



PULSE 5K

Run/Walk 5k or 1K





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



Sponsorship Proposal: Pulse 5K & 1K race Faqra Club





Why sponsoring us?

- You support a charity whose mission is **education and health**.
- You send a **strong message** to your staff and customers **about your company's values**.
- **Your logo on TV** during the 20 days preceding the event in a 20 seconds MTV shot on air 100 times (for title, platinum, gold sponsors).
- **Your brand will get in front of your target customer**.
- **High visibility for sponsors** (see sponsorship package on p.20)
- **Active social media** from various influencers, bloggers and journalists.
- **MTV coverage on race day**, in the 8pm News in the Sports section
- One of the most **professional races** in Lebanon, in the exclusive **Faqra Club**.
- The race is accredited by the **Lebanese Athletics Federation (LAF)**.
- About **2'000 participants**, including the top runners in Lebanon.



Overview

PULSE 5K & 1K, in Faqra Club, is our main fundraising event in the year. Our next **11th edition** is on **Sunday, 26 July, 2020**.





Event description

- The **11th edition** is on **Sunday, 26 July, 2020**.
- It is our **main annual fundraising event**: To raise funds **to pay teachers in hospitals** who tutor sick children at their hospital beds.
- In **Faqra Club**, at 1'700m altitude, in a beautiful mountain environment.
- **Two timed races 5K & 1K**, as well as a 5K Fun Run.
- Organised with our partners **Beirut Marathon Association, Faqra Club** and **Lebanese Athletics Federation**.
- The race is accredited by the **Lebanese Athletics Federation**.
- **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.
- **Ticket price** is 30\$, online www.myschoolpulse.com or at ABC Achrafieh.
- Complimentary **Kids activities** and **buffet lunch**.



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 **breath-taking nature** and mountain views.
- **Ideal vacation destination in July** 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 business and political leaders.



Highlights of Previous Years

Number of participants:

- 1958 in 2019
- 2140 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

- TV's.
- Newspapers & Magazines.
- Pikasso LED screens.
- Social media: Facebook, Instagram, LinkedIn.
- ABC booth (flyers, oriflammes, backdrop).
- Myschoolpulse email campaigns to its 5'000 members database.
- Sponsors and partners emails to all their employees.
- The Lebanese Athletics Federation markets the race to all runners in Lebanon.

Event description - Awards ceremony



A view of the podium

... Awards ceremony (Cont'd)



Audience awaiting results and enjoying a complimentary buffet



Event description - Kids activities (2-8y)

Complimentary, animated by TicTacToc Events.



Parents can safely leave their children with TicTacToc Events 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 20). **Wide media coverage**: TV, LEDs, Newspapers, Social Media, bloggers, 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 Title, Platinum and Gold sponsors

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 Title and Platinum sponsors

Website



Visibility to Sponsors – On race day



Line up arch (For Title, Platinum, Gold)



Start arch (For Title, Platinum, Gold)



Finish arch (For Title, Platinum, Gold, Silver)



Course banners (For all Sponsors)

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



Flags

(For Title, Platinum, Gold)



Podium and backdrop

(For Title, Platinum)

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



TV

- ✓ **MTV coverage in the evening news** on race day (sports section).

Website

- ✓ **Photo of each sponsor runner** at the Finish arch posted on our website.

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



Medals

Distributed to all 5K & 1K participants



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 Title and Platinum sponsors.

Website

► SPONSORS [2019] [2018] [2017] [2016] [2015] [2014] [2013] [2012] [2011]

We'd like to thank our generous sponsors.

