

**back on my feet!**<sup>®</sup>

## New York City Launch

*Presented by Accenture & Marriott Hotels of NYC*

April 10, 2012



[nyc.backonmyfeet.org](http://nyc.backonmyfeet.org)

# Back on My Feet New York City Launch

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Back on My Feet - a national nonprofit that uses running as a first step to promote the self-sufficiency of individuals experiencing homelessness - is excited to launch in New York City on April 10, 2012!

## NEW YORK CITY INAUGURAL LAUNCH RUN

**April 10, 2012, 5:30 a.m.**

The launch day begins with the chapter's first morning run. Attendees will include the first 50 Back on My Feet New York City Members, as well as media, city officials, sponsors and other supporters.

\*Please note, location to be announced



Members and supporters circle-up before each Back on My Feet run.

## NEW YORK CITY LAUNCH BREAKFAST

**April 10, 2012**

**7- 8:00 a.m. Coffee & Networking • 8- 8:30 a.m. Breakfast • 8:30- 9:30 a.m. Program**

**Marriott Marquis, Broadway Ballroom**

### Co-Chairs:

**Bob Greifeld**, CEO of NASDAQ

**John Rieman**, General Manager, Renaissance New York Times Square, Marriott International

### Honoring:

**Mary Wittenberg**, President & CEO, New York Road Runners

**George Hirsch**, Chair New York Road Runners, former Publisher of Runner's World

Join the hundreds of people who will celebrate the first Back on My Feet New York City Members at this breakfast event. The money raised from the launch provides the seed funding for Back on My Feet New York City's future successes. Hear from Anne Mahlum, Founder and CEO of Back on My Feet.



Each Launch Breakfast leaves hundreds of people inspired!

## YOUR SUPPORT MEANS MORE PEOPLE WITH JOBS AND HOMES

From 2007 to 2011, more than 375 individuals experiencing homelessness obtained jobs, more than 240 obtained housing and more than 385 enrolled in education and training courses through Back on My Feet. By supporting the Back on My Feet New York City launch as an event sponsor, your donation will build the infrastructure, create the teams and help the Members working to get back on their feet in the Big Apple.

*“Running gives me motivation to get up in the morning, to think positive and achieve my goals.”*  
– Aaron, Back on My Feet Residential Member

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## CASE STUDY: BACK ON MY FEET CHICAGO LAUNCH

Back on My Feet Chicago launched in September 2010 with tremendous media support that included blogs, Network and Cable TV, radio and print:

- Chicago Athlete “Homeless Running Program Coming to Chicago” – September 9
- RedEye’s Marathon Missfit Blog “Running Feet Helping Hands – Back on My Feet” – September 16
- Northwest Indiana Times “White Lodging Employees Team Up to Help Homeless” – September 19
- Chicago Sun-Times “Jogging Program Helps People Get Lives on Track Again” – September 20
- WFLD-TV (FOX)’s Good Day Chicago! Interview with Anne Mahlum – September 20
- WMAQ-TV (NBC) Morning Show “Charity Shout-Out” Live Segment – September 22
- WLS-TV (ABC) “Race Helps Get Homeless Back on Their Feet” – September 22
- WBEZ-AM (Chicago Public Radio)’s Eight-Forty-Eight “Running Group Gets Chicago’s Homeless Back on Their Feet” – September 22
- Chicago Tribune “Running Program Gives Homeless the Leg Up” – September 24
- WCIU-TV’s You and Me This Morning “Empowering the Homeless” – September 24

## THE BACK ON MY FEET CHICAGO PROGRAM

In 2011, Back on My Feet Chicago had 46 Members on four teams. Since the chapter’s launch:

- 81% of Members moved on to the Next Steps program to gain access to training, housing and job opportunities
- 29 Residential Members have obtained employment
- 26 Residential Members have obtained housing
- 45 Residential Members have enrolled in job-training/re-education

## CHANGING LIVES IN CHICAGO



Since joining the Back on My Feet Chicago team in 2011, Issac has been a model teammate, missing only one run on the way to amassing 120 miles in three short months. His energy and positive attitude keep everyone going in the early morning hours, and his dedication is second to none. “BoMF has taught me a lot about unity and leadership,” says Issac. “It’s shown me that people from all walks of life can come together, and whether you come from the penitentiary or the rich side of town or the poor side of town doesn’t matter, you are still a team. BoMF helps me deal with my everyday actions in life – period. And it strengthens my health as well as my soul. I’m happy because of BoMF.”

