



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

**STEPPING
STRONG
MARATHON TEAM**

Meet the Brigham Running Team!



Ali Luthman
Caroline Rees
Ally Hickey



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 \$11.1 million!

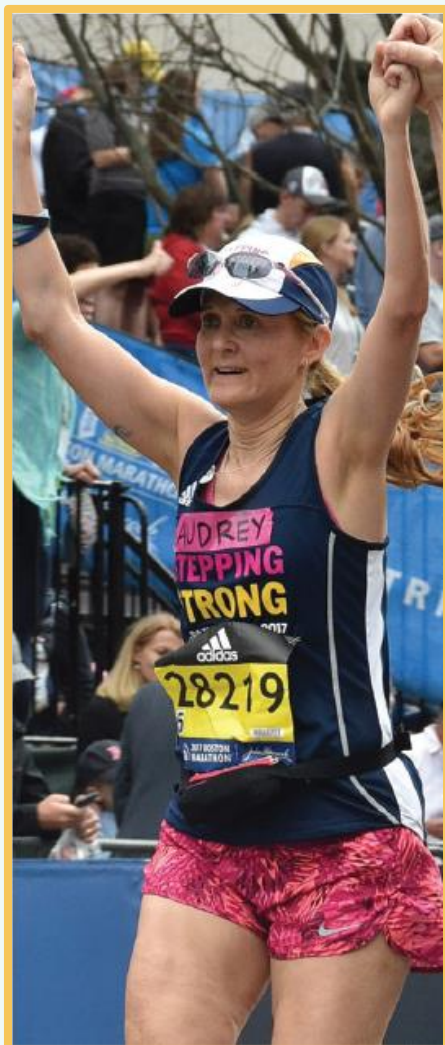


2024 Boston Marathon Fundraising Goal is...

\$1,700,000



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 Mission and Vision

The mission of The Gillian Reny Stepping Strong Center for Trauma Innovation is to catalyze trauma innovation for injured civilians and military heroes, through multidisciplinary investigative collaborations across the continuum of trauma care, from prevention to treatment and recovery.

