



In Memory of Officer Paul Buchanan

Dear Potential Sponsor,

I am the widow of East Hartford Police Officer Paul Buchanan Badge #208 who died by suicide on March 12, 2013. Paul and I were married for almost 29 years and we have two amazing sons, Jared and Benjamin. Paul was a police officer who served the East Hartford Community for almost 24 years with pride, honor and integrity. He was a decorated police officer and a friend to all. In his final written words to me and my boys, Paul wrote ***“make my death an issue, help others like me.”***

Since his passing, it has been my mission to fulfill his wish. In 2014, together with the Connecticut Alliance to Benefit Law Enforcement (CABLE), the ***Believe 208*** mission began. CABLE is a non-profit (501 C 3) collaborative of law enforcement officers, mental health practitioners, families, individuals living with mental illness and institutions of higher learning. Its mission is to enhance the safety and well-being of law enforcement officers and the communities they serve and to increase awareness of the unique challenges facing first responders and to be a trusted, influential source for first responders, their families, agencies and community stakeholders.

In September 2014, the inaugural Believe 208 5K Run for the Brave and Finest was held, drawing over 500 participants and countless supporters and volunteers. Thanks to the generosity of the community, participants, donors and sponsors, the race has become an annual event, raising more than \$60,000 in support of first responder wellness initiatives. Each year, our run raises funds that allow us to support Peer Support trainings for first responders, Mindfulness & Resiliency retreats and trainings for mental health clinicians so they can better assist first responders and their unique needs. Funds have also been used to directly assist officers in need. My sons and I share Paul's story and spread the mission of ***Believe 208*** through countless presentations each year to law enforcement officers, other first responders and military service members.

We could not be so influential without the incredible support of the business community. Thanks to our generous sponsorships, each year, we are able to maintain our goal of covering all race expenses, allowing 100% of race proceeds to go directly towards supporting ***Believe 208*** initiatives.

Attached you will find opportunities to sponsor the race at different levels. You can also take part by encouraging participation in the event from your staff, promoting the event by displaying posters, or by providing goods. In exchange, we offer a variety of ways to promote your business to our participants and to the community at large and our non-profit status allows contributions to be tax deductible.

Now, more than ever, our local law enforcement officers and first responders who give so much to our community need our support and services. We are excited about this event and know that we will again enjoy a strong field of runners and spectators. Thank you for considering becoming a part of Believe 208!

Sincerely,

Trish Buchanan
Believe 208