



Brigham and Women's Hospital
Founding Member, Mass General Brigham

**STEPPING
STRONG
MARATHON TEAM**

Meet the Brigham Running Team!



Ali Luthman
Caroline Rees



Meeting Agenda

- Welcome
- Stepping Strong Center Overview
- Training Program
- Runner Portal / Strava
- Fundraising Tools & Milestones
- Fundraising Challenge
- Q&A



B.A.A.

Many thanks to the
Boston Athletic Association

Since 2014, the Brigham Stepping Strong
Marathon Team has raised \$9.14 million!

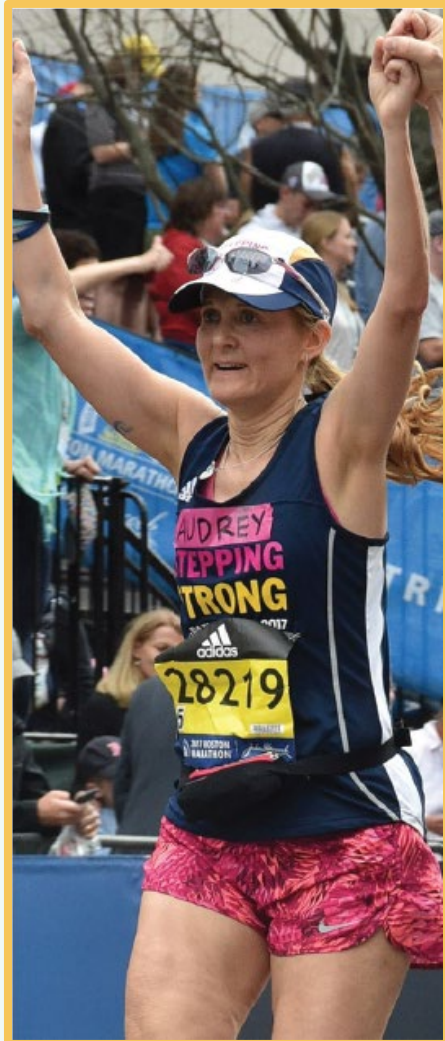


2023 Boston Marathon Fundraising Goal is...

\$1,500,000



Meet Your Team Captain!



Audrey Epstein Reny
Co-founder and team captain





Brigham and Women's Hospital
Founding Member, Mass General Brigham

The Gillian Reny

STEPPING STRONG

Center for Trauma Innovation

Stepping Strong Center Leaders



Cheryl Lang, MPH
Senior Program Director



Molly Jarman, PhD, MPH
Injury Prevention Program Director



Veronica Topp, MPH
Injury Prevention Project Manager



Stepping Strong Center Mission and Vision

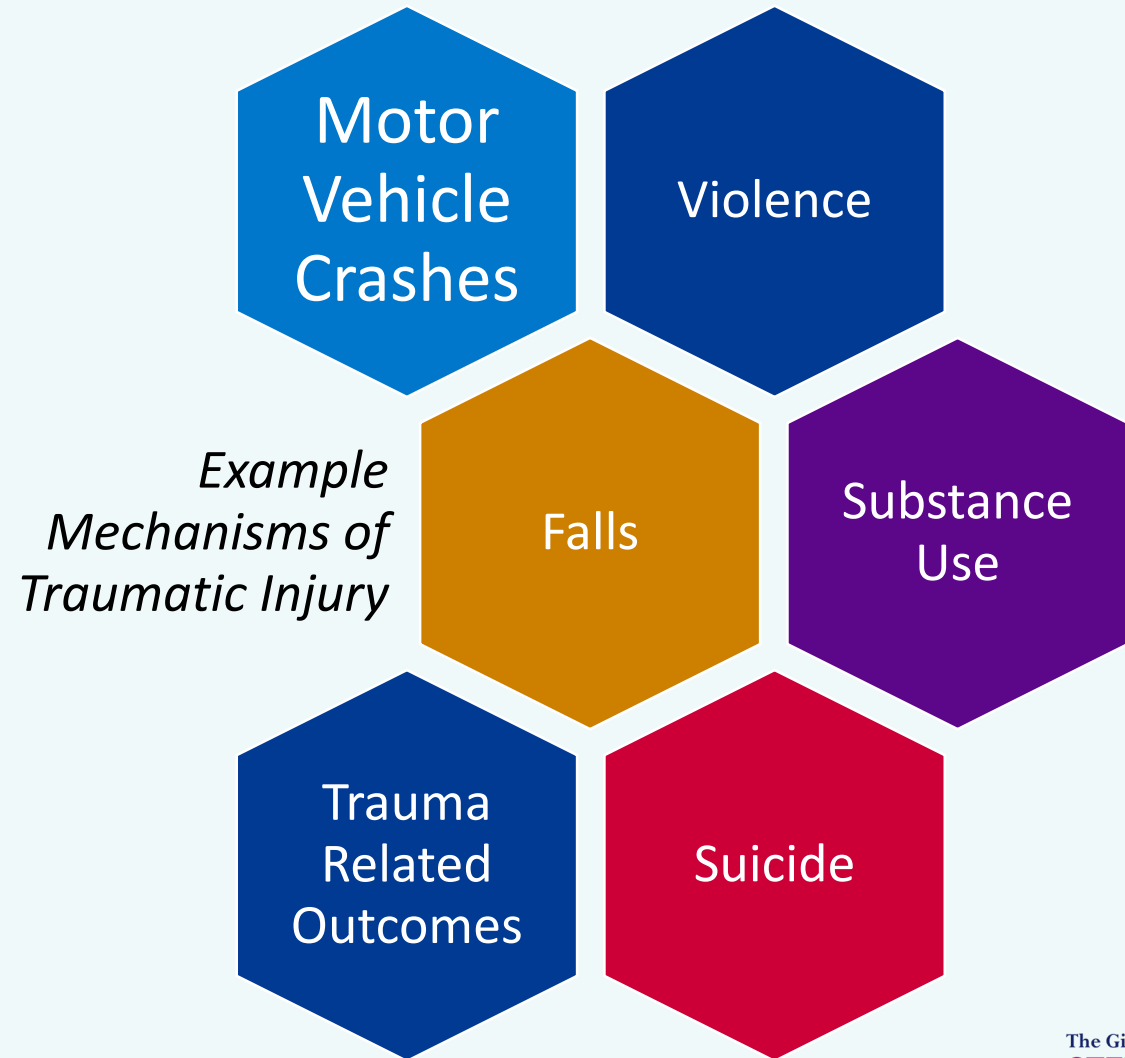
The mission of The Gillian Reny Stepping Strong Center for Trauma Innovation is to catalyze multidisciplinary collaborations that inspire groundbreaking innovation, effective prevention, and compassionate intervention to transform care for civilians and military heroes who endure traumatic injuries and events