To transform the care of trauma patients worldwide



Who Are We: Stepping Strong Center Leadership



Ali Salim, MD
Co-Medical Director



Audrey Epstein Reny, MBA
Co-Founder



Cheryl Lang, MPH
Senior Program Director



Eric Goralnick, MD, MS
Civilian-Military Advisor



Giana Cofman, MBA
Communications Specialist



Matthew Carty, MD
Director of Strategy and Innovation



Mitchel Harris, MD
Co-Medical Director



Molly Jarman, PhD, MPH
Injury Prevention Program Director



Natalie Artzi, PhD
Scientific Advisor

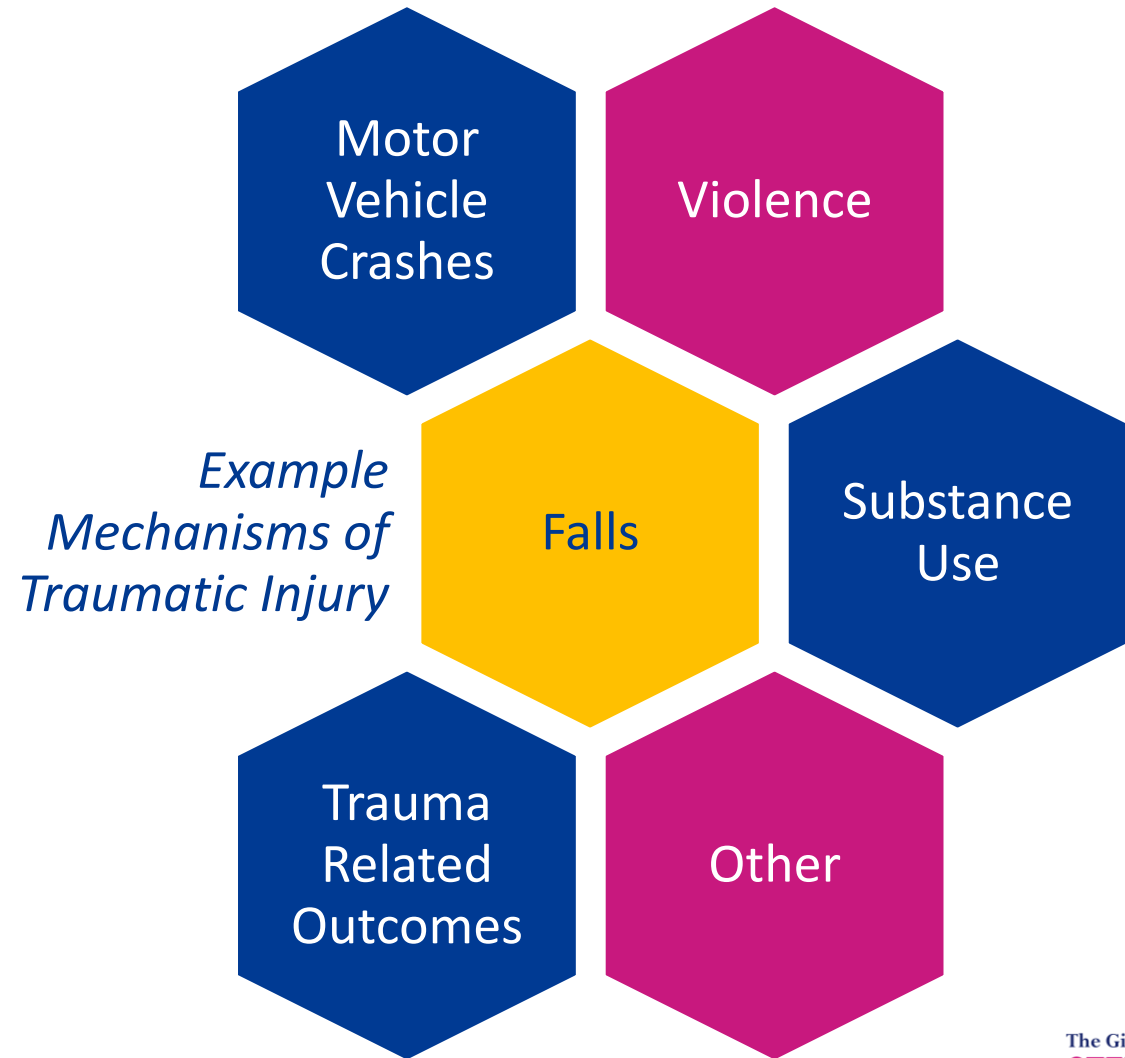


Veronica Topp, MPH
Injury Prevention Project Manager



What is Traumatic Injury?

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



Trauma: A Neglected Global Epidemic

#1

Number One

cause of death for people
ages 44 and under, ahead of
cancer and heart disease

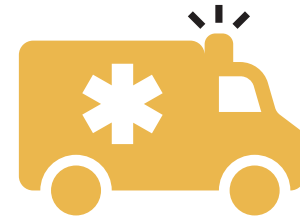


Trauma: A Neglected Global Epidemic



\$2 trillion

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



40%

of emergency
department visits
are due to traumatic
injuries



Trauma: A Neglected Global Epidemic



Less than 2%
of federal funding is allocated
toward traumatic injury
research



Our Focus: Continuum of Trauma Care

Prevention

Treatment

Recovery



Core Pillars





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

Fueling Research

Fueling Research to Address Traumatic Injury

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.



Fueling Research to Address Traumatic Injury



The Ewing Amputation
Dr. Matthew Carty



Making the Invisible Visible: Bringing Intimate Partner Violence into Focus
Dr. Bharti Khurana



Beyond Surviving: Implementing the “Transforming Recovery After Injury for the Long-term (TRAIL) Clinic at Brigham and Women’s Hospital”
Dr. Geoff Anderson and Dr. Juan Herrera-Escobar



Want to learn more?

