

HOPE for HIE

awareness • education • support



**2025 PROSPECTUS
FOR SPONSORSHIP**

A MESSAGE FROM OUR PRESIDENT



Since Hope for HIE's founding as a nonprofit in 2014, and originally as a peer support group on Facebook in 2010, Hope for HIE's vision has always been to ensure that no family faces HIE alone, while accelerating advocacy and research for those impacted by neonatal and pediatric-acquired HIE.

Through the last several years, our efforts are making a key difference -- we're actively working to improve the understanding and treatment of HIE, ensure families have comprehensive support programs and resources provided by credentialed professionals, and families can connect locally, regionally and internationally.

Hope for HIE is personal for me. When my own daughter, Scarlett, was born, my wife and I felt a terror like we had never experienced in our life. In our darkest moments, Hope for HIE was there as a guiding light for us in the days, weeks and years ahead in our journey, connecting us to information, resources and peer connections that have significantly improved our whole family healing and processing.

As we build community, we are able to accelerate our mission by engaging a variety of partners and funders to make the world we live in with HIE one that is focused on hope, regardless of the outcome a child may face.

We are eager to learn more about you, your organizational goals, and how we may come together to fully realize the mission of Hope for HIE through strategic partnerships, collaborations, projects and more.

With great hope,

David Ford

david@hopeforhie.org

ORGANIZATIONAL PROFILE

Hope for HIE is the global nonprofit organization dedicated to improving the quality of life for children and families impacted by neonatal and pediatric-acquired Hypoxic Ischemic Encephalopathy.

HIE is a leading cause of cerebral palsy, epilepsy, vision and hearing impairments, learning and attention differences and disabilities, and other neurodevelopmental challenges. It has a range of causes, a spectrum of outcomes, and the most amazing children and families who make up the global HIE community.

Through accelerated organizational growth and development, we are driving forward awareness, advocacy, education, research and support.

Our network represents families, physicians, research partners and community members from **over 60 countries, across six continents**, around the world.

Through our initiatives, we've been able to:

- Connect and support more than **10,000 families worldwide** with innovative, meaningful, comprehensive support programs and services.
- Advocate for improved care, communication and connection for impacted children and families, reducing barriers and gaps.
- Develop comprehensive, accessible, and vetted educational information, addressing health information literacy gaps.
- Advance research leading to new clinical trials for promising therapeutics and interventions to decrease the incidence and impact of HIE.

Our work is only made possible by the generous support of our community, our Partners in Hope, community giving, and you.



Hope for HIE is committed to the highest integrity for financial and organizational accountability and reporting.

IRS EIN: 46-4038344

[Latest 990 filing](#)

COMMUNICATION

HOPE FOR HIE'S REACH & COMMUNICATION CHANNELS

With a global network of families, leadership expertise in mass communication, and leveraging available networks, Hope for HIE has cultivated an extensive, multi-channel communication network to disseminate messages and build community.

COMMUNICATION METHOD	REACH	ENGAGEMENT	ANNUAL GROWTH
 HopeforHIE.org Website	100,000+ unique visitors	Above average time spent per user	>10%
 Email Communication	6,500+ contacts	25-40% open rate	>30% contacts >4% open rate
 Facebook	750,000+ reached	15,000+ followers	>5%
 Facebook Groups	10,000+ members	79% active weekly	>9%
 Instagram	250,000+ reached	8,825+ followers	>17%
 Twitter	250,000+ reached	3,200+ followers	>15%
 LinkedIn	25,000+ reached	2,000+ followers	>40%
 YouTube	30,000+ reached	600+ subscribers	>62%
 TikTok	300,000+ reached	2,275+ subscribers	>75%

AWARENESS

HUSTLE FOR HOPE 5K - RUN, WALK, ROLL

2020 was the year to begin large-scale virtual events, and Hope for HIE, while not anticipating COVID shutting the world down, launched its first virtual, international event.

Year over year, the event has grown exponentially in participation and in fundraising to support the organization with our biggest year yet in 2024 -- with over 1,200 participants across 12 in-person events, and a virtual option, raising just shy of \$100,000.



2025 HUSTLE FOR HOPE SPONSORSHIP LEVELS

PRESENTING SPONSOR (limited to 3): \$20,000

- Have "Presented by Your Company (or brand)" added with race name and logo.
- Acknowledgement on race shirt.*
- Acknowledgment of your support on the Hope for HIE and event website, as well as in the race packet.*
- Acknowledgment in event-related emails and social media campaign.
- Complimentary race entry x 10
- Ability to include 1 piece of company material or company branded swag item in race packets*

RACE BIB SPONSOR (limited to 1): \$5,000

- Logo on custom designed race bib.*
- Acknowledgement on race shirt.*
- Acknowledgment of your support on the Hope for HIE and event website, as well as in the race packet.*
- Complimentary race entry x 6

RACE SHIRT SPONSOR (limited to 1): \$10,000

- Special Acknowledgement on race shirt.*
- Acknowledgment of your support on the Hope for HIE and event website, as well as in the race packet.*
- Complimentary race entry x 6

