



POSTPARTUM
Support Center



WALK FOR

MAY 1 - MAY 31, 2022

MOMS

#walk4moms

#postpartumsupportcenter

SPONSORSHIP OPPORTUNITIES

THIS IS WHO WE ARE AND MORE IMPORTANTLY THIS IS WHAT WE DO



OUR MISSION

as the first and only organization to provide peer-based maternal mental health support in Marin and Sonoma Counties, is to provide a comprehensive support system and safe place for mothers/parents and families in need and to promote awareness and prevention of Perinatal Mental Health Disorders. We help perinatal families navigate the postpartum period, reduce parental stress, build effective support systems, and prevent clinical depression

WE PROMOTE

awareness, peer support, and prevention of perinatal mental health disorders; we address diaper need and large disparities in our community.

WE PARTNER

with hospitals, clinics, local organizations, and other community partners to bring our programs to parents and their families in need. We partner with YOU to help us continue offering free services to those in need.

SUPPORT LINE

has received over 411 calls in 2021.

DIRECT PEER SUPPORT

was given to over 382 individuals in 2021.

MENTAL HEALTH SELF-SCREENING ASSESSMENTS

were performed over 1946 times in 2021.

DIAPERS AND BABY SUPPLIES

have been provided to 2185 children in 2021.

“ I'm not sure how sane I would feel without the support of PPSC. I have used their phone line more times than I can count and gotten to meet other mamas during a time where it's so hard to connect with others. These services have given me hope when I felt hopeless due to postpartum depression. I was having a particularly hard week and received the most thoughtful care package full of goodies for both myself and the children. I feel so blessed to have ongoing support especially during a time like COVID. ”

- Christina from San Rafael, mama of four -

Maternal Mental Health (MMH)

FACTS & STATS



WHAT?

While pregnancy and new motherhood are often romanticized as joyful and exciting, the challenges inherent in childbearing and child-rearing can lead to significant mental health consequences—most commonly, mood and anxiety disorders.

Megan Smith, at Yale University, studies the mental health of low-income mothers. She's found that "diaper need is a predictor of postpartum depression in mothers, and can make it difficult for mothers and babies to form an attachment."

FACTS:

- **800,000 women diagnosed** each year in the U.S.
- **1 in 5** pregnant and new mothers are diagnosed with a mood or anxiety disorder.
- **1 in 3** low-income women suffers from MMH disorders.
- **75% of women who experience MMH symptoms go untreated.**
- Untreated MMH conditions can have long-term negative impact on mother, baby, family, and society.
- Annual cost of not treating MMH is **\$32,000 per mother-infant** (up to \$14 billion nationally).
- **1 in 4 mothers with depression have thoughts of harming herself.**
- **1 in 10 new fathers are diagnosed with a mood or anxiety disorder.**
- **Suicide is the second leading cause of death in postpartum women.**
- MMH conditions have **TRIPLED** during the COVID-19 pandemic.
- **Low-income mothers** who don't have enough diapers for their babies are more likely to report symptoms of depression and anxiety than other mothers.
- **Diapers are a significant expense**, calculated in major monthly costs along with food and rent.
- Food stamps and similar programs like WIC don't cover diapers.
- **1 in 3 American families reports experiencing diaper need.**

LEARN MORE: WWW.POSTPARTUMSC.ORG

#Walk4Moms AND BECOME A SPONSOR

We ask you to join us and become a valued "Walk for Moms" Sponsor today! Sponsors who commit by April 30, 2022, will receive full promotional exposure on multiple platforms. Your Leadership investment in this movement will, directly and indirectly, benefit thousands of Marin and Sonoma County families and beyond.

For in-kind donations, your service, gift cards, memberships, prizes for participants, and to get more information on sponsorships, please contact Ivana Jagodic Meholick, the Executive Director, at ivana@postpartumsc.org or (415) 326-3623.

SPONSORSHIP LEVELS AND BENEFITS

1. COMMUNITY CHAMPION - \$3,000

- **Title Sponsor for the presentation of awards**
- **Full-page ad with premier placement on PPSC website landing page for 1 week**
- **Name/logo recognition in invitation and on event webpage**
- **Social media tag on all our promotions on Instagram and Facebook - 4 weekly posts on each platform**
- **Sponsors 100 "Walk for Moms" participants**

2. FAMILY ALL-STAR - \$1,000

- **Full-page ad with premier placement on PPSC website landing page for 1 day**
- **Name/logo recognition in invitation and on event webpage**
- **Social media tag on all our promotions on Instagram and Facebook - 3 weekly posts on each platform**
- **Sponsors 50 "Walk for Moms" participants**

3. SUPPORTER - \$500

- **Name/logo recognition in invitation and on event webpage**
- **Social media tag on all our promotions on Instagram and Facebook - 2 weekly posts on each platform**
- **Sponsors 25 "Walk for Moms" participants**

4. ADVOCATE - \$250

- **Name/logo recognition in invitation and on event webpage**
- **Social media tag on all our promotions on Instagram, Facebook - 1 weekly posts on each platform**
- **Sponsors 10 "Walk for Moms" participants**

SPONSORSHIP REGISTRATION FORM

Please return completed form and logo by April 30, 2022.

Name / Organization / Company Name			Contact Name
Street	City	State	Zip Code
Phone Number		Email Address	

Please select your Sponsorship Support Level

- | | |
|--|---|
| <input type="checkbox"/> 1. COMMUNITY CHAMPION - \$3,000 | <input type="checkbox"/> 2. FAMILY ALL-STAR - \$1,000 |
| <input type="checkbox"/> 3. SUPPORTER - \$500 | <input type="checkbox"/> 4. ADVOCATE - \$250 |

PAYMENT OPTIONS

Please charge my card in the amount of: \$ _____

Please charge my: ☐ Visa ☐ MasterCard ☐ AmEx ☐ Discover

Card Number: _____ Date: _____

Name on the card: _____

Signature: _____

☐ My check in the amount of: \$ _____

Please mail checks to:

Postpartum Support Center

57 Tamalpais Ave, #4, San Anselmo, CA 94960

Please email this form to Ivana Jagodic Meholick, PPSC's Executive Director, at ivana@postpartumsc.org along with a high-resolution version of your logo (300 dpi or higher) in png, pdf, or jpg file.