



the jacob isaac rappoport FOUNDATION

*fighting spinal muscular atrophy
in memory of our shooting star*

Dear Friend,

The following is the journal entry Shaina wrote on October 1st, 2009 (the seventh anniversary of Jacob's death).

wonder [wuhn-der], –verb,

1. to think or speculate curiously

i wonder how have i lived 7 years without you here. i wonder why is this our reality. strange that no matter how many years pass, i still can't believe it. i wonder how you'd look now. a little like max and a little like sam? each time max puts on his soccer uniform, i wonder how you might have looked in one. each time sam runs down the hallway like a lightning bolt, i wonder how it's possible to create a person whose muscles work together so effortlessly and yet yours were so weak that you were unable to swallow. each time jordan sings a song or writes a story, i wonder what stories you may have had to tell. the more our living children do, and the more our family changes and grows, the more we are left to wonder what might have been.

wonder [wuhn-der], –noun,

2. a miraculous or apparently miraculous thing or act; miracle

i know that your memory is a wonder in the miraculous sense. i guess that is what makes it so hard. i can still hear the oxygen machine, and your quiet laugh. i can remember exactly how it feels to touch your soft hair, or to hold you in my lap. i can feel the vibrations on our king-size mattress that you made with each labored breath. i can see adi making you a balloon garden, jordan reaching down to kiss you or pose for yet another picture. all as if it were yesterday. and yet, your wondrous memory is never enough. the emptiness is just too big.

As we ask you, once again, to become a corporate sponsor for the seventh annual *Jacob's Run, Walk & Roll to Cure Spinal Muscular Atrophy (SMA)*, a third definition of the word wonder comes to mind.

wonder [wuhn-der], –verb

3. to be filled with admiration, amazement, or awe; marvel

The contributions of our supporters fill us with amazement. The continued support of many generous people have enabled *Jacob's Run, Walk & Roll to Cure SMA* to raise over \$540,000 since its inaugural event in 2003. Each year hundreds of people have contributed to our cause, and what we have accomplished has been nothing short of wondrous. Our seventh event, (which includes a fun run/walk with food, prizes and entertainment) will be held on March 21st, 2010, at South County Regional Park in Boca Raton. Last year the event raised an incredible \$105,000; had over 600 participants; more than 100 volunteers and entertainers; over 75 corporate sponsors and donations from countless businesses—both local and from around the country. As a direct result of our event's success, the Foundation has been an integral part of the progress toward finding a cure.

Spinal Muscular Atrophy

Spinal Muscular Atrophy (SMA) is a debilitating, genetic neuromuscular disease and is the leading genetic killer of children under the age of two. SMA destroys the nerves controlling voluntary muscle movement, which affects crawling, walking, head and neck control, and even swallowing. One in every





6,000 babies is born with the disease and half of children diagnosed with the most severe form will not reach their second birthday. SMA can strike anyone of any race or gender. One in every 40 people (7.5 million Americans) carries the gene that causes SMA. There is no known cure or treatment.

Jacob Isaac Rappoport

Our son, Jacob Isaac Rappoport, was born on December 27, 2001. He was sent home from the hospital with a clean bill of health- a perfect, happy baby boy. At the age of four months, Jacob was diagnosed with SMA and our world came crashing down around us. Jacob was never able to roll over, sit up or crawl. By the age of six months, he had lost the ability to swallow. On October 1, 2002, Jacob's respiratory muscles had grown too weak to sustain him, and he died. He was nine months old. He was showered with immeasurable love by his family and friends every day of his short life. We miss him more than words can possibly express.

The Jacob Isaac Rappoport Foundation

After Jacob's death, we knew that we could not stand by and watch other babies die the same way Jacob did. We formed The Jacob Isaac Rappoport Foundation (a 501(c)(3) organization), which funds SMA research and programs that support affected families. In seven years, we have raised nearly \$675,000; sent dinner, cleaning services or packages of toys to hundreds of SMA families; provided scholarships to SMA conferences; hosted luncheons for affected families; and have spent countless hours lending emotional support to parents of newly diagnosed babies.

Funding of Research and Family Programs

This past summer, the Foundation was a sponsor at the Families of SMA (FSMA) Annual Conference in Cincinnati. Because of our generous supporters, we are immensely proud that the Foundation was able to present FSMA with a check for \$100,000! The money was allocated to fund basic research, drug discovery, and clinical trials. In addition, this year the Foundation has fully funded a program that will make certain that FSMA will send a package of appropriate toys to each newly diagnosed Type 1 child.