Email steppingstrong@bwh.harvard.edu or visit BWHSteppingStrong.org




The Gillian Reny
STEPPINGSTRONG
Center for Trauma Innovation

6th Annual Trauma Research and Innovation Symposium

6th Annual Stepping Strong Trauma Research and Innovation Symposium

Ten Years Later: Advancements in Trauma Care After the Boston Marathon Bombing

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[Register Here](#)



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Advancing Education

Advancing Education

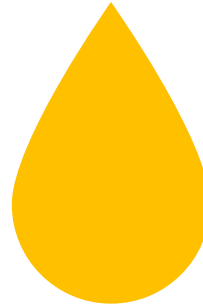
- Trainings
- Fellowships
- Educational Events
- Community-Based Events



Advancing Education: Community Trainings



**QPR Suicide
Prevention
Training**



**Stop the Bleed
Training**



**Naloxone
Administration**

Want to learn more?

Email steppingstrong@bwh.harvard.edu

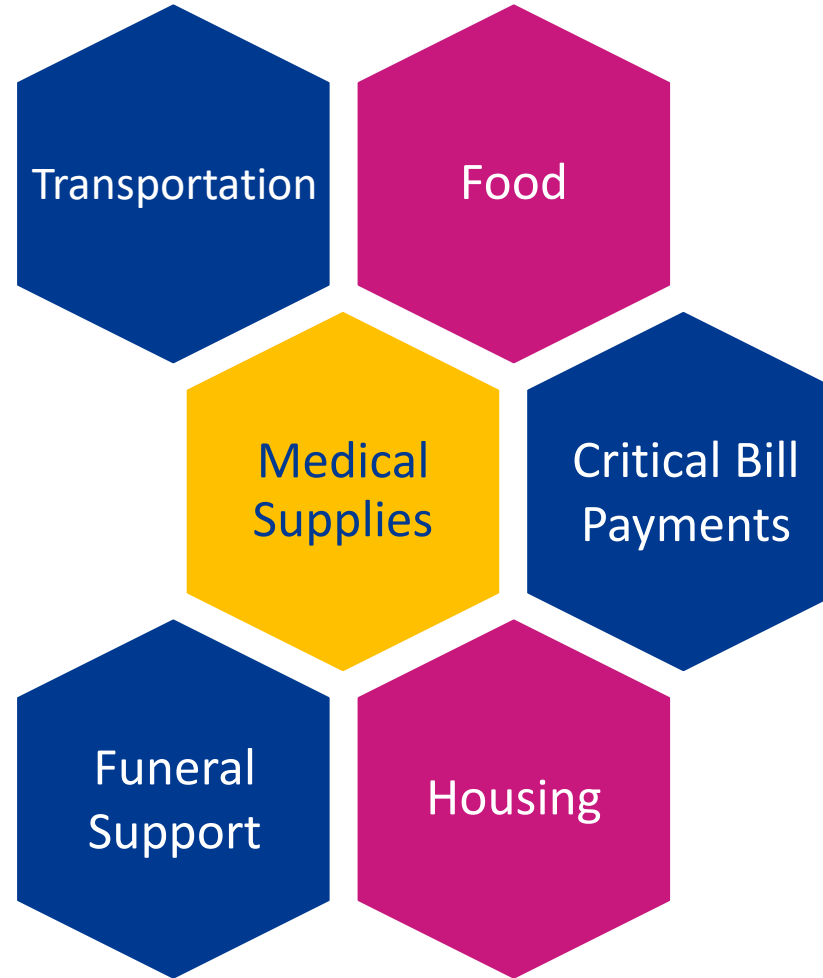




Brigham and Women's Hospital
Founding Member, Mass General Brigham

Building Community & Inspiring Advocacy

Addressing Outcomes for Trauma Survivors



Want to learn more?

