



**St. Louis**

MOVING UPWARD, INC.

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EIN #82-2145280

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## Sponsorship Request

\*make tax deductible commitment to Moving Upward, Inc\*

Thank you for your time. My name is Byron Hayes, founder of [Moving Upward](#), a tax exempt non-profit organization focused on housing homeless Veterans. In support of our housing program, we also utilize collaborative partnership approaches for the development and implementation of wellness initiatives throughout St. Louis, MO.

We are seeking your support for our “Hoopn’ for Hearts” wellness initiative. This endeavor was inspired by a tragedy. On February 1, 2019, while out enjoying the evening with a former basketball player I coached in High School, we exchanged pleasantries with his cousin, and by 11pm the cousin was dead. While driving to his destination, the young man had a heart attack, hitting parked cars; he was ejected from the vehicle. This young man wasn’t even 30 years old. To his family's knowledge, he had no prior heart ailments.

As a result, we are centered on the early detection of hypertension—the “silent killer.” This initiative, through basketball, is for all men 30 years and older in the St. Louis metro area. This group was intentionally identified because of their high-risk for hypertension. For example, the recent change in blood pressure guidelines to 130 over 80 alarmingly classifies 59% of all African American men as having high blood pressure; up from 42%.<sup>1</sup>

We’ve chosen a path to controlling high blood pressure for this under-served group through participation in the YMCA’s Evidence Based Blood Pressure Self-Monitoring Program (“BPSM”, see attached fact sheet). Players agree to be screened prior to league play. A hypertensive measurement activates the fee-based, 4 month arrangement of home self-monitoring, using proper measuring techniques, individualized support and nutrition education (**all sponsorship levels subsidize \$40 BPSM fee**). The participant is assigned a YMCA Healthy Heart trained Ambassador that oversees participants:

- Properly measuring and recording their blood pressure at least two times per month with a take home monitor
- Attending two personalized consultations per month
- Attending monthly Nutrition Education Seminars

We are excited about the long term impact of this initiative and its achievements in:

- Reduction in blood pressure
- Better blood pressure management
- Increased awareness of triggers that elevate blood pressure
- Enhanced knowledge to develop healthier eating habits

<sup>1</sup>American Heart Association News, "More than half of all African-Americans have high blood pressure under new diagnostic guidelines", November 14, 2017.

94% of past participants reported continuing self-monitoring at the end of the 4 month monitoring period.<sup>2</sup> This awesome feedback compliments our goal of helping the men take control of their health through sustainable, controlled blood pressure practices. Ultimately reducing the risk of cardio vascular disease, and its related complications; heart failure, heart attack, diabetes and stroke.

The league consists of two sessions (summer & fall) and approximately 12 weeks long. Games are played on Sunday's from 10am-4pm at the O'Fallon Park YMCA 4343 West Florissant Blvd. 63107. Will your organization support us as we promote and teach people with a risk of heart disease to be active, eat healthy, conduct daily monitoring, take medication, reduce risks, problem solve and develop healthy coping habits for heart health?

With an estimated 300 participants (for both sessions), our league is the only amateur sports league in the metro area with a requisite health initiative. It is innovative and fun, the awareness and high visibility increases 7 fold as we expand this initiative into three different cities in Missouri (Kansas City, Jefferson City, and Sikeston) and then to the Midwestern Regional cities of Chicago, Cleveland, Indianapolis, and Detroit. In a three year span we expect to foster a behavioral change for more than 2,400 men to develop a strong discipline for heart health and a general well-being.

## Event Sponsorship (M.V.P.)

- **General Sponsorship - \$15,000:**
  - Company's name and logo highlighted on all Moving Upwards'- Hoopn' for Hearts social media sites, website/print/media promotional materials for each session
  - Recognition by and accompaniment with Moving Upward on all live radio/television promotions including community presentations
  - Banner placement at game sites
  - Product display table at your discretion during both 12-week sessions
  - Access to lunch provided by any meal sponsor throughout both 12-week sessions
  - (10) T-Shirts (long sleeve/short sleeve) with Company logo on back, (10) Embroidered Polo shirts with logo at right chest
  - Arrangement for on-site speech(s) by your spokesperson, to the men and their families promoting your Company while stressing the reduction of hypertension

## Apparel Sponsorship (All-Star)

A single choice or combination of:

