

Thursday, August 6, 2020

Dear Friends:

We are pleased to announce the HER Foundation's Virtual Walk, Run or Roll fundraiser to benefit our new LED "Light Easing Darkness" Crisis Fund, which provides expecting mothers suffering with HG financial aid to assist with critical medical bills. With your help, we will be able to bring light to mother's when they're completely surrounded by darkness. **One hundred percent of the proceeds from this fundraiser will benefit the LED Crisis Fund.** We need your help these mothers can receive the immediate medical care they desperately need. This means a dehydrated and malnourished mother will now be able to receive lifesaving intravenous (IV) fluids and medications. **With your help, we can also raise awareness and bring education to communities everywhere so fewer mothers face termination and suffering from HG.**

Since inception in 2003, the HER Foundation has been the only organization worldwide dedicated to Hyperemesis Gravidarum (HG) education, advocacy and research.

*HG is a debilitating and potentially life-threatening pregnancy disease characterized by weight loss, malnutrition, and dehydration due to unrelenting nausea and/or vomiting with potential adverse consequences for both mother and child(ren).*

HG is the second leading cause of hospitalization during pregnancy, a frequent cause of prematurity, and contributes to nearly 400,000 ER/hospital visits annually, yet very few dollars are granted for research. Many women get inadequate care and have life-threatening complications. We help thousands around the world get treatment and support so they and their babies can survive and have a healthier future.

**The Virtual HER5K will take place September 25, 2020 through October 5, 2020. We need your support to raise needed money for our new Light Easing Darkness Crisis Fund (launching in 2021). All donations of funds or products are greatly appreciated!!! All donations are tax deductible as the HER Foundation is a 501c3 non-profit and dedicated voice of HG.**

We expect to have about 300-500 participants and **we will promote this event and our sponsors online on multiple platforms that could reach over 100,000 families.** Please see the attached Sponsorship Level Benefits we offer in appreciation. Sponsors will receive significant publicity prior to, during and after the event depending on the sponsorship level. We need items for the event, such as products or coupons donated for our swag bags (these can be digital), social media contest prizes, and fundraising incentives. Any promotion of our event is also greatly appreciated! **With your help, I know we can far exceed our goal of \$5,000.** Thank you in advance for your support of these amazing women and this important cause.

Sincerely,



Kimber MacGibbon, RN  
Co-Founder/Executive Director

**Remember that your Sponsorship is 100% Tax Deductible!**



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## **ALL PROCEEDS GO TO THE LIGHT EASING DARKNESS (LED) CRISIS FUND**

# Launching in 2021!

### **About the LED (Light Easing Darkness) Crisis Fund**

The HER Crisis Fund is being established to aid women during an HG pregnancy. This fund will ensure women suffering from HG have access to immediate medical interventions they need for their survival and the survival of their unborn children.

### **Mission of the LED Crisis Fund**

This fund will provide expecting mothers in need and suffering from HG with up to \$500 in financial aid to assist with immediate medical bills during their pregnancy. Women sometimes have to choose termination of their pregnancy or risking serious complications because they cannot afford the medication or hospital copy.

### **Objectives of the LED Crisis Fund:**

- Ensure sustainability of the fund year after year.
- Establish an application process for women and/or their families to apply (in the USA only for now).
- The fund would be used as a last resort. Funding will be provided directly to the health care provider/institution.

### **Requirements:**

- All other funding sources must be used before funds will be awarded. The family must show proof that an attempt to find other funding sources and/or insurance coverage has been denied.
- These women must agree to provide photos of their family after the birth and write a short paragraph on the impact of the crisis fund.
- Women must be willing to make efforts to help sustain the fund in the future by online fundraisers or similar projects.

The Light Easing Darkness (LED) Crisis Fund was seeded by Kari and Jay Dermer in honor of their beautiful daughter Liora, born 1/1/2020. Kari and the Board of Directors are currently working to create policies and manage disbursement of funds.

For more information on the LED Crisis Fund, [see our website. www.hyperemesis.org/crisis](http://www.hyperemesis.org/crisis)



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## 2020 HER Foundation Virtual 5K Sponsorship Levels

Sponsorship Level	Amount	Logo or Mention on Website	Logo on Tees (Level determines size)	Name on Tees	Logo on Race Emails	Participation in Virtual Swag Bag	Logo on Social Media promotional graphics	Featured Post on Social Media: Instagram and Facebook	Tags on Social Media Promotion of 5K	Logo on Crisis Fund Site Page	Live Q&A on Instagram	Sponsor Shoutout on a Live Stream Video During the Event
VIP Diamond	\$5,000	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Platinum	\$3,500	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Gold	\$2,500	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Silver	\$1,000	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bronze	\$500	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Personal Honorarium	\$100	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

### Potential Exposure

- **Direct Mail list:** >6,000
- **Social Media:** 25,000-100,000+
- **Attendees:** Est. 300-500+
- **Website:** >20,000/month

HER is a GOLD Guidestar Member so you can be assured of our integrity and commitment to oversight with our 14 member professional Board of Directors.



