



*A Benefit for the*



*Senior Charity Care Foundation*

*The Vision of the Senior Charity Care Foundation is to improve the quality of life for our elders in need residing in care facilities and senior apartments by addressing essential unmet support. Ultimately serving seniors who reside in the Intermountain West, our current focus is on serving residents in Davis, Salt Lake, Summit, Tooele, Utah, Wasatch and Weber Counties.*

## **What is the Hope Benefit?**

The Hope Benefit is our premier fundraising event to support the Senior Charity Care Foundation. The goal of the Hope Benefit is to raise \$75,000; bring awareness of the desperate needs of many low-income seniors; and to honor fellow community members or organizations that contribute significantly to the advancement of senior causes with our "Continuum of Caring" awards.

The Hope Benefit will be held at The Jewish Community Center on April 10, 2018. Guests will enjoy complimentary food, beverages, parking, good conversation and the opportunity to support seniors in need. Registration, reception, delicious hors d'oeuvres, beverage service and the silent auction begin at 5:30 p.m. with dessert, awards and the live auction beginning at 7:00 p.m. The program is scheduled to conclude at 9:30 p.m.

*Did you know?*

- Less than 3% of humanitarian contributions are awarded to organizations that serve seniors.
- More than 67% of seniors live at or below poverty level.
- Medicare and Medicaid do not cover dental, vision or hearing aids.
- The need of seniors in our service area is so great that we frequently have a waiting list.

Come and join an elite group of individuals and corporations who are looking to make a difference in the lives of seniors. Supporting the Hope Benefit is a great way to give the gift of quality of life for elders in our community.

All proceeds benefit the seniors served by the Senior Charity Care Foundation. In 2018, our sixth full year of operation, the Foundation we will serve 500 seniors who resided in 60 facilities throughout our service area and expended approximately \$151,000 for their care. Our goal in 2018 is to serve 1500 seniors.

## **Why Become a Hope Benefit Sponsor?**

With a Hope Benefit sponsorship, you are reaching a varied audience all of whom come together to support the seniors in our community. You are connecting with fun, passionate, and generous individuals looking to make a difference at an event that supports the generation that paved our way.

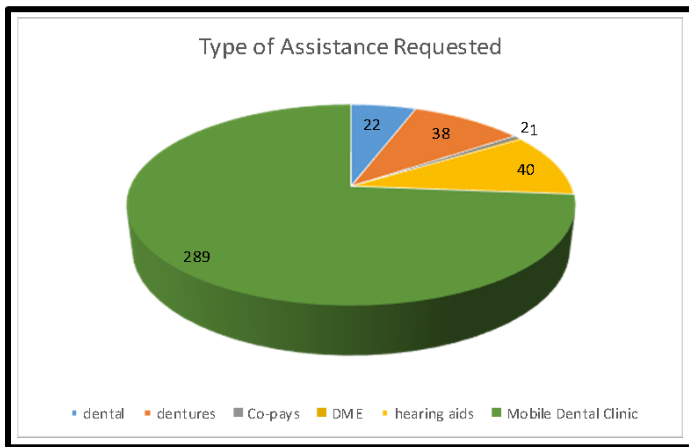
- The Hope Benefit is attended by many business leaders and individuals from within the community.
- Access to the Foundation's President and Board of Directors.
- Great opportunity for networking and building business relationships.
- Logo and name visibility at the event, within the community and with other business leaders.
- The Hope Benefit is an ideal tool to compliment the marketing, public relations and community service goals of you and your company.
- Become educated about the meaningful work of the Senior Charity Care Foundation.
- The Senior Charity Care Foundation is a not-for-profit 501(c) (3) organization; *donations are tax deductible as allowable by law.*
- Support a unique and worthy cause.
- Reach target markets, increase awareness, build your image, and support your community.

## Event Demographics

- 150+ guests attending
- Guests typically range in age from 30-75 years of age
- 2017 Sponsors included: Huntsman Corporation, Intermountain Healthcare, George S. and Dolores Doré Eccles Foundation, Stoel Rives, LLC, Questar Corporation, the Ensign Group, YESCO , and St Joseph Villa Volunteers.

## A Case Study:

The following is the story of one of the seniors served by the **Senior Charity Care Foundation**.



All too frequently, seniors who request assistance from the Senior Charity Care Foundation tell us they have put off basic needs such as dental care or hearing aids in order to pay their rent and purchase food. In making that choice, they face homelessness or severe health issues. Rae was no exception.

Rae came to us in 2015. Because of her health the Dentist could only extract two to three teeth at a



time. It took many months—nine appointments to get her ready to be fitted for dentures. At the time, SCCF did not provide dentures through the mobile dental clinic. We sent her to another provider. As you can see from her photos she is much healthier now and grateful for the services we provided. If Rae had visited a traditional dental office in our area, she would have had to pay more than \$5,000 for the services she received, making it impossible for her to get this essential care.

Our ability to serve Rae was made possible through the generous donations and sponsorships to the Senior Charity Care Foundation, including the Hope Benefit.



We met with Rae after she got her new dentures. Her smile is radiant, as you can see from the after photo. She is very grateful to the donors who contributed to the Senior Charity Care Foundation so that she could receive her dental care and her new teeth. As a result of the services provided, her infection is now gone and Rae is glad to report that she is now in good health!

**Senior Charity Care Foundation is really changing the lives of seniors in our community!**

100% of seniors surveyed following their experience with Senior Charity Care Foundation expressed satisfaction.

The need of our seniors for assistance in obtaining their essential health care is great and Senior Charity Care Foundation is ready to serve them but we are limited in our ability to serve by the resources and funding available. We need your support to continue this good work and to increase the number of seniors we can serve.

*Thank you for supporting this vital community resource!*