



www.babystepsal.com

#### **Committee Members**

George and Jerrie Elliott  
Heather Green  
Jamie Parker  
Laura Otwell  
Melissa Drake  
Merryl Cooper  
Niki Muncher  
Takeya Pickens  
Wendy Malone

Abby Nicholas  
Race Co-Founder,  
Committee Chairman  
and Race Director  
205-603-6049  
4everinourheart@gmail.com

#### **Race Co-Founders**

Abby & Cary Nicholas  
Loni & Justin Hodge

Donations can be made online or payable to **Children's of Alabama** mailed to:

**Children's of Alabama**  
c/o Kelley Olis  
1600 7th Avenue South  
Birmingham, AL 35233

\*if making a donation by check please include "Baby Steps 2021" on the check so the funds will be applied appropriately.

June 18, 2021

Dear Local Business Owners:

Imagine losing a child or having a friend who did. It would be a devastating experience for you and each member of your family.

In 2008, Abby and Cary Nicholas lost their infant sons, Braden and Brody. In 2009, Loni and Justin Hodge lost their infant daughter, Maddox Elise. Their pain was intense and overwhelming but from their sorrow they made something good happen. Their families organized the first Annual Baby Steps Memorial Run, with all proceeds benefiting The Amelia Center, a department of Children's of Alabama. The first race amazingly brought in over 300 participants and raised \$12,000. Each year, the race continues to grow and helps provide a special event for any family who has suffered a significant loss.

The Amelia Center, located in Birmingham, is now over twenty years old. It offers individual grief counseling to parents and grandparents who have suffered the loss of a child and to children who have lost any family member. In addition, the center offers family and group therapy, and educational opportunities for professionals (teachers, clergy and first responders) all who work with grief-stricken individuals. All counseling services are free to the participants. Since its inception in 1997, the compassionate staff of The Amelia Center have brought hope and smiles and understanding to over 15,000 people who thought their lives were over. It is supported not only by Children's but by the generous donations of community members. More information can be found at [www.ameliacenter.org](http://www.ameliacenter.org).

We are very excited to celebrate our 13th Annual Baby Steps Memorial Run this year and look forward to sharing this partnership with you! We are also excited to announce a new race location! The 2021 memorial run will be hosted on Saturday, October 16th at Homestead Hollow in Springville, AL. We want you to consider being a sponsor of this worthwhile event. The Baby Steps Memorial Run would not be possible without sponsorship. Sponsorship opportunities include monetary donations to help with all race expenses, door prizes to be given in a drawing for participants as well as coupons and promotional items for participant bags. This is a meaningful opportunity that will allow you and your business to reach out to over 600 participants and others in the Greater Birmingham Area while supporting grieving children and families in our area.

Several sponsorship levels are available for consideration.

**PRESENTING SPONSOR** \$10,000 Donation: 20 waived registration fees for your company; and recognition as our presenting sponsor throughout all pre-race advertising as well as recognition on public media and our website.

**PLATINUM SPONSOR** \$5,000 Donation: 10 waived registration fees for your company; and recognition throughout all pre-race advertising as well as recognition on public media and our website.

**GOLD SPONSOR** \$2,000 Donation: 5 waived registration fees for your company; and recognition throughout all pre-race advertising as well as recognition on public media and our website.

**SILVER SPONSOR** \$1,000 Donation: 5 waived registration fees for your company; and recognition throughout all pre-race advertising as well as recognition on public media and our website.

**BRONZE SPONSOR:** \$500 Donation: recognition on public media and our website.

I would like to personally thank you in advance for your consideration and support to make the race a success! As a grieving parent, it means so much to receive such great support from our community! Please feel free to contact me anytime with questions or visit our website [www.babystepsal.com](http://www.babystepsal.com) for more information.

Sincerely,

*Abby Nicholas*  
Race Co-Founder, Chairman and Director  
4everinourheart@gmail.com  
(205) 603-6049





## 2021 SPONSORSHIP FORM

If you are making a monetary donation, please select your sponsorship level and include this form with your donation or email it along with your company logo to Abby Nicholas at 4everinourheart@gmail.com. You will receive an email with instructions to register your participants once the donation has been received.

**Company Name and Company Contact:**

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**Company Address:**

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**Company Website:**

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**Contact Phone/Email:**

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### SPONSORSHIP LEVELS

- PRESENTING SPONSOR** \$10,000 Donation: 20 waived registration fees for your company; and recognition as our presenting sponsor throughout all pre-race advertising as well as recognition on public media and our website.
- PLATINUM SPONSOR** \$5,000 Donation: 10 waived registration fees for your company; and recognition throughout all pre-race advertising as well as recognition on public media and our website.
- GOLD SPONSOR** \$2,000 Donation: 5 waived registration fees for your company; and recognition throughout all pre-race advertising as well as recognition on public media and our website.
- SILVER SPONSOR** \$1,000 Donation: 5 waived registration fees for your company; and recognition throughout all pre-race advertising as well as recognition on public media and our website.
- BRONZE SPONSOR:** \$500 Donation: recognition on public media and our website.

Donations can be made online through our website or payable to *Children's of Alabama* and mailed to:  
\*Please be sure to write "Baby Steps" on the check so the foundation will know where to apply the funds.

Children's of Alabama  
c/o Kelley Olis  
1600 7th Ave. S.  
Birmingham, AL 35233



Classified as Confidential





Children's  
of Alabama

June 15, 2021

To Whom It May Concern:

This letter is to recognize **Baby Steps Memorial Run**, as a fundraising event to benefit The Amelia Center at Children's of Alabama. Abby Nicholas and the Baby Steps Committee Members are dedicated to raising funds for Children's of Alabama by hosting **the 13th Annual Baby Steps Memorial Run** on October 16, 2021 at Homestead Hollow. The event will feature a 5k run and 1 mile fun run/walk with all proceeds directly benefiting The Amelia Center at Children's of Alabama. All donations are tax-deductible and a receipt will be provided by Children's in accordance with IRS guidelines. Please consider supporting the **Baby Steps Memorial Run**.

**Baby Steps Benefiting The Amelia Center at Children's of Alabama**

[www.childrensal.org](http://www.childrensal.org)

**Date: October 16, 2021**

**Day: Saturday**

**Time: 8am**

**Location: Homestead Hollow**

Children's of Alabama relies on the generosity of the community to raise funds to support advocacy, patient care and research. If you have any questions concerning this event, please feel free to contact me at [Kelley.Olis@childrensal.org](mailto:Kelley.Olis@childrensal.org) or 205.638.9008. Thank you for your support!

Best regards,

Kelley Olis  
Community Development Coordinator  
Children's Hospital of Alabama  
Tax ID Number: 63-0307306



Children's  
of Alabama®

## GIFT IN-KIND DONATION FORM

**I am making an in-kind donation to the 13<sup>th</sup> Annual Baby Steps Memorial Run to be held on Saturday, October 16, 2021.**

**Description of items donated:** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Name:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**Phone:** \_\_\_\_\_ **Fax:** \_\_\_\_\_

**Email address:** \_\_\_\_\_

**Estimated Value of Donation:** \_\_\_\_\_

**If you have questions or need additional information, please contact:**

*Kelley Olis  
Coordinator, Community Development  
Special Events & Programming  
Children's Hospital of Alabama  
1600 7<sup>th</sup> Ave South  
Birmingham, AL 35233  
Fax: 205.638.2743  
Phone: 205.638.7478*

*Kelley.Olis@childrensal.org*

**Russell Campus**

1600 7th Avenue South Birmingham, Alabama 35233 tel 205.638.9100 www.ChildrensAL.org