



# Table of Content

## Sponsorship proposal: Pulse 5K & 1K race, Faqra Club

Overview	4
Event description	5
Benefits to sponsors	13
Visibility to sponsors	14
Sponsorship package	20

## About Myschoolpulse

Our Story	22
The Reality	23
Our Mission, Vision, and Objectives	24
Our Impact	28
Fundraising events	38
Our Team	43
Contact	47



**With Myschoolpulse, a hospitalized child never misses a day of school**

# Sponsorship Proposal:

## Pulse 5K & 1K race

### Faqra Club



# Why sponsoring us?

- One of the most **professional race** in Lebanon, organized by our logistic partner BMA
- **10th edition**
- In the exclusive **Faqra Club**
- Your brand will get in front of **your target customer**
- **2'500 participants** expected, including the top runners in Lebanon
- The race is accredited by the **Lebanese Athletics Federation (LAF)**
- **MTV coverage** & active social media from various influencers, bloggers and journalists.

# Overview

**PULSE 5K & 1K**, in Faqra Club, is our main fundraising event in the year. It takes place every 1<sup>st</sup> Sunday of August. Our next **10th edition** is on **Sunday, 4 August 2019**.





# Event description

- Our **main annual fundraising event**. The **10<sup>th</sup> edition** is on **Sunday, August 4, 2019**.
- Objective: Raise funds **to pay teachers in hospitals** who tutor sick children at their hospital bed, during their long treatment away from school.
- In **Faqra Club**, at 1'700m altitude, in a beautiful mountain environment.
- The race is accredited by the **Lebanese Athletics Federation (LAF)**.
- Organised with our logistic partners **Beirut Marathon Association, Faqra Club** and **LAF**.
- **Two races**, a **5K Timed Run** or **1K Timed Run with Mom**, and a **5K Fun Run or Walk**.
- **Age categories**: 12 for the 5K, 2 for the 1K. Every one has the chance to win!
- **Awards ceremony**: Right after the race, animated by Tanguy Faucon.
- Complimentary **Kids activities** and **buffet lunch**.
- **Ticket price** is 30\$, online [www.myschoolpulse.com](http://www.myschoolpulse.com) or at Myschoolpulse stands in ABC.

## Location: Faqra Club, Lebanon

- **One of the most renowned Clubs in Lebanon**
- **Ski & Summer resort** at 1'700m altitude.
- International standards in **sports activities** and infrastructure.
- Surrounded by breathtaking nature and mountain views
- **Ideal vacation destination in August** for families with young children.
- **Wide audience:** The event gathers the **4 generations** who spend a fun and sportive day in family, motivated by a common cause.
- **High profile residents** including **corporate and political leaders**.

# Highlights of Previous Years

## Number of participants:

- **2144** in 2018
- **1660** in 2017
- **1970** in 2016
- **1768** in 2015
- **1604** in 2014
- **1692** in 2013
- **1264** in 2012
- **1417** in 2011
- **1139** in 2010

**Note:** The list of sponsors is non-exhaustive. Please visit Myschoolpulse website for more details.

## SPONSORS



## PARTNERS



## MEDIA





# Event description - Coverage

- TVs
- Radios
- Newspapers & Magazines
- Pikasso LED screens
- Social media: Facebook, Instagram, LinkedIn
- ABC booth (flyers, oriflammes, backdrop)
- Myschoolpulse email campaigns to its 4'000 members database
- Sponsors and partners emails to all their employees
- The Lebanese Athletics Federation will push all runners in Lebanon to join Pulse5K in Faqra, while forbidding any other race from taking place on the same day in the country.

## Event description - Awards ceremony



**On the podium, the three winners of the 1973-1977 age category, surrounded by Mireille Nassif and Silvio Chiha**

## ... Awards ceremony (Cont'd)



Audience awaiting results and  
enjoying a complimentary buffet





## Event description - Kids activities

Complimentary, for kids aged 2 to 8 years, animated by Kidzmondo.



Parents can safely leave their children with Kidzmondo professionals while they participate in the race.