Email clang4@bwh.harvard.edu or mjarman@bwh.harvard.edu



What Your Donation Supports

\$50

- to cover a Stop the Bleed kit

\$75

- to cover a Naloxone kit

\$1,000

- to develop a cell-targeted treatment

\$1,000

- trains 30 community members in Stop the Bleed

\$2,000

- funds a junior trauma researcher

\$3,000

- provides critical data for discoveries



What Your Donation Supports

\$5,000

- to cover medical supplies for trauma survivors

\$5,000

- to run a study to understand the safety of a new treatment

\$8,000

- to cover a month of Innovator Award research

\$10,000

- for one month of training for the next generation of trauma surgeons

\$100,000

- to fund an Innovator Award

\$250,000

- to fund a Breakthrough Award



Thank You, Runners!!

Because of our Marathon teams, Stepping Strong Center 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

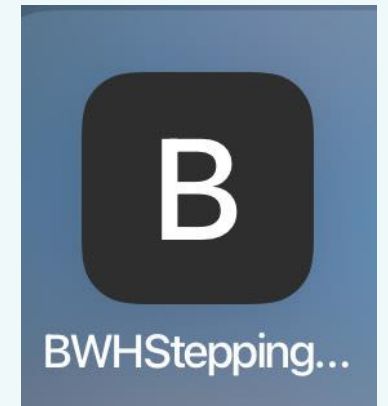
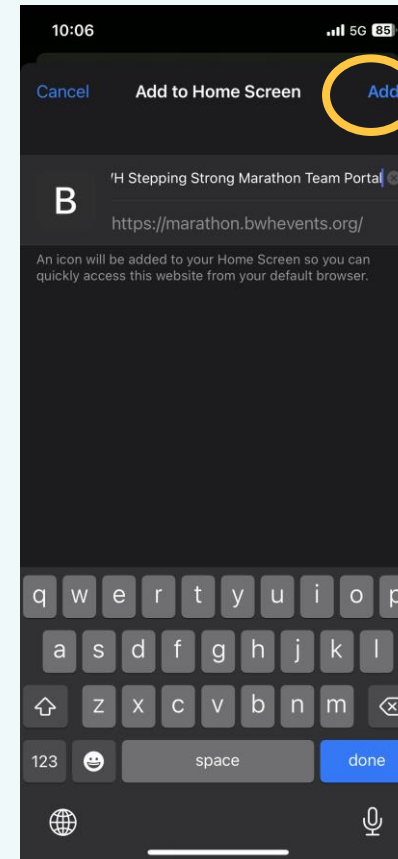
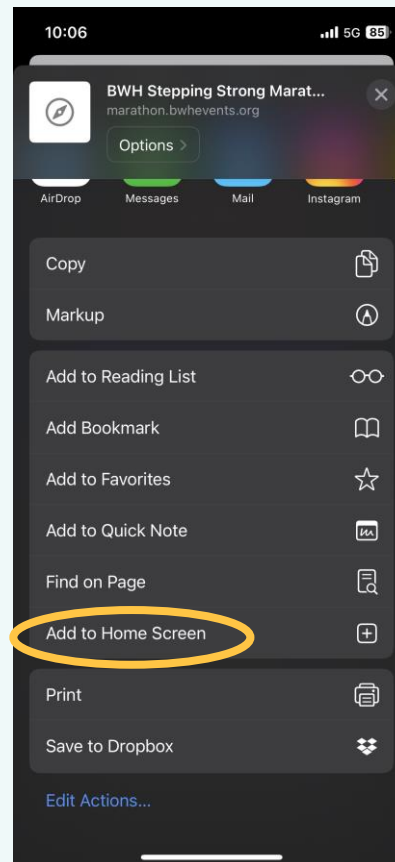
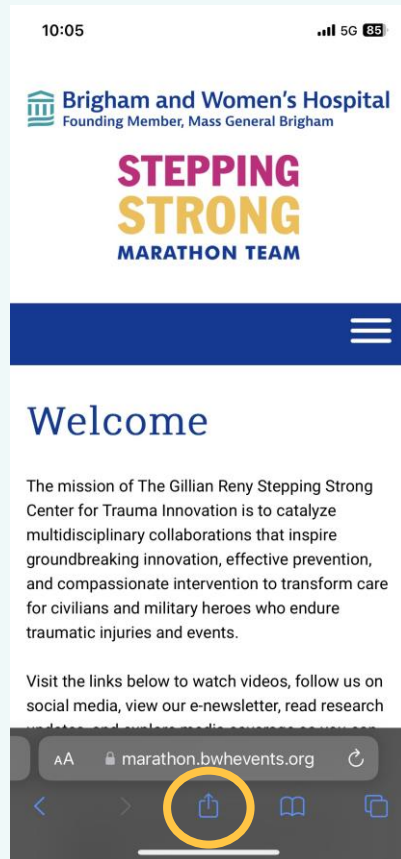
- Important Dates
 - First long run: Saturday, December 16
 - First hill run: Wednesday, January 17
- Contact Information
 - Email: jfurey611@gmail.com
 - Cell: 617 759 0590
 - Website: furey262.com
 - Runner Portal: <https://marathon.bwhevents.org/training/>



