefits by inviting friends, family and colleagues to "Sponsor My Run," and help expand our reach and donations to keep CBC services free. For every \$1000 raised, a child can attend the CBC for an *entire year*. Many families join together each year at Steps for Healing to support CBC as Champions and memorialize loved ones.

Registration Includes:

IN-PERSON @ Zoo Miami

- Official run/walk timing
- All-day zoo admission
- Kids' course with medals
- Free breakfast and snacks
- Race day t-shirt
- Entertainment - DJ and Kids Corner
- Customizable Fundraising Page
- Medals for top finishers

VIRTUAL PARTICIPATION

- RaceJoy app tracking time and results
- Customizable Digital Race Bib
- Race day t-shirt (pick up/mailed after race)
- Customizable Fundraising Page
- Suggested CBC Memorial Activities to make your walk/run more meaningful



@MiamiCBC

I'M RUNNING IN MEMORY or HONOR OF:

All those who have died from
COVID-19



#IRunToRemember

#StepsforHealing



www.stepsforhealing.org

888.988.5438 | www.childbereavement.org



@MiamiCBC

I'M RUNNING IN MEMORY or HONOR OF:



#IRunToRemember

#StepsforHealing

STEPS FOR HEALING

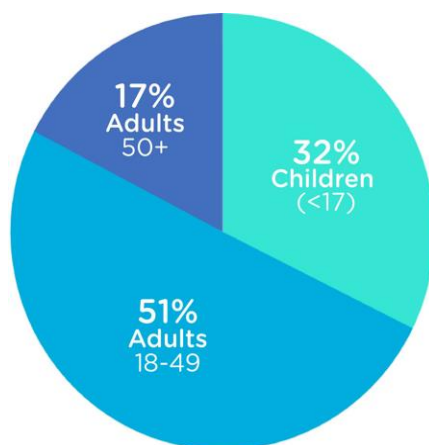


Attendee Demographics:

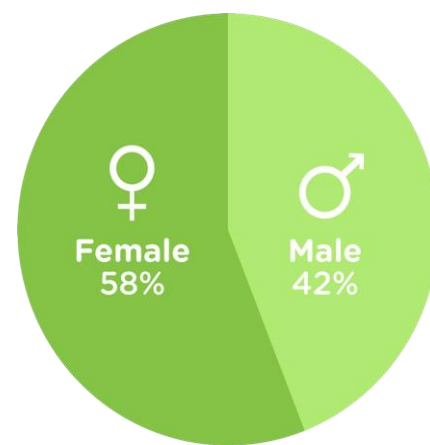
WELCOMING
1,000+
PARTICIPANTS



Participants by Age



Participants by Gender



MIAMI • MIAMI BEACH • CORAL GABLES • DORAL • HIALEAH
HOMESTEAD • FORT LAUDERDALE • BOCA RATON

This year we anticipate higher attendance, as our event is more accessible than ever before being offered in-person and virtually!

Data above based on 2019 participants.

6 Reasons to Sponsor:

1. **Support Your Local Community During COVID-19**
Proceeds from this event will help 1,000+ children, teens and adults in South Florida attend virtual grief support groups completely FREE.
2. **Grief Training for Employees**
CBC's clinical team provides grief training for businesses and organizations each year reaching over 10,000 professionals. Create a grief sensitive network within your own company by improving your team's ability to support clients and fellow colleagues who may be struggling with grief.
3. **Online Engagement**
Reach approximately 20,000 people online per month from Miami-Dade, Broward and Palm Beach counties and engage with 1,000+ 5K participants living in South Florida and other regions who are purpose-driven and live healthy, active lifestyles.
4. **Corporate Social Responsibility**
Grief is a 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. Choose childhood grief as your CSR initiative and support CBC.
5. **Memorialization**
Run or walk in memory of a colleague, friend or family member who died. Many teams join each year to grieve together while they honor their loved ones and support grieving families in the community.
6. **Employee Engagement & Connection**
Employees connect through outdoor fun and a common goal as they create fundraising teams. Companies feeling disconnected as they work remotely can reconnect teams in a fun and meaningful way while supporting their local community.





