

PARTNER WITH US:

Support Families Facing Blood Cancer in the Community



Corporate Community Engagement Opportunities 2020



We appreciate your interest in helping families in need in our community.
Your support can make all the difference.

Corporate partnerships are a cornerstone of the critical programs and services we provide to adults and children facing blood cancer throughout Michigan.

We're honored to explore what we can achieve together – working with your employees and the greater community to create meaningful connections and improved outcomes.

**FOR MORE INFORMATION,
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The Community Need

Every 90 minutes someone in Michigan is told they have blood cancer. The statistics point to each one of us knowing an individual or family touched by leukemia, lymphoma, multiple myeloma or another blood related disorder.

While situations never look exactly alike, these diseases suddenly change everything, creating a ripple effect that is unfathomable and often devastating. *As life centers around scans, hospital stays, treatment and side effects, our family members, friends, neighbors and co-workers face huge decisions and changes in their lifestyle. They fear the unknown, and threats to their health and ability. Bills mount at home. Many patients may develop feelings of isolation or depression, struggling to find their place in a new reality. One parent or spouse may need to stop working, creating a loss of income – temporarily or permanently.*

There is an abundance of emotional, financial and social hardship, and that is where BCFM comes in.

Our Solution

The Blood Cancer Foundation of Michigan (BCFM) exists to **keep patients' heads up and their families sustained.**

Day in and day out, BCFM's Patient Support Specialists (PSSs) wrap a blanket of care around adults and children throughout their experiences with blood cancer. That care includes education, emotional, social and financial support.

Our PSSs work with both healthcare professionals and those we serve to ensure the dollars we raise get channeled where they are most needed. *Currently, we provide outlets for patients and family members to express concerns, feelings and emotions, and financial assistance for treatment-related expenses not covered by insurance. We guide patients to resources, and help each person understand their situation, operating an extensive blood cancer library. We give families fun experiences throughout the year to offer hope and build a network of support. We help lessen families' stress during the holidays, fulfilling wish lists for hundreds of children and teens.*

As BCFM focuses on serving community members in need, we hope you'll consider joining us on this mission. Together, we can be there for these families as they face a devastating reality.



OUR HISTORY

In 1952, Harry and Sylvia Brown were still mourning the loss of their young daughter who died of leukemia four years before. The reality of her illness was devastating. Even more leveling, however, was struggling through uncertainty, anxiety and worry without support or guidance. In bonding with other families who had also lost a child to blood cancer, the Browns vowed that no one else would have to walk that road alone, and founded BCFM in their daughter's memory.

For almost 70 years, BCFM has stepped in to fill this unique need for any Michigan child, adult, or family affected by blood cancer. Today, we serve more than 3,200 patients and family members across the state, focusing on those in the most critical phase of their journey.

Community support makes this all possible.



MORE THAN
31,000

patients and family
members supported
since 1952



MORE THAN
\$100,000

provided in financial
assistance last year



674

children and teens'
holiday wish lists
fulfilled last year



1,700+
HOURS

spent supporting
patients and family
members last year



1,767

patients and family
members attended
BCF events last year



Opportunities for Impact

Become a Program Sponsor

Our **Social Support Program** gives patients and families the opportunity to return some normalcy to lives interrupted by blood cancer.

When confronted with a diagnosis, prolonged hospital stays, or relapses, 'fun' often falls by the wayside for families. What's more, extra activities are usually the first to be cut from a family's expenses when they have to prioritize high medical bills. **With the help of our corporate partners and donors, BCFM aims to be a catalyst for bringing fun and worry-free breaks into families' lives when they need it most.**

Through BCFM's Social Support Program, patients and families enjoy a variety of experiences for free (53 were offered throughout the state in 2019), enabling them to forget about their diagnosis for an afternoon or evening. These include sporting events, movies, dinner dates, holiday parties, and seasonal trips to places like water parks and cider mills. Above all, these fun events provide **opportunities for patients and families to connect with others who understand what they're going through.**

Help make these experiences possible for local individuals and families facing blood cancer – and enable BCFM to fuel other needed services – by sponsoring our Social Support Program.

Corporations can also partner with BCFM by attending one of our fundraising events.



88% of Americans feel their
job is more fulfilling when they're provided
opportunities to make a positive impact
on social issues.

