

# RUNWAY FOR RECOVERY

**Runway for Recovery** provides families with a continuum of support along their journey with breast cancer. We create community by hosting events and providing services that create joy and inspire hope. With shared understanding we celebrate survivors, honor legacies and fund families who have experienced loss.

Models and funded families represent every socio-demographic, race, ethnicity, age, and region of Massachusetts. **Breast Cancer affects everyone.**

**Since 2007**

**450** Models celebrated

**7,300** guests/donors inspired

**\$1.6 million** in funding to families

The vast majority of dollars raised goes to support our Family Grants which range from **\$10-30K per family**. Below are some of the many ways these grants may be used.



Summer Camp Fees  
Extracurricular Activities  
Playgroup Sessions



Meal Support  
House Cleaning  
Professional Organizer



Counseling Services  
Support Groups  
Alternative Healing/  
Wellness



Childcare Services  
Tutoring/  
Academic Support  
Books and Supplies

**How you can help:** Funds are needed to continue to provide free programming to models—The Runway Show, The Recovery Retreat, and our Mentorship Program. Funds are needed for our families who apply for a Family Grant. \$5K can give one family groceries for the year.



**SPONSORSHIP**

<b>Sponsorship Levels</b>	<b>Premier Pink Partner \$25,000</b>	<b>Major Influencer \$10,000</b>	<b>Vital Supporter \$5,000</b>	<b>Impact Giver \$1,500</b>
Sponsorship of Runway Show with public mention	✓	✓		
Logo appears on S + R	✓	✓	✓	
Dedicated email/social media post featuring your family or business sent to mailing list of R4R's mailing list of 5,000+ donors and social media followers	✓	✓	✓	
Business logo featured on website	✓	✓	✓	✓
Exposure on social media	✓	✓	✓	✓
Tickets	<b>8</b>	<b>4</b>	<b>2</b>	<b>2</b>
Name and/or logo feature on event publicity and at event	<b>Logo</b>	<b>Logo</b>	<b>Logo</b>	<b>Logo</b>



# RUNWAY FOR RECOVERY

## THE RUNWAY SHOW: OCTOBER 22 @ WESTIN WATERFRONT, BOSTON

- Fashion Show, Silent Auction, Post-Event Dance Party
- Models are Survivors, Previvors, Thrivers, and the Legacies of those who have passed away—see their stories and watch them embrace the joy in life and find the hope through the event
- Over 900 people in attendance
- Sponsored by local, New England brands
- Fundraising event through ticket sales and silent auction
- [www.runwayforrecovery.org/events](http://www.runwayforrecovery.org/events) for more information

## LOVE LOCAL: SPRING

- Outdoor shopping event to support local shops and love on local families affected by breast cancer
- Hear a model's story and about the work of Runway
- Local shops donate a percentage of raised revenue to Runway, ticketed event
- Located in towns/cities surrounding Boston
- Over 250 people in attendance
- Sponsored by local, town and city brands and companies
- [www.runwayforrecovery.org/events](http://www.runwayforrecovery.org/events) for more information

## RALLY FOR RUNWAY

- Fitness classes in neighborhoods at boutique and franchised studios who want to give back to Runway for Recovery
- Come together as a community to workout for local families affected by breast cancer and studio clients who are fighting the disease
- Located in towns/cities surrounding Boston and New England
- Anywhere from 30-300 people in attendance
- Sponsored by the studios and a few local, town and city brands and companies
- [www.runwayforrecovery.org/events](http://www.runwayforrecovery.org/events) for more information

## RECOVERY RETREAT: APRIL

- Wellness retreat for past and present Runway for Recovery Models
- Local wellness experts and physicians provide a workshop for those who have been affected by breast cancer
- Offers our models the opportunity to carve out a day to renew their energy, to focus on their thought process, and to leave The Recovery Retreat inspired and hopefully with new tools within themselves to access a source of healing.
- Located in Boston
- 30-40 people in attendance
- Sponsored by New England companies
- [www.runwayforrecovery.org/models](http://www.runwayforrecovery.org/models) for more information



*the runway is shorter when we walk together*

## TESTIMONIALS

“For kids who would otherwise only associate breast cancer with suffering and fear, Runway gives them a new lens to think about their mom’s experience, a community of people who know what it’s like, and some tangible programs that can help make their lives a bit better.”

“I love the support and sense of celebration that the event imparts to participants and attendees as well. The event is a celebration- cancer does not usually bring a feeling of celebration.”

“Having our children walk with us is really special. My kids look forward to this event every year. They love the community that you have created and they feel safe, loved and a part of something big that is helping out others with breast cancer. There’s not a lot of events that do that well and you have knocked it out of the park.”

“The ripple effect of Runway is boundless. It brought our family even closer, it brought friends together who hadn’t seen each other in so long, and it brought those who were feeling empty since [our sister’s] death a place to heal and for some closure and connection.”

\*Runway models are women, children, and men who are survivors, previvors and/or thrivers of breast cancer and the legacies of those who are no longer here because of the illness.

