

Helping Heals



Program Description

Tuesday's Children's Helping Heals program was established in 2006 in response to 9/11 youth who had experienced post-traumatic growth through our programming and sought to give back to others in need. Helping Heals connects youth and families impacted by 9/11 with community service projects and disaster relief programs. One of Tuesday's Children's core competencies is the philosophy that "helping heals". By helping others, the families of Tuesday's Children move forward, by going through their grief process, building their resilience and transforming pain into positive action. Research indicates that giving something back to the community helps improve psychological mental health.

Closely connected to Tuesday's Children's Youth Mentoring Program and Career Resource Center, Helping Heals promotes skills building and service learning among youth and families with a focus on education, mentorship, role modeling, volunteerism and professional development.

Objectives

The goals and objectives of Tuesday's Children Helping Heals program include:

- Link youth impacted by 9/11 with community service programs to benefit others recovering from disasters
- Instill emotional well being, self esteem, self worth and efficacy in youth by teaching the value of volunteering
- Create lasting bonds between 9/11 youth and individuals who have had similar experiences
- Provide participants with a transformational experience that helps them turn their personal pain into resilience and self worth by helping others in need

Program History

While volunteering has always been a component of our programs, Tuesday's Children officially launched the Helping Heals program in 2006. In partnership with Rustic Pathways, 9/11 youth traveled with Tuesday's Children to a remote village in Costa Rica in 2006 and 2007. In 2008 and 2009, Tuesday's Children began working with Habitat for Humanity brought youth to New Orleans, LA to assist areas ravaged by Hurricane Katrina. In 2010, participants traveled to Charleston, SC for a house building community assistance project. In 2011, we brought Helping Heals to Bay St. Louis, MS, and in more recent years we have coordinated volunteer efforts in Austin, TX; in local communities impacted by Superstorm Sandy; in the Newtown Sandy Hook community impacted by the December 14, 2012 tragedy in Newtown, CT; in urban communities around New York City; and in military communities throughout the New York Metropolitan area. behaviors such as substance abuse, truancy and general poor self esteem.

"I was fortunate to accompany seventeen children and their chaperone's to Austin, TX this past February for Helping Heals. I have thought of this trip often since coming back. What an incredible and rewarding experience for me, but more importantly for the children. I was so moved to see the closeness established between them. They were so thankful to be with each other! Everyone got up early, worked long days and never complained. At the end, every single child said, in their own way, their high was being together and their low was going to have to separate. One boy beautifully said, "my low will be waking up Saturday morning away from all of you!" Having experienced my own loss on 9-11 I understand the importance of being with others who share the same experience. This trip is so valuable for the kids to bond, grief and recover with friends who "get it". Also, the joy to give of yourself to help others in need, is such a gift Tuesday's Children is teaching."

-Margaret Iskyan, Helping Heals testimonial

For more information on sponsorships, please email Denean@tuesdayschildren.org or call 212.332.2980.

Helping Heals Sponsorship Opportunities



Exclusive Sponsor—\$100,000 | Covers entire cost of the program

Sponsorship package includes:

- Listing as Exclusive Sponsor on all press and program collateral
- Inclusion of logo on program media: thank you gifts, backpacks
- Press release issued
- Social media campaign

Premier Sponsor—\$65,000 | Covers cost of participant kids, program materials, and supplies

Sponsorship package includes:

- Listing as Premier Sponsor on all press and program collateral
- Inclusion of logo on program media: thank you gifts, backpacks
- Mention as sponsor in press release about the program
- Social media campaign

Presenting Sponsor—\$30,000 | Covers cost of venue rental, breakfast and lunch

Sponsorship package includes:

- Listing as Presenting Sponsor on all press and program collateral
- Inclusion of logo on program media: thank you gifts, backpacks
- Mention as sponsor in press release about the program
- Social media campaign

Prime Sponsor—\$5,000 | Covers cost of transportation, mailing care packages to deployed service members

Sponsorship package includes:

- Listing as Prime Sponsor on all press and program collateral
- Inclusion of logo on program media: thank you gifts, backpacks
- Mention as sponsor in press release about the program
- Social media campaign

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