Team Updates

Runner Portal

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



Runner Portal



[Home](#) [Fundraising](#) [Training](#) [Calendar](#) [Contact](#) [Sports Medicine Assistance](#)

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 Your Donation Means to Stepping Strong](#)
- [Stepping Strong Injury Prevention Resource Page](#)
- [Drowning Prevention Resource Guide](#)
- [History of the Stepping Strong Center](#)
- [Stepping Strong Community](#)
- [A Decade of Hope and Healing. Marking 10 Years Since the Boston Marathon Bombings](#)

- **Shareable Mission Moments:**

- [Stepping Strong team has raised over \\$27M for trauma patients](#)



Upcoming Events

Team Meeting #1 (Hybrid)

November 4 @ 11:00 am - 2:30 pm

Snow Date: Team Meeting #1 (Hybrid)

November 18 @ 11:00 am - 2:30 pm

First Saturday Training Run + Post-Run Bagel Social

December 16 @ 8:00 am - 12:00 pm

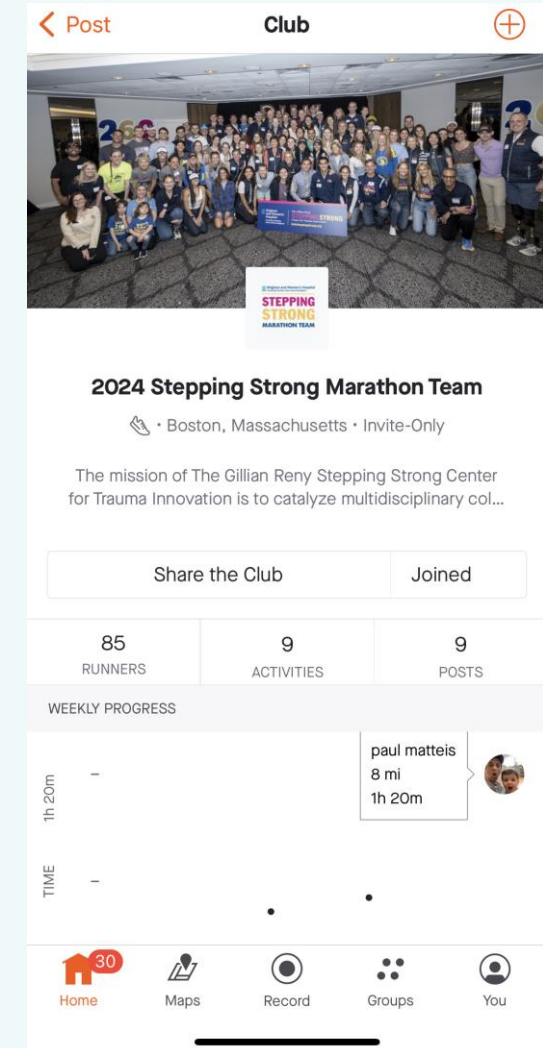
[View All Events](#)



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 “2024 Stepping Strong Marathon Team”
- Request to join club
- Post, share photos, and more!