Sponsor Benefits:

November 13, 2021 @ 8am | Remember Together, Run Together

Presenting Sponsor Benefits

\$10,000

- Provides sponsorship for 8 children for 1 year at the Children's Bereavement Center
- Opportunity to speak at race start line or awards ceremony
- Presenting sponsorship recognition at event in person and virtually through announcements and signage
- Opportunity to exhibit at Zoo Miami during event
- Recognition in event e-blasts to CBC database + dedicated e-blast announcing sponsorship
- Company logo listed on event website and CBC website
- Featured social media recognition in event promotion, at the event and in post event coverage
- Company logo printed on t-shirt* and event promotional materials
- 50 Tickets for your team to *Steps for Healing*
- Complimentary grief training for up to 50 of your employees (specific topic tbd)

Gold Sponsor Benefits

\$5,000

- Provides sponsorship for 4 children for 1 year at the Children's Bereavement Center
- Gold Sponsor recognition at event in person and virtually through announcements and signage
- Opportunity to exhibit at Zoo Miami during event
- Recognition in event e-blasts to CBC database
- Company logo listed on event website and CBC website
- Gold Sponsor highlight and recognition on CBC social media channels pre, during and post event
- Company logo printed on t-shirt* and event promotional materials
- 30 Tickets for your team to *Steps for Healing*
- Complimentary grief training for up to 50 of your employees (specific topic tbd)

Silver Sponsor Benefits

\$2,500

- Provides sponsorship for 2 children for 1 year at the Children's Bereavement Center
- Silver Sponsor recognition at in-person event on signage
- Silver Sponsor highlight and recognition on CBC social media channels pre, during and post event
- Recognition in event e-blasts to CBC database
- Company logo listed on event website and CBC website
- Company logo printed on t-shirt* and event promotional materials
- 15 Tickets for your team to *Steps for Healing*
- Complimentary grief training for up to 25 of your employees (specific topic tbd)

Bronze Sponsor Benefits

\$1,500

- Provides sponsorship for 1 child for 1 year at the Children's Bereavement Center
- Recognition in event e-blasts to CBC database
- Company logo listed on event website and CBC website
- Recognition on CBC social media channels pre, during and post event
- Company logo on event promotional materials
- 5 Tickets for your team to *Steps for Healing*

Pledge to support Steps for Healing with a Sponsorship and pay on Give Miami Day 11/18/21

**Deadline: Oct. 13, 2021; Contact us for customized sponsorships*

www.stepsforhealing.org
888.988.5438 | www.childbereavement.org



Sponsor Payment:

November 13, 2021 @ 8am | Remember Together, Run Together

Please reserve the following sponsorship:

- ☐ **Platinum Sponsor \$10,000**
- ☐ **Gold Sponsor \$5,000**
- ☐ **Silver Sponsor \$2,500**
- ☐ **Bronze Sponsor \$1,500**

For those interested in supporting CBC on Give Miami Day (11.18.21), submit your sponsorship paperwork now, but pay your pledge on Nov. 18th.

☐ **Pledge then Pay**

Company / Individual Name	<hr/>		
Contact	<hr/>		
City, State & Zip	<hr/>		
E-mail	<hr/>		
Phone	<hr/>		
Card Type	<input type="checkbox"/> VISA	<input type="checkbox"/> MasterCard	<input type="checkbox"/> Discover <input type="checkbox"/> American Express
Cardholder Name	<hr/>		
Card Number	<hr/>		
Expiration Date	<hr/>	Security Code	<hr/>
Billing Address	<hr/>		
Signature	<hr/>		Date <hr/>

Please mail your check with this form to:

Children's Bereavement Center
Attn: Elaine Webb
6619 S Dixie Hwy, #302
Miami, FL 33143

E-mail form to Office Manager, Elaine Webb elaine@childbereavement.org or call (305) 668-6282 to pay by phone. A letter acknowledging your donation will be forthcoming.

For more information on event sponsorship opportunities, please contact Kim Bentkover:
kim@childbereavement.org or (305) 423-6001.

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

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