



A WALK IN

HER

Shoes

Sponsorship Proposal



ADDRESSING THE DISPROPORTIONATE CANCER BURDEN AMONG BLACK WOMEN IN OHIO: CHALLENGES AND STRATEGIES FOR EQUITABLE HEALTHCARE

In Ohio, the cancer burden among Black non-Hispanic women is a matter of significant concern, as they exhibit higher cancer incidence and mortality rates compared to national figures for similar demographics. A particular area of concern is breast cancer. Black women in Ohio face a paradox: they have lower breast cancer incidence rates than White women but suffer from dramatically higher mortality rates. This longstanding disparity, exceeding a decade, is mainly due to inadequate breast cancer screening and limited access to quality post-diagnosis treatment.

Addressing these disparities necessitates a concerted effort to enhance healthcare accessibility. Key initiatives include expanding Medicaid and fostering collaborative engagements among community stakeholders, advocacy groups, and health systems. These steps are vital in ensuring equitable healthcare access and improving cancer outcomes for Black women in Ohio.

An in-depth examination of Ohio's cancer statistics from 2016-2020 reveals that Black non-Hispanic women had an age-adjusted cancer incidence rate of 447.7 per 100,000, surpassing the national average for their demographic group. This indicates a specific health concern within the state. Moreover, the overall cancer mortality rate in Ohio is 166.1 per 100,000, with Black non-Hispanic individuals experiencing a significantly higher rate of 185.5. These figures highlight the profound racial disparities in cancer outcomes.

The "Cancer Facts & Figures for African American/Black People 2022-2024" report by the American Cancer Society provides further insights. It shows that breast cancer has overtaken lung cancer as the leading cause of cancer death among Black women. The report reveals that Black women are twice as likely to succumb to uterine cancer and 41% more likely to die from breast cancer compared to White women, even though their incidence rates are similar or lower. Additionally, Black women are more prone to diagnoses of stomach, liver, and pancreatic cancer, all associated with low survival rates. Despite a lower overall cancer incidence rate, Black women face a 12% higher overall cancer death rate than White women, underscoring the need for dedicated efforts to address these racial disparities in cancer outcomes.

This data highlights the pressing need for targeted cancer control and prevention strategies in Ohio, especially tailored to African American women. Focusing on this demographic is crucial to decrease cancer incidence and enhance survival rates for African American women in the state.



We invite you to join us in making a profound impact in our community through "A Walk in Her Shoes". This annual event, dedicated to raising awareness about cancer and promoting early detection, has become a cornerstone in our efforts to bridge healthcare disparities. After the remarkable success in Glenville in 2023, we are thrilled to announce our return to this vibrant community for the second consecutive year.



ABOUT THE EVENT

"A Walk in Her Shoes" is more than just a walk; it's a symbol of solidarity and support for those battling cancer in underserved communities. The event will include:

- A community walk to raise awareness about cancer.
- Distribution of educational materials focusing on prevention, diagnosis, and treatment.
- Access to community resources for participants, including information about accurate diagnosis and staging, treatment options, and psychological support.
- Interactive workshops and guest speakers.
- Health screenings and consultations with healthcare professionals.

Event Details

- Date: Saturday, October 5, 2024
- Location: Glenvillage - E 105 & Ashbury
- Expected Attendance: 325

SPONSORSHIP PACKAGE

Selected Community:
Glenville
Zip codes: 44103, 44106, 44108.

Distress score
96.2-97.1
Distressed

Data obtained from the 2022 DCUI Map - Economic Innovation Group

Glenville, located on the East Side of Cleveland, Ohio, is a neighborhood with a rich history and a diverse cultural tapestry. Initially founded in 1870 as an independent village, Glenville was annexed by Cleveland in 1904. In its early years, it was a resort community for Cleveland's upper-middle class and featured attractions like the Glenville Race Track and the Cleveland Country Club. Following World War I, rapid development transformed it into a bustling inner-city neighborhood.

Historically, Glenville underwent significant demographic shifts. From the early 20th century until the 1950s, it was predominantly a Jewish neighborhood, home to over 90% of Jewish residents at its peak. The area was dotted with Jewish-owned businesses, kosher butchers, bakeries, and several synagogues, which are now mostly African American churches. By the mid-1950s, the Jewish population began moving to adjacent suburbs, and Glenville transitioned into a predominantly African-American community. This change mirrored similar patterns in other inner-city areas of Cleveland.

In contemporary times, Glenville is primarily an African-American neighborhood. It has historically been associated with poverty, crime, and urban decay, but has recently gained more positive attention, especially for its high school football team, which has become a notable preparatory program in Ohio and nationally. This shift indicates a growing recognition and potential for community development and engagement.

Glenville's educational landscape is anchored by Glenville High School and its feeder schools, which play a crucial role in the community. Additionally, the neighborhood is noted for its green spaces, including Gordon Park and Rockefeller Park. Rockefeller Park, established on land donated by John D. Rockefeller, is known for its historic greenhouse, the Cultural Gardens, and is the largest park completely within Cleveland's limits.

Glenville's complex history, its challenges, and its emerging positive developments make it a neighborhood of resilience and community pride. Events like "A Walk in Her Shoes" by My Sister's Keeper could deeply resonate in Glenville, tapping into its rich history, acknowledging its challenges, and contributing to its ongoing efforts towards revitalization and community solidarity.

The Distressed Index Score is a metric commonly used to evaluate the level of distress in a specific area or community, often in the context of economic and social conditions. This score typically factors in various indicators such as unemployment rates, income levels, poverty rates, and educational attainment. The purpose of the Distressed Index Score is to identify areas that are experiencing significant economic and social hardships, allowing for targeted interventions and policy decisions.

