



WALK IN MY SHOES

2015

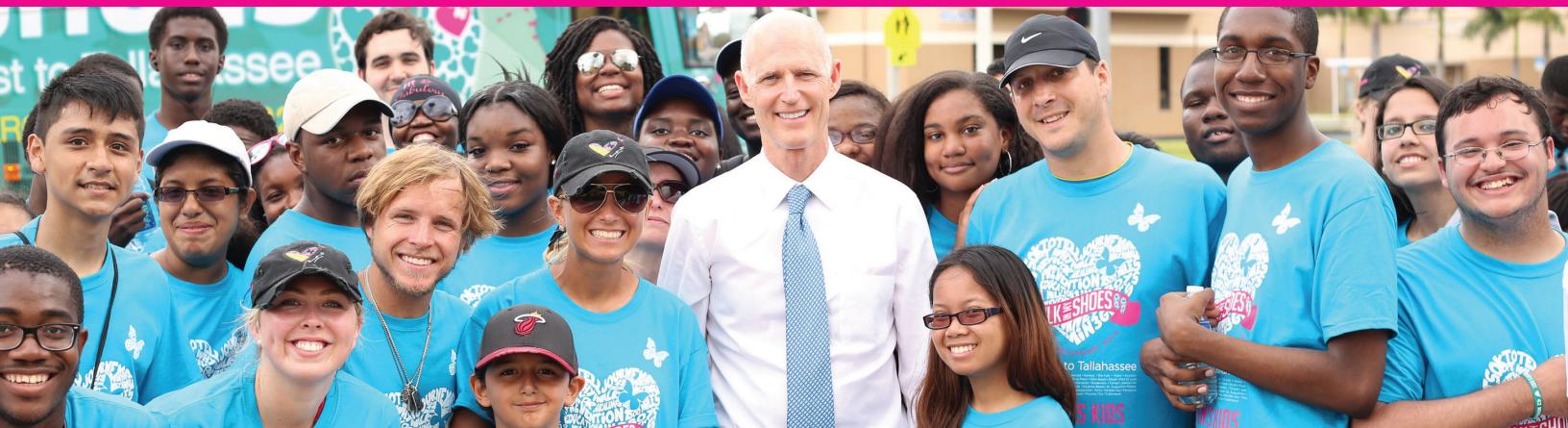
Preventing Sexual Abuse and Healing Survivors

2015 WALK IN MY SHOES SPONSORSHIP PACKAGE

March 14 - April 22, 2015



LAUREN'S KIDS



WHY WOULD YOU WALK 1,500 MILES?

2015 marks the sixth anniversary of Lauren Book's 1,500-mile *Walk in My Shoes* journey across the state of Florida. Over the past six years, tens of thousands of Floridians, including thousands of survivors, have come out to walk with Lauren and show their support for her mission to end child sexual abuse and help survivors heal. *Walk in My Shoes* has given voice to an experience shared by 1 in 3 girls and 1 in 5 boys in the U.S. Armed with the knowledge that 95% of child sexual abuse is preventable through education and awareness, Lauren embarks on a 1,500-mile '*Walk in My Shoes*' walk across the state of Florida to empower survivors, educate communities from Key West to Tallahassee and advocate for legislative change.

Since its inception in 2010, the statewide *Walk in My Shoes* has truly become a movement, with milestones including...

- More than 6,000 miles logged,
- Tens of thousands of walkers – including thousands of survivors – have joined Lauren on the journey,
- 3,000+ local, statewide and national media stories,
- Nearly two dozen laws changed to better support survivors and protect children and families

As much as we've done and as far as we've come, there is still more left to do in the fight for a safer Florida.

JOIN THE MOVEMENT TO PROTECT CHILDHOOD... BECOME A 2015 WALK IN MY SHOES SPONSOR!



LAUREN BOOK *#Why I Walk*

As a survivor of child sexual abuse and the founder and CEO of Lauren's Kids, I walk to protect childhood and turn tragedy into triumph. After surviving six years of child sexual abuse at the hands of my live-in female nanny, I was empowered to use my own horrific experience as a vehicle to prevent child sexual abuse and help victims heal into survivors and thrivers. Together, we are shining light in dark places...but I can't do it alone, I need your help. Join me step by step, mile by mile, day by day as we walk toward a safer tomorrow.

MISSION: TO PREVENT SEXUAL ABUSE THROUGH AWARENESS AND EDUCATION AND TO HELP SURVIVORS HEAL WITH GUIDANCE AND SUPPORT.

EDUCATION

One in 3 girls and 1 in 5 boys will experience the horrors of sexual abuse before their 18th birthday. Though the stats are staggering, the solution is simple: through education and awareness, we can prevent 95 percent of abuse. That's why Lauren's Kids seeks to ensure that every child has the tools necessary to be the first line of defense against their own abuse through the implementation of our Safer, Smarter Kids abuse prevention curriculum.