# Benefits to Sponsors

- ✓ Support a charity whose mission is **education and health**.
- ✓ Send a **strong message about the company's values** to both its staff and its customers.
- ✓ Achieve **strong visibility** before, during and after the event (see sponsorship package in slide 16). **Wide media coverage**: TV, LEDs, Radio, Newspapers, Social Media, Flyers, Email campaigns.
- ✓ Reach a **large and diverse audience**: The race involves 14 age categories so everyone can win. Participants include sponsors senior management and employees, running clubs, NGOs, from various geographical areas of Lebanon..
- ✓ Reach out to **VIPs, Lebanese expats** and **high profile participants** (ambassadors, politicians, UHNW,..).
- ✓ **Promote a product** by distributing samples to participants on event day.
- ✓ Offer employees a **group outing opportunity**.

# Visibility to Sponsors - Before race day

## TV

- ✓ **Your logo on MTV 20" pack shots**  
5 spots/day (1/3 at peak times)  
During 20 days preceding the race  
*For Platinums & Golds*

## Email campaigns & Social Media

- ✓ **Your logo or name quoted in our marketing campaigns** to promote the race  
During the 3 months preceding the race  
*For Platinums*

## Website

### EVENT SPONSORS [2018] [2017] [2016] [2015] [2014] [2013] [2012] [2011]

We'd like to thank our generous sponsors.

#### GOLD



#### SILVER

AÏSHI

Bank Audi



#### BRONZE





# Visibility to Sponsors – On race day



**Start arch** (For Platinums & Golds)



**Finish arch** (For Platinums, Golds & Silvers)



**Course banners** (For all Sponsors)

## Visibility to Sponsors – On Race day (Cont'd)



### Flags

*For Platinums & Golds*



### Podium and backdrop

*For Platinums & Logistic Partners*

# Visibility to Sponsors – On Race day (Cont'd)

## TV

- ✓ **MTV coverage in the evening news** on race day (sports section)
  - Platinums & Golds are interviewed live during the race
  - Photos of each sponsor runner at Finish arch posted on our website

## Visibility to Sponsors – On Race day (Cont'd)



**Goodie bags** (2'500 produced in 2019)  
✓ Your logo on the bag (\$2'500 cost)  
✓ Your item inside the bag (\$250 per item)



**Medals** (2'500 produced in 2019)  
Distributed to all 5K & 1K participants  
✓ Your logo on the ribbon – *For Platinums*

# Visibility to Sponsors - After race day

## Email campaign & Social Media

- ✓ Your logo or name quoted in our **post-race communication** giving the outcome of the race
- For Platinums*

## Website

### EVENT SPONSORS [2018] [2017] [2016] [2015] [2014] [2013] [2012] [2011]

We'd like to thank our generous sponsors.

