



Breast Cancer Foundation

FUNDRAISING



TOOLKIT

WHY MILES OF HOPE

About Us

Miles of Hope Breast Cancer Foundation was established in 2004 to fund support services for people affected by breast cancer in the Hudson Valley. The organization supports residents across nine counties. Its work includes **financial assistance** through the Medical Gap Care Fund, **peer-to-peer counseling**, **scholarships** for students whose lives have been affected by breast cancer, and **complementary medicine programs** that support recovery and quality of life.

KEEP IT LOCAL

All funds raised
in the Hudson Valley
are used
in the Hudson Valley



BUSINESS BENEFITS



PHILANTHROPIC ACTIVITY

Establish a precedent of philanthropic efforts through your business. See this activity grow throughout the years.



UNITE EMPLOYEES AND CUSTOMERS ALIKE

Give your employees a unifying cause and create a positive customer interaction tied to a mission that many families have been touched by personally.



COMMUNITY SUPPORT

Position your brand as community centered by supporting a local organization.



CULTIVATE RELATIONSHIPS

A visible campaign can support customer loyalty, local media interest, employee pride, and stronger community relationships.



MARKETING AND PUBLIC RELATIONS OPPORTUNITIES

Coordinate marketing for your fundraiser through social media, local press outreach, email communication, and in-store signage. Tell a compelling story about local giving, local impact, and shared community values. Miles of Hope will promote the program on social media as well!



COMMUNITY IMPACT

Make a Direct and Measurable Impact

Have a direct impact in your community. Miles of Hope serves hundreds of patients across the Hudson Valley each year, including your own employees, customers, and suppliers.

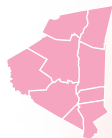
By the Numbers



>\$4.0
million in
grants
distributed



700+
patients
supported
each year



9
counties
served



Locals Supporting Locals

Reinforce the message that local businesses can play a real role in local care.

Practical Assistance

A partnership with Miles of Hope would help fund practical assistance and supportive services for individuals and families navigating breast cancer.



HOW YOU CAN FUNDRAISE FOR MILES OF HOPE



Find what will suit your business best!



ROUND-UP PROGRAM

Give customers the option to round-up their purchase at checkout. It can even turn into a competition between locations or employees!

PROMOTIONAL ITEM

If you sell goods/services, choose an item (or create a special pink one) and donate part of the proceeds to Miles of Hope.



EMPLOYEES WEAR PINK

Have your employees wear pink for the day. Donate a set amount to Miles of Hope for each employee that participates!

ORGANIZE A TEAM FOR OUR WALK

Our Community Walk is always the first Sunday in October! Form a team with your coworkers and come out to James Baird State Park and walk with us.



ONLINE FUNDRAISING

Set up a fundraising page for your event.

The screenshot shows the Miles of Hope Breast Cancer Foundation website. At the top, there's a navigation bar with 'English', 'Contact Us', and a 'Donate' button. Below the navigation bar, there's a header with 'About Us', 'How We Can Help', 'How You Can Help', and 'Events'. The main content area features a large banner with the text 'HOST A FUNDRAISER FOR MILES OF HOPE!' and a sub-header 'Whether you're a school, business, or individual, we make it easy to support our mission.' To the right of the banner is a 'Miles of HOPE Breast Cancer Foundation FUNDRAISING TOOLKIT' graphic. Below the banner, there's a 'Donate' section with the title 'Host Your Own Fundraiser for Miles of Hope Breast Cancer Foundation' and a paragraph of text. To the right of this section is a 'Contact Us' box with phone, email, and mailing address information. At the bottom, there are three buttons: 'Fundraising Toolkit', 'Start A Fundraising Page', and 'Request Fundraising Materials'.

English Contact Us Donate

About Us How We Can Help How You Can Help Events

HOST A FUNDRAISER FOR MILES OF HOPE!

Whether you're a school, business, or individual, we make it easy to support our mission.

Donate

Host Your Own Fundraiser for Miles of Hope Breast Cancer Foundation

Thank you for considering hosting a fundraising event to support the Miles of Hope Breast Cancer Foundation. Your efforts will help people affected by breast cancer in the Hudson Valley while providing an opportunity for friends and family to come together and have fun.

To help you get started, we've put together a Fundraising Toolkit with everything you need to promote our organization and support our mission.

Click the button below to get started and make your event a memorable one!

[Fundraising Toolkit](#) [Start A Fundraising Page](#) [Request Fundraising Materials](#)

Contact Us

By Phone: 845-264-2005

To make a donation by check please make it out to Miles of Hope BCF and send it to us at:

Miles of Hope BCF
P.O. Box 405
Lagrangeville, NY 12540

Email Us
info@milesofhope.org

1 **VISIT**
milesofhope.org

2 Under “How You Can Help” **click** “Host Your Own Fundraiser”.

3 **Click** the “Start A Fundraising Page” button.