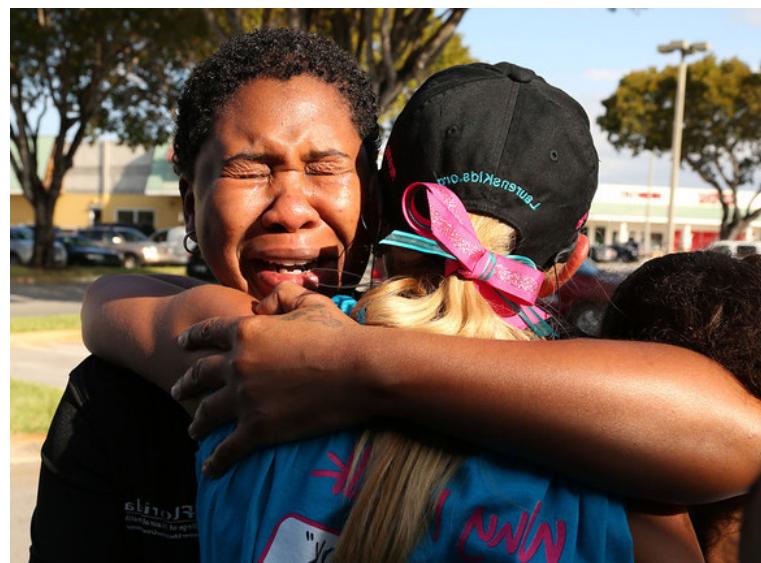
The curriculum, which contains no sensitive material and does not deal with sexual abuse overtly, educates children that their bodies are their own, and they need to tell a trusted adult anytime a situation makes them feel confused, scared or "icky."

The *Safer, Smarter Kids* abuse prevention curriculum is in more than 16,000 Kindergarten and Pre-Kindergarten classrooms throughout the state of Florida, at the direction of the Florida Legislature; curricula for first, second and third grades will be rolled out during the 2014-2015 school year, with fourth, fifth, middle and high school installments expected to be implemented in the 2015-2016 school year.

AWARENESS

An official 501(c)(3), Lauren's Kids is based in South Florida and educates adults and children about sexual abuse prevention through in-school curriculum, the annual *Walk in My Shoes*, awareness campaigns and speaking engagements around the country and the world, including The Hague, Netherlands, South Africa and throughout the Caribbean. Founder Lauren Book shares her own story of abuse, survival and advocacy to show others that it's not only "OK to Tell" – the title of Lauren's memoir – but that it's OK to *heal*.

Lauren's Kids provides more than 7 million educational and awareness materials statewide through direct mail every year, and successfully partnered with the Florida Department of Children and Families to roll out the "Don't Miss the Signs" campaign, educating adults on the signs of abuse and their responsibility to report; the award-winning awareness campaign has been replicated throughout the country.



TO LEARN MORE ABOUT LAUREN'S KIDS EDUCATION, AWARENESS AND LEGISLATIVE ADVOCACY, VISIT WWW.LAURENSKIDS.ORG

ADVOCACY

Since 2002, Lauren Book and her father, influential lawyer-lobbyist Ron Book, have advocated for change in Florida law to better protect Florida's children and families from abuse and support survivors. To date, Lauren's Kids has advocated for the passage of nearly two dozen legislative victories, including:

- **2003: Sexual Assault Treatment Centers/State Law:** Creates a statewide fund for Sexual Assault Treatment Centers, with a funding mechanism and funding grants. This network assures that all Floridians have access to quality sexual assault treatment facilities and qualified sexual assault treatment counselors.
- **2003: Residency Restrictions/Local ordinances:** Sets a 1,000 foot distance from where predators and offenders may live from schools, parks, day care centers, and places where children congregate.
- **2009: Law Enforcement Victim Notification System/ State Law:** Requires that law enforcement officials must inform victims of sexual assault as to where they can receive treatment and care.
- **2010: Eliminating Statute of Limitations/State Law:** Eliminates the Statute of Limitations for both civil and criminal prosecutions for crimes committed against children under 16, related to Sexual Assault.
- **2012: Protection of Vulnerable Persons:** Created in response to the Penn State Scandal. Requires that all Floridians report known or suspected child abuse and if a report is not made, the non-reporter will be charged with a 3rd degree felony. Also requires that Colleges and Universities report abuse or face up to a \$1 million fine. Florida is the only state to do so.
- **2014: Sexual Offenses and Protection for Victims:** Imposes a mandatory sentence of 50 years for those convicted of the rape or torture of children, seniors or individuals with a disability; Expands the court's ability to allow use of service and therapy animals to aid a child victim or witness in a sexually motivated crime, and more...