GOLD

ABC alfa

SILVER

AİSHTI sohat Spinneys

BRONZE

ALGORITHM PHARMACEUTICAL MANUFACTURERS BMW BANQUE BEMO BLOM BANK dar Fattal SARADARBANK TAMARI FOUNDATION



2020 Sponsorship Package

Sunday, July 26, 2020		TITLE	PLATINUM	GOLD	SILVER	BRONZE
Sponsor cash payment		\$75'000	\$30'000	\$15'000	\$10'000	\$5'000
Deadline		31-Jan-20	31-Jan-20	31-Mar-20	31-Mar-20	30-Jun-20
PRE-EVENT	Logo on Myschoolpulse website pages: .. www.myschoolpulse.com/pulse5k.asp .. www.myschoolpulse.com/eventsponsors.asp	✓	✓	✓		
	Logo on flyers and posters (with Spinneys logo on A3)	✓	✓		✓	✓
	Logo on MSP sales booth & oriflammes at ABC (with ABC logo)	✓	✓			
	Logo on MTV pack shots (100 shots, 1/3 at peak, 20d before)	✓	✓	✓		
	Sponsor's name quoted on email campaigns	✓	✓			
DURING THE EVENT	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 on course barriers at Start & Finish (2.9mL x 0.9mH)	20 banners	15 banners	10 banners	8 banners	5 banners
	Awards ceremony: Logo on podium and backdrop	✓	✓			
Outdoor flags (next to podium)	6	4	2			
Oral recognition	✓	✓	✓	✓	✓	
Booth at Awards (1 tent 2.75mx2.75, 1 table, 2chairs)	✓	✓	✓			
POST-EVENT	Logo on Myschoolpulse website	✓	✓	✓	✓	✓
	Logo on Awards Certificate online	✓	✓			

(*) Visual impact of logos as a % of platinum's logo: 70% for gold, 50% for silver & race/logistic partners (Title sponsor: 125%)



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.

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
One-on-One Tutoring	<ul style="list-style-type: none"> One-on-one tutoring at the child's bed when he/she is undertaking treatment in hospital.
Group Classes	<ul style="list-style-type: none"> Group tutoring of sick children in the same or adjacent school levels, in the hospital's school room.
Psychological Support	<ul style="list-style-type: none"> Professional psychological support to help children live a life as normal as possible during the treatment period. This includes keeping a school focus.
Extracurricular Activities	<ul style="list-style-type: none"> Individual and group activities, such as computer, logic games, story telling and arts and crafts with an art therapist.
Social Support	<ul style="list-style-type: none"> When necessary, Myschoolpulse will extend scholarships to its hospital students and their brothers and sisters.

Rationale and Benefits

- ✓ Ensure children keep up with their school work when they are in hospital for a long treatment period
- ✓ Ensure learning continues in hospital
- ✓ Allow sick children to interact within a group
- ✓ Improve children's well-being
- ✓ Reduce anxiety
- ✓ Develop children's creativity
- ✓ Build self-confidence & social skills
- ✓ Treatment expenses of a family member can affect a family's financial condition and put education on the back burner

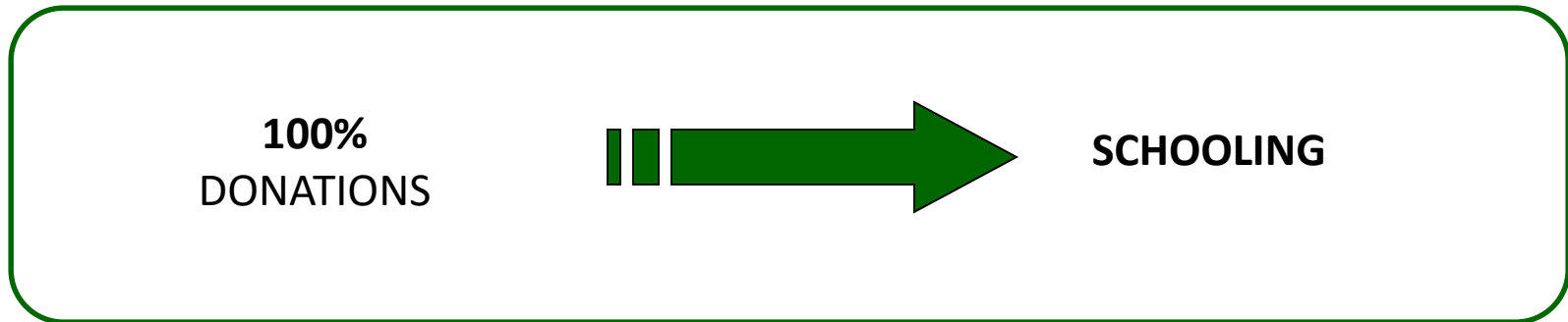


Our Impact



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 co-founder Mireille Nassif during the first 2.5 years.*

Our Presence



Myschoolpulse offers schooling in 5 hospitals currently in Lebanon.