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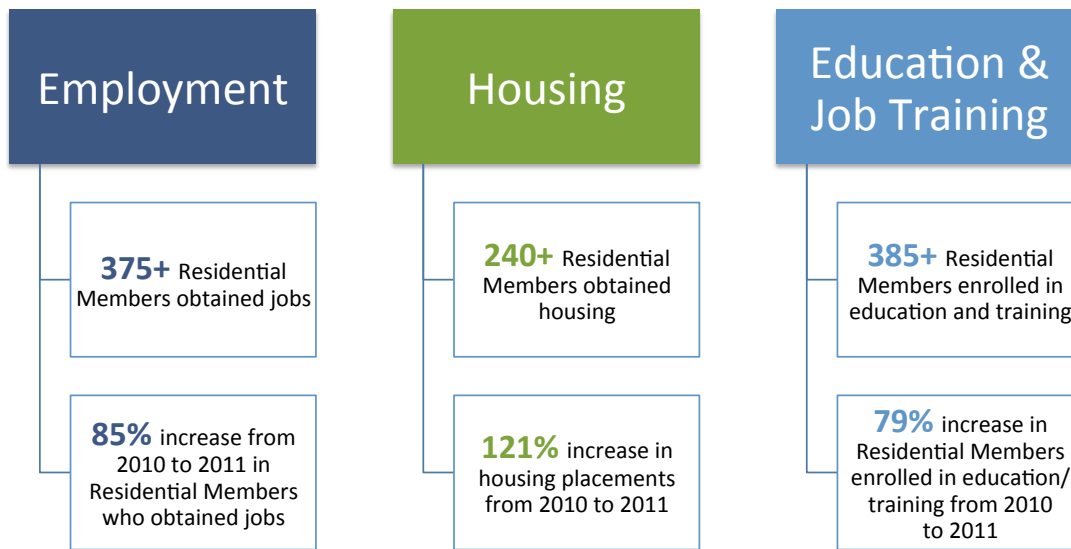


## JOIN US IN NYC!

### Become Part of a National Movement Combatting Homelessness

Back on My Feet (BoMF) is a national nonprofit organization that promotes the self-sufficiency of the homeless and underserved populations by first engaging them in running as a means to build confidence, strength and self-esteem. Back on My Feet has chapters in Atlanta, Baltimore, Boston, Chicago, Dallas, Indianapolis, New York City, Philadelphia and Washington DC. The organization has plans to expand to the West Coast in 2013. Back on My Feet is nationally recognized for its approach in tackling homelessness and has been featured on *NBC Nightly News*, *ABC World News*, *CNN Heroes* and *The Today Show*.

From 2007 to 2011, we've made great strides in moving people experiencing homelessness toward self-sufficiency:



*“For the first time I was thinking more about the positive things I was bringing to my life and I found the obsession to use drugs and alcohol was beginning to diminish. After experiencing my first road race and the thrill of being cheered through the finish line... it was a huge inspiration in being able to leave the shelter and continue to do positive things and better myself.”* - Jeff, Back on My Feet Residential Member

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## BACK ON MY FEET ADVISORY BOARD

**David Blanke**, Managing Director, Money-Media, a Financial Times Company

**Joseph McCarthy**, Vice President Metro New York Sales, Bimbo Bakeries USA

**Cristyne Nicholas**, CEO, Nicholas & Lence Communications

**Deborah Polishook**, Chief Operating Officer, Business Process Outsourcing, Accenture

**John Rieman**, General Manager, Renaissance New York Times Square, Marriott International

## BACK ON MY FEET NATIONAL BOARD OF DIRECTORS



**Chairman: Larry Solomon**, Chief Operating Officer, Human Resources, Accenture

*“Accenture’s partnership with Back on My Feet is making a measurable difference for those experiencing homelessness. Through our Skills to Succeed initiative, Accenture employees use their expertise to change the lives of Members and their communities. As a company, we are proud to support this unique nonprofit as it brings its mission to cities across the country.”*