(Cone Research)



YOUR BRONZE (\$1,000) SPONSORSHIP PACKAGE INCLUDES:	<ul style="list-style-type: none"> • Sponsorship of 10 patient and family experiences
YOUR SILVER (\$2,500) SPONSORSHIP PACKAGE INCLUDES:	<ul style="list-style-type: none"> • Sponsorship of 20 patient and family experiences • Sponsorship of one (1) of BCFM's largest patient and family events: Movie Marathon or Scavenger Safari
YOUR GOLD (\$5,000) SPONSORSHIP PACKAGE INCLUDES:	<ul style="list-style-type: none"> • Sponsorship of 30 patient and family experiences • Sponsorship of both (2) of BCFM's largest patient and family events: Movie Marathon or Scavenger Safari
YOUR PLATINUM (\$10,000) SPONSORSHIP PACKAGE INCLUDES:	<ul style="list-style-type: none"> • Sponsorship of 40 patient and family experiences • Sponsorship of both (2) of BCFM's largest patient and family events: Movie Marathon or Scavenger Safari • Sponsorship of one (1) of BCFM's signature fundraising events: CRUSH or Gray's Reef
YOUR PRESENTING (\$20,000) SPONSORSHIP PACKAGE INCLUDES:	<ul style="list-style-type: none"> • Sponsorship of the entire Social Support Program (50 patient and family experiences) • Sponsorship of both (2) of BCFM's largest patient and family events: Movie Marathon or Scavenger Safari • Sponsorship of both (2) of BCFM's signature fundraising events: CRUSH or Gray's Reef

Depending on the nature of the experience or event, sponsors will be recognized on corresponding promotional materials (collateral, signage, tickets) and communication (e-mails, on website, social media).



Blood cancers are among the most financially taxing of all cancers, largely because of treatment that is costly out of pocket at diagnosis -- and because some regimens can last months, years, or for some, the remainder of their lives. In many cases, the moment a blood cancer patient is diagnosed, they're already living above their means. Our **Financial Assistance Program** helps keep families' heads and hopes above water, providing relief as medical bills and expenses pile up.

Our Patient Support Specialists **work with each family to anticipate, untangle and navigate the daily financial difficulties** associated with a diagnosis. PSSs identify those who might need future assistance and create customized financial roadmaps, helping patients project their income and cancer-related expenses, and taking action to align them before any financial crises might hit. This includes coaching families to connect with outside resources (such as utility service providers) to get on payment plans, collaborating with other healthcare agencies to identify and maximize all existing medical financial assistance programs, and evaluating household expenses to determine whether there are less expensive alternatives.

BCFM also provides direct financial assistance for treatment-related expenses not covered by insurance, including prescriptions and travel to medical appointments. And, in cases of extreme financial hardship, we help patients and families meet urgent one-time needs for housing, utilities, emergency car repairs, and other immediate household expenses to avoid further financial penalties.

Help those facing blood cancer avoid financial instability – and enable BCFM to fuel other needed services – by sponsoring our Financial Assistance program.

YOUR PRESENTING (\$100,500) SPONSORSHIP PACKAGE INCLUDES:

- Sponsorship of the entire program (and associated recognition in all communications promotion)

Giving at any amount is always needed and will have an incredible impact. BCFM helps blood cancer patients access treatment and address financial challenges. Patient families are eligible for up to \$1,000 in reimbursement funding and up to \$750 in emergency grant funding per year.

Did You Know?

Out-of-pocket costs are so high for Medicare patients diagnosed with blood cancer that **almost 60%** do not start treatment within 3 months of their diagnosis – if they start it at all.



Our **Holiday Toys program** makes the holidays brighter for families facing blood cancer.

The financial burden and stress of the holidays is huge for many families. Each year in November, BCFM receives the wish lists of our pediatric patients and their siblings, and of our adult patients' children. **Help us create holiday magic by getting your company involved in fulfilling their wishes** during the 'season of giving.'

BCFM can work with you to determine the best way to **sponsor the Holiday Toys Program** – whether it's hosting a toy drive or donating.

Beyond gifting parents with seeing their child's smile on Christmas morning, and lifting the worry of how gifts could be afforded this year, you can also gift your employees with making a profound difference to families in the community when they need it most.

Fundraise

Let your employees and coworkers know you care about the future of the community by creating an innovative **employee-giving initiative** benefitting families affected by blood cancer.

Campaigns with fundraising challenges and rewards provide valuable opportunities for employee engagement and team building. And, successful fundraisers can be turned into an annual event by increasing customer and employee excitement, and arranging for recurring resources.