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# HER HG FACTS

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*There's nothing quite like the excitement and anticipation experienced by most mothers-to-be. For many women, however, the joy of pregnancy is destroyed by Hyperemesis Gravidarum (HG), a debilitating and potentially fatal disease with no definitive cause or cure. Due to inadequate research, HG is medically misunderstood, misdiagnosed and mistreated. Its physical symptoms are often debilitating and isolating. Its emotional impact is just as great, and can leave women feeling depressed and alone as they struggle to cope with residual effects ranging from lost jobs and escalating medical bills, to strained personal relationships and long-term health issues for both mother and child. The **Hyperemesis Education & Research Foundation (HER Foundation)** is the leading organization globally raising public awareness, collaborating on research, and providing education, advocacy and support for 1000's managing HG. **HER is the voice of HG.***

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## About Hyperemesis Gravidarum (HG)

- HG is a pregnancy disease **marked by weight loss, malnutrition and dehydration**, due to unrelenting nausea and/or vomiting with potential long-term consequences for mother and child.
- HG remains the **leading cause of hospitalization** in early pregnancy and is second only to preterm labor as the most common cause overall during pregnancy (ACOG, 2004).
- Total incidence of HG is undetermined but estimated at **2-10%** (Zhang, 1991; Czeizel, 2003).
- HG's **cause is likely related to elevated levels of placenta and appetite regulators, GDF15 and IGFBP7**, which are abnormally high in HG pregnancies (<https://youtu.be/M1G6cdgonIE>) most likely due to genetics and possibly other factors (Fejzo, 2018).
- HG contributes to nearly **400,000 ER/hospital discharges** in the US annually (HCUP, 2014).
- Despite available medications shown to be low risk and effective at decreasing the severity of HG, many women are **denied treatment** (Kouzi, 2003; Carstairs, 2016; Fejzo, 2016; McParlin, 2016).
- Approximately 34% of HG pregnancies result in **premature delivery, miscarriage, stillbirth or termination** in part due to delayed or inadequate treatment of HG (Almond, 2016; Poursharif, 2007).
- Contrary to current medical opinion, HG **recurs in over 80 percent** of women, and **persists** throughout pregnancy in nearly 40 percent (Fejzo, 2011).
- Approximately 75% of HG women report reducing the number of **future pregnancies** rather than risk serious complications to themselves or their unborn children (Poursharif, 2008).
- HG is also associated with poor fetal/child outcomes including a 4-fold increased risk of **preterm birth** and a 3-fold increased risk of **neurodevelopmental delay**, an increased risk of autism and significant **cognitive and behavioral disorders** (Fejzo, 2013; Fejzo, 2015), as well as **chronic illness** in later life due to maternal malnutrition (McMillen, 2005) and stress (Van den Bergh, 2005).
- HG, especially inadequately treated, increases the risk of a **low-birth-weight** neonate (Paauw, 2005), as well as prenatal and postnatal complications for both mother and child (Peng, 2007; Tian, 2016).
- Most women with HG are **unable to maintain employment** and/or care for their families during early pregnancy, and some throughout their pregnancy (O'Brien, 1992; Meighan, 2005; Poursharif, 2008).
- Professionals often **dismiss or fail to recognize the seriousness of HG**, thus limiting or delaying treatment (Munch, 2002), contributing to the development of **PTSD**, anxiety, depression, and other mental health concerns that may persist beyond pregnancy, even decades later. (Poursharif, 2008; Christodoulou-Smith, 2011).

## About the HER Foundation

The HER Foundation is the leading 501(c)(3) not-for-profit organization for HG **education, advocacy, and support**, and **the only one researching HG collaboratively with top universities**. Founded in 2003 by fellow HG survivors Kimber MacGibbon, RN, and Ann Marie King and her husband Jeremy, the foundation serves as a voice for HG sufferers and their families. Its website ([hyperemesis.org](http://hyperemesis.org)) is the leading source of HG information, and together with social media and direct contact, **HER engages well over a quarter of a million worldwide visitors annually**. *Each year, support and resources provided by the HER Foundation and its volunteer network help improve the health and prevent the loss of thousands of mothers and babies around the world. **HER is the voice of HG.***



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# 2020 Sponsorship Commitment Form

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Thank you for sponsoring the HER Foundation's 2020 Walk, Run and Roll Virtual Race! Please fill out the following so we can complete your sponsorship commitment and begin our promotion of your product or service. The DEADLINE FOR YOUR SPONSORSHIP IS AUGUST 28, 2020. Digital and cash donations received after that date will be promoted as much as possible. Again, THANK YOU!!!!!!!

Company/Individual Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_

Company Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_

Zip code: \_\_\_\_\_ Business Phone: \_\_\_\_\_ Fax Number: \_\_\_\_\_

Email: \_\_\_\_\_ Business Website: \_\_\_\_\_

Additional Information: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

By signing this form, you are committing to supply the sponsorship as noted on this form by the event date. Please email this form and a high-quality vector .png and .eps logo file to [info@hyperemesis.org](mailto:info@hyperemesis.org) as soon as possible to ensure maximum exposure and distribution of any products. Contact us at [info@hyperemesis.org](mailto:info@hyperemesis.org) with any questions.

## Product Donations Address:

HER Foundation  
c/o Sobe Promos  
Attn: Justine Ferriter  
3615 NW 2nd Ave.  
Miami, FL 33127

**Digital donations email:** [kimber@hyperemesis.org](mailto:kimber@hyperemesis.org)

## Credit Card donations:

<https://her.networkforgood.com/projects/106039-2020-sponsor-her-virtual-walk-run-roll>

## Check Mailing Address:

HER Foundation  
9600 SE 257th Dr.  
Damascus, OR 97089

## Sponsorship Level

- VIP Diamond
- Platinum
- Gold
- Silver
- Bronze
- Honorarium



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