



BENEFITING
**Children's
Bereavement
Center**

THURSDAY, MAY 6TH, 2021
6:30PM
VIRTUAL

Become a Sponsor



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

CBCROCKIN.ORG | CHILDBEREAVEMENT.ORG



Children's Bereavement Center

FREE GRIEF SUPPORT GROUPS FOR CHILDREN, TEENS & ADULTS

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Dear Supporter,

We invite you to join us as a Sponsor for Rockin' on the Screen to celebrate Children Bereavement Center's services in the South Florida community. In these unprecedented times, your participation is more vital than ever. The funding you provide will support our FREE virtual weekly grief support groups for children, teens and adults throughout South Florida. Our services impact thousands of lives, providing resources, professional trainings and programs to help grieving families in their time of need.

This year, CBC's annual gala, Rockin' on the Green, has been adapted to a virtual format as *Rockin' on the Screen*, and will incorporate the flavor from previous years to continue the tradition of celebrating our vital work offered year-round. On May 6th, we plan on welcoming 500 guests online, including many long-term supporters. Highlights of the evening include honoring **Dr. Maggie Fader**, Hematologist/Oncologist and dedicated CBC Champion, a delicious party box by local Celebrity Chef Michelle Bernstein, a Memorial Moment and candle lighting with our special musical guest, a silent auction including an Andrea Bocelli VIP experience, and will conclude with a Toast to Hope.

CBC is South Florida's largest non-profit dedicated to helping grieving children and families, and the need is great. By moving our support groups online last March, we have been able to serve the community uninterrupted throughout the COVID-19 pandemic. Because of this, we hope you will consider a sponsorship in support of the CBC. Sponsors and auction donors will be acknowledged before, during and after Rockin' through our marketing materials and online platforms.

You can help us change the course of lives after loss by providing support when people need it most. In all our years of service, we've learned that grief is meant to be shared. CBC offers that place - where children, teens and adults find camaraderie, confidence and hope for a life after loss.

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

With gratitude,

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

Address: 6619 South Dixie Highway, #302, Miami, FL 33143 | Phone: 888-988-5438 | www.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.

Now more than ever...

The Children's Bereavement Center needs your support. When you sponsor Rockin' on the Screen, you will receive additional benefits and long-lasting value. This year, sponsorship includes the unique opportunity to be recognized as a CBC site location sponsor.

Sponsorship also includes a "Sponsor-A-Child" donation for a CBC child or family. Your dollars will go even farther with The Batchelor Foundation, which generously provides matching funds for a Sponsor-A-Child Campaign.

CBC continues to provide completely FREE grief peer support groups for children, teens and adults across South Florida.



The Batchelor Foundation

Your sponsorship will support:

- Groups offered virtually so those who seek help can do so online while staying safe at home
- Spanish-language resources and adult support groups
- NEW dedicated Perinatal & Infant Loss Support Group
- Grief training, crisis intervention, self-care for educators, healthcare workers and community professionals across South Florida
- Grief research with a focus on diversity



Rockin' Demographics

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



"I thought I was coming to CBC to support my daughter, but I didn't realize how much I needed it. Groups opened the door for healing."
- Former CBC participant



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



Community Impact

For over 20 years, the Children's Bereavement Center has served our South Florida community offering free support groups for children, teens and adults who have lost a loved one.

Social isolation due to COVID-19 takes its greatest toll on those who are grieving - missing funerals, memorials and the comfort of friends. CBC launched VIRTUAL grief support groups immediately after the onset of the pandemic, which are accessible every week from the safety of one's own home. Participation remains FREE for anyone who has lost a significant person in their life, including those who have lost someone due to COVID-19.

CBC's services are needed now more than ever. Your participation and support will enable CBC to continue to offer free virtual grief support groups, empowering children, teens and adults to build resilience and hope after loss.

Who We Serve

1,000+

participants served annually

115

monthly peer grief support groups

10,000+

professionals trained each year

3+

counties served

150+

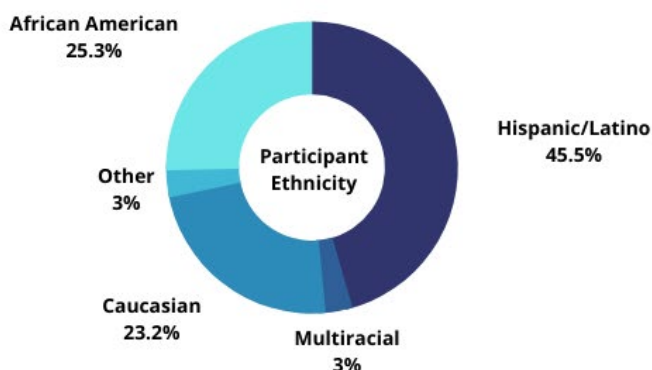
volunteers trained annually

20+

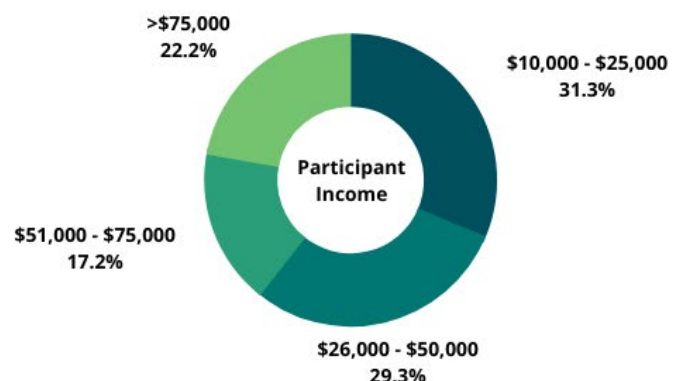
years of service to South Florida



Participant Demographics



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

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 13

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

up to 1/3

of those directly affected by a major loss will suffer detrimental effects on physical or mental health or both.



