



**American
Foundation
for Suicide
Prevention**



January – June 2018

Dear Corporate Giving Manager:

Did you know?

- *More people die annually in the U.S. by **suicide** than by homicide, wars, and natural disasters combined. The most recent data from the CDC is an annual loss of nearly 45,000 lives.*
- *Suicides cost **Pennsylvania** over \$1.8 billion in combined lifetime work and medical loss.*
- *Suicide is the 11th leading cause of death in Pennsylvania, and we lose on average 1 person **every 5 hours** in this state to suicide.*

I am writing to ask you to help us achieve very clear and important goals: Save lives from suicide loss and support those affected. Suicide hurts the vitality of our communities. Our Western PA chapter of the American Foundation for Suicide Prevention (AFSP) will join communities throughout the U.S. to help save lives by holding our annual **Out of the Darkness Walks**. This year the Pittsburgh region walk will be held on Saturday, August 25, 2018 at Highmark Stadium in Station Square. **We expect around 2,000 walkers, and our fundraising goal is \$250,000.**

The Pittsburgh Region Walk has been a Top 15 Out of the Darkness Walk in the U.S. for the past three years out of 500+ walks. This is great exposure for you as a sponsor!

The funds raised by our Western PA chapter will support AFSP’s suicide prevention education programs in our region, as well as provide much-needed funding for scientific research, public policy changes, and national awareness:

AFSP is a 501(c)3 nonprofit that uses 83 cents of every \$1 raised towards programs.	We used walk fundraising to train over 2,300 people in Western PA on suicide prevention in 2017.
We launched a national PSA campaign with the Ad Council in January 2018 to educate young adults: www.seizetheawkward.org	AFSP invested \$4.6 million nationally in scientific research for suicide prevention in 2017.

This is your invitation to become a corporate donor to this life-saving cause.

Please see the following agreement page for sponsorship levels and benefits, starting at only \$500. A \$2,500 sponsorship gets your name/logo on all the official Pittsburgh walk t-shirts. You are also invited to form a walk Team and invite employees and constituents to walk with us: www.afsp.org/pittsburgh

Your corporate donation is tax deductible. Our federal tax ID # is 13-3393329. More information about our organization and a copy of our 501(c)3 IRS filing & determination letter can be found on the “Financials” page on our website: <http://afsp.org/about-afsp/financials/>

I hope you consider this opportunity and be part of this movement that is gaining serious momentum both in the Pittsburgh area and nationwide. If you have any questions, please contact me at jsikora@afsp.org or (412) 260-0789. Thank you for your time and consideration.

We hope you join our fight!

Sincerely,
Jennifer Sikora
Area Director, AFSP Western PA www.afsp.org/westernpa
jsikora@afsp.org | (412) 260-0789



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OUT OF THE DARKNESS WALK SPONSORSHIP AGREEMENT – 2018 PITTSBURGH WALK

We authorize the American Foundation for Suicide Prevention to include our corporate name and logo on all “Out of the Darkness” materials consistent with our sponsorship selection and publication dates.

Company: _____

Mailing Address: _____

City: _____ **State:** _____ **Zip:** _____

Contact Person: _____

Phone: _____ **Email:** _____

Sponsorship Selection for the Pittsburgh Walk on August 25, 2018: (please check one)

- Supporter Level Sponsor** | Donation of \$500 = logo on walk website & event ‘jumbotron.’
- Advocate Level Sponsor** | Donation of \$1,000 = Supporter-level benefits + logo on event emails, social media.
- Activist Level Sponsor** | Donation of \$2,500 = Advocate-level benefits + logo on event **t-shirts**.
- LifeSaver Level Sponsor** | Donation of \$5,000+ = Activist-level benefits + table at walk*, named as sponsor for an upcoming Western PA education event, and option to hold education event at your company at no cost.

YES | NO “All Walks” Sponsor: Add \$1,000 to your donation to also sponsor our other 2018 Western PA community walks in Erie, Elk County, and Lawrence County. This includes your logo on all of those walks’ t-shirts.

*Please refer to our separate tabling agreement for terms and conditions.

IMPORTANT: Agreement and Logo Must be Received by July 25, 2018

Please Mail or Email Agreement and Payment To: jsikora@afsp.org
Jennifer Sikora, AFSP Western PA Chapter
2426 Dogwood Drive, Wexford, PA 15090

Please Email Your Logo (EPS and PNG formats) to: jsikora@afsp.org

Donation Via (please check one):

Enclosed Check

Payable to: American Foundation for Suicide Prevention. In memo line, please indicate: “Pittsburgh Walk”

Credit Card:

AMEX MasterCard Visa Discover

CARD NO. _____

EXP. DATE: _____ CODE: _____ BILLING ZIP: _____

Charge amount authorized: \$ _____

Authorized Signature:

_____ Date: _____

Thank You for Your Generous Support of the American Foundation for Suicide Prevention!