



## LET'S WORK TOGETHER

- [apricityhope.org](http://apricityhope.org)
- [apricityhope@gmail.com](mailto:apricityhope@gmail.com)
- 757.477.0659
- 501c3 nonprofit status

## OPPORTUNITIES:

- National visibility with **When Autumn Comes Podcast**

**25.6K+** PLAYS

new episodes every wednesday. bonus content on monday and/or friday.

Since launch we have self produced more than 70 episodes and over 50 bonus pieces to listeners on apple podcast, spotify, google play, stitcher and more.

**78** EPISODES

**7.3K+** COMBINED SOCIAL FOLLOWERS

Followers are engaged across many platforms, including the private When Autumn Comes Society.

RANKING IN THE TOP

**2.5%**

OF ALL PODCASTS

With a listen notes score 37.

- Event + Retreat Partnerships
  - **camp: HOPE FULL** weekend with 300+ campers in attendance
  - Small Group Retreats with Medical Mamas, Caregivers, Bereaved Families
- Respite Getaways for Caregivers in OBX
- Care(giver) Packages of Hope and Hospital Go-Bags



## ABOUT THE ORGANIZATION

The Apricity Hope Project is here to remind caregivers that they are **LOVED** and there is **HOPE**. Founded in August 2022, The mission of The Apricity Hope Project is to empower, encourage, comfort and restore the caregivers of medically complex, special needs children who are facing life-threatening diseases.

## ABOUT SUSAN GEOGHEGAN, FOUNDER + CEO

In 2016 Susan and her husband, Michael, welcomed their first child, Lorelei. Lorelei was born with a tremendous amount of medical complications and was diagnosed with a rare form of Mitochondrial Disease. They learned how to educate, advocate and mostly, cling to hope, as they navigated life as a rare disease family. In 2019, their son, Benjamin, was born - also with Mito. As a veteran "medical mama", Susan began working with NICU moms and on the Patient and Family Advisory Council for Children's Hospital of King's Daughters. She also created the "When Autumn Comes Podcast" in 2020.

Throughout her journey as a medical mama, she realized there was serious need of support for caregivers of medically complex children. She firmly believes in **clinging to hope and then sprinkling it like confetti**. With the help of friends, family and community members she was encouraged to turn everything she was already doing for the caregiving community into The Apricity Hope Project.

## AHP PROGRAMS:

- When Autumn Comes Podcast
- Care(giver) Packages + Hospital Go-Bags
- Events for Families (such as camp: HOPE FULL)
- Retreats for Caregivers
- Respite Getaways to the OBX
- Piggies with a Purpose
- Rare Disease Research Fundraising

## AUDIENCE:

### CONCERNS:

- Medical Care of Child
- Finding Practitioners
- Family + Life Planning
- Rare Diseases
- Safe Child Care / Nursing
- Education + IEPs
- Medical Equipment
- Grief + Anticipatory Grief
- Self Care + Caregiver Burnout

### INTERESTS:

- Community + Connection
- Family Outings
- Coffee + Wine
- Online Shopping

