



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

**STEPPING
STRONG
MARATHON TEAM**

Meet the Brigham Running Team!



L to R: Ali, Caroline, Ally

Ali Luthman Wheeler
Ally Hickey
Caroline Rees



Meet Your Teammate!



Giles Boland, MD

President of the Brigham and Women's Hospital (BWH) and Physicians Organizations (BWPO)

Executive Vice President, Mass General Brigham



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 \$13.1 million!



2025 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

Our Focus and What We Do



Prevention



Treatment



Recovery

Research | Education | Community | Advocacy



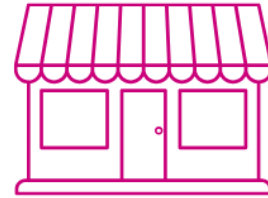
Emergency Responder Trainings



6,800+

People trained in
Emergency
Responder Trainings

**Trainings for
Boston's
Hospitality
Industry**



24
venues



84
staff members



25
boxes of naloxone



42
bleeding control kits
and tourniquets



**FACT SHEET: Biden-Harris
Administration Announces Over 250
Organizations Made Voluntary
Commitments to White House
Challenge to Save Lives from Overdose**

OCTOBER 08, 2024 • STATEMENTS AND RELEASES



TRAIL Clinic



Research Spotlight: Tool to Detect Intimate Partner Violence



- Dr. Bharti Khurana received a Stepping Strong Innovator Award to develop an AI tool using radiological images and the patient's clinical history to detect intimate partner violence (IPV)
- If IPV is detected, Dr. Khurana's team provides resources and safety planning, reducing the burden and empowering those impacted by intimate partner violence.



Trainings

Minutes matter in an emergency. Before first responders arrive at an emergency, there are actions bystanders can take to save lives and improve outcomes with basic knowledge and training.

Tuesday, December 17 (6:00-7:00pm EST): QPR training (virtual)

Tuesday, January 28 (6:00-7:00pm EST): Opioid Overdose Training (virtual)



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 14
 - First hill run: Wednesday, January 22
- Contact Information
 - Email: jfurey611@gmail.com
 - Cell: 617 759 0590
 - Website: furey262.com
 - Runner Portal: <https://marathon.bwhevents.org/training/>



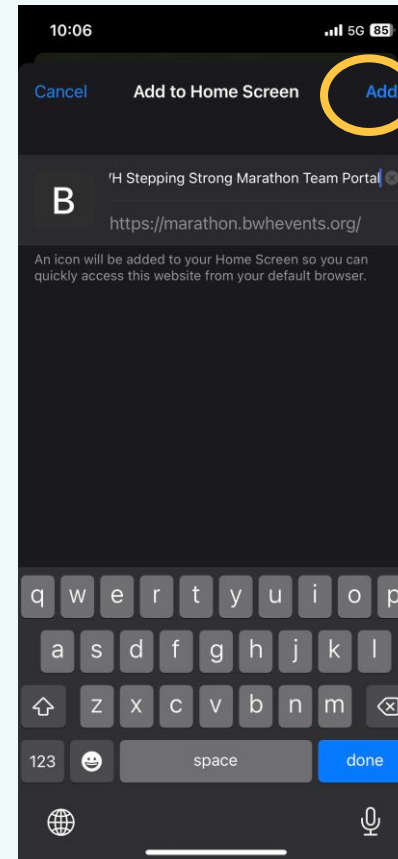
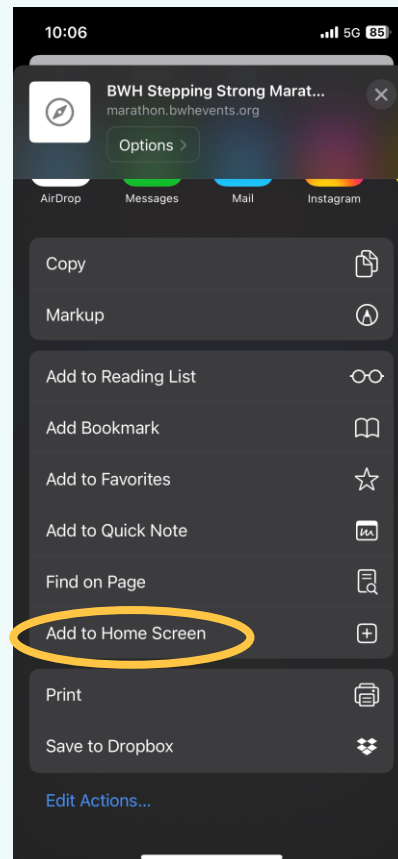
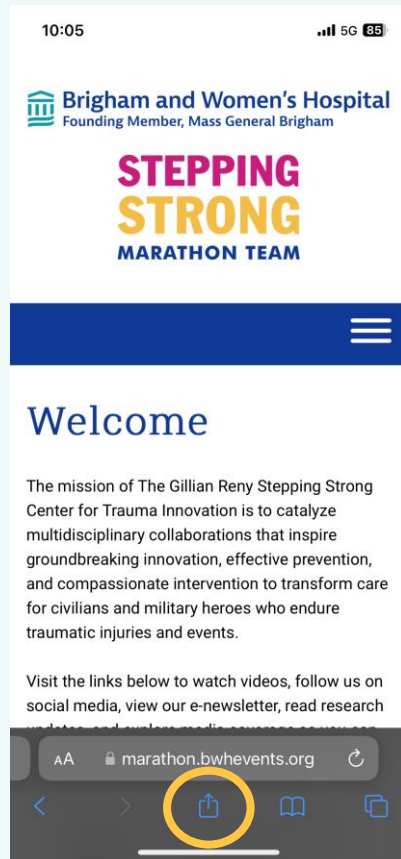