#### GOLD



#### SILVER

AÏSHTI

Bank Audi



#### BRONZE





# 2019 Sponsorship Package

Sunday, August 4, 2019 - Expected participants: 2'500		TITLE	PLATINUM	GOLD	SILVER	BRONZE
Sponsor cash payment (the goodie bag items or logo are additional)		\$50,000	\$30,000	\$15,000	\$10,000	\$5,000
Deadline		31-Mar-19	31-Mar-19	31-Mar-19	31-Mar-19	05-Jul-19
PRE-EVENT	Logo on Myschoolpulse website:					
	.. 5k main registration page: <a href="http://www.myschoolpulse.com/pulse5k.asp">www.myschoolpulse.com/pulse5k.asp</a>	✓	✓	✓		
	.. Events & Supporters sections: <a href="http://www.myschoolpulse.com/eventsponsors.asp">www.myschoolpulse.com/eventsponsors.asp</a>	✓	✓	✓	✓	✓
	Logo on flyers and posters	✓	✓			
	Logo on Myschoolpulse sales booth & oriflammes at ABC (incl. ABC logo)	✓	✓			
	Logo on MTV pack shots (100 shots, 1/3 at peak times, in the 20 days prior)	✓	✓	✓		
DURING THE EVENT	Sponsor's name quoted on email campaigns	✓	✓			
	Complimentary tickets	50	40	30	20	10
	Logo on Bibs	✓	✓			
	Logo on Line up arch (*)	✓	✓	✓		
	Logo on Start arch (*)	✓	✓	✓		
	Logo on Finish arch (*)	✓	✓	✓	✓	
	Logo on Medals	✓	✓			
	Logo on Banners (2.9L x 0.9H) on course barriers - at Start & Finish arches	20 banners	15 banners	10 banners	8 banners	5 banners
	Goodie bag at Finish (2'500 bags)					
	a) Item in the bag: \$10c per item (eg. new product, coupon, flyer,...)	\$250/item	\$250/item	\$250/item	\$250/item	\$250/item
	b) Logo on the bag: \$1 per bag	\$2'500	\$2'500	\$2'500	\$2'500	\$2'500
	Awards ceremony: Logo on podium and backdrop	✓	✓			
	Outdoor flags (on the grass below the podium)	6	4	2		
	Oral recognition	✓	✓	✓	✓	✓
POST-EVENT	Booth at Awards (optional): 1 tent 2.75mx2.75, 1 table with 2chairs	✓	✓	✓		
	Interview on MTV 8PM news on race day	✓	✓	✓		
POST-EVENT	Logo on Myschoolpulse website (in Events & Supporters sections)	✓	✓	✓	✓	✓
	Logo on Awards Certificate online	✓	✓			

(\*) Visual impact of sponsors logos as a % of platinum's logo: 70% for gold, 50% for silver and our logistic partners BMA, Faqra Club, Lebanese Athletics Federation.



# About Myschoolpulse

# Our Story

Myschoolpulse started after Paul Yared (12 year old) left us because of an osteosarcoma (bone cancer).

During his illness, Paul insisted on carrying on with school. That meant getting his teachers to give him private lessons at home and at the hospital.



In June 2009, Paul received a stellar grade report. Sadly, his cancer was already out of control, and he passed away in the summer of 2009.

Mireille Nassif, Paul's mother, and Danièle Diab, Paul's cousin, founded Myschoolpulse in June 2010 to help sick children successfully keep up with school.

Watch Myschoolpulse video by clicking [here](#).

# The Reality

Paul's story is sad.

But Paul's story is inspiring.

250 children are diagnosed with cancer every year in Lebanon.

**80% of children heal from cancer.**

**It is key that those children don't lose one or two years of school while they undergo treatment at hospital.**



# Our Mission, Vision, and Objectives

# Our Vision and Mission



**BECAUSE EVERY CHILD  
HAS THE RIGHT TO  
LEARN, DREAM, AND HOPE...**

Myschoolpulse is a Lebanese non-profit organization that brings school to hospitals in Lebanon.

Myschoolpulse provides children undergoing treatment in hospitals with tailor-made tutoring so that they can keep up with school.

# Benefits of Schooling Sick Children

## • Educational benefits:

- ✓ Helps them keep up with school, pass class and rejoin classmates in the upper level.

## • Psychological benefits:

- ✓ Reduces the anxiety they feel upon being diagnosed with a life-threatening disease.
- ✓ Impacts positively their psychology as schooling distracts them from the difficulty and uncertainty of treatment.
- ✓ Reduces their anxiety about school re-integration (a long stay at hospital might develop school phobia).