The center's vision is to transform the care of trauma patients through science, innovation, and new technology



The Stepping Strong Story: Turning Tragedy into Hope

Traumatic injury is ***intentional*** or ***unintentional*** bodily harm resulting from severe exposure to an external force or substance.



Trauma: An Neglected Global Epidemic

#1

Number One

cause of death for people age 46 and under, ahead of cancer and heart disease.

\$

\$700 billion

a year is spent on decreased productivity, work loss, and medical costs.



40%

Traumatic injuries comprise 40 percent of visits to emergency departments

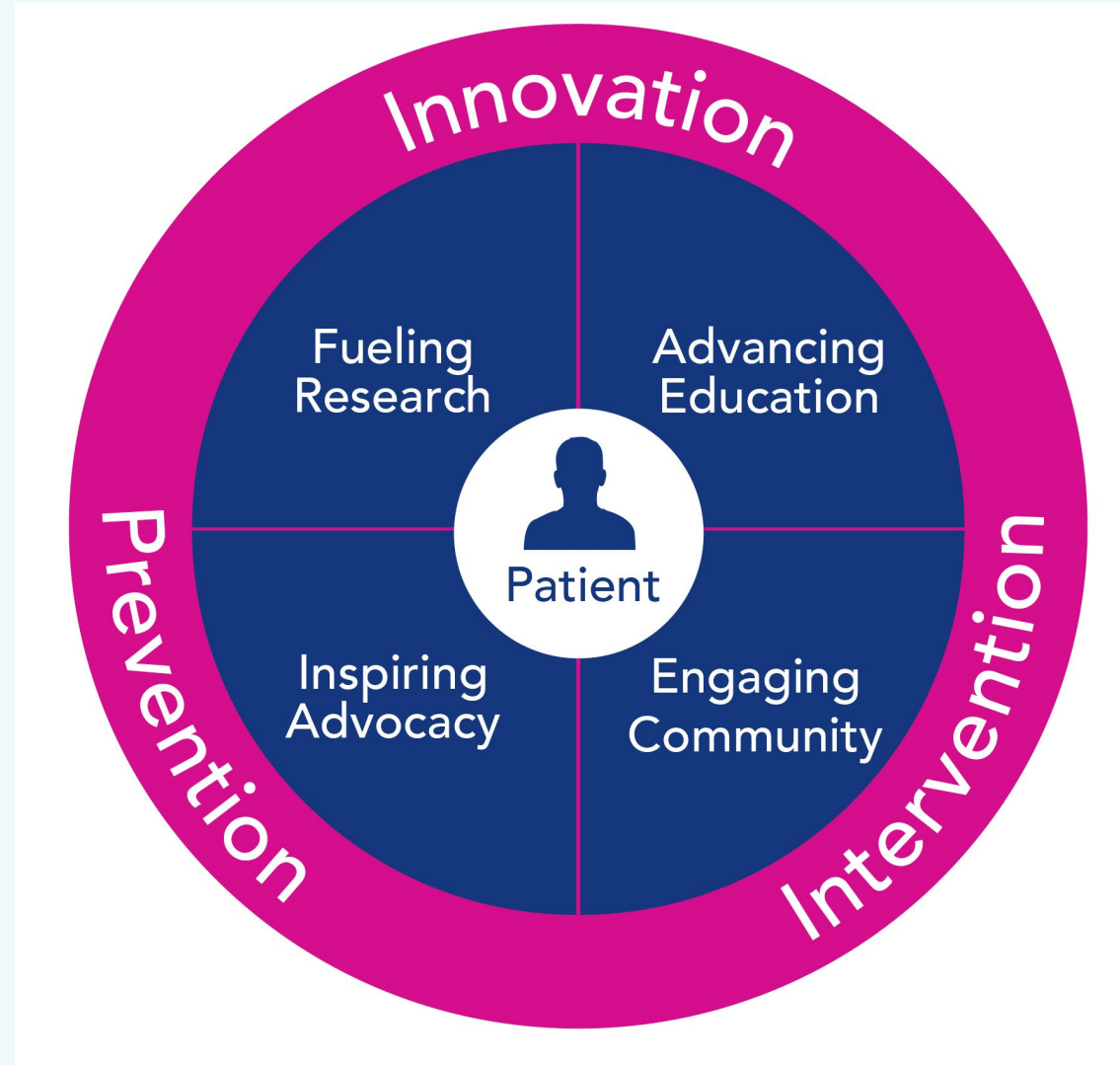


Less than 2%

NIH funding allocated towards traumatic injury research in 2019



How does Stepping Strong address this burden?