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Team Updates

Runner Portal

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



Runner Portal



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

Welcome

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.

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 Injury Prevention Resource Page](#)
 - [Drowning Prevention Resource Guide](#)
 - [History of the Stepping Strong Center](#)
 - [Stepping Strong Community](#)
- **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](#)

Boston Marathon Countdown

158

Days

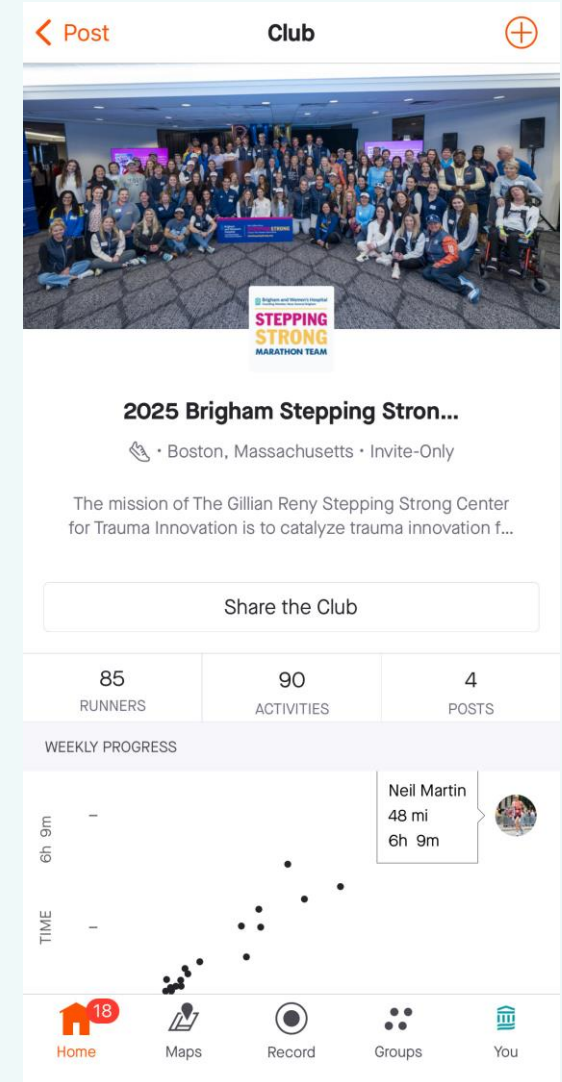
QUICK LINKS

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



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 “2025 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 2 - 8
- **Where:** Marathon Sports, 671 Boylston Street, Boston, MA
- **Online code:** STEPPINGSTRONG15 at checkout
- **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

