



Where the *heart* is

CELEBRATING THE 50TH ANNIVERSARY OF ETHOS

THURSDAY, SEPTEMBER 28, 2023



Mission Investment Opportunities

Supporting the independence, dignity, and well-being of older adults and individuals with disabilities

Click here to become a donor: ethocare.org/ethos50

Where the *heart* is

Thursday, September 28, 2023 | 6:00 pm
The 521 Overlook at historic Fenway Park

SPECIAL ANNIVERSARY MENU
designed by Chefs Steve DiFillippo and Rodney Murillo
from Davio's Northern Italian Steakhouse



Anniversary Honorary Chairs

The Honorable Maura T. Healey, Governor of Massachusetts
The Honorable Michelle Wu, Mayor of Boston

Event Co-Chairs

Ellen Grubert & Janis Lippman

The Ellen + Janis Real Estate Team



"We worked hard to keep our parents, Ellen's beloved mother Selma and Janis's dear father Arnold, safe and comfortable in their own homes for as long as possible.

And we were lucky to have resources and family to help. We are co-chairing this event in their honor and to help other seniors like our parents who need care, food and companionship to enjoy life as they age."

Stella Marquez-Murray & Juan R. Murray

Juan Real Estate Group LLC



"Being deeply loved by someone gives you strength while loving someone deeply gives you courage. Our goal is to raise awareness about the benefits of caring for your

parents, family or friends, knowing that the most precious things you can give them are time, love, and care."

Honorary Committee

Senator Edward Markey
United States Senator
for Massachusetts

Senator Michael Rush
Massachusetts Senate
Majority Whip

Representative Rob Consalvo
State Representative,
14th Suffolk District

Representative Russell Holmes
State Representative,
6th Suffolk District

Representative Samantha Montañó
State Representative,
15th Suffolk District

Councilor Michael Flaherty
City Councilor, At-Large

Councilor Ruthzee Louijeune
City Councilor, At-Large

Councilor Erin Murphy
City Councilor, At-Large

Councilor Kendra Lara
City Councilor, District 6

Committee in formation

Ethos Board of Directors

Nick Favorito
President

Juliette Johnson
Vice President

Craig McAnagh
Treasurer

Susan Kuriakose
Secretary

Tish Allen

Marcia Brown

Tom Cohan

John Dobija

Ronald Lammy

Yan Lin

Debbie Nolan

Edna Pruce

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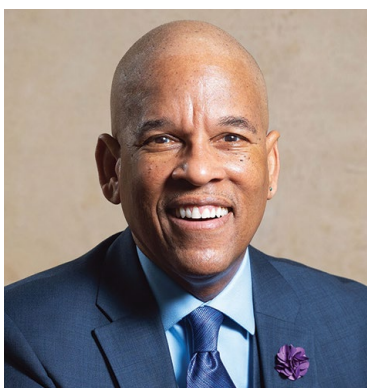


HONORING



Sheldon Lloyd

Sheldon Lloyd is the CEO of City Fresh Foods, a Boston-based food service company, and a prominent community leader and philanthropist. Under his leadership, City Fresh Foods has become a trailblazer in sustainable and socially responsible food service, providing high-quality and nutritious meals for students, seniors and other vulnerable people in the region. Sheldon's work to serve the community, support minority-owned businesses, build a local food economy and empower future leaders is an inspiration to many.



José Massó

José Massó is a prominent radio host, community leader, and philanthropist. He is best known for hosting ¡Con Salsa!, a popular radio program on WBUR. He has held leadership positions in the public and nonprofit sectors and is a devoted father and grandfather. Massó's life journey and career accomplishments demonstrate his dedication to making a positive impact on his community and promoting Latin music and culture.



Reverend Irene Monroe

Reverend Irene Monroe is a lesbian feminist, thought leader, healer, radio host, blogger, defender of LGBTQ+ liberties and internationally sought after human rights speaker. She has been described in O, the Oprah Magazine as "a phenomenal woman who succeeded against all odds." She ministers to the lonely and isolated clients served by Ethos and guides them to find renewal in the goodness of life.

ABOUT

Ethos is a nonprofit organization committed to improving the lives of older adults and disabled individuals in Boston. Since our founding in 1973 by a coalition of community activists, our goal has been to enable individuals to remain in their homes for as long as possible and prevent the need for institutional care.

To achieve this goal, Ethos provides a wide range of high-quality services and supports, delivered both at home and in the community, at little or no cost. Our services include Meals on Wheels, home care, case management, and culturally appropriate programs. Many of our programs, which were groundbreaking at the time, have now become national standards. Our ability to innovate remains as strong as ever, and we continue to develop new programs to meet the evolving needs of our community.

