



"Because every child deserves a Healthy Start!"



March 2015

Dear Friend,

Last year, Healthy Start Coalition of Manatee County provided 2,229 mothers and infants with comprehensive service including care coordination, education on childbirth, parenting, breastfeeding, infant safe sleep, and SIDS prevention, as well as nutrition and psychosocial counseling.

The Healthy Start system of care utilizes a one-page risk screening tool for obstetric and pediatric providers, as well as other health professionals, to identify and refer women and infants who may benefit from our program. Once referred, our trained professional staff will reach out to these women and devise a personalized plan of care based on their needs.

Client Testimonial

First time mom, Shameka W. was determined to breastfeed her baby, Alphonso, when he was born last May. "I tried breastfeeding in the hospital, but he wouldn't latch, so I started pumping," she explained. "But I really wanted to breastfeed," she added. Shameka is a nurse and knows how critical breastfeeding is to the health and wellbeing of her baby.

When Shameka's Healthy Start Care Coordinator, Evelyn Jenkins, learned of her client's challenges a couple of weeks later, she referred her to our Certified Lactation Counselor, Ellen Drews. Ellen went to visit Shameka at her home and recommended various techniques to help get Alphonso to latch.

"He would cry, push away and scream," Shameka explained, adding "I would cry!" But she continued trying out the recommendations that Ellen gave her, checking in with regular phone calls for new tips, and most importantly, support and encouragement. "I kept calling her," Shameka said, and Ellen continued encouraging the new mom to keep trying, until at 2 months old, Alphonso finally latched. Ellen was the first person she contacted with the exciting news.

"I love her!" Shameka said of Ellen. "I still call her; I'm just happy I can still call her, now," she added, since this is her first baby and questions always come up.

When asked about her overall experience in the Healthy Start program, Shameka stated it has been "mind blowing."

Stories like Shameka's are all too common. With support from Healthy Start, mothers and families have peace of mind knowing that the answers are close at hand. To ensure more women like Shameka have a safety net in Healthy Start, we have established a series of fundraising events:



Healthy Start Island Soiree

Wednesday, June 17, 2015, 6-9pm at The Studio at Gulf and Pine on Anna Maria Island, \$50 per person

This casual cocktail reception will feature an array of delicious hors d'oeuvres from The Sandbar Restaurant, cash bar, entertainment, silent auction and raffles.



Luncheon for Healthy Start

Thursday, August 6, 2015, 11:30am-1pm at Renaissance on 9th in Bradenton, \$25 per person

In celebration of Breastfeeding Awareness Month, Healthy Start will host a luncheon featuring a lively panel discussion with local mothers from all walks of life. Guests will enjoy a fabulous lunch, panel discussion, networking and raffles.

We are presenting, for the first time, a unique opportunity to support Healthy Start Manatee. ***Our sponsorship packages offer exposure at two events for the price of one.*** We aim to reach a wide variety of audiences through each event, increasing exposure for our programs as well as our sponsors' businesses. Each event will also feature a silent auction or raffle, offering additional opportunities to support by donating goods or services. If you choose not to sponsor or donate to our auction, we hope you will consider attending one of our events or making a general donation.

We sincerely appreciate your consideration and hope to speak with you soon!

Lauren Blenker

Community Relations & Marketing Coordinator



Sponsorship Levels:

_____ **Presenting Sponsorship (\$10,000):** Includes recognition at 2 annual events, i.e. "Healthy Start Luncheon presented by "Your Company Name," company logo on all promotional materials for each event*, company ad with hot link to your company website on Healthy Start Manatee website, recognition on Healthy Start Manatee Facebook page, full page, back cover (color) ad in each event program, 8 tickets to each event, recognition in Healthy Start Annual Report, framed recognition certificate

_____ **Gold (\$5,000):** Includes recognition at 2 annual events, company logo on all promotional materials for each event*, company logo with hot link to your company website on Healthy Start Manatee website, recognition on Healthy Start Manatee Facebook page, full page (color) ad in each event program, 4 tickets to each event, recognition in Healthy Start Annual Report, framed recognition certificate

_____ **Silver (\$2,500):** Includes recognition at 2 annual events, company logo on all promotional materials for each event*, company logo with hot link to your company website on Healthy Start Manatee website, recognition on Healthy Start Manatee Facebook page, half page (color) ad in each event program, 4 tickets to each event, recognition in Healthy Start Annual Report, framed recognition certificate

_____ **Bronze (\$1,000):** Includes recognition at 2 annual events, company name on all promotional materials for each event*, company name with hot link to your company website on Healthy Start Manatee website, business card (black and white) ad in each event program, 2 tickets to each event, recognition in Healthy Start Annual Report, framed recognition certificate

_____ **Patron (\$500):** Includes recognition at 2 annual events, 2 tickets to each event, recognition in Healthy Start Annual Report, framed recognition certificate

Additional Sponsorship Opportunities:

Donate Raffle or Silent Auction Item(s): i.e. Gift Card, donation of goods or services, hotel stay, etc. (See next page for details).

Event Underwriting: Please contact Lauren Blenker at lauren@hsmanatee.com or 941-714-7541 x302 for available opportunities.

General Donation: A tax-deductible donation can be made in any amount. Please fill out information below and return.

Sponsor Information:

Business Name: _____

Contact Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Signature: _____ Date: _____

A payment of \$ _____ is enclosed (Make checks payable to Healthy Start Coalition of Manatee County, Inc.)

_____ Please invoice me.

Thank you for your generosity!

Please mail, fax or email completed form to Lauren Blenker at:

Mail: Healthy Start Coalition of Manatee County, 410 43rd St. W., Ste. N, Bradenton, FL 34209

Fax: 941-714-7544

Email: lauren@hsmanatee.com



*Silent Auction/
Raffle
Donation Form*



Your tax-deductible contribution will help Healthy Start Coalition of Manatee County continue its mission of reducing infant mortality, reducing the number of low birth-weight babies and improve health and developmental outcomes through parenting education and support services. Please complete the form below and fax back, or mail with your donation by **May 1, 2015**. Kindly keep a copy for your records.

Contributor's Name: _____

Business Name (if applicable): _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Signature: _____ Date: _____

Donation Category (Please check and indicate the quantity):

- Gift Certificate(s) (_____ qty) Merchandise (_____ qty)

Estimated Value of Gift: \$_____

Description of Contribution:

Conditions or Restrictions:

- I will mail or drop off item(s) to Healthy Start Manatee (410 43rd St. W., Ste. N, Bradenton, FL 34209)
 My contribution needs to be picked up. Please contact me for scheduling.

Best Contact Number or Email: _____

Thank you for your generosity!

If you have any questions, please contact Lauren Blenker, Community Relations & Marketing Coordinator at lauren@hsmantee.com or 941-714-7541 x302.

Healthy Start Coalition of Manatee County, Inc. is a non-profit, 501 (c)(3) organization. Federal ID Number: 65- 0380065.
All donations are tax-deductible to the full extent of the law.