



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

**STEPPING
STRONG
MARATHON TEAM**

Meet the Brigham Running Team!



Ally Hickey
Caroline Rees
Ali Luthman



Meeting Agenda

- Welcome
- Fireside Chat
- Team Updates
- Fundraising Challenges and Milestones
- Questions



Congrats on raising over \$826,000!



A few words from our fearless team captain



Audrey Epstein Reny
Co-founder and team captain





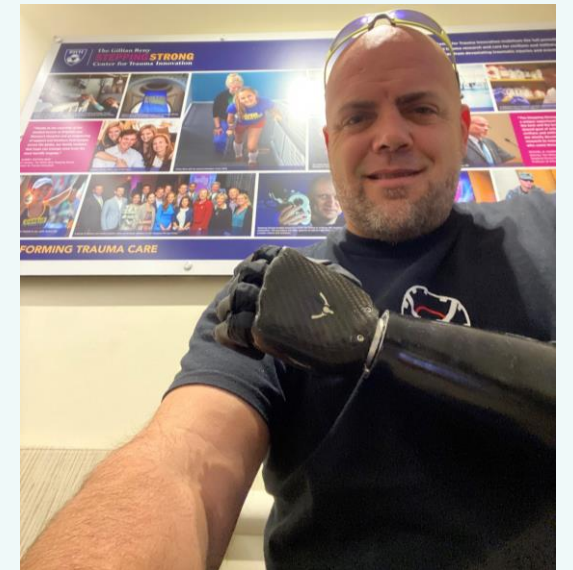


Matthew Carty, MD
Director of Strategy and Innovation



Shaun Melendy
Ewing Amputee Patient

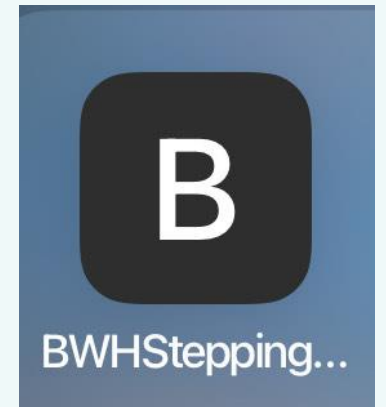
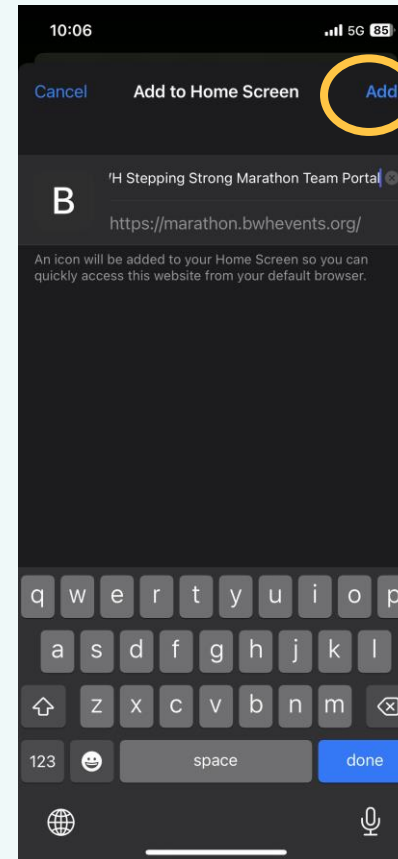
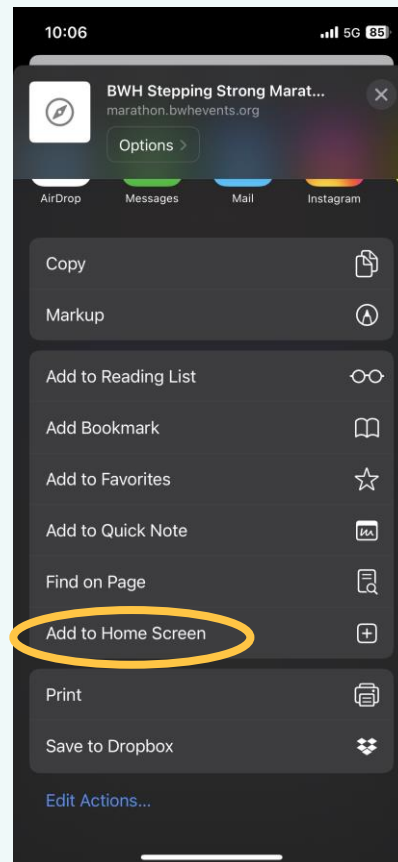
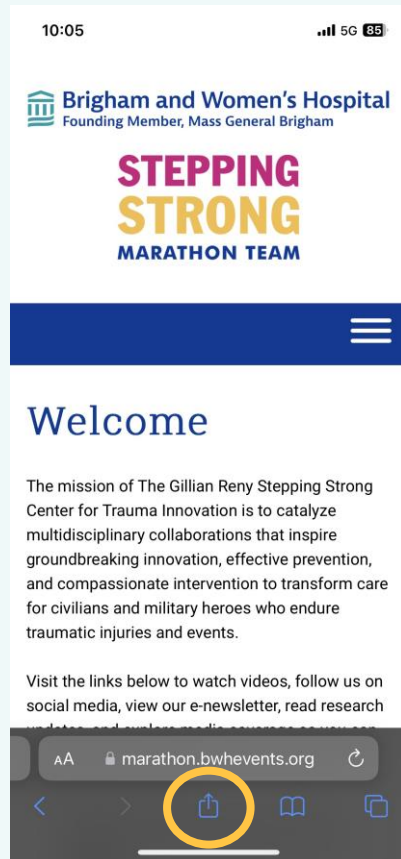
Fireside Chat




