
Hope
by



CSR Initiative of D'Marsh Couture

2018

EXECUTIVE SUMMARY

Objective

The House of D'Marsh has specially designed the Hope by KDO t-shirt collection that may be purchased in support of the fashion brand's corporate social responsibility (CSR) childhood cancer initiative. From each purchase, a portion of the proceeds will go towards the work of the selected organization for that year. Individuals may also look to donate directly or by way of sponsorship of the annual fundraising fashion showcase.

Goals

Hope by KDO's mission is to raise awareness about childhood cancer, the devastation it can cause while highlighting the work of entities across the world boldly working to find a cure and/or improve the health of those affected.

Solution

Each year, Hope by KDO will select a local or international organization whose work is centered on childhood cancer, showcase their work and raise much needed resources over a period of six months to donate to that organization

Project Outline

- Cancer is the second-leading cause of death in the United States, and while survival rates are improving for many types of cancer, this disease continues to impact individuals from diverse backgrounds and can be diagnosed at any age. With the pervasiveness of the disease in CEO Glenroy March's close knit circle, coupled with the direct impact on the families of partners Korey and Oraine, it made complete sense to adopt a cause that is close to the heart and what better way to tackle this dreaded disease, than to begin early hence our focus on childhood cancer. Hope therefore acknowledges and grounds the reality that children are the future and that the fight against childhood cancer represents the preservation of that future.
- In joining the fight against childhood cancer globally, Hope by KDO was founded in 2017 in New York by Glenroy March, Chief Executive Officer/ Founding Designer of House of D'Marsh, and in collaboration with two of Jamaica's top male supermodels Oraine Barrett and Korey Rowe.

2018 SPOTLIGHT FOCUS

Bustamante Hospital for Children (BHC) in Jamaica

Bustamante Hospital for Children (BHC) is the only pediatric hospital in the English-speaking Caribbean with a 283 bed capacity. As the major referring center for Jamaica and the Caribbean, BHC receives a significant number of cancer cases. BHC reported an average of 27 new cancer patients per year. This is a significant number of patients seen, requiring specialized care.

While it recognized that the oncology patients account for 1% of the inpatients, seen at BHC, the level of medical resources required to successfully treat these patients are quite significant. Specifically, oncology patients can require months of in-hospital care, the drugs needed to treat them are quite expensive, oftentimes they require the input of several medical professionals (pediatricians, surgeons, radiologists, anesthesiologists, nurses, social workers and nutritionists) and the infrastructure required to facilitate treatment can be quite costly.

Our Aim

- Reduce morbidity and mortality in Oncology patients
- Increase public awareness
- Empower health care professionals in the care of Hematology/ Oncology patients
- Advocate for increased support for Hematology/ Oncology patients

YOUR HELP IS NEEDED:

In order to improve the Oncology Service delivery, it is being proposed that the Oncology Clinic be relocated to the MOPD Room 6.



Description	Quantity	Unit Price	Cost
Recliner Chairs	2	\$ 1,500	\$ 3,000
Infusion Pumps	2	\$ 1,400	\$ 2,800
Patient Monitors	2	\$ 3,500	\$ 7,000
Total			\$ 12,800

CREATE IMPACT AND MAKE A DIFFERENCE! WE CHANGE THE WORLD TOGETHER WITH ONE STEP AT A TIME

Become a Platinum Partner today with a \$2,500 donation

Your contribution grants you access to:

- Name or that of your company on equipment and on a plaque above the equipment
- Title sponsorship of event
- Mention in all print and radio ads
- Highlights on all social media promotions
- Logo placement on all event materials
- Radio interview opportunity
- Logo items in VIP bags
- Logo and link on event website
- Logo on invitations
- Logo on stage
- 16 V.I.P passes for your clients

Join Gold Partner today with a \$1,500 donation

Your contribution grants you access to:

- Your name/company will be listed on the donor wall inside the clinic
- Mention in all print and radio ads
- Highlights on all social media promotions
- Logo placement on all event materials
- Radio interview opportunity
- Logo and link on event website
- 8 V.I.P passes for your clients

A Bronze Partner donating \$500

Your contribution grants you access to:

- Highlights on all social media promotions
- Tickets and VIP seating
- Logo and link on event website

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Set up your membership

Getting started is simple. We make set-up easy. It's a phone call or email, whichever works best for you.

Contact:

Glenroy March

Email: info@houseofdmarsh.com

Phone: +1 (646) 361-5087

Online

www.dmarshcouture.com

www.facebook.com/dmarshcouture

IG: @dmarshcouture



Mail your gift

To mail your gift, please make checks payable to our non-profit partners Braata Productions. Kindly ensure you write **Hope by KDO** in the memo description.

Braata Productions
118-05 200th Street
St. Albans, NY 11412

Matching Gifts

Many employers sponsor matching gift programs and will match any charitable contributions or volunteer hours made by their employees. To find out if your company has a matching gift policy, please email us at info@houseofdmarsh.com to create engagement in your team.

Thanks in advance for your support of our children!