

Sponsorship Proposal

Ariel's
Legacy



about ARIEL'S LEGACY

VISION: ARIEL'S LEGACY envisions a world in which society will eventually recognize Bipolar Disorder in children and adolescents as a medical illness and will provide the support, care and understanding that these uniquely challenged children and their families so desperately need.

MISSION: ARIEL'S LEGACY is a non-profit foundation established to:

- 1) Help raise public awareness and destigmatize this medical condition through a national, multi-platform campaign.
- 2) Assist children and their families confronted by the disastrous effects of pediatric or adolescent Bipolar illness and the often accompanying illnesses of the brain associated with this disease.

awareness

Children and adolescents stricken with Bipolar Disorder look just like other young people, but they suffer unfathomable, often constant pain. What one can not see is any outward evidence of the torment raging within. There are no visible signs of the pain, the extreme distress, the terrifying nightmares, the racing thoughts and suicidal ideation. It is impossible for those who have not had, or known, a child or adolescent with Bipolar illness to understand the daily, often hourly, battles parents have to wage on behalf of their children.

The C.U.E. Campaign: Care • Understanding • Empathy

The C.U.E. Campaign of ARIEL'S LEGACY, is a national, youth-based Bipolar Disorder awareness and fundraising program. This Foundation will work with dedicated volunteer students, teachers, professionals and administrators to implement a Pilot Program (launching in 2011–2012 in 20 schools) for eventual implementation in schools and communities across North America.

Because school attendance is a near universal experience among North American youth, ARIEL'S LEGACY recognizes that schools provide an accessible and appropriate setting for an awareness and educational dialogue on mental illness, generally, and Bipolar Disorder, specifically, to occur. The goals of the ARIEL'S LEGACY C.U.E. Campaign are to: (1) enable students to become more aware and understand the symptoms of mental illness and Bipolar Disorder, (2) more positively and empathetically respond to their peers who seem to be "different" and (3) hopefully care enough to reach out to a fellow student who needs their help and friendship.

This C.U.E. Campaign will empower students with reliable information, access to help, support and innovative tools to positively impact the environment for Bipolar youth. This will enable all students to better understand the roots and implications of mental illness. The C.U.E. Campaign of ARIEL'S LEGACY is a peer-to-peer informational program wherein students sell "CUEcards" to one another, while increasing awareness and the need for research to fight this illness. ARIEL'S LEGACY promotes youth volunteerism, leadership and open dialogue around this disorder—with the ultimate goal of decreasing the incidence of catastrophic situations among an at-risk demographic, as well as promoting a sense of volunteerism and responsibility to community.

ARIEL'S LEGACY promises participating schools that 100% of the funds they raise through the C.U.E. Campaign will go directly toward funding youth specific Bipolar research and related programs.

ARIEL'S LEGACY, launched in 2009, in New York and Toronto, was founded by a group of dedicated individuals with a vision of raising awareness of Bipolar Disorder amongst youth and teens. Their Mission is to raise funds for research and programs. Over the past fifteen years, a similar awareness/educational program (aimed at HIV/Aids awareness among youth) has already reached more than 3 million students (middle schools, high schools, colleges and universities).

goals

for Ariel's Legacy C.U.E. Campaign

1. To launch a Pilot Program of 20 schools.
2. To strengthen the current school health curriculum by providing innovative materials and resources to students, teachers, professionals and administrators.
3. To decrease the stigma, myths and stereotypes surrounding Bipolar Disorder among youth.
4. To encourage schools and community centers to incorporate guest speakers into their programming who can speak of their experiences living with Bipolar Disorder.
5. To significantly increase awareness about pediatric and adolescent Bipolar Disorder and further engage students through an innovative Campaign.
6. To engage more students and increase volunteerism and community spirit.
7. To aim for high retention rates of participating schools in the Pilot Program.
8. To achieve targeted fundraising revenues, so as to fund youth specific Bipolar Disorder research and programs.

Marketing and C.U.E. Campaign Designs

In 2011/2012, twenty schools will participate in ARIEL'S LEGACY pilot programs. We recognize that schools have varying needs with respect to different age groups and demographics, when it comes to mental health education and awareness. In order to effectively contribute to Adolescent Bipolar Disorder awareness and information in schools, The C.U.E. Campaign will provide schools with Campaign material options, so that appropriate programs can be customized.

Some design samples of the 2010 "Have a Heart" Campaign, CANFAR, Canada, for HIV/Aids awareness are provided on the following page in order to show the potential for the C.U.E. Campaign posters.



A sample of ARIEL'S LEGACY C.U.E. Campaign playing cards (CUEcards)



“Have a Heart” Campaign, CANFAR



**BREAKFAST.
LUNCH.
DINNER.**

For 29.5 million people, this is reality.
Don't be a statistic.
Protect yourself.

have a  heart





PROTECT YOURSELF



CIBC **Dentyne** **LibStyle**
the co-operative
have a  heart
ZOOM **SAFARI** **WUCH** **FREEFORM**
Strong Heart Life London Life Canada Life
STRONGER COMMUNITIES TOGETHER™



 have a  heart

**Abstinence.
this is how I secure
my relationship.**

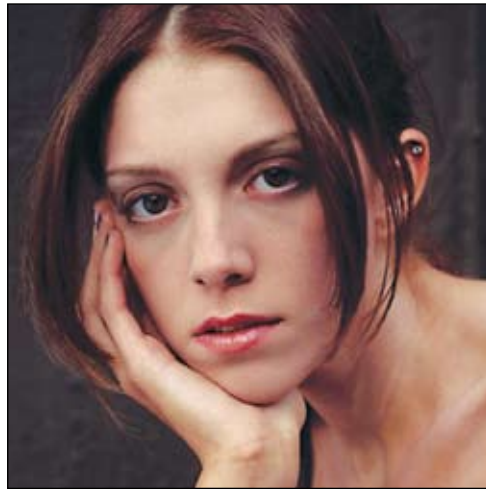
There is no cure, no vaccine, NOT YET!

for more information, www.haveaheartcanada.org

 **Dentyne**     

A sample poster design for ARIEL'S LEGACY

WHAT DO YOU SEE in these faces?