One of the highlights of our year happened at the FSMA conference in Cincinnati where the Foundation drew a winning raffle ticket for a "Standing Dani" wheelchair, which allows stronger SMA kids to scoot around in a standing position. This is important to help limit spinal curvature and it also enables SMA kids to be eye level with their peers. The Foundation donated the "Standing Dani" to Madison Smith, an adorable 2 year old girl from Plantation, Florida. We will never forget the joy on the faces of the Smith family when we delivered the news.

We Need You!

Your support is critical now more than ever. I wonder what Jacob would say if he could see us at his Run, Walk & Roll. I wonder what he would think if he knew just how many SMA children and their families we have helped in his memory, through the hundreds of donors that have joined our mission. I wonder how it will feel to be able to tell my grandchildren that their Uncle Jacob had a disease called SMA, but now there is a cure. And you helped to find it.

The following two pages contain descriptions of our sponsorship levels. Please consider the highest possible donation from your organization. For more information call Shaina at (561) 649-7444.

Thank you very much for your support,

Shaina + Adi Rappoport

Shaina and Adi Rappoport
& The Jacob Isaac Rappoport Foundation

The Jacob Isaac Rappoport Foundation is committed to building mutually beneficial, long-term relationships with our sponsors.

Sponsorship of Jacob's Run, Walk & Roll to Cure SMA offers companies a partnership that will enhance positive corporate image while contributing to the very worthy on-going search for a cure for SMA. It's a win-win situation for all involved.

Sponsorship levels are as follows:

Shooting Star Sponsor (\$5,000 and above)

- Corporation logo displayed on 1,500+ event brochures
- Corporation highlighted as Title Sponsor in all event press materials and public service announcements
- Corporate logo most prominently displayed on 500+ event t-shirts
- Corporate sign displayed along event route
- Company logo displayed on 500+ event flyers, to be posted at local businesses throughout the tri-county area prior to the event
- Company name highlighted in 500+ event programs
- Company logo displayed on Foundation website
- Company logo on event banner
- Insertion of corporate promotional materials in participant packets
- Sponsor table at event venue

Galaxy Sponsor (\$1,000 - \$4,999)

- Corporation logo displayed on 1,500+ event brochures
- Corporation highlighted in all event press materials and public service announcements
- Corporate logo displayed on 500+ event t-shirts
- Corporate sign displayed along event route
- Company logo displayed on 500+ event flyers, to be posted at local businesses throughout the tri-county area prior to the event
- Company name listed in 500+ event programs
- Company logo displayed on Foundation website
- Insertion of corporate promotional materials in participant packets
- Sponsor table at event venue

Satellite Sponsor (\$500 - \$999)

- Corporation name displayed on 1,500+ event brochures
- Corporation mentioned in all event press materials and public service announcements
- Corporate name displayed on 500+ event t-shirts
- Company name displayed on 500+ event flyers, to be posted at local businesses throughout the tri-county area prior to the event
- Company name listed in 500+ event programs
- Company name listed on Foundation website
- Insertion of corporate promotional materials in participant packets

Cosmic Sponsor (\$250 – \$499)

- Company name listed in 500+ event programs

In-Kind Sponsorships

In-kind sponsorships consist of a donation of a certain product or service instead of direct monetary contribution. For example, a restaurant may provide food/drink, a printer may provide printing of collateral materials, etc., in exchange for being recognized as a sponsor. There are numerous possibilities. The "market value" of the contribution must meet or exceed the specified amount listed in the sponsorship levels described above in order to qualify for sponsorship status. There can also be a combination of monetary and in-kind contributions.

Please consider the highest possible donation from your company or organization.

Our company would like to support Jacob's Run, Walk & Roll to Cure SMA with the following donation:

- Shooting Star Sponsor (\$5,000 and above)
- Galaxy Sponsor (\$1,000 – \$4,999)
- Satellite Sponsor (\$500 – \$999)
- Cosmic Sponsor (\$250 – \$499)
- Other (please indicate donation amount \$ _____)

Contact Name _____

Company/Organization Name _____

Address _____

City _____ State _____ Zip _____

Phone _____ Email _____

I would like my sponsorship to read as follows: _____

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- I will email a company logo to shaina@ourshootingstar.com.
 - I would like to distribute marketing materials from my company in the event goody bags.
 - I would like to have a sponsor table at the event (Galaxy & Shooting Star Sponsors only).

Please make checks payable to The Jacob Isaac Rappoport Foundation. Please return this form with your donation and mail to: Jacob's Run, Walk & Roll to Cure SMA • P.O. Box 741414 • Boynton Beach, FL 33474-1414. We can not thank you enough for your support.

Company logo and donation must be received by January 15th, 2010 to be included in the event program and on event flyers. Company logo and donation must be received by February 26th, 2010 to be included in the event t-shirt and program.