Fueling Research to Address Traumatic Injury

Innovator Awards

Supports groundbreaking research and innovation to prevent traumatic injury before it occurs, improve the treatment and care of traumatic injury when it does occur, and to ensure its associated recovery



Innovator Awards: Matthew Carty

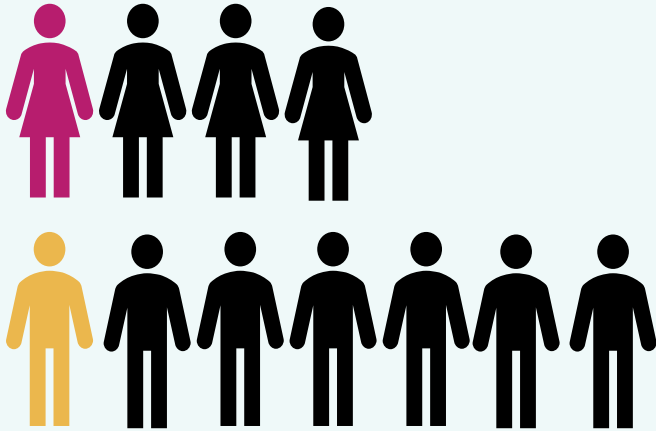
The Ewing Amputation

In 2014, Dr. Carty won an Innovator Award for revolutionizing lower extremity amputations, which eventually led to a development of a first-of-its-kind experimental amputation procedure.

In the Ewing Amputation, Dr. Carty and his team connect the leg's front and back muscles to each other in a loop, allowing them to continue working together and communicated with the brain despite the amputation. Collaborating with Hugh Herr from MIT, they designed a robotic prosthesis capable of acting like a natural limb.



Innovator Awards: Bharti Khurana



*In the US, about **1 in 4 women** and **1 in 7 men** report having experienced some form of intimate partner violence.*

Making the Invisible Visible: Bringing Intimate Partner Violence into Focus

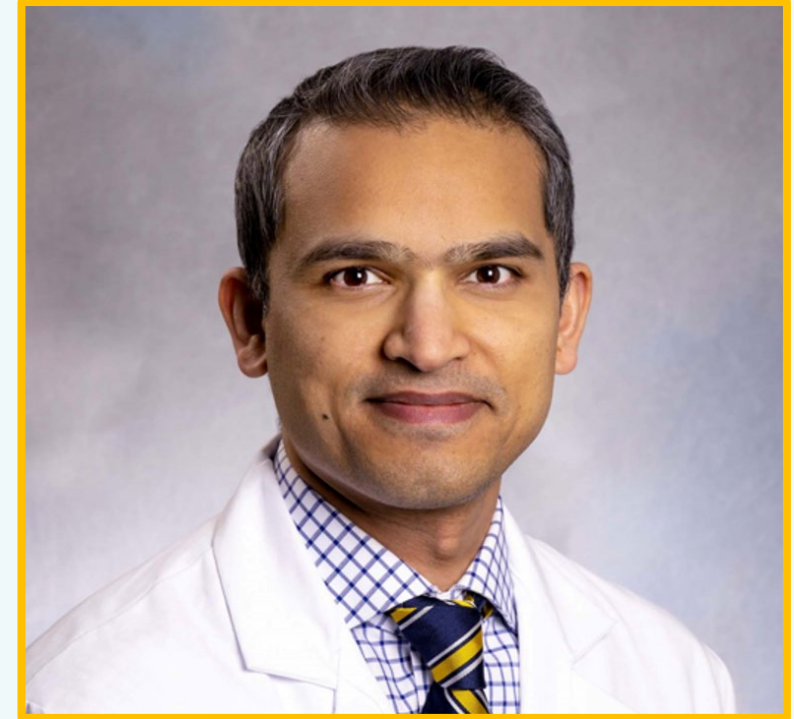
- Dr. Khurana is using machine learning to develop an alert system to classify injuries for their likelihood of being a result of intimate partner violence which will automatically alerts clinicians
- Dr. Khurana's team is also developing conversational guides for social workers and clinicians to enhance communication between caregivers and potential IPV victims



Innovator Award: Nakul Raykar

Civilian Walking Blood Banks for Hemorrhagic Shock when Stored Blood is Unavailable

- 114-million-unit deficit of blood in low-and-middle income countries each year (including every single sub-Saharan Africa and South Asian country), and hundreds of millions in rural settings live without access to any blood
- Dr. Raykar's Innovator Award assesses the use of "Walking Blood Banks," a strategy where blood donors are summoned in times of emergency and blood is immediately collected, tested, and transfused to patients in need.



Engaging Community & Advancing Education: Stepping Strong Injury Prevention Program

- To prevent traumatic injury, the Stepping Strong Center established a new initiative, the **Stepping Strong Injury Prevention Program**, which launched in 2020.
- The program addresses injury prevention in four ways:
 - Research, training/education, community outreach, and advocacy



Injury Prevention Program: What We Focus On



Community Engagement: QPR Suicide Prevention Trainings

Nearly **46,000**
people died by suicide in 2020



1 death every

11 minutes



The Stepping Strong Injury Prevention Program (SSIPP) began offering virtual QPR trainings to in 2021 to address suicide prevention among the community, which was particularly timely due to the negative impacts of the pandemic, workforce burnout, and racial injustice.



What is QPR?