Celebrating Our Service

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

Event Highlights:

- Party Box delivered to your door with:
 - » Chef Michelle Bernstein hors d'oeuvres and dessert
 - » Craft cocktail and wine
 - » Memorial candle and gifts
- Memorial Moment with candle lighting
- Honoring local leader, Dr. Maggie Fader
- Celebrity emcee Victor Oquendo
- Special guest entertainment
- Toast of Hope
- Unique auction items including Andrea Bocelli VIP experience



Thurs., May 6, 2021
6:30PM
VIRTUAL
cbcrockin.org

Honoring CBC Champion...

CBC honors local leaders from our community who are grief advocates and CBC Champions. In this tumultuous year with a relentless strain on the medical community, we could think of no one better than to recognize as our 2021 Honoree, Dr. Maggie Fader.

2021 CBC Champion Honoree



Maggie Fader, MD

Pediatric Hematologist-Oncologist, Nicklaus Children's Hospital

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

Dr. Fader has been a dedicated member of the CBC Board of Directors for six years, and an invaluable advisor, lending her medical expertise to CBC's clinical team, and assisting in the support of families who have lost a child to cancer. Her professionalism and investment in the well-being of her patient families is unparalleled. In addition to her professional practice and busy life raising four young children with her husband, Adam, she has assisted the CBC with both community outreach and fundraising, insuring the stability of the organization for the future. CBC is a most fortunate beneficiary of Dr. Fader's time, talent and passion for our cause. We are delighted to have the opportunity to honor her indispensable contributions to the organization.



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 loss before they graduate high school.

4.

Support Your Local Community

Proceeds from this event will help 1,000+ 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.

Corporate Engagement

A virtual event provides an opportunity to engage employees or business associates to connect and strengthen team bonds through a shared experience.





Sponsor Benefits

Same event, different venue! Sponsors will receive even more exposure in a virtual format with increased digital presence, online marketing and a captive audience.

**Inquire about unique sponsorship opportunities:
Memorial Moment | Entertainment | Party Box**

Sponsorship Benefit	Presenting \$15,000	Spotlight \$10,000	Rockin' \$5,000	Rollin' \$2,500
Sponsor-A-Child Donation for ____ for 1 year at CBC generously matched by The Batchelor Foundation*	12 Children (Plus Batchelor Match = 24 Children)	8 Children (Plus Batchelor Match = 16 Children)	4 Children (Plus Batchelor Match = 8 Children)	2 Children (Plus Batchelor Match = 4 Children)
____ "Party Boxes" delivered to your home (each box serves 2 guests)	12	8	4	2
____ Bottle(s) of Wine	3	3	2	1
Recognition during livestream event	Logo + Verbal	Logo + Verbal	Logo	Name
Private link to Rockin' on the Screen plus early access to Silent Auction	✓	✓	✓	✓
Recognition on event program (Deadline April 6, 2021)	Premier Placement	Prominent Placement	✓	✓
Recognition on Rockin' website, E-blasts and Social Media	Premier Placement	Prominent Placement	✓	✓
Recognition on digital platform silent auction ad space	✓	✓	✓	
Listed in Rockin' Press Releases	✓ (incl. quote)	✓	✓	
Recognition on Social Media	✓	✓	✓	
Recognition as CBC Grief Support Group Site Location Sponsor	6 months	3 months	1 month	
Listed on CBC website Donor page thru 12/31/21	✓	✓	✓	

* The Batchelor Foundation generously provides Sponsor-A-Child matching funds up to \$20,000. For every \$1,000, a child can participate in CBC groups for FREE for one year. For each sponsorship, The Batchelor Foundation match **adds** the following funds to allow additional children to participate in CBC grief support groups for the year:

- Rollin' Sponsorship = 2 Children (\$2,000)
- Rockin' Sponsorship = 4 Children (\$4,000)
- Spotlight Sponsorship = 8 Children (\$8,000)
- Presenting Sponsorship = 12 Children (\$12,000)

Contact Kim Bentkover, kim@childbereavement.org or (305) 423-6001 for details.



Sponsor Agreement

Benefiting Children's Bereavement Center



Virtual Gala
Thursday, May 6th 2021
6:30pm

- ☐ Presenting Sponsor \$15,000
- ☐ Spotlight Sponsor \$10,000
- ☐ Rockin' Sponsor \$5,000
- ☐ Rollin' Sponsor \$2,500

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

Checks may be mailed with this form to:

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

Complete this form with credit card information and e-mail to our Office Manager Elaine Webb
elaine@childbereavement.org or call 305-668-6282 to complete over the phone.

Credit Card: _____

Expiration Date: _____ Code: _____

A letter acknowledging your donation will be forthcoming. We are delighted you are a sponsor!

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

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