



All Events

2018 SPONSORSHIP PROPOSAL



Tina Q.
CADE Foundation
Helping Families.. OVERCOMING Infertility!

Event #1: Race for the Family

The Tinina Q. Cade Foundation and Shady Grove Fertility join forces for the 13th Annual Maryland Race for the Family!

Now at the Baltimore Zoo!

Our goal is to raise **\$100,000** to help families...

OVERCOME infertility!



SHADY GROVE
FERTILITY

Race for the Family – Fast Facts

- This year's race will be on Saturday, June 16th, 2018, at the Baltimore Zoo in Baltimore, MD.
- The Cade Foundation (EIN: 20-2886272) is a national nonprofit that provides Family Building Grants of up to \$10,000 to financially assist infertile couples in pursuing fertility treatment or adoption.
- This is the 9th year Shady Grove Fertility has hosted the Maryland Race for the Family, helping us raise over \$800,000 to date!
- Through our efforts, 84 couples across the U.S. have received grants to pursue their family building dreams.
- The first Cade Foundation baby was born in 2009, and to date 68 babies have been born or adopted with support from the Cade Foundation.
- We are expecting more than 1000 people to participate in this year's 5k, Family Fun Run, and Toddler Trot.
- All proceeds raised from Cade Foundation events will fund education-focused programming and Family Building Grants, which allow us to support families OVERCOMING infertility.
- We invite you to support this Cade Foundation event, or any of our other regional events in 2018, by considering one of the enclosed sponsorship opportunities.

Make a Difference... 2018 Events



Race for the Family

Event #1: The Cade Foundation's Maryland Race for the Family, hosted by Shady Grove Fertility, is our 5k run/walk, 1 mile Family Fun Walk and Savannah's Playground for the kiddos. This activity celebrates the strength and courage it takes to **OVERCOME** infertility. Local support resources display information. The event funds Family Building Grants that help families with infertility afford the costs associated with fertility treatment or adoption. Held at the **Maryland Zoo** and Druid Hill Park in Downtown Baltimore, the event typically involves 1000+ guests. For more information visit www.raceforthefamily.com



Family Building Gala

Theme: From Paris with Love

Event #2: Join us for the 2018 Family Building Gala where we will recognize our newest Family Building Grant recipients and celebrate Family Building Champions- individuals and organizations doing great work to support families with infertility. Held the first Saturday of November at the **French Embassy** in Washington DC. The evening includes a silent auction, a seated dinner and awards program, dancing and a celebration of all of the work of the Cade Foundation in 2018. This event typically includes 300 guests. Our goal is to raise \$150,000 for families at this event.



Pathways to Parenthood

Event #3: We host both patient focused conferences and provider-focused conferences to increase awareness about infertility and fertility support. Patient conferences include speakers such as reproductive endocrinologists, adoption agency leaders, fertility lawyers and mental health providers and complimentary fertility support providers (acupuncturists, massage therapists etc.) We always partner with community organizations (e.g. churches and synagogues, cancer support groups, other fertility support organizations) for patient focused programs. Provider focused conferences involve partnerships with medical schools and focus on topics intended to increase providers' knowledge about infertility support and new treatments. In 2018 we will host multi-disciplinary grand rounds at Johns Hopkins Medical Institution and the University of Maryland School of Medicine.

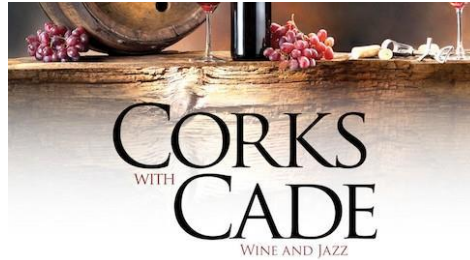
Make a Difference... 2018 Events



Coffee with Cade

Event #4: The online LIVESTREAM event(s) called "Coffee with Cade" will be hosted at the office of the Cade Foundation at 15001 S. Dolfield Rd, Owings Mills, MD 21117 from 7pm until 7:30pm. The event will include a small "studio" audience and will be shared using Facebook Live and Instagram Live. The "Coffee with Cade" topics will include different fertility topics and support provided in the TTC community. The discussion will be informal and we will take questions from the studio audience as well as individuals who participate in the program online. We will hold "Coffee with Cade" events the first Monday of every month (usually) from 6:30pm-7:00pm. Each "Coffee with Cade" will include 2-3 panelists including 1-2 experts, 1-2 people from the "community" who have experienced the issue and the moderator.

