



November 2021

Dear Community and Business Leaders,

Now more than ever, we're so grateful for the community that has sponsored, volunteered, celebrated, and advocated for McMahon Ryan Child Advocacy Center through the years. At a time when everything feels uncertain, we find comfort and encouragement knowing that you care about our cause. While much of the world has stopped or halted services due to covid-19, our mission has not and will not be paused. McMahon Ryan Child Advocacy Center has been quietly serving thousands of child victims and their families for over 20 years. In **2020** alone, our multi-disciplinary team evaluated nearly 1,500 children suspected of sexual or severe physical abuse and provided case management services to over 150 youth who were victims of human trafficking.

As one of the women who escaped from the Cleveland home of Ariel Castro after 11 years of captivity, torture and abuse, Michelle Knight has risen out of darkness and trauma to captivate audiences around the world with her incredible story of heroism, survival and healing. Speaking honestly about her experiences, she imparts valuable lessons for other survivors, sharing invaluable takeaways for those who work with victims of trauma and abuse. Choosing a new name for her new life, Knight, who is also known as Lily Rose Lee, is an international and New York Times best-selling author. Her first memoir of the Cleveland kidnappings, *Finding Me: A Decade of Darkness, a Life Reclaimed*, tells the riveting details of what happened inside Ariel Castro's home and also shares her tumultuous childhood. Her new book about life after her escape, *Life After Darkness: Finding Healing and Happiness After the Cleveland Kidnappings* comes out on the heels of the five year anniversary of reclaiming her life. It shares her inspiring journey to finding true friendship, healing, happiness and a life's purpose advocating for victims of trauma and abuse. Knight and her story have been featured on Dr. Phil, The Today Show, Anderson Cooper 360, CNN, USA Today, Newsweek and People, among others. A captivating speaker who shines in a moderated conversation format, Knight has appeared before audiences ranging from survivors and community groups to professional organizations in mental health, trauma survivorship, social services, and law enforcement. Committed to being a strong voice for victims, her unforgettable story and inspiring message continue to touch lives and make a positive impact around the world.

The Go Blue for Kids Breakfast is held at the beginning of April to kick off National Child Abuse Prevention Month. All proceeds from the event will support our agency's mission to end child abuse in Onondaga County. **We're asking you to help us end child abuse by sponsoring the Go Blue 4 Kids Breakfast.** Please see the attached sheet detailing sponsorship levels.

Not only will your donation go to the front line of the battle against child abuse, your attendance at the event and display of pinwheels during the month of April will confirm your dedication to our shared vision: a community where all children are safe and free from abuse. 1 in 10 children will be sexually abused before their 18th birthday. Thankfully for children in Onondaga County, there's hope.

Thank you for supporting McMahon Ryan Child Advocacy Center and the thousands of children and families we help heal every single day. These kids deserve the best possible care. With your help, we will continue to raise, and meet, that bar.

Sincerely,

**Colleen Merced**  
Executive Director



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CHILDREN'S  
ALLIANCE®  
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MEMBER





**Keynote Speaker: Michelle Knight**  
**Thursday, March 31st, 2022• Holiday Inn Electronics Parkway**

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## **SPONSORSHIP OPPORTUNITIES**

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### **“Go Blue” Sponsor**

**\$5,000**

- ★ 10 reservations at the virtual Go Blue 4 Kids Breakfast on March 31st, 2022
- ★ 2 Silver Tickets to The Pinwheel Ball on April 9th, 2022
- ★ Full page color advertisement in the breakfast program
- ★ “Pinwheel Planter” delivered to your place of business for display during April for Child Abuse Prevention Month
- ★ Opportunity for an educational presentation for your employees on the prevalence and prevention of child abuse (Darkness to Light Stewards of Children)
- ★ Name/logo on all print pieces and on-air recognition valued at \$3,300
- ★ Social media acknowledgments

### **Pinwheel Sponsor**

**\$2,500**

- ★ 10 reservations at the virtual Go Blue 4 Kids Breakfast on March 31st, 2022
- ★ 1/2 page color advertisement in the breakfast program
- ★ “Pinwheel Planter” delivered to your place of business for display during April for Child Abuse Prevention Month
- ★ Opportunity for an educational presentation for your employees on the prevalence and prevention of child abuse (Darkness to Light *Stewards of Children*)
- ★ Social media acknowledgments

### **Table Host**

**\$1,000**

- ★ 10 reservations at the virtual Go Blue 4 Kids Breakfast on March 31st, 2022
- ★ 1/4 page color advertisement in the digital breakfast program
- ★ Opportunity for an educational presentation for your employees on the prevalence and prevention of child abuse (Darkness to Light *Stewards of Children*)
- ★ Social media acknowledgments



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