

BECOME A SPONSOR OF

STEPS FOR HEALING

VIRTUAL 5K REMEMBRANCE RUN

BENEFITING



Children's
Bereavement
Center

NOV. 9-15, 2020

Run Where You Are,
Run to Remember,
Run to Support Grieving Families



STEPSFORHEALING.ORG

@MIAMICBC



Children's Bereavement Center

Free Grief Support Groups for Children, Teens & Adults

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Dear Supporter,

We hope you will join us as a sponsor of Steps for Healing Virtual 5K Remembrance Run the week of November 9-15, 2020. In these unprecedented times, your participation is more vital than ever. The funding you provide will support Children Bereavement Center's (CBC) FREE virtual weekly grief support groups for children, teens and adults throughout South Florida.

This year we anticipate over 1,000 participants will engage in our virtual event. Registration is free, allowing us to expand our reach to many families who were not able to participate in the past.

Individuals take part in supporting CBC by creating teams formed by colleagues, friends and family members, and raise funds by asking friends to "Sponsor My Run." For every \$1,000 raised, a child can attend an entire year of the CBC's free grief support groups.

Many families who have suffered a loss, including those who attend CBC grief support groups, look forward to this event every year as an opportunity to memorialize their loved ones. Participants will also engage on social media leading up to the virtual event by taking photos with their team shirts and decorated race bibs and sharing stories of loss and hope using #iruntoremember #stepsforhealing.

CBC sponsors will be showcased on our race platform, in marketing materials, in promotional emails and throughout our social media campaigns.

For over 20 years, the CBC has provided free grief support to thousands of people. In these challenging times, your generosity and partnership will help ensure that CBC will still be here for our community, throughout the COVID-19 pandemic and for years to come.

With gratitude,

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

CBC Steps Up For Families During the Pandemic

Social isolation due to COVID-19 takes its greatest toll on those who are grieving –missing funerals, memorials and the comfort of friends.

When the pandemic began, CBC immediately responded to the crisis by creating safe, VIRTUAL grief support groups, accessible every week from the safety of one's own home. Our virtual support groups are provided 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, providing a weekly outlet for kids and adults to share their grief with others.

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.

Your Sponsorship Supports:

- Free Grief Support Groups -- now serving all of South Florida VIRTUALLY!
 - for all ages 4+
 - meet weekly year-round
 - run by mental health professionals
- Spanish language groups & grief resources
- *Lift From Loss* groups available for younger and older adults
- NEW dedicated perinatal & infant loss groups
- Specialized education & support programming for Overtown & neighboring communities
- Grief training, crisis intervention, & self-care for educators, healthcare workers & community professionals across South Florida
- Grief research with a focus on diversity



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About Steps for Healing

Steps for Healing Virtual 5K Remembrance Run will take place during the week of **November 9-15, 2020**. Choose a time and place to run or walk safely with your office team, family or friends.

Support grieving families throughout the COVID-19 pandemic by raising funds for CBC's FREE virtual grief support groups for children, teens and adults in South Florida.

Become a fundraiser, create a team and set a goal. Ask others to "Sponsor My Run." Every donation is important to keep our 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 memorialize a loved one and support the CBC.



Registration Includes

- Customizable Fundraising Page
 - Honor a loved one who died by sharing photos & memories
- Customizable Race Bib
 - Decorate your bib and tell us who you will run to remember
- Suggested CBC Memorial Activities to make your walk/run more meaningful
- Certificate of Participation

FREE

REGISTRATION



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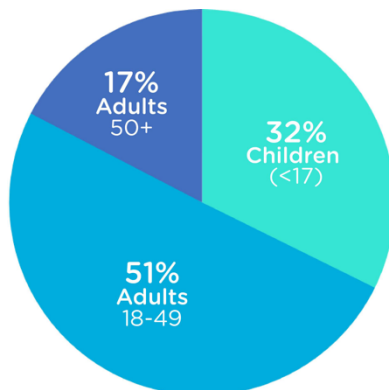
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Participant Demographics

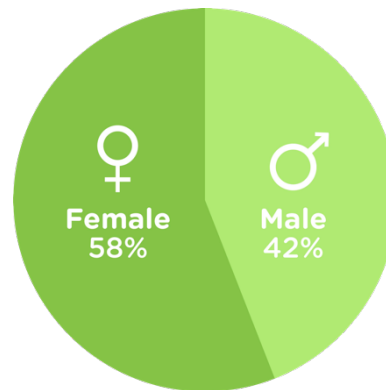
WELCOMING
1,000+
PARTICIPANTS



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 -- registration is free and participants can run/walk wherever they live!