Chances are you don't see Bipolar Disorder.



Yet, this invisible problem afflicts over two million children in North America.

Support ARIEL'S LEGACY to make life better for children and adolescents with Bipolar Disorder.

Find out how at arielslegacy.org

Sponsorship Opportunities

ARIEL'S LEGACY will rely on the support and generosity of sponsors in both the community and private sector to effectively develop and execute the ARIEL'S LEGACY C.U.E. Campaign program.

In 2011-2012, ARIEL'S LEGACY will collaborate with socially responsible corporations to make the Campaign a successful venture.

2011-2012 Sponsorship and Support will come from:

- Banks/Financial Institutions, Brokerage and Insurance Companies
- Health Related and Cosmetic Companies
- Private Individuals and Foundations
- Food and Beverage Corporations

ARIEL'S LEGACY hopes to partner with these corporate and private entities, so as to ensure the sustainability of this Program now and into the future.

Program Monitoring and Evaluation

To maximize the potential of the ARIEL'S LEGACY C.U.E. Campaign, we will conduct a participatory evaluation, employing various research strategies.

Quantitative and qualitative data will be collected at the end of the 2011-2012 pilot program to determine the impact of the C.U.E. Campaign program within participating schools.

Program success will be measured with and against the following metrics:

- Number of schools participating
- Number of students participating
- Number of awareness packages distributed
- Program costs
- Survey of participating students and teachers
- Survey of participating program sponsors

Sponsorship Recognition Benefits

Visibility and Marketing:

In response to generous support of the 2011-2012 ARIEL'S LEGACY C.U.E. Campaign Program, we will provide your organization with benefits and marketing visibility.

National Sponsor Logo and recognition will be provided on the following internal and external media and advertising promotional Campaign materials.

Internal promotion:

- Direct Mail piece to schools in 2011-2012
- Awareness pamphlets/brochures
- School Posters (sent to participating schools)
- Program Guideline Kit for Teachers and Students
- Sponsorship status and/or acknowledgement on any Press Releases and related materials
- Recognition in ARIEL'S LEGACY's Newsletters

External Promotion (limited in Pilot Phase):

- Specific Media advertising:
 - Posters, where appropriate, in specific local coffee shops, restaurants and gyms
- Radio and TV (where possible):
 - Listing in local, youth e-Newsletters
- Media/PR in conjunction with ARIEL'S LEGACY; and
- Other media and advertising opportunities as confirmed.

Sponsorship Levels:

Presenting Sponsor:	\$50,000
Platinum Sponsor:	\$25,000
Gold Level Sponsor:	\$20,000
Silver Level Sponsor:	\$10,000
Bronze Level Sponsor:	\$5,000

ARIEL'S LEGACY will seek to:

Support the medical research of doctors seeking to develop effective diagnostic techniques to both identify the cause of and continue to improve medical and therapeutic treatments for Bipolar patients. This Includes:

- Funding the development of Awareness Campaigns, clinically based resources and programs that meet the psychosocial needs of children with Bipolar illness and their families.
- Funding studies of the brain, medication, and studies to detect genetic abnormalities at the earliest stage of development.
- Funding a Chair and Fellowships in pediatric and/or adolescent Bipolar studies.
- Funding satellite communication/teleconference programs, under the supervision of a clinically trained team of doctors, to help primary care physicians in rural and underserved inner city areas, diagnose and treat mild to moderate cases of pediatric and/or adolescent Bipolar illness.
- Funding a pilot program consisting of a clinically run Residential Treatment Center, followed by a clinically supervised Step Down Program, followed by a clinically supervised Walk In Program. This three-phased Program would take place in the same geographical area and under the same Director.



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This brochure was designed by CS-Graphic Design Inc.

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Pediatric and Adolescent Bipolar Disorder

- Suicide is the second highest cause of death among teens today.
- Over 30% of Bipolar youths have made a suicide attempt.
- Over two million children in North America suffer from Bipolar Disorder and another 6% of children are severely impaired by Bipolar Disorder symptoms.
- Over 60% of children and adolescents suffering from Bipolar Disorder also suffer from ADHD, 50% also suffer from anxiety disorders, 20% also suffer from conduct disorder and autism spectrum disorder.
- Although often extremely bright and creative, Bipolar youth show worse performance on cognitive tests of attention, memory, processing speed, verbal learning and problem solving, thus requiring tutoring and special education.
- 34% of adolescents with Bipolar Disorder suffer an alcohol, drug abuse or addiction problem and 14% suffer from problems with both alcohol and drugs.
- For every year of illness left unidentified and untreated, Bipolar youth have a 10% lower likelihood of effective treatment.
- Bipolar Disorder affects children and adolescents more severely than adults.
- 65% of adults with Bipolar Disorder report that their symptoms started in childhood or adolescence. These adults with early onset have more severe disease with more suicide and substance abuse problems.
- Children with Bipolar Disorder grow up to be adults with Bipolar Disorder.



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