GOLD LEVEL SPONSOR: \$1,000 (limited to 10)

- Acknowledgement on race shirt.*
- Acknowledgment of your support on the Hope for HIE and event website, as well as in the race packet.*
- Complimentary race entry x 2

SILVER LEVEL SPONSOR: \$500

- Acknowledgment of your support on the Hope for HIE and event website
- Complimentary race entry x 2

BRONZE LEVEL SPONSOR: \$250

- Acknowledgment of your support on the Hope for HIE and event website

ADVOCACY

PARTNERSHIPS TO GO FURTHER TOGETHER

Hope for HIE regularly partners and participates in a variety of collaboratives to move forward the mission of the organization, decrease the incidence and impact of HIE, accelerate research, and convene multistakeholder groups.

HIE advocacy begins in pregnancy with obstetric providers, continues through the NICU and PICU, and out across the many co-morbidities associated with HIE.

HIE is one of the leading causes of non-premature NICU and PICU hospitalizations, yet the disparity in messaging, education and connection for families is a significant unmet need. Through Hope for HIE's involvement with different organizations, we are working to close these gaps and barriers to care, communication and connection.

We believe coming together where commonalities exist better accelerates all missions forward for optimal care and outcomes for families.



RESEARCH

HIE REGISTRY

Hope for HIE, Cerebral Palsy Research Network, and the Newborn Brain Society are working together to build a dual-input registry to address data gaps that currently hinder clinical care, research and long-term neurodevelopmental outcomes from HIE. The EMR-based registry's goal is to compile important elements that will yield better global data harmonization efforts. The patient-family inputted registry will allow patients and families to share critical insights into their lived experiences that can drive improvements.



Sponsorship opportunities exist to support this work. Contact Betsy Pilon for more details.

LONG-TERM FOLLOW-UP GUIDELINES

Currently there are no published long-term follow-up guidelines. This creates significant gaps in care for HIE families. Hope for HIE, members of its Medical Advisory Board, and members from Newborn Brain Society, are collaborating to generate consensus from multidisciplinary stakeholders to work towards the development of these guidelines.



Hope for HIE is hosting a multidisciplinary workshop at the upcoming 2025 International Newborn Brain Conference in La Jolla, California to advance this work.

We are seeking sponsorship for this lunch session to be held Thursday, February 20, 2025 with 150 attendees participating.

- ***Limited to (3) sponsors at \$10,000/each.***

EDUCATION

HOPE GOES LIVE! EDUCATIONAL EVENTS

Utilizing the ability to "go live" with the online Hope for HIE community, we regularly host several informational sessions including our Medical Advisory Board Educational Series, Peer Perspective Series, and Child Life Q&As. Videos are organized and accessible on Hope for HIE's YouTube channel.

Some topics we have covered:

- Augmentative and Assistive Communication
- Common Feeding & Swallowing Issues
- HIE and Seizures
- HIE Awareness Month
- School Advocacy Tips
- Medical Advocacy Training
- Infantile Spasms Q&A
- Transitions of Care
- Sleep Issues and HIE



Sponsorship opportunities:

- **Medical Advisory Board Educational Series (1 of 3 opportunities secured) - \$25,000/annually**
- **Peer Perspective Series (0 of 3 opportunities secured) - \$10,000/annually**
- **Child Life Q&As (0 of 3 opportunities secured) - \$5,000 annually**

WEBSITE BUILD OUT

In 2025, we will undertake the most significant update to our website content in many years to create two learning pathways -- one by neurodevelopmental timeline, and one by area of impact.

(2) Exclusive sponsorships offered with a three year guarantee of logo placement \$15,000/each.

SUPPORT

SUPPORT PROGRAMS



PEER SUPPORT MENTOR PROGRAMS

Hope for HIE's Peer Support Mentors are trained in best practices in peer support to provide both 1:1 and OnDemand/OnCall mentorships to HIE families, no matter where they are in their journey, across different demographics, and various areas of need to connect.

\$10,000/annual commitment provides annual training and support for Hope for HIE's Peer Support Mentors



SUPER SIBS

Siblings of children with HIE have their own unique experiences to share. SuperSibs receive regular age-appropriate activities thoughtfully developed by our Child Life Specialist, who also fosters connections among siblings to build peer support and bonds through video calls and other specialized support for siblings, including a dedicated program for HIE loss siblings.

\$25,000/annual commitment provides resources and materials for our currently enrolled global families of more than 500 siblings.



SOAR PROGRAM FOR HIE TWEENS AND TEENS

HIE kids need support for their journey including connection to a community of peers. Welcome to our SOAR program — Support, Ownership, Advocacy, Resilience — for ages 7-17, a program to connect and empower our HIE kids through peer connections, self-advocacy, support and FUN as they grow into their life with HIE, facilitated by our Child Life Specialist.

\$25,000/annual commitment provides resources and materials for program participants.

