



OHIO NURSE OF THE YEAR



OHIO NURSE OF THE YEAR PHILANTHROPIC OPPORTUNITIES

**December 1, 2020
12:00 p.m.**



March of Dimes imagines a world where every mom and baby is healthy regardless of wealth, race or geography. Our goal is to end preventable maternal risk and death, preterm birth and infant death.

OUR ORGANIZATION DOES THIS BY:

- Supporting research toward solutions that ensure every baby is born healthy.
- Advocating for policies that prioritize the health of moms and babies.
- Providing resources and programs to help moms before, during and after pregnancy.
- Educating medical professionals on known solutions to improve the care that moms and babies receive.
- Uniting local communities across the nation through events and collaborations.
- Partnering with organizations and companies committed to helping moms and their families.

In the United States:

- Nearly half a million babies are born prematurely or with birth defects each year
- 1 in 10 babies are born preterm. The rate is highest for black babies followed by Native American and Hispanic babies.
- Every hour 2 babies die.
- Every day 2 women die from pregnancy related causes making the U.S. the most dangerous developed country to give birth.
- In addition to the human toll, the societal cost of premature birth is more than \$25.2 billion per year.

In the last year:

- 4,000,000 babies benefited from our research, vaccines, education, advocacy and breakthroughs.
- About 16,000 babies in the U.S. received life-saving surfactant therapy developed with funding from March of Dimes.
- Over 50,000 families benefited from our NICU Family Support program, which aims to improve the NICU experience for families through education and support. Even more received information and comfort through our MY NICU Baby® App and Mi Beb  en la NICU
- Women in more than 20 states received group medical care, prenatal education, childbirth preparation and postpartum care education through our Supportive Pregnancy Care program.
- 2,400+ nurses received in-person professional education and 525 nurses received virtual training.

It's Not Fine, But It Can Be: With Your Help.

2020 Ohio Nurse of the Year



Healthy Moms. Strong Babies.

March of Dimes works to end premature birth and other problems that threaten our babies.

We help moms have full-term pregnancies and healthy babies.

If something goes wrong, we offer information and comfort to families.

We research the reasons why babies are born too soon or sick and work on preventions.

For the safety of all our families, nurses, and community members
we have decided to have a virtual event this year.

Nurse of the Year Awards is an awards event and fundraiser that brings together the health care community to recognize nursing excellence and achievements in research, education, quality patient care, innovation and leadership. Twenty-one awards will be presented to the most outstanding nurses within each category. In 2019, we were represented by over 50 health systems and universities from across the state of Ohio.

2020 has been recognized as the year of the nurse and midwife. We are excited to celebrate the efforts of our Ohio nurses and midwives. The impact nurses have had in this time of crisis has been tremendous and now, more than ever, we need to recognize and celebrate the Year of the Nurse.

Nurses are first nominated by peers, nurse managers, supervisors or even the families they have impacted. Following, each nurse is asked to submit an application to be considered. Each application is carefully reviewed and scored by a committee of Chief Nursing Officers and other nurse leaders from the health care community in the state of Ohio.

We invite you to discuss the variety of options available for Nurse of the Year sponsorship to help you reach an active and engaged audience. By working with your March of Dimes representative, you can create a program that meets your goals and objectives and targets audiences in your area, and even across the country. Together we can reach key audiences in your community.





MARCH OF DIMES 2020 NURSE OF THE YEAR AWARDS- OHIO

CELEBRATING NURSING EXCELLENCE TOGETHER TO HELP MOMS AND BABIES

The 2020 Ohio Nurse of the Year Awards will be celebrated as a virtual event and fundraiser that brings together the health care community in Ohio to recognize nursing excellence and outstanding achievements in the areas of:

Research
Clinical Education and Staff Development
Clinical Preceptorship
Academic Education
Patient Care
Innovation
Leadership
Outstanding Graduate
March of Dimes Mission

All nominees and supporting organizations will be recognized at the 2020 Ohio Nurse of the Year Award virtual event and winners will be chosen in each category who demonstrate exceptional leadership, excellence and service in nursing.

Proceeds from the virtual event will go to support March of Dimes in the fight for the health of all moms and babies. March of Dimes is honored to pay tribute to the nursing profession in the Year of the Nurse by recognizing extraordinary nurses throughout the community who make a difference in countless lives every day.

March of Dimes Year of the Nurse 2020 Award Categories:

Research Award recognizes a nurse who has made significant and sustained contributions to nursing research and whose research has positively impacted the profession and the clients it serves.

