



# Where the *heart* is

*A Celebration of Caregivers*

THURSDAY, OCTOBER 10, 2024



**MISSION INVESTMENT OPPORTUNITIES**

Become a donor: [ethocare.org/gala](https://ethocare.org/gala)

# Where the *heart* is

Thursday, OCTOBER 10, 2024 | 6:00 pm  
REVERE HOTEL BOSTON COMMON



## Honorary Chairs

**The Honorable Maura T. Healey**  
Governor of Massachusetts

**John Donohue**  
Chairman, President and CEO of the  
Arbella Insurance Group

## Honorary Committee

### Massachusetts Legislature

**Senator Michael Rush**  
Majority Whip  
Norfolk and Suffolk District

**Senator Sal DiDomenico**  
Assistant Majority Leader  
Middlesex and Suffolk  
District

**Senator Liz Miranda**  
2nd Suffolk District

**Representative John Moran**  
9th Suffolk District

**Representative  
William MacGregor**  
10th Suffolk District

**Representative Rob Consalvo**  
14th Suffolk District

**Representative  
Samantha Montaño**  
15th Suffolk District

### Boston City Council

**Councilor Ruthzee Louijeune**  
City Council President  
City Councilor, At-Large

**Councilor Julia Mejia**  
City Councilor, At-Large

**Councilor Erin Murphy**  
City Councilor, At-Large

**Councilor Henry Santana**  
City Councilor, At-Large

**Councilor Gabriela Coletta**  
City Councilor, District 1

**Councilor Edward Flynn**  
City Councilor, District 2

**Councilor John Fitzgerald**  
City Councilor, District 3

**Councilor Brian Worrell**  
City Councilor, District 4

**Councilor Enrique Pepén**  
City Councilor, District 5

**Councilor Benjamin Weber**  
City Councilor, District 6

**Councilor Liz Breadon**  
City Councilor, District 9

### Past Honorees

**Sheldon Lloyd**  
2023 Community Impact  
Award Recipient

**José Massó**  
2023 Ageless Advocacy  
Award Recipient

**Reverend Irene Monroe**  
2023 Compassion in  
Action Award Recipient

## Event Co-Chairs

**Rick Berk & Chris Berk**  
Brown Brothers Harriman & Community Leader



"We are honored to be co-chairing the gala in honor of caregivers in our community. Having cared for senior family members over the years, we know how important it is to care for loved ones as they

mature. We also believe that Ethos' work to create awareness of the needs of our seniors can help foster deeper connections between generations and promote a culture of respect and mutual appreciation."

**Ellen Grubert & Janis Lippman**  
Ellen + Janis @Denman Drapkin Group|Compass

"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."

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## HONORING

### COMMUNITY IMPACT AWARD



**Michelle Wu**  
Mayor of Boston

Michelle Wu is the first woman and first person of color to be elected Mayor of Boston. The daughter of Taiwanese immigrants, she serves as a dedicated caregiver to her own mother at home. Mayor Wu has been a steadfast collaborator, working in partnership with Ethos to further care,

compassion and community on behalf of every older and disabled resident of Boston.

A Boston Public Schools mom, and an MBTA rider, Mayor Wu believes that the key to solving our deepest challenges lies in building community and embracing possibility. In her first official act as Mayor, Wu signed an ordinance divesting City funds from fossil fuels, private prisons, and the tobacco industry. She also worked to make three Boston bus lines – which serve predominantly Black and brown neighborhoods – fare-free for two years.

To take decisive action against climate change and improve conditions for Boston Public Schools' students, teachers, and families, Mayor Wu has launched a Green New Deal for BPS and expanded early childhood services. Mayor Wu also established Boston's first-ever Offices of Food Justice, Black Male Advancement, LGBTQ+ Advancement, and Worker Empowerment.

Through her actions and initiatives, Mayor Wu will have an impact on our city for generations to come.

### COMPASSION IN ACTION AWARD



**Simone Winston, Shannon Pastuszak & Lisa Pierpont**  
The Newbury Cup

The Compassion in Action Award honorees embody the essence of community leadership and dedication to enriching the lives of Boston's most vulnerable residents.