Question

Recognize someone at risk and learn how to ask them directly about suicide



Persuade

Understand how to offer hope and persuade someone to get help



Refer

Refer to appropriate resources and save a life

Trainings are **free** for participants, **virtual**, and can be taught in as little as **30-60 minutes**



Community Engagement: QPR Suicide Prevention Trainings

Number of People Trained in QPR
to Date

1348

Hospital employees
and community
members trained
overall

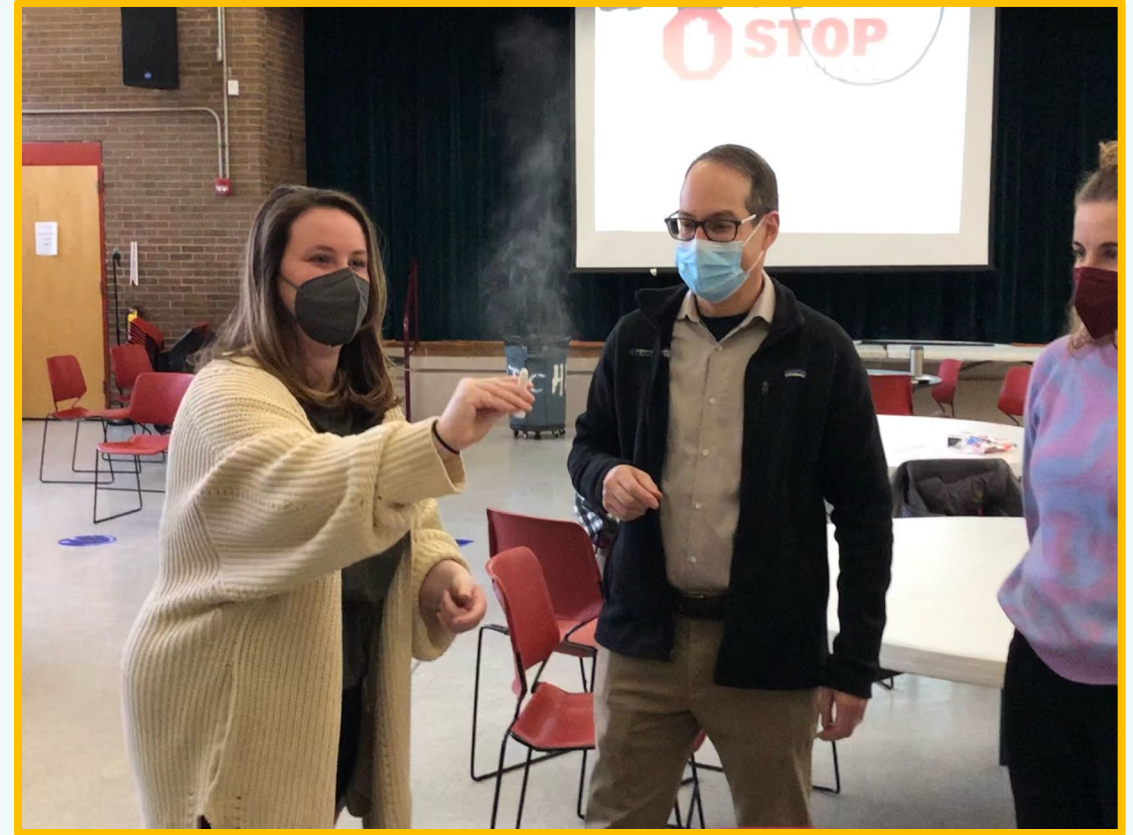
1074

Physicians trained
as part of the
Quality Incentive
Program



Community Engagement: Stop the Bleed & Naloxone Trainings

- Many lives can be saved by training bystanders and equipping them with the resources needed to respond to a bleeding or overdose crisis in the moments while awaiting EMS response
- **Our Stop the Bleed and Naloxone program trains community participants to**
 1. Effectively control traumatic blood loss through compression and tourniquet use
 2. Administer Naloxone in response to opioid overdose



Advancing Education: Lunch & Learns

Quarterly lecture series consisting of internal and external speakers to educate our Stepping Strong community on various injury prevention topics

- Previous topics discussed
 - Community Violence, Older Adult Falls Prevention Opioid Use Disorder, Domestic Violence Awareness, Health Equity and Injury Prevention, Creating Safer Communities for Walking and Biking

Upcoming Lunch & Learn in January 2023

- Documentary screening of the Quiet Room
- Hybrid event at Brigham, more details to come
- You're all invited!



Thank you, Runners!!

Because of our Marathon teams, Stepping Strong has been able to make significant contributions to advance the field of trauma.

We would not be able to do it without your support and are so grateful for each and every one of you!

Thank you!



Meet Your Team Coach!



John Furey
Coach



Overview

- Boston Marathon – world’s greatest race
- Coaching assistance
- Weekly newsletter
- Saturday long runs & Wednesday hill runs
- Joint Ventures: Injury screening / assessment
- Choose a training plan that suits you
- Strength train, stretch, and roll
- Dedication, desire, grit, and support are key to success
- Good sneakers, eating well, and listening to your body



Training

- Important Dates
 - First long run: Saturday, December 10
 - First hill run: Wednesday, January 11
- Contact Information
 - Email: jfurey611@gmail.com
 - Cell: 617-759-0590
 - Website: furey262.com
 - Runner Portal: <https://marathon.bwhevents.org/training/>