Marathon Sports Shopping Week

- **What:** Exclusive 15% discount for our team (excluding electronics)
- **When:** December 4 - 10
- **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 5 (in-person)
 2. Tuesday, February 6 (in-person)
 3. Thursday, February 15 (virtual)
 4. Tuesday, February 20 (in-person)



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 20 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 4 – Sunday, December 10:** Marathon Sports discounted shopping week
- **January or February TBD:** Register for the B.A.A. 5K and run with Stepping Strong (optional; separate fundraising commitment)
- **Saturday, December 16 (7:00am start):** First Saturday Training Run + Post-Run Bagel Social
- **Thursday, January 25 (6:00-7:30pm EST):** Team meeting #2 (virtual)
- **Monday, February 12 (6:00-7:00pm EST):** QPR training (virtual)
- **Saturday, March 16:** 20+ mile training run
- **Tuesday, March 26 (6:00-7:30pm EST):** Team meeting #3 (virtual)
- **Saturday, April 13 (AM):** B.A.A. 5K with pre-and-post race gathering at Revere Hotel (optional)
- **Saturday, April 13 (PM):** Team Pep Rally at Revere Hotel
- **Monday, April 15:** Marathon Monday + Post-race gathering at Revere Hotel
- **Wednesday, April 17:** We Did It Wednesday! (virtual)



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 857 523 8052
- Deadline: Wednesday, April 10



Exclusive Opportunity for Stepping Strong Swag

- When: Now – November 17 at 5pm
- Where: <https://steppingstrong.mysuperiorstore.com/>
- Cost: \$25 shirt / \$40 pullover (Pieces are nonrefundable; cannot be exchanged)
- Questions? Email Justin Nathan - jn@superiorpromo.net



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, 2024 Boston Marathon, 263 Huntington

Ave #318, Boston, MA 02115.

Donor/Company Name: _____

Company Contact Name (if applicable): _____

Address: _____

City: _____ State: _____ ZIP: _____

Phone: _____

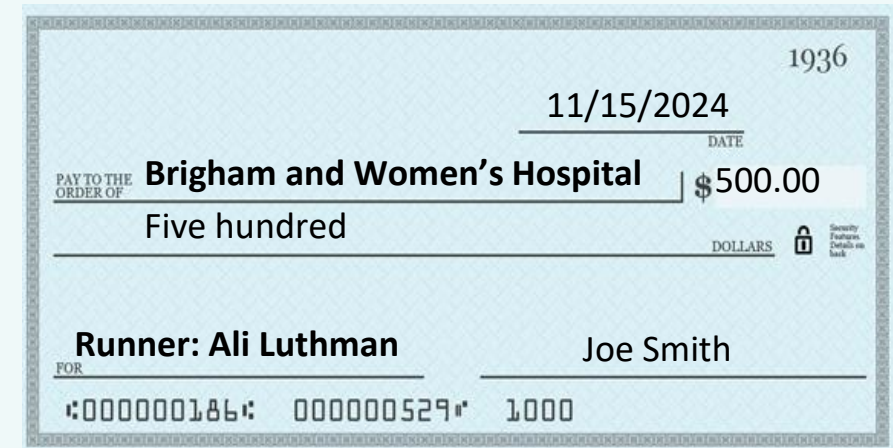
Email: _____

Donation Amount: _____

- Tracking is required when mailing offline donations. FedEx, UPS, DHL, and USPS are all accepted. Please email marathonteam@bwh.harvard.edu the shipping carrier/tracking number as soon as you mail offline donations. If you have any questions regarding how to find tracking, please email our team at marathonteam@bwh.harvard.edu and we will assist you.

