



For
The Awareness of Pregnancy and Postpartum Depression

A SISTER'S PACT

A sister's pact, one I made with my sister, to break the silence of mothers suffering alone and build sounds of hope for mothers and their families everywhere.

The mission of the **Sounds of Silence Foundation** for the Awareness of Pregnancy and Postpartum Depression is an initiative to advocate for the health of women, infants, children and families everywhere by breaking the stigma and the 'sounds of silence' a mother may suffer from during perinatal mood disorders or postpartum depression. The Sounds of Silence Foundation focuses on education, strength, hope and a sense of community. The Sounds of Silence Foundation will help break the Pregnancy and Postpartum Depression Silence, build awareness, and raise funds to accommodate the women and families suffering today.

Studies show that approximately 10% of women will experience depression or anxiety during pregnancy (25,000 pregnant women in New York State) and at least 15% of mothers will experience postpartum depression within the first year after having a baby (37,500 New York State mothers). One to two women within a 1,000 births will experience postpartum psychosis (at least 250 New York State mothers each year will need emergency mental health medical attention for postpartum psychosis). Pregnancy and Postpartum Depression are the #1 medical complications related to childbearing.

Despite the growing body of evidence that documents the prevalence of perinatal mood disorders and other psychiatric problems during pregnancy and postpartum, such disorders remain largely under-diagnosed and under-treated. Our culture defines motherhood as a joyous time for all mothers, which creates a stigma for mothers who are not able to enjoy their new arrival. Mothers become reluctant to disclose their feelings of depression and their problems with attachment to their newborn. In today's society, no mother during and or after pregnancy should ever feel emotionally helpless. The consequences from this feeling could lead to death; mothers, infants and children are at a great risk.

Currently, there is only one freestanding mother-baby day hospital facility in the United States that provides perinatal mood disorders-related treatment. Together we can raise funds to provide pregnant and postpartum mothers with a much-needed Support Center with innovative mental health care services. The Sounds of Silence Foundation hopes to spread awareness and give all affected parties the best possible chance to overcome perinatal mood disorders and postpartum depression.

Proceeds contributed to the Sounds of Silence Foundation will go to The Postpartum Resource Center of New York, Inc. www.postpartumny.org This is a self-help, 501(c)(3) non-profit organization providing emotional support, educational information and healthcare and support group resources to New York State women and their families at risk for or experiencing a perinatal mood disorder.

THE POSTPARTUM RESOURCE CENTER OF NEW YORK, INC.

The Postpartum Resource Center of New York, Inc. was established in 1998. Two Long Island women both had discovered, from personal experiences, gaps within services provided to women and decided to fill these critical needs for women and families. In 2001, The Postpartum Resource Center of New York, Inc. was awarded the Jane Honikman Award by Postpartum Support International in recognition as a model Perinatal Depression Parent Support Network for the US and worldwide.

How You Can Help:

- **Monetary Donations**
Money donated to the Sounds of Silence Foundation will benefit The Postpartum Resource Center of New York, Inc.
- **In-kind Services**
You can support the Sounds of Silence Foundation by donating your services to help make this event a success. In-kind contributions are encouraged and welcome. Contribution value is credited to sponsorship.
- **Product/Service Donation**
You can support the **SOUNDS OF SILENCE FOUNDATION** by donating goods and services, which will be used as gift raffles and awards.

**Please make send donations and products to:
SOUNDS OF SILENCE FOUNDATION
P.O. Box 434
West Islip, NY 11795**

- **Volunteering**
You can support the Sounds of Silence Foundation by donating your time. You can donate as few as one hour a week, all help is appreciated. Your time will enable you to become apart of something that is rewarding.

All monetary contributions are tax-deductible. In-kind services are tax-deductible; the creator of services determines the value of the service. All monetary donations, product donations and in-kind services will be recognized on the Sounds of Silence Foundation's website www.soundsOfsilencefoundation.com and 1st Annual Run Journal.



1st Annual 5k Run/Walk/Stroller Walk Event
Saturday, May 10th 2008
9:00 am

AWARDS AND RAFFLES

RACE PROCEEDS WILL BE DONATED TO THE SOUNDS OF SILENCE FOUNDATION AND WILL BENEFIT THE POSTPARTUM RESOURCE CENTER OF NEW YORK, INC.

LOCATION: Jones Beach State Park, Wantagh, Long Island

COURSE: Scenic boardwalk course along the Atlantic Ocean.
Parking, Race Start & Finish will take place at Field 5.
There is a \$6 State parking charge per vehicle.

AWARDS: Top Male and Female Runners

Top Fundraiser

Top 3 Male and Female Age Division Runners:

Ages 12 & Under, 13 to 19, 20 to 24, 25 to 29, 30 to 34, 35 to 39, 40 to 44, 45 to 49, 50 to 54,
55 to 59, 60 to 64, 65 to 69, 70 to 74, 75 to 98+

*Top raffle prizes include designer products, gift certificates, and more!

