

**Join us as we raise funds and awareness
for Maternal Mental Health**

SUNDAY, MAY 19, 2024

3:00 PM - 5:00 PM

LAGOON PARK

(Civic Center)

160 Armory Dr, San Rafael, Ca 94903



WALK FOR

MAY 19, 2024

MOMS



#walk4moms
#postpartumsupportcenter

With the rise in Maternal Mental Health conditions and their far-reaching consequences, we stand at a critical juncture where your support can bring about real change. We are thrilled to invite you to **be an integral part of the 4th Annual Walk For Moms**, an event dedicated to raising funds and awareness for this vital cause. Your participation and support will extend its benefits to thousands of parents and children in our communities and far beyond.

“Walk For Moms” is Postpartum Support Center's Annual Maternal Mental Health Awareness and Fundraising Campaign: it's a movement that **unites advocates** of all ages, races, and backgrounds, and **raises critical funds to support perinatal families**; it opens the door for all mothers and birthing people **to have access to free perinatal mental health peer support services**; it gives opportunity to pregnant people **to prevent postpartum depression**; it gives **free diapers and baby supplies to local children in need**; it raises awareness about **Maternal Mental Health and breaks the stigma**.

- ✓ We **Walk For Moms** to show our solidarity for all parents.
- ✓ We **“walk the walk”** with moms and dads and want them to know that they are not alone!
- ✓ We **walk** to break the isolation of early parenthood!
- ✓ We **walk** for parents who are unable to provide basic necessities for their children.
- ✓ We **walk** to provide relief.
- ✓ We **walk** to prevent postpartum depression.
- ✓ We **walk** to inspire hope!

MARIN
diaperbank

Now **more than ever** we need to get together and show our support for mothers, fathers and children in need.

Take a Stand (or a “Walk”) for Maternal Mental Health: Your Support Can Transform Lives! Join us today and become a beacon of hope for mothers and families. Together, we can create a future where every parent has the support and resources they need for mental wellness. Act now, and make your impact felt—support, donate, get involved!

CONTACT US TODAY:

Postpartum Support Center
events@postpartumsc.org
www.postpartumsc.org
4162 Redwood Hwy,
San Rafael, CA 94903



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 County, our mission 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.

CORE VALUES

at the heart of our services lies a commitment to personal, quality care, where attention and respect for the dignity of each client is paramount. We are not merely a center; we are a beacon of hope, providing invaluable in-person and remote support to those in the delicate stages of family expansion.

I experienced multiple traumatic deliveries and know firsthand how important it is to have postpartum help and support. I am so grateful for the existence of PPSC, as a place to connect women and families with the resources they need. The dedication and deep compassion of PPSC staff and volunteers is admirable, and precisely why I've chosen to support them. Finally, I love that PPSC is a local organization as it enables me to have a clear and direct impact within our community.

- Donor from San Anselmo -

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

BECOME A SPONSOR

We ask you to join us and become a valued "Walk For Moms" Sponsor today! Sponsors who commit by April 30, 2024, will receive full promotional exposure on multiple platforms. Your Leadership investment in this movement will, directly and indirectly, benefit thousands of Marin County families. For in-kind donations, your service, gift cards, memberships, prizes for participants, and to get more information on sponsorships, please email events@postpartumsc.org.

SPONSORSHIP LEVELS AND BENEFITS

EVENT SPONSOR: \$10,000

- Complimentary exhibition booth space at the event
- Logo placement on the event website from May 1, 2024 - April 30, 2025
- 60 seconds promotional video created by Desire to Inspire Studios
- Prominent logo placement on all event materials, including website, promotional materials, and event banners
- Opportunity to include branded items in participant goodie bags
- Feature in the PPSC newsletter and social media posts

GOLD SPONSOR: \$5,000

- Complimentary exhibition booth space at the event
- Logo placement on the event website for the month of May
- 30 seconds promotional video created by Desire to Inspire Studios
- Opportunity to include items in the participant goodie bags
- Acknowledgement in the PPSC newsletter and social media posts

SILVER SPONSOR: \$2,500

- Complimentary exhibition booth space at the event
- Logo placement on the event website for the month of May
- Opportunity to include items in the participant goodie bags
- Mention in the PPSC newsletter and social media

BRONZE SPONSOR: \$1,000

- Logo placement on the event website for the month of May
- Recognition on our social media platforms
- Name listed on the event website and in promotional materials

SUPPORTER: \$ 500

- Recognition on our social media platforms for the month of May
- Name listed on the event website

FRIEND: \$250

- Acknowledgment on the event website

VOLUNTEER SPONSOR:

Organization/Company that brings 10 or more volunteers to the event

MATCHING SPONSOR:

For donations of \$500 or more, we offer a matching program that includes prominent exposure across all our platforms. The greater your contribution, the more extended the visibility we provide

SPONSORSHIP REGISTRATION FORM

Please return completed form and logo by April 30, 2024.

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

Please select your Sponsorship Support Level

- | | |
|--|--|
| <input type="checkbox"/> EVENT SPONSOR: \$10,000 | <input type="checkbox"/> GOLD SPONSOR: \$5,000 |
| <input type="checkbox"/> SILVER SPONSORS: \$2,500 | <input type="checkbox"/> BRONZE SPONSORS: \$1,000 |
| <input type="checkbox"/> SUPPORTER - \$500 | <input type="checkbox"/> FRIEND - \$250 |
| <input type="checkbox"/> OTHER | |

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

4162 Redwood Highway, San Rafael, CA 94903

Postpartum Support Center is a California nonprofit public organization exempt from federal tax under section 501(c)(3) of the Internal Revenue Service. The TAX ID #84-1763125

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