Team Updates

Runner Portal

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



Runner Portal (<https://marathon.bwhevents.org/>)

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**STEPPING
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MARATHON TEAM


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](#)
 - [Boston Marathon bombing survivor provides help and hope to others](#)
 - [Still Boston Strong: Local surgeon running marathon again 10 years after jumping into action to help bombing victims](#)
 - [Audrey Epstein Reny's exclusive essay for Today.com](#)
 - [West Bridgewater man receives first-of-its-kind surgery thanks to Stepping Strong Center](#)
 - [Boston Marathon Bombing Survivors Turn Terror Into Hope](#)
 - [Training students to patch up classmates' gunshot wounds sends message: Kids, you're on your own](#)
 - [Brain-Controlled Bionic Limbs](#)
 - [Jim Ewing Returns to the Cayman Islands for rock climbing with his new prosthetic limb](#)
- Stepping Strong Annual Reports:
 - [2022 Stepping Strong Annual Report](#)
 - [Click here for even more annual reports, news, media coverage and more](#)
- Team Meeting PowerPoints
 - [Team Meeting #1](#)

 OFFICIAL CHARITY

**Boston Marathon
Countdown**

81

Days

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.

UPCOMING EVENTS

JAN 25	6:00 pm - 7:30 pm
	Virtual Team Meeting #2
JAN 27	7:30 am - 11:00 am
	Riverside #2 Saturday Training Run (10.3 miles)



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: _____

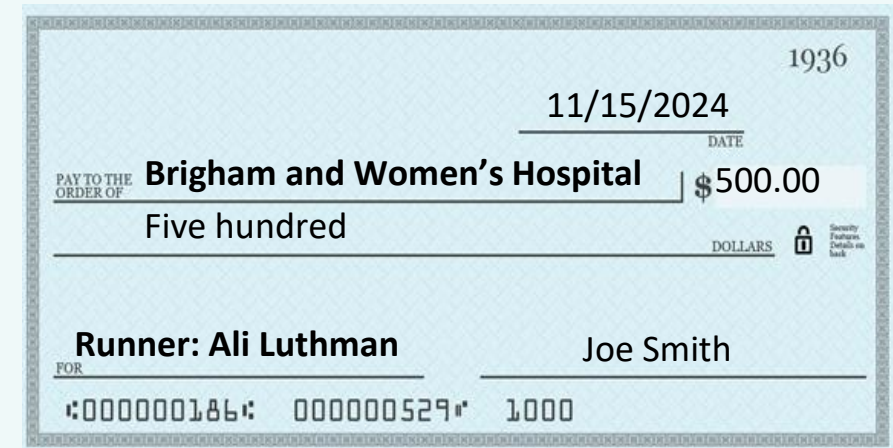
Email: _____

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.

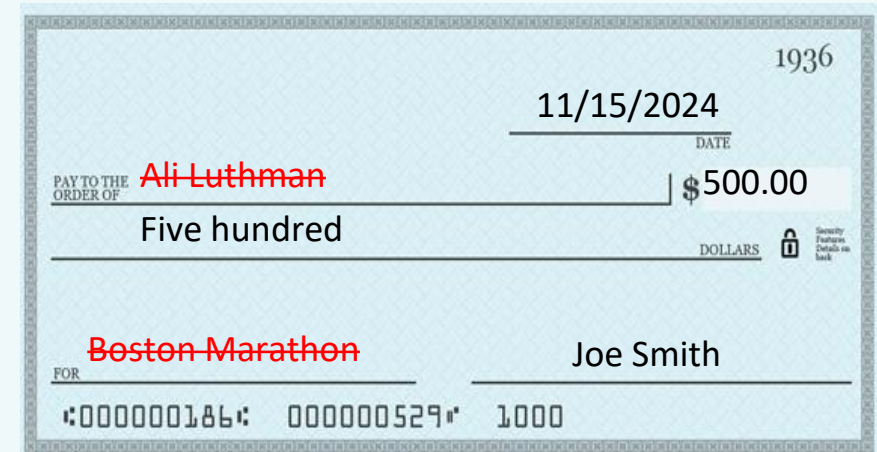
Brigham and Women's Hospital
Development Office
2024 Boston Marathon
263 Huntington Ave #318
Boston, MA 02115

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) / IRA Gifts

If your donors ask...YES, we accept Donor Advised Fund / IRA 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 donation and add to your fundraising page as an offline donation
- Gifts can take anywhere from 1-6 weeks to be received by BWH



Matching Gifts

<https://marathon.bwhevents.org/wp-content/uploads/2023/07/2024-Matching-Gifts.pdf>

How do I receive a matching gift for my fundraising efforts?