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WALK IN MY SHOES FACT SHEET

WHAT:	6th Annual <i>Walk in My Shoes</i> 1,500-mile journey across Florida, kicking off at the Hope Fest in Key West, zig-zagging up the coast to the Panhandle, concluding on the steps of the Historic Capitol in Tallahassee.		
WHO:	YOU! And Lauren Book, Founder and CEO of the Lauren's Kids foundation		
WHEN:	March 14 through April 22, 2015		
WHERE:	Here, there and everywhere! Check www.LaurensKids.org for the Walk location nearest you.		
#WHYIWALK:	<ul style="list-style-type: none"> • To protect childhood. • To educate communities about the signs of child sexual abuse and how we can work together to keep children safe. • To support each of the 42 million survivors of child sexual abuse living in the U.S. today. • To advocate for the passage of laws that better protect children and support survivors. • To give voice to an experience shared by 1 in 3 girls and 1 in 5 boys. • To show that “It’s OK to Tell,” and it’s OK to heal. • To empower victims to become survivors and thrivers. • To create a state...and a world...where the sexual abuse and exploitation of children is not tolerated. 		
PARTNERS:	The Florida Network of Child Advocacy Centers	The Miami Dolphins	
	The Florida Council Against Sexual Violence	The Miami HEAT	
	Hilton Worldwide	KIND Snacks	
	Ashbritt Environmental	Bloomingdale's	
	AutoNation	Bags to Go, Inc.	
	VITAS	Magic City Casino	
	Publix Supermarkets		
PROCEEDS:	Lauren's Kids, a 501(c)(3) organization		
CONTACT:	e. walk@laurenskids.org p. 786-288-5045 w. www.laurenskids.org		



SPONSOR BENEFITS	\$2,500	\$5,000	\$7,500	\$10,000	\$15,000	\$25,000	\$35,000
Logo Inclusion							
Vehicle			🦋	🦋	🦋	🦋	🦋
Backdrop Overlay at major press events							🦋
Placards (3+ major events)							🦋
*T-shirts		🦋	🦋	🦋	🦋	🦋	🦋
*Flyers/Posters			🦋	🦋	🦋	🦋	🦋
*Website (Walk 2015)	🦋	🦋	🦋	🦋	🦋	🦋	🦋
Livestream					🦋	🦋	🦋
Bus Wrap				🦋	🦋	🦋	🦋
Company Name							
*Press Releases (boiler plate)		🦋	🦋	🦋	🦋	🦋	🦋
*Video end credits	🦋	🦋	🦋	🦋	🦋	🦋	🦋
Public Mentions							
General Events					🦋	🦋	🦋
Major Events (3)					🦋	🦋	🦋
Collateral							
** Product Placement at Registration Tables	🦋	🦋	🦋	🦋	🦋	🦋	🦋
#WhyIWalk Photo Fun Booth							🦋
Social/Digital							
Facebook Post	Title must be no more than 25 characters and body text must be no more than 90 characters (spaces included). Must include #WhyIWalk. May include link, photo or video (to not exceed 1 minute).						
Frequency: 1 post	🦋						
Frequency: 2 post		🦋					
Frequency: 3 post			🦋				
Frequency: 4 post				🦋	🦋		
Frequency: 5 post						🦋	
Frequency: 1 per week							🦋
Twitter Post	Body text must be no more than 140 characters (spaces included). Must include #WhyIWalk. May include link or photo.						
Frequency: 1 post	🦋						
Frequency: 2 post		🦋					
Frequency: 3 post			🦋				
Frequency: 4 post				🦋	🦋		
Frequency: 5 post						🦋	
Frequency: 1 per week							🦋
Newsletter							
Frequency: 1 post	🦋						
Frequency: 2 post		🦋					
Frequency: 3 post			🦋				
Frequency: 4 post				🦋	🦋		
Frequency: 5 post						🦋	
Frequency: 1 per week							🦋

Logo inclusion is only guaranteed on t-shirts and printed collateral items if sponsors sign up before February 1.

* Prominence of company name/logo size dependent on sponsorship level.

** Collateral must be provided to Lauren's Kids.

2015 WALK IN MY SHOES SPONSORSHIP CONFIRMATION FORM

- \$35,000: Presenting Sponsor
- \$25,000: Journey Sponsor
- \$15,000: Education & Awareness Sponsor
- \$10,000: Survivor Care Kit Sponsor
- \$7,500: Hope & Healing Sponsor
- \$5,000: Lauren's Kids Rally in Tally Sponsor
- \$2,500: Walk Segment Sponsor

I'm unable to attend, but please accept my donation:

\$2,500 \$1000 \$500 \$250 \$100 Other \$ _____

I wish to sponsor Lauren \$ _____ per mile for each mile of her 1,500-mile journey.

Name: _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Day Phone: _____ Email: _____

Method of Payment: Check Enclosed Credit Card (Master Card or Visa)

Credit Card #: _____ CSC: _____ Exp Date: _____

Cardholder's Signature: _____

Amount Enclosed: _____

Please send this form along with your check (made payable to Lauren's Kids) or card authorization to the following address:

Lauren's Kids Foundation

18851 NE 29th Avenue | Suite 1010 | Aventura, FL 33180

e. walk@laurenskids.org t. 786-288-5045 w. laurenskids.org

Lauren's Kids is a 501(c)(3) nonprofit organization, tax I.D. number 26-1252588. Donations are tax deductible to the extent allowed by law.