Data above based on 2019 participants.

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6 Reasons to Sponsor

- 1. Support Your Local Community During COVID-19**
Proceeds from this event will help 1,500+ children, teens and adults in South Florida attend virtual grief support groups completely FREE.
- 2. Grief Training for Your Employees**
CBC's clinical team will provide your employees knowledge and tools around loss and grief through a team training. Improve your team's ability to support clients and fellow colleagues who may be struggling with grief, while building a grief sensitive network within your company.
- 3. Online Engagement**
Reach approximately 20,000 people online per month from Miami-Dade, Broward and Palm Beach counties and engage with 1,000+ virtual 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 may be feeling more disconnected as they work remote and this is a fun way to reconnect teams in a meaningful way as they support their local community.

Sponsor Benefits

Steps for Healing Virtual 5K Remembrance Run November 9-15, 2020
Run Where You Are, Run to Remember, Run to Support Grieving Families

Gold Sponsorship Benefits

\$5,000

- Provides sponsorship for 5 children for 1 year at the Children's Bereavement Center
- Virtual grief training for up to 50 of your employees
 - Sample topics: grief in the workplace, supporting grieving colleagues and grief HR policies
- Verbal recognition as Gold Sponsor during virtual event
- Featured sponsorship highlight on CBC social media channels
- Recognition in event e-blasts to CBC database (8,600+ subscribers/3 counties)
 - One dedicated e-blast announcing your sponsorship
- Company logo listed on event website and CBC website
- Social media recognition in event promotion, during virtual event week and in post event coverage (9,500+ reach per month)
- Company logo featured on event promotional materials

Silver Sponsorship Benefits

\$2,500

- Provides sponsorship for 2 children for 1 year at the Children's Bereavement Center
- Virtual grief training for up to 25 of your employees
 - Sample topics: grief in the workplace, supporting grieving colleagues and grief HR policies
- Featured sponsorship highlight on CBC social media channels
- Recognition in event e-blasts to CBC database (8,600+ subscribers/3 counties)
- Company logo listed on event website and CBC website
- Social media recognition in event promotion, during virtual event week and in post event coverage (9,500+ reach per month)
- Company logo featured on event promotional materials

Bronze Sponsorship Benefits

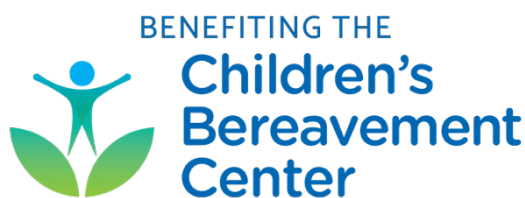
\$1,500

- Provides sponsorship for 1 child for 1 year at the Children's Bereavement Center
- Recognition in event e-blasts to CBC database (8,600+ subscribers/3 counties)
- Company logo listed on event website and CBC website
- Social media recognition in event promotion, during virtual event week and in post event coverage (9,500+ reach per month)
- Company logo featured on event promotional materials

**Pledge to support Steps for Healing with a Sponsorship
and pay on Give Miami Day, November 19, 2020**



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Sponsor Payment

Steps for Healing Virtual 5K Remembrance Run November 9-15, 2020
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Please reserve the following sponsorship for my company:

<input type="checkbox"/>	Gold Sponsor	\$5,000
<input type="checkbox"/>	Silver Sponsor	\$2,500
<input type="checkbox"/>	Bronze Sponsor	\$1,500

Company / Individual Name _____

Contact _____

City, State & Zip _____

E-mail _____

Phone _____

Card Type ☐ VISA ☐ MasterCard ☐ Discover ☐ American Express

Cardholder Name _____

Card Number _____

Expiration Date _____ Security Code _____

Billing Address _____

Signature _____ Date _____

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 this form to our Office Manager, Elaine Webb elaine@childbereavement.org or call (305) 668-6282 to pay by phone.

A letter acknowledging your donation will be forthcoming.
Thank you for your service to the community by helping grieving children and families!

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

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