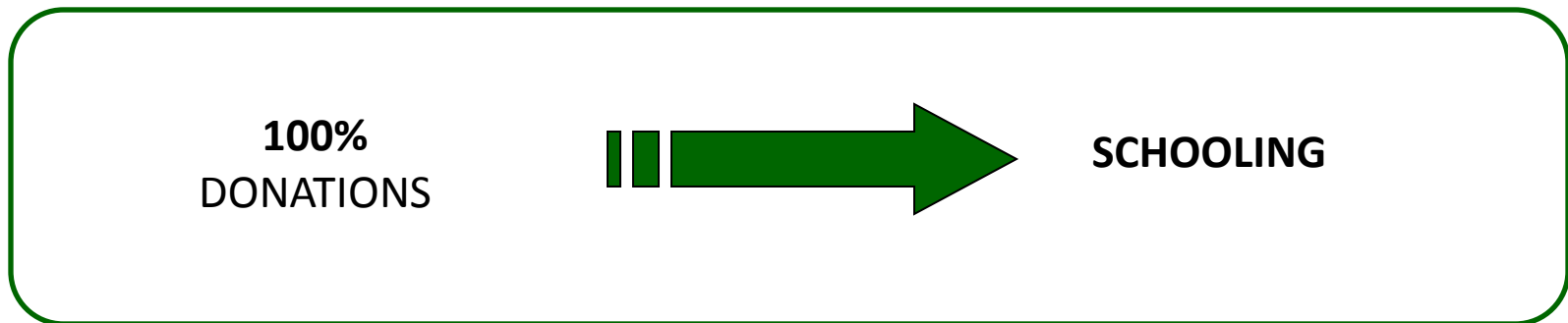
# Service Offering

Service	Description	Rationale and Benefits
<b>One-on-One Tutoring</b>	<ul style="list-style-type: none"> <li>One-on-one tutoring at the child's bed when he/she is undertaking treatment in hospital</li> </ul>	<ul style="list-style-type: none"> <li>✓ Ensure children keep up with their school work when they are in hospital for a long treatment period</li> </ul>
<b>Group Classes</b>	<ul style="list-style-type: none"> <li>Group tutoring of sick children in the same or adjacent school levels, in the hospital's school room</li> </ul>	<ul style="list-style-type: none"> <li>✓ Ensure learning continues in hospital</li> <li>✓ Allow sick children to interact within a group</li> </ul>
<b>Psychological Support</b>	<ul style="list-style-type: none"> <li>Professional psychological support to help children live a life as normal as possible during the treatment period. This includes keeping a school focus</li> </ul>	<ul style="list-style-type: none"> <li>✓ Improve children's well-being</li> </ul>
<b>Extracurricular Activities</b>	<ul style="list-style-type: none"> <li>Individual and group activities, such as computer, logic games, story telling and arts and crafts with an art therapist</li> </ul>	<ul style="list-style-type: none"> <li>✓ Reduce anxiety</li> <li>✓ Develop children's creativity</li> <li>✓ Build self-confidence &amp; social skills</li> </ul>
<b>Social Support</b>	<ul style="list-style-type: none"> <li>When necessary, Myschoolpulse will extend scholarships to its hospital students and their brothers and sisters.</li> </ul>	<ul style="list-style-type: none"> <li>✓ Treatment expenses of a family member can affect a family's financial condition and put education on the back burner</li> </ul>

# Our Impact

# Our 100% Model

- We aim that 100% of individual donations go to the tutorship of sick children.
- We aim to cover 100% of operational expenses by events revenues (\*).
- We report online on our activities and audited accounts.



(\*) 100% of operational expenses were covered by the founders during the first 2.5 years.

# Our Presence

Myschoolpulse has opened six schools for sick children in Lebanon.

DATE	MILESTONES
June 2010	Birth of Myschoolpulse
June 2010	<b>1<sup>st</sup> School</b> at Oumnia Center
Oct. 2010	<b>2<sup>nd</sup> School</b> at the Lebanese Hospital Geitaoui
Oct. 2011	<b>3<sup>rd</sup> School</b> at Rafic Hariri Hospital
Oct. 2012	<b>4<sup>th</sup> School</b> at Saint George Hospital University Medical Center
Mar. 2013	<b>5<sup>th</sup> School</b> at Centre Hospitalier Notre Dame des Secours
Mar. 2014	<b>6<sup>th</sup> School</b> at Hôtel-Dieu de France
Mar. 2015	<b>7<sup>th</sup> School</b> at Makassed General Hospital

# Children Schooled

Since inception, Myschoolpulse schooled 541 children, providing 25,778 hours of tutorship.

