



# Rett's ROOST

A Community of Healing and Hope

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## 2024 CALL FOR SPONSORS



# MISSION

**A SOURCE OF HOPE AND HEALING FOR FAMILIES IMPACTED BY CHILDHOOD CANCER AND CHILD LOSS, OFFERING HOLISTIC RETREATS AND MEANINGFUL GATHERINGS THAT CREATE CONNECTION, WHILE HONORING THE PROCESS OF GRIEF AND THE POWER OF LOVE.**

Dear Business Supporters,

Every year, Rett's Roost welcomes families from near and far into their community for holistic retreats and meaningful gatherings that create connection and acknowledge the emotional toll childhood cancer takes on a family. In addition to these healing family programs, our community of supporters gather twice a year for family-friendly fundraising events on Ogunquit Beach--The Superhero 5K Fun Run & The Behold the Cold Polar Plunge.

We are excited to be introducing a new corporate sponsorship program for local businesses this year. Corporate sponsors will be recognized as important contributors to our retreats, gatherings, and community events across our media channels and merchandise. We hope you are just as excited to join us in supporting our childhood cancer and child loss families.

Enclosed is an explanation of our programs, events, and the various sponsorship levels and benefits for a commitment to supporting Rett's Roost.

We look forward to working with your business to tailor your sponsorship in hopes to demonstrate the power and generosity of our local community.

*Deana Cavan*  
Executive Director



**"WE FOUND THAT THE PAIN OF LOSING RETT ONLY SOFTENED IN THE COMPANY OF OTHER FAMILIES LIKE OURS."**

**-THE CAVANS, FOUNDERS**

# PROGRAMS

At our free, intimate, healing retreats and community gatherings, parents and children gather with others that have been through similar traumatic and tragic circumstances. We honor each other's difficult journeys and the children that have suffered, and offer therapeutic ways to cope through moments of stress, grief, and isolation. Most of all, we look for beauty and joy in life again with the hope for a peaceful future and a cure for childhood cancer.



## POSITIVELY HEALING RETREATS

For families who have a child surviving cancer, we invite them to come together at these retreats to heal, connect, and find joy in their lives again.



## OPEN TO HEALING RETREATS

These retreats are open to families whose young child has died from chronic illness (primarily cancer). We honor their children and give them tools to ease their grief.



## LOCAL FAMILY GATHERINGS

We continue to support our community of families by offering several gatherings throughout the year. SUP & Grief Yoga, Vent Room, Family Hike, Bereavement Luncheon, and a monthly online support group are just a few of the ways we make sure our families don't feel alone.

# 10,470

ESTIMATED NUMBER OF CHILDREN <15  
DIAGNOSED WITH CANCER IN THE U.S. IN 2022.

# EVENTS

Families who have experienced cancer or other chronic illness with their child are drained not only emotionally and physically, but also financially.

**The average cost associated with childhood cancer is a startling \$833,000!**

For that reason, we offer our healing and hopeful retreats and programs for free. We hold two in-person family-friendly events and an annual appeal each year to raise necessary funds. Contact us if you're interested in sponsoring!

## SUPERHERO 5K FUN RUN

Taking place  
October 22nd on the  
beach during  
Ogunquitfest  
weekend.

This will be our 7th  
annual 5K event.  
100+ people sign up  
to run and more  
come to spectate.

Sponsors help to  
cover the cost of the  
event expenses and  
get great visibility in  
the community.

## BEHOLD THE COLD

Polar plunge in  
Feb/Mar each  
year at  
Ogunquit Beach.

We've held this  
twice and have had  
an incredible  
turnout both times!

Sponsors for this  
winter event help  
fund the following  
summer's  
retreats.

## ANNUAL APPEAL

Online fundraising  
event that kicks off  
in Nov/Dec on  
Giving Tuesday  
each year.

We spotlight the  
families that have  
attended our  
retreats with online  
bios.

A matching  
sponsor really gets  
individual donors  
to give knowing it  
will be doubled!



# SPONSOR US!

Sponsoring a Rett's Roost event or retreat shows the community that your business is philanthropic and sympathetic to those impacted by **pediatric cancer, a disease that affects 1 in 285 children before turning 20**, and other life-threatening childhood diseases.



To become a Rett's Roost sponsor, your business would offer a tax-deductible cash or in-kind gift to our organization. There are three options:

- **Retreat** sponsors give a cash gift of \$15,000–\$30,000 to be used at a specific retreat. It is also possible to sponsor a family gathering for \$2,222.
- **Community Event** sponsors for the Superhero 5K or Behold the Cold give from \$222 to \$5,000 in cash or in-kind gifts, such as the use of facility, donation of food, or raffle item worth greater than \$222
- **Annual Appeal** sponsor offers \$10,000 to match individual donations that come in during the last month of the year.