Support for HIE Loss



BEREAVEMENT AND LOSS SUPPORT PROGRAMS

Hope for HIE provides comprehensive support programs and services to help families facing bereavement and loss due to HIE. Both Hope for HIE's social worker and child life specialist are available to support the entire family, facilitate regular support groups, create opportunities for memory making and legacy building, as well as full family support.

\$25,000 provides resources and materials for bereavement and loss support.

SUPPORT

NEWLY DIAGNOSED FAMILY PACKAGES

Over 2,500 Newly Diagnosed family support packages are distributed annually, containing comfort items for baby and family and educational content to build health literacy.

(3) \$15,000 annual sponsorships are available.



HOSPITALIZATION SUPPORT PACKAGES

Since 2014, we have been sending custom support packages to families facing difficult and extended hospitalizations.

This year, we are hoping to launch HOPE, the bear of comfort, and a blanket program to give the greater community an opportunity to send a bit of HOPE to HIE families, no matter what they may be facing.

(1) \$10,000 annual sponsorship available.



LOSS SUPPORT FOR FAMILIES

For families facing the unimaginable heartbreak of loss of their child, we offer comprehensive support and memorialization. Each family receives a keepsake package including support materials.

(1) \$10,000 annual sponsorship available.



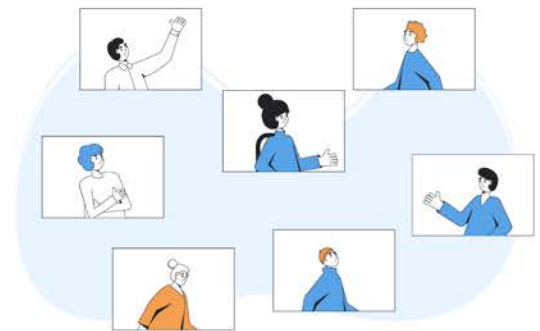
Support programming and packages can be sponsored in desired quantities and recognition.

SUPPORT

HOPE FOR HIE COMMUNITY CONFERENCE

October 2025 we will be hosting our first Community Conference in Charlotte, North Carolina bringing together families from around the world, with medical, educational and research experts to support, collaborate and educate on the latest treatments and therapeutics in HIE.

Some of the hottest topics in HIE include etiological research, vision, cerebral palsy, dystonia, epilepsy, learning disabilities, family care and mental health support.



2025 COMMUNITY CONFERENCE SPONSORSHIP LEVELS

PRESENTING SPONSOR (limited to 1): \$30,000

- Complimentary registrations (5) to all events, including scientific briefings, parent panels and multidisciplinary problem solving sessions
- Logo placement on website and signage
- 1 sponsored email to registrants
- Acknowledgement via social media
- Ad placement in event program: full page
- Recognition in opening remarks

SCIENTIFIC BRIEFING SPONSOR (limited to 1 per session): \$10,000

- Complimentary registrations (3) to all events, including scientific briefings, parent panels and multidisciplinary problem solving sessions
- Logo placement on website and signage
- Acknowledgement via social media
- Ad placement in event program: half page

SUNSHINE OF HOPE SPONSOR (non-exclusive): \$1,000

- Complimentary registrations (1) to all events, including scientific briefings, parent panels and multidisciplinary problem solving sessions
- Logo placement on website and signage
- Acknowledgement via social media
- Ad placement in event program: 1/8 page

MULTIDISCIPLINARY ROUNDTABLE SPONSOR (limited to 1 per session): \$10,000

- Complimentary registrations (3) to all events, including scientific briefings, parent panels and multidisciplinary problem solving sessions
- Seat at the table to participate in topic discussion
- Logo placement on website and signage
- Acknowledgement via social media
- Ad placement in event program: quarter page

TECH TALK PARTICIPATION (limited to 3 per session): \$5,000

- Complimentary registrations (3) to all events, including scientific briefings, parent panels and multidisciplinary problem solving sessions
- Seat at the table to present your new tech product during applicable roundtable session
- Logo placement on website and signage
- Acknowledgement via social media
- Ad placement in event program: quarter page

SUPPORT

PARTNERS IN HOPE PROGRAM

Hope for HIE offers a variety of ways for corporate entities to support and partner with our organization to accelerate our mission and mutual objectives. Through this recognition program, we are able to tailor to the specific mutual benefits of those participating to further their own organizational messaging and reach and sustain Hope for HIE's mission.

LEVELS OF SUPPORT	PLATINUM \$25,000+	GOLD \$10,000	SILVER \$5,000	BRONZE \$2,500
Recognition as Partner in Hope on Hope for HIE website, social media, and annual report. First access to other sponsorship opportunities.	✓	✓	✓	✓
Logo and messaging featured in spotlight sections of eNewsletter	✓	✓	✓	
Recognition during our Hope Goes Live events	✓	✓		
Recognition and speaking opportunity during our Executive Summit	✓			

SPONSORSHIP OF SPECIFIC PROGRAMS OUTLINED

Hope for HIE's programs, events, and service lines are available for corporate sponsorship and support. Please contact the organization for more specific availability and details.