DATE

MILESTONES

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



Children Schooled

Since inception, Myschoolpulse schooled 600 children, providing 29,777 hours of tutorship.

Teaching Centers	Schooled now	Cumulative
Hospital Lebanese Geitaoui	14	106
Rafic Hariri University Hospital	0	88
St-George Hospital University Medical Center	14	99
Centre Hospitalier Notre-Dame de Secours	37	92
Hôtel-Dieu de France	19	142
Makassed General Hospital	15	44
Oumnia Center	0	19
Home	2	10
<hr/> TOTAL	101	600

Some Statistics on Our Children

As of October 2019, we school 101 children, of which:

86% of children passed in June 2019.

60% are oncologists patients*.

51% are 10 year old and below.

50% live outside of Beirut and Mount Lebanon.

14% 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 5 hospitals.



**Rola Zakhour
Geitaoui**



**Dalal Nassif
Hôtel Dieu de France**



**Nelly Abdallah
Saint George**



**Gaby Abdel Karim
Notre Dame des Secours**



**Manal Abi Abdallah
Makassed**

Art Therapy

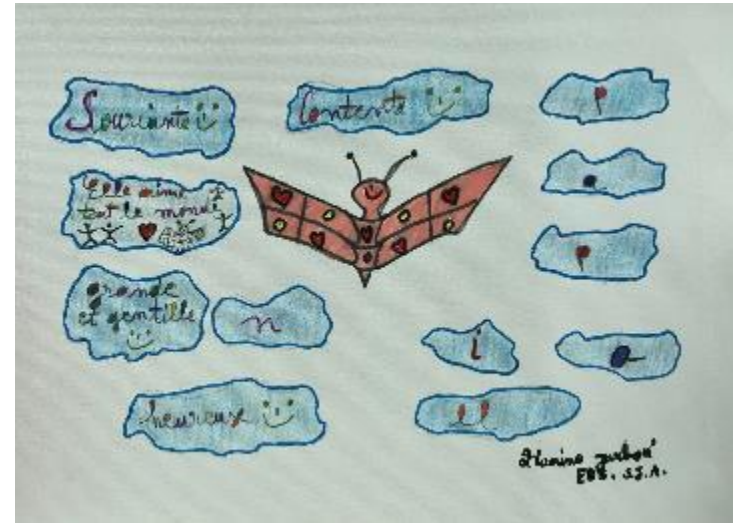
In partnership with **Saja Foundation**, Myschoolpulse offers Art therapy sessions to improve the emotional well being of the sick child.

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



*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

COLLÈGE NATIONAL		2018/2019			
Bulletin Scolaire					
GHAAZAWI	Prénom : Jana		Classe : FBI D		
MATIERES	TI	T2	T3	M.G.	
ARABE					
Communication et Expression Orales	10	9.00	8.00	8.00	
Lecture	10	8.00	8.50	8.50	
Compréhension de l'écrit	10	7.00	9.00	10.00	
Production Écrite	20	19.00	20.00	17.50	
Connaissance de la Langue	10	10.00	10.00	10.00	
Dictée	10	8.50	8.00	10.00	
TOTAL	70.0	61.50	63.50	64.00	63.00
FRANÇAIS					
Communication et Expression Orales	10	7.50	7.00	9.50	
Lecture	10	5.00	8.50	9.00	
Compréhension de l'écrit	10	10.00	6.50	6.50	
Production Écrite	20	19.00	8.00	17.00	
Connaissance de la Langue	10	8.00	8.00	9.50	
Dictée	10	10.00	7.00	10.00	
TOTAL	70.0	59.50	45.00	61.50	55.33
P.L.E.	20	18.00	11.00	12.00	14.00
ANGLAIS					
Analysés	20	18.00	15.50	17.50	17.00
MATHÉMATIQUES					
Activités Numériques	30	21.00	24.50	24.50	
Activités Géométriques	10	8.00	10.00	8.00	
TOTAL	40	31.00	34.50	32.50	32.67
SCIENCES					
Sciences	20	18.00	18.00	16.00	17.33
EDUCATIONS: CIVIQUES/ ARTISTIQUES/ PHYSIQUE / RELIGIEUSE					
Education Religieuse	20	17.00	8.00	17.50	14.17
Education Civique	20	10.00	10.00	8.50	9.53
Art Plastique	10	7.00	8.00	8.50	7.67
Sport	20	18.00	18.00	18.00	18.00
Comportement	10	9.00	9.00	9.50	9.00
TOTAL	70	61.00	53.00	60.50	58.17
TOTAL GÉNÉRAL	310	207.00	241.50	264.00	257.50
MOYENNE DE L'ÉLÈVE	20	17.22	15.58	17.03	16.62
RÉSULTATS		T. bien	rien	T. bien	T. bien