- **Game Uniforms - \$10,000**: Company logo, as a patch, at the upper left front of the official game jerseys, approx.150 uniforms (exhibit C)
- **Polo Shirts - \$1,000**: High quality, embroidered Polo shirts worn by the Hoopn' for Hearts Executive staff, team coaches, and your Company's staff, Company logo at right chest (exhibit B) (10) shirts to Company
- **T-Shirts - L/Sleeve \$350 - S/Sleeve - \$250**: Worn by the players, event staff & available to the public - Company logo on back (exhibit A) - (5) L/Sleeve - (5) S/Sleeve shirts to Company

## Product/General Sponsorship (High-Scorer)

- **\$250 per session** - Display table with signage available at Company's discretion to make available on-site consumables or take home products for Hoopn' for Hearts players, staff and the general public. ***Alternatively, general donations start at \$100.***

<sup>2</sup> YMCA Blood Pressure Self-Monitoring Program Fact Sheet October 2017 pg. 2.

# TAKE ACTION TO IMPROVE HEART HEALTH



## Blood Pressure Self-Monitoring Program October 2017

FOR YOUTH DEVELOPMENT®  
FOR HEALTHY LIVING  
FOR SOCIAL RESPONSIBILITY

### BACKGROUND

According to the American Heart Association, nearly 80 million adults have high blood pressure in this country. Less than half have it under control.

High blood pressure is most prevalent in racial and ethnic minority populations, and is often referred to as “The Silent Killer” because there are typically no warning signs or symptoms. High blood pressure is a key, modifiable, risk factor for both heart disease and stroke, which are two of the leading causes of death in the United States.

### PROGRAM OVERVIEW

The Y designed the Blood Pressure Self-Monitoring program to help adults with hypertension lower and manage their blood pressure. The four-program focuses on regulated home self-monitoring of one’s blood pressure using proper measuring techniques, individualized support and nutrition education for better blood pressure management. With the support from a trained Healthy Heart Ambassador, participants:

- Measure and record their blood pressure at least two times per month
- Attend two personalized consultations per month
- Attend monthly Nutrition Education Seminars

### GOALS

- Reduction in blood pressure
- Better blood pressure management
- Increased awareness of triggers that elevate blood pressure
- Enhanced knowledge to develop healthier eating habits

### WHO QUALIFIES?

- Be at least 18 years old
- Be diagnosed with high blood pressure
- Not have experienced a recent cardiac event
- Not have atrial fibrillation or other arrhythmias
- Not be at risk for lymphedema



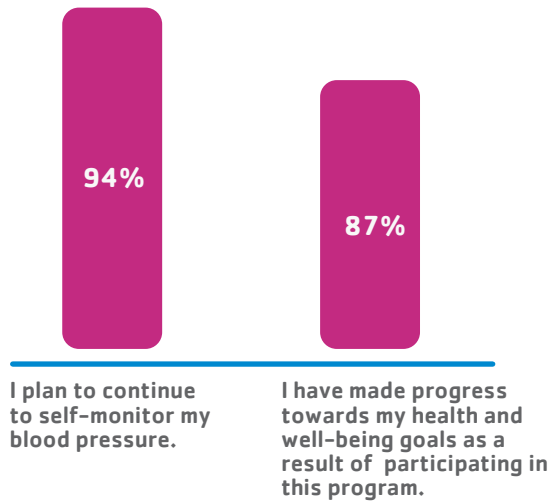
### BY THE NUMBERS

Number of Y associations offering the program	76
Number of states delivering the program	28
Number of BPSM program sites 63% Y Sites   37% non-Y Sites	163
Number of Healthy Heart Ambassadors trained	757
Number of participants enrolled	4,140
Percentage of participants who begin the program uncontrolled <sup>^</sup>	48%
Percentage of participants who begin the program uncontrolled and became controlled	43%
Average change (mm/Hg) in systolic blood pressure (in uncontrolled)	-11.3*
Average change (mm/Hg) in diastolic blood pressure (in uncontrolled)	-6.3*

Data as of March 2017 | <sup>^</sup>Uncontrolled defined as  $\geq 140/90$   
<sup>\*</sup>Based on enrollees who have  $\geq 2$  months between initial and final blood pressure reading

## RESULTS

Participants were asked to provide feedback at the conclusion of the program about their plans to continue self-monitoring their blood pressure. **And, we are excited about what we heard!**



"I feel that this program has helped so many to realize how important having a normal blood pressure is. As a result of my participation in the program, I am making better eating choices and I have lowered my blood pressure drastically. I've been told I may be able to come off my medications as soon as within six weeks if this type of progress continues."