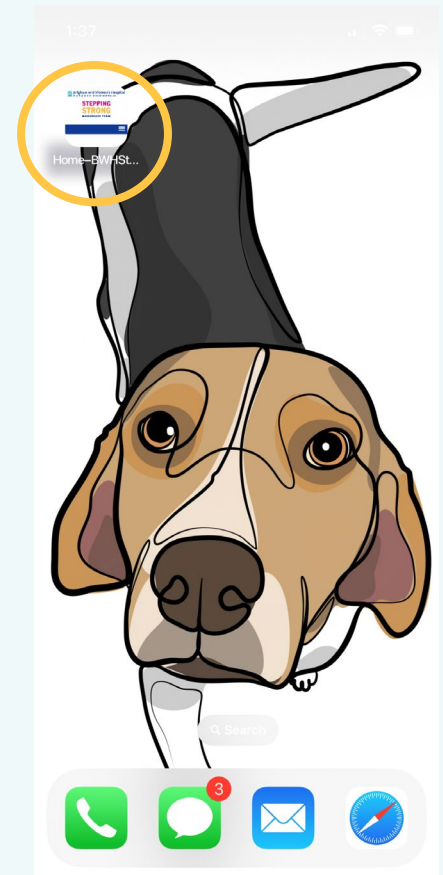
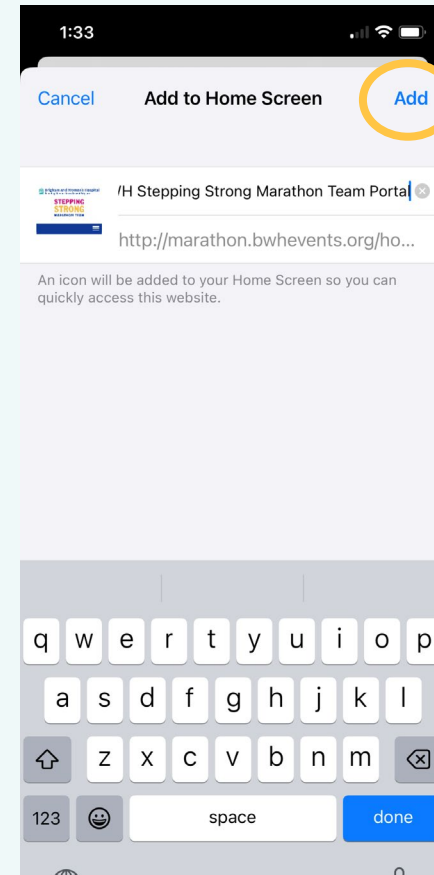
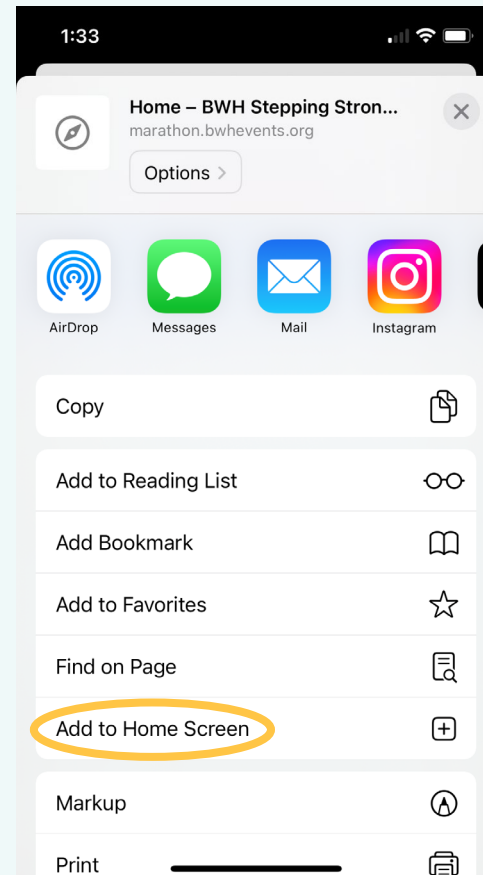
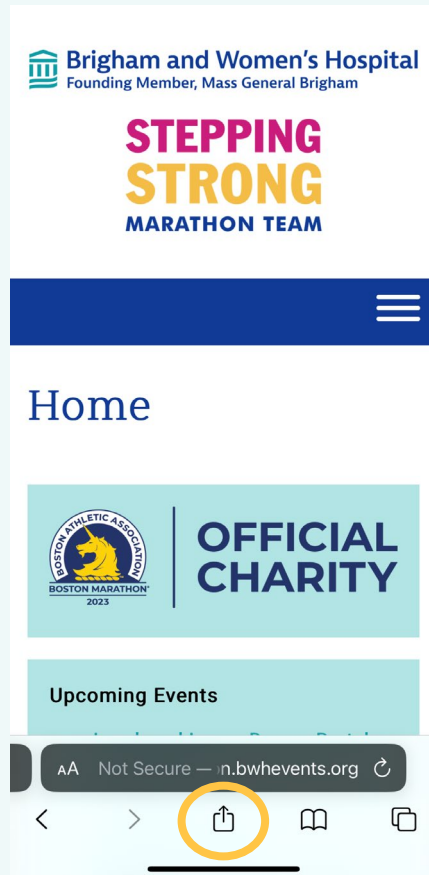


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Team Updates

Runner Portal

- <https://marathon.bwhevents.org/>
- Add to mobile device:



Runner Portal



[Home](#) [Fundraising](#) [Training](#) [Calendar](#) [Contact](#)

Welcome

The mission of The Gillian Reny Stepping Strong Center for Trauma Innovation is to catalyze multidisciplinary collaborations that inspire groundbreaking innovation, effective prevention, and compassionate intervention to transform care for civilians and military heroes who endure traumatic injuries and events.

Visit the links below to watch videos, follow us on social media, view our e-newsletter, read research updates, and explore media coverage so you can be a passionate advocate and ambassador for the Stepping Strong Center.

- **Follow Stepping Strong on social media:**
 - [Stepping Strong Facebook page](#)
 - [Stepping Strong Instagram page](#)
 - [Stepping Strong Twitter](#)
- **Learn more about the Stepping Strong Center:**
 - [Stepping Strong Center website](#)
 - [Stepping Strong Marketing Flyer](#)
 - [What is Injury Prevention? Handout](#)
 - [The Essence of Stepping Strong video](#)
- **Shareable Mission Moments:**
 - [Audrey Epstein Reny's exclusive essay for Today.com](#)
 - [A Swimmer Saved by What She Lost](#)
 - [Training students to patch up classmates' gunshot wounds sends message: Kids, you're on your own](#)
 - [Brain-Controlled Bionic Limbs](#)
 - [Traffic accidents are eighth leading cause of death globally, according to WHO](#)
 - [Jim Ewing Returns to the Cayman Islands for rock climbing with his new prosthetic limb](#)
 - [2018 Stepping Strong Fall Newsletter](#)
 -
- **Stepping Strong Annual Reports:**
 - [2021 Stepping Strong Annual Report](#)
 - [Click here for even more Annual Reports, news, media coverage and more](#)
- **Team Meeting PowerPoints**
 - [Coming soon!](#)