[Tuesday, February 4 \(in-person\)](#)

[Wednesday, February 5 \(in-person\)](#)

[Monday, February 10 \(in-person\)](#)

[Tuesday, February 11 \(in-person\)](#)

[Thursday, February 20 \(virtual\)](#)



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 29 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 2 – Sunday, December 8:** Marathon Sports discounted shopping week
- **Saturday, December 14 (7:00am start):** First Saturday Training Run + Post-Run Bagel Social
- **Tuesday, December 17 (6:00-7:00pm EST):** QPR training (virtual)
- **Thursday, January 23 (6:00-7:30pm EST):** Team meeting #2 (virtual)
- **Tuesday, January 28 (6:00-7:00pm EST):** Opioid Overdose Training (virtual)
- **Thursday, March 13 (6:00-7:30pm EST):** Team meeting #3 (virtual)
- **Saturday, March 22:** 20+ mile training run
- **Saturday, April 19 (PM):** Team Pep Rally at Revere Hotel
- **Monday, April 21:** Marathon Monday + Post-race gathering at Revere Hotel
- **Wednesday, April 23:** We Did It Wednesday! (virtual)



Boston 5K

- **What:** Boston 5K with the Stepping Strong Team
- **When:** Saturday, April 19 (AM)
- **Where:** Boston Common (Pre-and-post race gathering at Revere Hotel)
- **How:** Registration will be at the end of January and will sell out quickly!

Details:

- Optional and requires a separate \$150 fundraising commitment
- Participants will receive a race day shirt and the opportunity for fundraising incentives!



Submit 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!
- Submit on the Runner Portal: [HERE](#)
- Deadline: Friday, April 4



Exclusive Opportunity for Stepping Strong Swag

- **When:** November 23 – December 2 & March 3 – 10
- **Where:** <https://steppingstrong.mysuperiorstore.com/>
- **Cost:** \$26 shirt / \$40 pullover (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, Attn: Ally Hickey, 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
Attn: Ally Hickey
263 Huntington Ave #318
Boston, MA 02115

Correct 😊

A check for \$500.00 dated 12/15/2025, payable to Brigham and Women's Hospital. The runner is Ally Hickey, and the check is for Joe Smith. The check number is 1000.

Wrong 😞

A check for \$500.00 dated 12/15/2025, payable to Ally Hickey. The runner is Boston Marathon, and the check is for Joe Smith. The check number is 1000.



Tax Receipt

Subject Line: Thank you for your gift - tax receipt is enclosed



STEPPING STRONG
MARATHON TEAM

[Event Home](#)



Dear Christian Luhnaw,

Thank you for contributing to the 2025 Brigham Stepping Strong Marathon Team in support of Ally and Stew Hickey. Your gift of \$200.00, is critical to advancing our mission, whether it's fueling innovation and discovery, delivering exceptional care, preparing tomorrow's medical leaders, or promoting health equity in Boston and beyond. We are grateful for your partnership in creating a healthier world for patients and their loved ones. Thank you for your gift to Brigham and Women's Hospital.

Credit card transactions will appear on your statement as "Brigham and Women's Hospital."

Did you know many employers match charitable gifts made by their employees? [Click Here](#) to learn more about how you can double the impact of your gift!

Below is your official tax receipt, which outlines the details of your contribution. Following IRS regulations, no goods or services were given, in whole or in part, in consideration of this donation.

Please contact me with questions.

