



We're making a difference

Our mission

The **St. Louis Mullen Foundation** is a 501(c)(3) nonprofit whose mission is to bring awareness and financial support to small, St. Louis-based organizations that serve veterans, animals and families in need.

Our origin

A 1999 proclamation by St. Louis Mayor Clarence Harmon declared May 2 as Mike Mullen Day, in recognition of Mike's decades of community service and activism. Fast-forward to 2011, when James Slover decided to celebrate his friend Mike with a surprise parade through the Central West End. That flash-mob celebration became an annual event supporting a variety of St. Louis-area nonprofits that lack the resources to produce their own events. In 2017, we established the St. Louis Mullen Foundation. Mike Mullen Day remains our signature event.

Mike, a St. Louis native, founded Pets Are Wonderful Support (PAWS) and has been active with the St. Louis AIDS Memorial, the St. Louis AIDS Foundation, AIDS Walk and the Animal House Fund. He also served as the HIV/AIDS liaison officer for the St. Louis mayor's office.

Our impact

Since 2011, we have raised tens of thousands of dollars with Mike Mullen Day and other fundraisers. In 2023, Mike Mullen Day proceeds totaled a record-setting **\$36,416**, which we divided among four organizations.

Some of the nonprofits we've helped over the years:

ArchCity Defenders • BackStoppers • Bee Found • The Biome School • CHADS Coalition for Mental Health • Champ Assistance Dogs • The Covering House • Dogs for Our Brave • Focus Marines Foundation • Gateway 180 • GlobalHack • Home Sweet Home • Joe Murphy's Christmas for Kids • Little Patriots Embraced • Needy Paws Rescue • New Dimensions Soccer • Operation Backpack • PAWS • Play it Forward • Project Backpack St. Louis • Refab • Ronald McDonald House • St. Louis BWorks • St. Louis Senior Dog Project • Saving GRACE • Stray Rescue of St. Louis • SunnyHill Inc.



Our 2024 event

Our 12th annual **Mike Mullen Day**, presented by Rosie's Place, is 1-5 p.m. Sunday, June 9, at the new Alpha Brewing Co. Distillery (5232 Delmar Boulevard) in the Delmar Maker District. Learn more about the event at mullenstl.org/events.

Mike Mullen Day is an afternoon of live music, raffles, silent auctions, food and drinks — while raising money and awareness for local nonprofits. In 2024, we will divide proceeds among **Butterfly Haven Inc.**, **Diamonds in the Ruff Rescue MO** and **St. Louis Hero Network**. Representatives from each group will be on hand.

We also rely on sponsorships and in-kind contributions to make our event a success. Learn more about our sponsorship packages, activation opportunities and easy payment options at mullenstl.org/sponsor-kit.

Let us know if you have questions or would like to discuss other partnership opportunities. Just email director@mullenstl.org.

We hope you will consider a sponsorship or donation to make this year's Mike Mullen Day our best yet. Your generosity helps the St. Louis Mullen Foundation continue to make a difference in our community!



Meet our 2024 nonprofits



Butterfly Haven Inc.

Butterfly Haven enriches the lives of children affected by foster care and families facing an immediate crisis by easing transitions and providing basic resources. The organization's staff members are volunteers with a passion for allowing children and families to feel loved, safe and secure. Butterfly Haven serves St. Louis, St. Louis County, St. Charles County, Lincoln County, Jefferson County and the surrounding areas.

Learn more

butterflyhaveninc.com • facebook.com/butterflyhaveninc • instagram.com/butterflyhaveninc



Diamonds in the Ruff Rescue MO

This foster-based rescue in St. Peters is committed to providing medical attention and safe, loving homes for dogs who have been hurt, abandoned, surrendered or dumped. Diamonds in the Ruff Rescue MO relies on donations, volunteers and foster caregivers who can prepare these loving animals to be placed in their forever homes.

Learn more

ditrrmo.org • facebook.com/ditrrmo • instagram.com/diamondintheruffmo



St. Louis Hero Network

Started by St. Louis firefighters and veterans in 2018, the St. Louis Hero Network supports local first responders and military families by promoting their businesses. Hiring within the network is an opportunity to honor their dedication, commitment and service. The organization's mission is not only to support first responders and veterans but also to connect these heroes with their communities.

Learn more

stlheronetwork.com • facebook.com/stlheronetwork • instagram.com/stlheronetwork



Sponsorship packages

Sponsor information

Name

Print your organization's name as you would like it to appear on signage and promotional materials. Email your high-res logo to office@mullenstl.org.

Website

Facebook

Instagram

Contact information

First name

Last name

Street address

Street address 2

City

State

ZIP

Phone

Email

Sponsorship options (select one)

**SOLD
OUT!**

Presenting sponsor
\$3,500

- Logo inclusion in signage, promotional materials and mullenstl.org
- Name inclusion in text references to event
- Tagged social posts
- On-site brand activation opportunity

Entertainment sponsor
\$1,500

- Logo inclusion in signage, promotional materials and mullenstl.org
- Tagged social posts
- On-site brand activation opportunity

Supporting sponsor
\$500

- Logo inclusion in signage, promotional materials and mullenstl.org
- On-site brand activation opportunity

Mail completed form and check payable to **St. Louis Mullen Foundation** to St. Louis Mullen Foundation, 4571 Laclede Ave., Box 223, St. Louis, MO 63108.
Or deliver to Tim Butler or Mike Mullen at Rosie's Place, 4573 Laclede Ave.



Auction and raffle donations

Donor information

Name

Print your organization's name as you would like it to appear on signage and promotional materials. Email high-res logo to office@mullenstl.org.

Contact information

First name

Last name

Street address

Address line 2

City

State

ZIP

Phone

Email

Donation information

Description of item

Approximate value

Note: We must receive all donation items by June 2.

Donor will ship item to St. Louis Mullen Foundation,
4571 Laclede Ave., Box 223, St. Louis, MO 63108

Donor will deliver item to Rosie's
Place, 4573 Laclede Ave.

Item should be retrieved by
St. Louis Mullen Foundation

Delivery details