



Catherine Cares

Catherine Cares

*Uplifting families of babies
facing life-threatening diagnoses*



catherinecares.org

What is Catherine Cares?



*Uplifting families of babies
facing life-threatening diagnoses*

Catherine Cares uplifts families of babies who receive a life-threatening diagnosis by providing heartbeat bears as well as restaurant and fuel gift cards. The services are gifted to hospital partners around the globe. Our hospital partners distribute the services to families at or around the time of a prenatal or newborn diagnosis.

Catherine Cares is a St. Louis-based nonprofit providing services throughout the United States. Catherine Cares is 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,
visit catherinecares.org.

What is a Heartbeat Bear?



*Uplifting families of babies
facing life-threatening diagnoses*

As of February 2017, Catherine Cares began providing a heartbeat bears service to our hospital partners. With the help of Build-A-Bear Workshop, Catherine Cares designed a one-of-a kind bear which comes with a recording device inside of a side pocket. When a baby receives a prenatal or newborn life-threatening diagnosis, our hospital partners record the baby's heartbeat, place the device in the pocket of the bear and present the bear to the family.

Impact

The Heartbeat Bears provide comfort for grieving families. Like Catherine, some babies never cry. Their only voice is the sound of their beating hearts.

The bears also provide an opportunity for families to talk about their babies using a soft, kid-friendly teddy bear.



How It Works:

Catherine Cares provides new hospital partners with 24 Heartbeat Bears and 24 Recorders. We also send 24 Heartbeat Bear Notes. These notes are written to the families. We ask that they be given at the time the bear is gifted to the family.

Catherine Cares asks hospital partners to track their inventory using our user-friendly online system. We provide you with a username and password for the party(s) responsible for presenting Heartbeat Bears to the families.

Why Restaurant & Fuel Gift Cards?



*Uplifting families of babies
facing life-threatening diagnoses*

Impact:

Our restaurant gift cards lessen the burden of having to plan meals and grocery shop when a family is devastated by an unexpected diagnosis.

Our fuel cards help families get to the numerous doctor appointments a diagnosis requires. These additional appointments can put a strain on a family's budget especially for families who have to travel great distances for care.



How It Works:

Restaurant Gift Cards

We will need your assistance to provide names of restaurants in your area who you think might be interested in partnering with Catherine Cares in support of your families. Catherine Cares purchases the gift cards. We ask the restaurants to sell us gift cards in bulk resulting a discounted rate. These gift cards will be donated to your hospital. This is a win-win-win for all parties involved.

We have found local restaurant gift cards tend to be the best option for families who live 45+ miles from your hospital. While we have the ability to purchase these gift cards at a discounted rate, we are always open to forming a partnership with a local chain restaurant if you have a connection with such a place.

Fuel Gift Cards

We will need your assistance to generate a list of local and rural fuel stations in your area. We will find a company willing to allow us to purchase gift cards at a discounted rate. Again, if you have a connection with such company, we would appreciate your assistance to form a partnership.

How to Engage Your Community?



*Uplifting families of babies
facing life-threatening diagnoses*

Get the Community Involved for Long Term Success:

In order to sustain inventory long term, Catherine Cares asks for the community to get involved.

Heartbeat Bears:



We developed an Elementary and Middle School Philanthropic and Leadership Program called Bucks for Bears which allows for great flexibility and respects the time of teacher sponsors. Schools have an opportunity to apply for a grant as well. The winner of the grant receives funds for their student leadership team as well as an opportunity to deliver Heartbeat Bears to a hospital partner. The funds raised by schools will be used to provide Heartbeat Bears to hospital partner(s) in their area. All we need from you is contact information at local schools and we will invite these schools to participate.

Gift Cards:

Utilitizing our restaurant and fuel partnerships in your area, we ask that these partners host an event from time to time to raise funds. The funds raised will be used to purchase additional restaurant and fuel gift cards for your area. These events could look like:

- Restaurant Giveback Events
- Selling our Urban Chestnut Brewing Company Reine Liebe Giveback Beer
- Local sports teams, church or other group events
- Additional ideas generated by the team and restaurant and fuel partners

Media Engagement:

A great way to kick-off a Catherine Cares/hospital partnership is through the engagement of local media. Promoting the great work of the hospital in conjunction with the impact of Catherine Cares' services through social media, local newspaper, radio and television media outlets benefits everyone. Engaging restaurant and fuel partners and Bucks for Bears schools as part of this has also proven to be very effective.

Questions or Ready to Uplift Families?



*Uplifting families of babies
facing life-threatening diagnoses*

If you are ready to partner with Catherine Cares and begin receiving our services, please contact Wayne or Lauren Turley. We will discuss next steps and get our services to you.

If you have questions, please contact Wayne or Lauren Turley. We are happy to answer any questions you may have.

Wayne Turley, Co-Founder
wayne.turley@catherinecares.org
314.458.1175

Lauren Turley, Co-Founder
lauren.turley@catherinecares.org
314.277.8332

Thank you for the opportunity to uplift families in your community.

catherinecares.org

Catherine Cares
PO Box 220503
St Louis, MO 63122



Like us at
Catherine Cares



Follow us
@CatherineCares