Sincerely,

Kiran Rai

Brigham and Women's Hospital
Director, Gift Administration
617 424 4321
krai1@bwh.harvard.edu



Matching Gifts

- Great way to double the funds you raise!
- Follow the simple steps on our [Matching Gift Guide](#) to ensure you are maximizing your fundraising efforts
- **Company Details:**
 - **Tax ID:** 04-2312909
 - **Charitable Organization Name:** Brigham and Women's Hospital
 - **Contact Information:** Kiran Rai, Director of Gift Administration, krai1@bwh.harvard.edu, 617 424 4321
 - **Address:** 263 Huntington Ave. #318, Boston, MA 02115-4506
 - **Description/Comments:** Stepping Strong Center in Support of <RUNNERS NAME> Marathon Run.



Donor Advised Fund (DAF) Gifts

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

You can learn more by [clicking here](#), and the below will allow you to process the gift.

- **Tax ID:** 04-2312909
- **Charitable Organization Name:** Brigham and Women's Hospital
- **Address:** 263 Huntington Ave. #318, Boston, MA 02115-4506
- **Description/Comments:** Stepping Strong Center in Support of <RUNNERS NAME> Marathon Run.
- **Contact Information:** Kiran Rai, Director of Gift Administration, krai1@bwh.harvard.edu, 617 424 4321