4 **Follow** the steps to create your own fundraising page!





Sponsorship Opportunities



Annual Spring Brunch MAY

Heroes of Hope Sponsor (\$10,000)

10 reservations to MOH Spring Brunch; full page ad on inside front or back cover of printed & virtual program book; logo on all event website pages & MOH website; live Facebook updates from event with sponsor recognition; various social media posts; table signage at event; inclusion in all event literature & press releases; full page ad in all MOH program books for 12 months.

Ruby Sponsor (\$5,000)

6 reservations to MOH Spring Brunch; full page ad in printed & virtual program book; logo prominently displayed on Brunch Event website and MOH website; live Facebook updates from event with sponsor recognition; various social media posts; table signage at event; inclusion in all event literature & press releases.

Garnet Sponsor (\$2,500)

4 reservations to MOH Spring Brunch; full page ad in printed & virtual program book; logo displayed on Brunch Event website and MOH website; various social media posts; table signage at event; inclusion in all event literature & press releases.

Hot Pink Sponsor (\$1,000)

2 reservations to MOH Spring Brunch; half page ad in printed & virtual program book; listing on Brunch Event website; social media posts; inclusion in all press releases.

Rose Pink Sponsor (\$500)

1 reservation to MOH Spring Brunch; half page ad in printed & virtual program book; listing on Brunch Event website; inclusion in all press releases.



Goals for Hope AUGUST

Heroes of Hope Sponsor (\$10,000)

Dedicated social media posts with logo/ad; logo on event flyer; 3x5 banner at event; recognition at event ceremony; logo on Goals for Hope website for 1 year; 10 complimentary raffle tickets.

Pink Ribbon Sponsor (\$2,000)

Dedicated social media posts with logo/ad; logo sign at field entrance; recognition at event ceremony; logo on Goals for Hope website for 1 year; 10 complimentary raffle tickets.

Local Warrior Sponsor (\$1,000)

Dedicated social media posts with logo; logo sign at field entrance; recognition at event ceremony; logo on Goals for Hope website for 6 months; 5 complimentary raffle tickets.

Hope Sponsor (\$500)

Social media mention; logo sign at field entrance; recognition at event ceremony; logo on Goals for Hope website; 5 complimentary raffle tickets.



Community Walk OCTOBER

Heroes of Hope Sponsor (\$10,000)

Social media posts (min.7); logo on landing page of event platform; logo on MOH website & event t-shirt; road marker displayed at event.

Racer Level Sponsor (\$2,500)

Social media posts (min.5); logo on landing page of event platform; logo on MOH website & event t-shirt; road marker displayed at event.

Jogger Level Sponsor (\$1,000)

Social media posts (min.3); logo on landing page of event platform; logo on MOH website & event t-shirt; road marker displayed at event.

Cruiser Level Sponsor (\$500)

Social media posts (min.1); logo on landing page of event platform; logo on MOH website & event t-shirt.

To inquire about event sponsorships, email info@milesofhope.org

Multi-Event Sponsor ALL 3 EVENTS

Platinum Sponsor (\$25,000)

Includes everything listed in the top tier Event Sponsorships (Heroes of Hope Sponsorships)

Gold Sponsor (\$7,500)

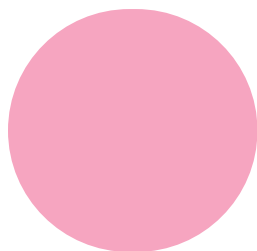
Includes everything listed in the second tier Event Sponsorships (Ruby, Pink Ribbon, & Racer Level Sponsorships)

Silver Sponsor (\$3,500)

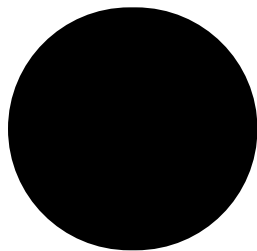
Includes everything listed in the third tier Event Sponsorships (Garnet, Local Warrior & Jogger Sponsorships)

MILES OF HOPE COLOR PALETTE

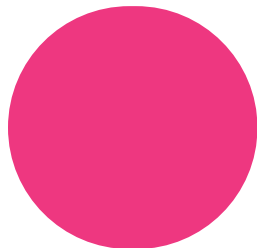
HEX Color safe for web and mobile



MOH Light Pink
#F6A5C0



Black
#000000



MOH Dark Pink
#EE3780

