



2025
FriendRaiser

10 Gala

A NIGHT TO REMEMBER:
CELEBRATING TEN YEARS

October 11, 2025
Kent State University Stark Conference Center
6000 Frank Avenue NW, Canton OH 44720

\$3,500

HOSPITAL PARTNER (LOCAL TO OHIO)

Includes seating for 8 guests

Dedicated Hospital Recognition: Special recognition as a "Hospital Partner" on all gala signage and event materials, emphasizing your role in compassionate care.

Media & Digital Presence: Logo with link on the website event page with a direct link to your hospital's website and inclusion in digital marketing materials.

Social Media Recognition: Dedicated social media posts acknowledging your partnership.

Gala Seating: One (1) reserved table (seating 8 guests) with personalized signage.

Event Program: Logo included in a half-page advertisement in the gala event program.

Partnership Plaque: A recognition plaque for display at your hospital, acknowledging our partnership.

\$2,000

HOSPITAL PARTNER (OUT OF STATE)

Seating not included

Dedicated Hospital Recognition: Special recognition as a "Hospital Partner" on all gala signage and event materials, emphasizing your role in compassionate care.

Website & Digital Presence: Logo with link on the website event page with a direct link to your hospital's website and inclusion in digital marketing materials.

Social Media Recognition: Dedicated social media posts acknowledging your partnership.

Event Program: Name included in a half-page advertisement in the gala event program.

Partnership Plaque: A recognition plaque for display at your hospital, acknowledging your vital partnership with Ashlie's Embrace.



Our Mission

To provide cooling units to medical facilities across the United States to help support families experiencing stillbirth or infant loss.

Our Why

You either know or can imagine the joy that comes with the birth of a new baby. However, not all families share that same experience. For many, the unthinkable tragedy of a stillborn baby, or hearing the words, "I'm sorry, there is no heartbeat," becomes their reality.

Mourning the loss of a precious life, when they should be filled with awe and happiness, is an impossible thing to comprehend, especially for the family experiencing it.

Losing a baby through stillbirth remains a deeply personal and often unspoken sorrow. Yet, the heartbreaking reality is that more than 24,000 families in



Our amazing healthcare partners receiving their CuddleCot™.

the U.S. alone will face this profound loss each year. Our hope is that when they do, the doctors and nurses caring for them have the ability to give them a little more time with their baby.

The rapid physical changes a baby's body undergoes after loss, sometimes in as little as 30 minutes, add another layer of cruel reality for grieving parents. We cannot change what has happened, but we can give families more time to say goodbye.

Together, with our supporters, we are proudly improving compassionate care and bereavement support for families experiencing stillbirth or infant loss across the U.S.



Founders Erin and Anthony Maroon in the nursery they had prepared for Ashlie.

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“As I prepared to go home [from the hospital], I read an online article about stillbirth. It referenced a CuddleCot™, a device that keeps a baby cool (instead of frozen or at room temperature) and allows parents and families more time with the child before saying goodbye. *It made me angry we didn't have that option*, and the more I thought about how little time we had with her, the more upset I became. The U.S. is one of the most advanced nations in the world, yet my husband and I spent less than one hour with our first child. There is nothing advanced about that. **I realized then that it was up to us to make sure every U.S. hospital, birthing center and NICU has a CuddleCot™.**”

Erin Maroon
Co-Founder & CEO



Read more from Erin and Anthony Maroon and how they turned pain into purpose in honor of their daughter Ashlie.



Our Mission in Action

24,000

In the U.S., nearly 24,000 babies are stillborn every year. Worldwide, there are more than 2.6 million stillbirths annually.

1 in 160

Stillbirth is the death of a baby after 20 weeks of pregnancy and affects 1 in every 160 pregnancies.



105
partnering families + organizations



100+
volunteers



30,000+
volunteer hours

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For personalized assistance or to discuss a custom partnership, please contact:

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danielle@ashliesembrace.org
(704) 886-8966



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