- Participant, Birmingham Metropolitan YMCA

This program is an undiscovered gem as far as I am concerned. I am so glad that I participated...everyone was so kind, encouraging, and positive. Please continue to provide this service. My doctor could not say enough about the manner in which I shared my blood pressure numbers and I was pleased to tell her that this program...was instrumental in giving me the tools to do so. Thank you so much!"

- Participant, Volusia/Flagler YMCA

## PROGRAM DEMOGRAPHICS

### RACE

White/Caucasian:	55%
Black/African American:	33%
Asian:	4%
Other:	3%
Prefer Not to Answer:	3%
Native Hawaiian/Pacific Islander:	1%
Two or More Races	1%
American Indian/Alaska Native:	>1%

### ETHNICITY

Hispanic/Latino:	9%
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### AGE

Under 25:	1%
25-24:	3%
35-44:	9%
45-54:	16%
55-64:	26%
65-74:	28%
75-84:	14%
85+:	4%

Average Age:	62
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### GENDER

Female:	70%
Male:	30%

### REFERRAL SOURCE

YMCA Staff or Volunteer:	60%
Doctor or Health Care Professional:	11%
Friend, Family, Word of Mouth:	11%
Other:	8%
Poster, Flyer, Y Event:	6%
Media (TV, web, radio, print, etc.):	2%
Direct mailing or email communication:	2%
Y Website:	1%

The Blood Pressure Self-Monitoring Program is at work at **163 sites** in **28 states**

For a full list of sites, visit:  
[ymca.net/blood-pressure-self-monitoring](http://ymca.net/blood-pressure-self-monitoring)

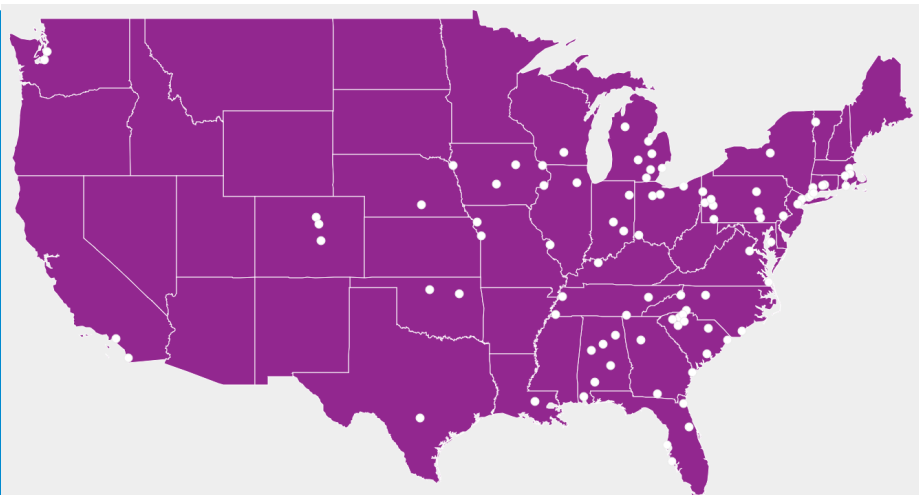




EXHIBIT "A"



EXHIBIT "A"



EXHIBIT "B"



EXHIBIT "C"

# Men's 30 & over Basketball League



For the early detection of high  
Blood pressure (Hypertension)

Team pays Officials cost  
Spring Session—\*call for  
start date

Location: O'Fallon Park  
YMCA

Sunday's 10am to 4pm

Team owners/coaches  
Contact B. Hayes  
314-497-3840  
bknyce69@gmail.com

- all players and coaching staffs agree to be screened for high blood pressure BEFORE league play.
- a high measurement activates a 4-month arrangement of reporting at least two measurements per month using a take home blood pressure monitor
- the participant is assigned a YMCA trained Healthy Heart Ambassador that oversees the participants progress
- participant attends two short personal consultations per month and one nutritional seminar per month