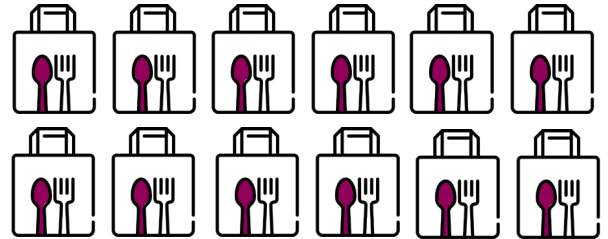
Our commitment to the independence, dignity, and well-being of older adults and disabled individuals, and keeping them at home, is at the heart of everything we do because **home is *Where the Heart Is***.

IN 2022 ETHOS:

- Served 2.5 million+ meals to 8,500 seniors at home, and across 40 community dining sites throughout every neighborhood in Boston
- Provided more than 650,000 hours of home health aide and homemaker services to more than 1,300 older adults in Boston
- Ethos' nursing team completed 1,000+ health screenings to determine eligibility for services
- Assisted more than 3,000 disabled Boston residents through its Personal Care Attendant (PCA) program, with more than 20% being under 60
- Held nearly 400 individual health and wellness classes and events, totaling 500 hours of programming for 1,376 older adults
- Held the largest Pride event for LGBTQ+ older adults in New England, attracting over 300 attendees from across the Commonwealth

ETHOS

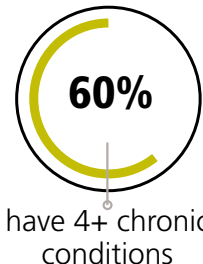
OUR IMPACT IN THE COMMUNITY



Serving over **8,500**
meals per day

This accounts for over
23% of senior meals
across the Commonwealth

Older Adults in Boston



21,000+
older adults have
taken part in Ethos
Healthy Aging activities



14,000+
have taken part in
social engagement
activities



7,000+
hours of social
engagement
activities



4,000+
individual classes
and social activities
conducted



1,300+
seniors dine at
Ethos Community
Cafe sites every day

Since 2013

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INVESTMENT OPPORTUNITIES

Sponsorship Benefits	50th Anniversary Care Investor \$50,000	Compassion Investor \$25,000	Community Investor \$10,000	Mission Investor \$5,000
Night of the Event				
Seating	Table for 12 guests	Table for 10 guests	Table for 8 guests	Seating for 6 guests
Subsidizer of community member tickets	6 tickets	5 tickets	4 tickets	
Screen recognition	Prime recognition	Preferred recognition	Featured recognition	Recognition
Donor name on Fenway video screen	X	X		
Speaking role	X			
Advertising and Promotion				
Recognition on all print and digital materials	Prime recognition as Anniversary Investor	Preferred recognition	Featured recognition	Listing
Pre-recorded video message for social media	1-minute	45-seconds		
Program book (<i>deadline for inclusion Friday, September 8</i>)	Full-page ad, best placement	Full-page ad, special placement	Full-page ad	Half-page ad
Donor name on delivery van for 1 year	X			
Donor name and link on Ethos website for 1 year	X	X	X	X
Additional Value A complimentary Lunch & Learn Session offered on location to educate and inform employees and/or members about caring for an elder at home and services that are available throughout Greater Boston.				
	X	X		

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Thursday, September 28, 2023 | 6:00 pm

REPLY FORM

Company/Donor Name *Please list the name(s) exactly as they should appear in print.*

Contact Name

Title

Address

City

State

Zip

E-mail Address

Telephone

WE/I WOULD LIKE TO SUPPORT ETHOS:

- ☐ **CARE INVESTOR - \$50,000** ☐ **COMMUNITY INVESTOR - \$10,000** ☐ **OTHER \$** _____
- ☐ **COMPASSION INVESTOR - \$25,000** ☐ **MISSION INVESTOR - \$5,000**

Deadline for ad submission & video files is Friday, September 8

Please see the Investment Opportunities page for full description of the benefits.

Checks should be made payable to Ethos.

PAYMENT OPTIONS

- ☐ I will mail our/my gift of \$ _____ to Ethos, 555 Amory Street, Jamaica Plain MA, 02130-2672
- ☐ Please invoice the address above
- ☐ I will recommend a grant from my Donor Advised Fund
- ☐ Please charge my credit card with the information below:

**CLICK HERE FOR
SECURE ONLINE PAYMENT**

AMEX/Mastercard/VISA/Discover Number

CVV#

Expiration Date \$
Amount

Signature

PLEASE REPLY ONLINE OR RETURN THIS REPLY FORM, IDENTIFYING YOUR LEVEL OF COMMITMENT TO:

RSANTOS@ethocare.org or mail to

Ethos, 555 Amory Street, Jamaica Plain MA, 02130-2672

Ethos is designated a 501(c)3 tax-exempt organization under the IRS revenue code.
Donations are tax-deductible to the full extent of the law.



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For more information, please contact Ray Santos,
Chief Development & Community Relations Officer,
[617-477-6638](tel:617-477-6638) | rsantos@ethocare.org



Ethos | 555 Amory Street | Jamaica Plain, MA 02130-2672

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