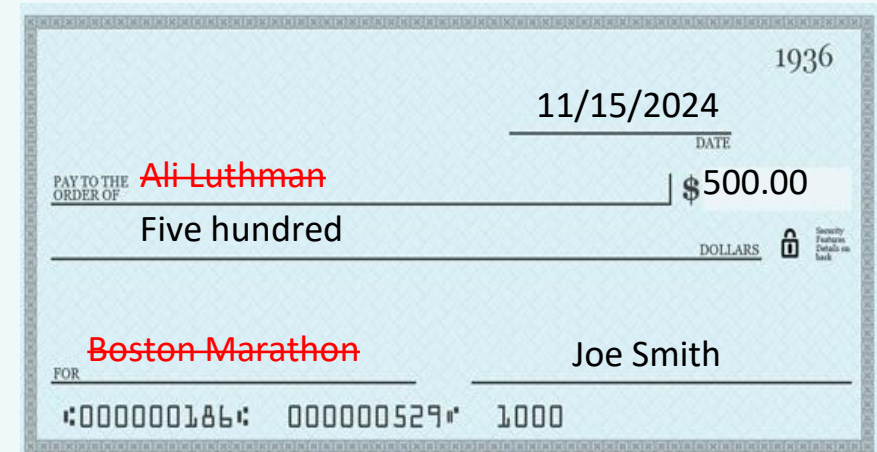
Brigham and Women's Hospital
Development Office
2024 Boston Marathon
263 Huntington Ave #318
Boston, MA 02115

Correct 😊



A check from the 1936 series, dated 11/15/2024, payable to Brigham and Women's Hospital for \$500.00. The runner is Ali Luthman, and the check is for Joe Smith. The MICR line at the bottom reads: ⑆000000186⑆ 000000529⑈ 1000.

Wrong 😞



A check from the 1936 series, dated 11/15/2024, payable to Ali Luthman for \$500.00. The runner is Boston Marathon, and the check is for Joe Smith. The MICR line at the bottom reads: ⑆000000186⑆ 000000529⑈ 1000.



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 "2024 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