OFFICIAL
CHARITY

Upcoming Events

**Hotel Room Chance
Drawing**
November 15 @ 8:00
am - November 21 @
8:00 am

**Team Meeting #1
(Hybrid)**
November 15 @ 6:00
pm - 7:30 pm

**First Saturday
Training Run**
December 10 @ 7:00
am - 10:00 am

[View All Events](#)

QUICK LINKS

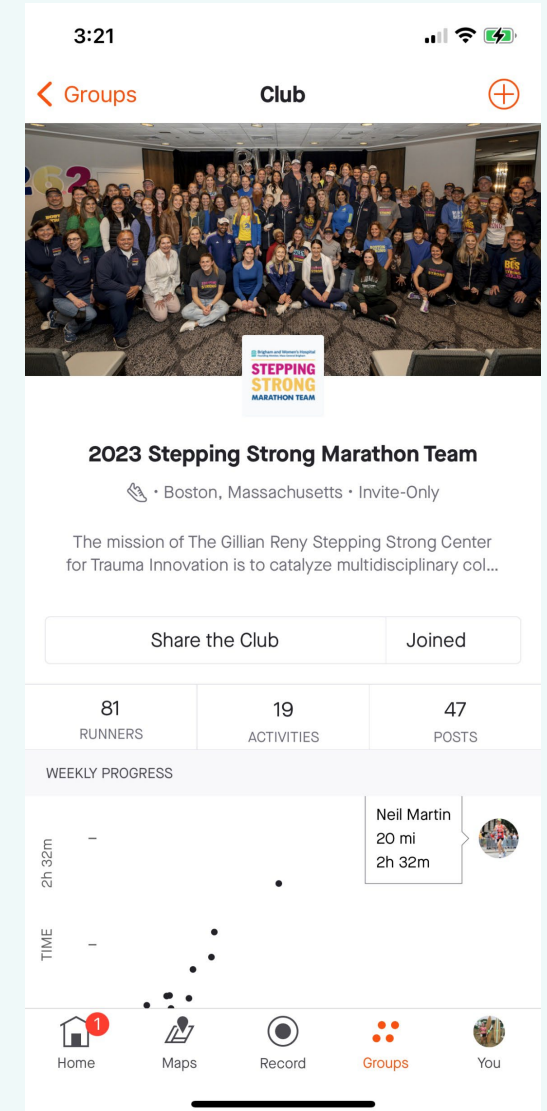
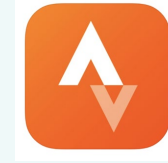
- [Click here](#) for teammate contact information. Reach out and make new friends!
- [Click here](#) to access the Marathon TeamRaiser page.
- [Click here](#) to access Strava and the Stepping Strong club.



The Gillian Reny
STEPPING STRONG
Center for Trauma Innovation

Strava App

- Download Strava: Run, Ride, Swim
- Sign up or log in
- On the bottom, click on “Groups” & then click on “Clubs” in the upper right
- Type in “2023 Stepping Strong Marathon Team”
- Request to join club
- Post, share photos, and more!



Marathon Sports Shopping Week

- **What:** Exclusive discount for our team (excluding electronics)
- **When:** December 5 - 11
- **Where:** Marathon Sports, 671 Boylston Street, Boston, MA
- **How:** Go to the store and mention you're a teammate



Small Team Gatherings

- Join the Reny family and get to know your teammates!
- RSVP for one date on the runner portal
 1. Monday, February 6
 2. Thursday, February 9
 3. Monday, February 13 (virtual)
 4. Thursday, February 16 (virtual)
 5. Saturday, February 25



Revere Hotel Boston Chance Drawing

- What: Add your name (1 entry per runner) to be entered into a chance drawing for one of ten hotel rooms!
- Where: [Revere Hotel Boston Common](#)
- When: Now through November 21 at 8am; winners will be announced via email
- Cost: Winners will be responsible for the room cost, taxes and fees
- Questions? Email marathonteam@bwh.harvard.edu

Submit your name by [clicking here!](#)



Team Meetings & Events

- **Monday, December 5 – Sunday, December 11:** Marathon Sports discounted shopping week
- **Thursday, January 5:** Team New Year's gathering at the Abbey Group office
- **January TBD:** Register for the B.A.A. 5K and run with Stepping Strong (optional; separate fundraising commitment)
- **Thursday, January 24 (6-7:30pm EST):** Team meeting #2 (virtual)
- **Saturday, March 18:** 18+ mile training run
- **Tuesday, March 21 (6-7:30pm EST):** Team meeting #3 (virtual)
- **Saturday, April 15 (AM):** B.A.A. 5K (optional)
- **Saturday, April 15 (PM):** Team Pep Rally at Revere Hotel
- **Monday, April 17:** Marathon Monday + Post-race gathering at Revere Hotel
- **Wednesday, April 19:** We Did It Wednesday! (virtual)



Team Gear: Singlet or T-Shirt and Vest



OR



+



Send us your photos!

- Photo ideas
 - Stretching/preparing to run
 - Training/running outside and inside
 - In your Stepping Strong gear
 - Selfies and “point-of-view” shots are encouraged!
- Email to marathonteam@bwh.harvard.edu or text to 774-262-0314
- Deadline: Sunday, April 2



Exclusive Opportunity for Stepping Strong Swag

- When: Now – November 22 at 5pm
- Where: <https://steppingstrong.mysuperiorstore.com/>
- Cost: \$18 shirt / \$68 jacket (Pieces are nonrefundable; cannot be exchanged)
- Questions? Email Justin Nathan - jn@superiorpromo.net





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Fundraising Tools

Tips and Tricks



BE SOCIAL

Social media is an easy way to ask for contributions. Share your personal fundraising page with friends and family!



