



Catherine Cares

Bucks for Bears

A Philanthropy & Leadership
Opportunity for Elementary &
Middle School Students

A program benefiting Catherine Cares



2017-2018 School Year

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 throughout the United States. 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 began providing Heartbeat Bears to hospitals in February 2017. The Heartbeat Bears come with recording devices. 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. The Heartbeat Bears provide comfort for grieving families as well as an opportunity for families to talk about their babies in a kid-friendly, healthy manner.



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.

The purpose of *Bucks for Bears* is to showcase your school's caring H.E.A.R.T. by raising funds to provide Heartbeat Bears to *Catherine Cares* families in your community.



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



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While implementing *Bucks for Bears*, show us your school's caring *H.E.A.R.T.*

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

How to Implement *Bucks for Bears*:

1. Work with your student leadership team to educate them on the purpose and mission of the *Bucks for Bears* program.
2. Decide what your fundraising event will look like as well as when you will implement your plan.
3. Sign up for *Bucks for Bears* online.
4. Educate Parents & Staff on the mission of Catherine Cares & *Bucks for Bears*.
5. Educate your student body on the mission of Catherine Cares & *Bucks for Bears*.
6. Implement your fundraising event.
7. Optional: Apply for our *Bucks for Bears* grant online.



How to Implement Bucks for Bears?



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1. Work with your student leadership team to educate them on the purpose and mission of the *Bucks for Bears* program.

Educating your student leaders upfront leads to more creative and successful fundraising events.

Show your student leaders our Student Video found in our online *Bucks for Bears* Resources:

2. Decide what your fundraising event will look like as well as when you will implement your plan.

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) as well as time frame that works for your school. We recommend a simple, easy to implement plan. For example:

- ♥ Pay to bring your favorite stuffed animal 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

3. Sign up for *Bucks for Bears* online.

Visit our website to sign up online for our *Bucks for Bears* program. Let us know your fundraising plan & timing.



How to Implement Bucks for Bears?



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4. Educate Parents and Staff on the mission of Catherine Cares & Bucks for Bears.

Educating Parents and Staff on Catherine Cares, Bucks for Bears and your fundraising event before implementation helps to insure success.

We have several resources online to help educate both Parents & Staff:

- ♥ An electronic & customizable letter template to send to school families
- ♥ A short introductory video to share with parents & staff

*We recommend introducing this program to staff away from students. It is possible some staff members have their own stories of struggles or loss which you are not aware of. In case someone has an unexpected emotional response, this gives this person time to process this information before they have to share it with students. An emotional response is an acceptable reaction. And most parents who have experienced a life-threatening diagnosis or suffered a loss appreciate the opportunity to share their child's story with others. You never know what kind of team building could occur as a result of allowing others to share.

5. Educate your student body on the mission of Catherine Cares & Bucks for Bears.

Before your event, educate your student body on the mission of Catherine Cares, Bucks for Bears and your fundraising event. Use the same Student Video you showed your student leaders so every student is receiving the same message. The video is found online:

6. Implement your fundraising event.

Visit our website for online advertising or tracking tools:



How to Apply for the Grant?



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7. Optional: Apply for our *Bucks for Bears* grant online.

Deadline: Submissions due by Friday, April 6, 2018

Student leaders showcase their caring H.E.A.R.T.s used throughout the *Bucks for Bears* experience. 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-300 words or less

Entries will be judged by the criteria outlined in *H.E.A.R.T.* Specifically, Catherine Cares would like your submission to showcase your school's *H.E.A.R.T.* by answering the following questions:

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

- ♥ What fundraising event did you implement to raise funds for *Bucks for Bears*? (Action, Raising Awareness, & Teamwork)
- ♥ How did you decide on that specific event? (Action, Raising Awareness & Teamwork)
- ♥ What impact do you think your event had on families? (Healing & Empathy)
- ♥ How did participating in *Bucks for Bears* impact you/make you feel? (Healing & Empathy)

In late April 2018, a letter will be sent to every participating school informing them of the outcome of the grant process. The winning school will receive a grant check for \$250. Arrangements to deliver a round of Heartbeat Bears to one of Catherine Cares' hospital partners will be made between school staff, the *Bucks for Bears* committee and hospital personnel.

All schools participating in *Bucks for Bears* will be recognized with a certificate of Thanks.



Questions?



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If you have any questions, please contact us:

contactus@catherinecares.org
314.277.8332

Online Resources

catherinecares.org/bucks-for-bears