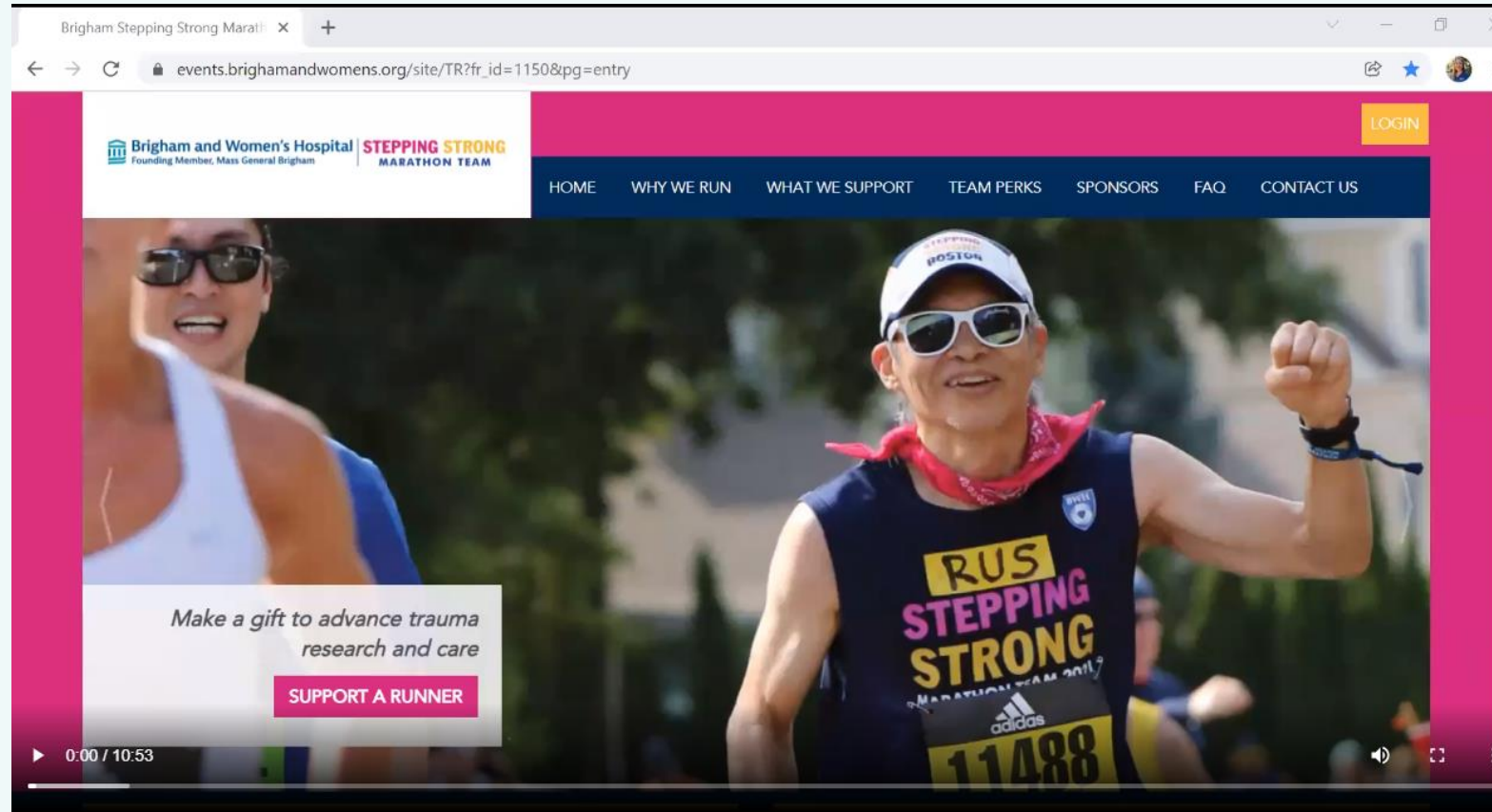
Fundraising Check-In Calls

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

- When: Bi-Weekly starting January 12 through April 5
- Sign up here: <https://www.signupgenius.com/go/4090B4AA8AE2AA3F58-fundraising#/>



TeamRaiser Support



[Check out this TeamRaiser video tutorial](#)





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Fundraising Milestones

Fundraising Milestones



Raise \$3,000+ by November 30

Pick 1: Wicking Long sleeve shirt
or Crewneck Sweatshirt



Raise \$6,000+ by January 31

Pick 1: North Face Pom Beanie
or Hydro Flask® Tumbler



Raise \$9,000+ by March 31

Pick 1: B.A.A. Celebration Finishers
Jacket or any previous incentive



Raise \$1,500 **OVER** your
commitment by April 19

Pick 1: Quilted Jacket or Finishers Shadow Box



Raise \$3,000 **OVER** your
commitment by April 19

Pick 1: Marmot Jacket or any previous incentive**





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

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 28th 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 – 29	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

- Patrick Bouthillette
- Denise, Steven & Angelina DeVellis
- Paul Matteis
- Chris and Tara McConnell
- Nicole Wilson

\$6,000+ raised

- Christian Iantosca
- Scott Kline
- Margaret McNamara
- Lori Roy
- David Rutlen
- Caitlin Twomey

\$3,000+ raised

- Annabelle Beaton
- Alev Cansever
- Shawn Charlton
- Megan Cranor
- Jessica Cullen
- Ian Donahue
- Madeline Doyle
- Angela Fiorelli
- Stephen Gillinov
- Amanda Hamilton
- Carly Hayden
- Steven LaPorta
- Tessa Mannix
- Madelyn McCarthy
- Courtney Mitchell
- Matthew Stelma
- Derek Taylor
- Phuong Trang
- Neisha Torres

Questions?

Put them in the chat box or email
marathonteam@bwh.harvard.edu!