



COMMITTEE MEMBERS

Brianna Ford
George and Jerrie Elliott
Heather Green
Jamie Parker
Jennifer Uptain
Jhalyn Cornner
Kathryn Stewart
LaQuonna Hall
Melissa Drake
Niki Muncher
Scott Boyken, MD
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
Attn: Foundation- Delaney
Hansard
1600 7th Avenue South
Birmingham, AL 35233

*If making a donation by
check please include "Baby
Steps 2024" on the check so
the funds will be applied
appropriately.



February 1, 2024

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.

We are very excited to celebrate our 16th Annual Baby Steps Memorial Run this year and look forward to sharing this partnership with you! The 2024 memorial run will be held Saturday, September 14th at Homestead Hollow in Springville, Al. We want you to consider being a sponsor of this meaningful 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, coupons for race participants, promotional items for participant bags as well as volunteer opportunities. With any sponsorship you provide, you will impact the lives of over 500 race participants from Greater Birmingham and surrounding areas while supporting grieving children and families in the area.

Several sponsorship levels are available for consideration. Please know that we are open to any support you would like to provide!

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.

ADVERTISEMENT SPONSOR: Help us advertise the race! Share on your social media, post flyers up, let us set up an information table/display to bring awareness about our run at your business: 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 continued success! As a grieving parent, it means so much to receive such great support from our amazing community! Please feel free to contact me anytime with questions or visit our website www.babystepsal.com for more information.

Sincerely,

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

www.babystepsal.com



2024 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 waived participants once the donation has been received.

Company Name and Company Contact:

Company Address:

Company Website:

Contact Phone/Email:

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** mailed to:

Children's of Alabama
Attn: Foundation- Delaney Hansard
1600 7th Avenue South
Birmingham, AL 35233

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www.babystepsal.com





Children's
of Alabama

February 1, 2024

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 16th Annual Baby Steps Memorial Run** on September 14, 2024 at Homestead Hollow. The event will feature a 5k run and 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

Date: September 14, 2024

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 Delaney.hansard@childrensal.org or at 205.638.7478. Thank you for your support!

Best regards,

Delaney Hansard
Community Development Coordinator
Children's 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 16th Annual Baby Steps Memorial Run to be held on Saturday, September 14, 2024.

Description of items donated: _____

Name: _____

Address: _____

Phone: _____ **Fax:** _____

Email address: _____

Estimated Value of Donation: _____

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

*Delaney Hansard
Coordinator, Community Development
Special Events & Programming
Children's of Alabama
1600 7th Ave South
Birmingham, AL 35233
Phone: 205.638.7478*

Delaney.hansard@childrensal.org