

The Gift of *Time*

Media Kit

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precious minutes and counting given to families over the last ten years.

Andre Sobel River of Life Foundation



It was one woman's **time** with her son...

A new period marred the life of Valerie the day her teenage son Andre was diagnosed with a malignant and inoperable brain tumor. A year after, in 1995, the family suffered his devastating loss. Shortly thereafter, Valerie's mother died, and a year later to the day, her husband Erwin, 54, took his own life. Through the subsequent months of crushing grief, Valerie sought to redirect her life.

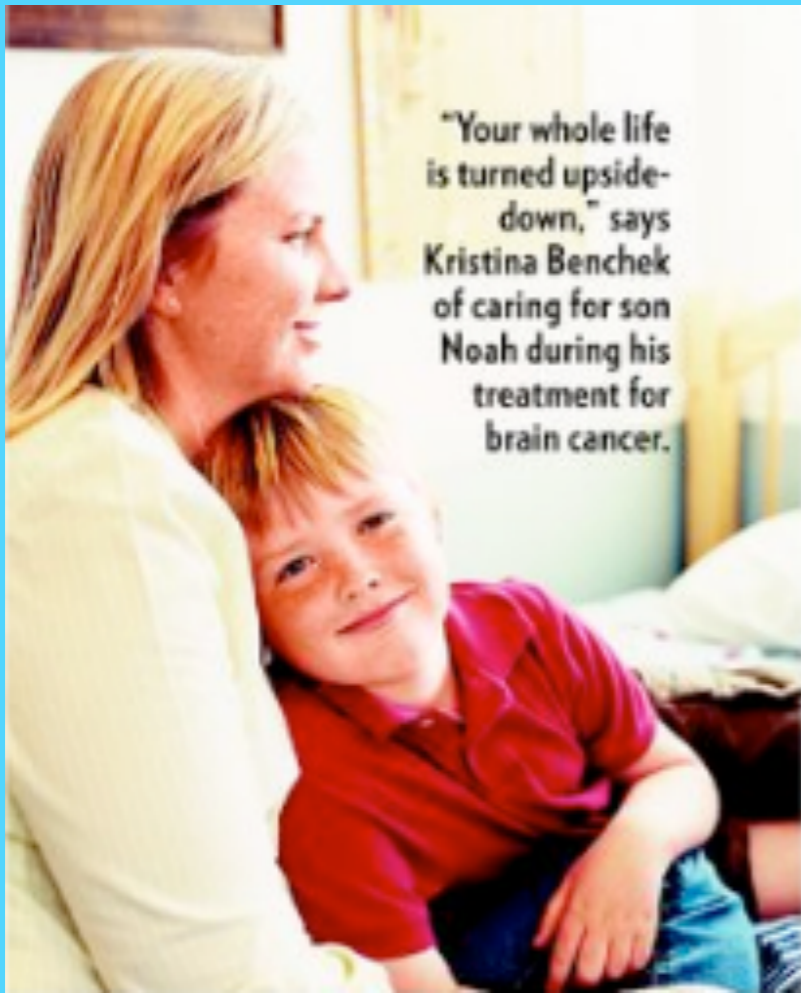
What has continued to haunt her was the witnessing of children who were alone in hospitals: having to face their fears, their pain, treatments, and, at times, even their death alone. In most cases, these children were from single parent/single caregiver homes. Upon reflecting on her own experiences with her child, she found it hard to imagine how brutal it must be for those in a similar situation, without financial means or the support of another caring partner.

This injustice was the motivation for establishing the **Andre Sobel River of Life Foundation (ASRL)**. As if surprised by a spiritual revelation, the vision of the foundation and its purpose became clear to her.

“Experiencing the sudden onset of a life-threatening illness of a child devastates every family,” she said. “But for the single parent without financial resources, it is inconceivable.”



that has given **hope** to so many others...



"I can tell you that our son Simon has benefited greatly. Without the assistance you pledged and provided **I would not have able to spend the time that I have had with him**, I would not be able to speak on his behalf, and be the advocate as I have been for him, you made all the difference."

~ Danny Meyer

"We have come a long way...the Andre Sobel River of Life has played a big part in keeping CJ and I together. **So if we ever reached the point where we have nothing left we will remember we have it all and that is life with each other.**"

~ Cassie Sargent

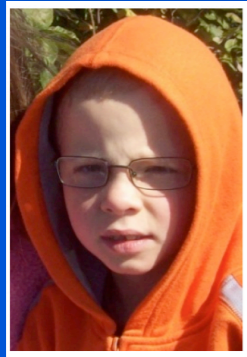
"If it wasn't for a foundation like yours, **our family could easily have been without a home.**"

~ Joy J. Hunell

"I can't tell you what it means to our family to have received your support. **The mortgage payment and grocery money were a welcome breather** and will go a long way in helping us scramble to our feet again financially."

~ William M. Torres

children braving their way through illness...



Alex

If medals were given for trips to the hospital, Alex would display a chest of shining brass. This thoughtful eight year old has endured more than 10 surgeries to tackle his congenital facial paralysis and cardiac problems.