Newbury Cup Co-Founder Simone Winston is a devoted mother and advocate who has dedicated decades to serving organizations like The Breast Cancer Research Foundation and Perkins School for the Blind. Co-Founder Shannon Pastuszak is a media veteran and dedicated philanthropist working with organizations such as the Boston Public Library's Literary Lights Committee and The Home For Little Wanderers. Founding Member Lisa Pierpont is an accomplished editor and educator, using her platform to shed light on important social issues and drive positive change in our city.

The Newbury Cup demonstrates our honorees' unwavering commitment to community service and their collective efforts have made a profound impact on countless lives, inspiring hope and resilience within our community.

# ABOUT

Ethos is an award-winning nonprofit organization committed to improving the lives of older adults and disabled individuals in Greater Boston. Our goal is to enable individuals to remain in their homes for as long as possible and prevent the need for institutional care.

Ethos' services include Meals on Wheels, home care, case management, and culturally appropriate programs.

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*.

## 50<sup>TH</sup> ANNIVERSARY GALA IMPACT

Together, we raised over \$360,000, making the 2023 gala the most successful fundraising event in Ethos' history!

This single initiative has enabled Ethos to:

- provide thousands of meals for seniors
- enhance our programming for LGBTQ+ older adults
- launch personalized action plans to strengthen the mental well-being for the isolated and homebound clients we serve

## In 2023 ETHOS:

**NUTRITIOUS MEALS**  
Provided more than **2.4 million** hot, nutritious, medically tailored and culturally appropriate meals to **9,500+ seniors** through home delivery and community dining sites.

**CARE MANAGEMENT**  
Delivered over **467,000 hours** of in-home care and made **3,200+ home visits**, assisting nearly **5,000** elderly and disabled residents.

**HEALTHY AGING INITIATIVE**  
Offered **700+ hours** of health and wellness classes and **600+ events** to **2,200+** older adults, promoting physical, mental, and social well-being.

**COUNSELING AND SUPPORT SERVICES**  
Guided thousands of seniors through challenges, including health insurance counseling for **2,250+**, mental health support for **120+**, and financial management assistance for **270+**.

# ETHOS

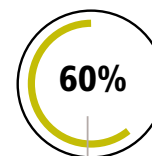
## Our Impact IN THE COMMUNITY

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

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



### Older Adults in Boston



## Caregivers Deserve TO BE CELEBRATED!

### 53 Million Caregivers:

Nearly one in five Americans are providing unpaid care to an adult with health or functional needs.



### Alzheimer's and Dementia Care:

26% of caregivers in America are tending to someone with Alzheimer's disease or dementia.

**Health Impact:** 23% of caregivers report that their own health has worsened due to their caregiving responsibilities.

**Generational Caregiving:** Boomers and Generation X represent 63% of all family caregivers in America.

(Source: The National Alliance for Caregiving (NAC) and AARP present Caregiving in the U.S. 2020!)

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## INVESTMENT OPPORTUNITIES

Sponsorship Benefits	Presenting Sponsor \$50,000	Compassion Investor \$25,000	Community Investor \$10,000	Mission Investor \$5,000
<b>Night of the Event</b>				
Seating	Table for 12 guests	Table for 8 guests	Table for 6 guests	Seating for 4 guests
Screen recognition	Prime recognition	Preferred recognition	Featured recognition	Recognition
Speaking role	X			
Invitations to Honoree Reception	6 tickets	4 tickets	2 tickets	2 tickets
<b>Advertising and Promotion</b>				
Recognition on all print and digital materials	Prime recognition as Presenting Sponsor	Preferred recognition	Featured recognition	Listing
Pre-recorded video message for social media	1-minute	45-seconds		
Program book ( <i>deadline for inclusion Monday, September 16</i> )	Full-page ad, best placement	Full-page ad, special placement	Full-page ad	Half-page ad
Donor name on delivery vehicle for 1 year	X			
Donor name and link on Ethos website for 1 year	X	X	X	X
<b>Additional Value</b> 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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## REPLY FORM

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

Contact Name

Title

Address

City

State

Zip

Email 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 Monday, September 16

*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:

**SECURE ONLINE PAYMENT:**  
**[ethocare.org/gala](https://ethocare.org/gala)**

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](mailto: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. Tax ID #23-7304163





# HOME

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

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

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