**Vice Chairman: David Grissen**, President of the Americas, Marriott International

**Jim Boyle**, President, John Hancock Financial Services

**Kevin Casey**, North Central Division President, Comcast Corporation

**Robert Egger**, Founder and President, DC Central Kitchen

**Kelly M. King**, President – South Central Region, AT&T Mobility & Consumer Markets

**Eric Kraeutler**, Philadelphia Litigation Practice President, Morgan, Lewis & Bockius, LLP

**Natalie Morales**, Co-Host and National Correspondent, NBC Today

**Fred Penny**, Executive Vice President, Bimbo Bakeries USA

**David Sibley**, President & CEO Hotel Management Services, White Lodging

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## LACE UP YOUR SNEAKERS FOR THE ACCENTURE BACK ON MY FEET LAUNCH BREAKFAST!

**Date:** April 10, 2012

**Time:** 7:00 - 9:30 a.m.

**Location:** Marriott Marquis, Broadway Ballroom | 1535 Broadway, New York, New York 10036

**Dress:** Business attire with your favorite pair of sneakers

**Media Partners:** To be announced

**Speakers:** Anne Mahlum, BoMF Founder & CEO, a BoMF alumnus, and more

*Each attendee receives a sit-down breakfast, a commemorative water bottle, and an official BoMF New York City launch running shirt.*

## Title Marathon Sponsor Package: ~~\$36,000~~ **SOLD OUT!**

### Cost to host twenty Members in the Back on My Feet Program

- Two Tables of 10
- Logo and Name on BoMF Website
- Logo Displayed in Launch Slideshow
- Logo on All Event Signage
- Logo on Water Bottle
- Logo in E-Communications
- Verbal Acknowledgement at Breakfast
- Company Name in Media Materials
- On-Site Display at Breakfast
- Item in Giveaway Bag
- Additional Benefits Upon Agreement By Both Parties
- Partnership Announced at Breakfast
- Partnership Announced on Homepage of BoMF Site
- Company Representative to Speak at Launch
- Event Title Naming Rights

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## Half Marathon Presenting Sponsor Package: \$27,000

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## 10-Mile Sponsor Package: \$18,000

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## 5-Mile Sponsor Package: \$10,800

Cost to host six Members in the Back on My Feet Program

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### 5K Sponsor Package: \$5,400

Cost to host three Members in the Back on My Feet Program

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- Logo Displayed in Launch Slideshow

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|                                                    | 5K Sponsor<br>\$5,400 | 5-Mile Sponsor<br>\$10,800 | 10-Mile Sponsor<br>\$18,000 | Half Marathon Presenting Sponsor<br>\$27,000 | Title Marathon Sponsor<br>\$36,000 |
|----------------------------------------------------|-----------------------|----------------------------|-----------------------------|----------------------------------------------|------------------------------------|
| One Table of 10                                    |                       |                            |                             |                                              |                                    |
| Two Tables of 10                                   |                       |                            |                             |                                              |                                    |
| Logo and Name on BoMF Website                      |                       |                            |                             |                                              |                                    |
| Logo Displayed in Launch Slideshow                 |                       |                            |                             |                                              |                                    |
| Logo on All Event Signage                          |                       |                            |                             |                                              |                                    |
| Logo on Water Bottle                               |                       |                            |                             |                                              |                                    |
| Logo in E-Communications                           |                       |                            |                             |                                              |                                    |
| Verbal Acknowledgement at Breakfast                |                       |                            |                             |                                              | <b>SOLD OUT!</b>                   |
| Company Name in Media Materials                    |                       |                            |                             |                                              |                                    |
| On-Site Display at Breakfast                       |                       |                            |                             |                                              |                                    |
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## QUESTIONS? PLEASE CONTACT:

**Anne Mahlum, Founder & CEO**

Back on My Feet

267-455-6457

[anne@backonmyfeet.org](mailto:anne@backonmyfeet.org)

Thank you to our major launch sponsors:



at&t