Ask your employer if your company has a matching gift program; ask your donors if their company has a matching gift program. If they do, follow the simple steps below to ensure you are maximizing your fundraising efforts.

Step 1: Complete the required paperwork for the company; note that each company has their own form/process. Make sure your donors have completed any required paperwork as well. If the company has an electronic form, follow the instructions on the online form and include the following Brigham contact info on the form.

- 501c3 Information: Brigham and Women's Hospital (Tax ID: 04-2312909)
- Brigham Matching gift contact: Kiran Rai
- Brigham Matching gift contact email: krai1@bwh.harvard.edu
- Mailing Address: Brigham and Women's Hospital, Development Office, 2024 Boston Marathon, 263 Huntington Ave #318, Boston, MA 02115-4506

Please note: The Gillian Reny Stepping Strong Center falls under Brigham and Women's Hospital. Please do not add Stepping Strong as a new company or 501c3, please use the Brigham's 501c3 number and information.

Step 2: Email marathonteam@bwh.harvard.edu the confirmation email or document that a matching gift was submitted from 'X' company, in the amount of '\$X' from 'X' employee/donor. Matching gifts will be reflected on your page in 2-4 weeks after confirmation was received so long as the original donation was made on your TeamRaiser. If a donation and matching gift is made through a company site (Benevity, Your Cause, etc.), please make us aware, but understand we cannot add the gift and match until our office receives both, which can take 1-12 months.



Team Meetings & Events

- **Wednesday, January 31:** Register for the B.A.A. 5K and run with Stepping Strong (optional; separate fundraising commitment)
- **Monday, February 12 (6:00-7:00pm EST):** [QPR training](#) (virtual)
- **Tuesday, March 12 – 19:** Exclusive Opportunity for Stepping Strong Swag
- **Saturday, March 16:** 20+ mile training run
- **Tuesday, March 26 (6:00-7:30pm EST):** [Team meeting #3](#) (virtual)
- **Tuesday, March 26:** Support A Stepping Strong Runner Day
- **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)

**Text BWH5KRace to 51555 to be notified when 5K
registration opens!**



Exclusive Opportunity for Stepping Strong Swag

- When: Now – Jan 26 at 5pm
- Where: <https://steppingstrong.mysuperiorstore.com/>
- Cost: \$25 shirt / \$40 pullover (Pieces are nonrefundable; cannot be exchanged)
- Questions? Email Justin - jn@superiorpromo.net and Allison - ac@superiorpromo.net



Fundraising Check-In Calls

Fundraising check-in calls are available throughout the season to help runners reach their commitment.

- When: Bi-Weekly now through April 12
- Sign up here:
<https://www.signupgenius.com/go/4090b4aa8ae2aa3f58-fundraising7>




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



Personalize your Race Day Gear!

- When: Now – February 23 at 5pm
- Where: <https://steppingstrong.mysuperiorstore.com/>
- Cost: \$35 shirt (Pieces are nonrefundable; cannot be exchanged) + shipping
- Questions? Email Justin - jn@superiorpromo.net and Allison - ac@superiorpromo.net



Personalize your Race Day Gear

\$35.00

Enter your name as you want it to appear on your race day gear (selected through BWH).
Please note, you are ordering customization only, not your race day gear.

Your name as you want it to appear. *

*Date of final order accepted to have for race day 2/23

*No refund or exchanges after transfer of personalization on gear.

ADD TO CART





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Fundraising Challenges and Milestones

Support a Stepping Strong Runner Day!



- When: Tuesday, March 26
- Who: YOUR NETWORK!
- What: Individuals who support you with a **NEW*** gift of \$50+ on your TeamRaiser fundraising page will receive a Stepping Strong baseball hat to wear on Marathon Monday!

[Click here](#) to access a sample email / social media post to send to your network!

**New gifts only made on 3/26. Past gifts of \$50+ are not eligible to receive this promotion. One (1) hat per donor.*

*** Only gifts made on your personal TeamRaiser page will count. Offline gifts cannot be counted.*



B.A.A. Fundraising Promotion

- When: By April 1
- What: Each athlete who individually raises \$25,000+ by April 1 will receive two (2) after 1pm Finish Line seats from the Boston Athletic Association



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



Fundraising Milestones



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**

One incentive prize per participant based on fundraising threshold

*Teammates must pick between Singlet or Wicking T-Shirt for race day uniform

**Excluding Finishers Jacket



Questions?

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