Clinical Education and Staff Development Award recognizes three nurse educators and/or nurses in staff development in the clinical setting who have demonstrated exceptional skill, leadership, an teaching excellence, while championing diversity and inclusivity in promoting education for nurses in the clinical setting.

Clinical Preceptorship Award recognizes three nurses in the clinical setting that have served as preceptors and have consistently demonstrated exceptional mentorship, leadership, compassion, and teaching excellence, while championing diversity and inclusivity in promoting education for nurses or student nurses in the clinical setting.

Academic Education Award recognizes three nurse educators in the academic setting who have demonstrated exceptional innovation in teaching/learning practices, professionalism, and teaching excellence while championing diversity and inclusivity in promoting education for nurses. Awards will be given in each of the following categories: academic nurse educators with <5 years, 6-20 years, and >20 years of teaching experience.

Patient Care Award recognizes three nurses practicing in any clinical area that consistently exemplify excellence in patient care demonstrating: a deep commitment to delivering safe and high-quality care to patients, compassion, a positive attitude, high responsiveness, effective communication skills, and a strong team spirit.

Innovation Award recognizes a nurse whose innovation has improved patient safety, quality of care and patient outcomes in the healthcare environment. Innovations can be in the form of products, programs, projects, or interventions that improve healthcare practice.

Leadership Award recognizes three nurses who demonstrate outstanding leadership skills through example and possess excellence in mentoring, professionalism, scholarship, inclusivity, and integrity. The award recipients consistently inspire, support, and encourage others in addition to creating an environment of compassion. Awards will be given in each of the following categories: category: nurses with <5 years, 6-20 years, and >20 years of leadership/management experience.

Outstanding Graduate Award recognizes three nurses who have graduated from any RN, LPN, or graduate nursing program within the last year. The award recipients consistently provide safe patient care, demonstrate genuine compassion for patient needs, and work well with others. These rising stars in nursing demonstrate a strong potential for being tomorrow's nurse leaders and show a deep commitment to lifelong learning.

March of Dimes Mission Award recognizes a nurse who demonstrates excellence, compassion and dedication in embodying the mission and vision of the March of Dimes by promoting healthy moms and strong babies. The recipient of the March of Dimes Mission Award is an effective nurse leader serving the clinical community and/or general community fighting effectively and passionately to advance the health of all moms and babies.

PAST TOP LEVEL SPONSORS





For all levels of sponsorship, your logo will be included on the gift for the category in which you present.

As a sponsor of Nurse of the Year, your company will receive the following benefits:

SERVANT LEADER - \$25,000

- Opportunity to provide video on Nurse of the Year website and link to video in communication to Nurse of the Year attendees
- Opportunity to give a welcome address to guests at virtual event
- Recognition as a Servant Leader & March of Dimes Leadership Category Sponsor included in press release and media interview to spotlight corporate involvement in the 2020 Nurse of the Year
- All event digital marketing pieces featuring "March of Dimes Nurse of the Year , Presented by, [company name], Servant Leader". Logo/name recognition as Servant Leader Sponsor on promotional pieces, including but not limited to: event invitation, March of Dimes Ohio Facebook, geo-targeted event emails, event website with link to company website
- As Servant Leader Sponsor, compose letter to address attendees in digital program. Messaging to be approved by March of Dimes
- Full page color ad in digital program
- Open to other customized benefits with integrated branding opportunities
- Preferred seating for 2021 Nurse of the Year Awards Ceremony
- Special recognition as 2020 sponsor during 2021 Nurse of the Year Awards
- Servent Leader sponsor branded reusable gift to all nominees
- Opportunity to compose letter on behalf of sponsoring company to be delivered to hospital or institution President/ CEO of the winning nurse
- Company logo included on custom banner congratulating winners to be displayed in each nurse's hospital or institution
- Social media post recognizing category winner to include company logo

Award Category

Sponsor an Award Category: Leadership

- Company representative to present award during virtual program
- Company name mentioned as Leadership Category Sponsor by presenter
- Company name to appear in digital program as sponsor of Leadership Category

AMBASSADOR PARTNER - \$10,000

- Logo/name recognition as Ambassador Partner & March of Dimes Mission Category Sponsor featured on digital promotional pieces, including but not limited to: event invitation, March of Dimes Ohio Facebook, geo-targeted event emails, event website with link to company website
- Full page color ad in digital program
- Preferred seating for 2021 Nurse of the Year Awards Ceremony
- Special recognition as 2020 sponsor during 2021 Nurse of the Year Awards
- Ambassador Partner sponsor logo included on branded reusable gift to all winners
- Company logo included on custom banner congratulating winners to be displayed in each nurse's hospital or institution
- Social media post recognizing category winner to include company logo