The score is usually on a scale (e.g., 0 to 100), with higher scores indicating greater levels of distress.



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By hosting "A Walk in Her Shoes" in the Glenville community, My Sister's Keeper can make a significant difference in several impactful ways:

- **Raising Awareness about Cancer:** One of the primary impacts of hosting such an event is increasing awareness about cancer. This includes educating the community about different types of cancer, the importance of early detection, risk factors, and preventive measures. By doing so, My Sister's Keeper can encourage community members to take proactive steps towards their health, such as regular screenings and adopting a healthier lifestyle.
- **Fostering Community Engagement and Support:** "A Walk in Her Shoes" can serve as a powerful platform for bringing the community together, fostering a sense of solidarity and support among participants. This communal aspect is crucial in providing emotional support to those affected by cancer, whether directly or as caregivers and family members.
- **Promoting Health and Wellness:** The event can also emphasize the importance of overall health and wellness. By engaging in physical activity like walking, participants can experience the health benefits of exercise, which is an important component in cancer prevention and general well-being.
- **Fundraising for Cancer Support and Research:** Such events often have a fundraising component, where funds raised can be channeled into cancer research, patient support services, or community health initiatives. This financial support is vital for advancing cancer treatment and providing resources to those in need.
- **Highlighting Survivorship and Hope:** "A Walk in Her Shoes" can celebrate cancer survivors, sharing stories of hope and resilience. This aspect of the event can be incredibly inspiring and encouraging for those currently battling cancer, and can also educate the public about the journey of cancer survivorship.
- **Connecting People to Resources:** The event can provide a platform for health organizations, local healthcare providers, and support groups to connect directly with the community. This can facilitate access to valuable resources, information, and services related to cancer care and support.
- **Catalyzing Long-term Community Initiatives:** The success of such an event can lay the groundwork for ongoing community health initiatives. It can inspire future events, support groups, educational programs, and collaborations among local organizations focused on health and wellness.

In conclusion, "A Walk in Her Shoes" has the potential to create a lasting, positive impact on the community, spanning from increased cancer awareness and community solidarity to tangible support for cancer research and those affected by the disease. My Sister's Keeper, through this event, can significantly contribute to the health, unity, and empowerment of the community.

SPONSORSHIP PACKAGES	PLATINUM	GOLD	SILVER	BRONZE	IN-KIND
Investment:	\$2,000	\$1,250	\$500	\$250	\$50+ Value
No. of Packages available per category	1	3	10	Unlimited	Unlimited
The event will be known as A Walk in Her Shoes Proudly Sponsored by (Your Company).					
A Walk path named after “Your Company” on walk map.					
Company logo on team banners, flyers, Facebook boosted ads.					
Recognition in all press releases and media coverage.					
A speaking opportunity at the event.					
Logo placement on the event website with a link to your site.					
Logo placement on event shirts.					
Complimentary event t-shirts.	10	5	2	1	
Vendor table at event.					
Acknowledgement on Raffle Tickets - to be sold at the event.					
Unlimited access to the 325 promotional bags to be distributed at the event. Your company may include promotional items i.e., special offers, business card, magnet, etc.					
Acknowledgement as (Category) Sponsor during the event.	MC and Banner	MC and Banner	MC and Banner	Banner	Banner
Logo placement and recognition on Organization’s website					

Why Your Business Should Consider Sponsoring:

Sponsoring "A Walk in Her Shoes" presents a unique and meaningful opportunity for businesses to actively engage in and contribute to a vital community cause. This event, organized by My Sister's Keeper, is not just an awareness walk; it's a powerful movement towards bridging healthcare disparities and promoting early cancer detection in underserved communities.

Why Your Business Should Consider Sponsoring:

- 1. Community Impact:** Your sponsorship will directly support efforts to educate and empower a community heavily impacted by cancer. It's an opportunity to be part of a solution that addresses critical health issues and provides much-needed resources and support.
- 2. Brand Visibility and Recognition:** Aligning your business with such a noble cause enhances your brand's visibility and reputation. Sponsors will be acknowledged in event materials, social media, and other promotional platforms, offering significant exposure to a diverse audience.
- 3. Corporate Social Responsibility (CSR):** Participation in this event aligns with CSR goals by demonstrating your business's commitment to health equity and community well-being. It's a tangible way to show that your business cares about making a positive difference in society.
- 4. Networking Opportunities:** The event will gather community leaders, healthcare professionals, and local residents, providing a unique platform for networking. It's an excellent opportunity to build and strengthen relationships with key community stakeholders.
- 5. Employee Engagement and Team Building:** Encouraging employee participation in the event can foster team spirit and boost morale. It's an engaging way for your team to contribute to a meaningful cause, enhancing their sense of purpose and connection to the community.
- 6. Tax Benefits:** Sponsorship contributions are typically tax-deductible, providing financial benefits to your business.

By sponsoring "A Walk in Her Shoes," your business will not only gain recognition and goodwill but will also play a crucial role in making a lasting impact on community health and wellness. This is an invitation to be part of a journey that transcends mere business benefits, venturing into making a real, tangible difference in the lives of many.

www.myskcle.org/sponsorship

My Sister's Keeper

MySKCle.org

Facebook: <https://www.facebook.com/MySKCle/>

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"Empowering Communities, One Step at a Time."



Event Team



J'NAY
Creative Director



MAKELL
Volunteer Coordinator



TRACEY
Finance



SHERRI
Marketing



DEVVIE
Team Member



MY SISTER'S KEEPER

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