# 14%

**OF CHILDREN DIAGNOSED WITH CANCER DIE WITHIN 5 YEARS. MORE FACE A LIFETIME OF SIDE EFFECTS, SECONDARY CANCERS, & A SHORTENED LIFE SPAN DUE TO THEIR TREATMENT.**

# SPONSOR PERKS

SPONSOR TITLE	Gift Amount & How it helps:	Business benefits: <small>*Entries to events include free swag</small>
Our Hero (1 per Retreat)	<b>\$30,000</b> The cost of a full retreat for 8 families/5 days	<ul style="list-style-type: none"> <li>• Press Release &amp; Retreat visit</li> <li>• Month-long sponsor spotlight on homepage</li> <li>• Hyperlinked logo on web &amp; emails</li> <li>• Logo on retreat shirts &amp; waterbottles</li> <li>• 12 tagged social media mentions</li> <li>• 30 entries* to Superhero 5K / Behold the Cold</li> </ul>
True Champion (2 per Retreat)	<b>\$15,000</b> Lodging & food at a retreat for 8 families/5 days	<ul style="list-style-type: none"> <li>• Retreat visit</li> <li>• Month-long sponsor spotlight on homepage</li> <li>• Hyperlinked logo on web &amp; emails</li> <li>• Logo on retreat shirts</li> <li>• 5 tagged social media mentions</li> <li>• 15 entries* to Superhero 5K / Behold the Cold</li> </ul>
Super Savior (1 per Annual Appeal)	<b>\$10,000</b> All Therapies & Activities at a 5-day retreat	<ul style="list-style-type: none"> <li>• Month-long sponsor spotlight on homepage</li> <li>• Hyperlinked logo on web &amp; emails</li> <li>• Logo on Holiday mailing card</li> <li>• 5 tagged social media mentions</li> <li>• 10 entries* to Superhero 5K / Behold the Cold</li> </ul>
Amazing Ally (1 per Community Event)	<b>\$5,000</b> Family Gathering (eg., SUP Yoga, Bereavement Lunch)	<ul style="list-style-type: none"> <li>• Sole lead sponsor of Community event</li> <li>• Month-long sponsor spotlight on homepage</li> <li>• Hyperlinked logo on web &amp; emails</li> <li>• Top logo on back of race shirts</li> <li>• 3 tagged social media mentions</li> <li>• 5 entries* to Superhero 5K / Behold the Cold</li> </ul>
Friend of a Family (1 for each family served)	<b>\$2,222</b> Cost for a single family to attend a 5-day retreat	<ul style="list-style-type: none"> <li>• Assigned a family--pic &amp; story shared</li> <li>• Hyperlinked logo on web &amp; emails</li> <li>• Logo on back of race shirts</li> <li>• 2 tagged social media mentions</li> <li>• 3 entries* to Superhero 5K / Behold the Cold</li> </ul>
Dynamic Defender	<b>\$1,000</b> Major Retreat Activity (eg., Foam party, equine therapy)	<ul style="list-style-type: none"> <li>• Name on website</li> <li>• Logo on back of event shirts</li> <li>• 1 tagged social media mention</li> <li>• 2 entries* to Superhero 5K / Behold the Cold</li> </ul>
Awesome Advocate	<b>\$500</b> Care packages for 8 families at a retreat	<ul style="list-style-type: none"> <li>• Name on website</li> <li>• Name on event shirts</li> <li>• 1 race entry*</li> </ul>
Friend of Rett	<b>\$222</b> Supplies for art therapy, Virtual Grief group, Family photoshoot, etc	<ul style="list-style-type: none"> <li>• Name on website</li> <li>• Name on event shirts</li> <li>• 1 race entry*</li> </ul>
In-kind(ness)	<b>Variable</b>	<ul style="list-style-type: none"> <li>• Perks equal to the value of the in-kind donation</li> </ul>

# 2022 SPONSORS

Last year's Superhero 5K and Kids Fun Run was a huge success, thanks to all of our amazing business sponsors...

## SPONSORED BY



YOGA EAST | YORK HOSPITAL | CUMMINGS, LAMONT, MCNAMEE | MIGHTY ROOTS | SHADS ADVERTISING | KONA ICE | CONGDONS  
 SHORELINE CONSTRUCTION | FEDPOINT | NORTH COUNTRY CIDER | BEACHFIRE BAR & GRILLE | LINDT | FLEURY GROUP | DUNKIN  
 BRICKYARD HOLLOW | DUNES ON THE WATERFRONT | OGUNQUIT CONNECTION | SPILLER'S FARM | SEA CHAMBERS | STUDIO EAST

# PRAISE FROM FAMILIES



"Madison and I had an opportunity to go to a Positively Healing retreat for the past week. I loved watching her connect with the other children. At the end; we were asked to say something we are grateful for. I was thankful for being able to find a glimpse of my true self again. To know, even though my kid has incurable pancreatic cancer, there are other moms, that will forever have my back and understand my struggle. And to know that my kid isn't the only one going through this suffering, is a gift to us both."

**-Princess Timley & Madison Chinke  
Positively Healing Retreat, July 2023**

"Rett's Roost has been instrumental in my family's healing and connection with other bereaved families. It started with a virtual retreat that Elijah and I attended in 2020. And then our entire family of five was accepted to go to an in-person retreat in October 2021 and June 2023. We met many amazing bereaved families and shared wonderful memories and stories of grief and life after loss. It has taken me some time to process it all, but I am forever grateful to be connected to so many families through Rett's Roost. From the bottom of our hearts, thank you so much for opening up to us and allowing the light in."

**-Amber McMillen & Family  
Open to Healing Retreat, June 2023**



# JOIN US AT THE BEACH!



**THANK YOU FOR CONSIDERING A SPONSORSHIP TO  
RETT'S ROOST'S EVENTS & PROGRAMS.**

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All cash donations are tax deductible, EIN: 47-3723204

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