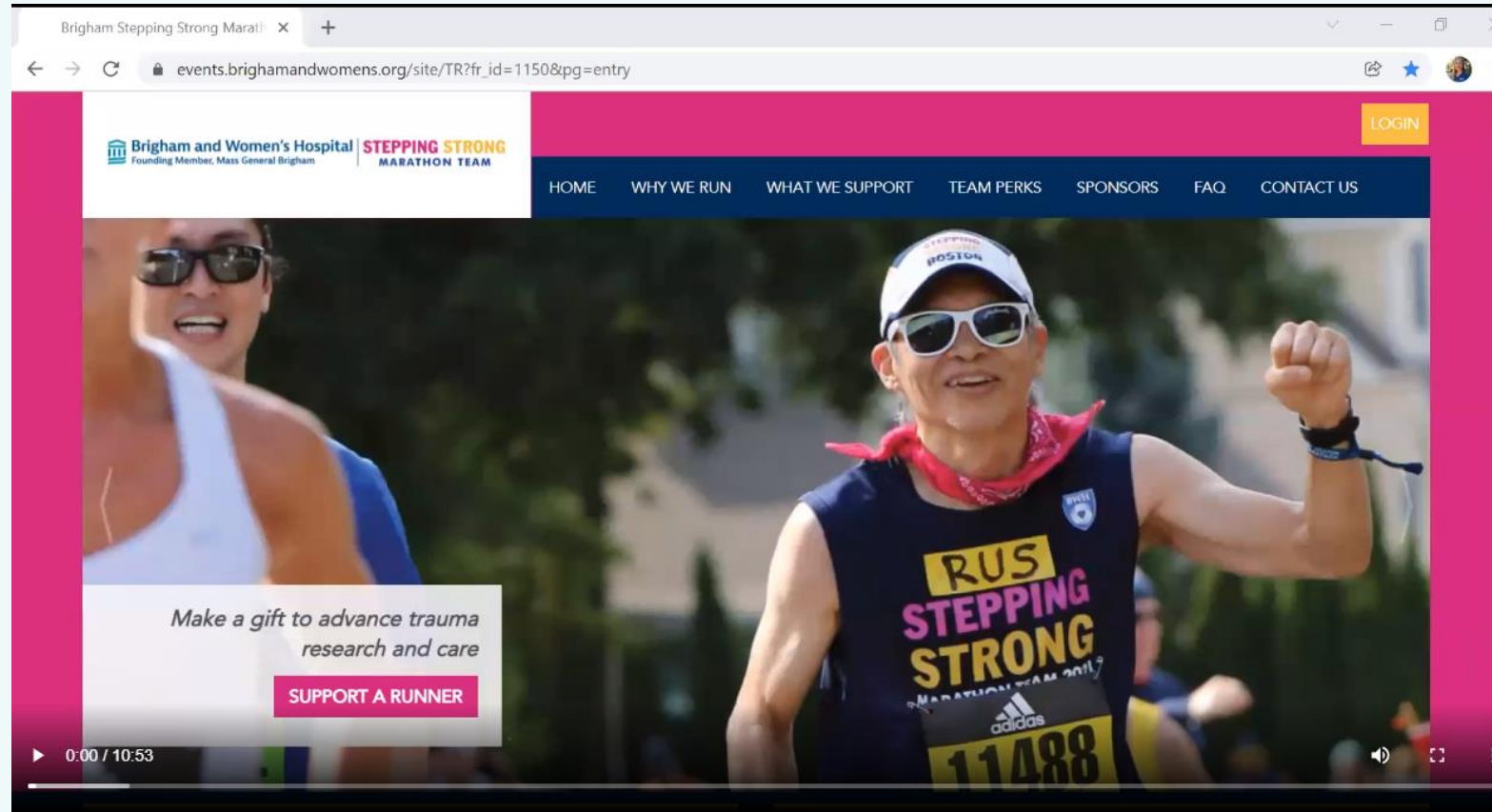
Fundraising Check-In Calls

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

- When: Bi-Weekly starting January 17 through April 11
- Sign up here: <https://www.signupgenius.com/go/4090B4AA8AE2AA3F58-48942974-fundraising#/>



TeamRaiser Support



[Check out this TeamRaiser video tutorial](#)





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B.A.A. Updates

Social Media

B.A.A. Social Media Toolkit

Post photos on social media and tag the following accounts:

- Stepping Strong
- Brigham and Women's Hospital
- Bank of American
- Boston Marathon
- Boston Athletic Association / Team B.A.A.

Use the following hashtags:

- #SteppingStrong
- #BostonMarathon
- #Boston129



Boston Marathon Official Registration

- **What:** All charity team members on the Brigham Stepping Strong Marathon team will be required to register and pay the \$375 entry fee to the B.A.A. that does not count towards your fundraising commitment.
- **Where/When:** This fee will be collected separately via an online registration through the B.A.A. You will receive an email in late January/early February with next steps
- **Reminders:**
 - Once you register, your bib is non-transferable or refundable and you are responsible for your fundraising commitment regardless if you run the race or not.
 - Do NOT panic if you hear about other runners registering sooner!





Brigham and Women's Hospital
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Runner Gear

Runner Gear



Team Gear*

Shell Jacket + Singlet or T-Shirt





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

Fundraising Milestones

Fundraising Milestones



Raise \$3,000+ by November 30

Pick 1: Neck Gaiter
or Ear Warmer



Raise \$6,000+ by January 31

Pick 1: Stepping Strong Long Sleeve or North
Face Beanie or Hydro Flask® Tumbler



Raise \$10,000 + by March 21

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



Raise \$1,500 OVER your
commitment by April 21

Pick 1: Quilted Vest or Finishers Shadow Box



Raise \$3,000 OVER your
commitment by April 21

Pick 1: Under Armor Fleece or any previous incentive**





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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: December 3 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



Rockstars!

\$8,000+ raised

- Linda Star

\$4,000+ raised

- Nicholas Brown-Cáceres
- Kim Callaway
- Aleyna Duval
- Jennifer Goodman
- JoAnna Hackney
- Cassidy McGrath
- Jennifer Wall
- Kaylee Wampler

\$1,500+ raised

- Andrew Acker
- Laura Berenstain
- Jennette Berry
- Michael Brooks
- Joe Brooks
- Cynthia Burleigh
- Reg Chow
- Leigh Anne Clevenger
- Karie DePaulo
- Jesse DePaulo
- Caroline Douville
- Cat Driscoll
- Elizabeth Foot
- Claire Hagerstrom
- Kate Haines
- Kristen Huber
- Christian Iantosca
- Kacey Kell
- Hannah Kelley
- Olivia Lee
- Sarah McLoughney
- Quinn O'Rourke
- Lianne Raices
- Connor Reilly
- William Sherman
- Julie Welch
- Melissa Zotos



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Questions?

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