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.

Stella Marquez-Murray & Juan R. Murray
Juan Real Estate Group LLC
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.”

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 Montaño
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

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Edna Pruce

“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.”

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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.
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

**OUR IMPACT IN THE COMMUNITY**

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

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

<table>
<thead>
<tr>
<th>Older Adults in Boston</th>
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<tbody>
<tr>
<td>40% live alone</td>
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<tr>
<td>20% live in poverty</td>
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<tr>
<td>50% feel lonely</td>
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<tr>
<td>60% have 4+ chronic conditions</td>
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- **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

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## Where the heart is
### INVESTMENT OPPORTUNITIES

<table>
<thead>
<tr>
<th>Sponsorship Benefits</th>
<th>50th Anniversary Care Investor $50,000</th>
<th>Compassion Investor $25,000</th>
<th>Community Investor $10,000</th>
<th>Mission Investor $5,000</th>
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<tbody>
<tr>
<td><strong>Night of the Event</strong></td>
<td></td>
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<tr>
<td>Seating</td>
<td>Table for 12 guests</td>
<td>Table for 10 guests</td>
<td>Table for 8 guests</td>
<td>Seating for 6 guests</td>
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<tr>
<td>Subsidizer of community member tickets</td>
<td>6 tickets</td>
<td>5 tickets</td>
<td>4 tickets</td>
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<tr>
<td>Screen recognition</td>
<td>Prime recognition</td>
<td>Preferred recognition</td>
<td>Featured recognition</td>
<td>Recognition</td>
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<tr>
<td>Donor name on Fenway video screen</td>
<td>X</td>
<td>X</td>
<td></td>
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<tr>
<td>Speaking role</td>
<td>X</td>
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<tr>
<td><strong>Advertising and Promotion</strong></td>
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<tr>
<td>Recognition on all print and digital materials</td>
<td>Prime recognition as Anniversary Investor</td>
<td>Preferred recognition</td>
<td>Featured recognition</td>
<td>Listing</td>
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<tr>
<td>Pre-recorded video message for social media</td>
<td>1-minute</td>
<td>45-seconds</td>
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<tr>
<td>Program book (deadline for inclusion Friday, September 8)</td>
<td>Full-page ad, best placement</td>
<td>Full-page ad, special placement</td>
<td>Full-page ad</td>
<td>Half-page ad</td>
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<tr>
<td>Donor name on delivery van for 1 year</td>
<td>X</td>
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<tr>
<td>Donor name and link on Ethos website for 1 year</td>
<td>X</td>
<td>X</td>
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<tr>
<td><strong>Additional Value</strong></td>
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<td>A complimentary Lunch &amp; 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.</td>
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Click here to become a donor: ethocare.org/ethos50
Company/Donor Name Please list the name(s) exactly as they should appear in print.

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<th>Contact Name</th>
<th>Title</th>
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Address

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E-mail Address

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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
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:

AMEX/Mastercard/VISA/Discover Number

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Expiration Date  $  Amount  Signature

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

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