



ATHLETES 
FOR
miracles
PLAYBOOK

WE ARE EXCITED TO WELCOME INDIVIDUALS WITH A PASSION FOR THEIR SPORT INTO THE MIA'S MIRACLES FAMILY. ATHLETES FOR MIRACLES ACTS AS AN OVERARCHING PROGRAM FOR ATHLETES ACROSS ALL SPORTS TO RAISE FUNDS AND AWARENESS FOR MIA'S MIRACLES' CAUSES AND PROGRAMS.



Mia WAS DIAGNOSED WITH BRAIN AND SPINAL CANCER AT JUST 17 MONTHS OLD. SHE FOUGHT LONG AND HARD, ESPECIALLY THE LAST FOUR MONTHS OF HER LIFE, BUT HER SPIRIT CONTINUED TO SHINE.



MIA BROUGHT LIGHT AND JOY TO ALL THAT CAME INTO HER PRESENCE AND BECAUSE OF THAT HER SPIRIT LIVES ON. MIA'S LIGHT NOW SPREADS THROUGHOUT OUR MISSION TO HELP OTHERS, A MISSION TO PROVIDE BLESSINGS AND A MISSION TO SPREAD HAPPINESS DURING UNFORESEEN CIRCUMSTANCES. JOIN US IN CELEBRATING MIA'S LIFE AND HONORING HER LEGACY THROUGH MIA'S MIRACLES. MIA'S BLESSINGS TO US WHILE SHE WAS ON THIS EARTH WILL LAST THE REST OF OUR LIVES! TOGETHER WE WILL FIND THE MIRACLES IN EACH DAY. THE MIRACLES OF LIFE, HOPE, AND LOVE!

- Maria Ochoa and Camilo Villegas

MISSION

MIA'S MIRACLES PROVIDES SMALL BLESSINGS WITH LARGE IMPACTS, BRINGING SMILES AND POSITIVITY TO CHILDREN AND FAMILIES FACING CHALLENGING CIRCUMSTANCES.

VISION

THAT ALL CHILDREN AND FAMILIES RECEIVE ACCESS TO RELIABLE RESOURCES AND A SUPPORTIVE NETWORK THAT LEADS TO A HOPEFUL FUTURE.



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WHAT MAKES A MIRACLE ATHLETE?

EACH MIRACLE ATHLETE SHOULD EMBODY WHAT MIA'S MIRACLES FOUNDATION STANDS FOR. A FEW WORDS THAT COME TO MIND INCLUDE GRATITUDE, JOY, LOVE AND HOPE. WHEN INDIVIDUALS EXUDE THESE TRAITS, WE KNOW THAT WITH EACH PASSING MOMENT, MIRACLES CAN HAPPEN.

THAT'S ME! NOW WHAT?

EACH ATHLETE MUST AGREE TO THE TERMS* OF BEING A MIRACLE ATHLETE. TERMS INCLUDE:

Each athlete or team agrees to follow Mia's Miracles brand guidelines (provided separately) on all outgoing collateral or media.

Each athlete or team to produce a minimum of three social media posts for each month of a fundraising campaign for each social media platform used. Mia's Miracles should be tagged on Instagram (@mias_miracles) and Facebook (@MiasMiraclesFoundation). Copy to be approved by Mia's Miracles team.

If PR opportunities arise, each athlete should run all content and talking points related to Mia's Miracles by the Foundation team for approval.

Promote in other relevant locations if available such as website, newsletters, blogs, etc.

**Failure to comply with Mia's Miracle's terms, branding and playbook requirements will result in the termination of your Athletes for Miracles program.*

HOW DOES THE FOUNDATION SUPPORT ATHLETES?

MIA'S MIRACLES WILL PROVIDE EACH ATHLETE WITH THE FOLLOWING:

A specific sport logo for usage on all materials, such as Running for Miracles, Cycling for Miracles, etc.

If media opportunities arise that request interviews from Camilo or Maria Villegas, the team will try its best to comply. This does not guarantee availability.

The Foundation team will send out relevant email communication to Mia's Miracles donor database to promote each athlete's/team's mission.

Logo and link to athlete/team information will be included on Mia's Miracles website under the Athletes for Miracles sub-page.

DONATIONS

WE'RE GRATEFUL THAT YOU ARE A CHANGE MAKER!

MOST DONATIONS WILL FALL UNDER TWO CATEGORIES AND OUR TEAM WILL WORK WITH YOU TO FACILITATE AND EXECUTE THE BEST PATH FOR DONATIONS:

Mia's Miracles can provide a fundraising donation page that will automatically connect to the Mia's Miracles donation platform. All donations will be processed through Mia's Miracles Foundation with donors receiving the proper receipting and acknowledgment for tax purposes.

If your organization is a 501c3 and you prefer to collect and process donations, at the culmination of your fundraiser you can make one lump-sum donation to Mia's Miracles by check or online.



LET'S DO THIS!

READY? SEND THE DETAILS OF YOUR **FUN**RAISER TO GENNA@MIAS-MIRACLES.ORG INCLUDING YOUR SPORT, TIMELINE, AN OVERVIEW OF HOW YOU INTEND TO **FUN**RAISE, AND THE METHOD YOU PREFER TO COLLECT DONATIONS.

SET. UPON APPROVAL YOU WILL BE SENT AN ATHLETE FOR MIRACLES SPORT LOGO, BRANDING GUIDELINES AND INFORMATION ON SETTING UP A FUNDRAISING PAGE, IF YOU WOULD LIKE TO USE OUR PLATFORM. WE'LL COORDINATE SOCIAL MEDIA POSTS AS NEEDED AND WILL ADD YOUR EVENT TO WWW.MIAS-MIRACLES.ORG.

GO! PROMOTE YOUR **FUN**RAISER THROUGH YOUR SOCIAL MEDIA CHANNELS, EMAIL, WORD OF MOUTH AND ANY OTHER PROMOTIONAL OPPORTUNITIES YOU SEE FIT.



are you a golfer?

Ask your community to pledge to donate X amount for each birdie in a tournament.

Ask your community to donate a certain amount per holes played in a single month and share your progress on Instagram.

are you runner, triathlete or cyclist? ?

Ask your community to pledge X amount per miles covered throughout your races.

Ask your community to pledge X amount for each mile covered during a specific month.



MIA'S MIRACLES FOUNDATION
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www.mias-miracles.org



[instagram.com/mias_miracles/](https://www.instagram.com/mias_miracles/)



[facebook.com/MiasMiraclesFoundation](https://www.facebook.com/MiasMiraclesFoundation)



<https://www.youtube.com/channel/UCVu24im5W1lUJk5luAs2qEQ>