

SPONSORSHIP OPPORTUNITIES



March 10, 2019

2:00-5:00 pm

Southwestern Yacht Club

TITLE SPONSOR--\$15,000

Exclusive One and Only (see attached)

PLATINUM SPONSOR--\$10,000--\$14,999

Speaking Opportunity, PLUS ANNIVERSARY LEVEL

45th ANNIVERSARY SPONSOR--\$4,500--\$9,999

VIP Table for 8 guests

Special Recognition on our Anniversary Display and event slides, PLUS SILVER LEVEL

SILVER SPONSOR--\$2,500—\$4,999

Table for 8 guests

Premier Listing on all print and social media, PLUS BRONZE LEVEL

BRONZE SPONSOR--\$1,500--\$2,499

Seating for 4 guests

Listing on

Invitations, Programs, and Presentation Slides

Auction Displays, Print Advertisements

Media recognition on event web page, electronic newsletters, Facebook, Twitter, LinkedIn & Instagram

**Celebrating 45 years of
helping seniors live
independently with dignity
in their own homes.**

Visit essence-of-life-awards.org for details or
contact Gretchen Veihl at 858-380-5250 development@elderhelpofsandiego.org

The value of goods and services for table sponsors is \$50 per ticket or \$400 per table of 8.

ElderHelp is a 501(c)(3) non-profit organization. Tax ID #95-2880426



Draft – Title Sponsor Benefits

**Presented by
YOUR LOGO HERE**

*Celebrating 45 years of helping seniors live
independently with dignity in their own homes.*

**March 10, 2019
2:00-5:00 pm
Southwestern Yacht Club**

**Title Sponsor - \$15,000
Exclusive as one and only**

As Title Sponsor for this uplifting event, Bank of America leaders will be invited on stage for recognition and a speaking opportunity.

A VIP table (for 8 guests) will be reserved for Bank of America to enjoy center stage as we celebrate seniors in our community and the important role you play in making that happen.

You will also receive exclusive logo placement printed on

- Invitations mailed to over 500 San Diego County residents
- Programs, Table Signage, and Presentation Slides
- Auction Displays
- Print Advertisements

Additionally, we'll provide exclusive logo placement on all signage, PR and media to include:

- Event web page
- Facebook, Twitter, LinkedIn and Instagram viewed by over 2500 followers
- Electronic invitations and newsletters

Thank you for considering this investment in our community. If you'd like to talk more, please contact Executive Director, Deb Martin at 619-284-9281 or dmartin@elderhelpofsandiego.org.

 ELDERHELP
Essence OF Life
AWARDS & CHARITY AUCTION

Celebrating 45 years of helping seniors live independently with dignity in their own homes.



March 10, 2019
2:00-5:00 pm
Southwestern Yacht Club

Join us for this heartwarming afternoon as we come together to improve the lives of San Diego seniors and their families. Your support helps seniors live fuller, more independent lives while remaining in their own homes, where we know they're most comfortable, happy and healthy.

Enjoy...

- A lovely view of the San Diego Bay
- Live entertainment
- Inspirational Senior tribute
- Cocktails & hors d'oeuvres
- Amazing live and silent auction gifts!



Essence of Life 2019 honors ElderHelp clients, volunteers and community partners who support our mission and demonstrate their commitment to this special population—reaching over 7,000 just last year. We're also inviting the community to nominate an Inspirational Senior who will be honored at the event with a video tribute and special recognition.



**2018 Inspirational Senior Evonne Schulze
and Congresswoman Susan Davis**

Proceeds from the event serve seniors right here in San Diego—offering hope and security as they age with dignity in their homes. Through preventive and proactive services such as medical advocacy, friendly visits, daily phone calls, caregiver resources, and affordable housing options, ElderHelp offers solutions to seniors and their families and provides a reliable safety net of support. You can join our caring community by sponsoring the event, donating an auction item, working on the planning committee or all three! Please consider how you can make a difference in the lives of local senior citizens. Thank you!

www.essence-of-life-awards.org

*ElderHelp is a 501c3 organization. Tax identification #95-2880426.
Donations are tax-deductible to the fullest extent of the law.*



MISSION

ElderHelp provides personalized services and information that help seniors remain independent and live with dignity in their own homes.

FACTS ABOUT BEING A SENIOR IN SAN DIEGO

- San Diego is home to over 397,600 seniors age 65 or older, representing 12% of the total population
- The discrepancy between the average Social Security benefit and the cost of living means San Diego seniors must supplement their income by more than \$750 each month to meet the cost of their basic needs
- Renters are the most economically vulnerable-- Over 63% of seniors in San Diego devote more than thirty percent of their household income to rent
- Falls are the leading cause of death due to injury for San Diegans age 65 and older. It is estimated that, without prevention, 7 older San Diegans are expected to die from falls every day in 2030.
- The CDC reports that the demands associated with long-term care might pose the *greatest* challenge for both personal/family and public resources

This Fiscal Year*ElderHelp has:

- Served 373 members monthly through the Care Coordination Program
- Provided information and resources to 3,545 to non-members
- Given 8,001 rides
- Provided nearly 12,000 hours of volunteer services
- Recruited and vetted 123 new volunteers
- Provided 2,894 housing consultations to assist people in finding affordable housing options
- Enrolled 110 new members

*ElderHelp's fiscal year runs July 1st through June 30th

PROGRAM OVERVIEW

Care Coordination- provides comprehensive in-home solutions to address the growing health and social challenges that seniors and their families are facing. Care Coordination offers help with the basic necessities of life through meaningful engagement and coordinated programs and services. Services include care coordination, grocery shopping, daily check-ins, escorted transportation, minor home repairs, safety inspections and modifications.

Seniors A Go Go - provides escorted door-through-door transportation. ElderHelp drivers will pick up members at their door, assist the member during their appointment or errand, and make sure they get home safe and sound.

HomeShare - is a unique roommate matching program. Funded in part by the [San Diego Housing Commission](#) and the [Cities of Poway and Encinitas](#), the HomeShare program matches seniors who want to remain in their own homes with adults of all ages who are in need of housing. Housemates provide in-home services for the seniors in exchange for a room, or pay rent to subsidize the seniors' incomes. In-home services may include cooking, shopping, housekeeping, yard work, transportation, security, and companionship.

Employed Family Caregiver Support – Offering webinars, workshops, and resources to employees and local corporations to help those balancing work/family responsibilities.

Hotel Sandford- is a hotel for low-income seniors in downtown San Diego. ElderHelp provides short-term care management and social activities that improve health and quality of life for over 120 residents.

FY2017 INTERESTING FACTS

| Seniors Served | Total Number of Direct Volunteers | Total Number of EH staff |
|----------------|-----------------------------------|--------------------------|
| 7,043 | 434 | 18 |

FY2017 REVENUE BREAKOUT (unaudited)

| % Grants | % Contracts | % Corporate | % Individual | % Member Donations | % Special Events |
|----------|-------------|-------------|--------------|--------------------|------------------|
| 42% | 32% | 7% | 12% | 3% | 4% |