



# 2020 Sponsorship Opportunities

*Make an impact in your own community*





## Local Hospice Families Need Your Help

In 2020, Hope Hospice celebrates 40 years of providing exceptional care to our community's families who are caring for a loved one at the end of life, or who are rebuilding their lives after their heart-breaking loss.

In this 40th year serving our community, we have outlined in this booklet some opportunities for your company to partner with us in this important mission.

This year, we need to raise more than \$800,000 to support our patient care and community programs. Will your company help us meet our fundraising goals and consider a sponsorship with Hope Hospice for one or more of events outlined here?

Please explore some of these options and contact me to set up your sponsorship or if you have any questions. Thank you for your support. We couldn't do this important work without you.

Jennifer Pettley  
Director of Development  
Hope Hospice  
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## By Your Side Awards Luncheon

March 26, 2020

Hope Hospice will kick off our 40th anniversary year with a remarkable event at the Castlewood Country Club in Pleasanton. The event will offer up to 400 guests a keynote address on an important topic in the hospice field and awards to one standout volunteer and one healthcare professional.



## Hike for Hope

May 2, 2020

Celebrating its 10th year in 2020, the Hike for Hope is a fundraiser and memorial hike that takes place each spring at Del Valle Regional Park in Livermore. About 600 hikers of all ages convene at the park for a fun day outdoors, including a post-hike barbecue lunch.



## Hope 100 Golf Marathon

September 24, 2020

In its sixth year, Hope 100 is a fundraising event at which a group of 36 passionate golfers solicit sponsorship from friends and family to support their play of 100 holes of golf in one day at Castlewood Country Club.



## An Evening of Celebration

October 2020

In our organization's early days, we put on an annual cioppino feed at the fairgrounds in Pleasanton, a community favorite for many years. We hope that fondness will surround our reimagined annual meal debuting this fall. It is envisioned as a joyous family gathering with delicious comfort food and wine and a chance to reconnect with our Hope supporters.





# 2020 Sponsorship Packages

## Platinum Level \$15,000

- Showcase your logo and marketing materials across all **FOUR** anniversary events (must confirm sponsorship by March 11 to include the luncheon):
  - ✓ By Your Side Awards Luncheon at Castlewood Country Club
  - ✓ 10th Annual Hike for Hope at Del Valle Regional Park
  - ✓ Hope 100 Golf Marathon at Castlewood Country Club
  - ✓ An Evening of Celebration
- Plus, receive all other benefits listed in lower sponsor levels.

## Gold Level \$10,000

Showcase your logo and marketing materials across **THREE** events.

- Thank-you announcement from the podium.
- Home page placement of your logo on our event websites, linking to your own website.
- Thank-you mention in event emails, linking to your website.
- Email announcement of company sponsorship to our list of over 8,000 recipients.
- Plus, receive all other benefits listed in lower sponsor levels.

## Silver Level \$5,000

- Showcase your logo and marketing materials across **TWO** events.
- Social media announcements of sponsorship.
- Plus, receive all benefits listed in lower sponsor levels.

## Bronze Level \$2,500

- Showcase your logo and marketing materials at **ONE** event.
- Six-foot information table provided at event (by prior arrangement) to showcase your business.
- Listing in event emails.
- Plus, receive all other benefits listed in lower sponsor levels.

## Benefactor \$1,000

- Showcase your logo and marketing materials at **ONE** event.
- Named in *Voices* newsletter.
- Plus, receive all other benefits listed in lower sponsor levels.

## Family Tribute Sponsor \$1,000

- Receive either one table for seating 10 people at the By Your Side luncheon or get a Hike for Hope team registration with unlimited team members.
- Tribute name included on event poster or Hike for Hope T-shirt.

## Guardian \$500

- Space provided to set up your own six-foot table at **ONE** event to showcase your business, or one tee sign displayed at the Hope 100.



