



EXTENDED
HUGS

“We all have a heart, so share some of yours.”





EXTENDED HUGS MEDIA KIT 2020

MISSION STATEMENT

Extended Hugs is committed to supporting those who are unfairly denied the firm foundation needed for a successful life.

SERVICE INITIATIVES

- Grant awards to families struggling with terminal illness - These need-based awards help to cover the crippling expenses associated with supporting a loved one with a terminal illness.
- Resource provisions for children of low-income families - Practical gifts ranging from school lunch debt coverage to tennis shoes are designed to ease stresses of daily life for low-income kids, helping them toward the carefree childhood so many others enjoy.
- Scholarship awards for financially disadvantaged students. - Need and merit-based awards ensure that aspiring students' ambitions are no longer stifled by financial concerns.

ABOUT US

Extended Hugs strives to resolve the painful experiences endured by thousands who are ignored by society - those who are unfortunate, but not so much so that there is a high enough demand to rectify the problem. The people we wish to help are those who often appear to be just fine as they face immense trial.

We want to help those who are turned away by large organizations because they may not be "desperate" enough or meet certain strict requirements. Extended Hugs makes no attempts to save the world, but through the support of generous people, we know we can change lives.



SPONSORSHIP EVENT INITIATIVES

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ART4ALS

Indulge in the rich art scene of Richmond, VA through a vibrant festival that celebrates all forms of art! Art connoisseurs can expect pop-up galleries, live performances, auctions, food trucks, and other vendors. Proceeds from this event go directly to ALS research and affected families.

Sponsored events create amazing visibility to any brand. Place your brand in front of millions. From press releases, to email blasts and newsletters, social media campaigns, print and digital ad placements. **An event sponsorship is a win-win partnership. The contributor will give cash or an incentive in exchange for both visibility and brand awareness for an event. Packages start at \$500. We are also looking for Promotional Partners - these consist of public figures, professional athletes, bloggers and celebrities who have a lot of followers and can help promote an event to their own fan base.**

Please send an email to: contact@extendedhugs.com

STARS OF SEPTEMBER(SOS)

The Stars of September Gala is a celebration of all people born in September and October, as well as, a relief effort for those suffering from financial strife. Join our high-profile and influential guests in awarding scholarships, participating in giveaways, and having a classy, unforgettable birth-month affair.



ABOUT OUR FOUNDER

Ilene Carol is a mother, grandmother, (Gigi), participant in reading programs for elementary children and is a mentor for college students. She is the CEO for ICE Media Entertainment, a media and promotions company, helping individuals and businesses build their brand and grow their business.

Since 2009, she has been an advocate and volunteer for ALS. Ilene's father lost his battle with ALS in 2006. She is a firm believer in using your blessings to help others. Her favorite quote ~ "Alone we can do so little, together we can do so much." ~ Helen Keller



START CHANGING LIVES TODAY

PARTNER

Our ability to be efficient and impactful depends on a network of strategic partnerships with individuals, businesses, and other organizations whose missions are aligned with ours. While donations help immensely, we do not hold our partners to any financial obligation. We simply require measurable benefit to our overall cause.

DONATE

We rely on your generous donations to support those our society so often neglects or overlooks. This reallocation of resources ensures that those of us who are so fortunate can use that privilege to uplift those with unfair disadvantages. We accept financial donations, as well as, material resource donations like school supplies, books, or shoes.

VOLUNTEER

We are now accepting applications for mentor/benefactors. Your mentee will likely be a child between the ages of 7 and 17 with a low-income or otherwise at-risk background. By donating your time and resources whenever possible, you will serve an extremely formative role in the life of an impressionable youth, allowing them to see possibilities for themselves that they may have never considered.

Advocate (\$25/month)

- Free EH shirt and pen.

Friend (\$50/month)

- Invitation into our philanthropists' network of givers.

Fellow (1,000/yr)

- Invitation into our philanthropists' network of givers, one full page magazine ad and one customizable newsletter space.

Angel (5,000/yr)

- All previous gifts, a personalized message in the annual report, four annual one page magazine ads and feature on our website.

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WEBSITE
HERE



www.extendedhugs.com