Teaching Centers	Schooled now	Cumulative
Hospital Lebanese Geitaoui	9	87
Rafic Hariri University Hospital	11	87
St-George Hospital University Medical Center	25	87
Centre Hospitalier Notre-Dame de Secours	32	86
Hôtel-Dieu de France	25	129
Makassed General Hospital	17	37
Oumnia Center	0	19
Home	1	9
<b>TOTAL</b>	<b>120</b>	<b>541</b>

# Some Statistics on Our Children

As of October 2018, we school 120 children, of which:

**93%** of children passed in June 2017

**52%** are oncologists patients\*

**46%** are 10 year old and below

**71%** live outside of Beirut and Mount Lebanon

**23%** have never gone to school

\* Non-Oncology patients include patients suffering from Hemodialysis and acute and chronic diseases





# Our Teachers

Myschoolpulse employs 13 teachers in 6 hospitals.



**Mariette Abi Chaker**  
Geitaoui



**Mireille Ziade**  
Rafic Hariri



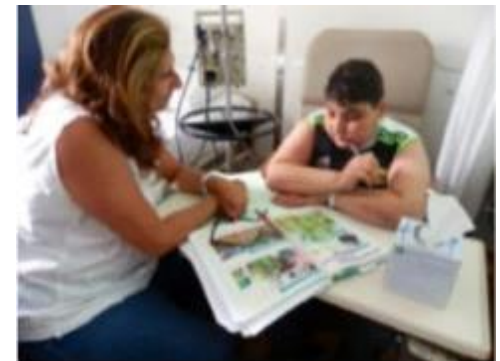
**Thérèse Said**  
Saint George



**Gaby Abdel Karim**  
Notre Dame des Secours



**Dalal Nassif**  
Hôtel Dieu



# Art Therapy

In partnership with **Saja Foundation**, Myschoolpulse offers Art therapy sessions to improve the emotional well being of the sick child.

Art therapy helps children:

- ✓ Express fear and worry
- ✓ Deal with anger and frustration
- ✓ Deal with all the physical changes
- ✓ Communicate better with parents and siblings
- ✓ Improve self-confidence and positive self-talk
- ✓ Find inner strength and nurture it

*"Gina has mood swings. She expresses her feelings through art-making that provides her a form of inner stability."*

Soraya Obeid, Art Therapist  
NDS hospital



*2016's Art Therapy exhibition at Notre Dame du Secours Hospital in Jbeil*

# Testimonials

*“80% of children heal from cancer. Myschoolpulse enables them to attain the next class level as they return to mainstream school”.*

**Dr. Peter Noun, head oncologist at Geitaoui Hospital**



*“Myschoolpulse allowed my son to forget his sickness during the lessons. This was a priceless psychological help to my kid”.*

