

Give Care *Back*

“Because the women who care for everyone else deserve care too.”

53M+

Unpaid caregivers in the U.S.—most of them women

45+

Age range served: Gen X & Boomer women

June 2026

Pilot launch — Late June through August



WHY GIVE CARE BACK MATTERS

I was 16 when my mother—a woman who never prioritized herself—died suddenly from a heart attack. She was only 42. Years later I walked in lockstep with my husband through every cancer treatment and became his primary caregiver until he passed in 2018. **I held my hand over his heart as he took his last breath—and in that moment, my heart stopped beating too.** I created Give Care Back so that women who give everything are recognized and have a place to honor their needs.

Madeline McCray, Founder of Give Care Back

WHAT YOUR SPONSORSHIP SUPPORTS

Healthy Women Rock — 8-Week Transformation

Reset Meditation & nervous system restoration

Receive Curated self-care & permission to prioritize herself

Rebuild Science-based fitness & nutrition for women 45+

Reclaim Identity coaching & stepping into her next chapter

Pilot At A Glance

- ◆ 25–50 enrolled participants (pilot goal)
- ◆ 100 live virtual capacity per session
- ◆ 30 in-studio — Scotch Plains, NJ
- ◆ Pilot: Late June – August 24, 2026
- ◆ Give Care Back book: November 2026

SPONSORSHIP LEVELS — SELECT PARTNERS ONLY

LEVEL 1

Wellness Advocate

\$1,000

8 sponsors available

Commitment deadline: June 9, 2026

LEVEL 2

Care Champion

\$2,997

5–7 sponsors available

Commitment deadline: June 9, 2026

LEVEL 3

Founding Partner

\$9,497

3–5 sponsors available

Category exclusivity included

Commitment deadline: June 9, 2026

“This is not an ad buy. This is brand integration into a movement.”

— Terahshea McCray, Co-Founder

See the Full Proposal
& Meet the Leaders

mccrayfitness.com/give-care-back/

917-557-2388