These events will allow us to increase the number of people who experience and benefit from our education focused outreach programming. To date between 250 and 600 individuals have attended and watched each episode during the LIVESTREAM and within 48 hours of the video being posted.



Corks with Cade

Event #5: Enjoy an evening out sampling 4 different wines, live jazz music by Real Thyme Band, and a silent auction at one of Frederick's newest wineries, the Hidden Hills Farm and Vineyard. All proceeds will help support the Cade Foundation's Family Building Grants which assist families with costs associated with fertility treatment or adoption. Every regular ticket includes a commemorative stemless wine glass, and four tastings. Feel free to bring your blankets and yard chairs to enjoy the outdoor concert while you sample some of the best wines of Frederick County! This event will include 300 guests. The event will be on Saturday August 25, 2018. Our goal is to raise \$20,000 through this fundraising event.

New Event: Pathways and Progress Conferences

Event #7: These conferences will be focused on educating a) health care providers about emerging topics, equipping b) non-profits leaders that serve families with limited access to fertility services and c) educating patients about different pathways to parenthood. In 2018, we are planning 2 conferences- one in Atlanta GA and another in Washington DC. The day prior to the conference presentations, attendees will be encouraged to engage in advocacy locally (writing letters to their legislators, meeting with local legislators and their staff) and that day will end in a reception for all attendees.

Family Building Grant

Event #6: The Tinina Q. Cade Foundation's Family Building™ Grant provides up to \$10,000 per funded family to help with costs of domestic adoption and medical fertility treatment. The grant is offered twice per year, and the number of applications funded as well as the amount of funding depends on the success of the Cade Foundation's fundraising activities (i.e. the more we raise, the more we can give away). To date, 84 families have been funded. All of our grants are Family Building Grants but we have a special pool of funds set aside for "Savannah Grants" which are only available to Shady Grove Fertility patients undergoing IVF. EMD Serono has also donated medication grants which we award through this grant selection process. Grant applications are reviewed and selected twice per year- once in the spring and once in the fall.

Make a Difference... 2018 Events

2018 Tinina Q. Cade Foundation Calendar

JANUARY

Jan. 8, 2018 @ 7pm (LIVESTREAM)- Coffee with Cade (Sexual Dysfunction and Infertility with guests/ Diane Dallas from MedStar National Rehabilitation Hospital)

FEBRUARY

Feb. 5, 2018 @ 7pm (LIVESTREAM)- Coffee with Cade (Infertility in the African American and Latin Communities)

MARCH

Mar. 5, 2018 @ 7pm (LIVESTREAM)- Coffee with Cade (The Brothas: Men and Infertility)

Mar. 15, 2018 @ 8am- Multidisciplinary Grand Rounds about Gestational Surrogacy at Johns Hopkins Medical Institution

APRIL

Apr. 2, 2018 @ 7pm (LIVESTREAM)- Coffee with Cade (Faith and Fertility)

Apr. 6, 2018 @ 8am- Multidisciplinary Grand Rounds about Donor Gametes- University of Maryland School of Medicine (Shock Trauma Auditorium) (Baltimore, MD)

Apr. 23, 2018 @ 6pm- Pathways to Parenthood at the Wheeler Avenue Baptist Church (Houston, TX)

Apr. 28, 2018 Family Building Conference- Pathways to Progress (Atlanta, GA)

MAY

May 7, 2018 @ 7pm (LIVESTREAM)- Coffee with Cade (Family Building Grant and Other Grants for Fertility Treatment and Adoption)

May 16, 2018 @ 6pm- Pathways to Parenthood at the Washington DC Jewish Community Center

May 19, 2018 @ 6pm- Faith Leadership Conference at the First Baptist Church of Glenarden (Glenarden, MD)

JUNE

June 4, 2018 @ 7pm (LIVESTREAM)- Coffee with Cade (How to OVERCOME When Things Aren't Working)

June 16, 2018 @ 8pm- **Maryland Race for the Family** at the Maryland Zoo (Baltimore, MD)



Make a Difference... 2018 Events

2018 Tinina Q. Cade Foundation Calendar (Cont.)

JULY

July 9, 2018 @ 7pm (LIVESTREAM)- Coffee with Cade (Adoption- Public, Private, Domestic, International and Transcultural)

AUGUST

Aug. 6, 2018 @ 7pm (LIVESTREAM)- Coffee with Cade (Can I Borrow Some Eggs? Donor Gametes and Infertility)