Award Category

Sponsor an Award Category: March of Dimes Mission

- Company representative to present award during virtual program
- Company name mentioned as March of Dimes Mission sponsor by presenter
- Company name to appear in digital program as sponsor of March of Dimes Mission category

COURAGEOUS CITIZEN- \$7,500

- Logo/name recognition as Courageous Citizen & Research Category Sponsor featured on digital promotional pieces, including but not limited to: event invitation, March of Dimes Ohio Facebook, geo-targeted event emails, event website with link to company website
- Full page black and white ad in the digital program
- Preferred seating for 2021 Nurse of the Year Awards Ceremony
- Special recognition as 2020 sponsor during 2021 Nurse of the Year Awards
- Courageous Citizen sponsor logo included on branded reusable gift to all winners
- Social media post recognizing category winner to include company logo
- Roses delivered to award winners on behalf of company

Award Category

Sponsor an Award Category: Research

- Company representative to present award during virtual program
- Company name mentioned as Research sponsor by presenter
- Company name to appear in digital program as sponsor of Research category

COMMUNITY CHAMPION - \$5,000

- Logo/name recognition as Community Champion Sponsor featured on digital promotional pieces, including but not limited to: event invitation, March of Dimes Ohio Facebook, geo-targeted event emails, event website with link to company website
- Half page black and white ad in the digital program
- Preferred seating for 2021 Nurse of the Year Awards Ceremony
- Special recognition as 2020 sponsor during 2021 Nurse of the Year Awards
- Social media post recognizing category winner to include company logo
- Community Champion sponsor logo included on personalized delivery to winning nurses from Nothing Bundt Cakes

Award Category

Sponsor an Award Category: (Open)

- Company representative to present award during virtual program
- Company name mentioned as category sponsor by presenter
- Company name to appear in digital program as sponsor of a specific category

HOMETOWN HERO - \$2,500

- Logo/name recognition as Hometown Hero Sponsor featured on digital promotional pieces, including but not limited to: event invitation, March of Dimes Ohio Facebook, geo-targeted event emails, event website with link to company website
- Quarter page black and white ad in the digital program
- Preferred seating for 2021 Nurse of the Year Awards Ceremony
- Special recognition as 2020 sponsor during 2021 Nurse of the Year Awards

Award Category

Sponsor an Award Category: (Open)

- Company representative to present award during virtual program
- Company name mentioned as category sponsor by presenter
- Company name to appear in digital program as sponsor of a specific category

Fund The Mission

Additionally, if you would like to further support March of Dimes mission, a 100% tax-deductible donation can be made to support the work of March of Dimes.

COVID-19 SUPPORT: The pandemic is putting mom and baby health even more at risk. Your support provides:

- Research for COVID-19 treatments ensuring they are inclusive and safe for pregnant and lactating women
- Resources and training for doctors & nurses in the ICU/ NICU who are fighting tirelessly for moms and babies every day
- Opportunities for maternal and child health experts, expectant moms and new parents to come together to get the latest news, information and resources during the COVID-19 pandemic to prepare for birth and caring for a newborn at home

HEALTH EQUITY FOR MOMS AND BABIES: The U.S. faces a maternal and infant health crisis. It remains among the most dangerous developed nations for childbirth, with significant ethnic and racial disparities existing in health care. To improve health outcomes for moms and babies, health care systems must address threats to good health. Research shows one potential threat is implicit bias—the attitudes and stereotypes that affect an individual's understanding, actions and decisions in an unconscious manner.

YOUR \$5,000 GIFT WILL

- Supports investments nationally and locally to reduce disparities in maternal and infant health
- Provide on-demand training for staff at one hospital on topics to improve care and support, including easing parent trauma in the NICU and caring for the caregiver
- Provide moms-to-be access to our Supportive Pregnancy Care program, where they receive prenatal care, support and education throughout their pregnancy

YOUR \$2,500 GIFT WILL

- Help 10 women access quality prenatal care
- Advocating efforts needed to help those families impacted by COVID-19

YOUR \$1,000 GIFT WILL

- Provide four moms-to-be access to our Supportive Pregnancy Care program where they receive prenatal care, support and education throughout their pregnancy
- Honor three military families with the specialized support of a military mom baby shower

YOUR \$500 GIFT WILL

- Help 5 families feel at ease in the NICU with support and education

YOUR \$250 GIFT WILL

- Support a NICU family at their bedside to help them navigate the challenges of having a preterm baby

YOUR \$100 GIFT WILL

- Provide baby items for women who complete a prenatal education program