



Catherine Cares

Bucks for Bears

A Philanthropy & Leadership
Opportunity for Elementary &
Middle School Students

A program benefiting Catherine Cares



What is Catherine Cares?



*Uplifting families of children
facing devastating diagnoses*

Catherine Cares provides restaurant and fuel gift cards to families when their child receives a devastating diagnosis. Currently, Catherine Cares provides gift cards to the following hospitals: Mercy, Cardinal Glennon, St Louis Children's, and Missouri Baptist. Catherine Cares is a St. Louis nonprofit fully tax deductible under IRS code section 501(c)(3).

Catherine Cares was founded by Wayne & Lauren Turley while Lauren was pregnant with the couple's second daughter, Catherine Marie. As a result of Lauren's 20-week ultrasound, Catherine was diagnosed with Trisomy-18 and given a short life expectancy. The Turleys were heartbroken. Catherine was born on December 30, 2014, and lived for an hour. Catherine Cares is her legacy. To learn more about Catherine Cares and to read Catherine's story, visit catherinecares.org.



Catherine's Heartbeat Bear

In addition to gift cards, Catherine Cares is starting a new initiative to donate heartbeat bears with recording devices to our hospital partners. The bears will be given to families whose babies receive a life threatening prenatal diagnosis. Babies' heartbeats will be recorded at a prenatal appointment by hospital staff. The heartbeat bears will provide comfort for grieving families as well as an opportunity for families to talk about their angel babies in a kid-friendly, healthy manner.

The purpose of *Bucks for Bears* is to raise funds to provide bears with recorders for Catherine Cares families and showcase your school's *H.E.A.R.T.*



What is H.E.A.R.T.?



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The *Bucks for Bears* program has 3 phases:

1. Use *H.E.A.R.T.* to creatively raise funds for bears and recorders
2. Showcase your school's *H.E.A.R.T.*
3. Post-Program Evaluation

While implementing *Bucks for Bears*,
show us your caring *H.E.A.R.T.*

H- Healing
E- Empathy
A- Action
R- Raising Awareness
T- Teamwork



Bucks for Bears: Phase 1



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Phase 1: *Bucks for Bears* Fundraising

Timeframe: October 2016, Pregnancy & Infant Loss Awareness Month

Work with student leaders to create an obtainable fundraising goal for your school.

Work with student leaders to determine the type of fundraising event(s) that works within your school. For example:

- ♥ Pay \$1 to bring your favorite teddy bear to school for a day
- ♥ A week-long challenge between classes or grades
- ♥ Proceeds from the Talent Show go to *Bucks for Bears*
- ♥ Additional ideas you and your student leaders create

Catherine Cares makes it easy to implement by providing:

- ♥ An electronic letter template to send to school families
- ♥ A short introductory video to share with students, staff & families
- ♥ Collection containers
- ♥ Fundraising tracking/celebration materials to have on display



Bucks for Bears: Phases 2 & 3



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Phase 2: Showcase Your School's H.E.A.R.T.

Deadline: Submissions due by Friday, November 11, 2016

Student leaders showcase their *H.E.A.R.T.* used throughout *Bucks for Bears*. Students will choose from 3 options:

- ♥ Produce a 3 minute or less video
- ♥ Write a 500 words or less essay
- ♥ Create a community art project with written interpretation

Entries will be judged by the criteria outlined in *H.E.A.R.T.*

One winner will be chosen out of the pilot schools.

Winner will receive a \$250 grant, a special banner presentation and involvement in delivering heartbeat bears to hospitals.

All schools will be recognized for using their *H.E.A.R.T.*

Phase 3: Post-Program Evaluation

December 2016

Catherine Cares will provide an online evaluation for staff involved in the *Bucks for Bears* program to complete.



Sign Up Now!



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**Show us your caring *H.E.A.R.T.* by
participating in our
Bucks for Bears program.**

**To register your school for *Bucks for Bears*
or for questions, contact:**

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