DOUBLE IT

Encourage your donors to ask their employers about their companies matching gift program and if their gift can be doubled!



HOST AN EVENT

Turn one of your favorite activities into a fundraising event. Poker night, bowling, dodgeball, video game marathon—the possibilities are endless.



FITNESS IS FUN

Many cycling, yoga, and fitness instructors are willing to donate their time so you can turn one of their classes into a ticketed fundraiser. It's a great way to do good and feel good at the same time.



SHARE YOUR STORY

Draft a thoughtful fundraising letter and share what inspires you to run. Mail a letter, send an email, make a phone call—you know your network best!



USE YOUR TALENTS

Do you paint, bake, make your own jewelry, knit, or crochet? Sell your talents and goods via online auction or craft fairs and local bazaars.



Offline Donations

Cover Sheet for Offline Donations

Runner Name: _____

I am enclosing (# of checks) _____. I am enclosing (total amount of donations) \$ _____.

Matching Gifts: Be sure to ask if your donors company has a matching gift program and the gift can be doubled!

Matching gift form enclosed Online matching gift application submitted

Please complete the address section for each offline gift or check should the donor information not be provided. Please mail checks to: Brigham and Women's Hospital, Development Office, Boston Marathon, 116 Huntington Avenue, Third Floor, Boston, MA 02116.

Name: _____

Address: _____

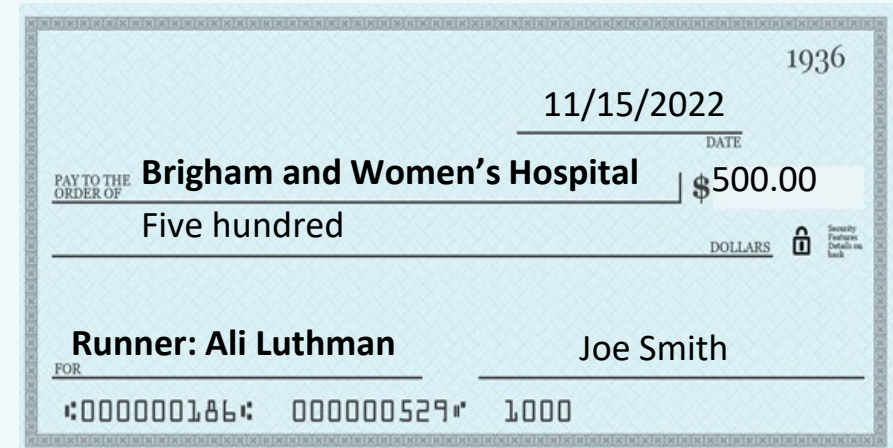
City: _____ State: _____ ZIP: _____

Phone: _____

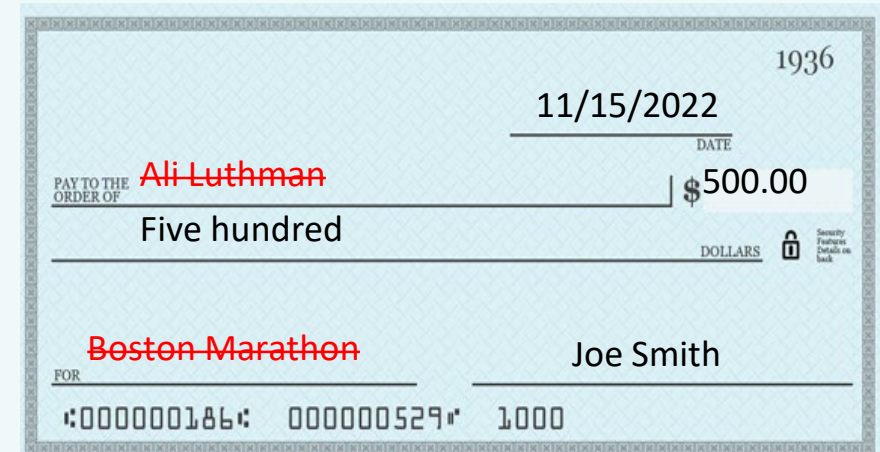
Email: _____

Donation Amount: _____

Correct 😊



Wrong 😞



Donor Advised Fund (DAF) Gifts

If your donors ask...YES, we accept Donor Advised Fund Gifts!

- Have your donor process their donation to Brigham and Women's Hospital (Tax EIN: 04-2312909)
- In the comments/notes please make sure your donor puts "2023 Brigham Stepping Strong Marathon Team: YOUR NAME"
- BWH will receive the DAF donation and add to your fundraising page as an offline donation
- Gifts can take anywhere from 1-6 weeks to be received by BWH



