

Faces of Loss, Faces of Hope is a national  
501(c)(3) non-profit organization. All  
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# FACES OF LOSS, FACES OF HOPE

PUTTING A FACE ON MISCARRIAGE, STILLBIRTH AND INFANT LOSS

## Sponsorship Kit

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[www.facesofloss.com](http://www.facesofloss.com)

## About.

Faces of Loss, Faces of Hope is a non-profit organization with a mission of providing support and resources to parents who have lost a baby to Miscarriage, Stillbirth, or Infant Loss. Founded in July 2010, just two months after Director/Founder Kristin Cook's first baby, Stevie Joy, was stillborn, FOLFOH has grown at an incredible rate, uniting thousands of women, and giving a voice--and a face--to the oftentimes silent issue of pregnancy and infant loss.

Faces of Loss, Faces of Hope provides connection and support to survivors of pregnancy and infant loss through:

**An online support community: [www.facesofloss.com](http://www.facesofloss.com).** On our website you'll find over 750 real stories of loss, categorized by type of loss, date of loss, location, and keywords--so that everyone can find a story similar to their own. Facesofloss.com also includes a blog directory, an extensive listing of resources and links, a discussion forum, and online community activities like virtual book clubs, gift exchanges, and more.

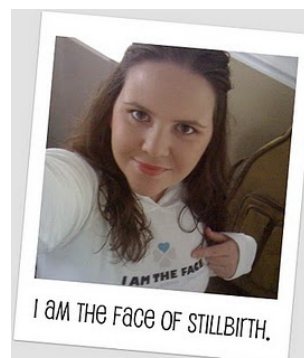
**In-person social support groups: Face2Face Friendship Groups.** As of June 2011, there are over 125 Face2Face groups across the US and abroad. These informal friendship groups are led by trained volunteers and give women who have lost a baby the chance to develop friendships and connect on a deeper level with others who "get it."

**Postcard and Support Booklet distribution.** One of our goals is to ensure that all parents who lose a baby leave the hospital knowing they have a place to turn to for support. As of June 2011, over 3,000 postcards have been distributed, with plans to roll-out the support booklet program in the fall of 2011.

**An awareness website: [www.iamtheface.org](http://www.iamtheface.org).** In conjunction with October 15th, National Pregnancy and Infant Loss Awareness Day, 2,000 women uploaded a picture of their face to represent the 2,000 women that lose a baby everyday; the awareness campaign will run again this fall.



*"Hey Faces ladies. I've never gotten around to thanking you. Thank you. You have helped save my very fragile, thin, slender shred of sanity after our son died." -Kara*



*"I just wanted to send a friendly hello and thank you so very much for making a place like FOLFOH. We recently lost our son at 36 weeks... You have given me something to work on, a reason to get out of bed in the morning and an organization to become passionate about." -Leanne*

## Impact.



*2,000 women lose a baby every single day, in the US alone*

### Website Stats

Over 1,000,000 website hits in under 10 months

An average of 1,800 hits each day

An average of 55,000 hits each month

Our awareness-building website, [www.iamtheface.org](http://www.iamtheface.org) gets an average of 1,000 views each day, with many more during the weeks and months leading up to National Pregnancy and Infant Loss Awareness Day on October 15th

On National Pregnancy and Infant Loss Awareness Day (October 15th) in 2010, over 5,800 people shared the link to [www.iamtheface.org](http://www.iamtheface.org) on facebook, reaching an estimated 1,160,000 people

### Facebook Stats:

Over 5,000 "likes"

An average of 260,000 post views each month

95% of users are female

54% of users are between the ages of 25-34

### In the Media:

\*May 2011: "Online Support for Parents After Losing a Baby" Associated Press article published in over 150 news outlets across the US, including the Miami Herald, the Chicago Tribune, and the Minneapolis Star Tribune

\*November 2010: "Losing a Baby Has Given Birth to a Movement" article published in the Florida Sun Sentinel

\*November 2010: "If You Haven't Heard of Faces of Loss, Faces of Hope yet, You Soon Will" article published in the Cleveland Examiner

For a full listing of FOLFOH's media representation: <http://facesofloss.com/media/faces-in-the-media>

## Sponsorship Opportunities.

Faces of Loss, Faces of Hope has designed sponsorship packages that are flexible to meet the needs of all partners, of any size. If you don't see a level that fits your budget, or if you have other ideas for partnering with us, please let us know!

### Sponsorship levels

We have four main sponsor levels available:

Ally

Friend

Supporter

Partner

Levels explained in detail on next page...



*1 in 4 women will experience pregnancy or infant loss*

### **Ally level sponsorship: \$500**

- Recognition as an official supporter on our website: [www.facesofloss.com](http://www.facesofloss.com)
- Recognition as an official supporter on [www.iamtheface.org](http://www.iamtheface.org)
- Special shout-out in one of our E-newsletters
- Ally-level branding (small logo and link) on our website: [www.facesofloss.com](http://www.facesofloss.com)
- Opportunities to post info about your organization on our facebook page
- The option to host one promotional giveaway/contest during the year

### **Supporter level sponsorship: \$1,000**

- Recognition as an official supporter on our website: [www.facesofloss.com](http://www.facesofloss.com)
- Recognition as an official supporter on [www.iamtheface.org](http://www.iamtheface.org)
- A special shout-out in one of E-newsletters
- Supporter-level branding (medium logo, link, and one-sentence blurb) on [www.facesofloss.com](http://www.facesofloss.com) and [www.iamtheface.org](http://www.iamtheface.org)
- Tagged thank you post on our facebook page, reaching 5,000+ members
- The option to host two promotional giveaways/contests during the year

### **Friend level sponsorship: \$2,500**

- Recognition as an official supporter on our website: [www.facesofloss.com](http://www.facesofloss.com)
- Recognition as an official supporter on [www.iamtheface.org](http://www.iamtheface.org)
- A half-page article in one of our E-newsletters
- Friend-level branding (large logo, link, and two-sentence blurb) on [www.facesofloss.com](http://www.facesofloss.com) and [www.iamtheface.org](http://www.iamtheface.org)
- Tagged thank you post on our facebook page, reaching 5,000+ members
- Thank you post on our website: [www.facesofloss.com](http://www.facesofloss.com)
- The option to host three promotional giveaways/contests during the year
- Small logo placement on select marketing materials

### **Partner level sponsorship: \$5,000**

- Recognition as an official supporter on our website: [www.facesofloss.com](http://www.facesofloss.com)
- Recognition as an official supporter on [www.iamtheface.org](http://www.iamtheface.org)
- A featured/full-page article in one of our E-newsletters
- Partner-level branding (large logo, prominent placement, link, and three-sentence blurb) on [www.facesofloss.com](http://www.facesofloss.com) and [www.iamtheface.org](http://www.iamtheface.org)
- Tagged thank you post on our facebook page, reaching 5,000+ members
- Thank you post on our website: [www.facesofloss.com](http://www.facesofloss.com)
- The option to host up to five promotional giveaways/contests during the year
- Prominent logo placement on select marketing materials



## **Contact.**

Let's chat! If you're interested in learning more about who we are, what we do, or how we can work together, please contact:

Kristin Cook, Founder/Director

[Kristin@facesofloss.com](mailto:Kristin@facesofloss.com)

612-986-5423 (cell)