Aug. 25, 2018 **Corks with Cade-** Live Jazz, Great Wine and an Afternoon of Giving @ Hidden Hills Farm and Vineyard (Frederick, MD)

SEPTEMBER

Sept. 3, 2018 @ 7pm (LIVESTREAM)- Coffee with Cade (So You Want to Start a Non-Profit Supporting Families with Infertility? Support for the Supporters)

Sept. 12, 2018 @6pm- Pathways to Parenthood at the First Baptist Church of Glenarden (Glenarden, MD)

OCTOBER

Oct. 1, 2018 @ 7pm (LIVESTREAM)- Coffee with Cade (Holla' for the Holidays- Preparing for Family and the Holidays while OVERCOMING Infertility)

Oct. 18, 2018 Pathways to Parenthood Conference for Cancer Patients and Survivors (New York, NY)

NOVEMBER

Nov. 3, 2018 **Family Building Conference- Pathways and Progress** (Washington DC)

Nov. 3, 2018 **Family Building Gala- From Paris with Love** @ French Embassy (Washington DC)

Nov. 12, 2018 @ 7pm (LIVESTREAM)- Coffee with Cade (Ooomm- Yoga/Acupunture/Nutrition & Infertility)

DECEMBER

Dec. 3, 2018 @ 7pm (LIVESTREAM)- Coffee with Cade (Back to Basics; What is Infertility and Why Do Some People Get It?)





2018 CADE FOUNDATION CORPORATE PARTNERSHIP PROPOSAL

GREETINGS,

ON BEHALF OF THE TININA Q CADE FOUNDATION BOARD OF TRUSTEES AND THE FAMILIES WE SERVE, I WRITE TO INVITE YOU TO PARTNER WITH US FOR OUR PROGRAMS IN 2018. THE FOUNDATION WAS STARTED IN 2005 AND TO DATE WE HAVE HOSTED HUNDREDS OF PROGRAMS AND CONFERENCES AND FUNDED 84 FAMILIES WITH GRANTS OF UP TO \$10,000 FOR FERTILITY TREATMENT OR ADOPTION. SPECIFICALLY, I INVITE YOU TO SPONSOR OUR SLATE OF EVENTS (ALL OR MULTIPLE) AND TO HELP US COMPLETE OUR MISSION OF HELPING FAMILIES WITH INFERTILITY. IN 2018 WE HAVE BOTH FUNDRAISING EVENTS AND ALSO EDUCATION CONFERENCES FOR PATIENTS AND PHYSICIANS PLANNED AND SPONSORING WOULD PROVIDE US WITH MULTIPLE OPPORTUNITIES TO INTERACT WITH OUR GUESTS AND SUPPORTERS.

SOME OF THE EVENTS INCLUDE THE FOLLOWING:

RACE FOR THE FAMILY™- SATURDAY JUNE 16TH AT THE MD ZOO; THIS WILL BE OUR 12TH RACE AND WE ANTICIPATE 1000 ATTENDEES INCLUDING PATIENTS, PHYSICIANS, AND CHARITIES THAT SERVE FAMILIES WITH INFERTILITY.

CORKS WITH CADE™- SATURDAY SEPTEMBER 15, 2018 AT THE DANTE ROBERE VINEYARD IN LIVERMORE, CA AND ON SATURDAY AUGUST 25, 2018 AT THE HIDDEN HILLS FARM AND VINEYARD IN FREDERICK, MD- ENJOY AN EVENING OUT SAMPLING 4 DIFFERENT WINES, LIVE MUSIC AND A SILENT AUCTION AT ONE OF THE AREAS FINEST WINERIES. NON PROFITS AND OTHER ORGANIZATIONS THAT SERVE FAMILIES WITH INFERTILITY WILL BE INVITED TO SHARE INFORMATION AND PROVIDE SUPPORT TO ATTENDEES AT BOTH EVENTS. ALL PROCEEDS WILL HELP SUPPORT THE CADE FOUNDATION'S FAMILY BUILDING GRANTS WHICH ASSIST FAMILIES WITH COSTS ASSOCIATED WITH FERTILITY TREATMENT OR ADOPTION. WE ANTICIPATE 200-300 ATTENDEES AT EACH EVENT.

FAMILY BUILDING GALA™ - SATURDAY NOVEMBER 3, 2018 AT THE EMBASSY OF FRANCE. THIS EVENT WILL HOST 250-300 GUESTS AND WE WILL RECOGNIZE NEW GRANT RECIPIENTS, HONOR COMMUNITY PHYSICIANS AND CHARITIES THAT SUPPORT IMPROVE QUALITY OF LIFE FOR INFERTILE FAMILIES.

