 empowerHER® was formed in 2013 with a very specific mission—to empower, support and connect girls and young women up through age 24 who have experienced the loss of their mothers. empowerHER® is a supportive and inclusive community that offers EVENTS for GIRLS and a one-on-one MENTOR PROGRAM. Events remind girls they are not alone in their grief and mentorship provides year-round support from positive role models who can relate to the loss of their mothers.

What is LUMINARIA?

LUMINARIA is a whimsical display of personalized bags honoring loved ones on Mother’s Day. Each LUMINARIA bag, purchased by donors from across the globe for a suggested $25 donation, is uniquely displayed by local volunteers. What started along the coast of Boston at the onset of the pandemic in 2020, has now expanded to 10 cities across the country.

LUMINARIA will take place at the Lincoln Memorial in Washington, D.C., Oracle Park in San Francisco, and more. empowerHER® brings together hundreds of volunteers from across the country to manage all operations and produce each magical display.

Why partner with empowerHER®?

LUMINARIA honors and remembers our loved ones in unprecedented ways and all funds raised support year-round operations. This Mother’s Day, girls from across the globe will grieve the loss of their mothers and LUMINARIA shows we care, while reminding them they are not alone in their grief. LUMINARIA raises critical operating funds, and equally important, spreads awareness of programs to families who will benefit from our life-changing programs.
empowerHER® is a TRUE PIONEER in children’s bereavement and serves girls of mother loss in a community-based, non-therapeutic and volunteer-driven model. We operate with a lean staff and thousands of volunteers from across the country. Our low overhead ensures all programs remain at NO COST to the family.

empowerHER® relies on the support of philanthropic companies and generous individuals to advance our mission. Sponsor LUMINARIA and help us bring LOVE + LIGHT to all this Mother’s Day. Sponsors receive the following benefits for their partnership:

### BENEFITS

<table>
<thead>
<tr>
<th>Sponsorship Level</th>
<th>Benefits</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>GROUND-BREAKER</strong></td>
<td>$25,000</td>
</tr>
<tr>
<td><strong>CHAMPION</strong></td>
<td>$25,000</td>
</tr>
<tr>
<td><strong>TRAILBLAZER</strong></td>
<td>$15,000</td>
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<tr>
<td><strong>LEGACY</strong></td>
<td>$10,000</td>
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<tr>
<td><strong>VISIONARY</strong></td>
<td>$5,000</td>
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<tr>
<td><strong>INNOVATOR</strong></td>
<td>$2,500</td>
</tr>
<tr>
<td><strong>FRIEND</strong></td>
<td>$1,000</td>
</tr>
</tbody>
</table>

- **Custom program** that aligns with your firm’s marketing strategy
- **Opportunity to speak at (1) 2022 LUMINARIA**
- **Inclusion on empowerHER® Letterhead**
- **Receive all TEAM empowerHER® sponsor benefits**
- **Invitation to Impact Event with empowerHER® families**
- **Inclusion in press, media (to include social media) and all empowerHER® communications**
- **Prominent Recognition on the empowerHER® LUMINARIA webpage**
- **Exclusive empowerHER® Tote**
- **Inclusion on local LUMINARIA event signage**

### LOCAL SPONSORSHIP OPPORTUNITIES

- **SUPPORTING SPONSOR** $500
  - Inclusion on local LUMINARIA event signage
  - Mention on local Instagram LUMINARIA account

- **GUEST SPONSOR** $250
  - Mention on local Instagram LUMINARIA account

For all inkind contributions deemed necessary for LUMINARIA, empowerHER will recognize 100% of the Fair Market Value (FMV) and 50% of the FMV for all other inkind contributions.

### YOUR GIFT SUPPORTS

- **CAPACITY BUILDING**
  - Invest in talent and optimize the effectiveness of empowerHER® today and in the long-term

- **INFORMATION TECHNOLOGY**
  - Enhance security and improve the reliability of our database and external communications

- **MENTOR PROGRAM**
  - Support all screening, matching and monitoring procedures and improve training and development for all Mentors

- **EVENTS**
  - Increase accessibility of in-person and virtual events for girls in all parts of the country
LUMINARIA DONATION FORM

Company/Individual’s Name: __________________________________________
(as they should appear in print)

Contact Person(s): __________________________________________________

Address: __________________________________________________________

City: ___________________________ State: ___________ Zip: ________________

Phone: ___________________________ Email: ____________________________

Website: __________________________________________________________

I/We hereby pledge to empowerHER® the following gift:

1. Total Gift of $ __________________________

2. If applicable, this gift will be payable over ____ annual installments of __________ to empowerHER®

3. Payment options:
   - [ ] Cash/Check enclosed (payable to empowerHER®)
   - [ ] Credit Card: [ ] Monthly [ ] One-time charge
     Card #: ___________________________ Exp Date _____ / _____ CSV Code ________

4. Gift to be Acknowledged by: (Please choose one)
   - [ ] Company Name (as it should appear in print)
     ______________________________________________________________
   - [ ] Individual Name (as it should appear in print)
     ______________________________________________________________
   - [ ] Anonymous

5. My gift is IN HONOR OF or IN MEMORY OF: __________________________

6. My company will match my gift. (Please send paperwork to the address below)

   Donor’s Signature: ___________________________ Date: ________________