Fundraising Check-In Calls

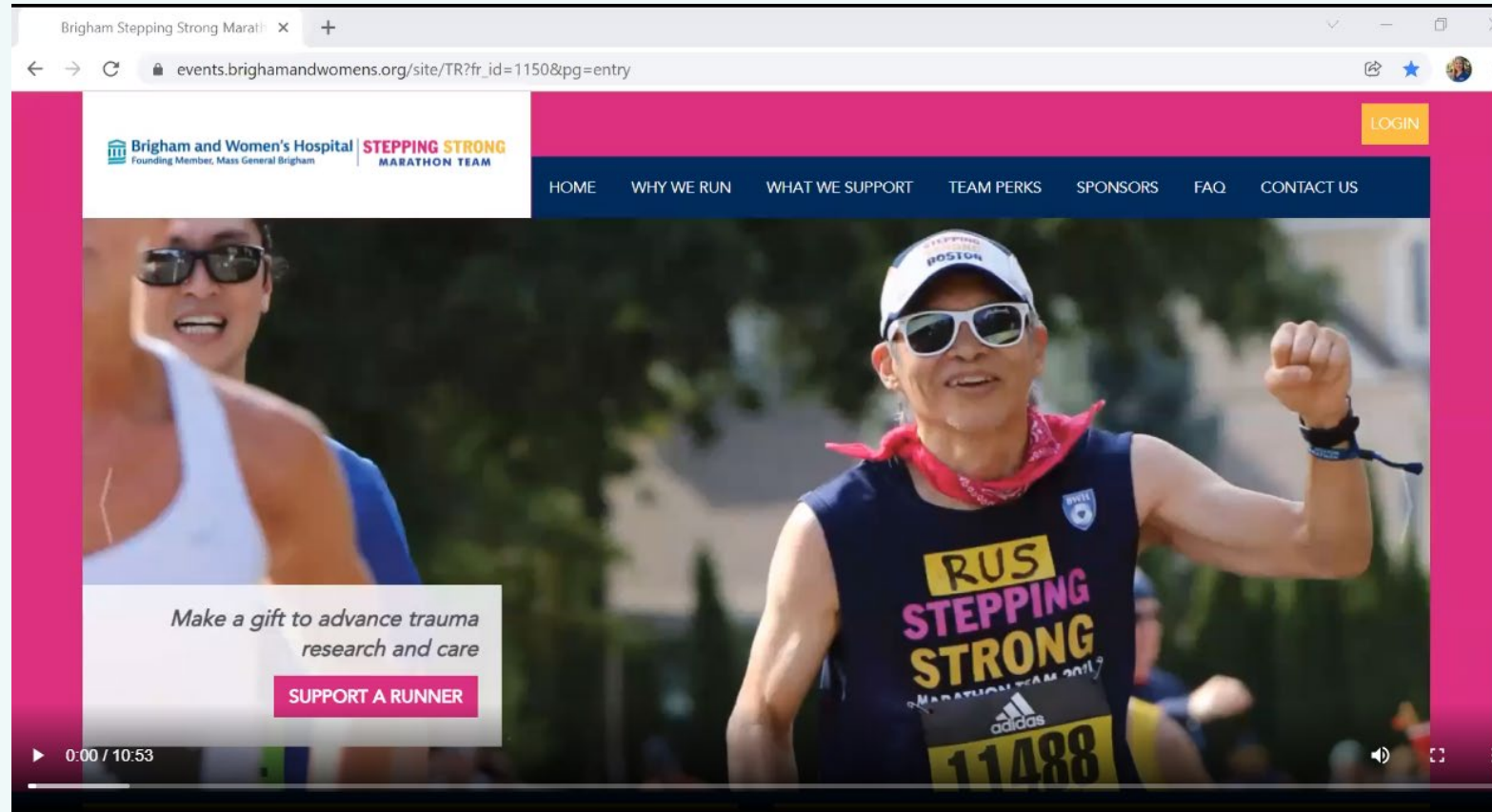
We will be hosting fundraising check-in calls throughout the season to help runners reach their fundraising commitments.

- When: Bi-Weekly starting January 6 through April 12
- Sign up here:

<https://www.signupgenius.com/go/4090b4aa8ae2aa3f58-fundraising7>



TeamRaiser Support



[Check out this TeamRaiser video tutorial](#)





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Fundraising Milestones

Fundraising Milestones



Raise \$3,000+ by November 30

Pick 1: Baseball Hat or Tumbler



Raise \$6,000+ by January 31

Pick 1: Backpack or Speaker



Raise \$9,000+ by March 31

Pick 1: B.A.A. Finishers Jacket



Raise \$1,000 **OVER** your
commitment by April 30

Pick 1: Quilted Jacket or any previous incentive



Raise \$3,000 **OVER** your
commitment by April 30

Pick 1: Custom Sweatshirt or Finishers Shadow Box





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Fundraising Challenges

#GivingTuesday

The teammate who raises the most money on #GivingTuesday via TeamRaiser will receive a certificate for an overnight hotel stay at the Revere Hotel!

All runners who raise \$500+ will be entered into a chance drawing for Stepping Strong swag.

- When: November 29th from 12am until 11:59pm
- Where: Your personal TeamRaiser page
- Questions? Email marathonteam@bwh.harvard.edu



Marathon Madness!

Date	Fundraising Challenge	Prize	Winners
January 1 – 31	Marathon Madness: Raise the most money OR receive the most donations on TeamRaiser	Custom Stepping Strong Swag	Two (2) winners
February 1 – 28	Marathon Madness: Raise the most money OR receive the most donations on TeamRaiser	Custom Stepping Strong Swag	Two (2) winners
March 1 – 31	Marathon Madness: Raise the most money OR receive the most donations on TeamRaiser	Custom Stepping Strong Swag	Two (2) winners
April 1	Marathon Madness Championship: Top fundraiser and runner who receives the most donations during the three-month challenge	Custom Stepping Strong YETI	Two (2) winners



Leaderboard

\$9,000+ raised

- Tim Aguilar
- Allison Want

\$6,000+ raised

- Michelle Wilcox
- Sam Ringel
- Amie LeMay
- Katie Treadwell
- Rannnd Muhanna
- Davis Sneider

\$3,000+ raised

- Steven McCormack
 - Kelly Szafara
 - Jodi Swenson
 - Barbara Kelly Scafidi
 - Haley Brown
 - Craig Farlie
 - Ted Joubert
 - Casie Stupp
 - Grace Hsu
 - Timothy Altendorf
- Nicole Horton
 - Reg Chow
 - Jolin Wall
 - Matthew Landry
 - Michael Rezendes





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Questions?

Put them in the chat box or email
[marathonteam@bwh.harvard.edu!](mailto:marathonteam@bwh.harvard.edu)