PATHWAYS AND PROGRESS IN FERTILITY CONFERENCE- SATURDAY NOVEMBER 3, 2018 AT THE GEORGETOWN HOTEL AND CONFERENCE CENTER (WASHINGTON DC)- THIS EVENT WILL HOST 250-300 PHYSICIANS AND PATIENTS AND NON PROFIT LEADERS. THE FIRST CONFERENCE ON "PATHWAYS AND PROGRESS IN FERTILITY "WILL BRING TOGETHER FERTILITY EXPERTS, PATIENTS AND CHARITABLE ORGANIZATIONS THAT SERVE FAMILIES WITH INFERTILITY. THE TRAINING WILL FOCUS ON PROMOTING ADVOCACY, SHARING ABOUT INNOVATION IN GENETIC SCREENING AND TREATMENT, IMPROVING ACCESS TO CARE AND SUPPORT FOR SERVICE GROUPS AND CHARITIES AND SUPPORTING FAMILIES WITH INFERTILITY SUPPORTING PATIENTS WITH INFORMATION ABOUT PATHWAYS TO PARENTHOOD AND SUPPORTS AVAILABLE THROUGHOUT THE NATION



2018 Sponsor Benefits:

Platinum- Acknowledgement as presenting sponsor on all online and on site event promotions, company name/ logo on all media promotions (radio, TV), opportunity to share promotional materials with guests, on site event table, speaking opportunity at event, 15 tickets and private tent @ to Race, 15 tickets to Corks with Cade, 15 tickets to Pathways and Progress conference, opportunity to “host” a tract or pre event physician reception at the conference, and 15 tickets (1 table) @ Family Building Gala (Embassy of France)

Gold- Acknowledgement as sponsor on all online and event promotions, company name/ logo on media promotions (radio, TV), opportunity to share promotional materials with guests, on site event table, 10 tickets and private tent at Race or Corks, 10 tickets to Pathways and Progress conference and 10 tickets at Family Building Gala (at the Embassy of France)

Silver- Acknowledgement as sponsor on all online promotions, opportunity to share promotional materials with guests, on site event table, 5 tickets to Race, 5 tickets to Corks with Cade, 5 tickets to Pathways and Progress conference and 5 tickets (1/2 table) at Family Building Gala (at the Embassy of France)

Bronze- Acknowledgement as sponsor on all online promotions, opportunity to share promotional materials with guests, on site event table, 3 tickets to Race, 3 tickets to Corks with Cade, 3 tickets to Pathways and Progress conference and 3 tickets (1/2 table) at Family Building Gala (at the Embassy of France)

Platinum (\$15,000 per event)	Gold (\$10,000 per event)	Silver (\$5,000 per event)	Bronze (\$2,500 per event)	Supporter (\$1000 per event)	Vendor (\$500 per event)
Acknowledgement on all promotion & event signage	Acknowledgement on all promotion & event signage	Acknowledgement on event signage	Acknowledgement on event signage	Acknowledgement on event signage	
15 tickets to sponsored event	10 tickets to sponsored event	5 tickets to sponsored event	3 tickets to sponsored event	2 tickets to sponsored event	Vendor table
Private Tent & Vendor Table at Outdoor Events	Private Tent & Vendor Table at Outdoor Events	Vendor Table and Private Tent	Vendor Table		
Speaking opportunity at event	Speaking opportunity at event				
Naming opportunity at conference/Event	Table for promotion at event				

2018 SPONSOR COMMITMENT FORM:

WHICH EVENTS WOULD YOU LIKE TO SPONSOR? **PLEASE CIRCLE**

RACE FOR THE FAMILY

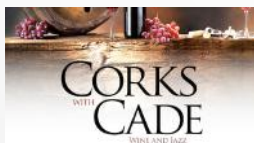
CORKS WITH CADE

PATHWAYS AND PROGRESS

FAMILY BUILDING GALA

COFFEE WITH CADE

CONFERENCE



Business Name: _____

Business Website: _____

Contact Name: _____

Contact Email Address: _____

Mailing Address: _____

Payment Options: (Please check one)

Check included with form

Please invoice me

Please return completed forms to:

**Dr Camille Hammond, Cade Foundation CEO Fax: 410-741-3701 and also mail to
Cade Foundation, 10211 S Dolfield Rd, Owings Mills, MD 21117**