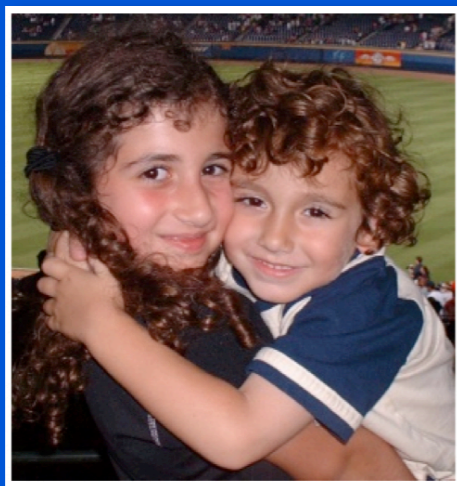
For his single Mom, being with Alex during his surgeries and recovery was non-negotiable, so she scaled back her full-time work to care for him. But medical bills piled up quickly. So did household heating and rent bills and the added cost of gas for the six hour trip to the hospital. And Alex's two other adopted siblings also needed Mom's attention.



Alia

Four year old Alia is now in hospice care in the end stages of Acute Myeloid Leukemia. Her parents want only to comfort, love and be with her, and each has taken leave from work to be at her bedside.

Alia's Dad works in technical support and her Mom is a Navy airline mechanic for the U.S. military. But as Alia's health declines, her family's household and medical bills are mounting fast, and Mom and Dad are struggling on their limited income to make ends meet.



Daniela & Andrew

Daniela and Andrew's beloved father died suddenly of a massive heart attack in 2005, leaving their mom a widow, and the family struggling to cope with their tragic loss. Just as Mom had begun to pull her life back together and had started training for a new job, thirteen-year-old Daniela, a top ranked tennis player in her state, was diagnosed with an inoperable brain tumor. It was Thanksgiving, 2008. Daniela has now lost much of her ability to speak or move, and as she is losing her sight, her mother's constant loving care is non-negotiable.

When ASRL heard about Bernardine's superhuman efforts, we realized that she had come to the end of her physical, financial and emotional resources. As Daniela's condition declined further, the family's finances grew more precarious, and the family risked losing their home – their one refuge during this painful and uncertain time.

with ASRL stepping in with **the gift of time...**

Support to Alex & Family

When ASRL heard this adoptive Mom's story, we acted in 24 hours. We paid the overdue rent, propane bill, telephone bill and car payment so that Mom could stay at Alex 's side during his next set of surgeries and not lose her family's home.

For her birthday, Mom got the greatest gift back from Alex:
A card that said,

"I like it when you stick to me like glue when I am sick."

Support to Alia & Family

ASRL is honored to give her parents the precious "gift of time" with Alia by paying their phone and Internet bills to make sure they can communicate with extended family in Jamaica, and by covering their car payment to ensure they have reliable transportation to be with Alia at the hospital.

Support to Daniela, Andrew & Family

ASRL immediately worked with their hospital social worker to review the family's modest government income and tally their daily needs for assistance. ASRL's initial payments – *made in 24 hours* – covered the mortgage, car insurance and car payment to ensure that Bernadine could have her greatest wish: the gift of time with Daniela. Since our first assistance, ASRL has provided additional emergency payments including the delivery of fresh and wholesome food and covering the flood and fire insurance that had lapsed. We will continue to support the family financially throughout their crisis. With ASRL's "gift of time" we know that Bernardine is by Daniela's side through every moment of fear, treatment, nausea, and pain. We know that *together* they are facing what there is to come.

and parents being able to **provide care.**

The Andre Sobel River of Life Foundation lifted me high during one of the lowest times in my life. My daughter being diagnosed with a rare incurable life threatening illness was by far the worst day a mother could experience, but the financial devastation was almost too much to bear.

One day during a particularly high stressful moment I came across the Andre Sobel River of Life website. I called the number on the screen and the people on the other side changed my life at that moment. Not only did I personally speak with Valerie Sobel, but her entire staff listened when I cried and took action. It may not seem like much to most, but when there's nothing anyone can do to change your child's condition, there's someone there to help make life more bearable.

Not worrying about the rent for a couple of months or wondering if this is the day they're coming to shut off the electric is a burden bigger than most can imagine and the Andre Sobel River of Life Foundation lifted that burden and allowed me to focus all of my energy on my daughter and her care. Thank you so much to everyone at the ASRL Foundation for making a difference in the world one family at a time!

Kimberly Boschi

We are...

Social Workers

Nurses

Moms

Grandparents

Survivors

Dads

Patients

Sisters

Friends

Doctors

Donors

Brothers

Advocates

Volunteers

Staff

Andre Sobel

You have spent several of **your minutes** with us. **Give** a family a few more.



Thank you.

The Gift of Time Campaign
will be running through the end of 2010.

For media inquiries, please contact
Christina Gagnier, gagnier@realpolitech.com.

To make a donation, please contact
Anne Swire, aswire@andreriveroflife.org.

Andre Sobel River of Life Foundation
Address
Phone Number