Jana's school report

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 4th 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
TOTAL GENERAL	360	263	271,75	267	237,1	269,50	261,80
 Moyenne Générale	20	14,61	15,10	14,83	13,21	14,97	14,54
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, if and when required, by hiring more teachers.
- ✓ Introduce e-learning in all hospitals
- ✓ Introduce Art Therapy in other hospitals, in partnership with Saja Foundation.

A holistic approach

- ✓ Offer a psychological support to sick children who refuse schooling.
- ✓ Offer scholarship to children if parents lack financial resources (during treatment as children may still be able to partly attend their official school, and during the following year after treatment). Indeed, education might become the sole long-term victim of a disease.
- ✓ Extend the financial help to siblings of hospitalized children in limited cases.



Fundraising Events

Yearly Fundraising Events



1- Pulse 5K & 1K



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

There are 2 timed races (5K & 1K) with various age categories, and a 5K fun run.

The 10th edition in August 2019, in Faqra Club, Lebanon, gathered 1'958 participants. The event was organized in partnership with Faqra Club, Beirut Marathon Association and The Lebanese Athletics Federation.

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 child swims as many pool laps as possible during one hour. Every lap is sponsored by his/her 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.

Crowd Fundraising

Myschoolpulse has developed a fundraising platform on:

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.
- You can fundraise for many events (run, graduation, wedding, birthday, concert).
- It's easy, fun, and takes 2mns to create your own page online. You then shares the page link to your contacts who may sponsor you by paying online.



Farid Habib fundraised for Myschoolpulse at :

- 1) *The Zurich Ironman 5150 Triathlon (July 18, 2015)*
- 2) *The Ironman Mallorca (Sep 26, 2015)*

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



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

*Total amount raised:
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 – Volunteers



Mireille Nassif

mireille.nassif@myschoolpulse.com

Volunteer

Treasury, fundraising, management.



Dr. Aimee Karam

aimeekaram@hotmail.com

Volunteer

Psychology coordinator



Daniele Diab

daniele.diab@myschoolpulse.com

Volunteer

Development, fundraising, communication.



Nicole Hadaya

hadayanicole@gmail.com

Volunteer

School director



Philippe Yared

phyared@gmail.com

Volunteer

Strategy, communication

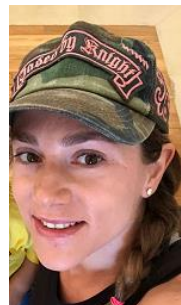


Lara Hage

lara.hage@myschoolpulse.com

Volunteer

Media and accounting



Nathalie Diab

nathaliediab@hotmail.com

Volunteer

Fundraising



Danielle Badro

d_badro@hotmail.com

Volunteer

Social Media



Our Team (Cont'd): Employees

Myschoolpulse employs 1 full-time event manager, and 1 part-time hospital coordinator.



Monique Saikali

monique.saikali@myschoolpulse.com

Full-time employee

Event and fundraising



Adla Kokoni

adla.kokoni@myschoolpulse.com

Part-time employee

Hospital Coordinator

Contact information

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Email: info@myschoolpulse.com
Telephone: +961 70 115475
Address: St George Hospital, office 2F1



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THANK YOU