## Where Your Dollars Go

Your contributions help us provide quality hospice care to an increasing number of families each year, create new services, offer a broader range of care, provide education, and help families through their grief. Here are just some ways your dollars have benefited your neighbors in need:

### Grief Support

While the physical care our clinical staff provides to hospice patients is typically reimbursed through Medicare, other support is not. Your donations help us operate Hope's Grief Support Center, where our hospice families and the community can come for complimentary support group care for adults and youth, single-day grief workshops, and an annual Service of Remembrance.

### Family Caregiver Education

Many participants in our Family Caregiver Education Series are first-time caregivers and in desperate need of support. Our 12 complimentary classes offer instruction on basic personal care, nutrition needs of the elderly, navigating the healthcare environment, and much more.

### Dementia Care

At Hope, dementia-related conditions have surpassed cancer as the leading diagnosis upon admission. We are addressing the growing need by expanding our Living With Dementia program, which educates our staff, volunteers, hospice families, and the community about how to best care for and interact with persons living with dementia. Part of your donations fund complimentary dementia-specific classes for family caregivers.

### Advanced Illness Care

Patients who don't yet qualify for hospice benefits, or who have been discharged from hospice, are eligible for Advanced Illness Care. This free program keeps patients connected to Hope until they meet the Medicare requirements. The AIC team provides emotional support and identifies community resources. Volunteers visit with the patients and provide caregiver relief.

### Community Education

Hope's Outreach Team annually provides over 100 hours of education on senior-care related topics to local healthcare facilities and senior residential communities.

## Hope in the Community

Here's a snapshot of ways your support helps align your interests with our mission to support patients and their loved ones with exceptional care, compassion, and dignity. Data is based on our last fiscal year: July 1, 2018, through June 30, 2019.



**101**

**HRS OF PRESENTATIONS**  
on elder-care topics provided to local facility staff and residents



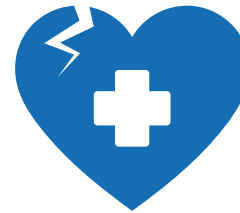
**63**

**COMMUNITY MEMBERS**  
educated through our Living with Dementia classes



**233**

**FAMILY CAREGIVERS**  
helped through our Family Caregiver Education Series



**915** HOSPICE FAMILY MEMBERS SERVED

**100** GRIEVING COMMUNITY MEMBERS SERVED

**492** ATTENDEES OF GRIEF SUPPORT GROUPS

Many hands and hearts help us carry out our mission. Hope would not have the reputation as a high-quality care provider without the help of nearly **150 volunteers** who fill the gaps by providing patient comfort and companionship, caregiver respite, and assistance at our office and at events.



**5,193**  
**TOTAL VOLUNTEER HOURS**



**1,912** HRS OF DIRECT PATIENT CARE



**103** HRS HOLDING BEDSIDE VIGIL



**72** HRS OF CANINE COMFORT



**234** HRS OF MUSIC THERAPY



**1,598** HRS OF ADMIN ASSISTANCE



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## About Hope Hospice

Hope Hospice is a community-led, non-profit hospice provider that has served the Tri-Valley and East Bay areas since 1980. Hope is accredited by The Joint Commission, certified by Medicare and Medi-Cal, and is a member of the National Hospice and Palliative Care Organization.

## Our Mission

We are committed to supporting patients and their loved ones with exceptional care, compassion, and dignity.

## Volunteers Make a Difference

You can have a positive impact in your local community by volunteering with Hope Hospice. We serve patients in homes and care facilities throughout the region and can work with you to find an assignment that pairs with your skills and location. Learn more at [HopeHospice.com/volunteering](http://HopeHospice.com/volunteering) and connect with us at (925) 829-8770.

## How You Can Personally Support Hope

Hope Hospice relies on the generous support of donations from our community to run programs that are not reimbursed by Medicare, such as our Grief Support Center, Living With Dementia program, and Family Caregiver Education Series. Donations of any size are gratefully received. Learn more at [HopeHospice.com/donate](http://HopeHospice.com/donate) and connect with our Development Department at (925) 829-8770.