Our **Community Fundraising Toolkit** offers more tips on how to structure a successful fundraiser for BCFM, providing suggestions for getting started, as well as guidelines and general policies for our organization.

IDEAS TO ENGAGE EMPLOYEES FOR A GREAT CAUSE!

Compete against Colleagues

- Departmental cook-off
- Office fitness challenge
- Ugly holiday sweater contest
- Trivia night
- Board game tournament
- Pennies for a Purpose / Change for a Cause
- March Madness

Engage Coworkers

- Themed company – or holiday – party
- Football tailgate
- Company golf outing
- Auction off an executive parking spot
- Potluck
- Scavenger hunt

Reward Employees

- Casual days
- Lunch with an executive



Volunteer

Employees today are looking for experiences, growth, camaraderie, and fulfillment.

BCFM offers many opportunities throughout the year for employees to contribute their time and talent to the community, take on stimulating and diverse activities and leadership opportunities, and **make a real difference in society.**

In 2019, BCFM experienced a 47 percent increase in demand for our services, and your company can play a vital role in helping us **accommodate more help for patients and families in need** and/or helping us **tackle various business issues we face.**

As you work to shape your existing volunteer program or to incorporate service into your business planning, we can partner to create a **“hands-on” volunteer project** for your company – *whether it’s supporting special events or fulfilling holiday wish lists* – or one that **gives employees the chance to use their professional and workplace skills** to meet various needs within BCFM.

Together, we can increase BCFM’s social impact and capture your employees’ minds, hearts and spirits.



89% of working Americans believe
companies that sponsor volunteer activities
offer a better overall working environment

- Deloitte Volunteerism Survey*

Quick Ways You Can Get Involved TODAY



Donate

Make a tax-deductible contribution. We're a 501 (c)(3) organization.



Spread the word

Connect with us on social and amplify our message through your network. Use content from our website/social channels or a personal message.



Make all your Amazon purchases on AmazonSmile!

AmazonSmile Foundation will donate 0.5% of the price of eligible purchases to BCFM at no cost to you, and you can use your existing Amazon account.

Start shopping: smile.amazon.com/ch/38-1682300



Host a fundraiser on your Facebook page

Give back in honor of a special milestone. **Facebook fundraisers** are easy to setup and an effective way to help spread our mission and raise funds.



Shop at Kroger

Enrolled in **Kroger Rewards**? Every time you swipe your Plus Card, a portion of your purchase can benefit BCFM. Sign up and select BCFM at krogercommunityrewards.com



Workplace Giving

Get BCFM recognized on your **corporate matching grants**, OR if your workplace does a **United Way campaign**, designate your donation to BCFM. Then, share with your business colleagues.



Support our events

Attend, volunteer, donate auction items, or join an event committee. Check out our **Calendar of Events** for more information.



Put on your own fundraiser

Identify an activity involving multiple participants to raise awareness of our cause. Whether it's a golf outing or 5k walk/run, our staff can help you be successful.



Corporate Sponsorship

We're always seeking sponsors for our many programs and events, and would love to discuss a partnership.



Our Partners

We are grateful to partner with many amazing companies in delivering on the core promise of the BCFM mission.



Abick's Bar

Basic Rubber
& Plastics

BERLINE
ADVERTISING, MARKETING &
DIGITAL COMMUNICATIONS



Kalas Kadian, PLC



McKellar and
Associates



From a Meeting to a Mission

One experience getting to know a child with cancer changed everything for Jim Berline, Chairman of BERLINE, a global marketing, advertising and digital communications agency based in Royal Oak, Michigan. Their relationship inspired Jim to become personally and emotionally involved in making a difference.

Several years ago, Jim was introduced to BCFM in the context of various branding challenges the organization was facing. As he guided his agency in creating a marketing strategy for BCFM, the partnership has reinforced the culture he wants to have at BERLINE. His employees have found personal gratification in getting more involved with BCFM – and helping families in need – outside of work, through programs and events. And, he's broadened his commitment in furthering the mission as Chairman of the Board.



With Gratitude.

Thank you for the opportunity to discuss how our shared goals can be realized with a new commitment to families who are vulnerable and devastated by blood cancer.

Your support exemplifies an unparalleled level of leadership and generosity – not only making hope possible for these individuals, but enabling your network of coworkers and colleagues to become motivated change agents in the community.



— Supporting —
Patients & Families

Formerly Children's Leukemia Foundation of Michigan®

