



No Running Required.

**“What a wonderful addition to our Patient Experience program and a great way to recognize each other during our Penn Medicine Experience Week.”**  
**Craig Loundas, Associate Vice President, Penn Medicine Experience**  
**2017 Co-Sponsor**

### **The You Matter Marathon**

The **You Matter Marathon** is a powerful and cost effective program for companies that value engagement, diversity, and well-being.

People from all 50 states and 64 countries have shared almost half a million **You Matter** cards! This year we're determined to share **1 Million You Matter** cards.

The results are astounding. 61% of participants report that they achieve a greater sense of gratitude and enhanced connection with others. 51% report enhanced compassion for others; and 50% achieve enhanced levels of personal happiness.



**“We are each other’s harvest; we are each other’s business; we are each other’s magnitude and bond.”**

**—Gwendolyn Brooks**

Can you really make a difference with two words and a simple gesture? The answer is yes! Scan or click the QR code below to see the **Marathon** in action!



### **How the You Matter Marathon Works**

Individuals or organizations sign up to receive 30 **You Matter** cards in the mail, free of charge. Participants are invited to join a private Facebook group to connect with other **You Matter Marathoners**. Participants receive weekly emails sharing our progress and inspiring stories.

### **Sponsorship Opportunities**

We have 3 levels of YMM Sponsorship:

Level 1: \$1,000 - \$5,000

- Free **You Matter** cards = to the number of dollars given
- Recognition on our website and social media platforms
- 3 **You Matter** t-shirts

Level 2: \$5,000 - \$10,000

- Free **You Matter** cards = to the number of dollars given
- Recognition on our website and social media platforms
- A webinar led by Cheryl to discuss the power and potential of the YMM for your organization

Level 3: \$10,000 and above

- Free **You Matter** cards = to the number of dollars given
- Recognition on our website and social media platforms
- An in-person seminar by Cheryl to discuss the power and potential of the YMM for your organization



**Cheryl Rice, MS, PCC**

To Learn More  
contact

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*You Matter Marathon is a project of the [Urban Affairs Coalition](#), a 501c3 Non-Profit Charitable Organization. The official registration and financial information of the Urban Affairs Coalition may be obtained from the Pennsylvania Department of State by calling toll-free, within Pennsylvania, 1-800-732-0999. Registration does not imply endorsement.*