**Parent**



Youssef's exam



# Testimonials (Cont'd)

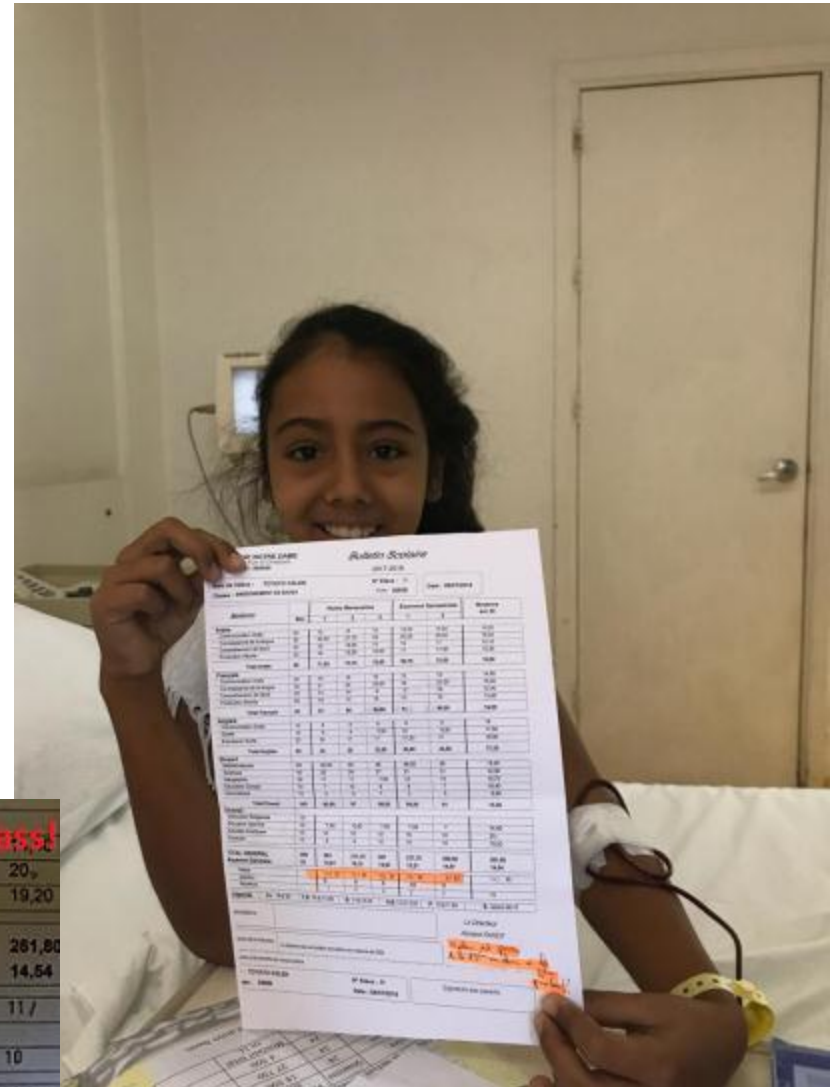
## A patient's school grade report:

Lessons taken at hospital allowed her to maintain her excellent school level during the full academic year.

Kalen (on the right) achieved an excellent 15/20 average grade in EB6 and ranked 4<sup>th</sup> in class!

Instruction Religieuse	10						
Education Sportive	10	7,50	6,50	7,50			
Activités Artistiques	10	10	10	10	10	10	20
Conduite	10	9	9	10	10	10	19,20
<b>TOTAL GENERAL</b>	<b>360</b>	<b>263</b>	<b>271,75</b>	<b>267</b>	<b>237,1</b>	<b>269,50</b>	<b>261,80</b>
<b> Moyenne Générale</b>	<b>20</b>	<b>14,61</b>	<b>15,10</b>	<b>14,83</b>	<b>13,21</b>	<b>14,97</b>	<b>14,54</b>
Place		13 / 26	11 / 26	10 / 26	12 / 26	4 / 22	11 /
Mention		B	B	B	AB	B	
Absence		1	2	3	2		10

Ranked 4th in class!



# Initiatives for 2019 and Beyond

## Scaling up operations in Lebanon

- ✓ Expand tutoring in hospitals by hiring more teachers if and when required.
- ✓ Introduce Art Therapy in other hospitals, in partnership with Saja Foundation.

## A holistic approach

- ✓ Myschoolpulse offers scholarships or private tutoring to children during the first years after treatment if parents lack financial resources. Indeed, education might become the sole long-term victim of a disease..
- ✓ Myschoolpulse may extend this financial help to brothers and sisters of hospitalized children.

# Fundraising Events



# Yearly Fundraising Events

## 1- Pulse 5K & 1K



It is a run or walk for Myschoolpulse in partnership with Faqra Club and Beirut Marathon Association.

2'144 runners and walkers participated in our 9<sup>th</sup> edition in August 2018, in Faqra Club, Lebanon.

It is our major fundraising event in the year, started in 2010.

# Yearly Fundraising Events (Cont'd)

## 2- Swim-a-thon



The Swim-a-thon is organized in partnership with LISA (Lebanese International Swim Academy). It allows us to fundraise and increase awareness for the cause among children.

Each participating child swims as many pool laps as possible during one hour. Every lap is sponsored by parents, family or friends.