Commemorative T-shirts for the first 200 registrants.
Post-race refreshments and snacks.

ENTRY FEE: \$25.00 Adult
\$15.00 Ages 18 and under
\$30.00 5k Walk/Run/Stroller-walk (Team Captain)*
\$20.00 - 5K Walk/Run/Stroller-walk (Team Member)
(Minimum of (5) people per team/company)
Additional charges incurred day of event
*includes \$20.00 Team Creation Fee



FOR SPONSORS:

We will get you seen by hundreds of mothers, mothers-to-be, fathers and families.....

We are inviting you to invest in a worthwhile cause, while reaching out to support your target consumers and community!

Sponsorship Levels:

CO-EVENT SPONSORS: \$25,000

Platinum	\$15,000
Gold	\$10,000
Silver	\$5,000
Bronze	\$3,500
Water Station	\$3,000

Sponsorship Benefits:

CO-Event

- Logo on all advertisements, Race posters, t-shirts, bibs, mile and official event signage. Affiliate newsletter and website.
- Right to provide sideline entertainment start/finish area
- Recognition in marketing and press materials
- Full-page ad in Race program
- Company banner at Race finish line (organization to provide logo artwork)
- Recognition awards
- Corporate logo on race T-Shirt
- Recognition in all publicity materials and signage at event
- Recognition on any broadcast interviews
- Opportunity to present company literature or promotional items within packet pick-up
- Opportunity to present company at VIP booth area (tent) TBD
- 10 complementary registrations and t-shirts

Platinum

- Corporate logo on race T-Shirt
- Recognition in all publicity materials and signage at event
- Recognition on any broadcast interviews
- Logo link on Sounds of Silence Foundation website
- Opportunity to present company literature or promotional items within packet pick-up
- Opportunity to present company at VIP booth area (tent) TBD
- 10 complementary registrations and t-shirt

Gold

- Corporate logo on race T-shirts
- Recognition in all publicity materials
- Half-page ad in Race program
- Promo and logo link on Sounds of Silence Foundation website
- Signage at the event (company to provide artwork)
- Opportunity to present company literature or promotional items at packet pick-up
- Opportunity to represent company at VIP booth area (tent)
- (5) Complimentary T-shirt and complimentary registration

Silver

- Corporate logo on race T-shirts
- Recognition in all publicity materials
- Half-page ad in Race program
- Promo and logo link on Sounds of Silence Foundation website
- Signage at the event (company to provide artwork)
- Opportunity to present company literature or promotional items at packet pick-up
- (2) Complimentary T-shirt and complimentary registration

Bronze

- Corporate logo on race T-shirts
- Quarter-page ad in Race program
- Promo and logo link on Sounds of Silence Foundation website
- Opportunity to present company literature or promotional items at packet pick-up
- (1) Complimentary T-shirt and complimentary registration

Water Station

- Corporate logo on race T-Shirt
- Opportunity to provide company branded cups for water station
- Promo and logo link on Sounds of Silence Foundation website
- Signage at water stations (company must provide artwork)
- Opportunity to provide corporate shirts to water station volunteers

In-Kind Goods and Services:

In-kind contributions are encouraged and welcome. A raffle will take place during the event within the VIP tent area. Such contributions are credited to sponsorship according to their value. Race management and sponsors will determine the value of in-kind contributions and level of sponsorship. For tax purposes, the contributor of the in-kind services determines the value of the items.



1st Annual 5k Run/Walk
For
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Sponsorship Form

Please check the appropriate box of sponsorship you wish to contribute and fill the information below. Please be sure to send your sponsorship response form and check to **Sounds of Silence Foundation, P.O. Box 434, West Islip, NY, 11795, Attention: Erin Reilly**. ALL sponsorship forms and logo artwork must be submitted by April 1st, 2008 and all checks should be submitted by April 4th, 2008. Please note that logo artwork submitted later than April 1st will not be included in the print materials. (Submit a vector art logo in Illustrator or an EPS file format.)

Organization/Individual _____

Contact Name _____

Phone _____

Email _____

Address _____

- | | | |
|--------------------------|-------------------|----------|
| <input type="checkbox"/> | CO-EVENT SPONSOR: | \$25,000 |
| <input type="checkbox"/> | Platinum | \$15,000 |
| <input type="checkbox"/> | Gold | \$10,000 |
| <input type="checkbox"/> | Silver | \$5,000 |
| <input type="checkbox"/> | Bronze | \$3,500 |
| <input type="checkbox"/> | Water Station | \$3,000 |

OTHER WAYS TO GET INVOLVED:

Company/Individual Donation _____

Product Donation (Please provide product information, description and price)

From the Sounds of Silence Foundation and the Postpartum Resource Center of New York we thank you in advance for your contribution to support a worthy cause.
For more information and questions please contact Erin Reilly at 631.553.0509 or reillye@soundsofsilencefoundation.org