The first edition was in 2012.

# Other Fundraising Events

## Concerts



Concerts were organized in London and Beirut to exclusively fundraise for Myschoolpulse.

## Sports day



Sports day for Myschoolpulse was organized by L'Ecole bilingue at Saint Mary's Terrace in London in May 2015.

# Crowd Fundraising

Myschoolpulse has developed a fundraising platform on:

[www.myschoolpulsefundraising.com](http://www.myschoolpulsefundraising.com)

- It allows anyone to help raise funds for sick children, anytime and anywhere.

Fundraising feels great and can be a joint activity with colleagues, friends or family.

- One can fundraise for many events (run, graduation, wedding, birthday, concert)
- It's easy, fun, and takes two minutes for a fundraiser to create his or her own page online. He/she then shares the page link to his contacts who may sponsor by paying online.



*Farid Habib  
fundraising for  
Myschoolpulse at  
the Zurich Ironman  
5150 Triathlon (July  
18, 2015) and  
Ironman Mallorca  
(September 26,  
2015)*

*Total amount  
collected: Over  
\$10,000*



*Micky Chebli  
fundraising for  
Myschoolpulse by  
cycling from Paris to  
Beirut in May 2016.*

*Total amount  
collected: Over  
\$45,000*

# Our Team



# Our Board of Directors



## **Mireille Nassif**

Co-Founder & President

Mireille is the co-founder of Myschoolpulse, a foundation created in memory of her son Paul. She works at UBP Geneva, previously at Credit Suisse Geneva, Brevan Howard and BNP Paribas in London. She holds a Masters in Business Administration from the Sloan School of Management (MIT).



## **Daniele Diab**

Co-Founder & Vice-President

Daniele is the co-founder of Myschoolpulse. She works at Morgan Stanley, in London. She holds bachelor degrees in mathematics and economics from the Massachusetts Institute of Technology (MIT) and a Masters in Business Administration from Harvard Business School (HBS).



## **Philippe Yared**

Philippe is Paul's father. He works at Bank Audi in Lebanon. Philippe holds a BA in economics from AUB and a Masters in Business Administration from Concordia University.



# Our Team – Most of us are volunteers



**Mireille Nassif**

[mireille.nassif@myschoolpulse.com](mailto:mireille.nassif@myschoolpulse.com)

Volunteer

Treasury, fundraising, management.



**Nicole Hadaya**

[hadayanicole@gmail.com](mailto:hadayanicole@gmail.com)

Volunteer

School director



**Daniele Diab**

[daniele.diab@myschoolpulse.com](mailto:daniele.diab@myschoolpulse.com)

Volunteer

Development, fundraising, communication.



**Lara Hage**

[lara.hage@myschoolpulse.com](mailto:lara.hage@myschoolpulse.com)

Volunteer

Media and accounting



**Philippe Yared**

[phyared@gmail.com](mailto:phyared@gmail.com)

Volunteer

Strategy and media communication



**Danielle Badro**

[d\\_badro@hotmail.com](mailto:d_badro@hotmail.com)

Volunteer

Social Media



**Nathalie Diab**

[nathaliediab@hotmail.com](mailto:nathaliediab@hotmail.com)

Volunteer

Fundraising

## Our Team (Cont'd)



**Monique Saikali**

[monique.saikali@myschoolpulse.com](mailto:monique.saikali@myschoolpulse.com)

Full-time employee

Event and fundraising



**Adla Kokoni**

[Adla.kokoni@myschoolpulse.com](mailto:Adla.kokoni@myschoolpulse.com)

Part-time employee

Hospital Coordinator & Finance Manager

# Contact information

**Website:** [www.myschoolpulse.com](http://www.myschoolpulse.com)  
**Email:** [info@myschoolpulse.com](mailto:info@myschoolpulse.com)  
**Telephone:** +961 70 115475  
**Address:** St George Hospital, office 2F1



**BECAUSE EVERY CHILD  
HAS THE RIGHT TO  
LEARN, DREAM, AND HOPE...**



THANK YOU