

Why give to the Alzheimer's Association?

The Alzheimer's Association is the leading global, voluntary health organization in Alzheimer's care and support, as well as the largest private, nonprofit funder of Alzheimer's research. Our vision is a world without Alzheimer's. Since our founding in 1980, we have moved toward this goal by advancing research and providing support, information and education to those affected by Alzheimer's and related dementias.



Advancing Public Policy

The Alzheimer's Association is the leading voice for Alzheimer's advocacy, fighting for critical Alzheimer's research, prevention and care initiatives at the state and federal level. We diligently work to make Alzheimer's a national priority.

- Our advocates engage elected officials at all levels of government and participate in our annual Alzheimer's Association Advocacy Forum, an event on Capitol Hill to meet with elected representatives.
- We develop policy resources, including the *Alzheimer's Disease Facts and Figures* report and *Changing the Trajectory of Alzheimer's Disease*, to educate decision-makers on the economic and emotional toll that Alzheimer's takes on families — and the nation.



Enhancing Care and Support

The Alzheimer's Association works on a global, national and local level to enhance care and support for all those affected by Alzheimer's and related dementias. We are here to help.

- Our professionally staffed 24/7 Helpline offers information and advice to more than 250,000 callers each year and provides translation services in more than 170 languages.
- We deliver 20,000 education programs annually and offer online information in 17 languages.
- Our safety services, Comfort Zone and MedicAlert® + Alzheimer's Association Safe Return®, provide location management for people with Alzheimer's who wander.



Accelerating Research

As the largest private nonprofit funder of Alzheimer's research, the Alzheimer's Association is committed to accelerating progress of new treatments, preventions and, ultimately, a cure. Through our partnerships and funded projects, we have been part of every major Alzheimer's research advancement over the past 30 years.

- We advance the understanding of Alzheimer's through our peer-reviewed research grant program, which has awarded more than \$279 million to 1,900 scientists since 1982.
- Our scientific journal, *Alzheimer's & Dementia*, provides a single publication for the global scientific community to share its diverse knowledge.

For more information about the Alzheimer's Association®, visit alz.org/oregon.
Contact Cindy Benton with questions at 541-345-8392 or cbenton@alz.org.

RAISING THE HOPE

A community breakfast in support of the Walk to End Alzheimer's®



May 3, 2016 | 7:30 – 8:30 a.m.

Eugene Hilton and Conference Center

66 E. Sixth Ave. | Eugene, OR 97015

Sponsored by

Waterford Grand

TABLE HOST PACKET

Dear Table Host,

We extend our deepest gratitude to you for your willingness to be a table host for Raising the Hope. As much as Raising the Hope is an essential fundraiser for the Walk to End Alzheimer's®, it also offers the unique opportunity to bring more awareness about Alzheimer's disease to our community. Your support for this upcoming Raising the Hope is incredibly valuable to individuals living with the disease, along with their families and those who give care.

Our goals for Raising the Hope:

- Create an inspirational fundraising event that leaves attendees with a lasting impression of the crucial work of the Alzheimer's Association®.
- Strengthen and build upon our existing relationships with current supporters and bring new donors into the organization.
- Increase public awareness of the Alzheimer's Association and its mission, programs and services.
- Kick off the Walk to End Alzheimer's®.

Our goals are to make you proud of being a table host and to provide you with the tools needed to make Raising the Hope a success. This packet is here to help, as are we; please let us know if you need any assistance.

Thank you, from the bottom of our hearts, for raising hope for the millions of individuals living with Alzheimer's disease.

Warmest regards,

 

Tracy Morgan
Executive Director

Cindy Benton
Development Associate

Table Host Overview

Table hosts are the backbone to Raising the Hope, and we are so grateful you agreed to be a part of this event. As a table host, you are responsible for filling your table by personally inviting guests to take part in this powerful hour of inspiration, which includes a complimentary meal. At the end of the hour, attendees will be given an opportunity to take part in our mission as we invite them to make a financial contribution. Their gifts will help us expand our family service and education programs, as well as provide additional funding to accelerate research that is needed to find a cure for Alzheimer's disease.

Invite Guests

- Make a list of family, friends and colleagues, including (but not limited to) those affected by Alzheimer's; people who have attended previous events; and those who are aware of how important this cause is to you.
- A personal invitation ensures the greatest commitment; please take a few moments to really connect with those you invite. A phone call or a personal visit will go much farther than an email. Plan to invite enough guests to fill your table.
- If you are a team captain, invite your guests to join your Walk team. Money raised at your table will go toward your team fundraising goal. Please ensure your 2016 Walk team has been registered before this event.
- To fill seats, you may need to invite almost double the amount of guests; even when you receive commitments, you can expect at least 15 percent of your guests to cancel. We will always have ample seating for those who commit to coming by the due date. Tables accommodate 10 people.
- Communicate expectations; let your guests know Raising the Hope is a fundraiser. There is no minimum or maximum gift, and you are inviting them because you would like them to know more about the Alzheimer's Association and the Walk to End Alzheimer's®.

Guest Confirmation and Picture

- We strongly recommend following the enclosed schedule. We will send you emails to help guide you through deadlines.
- **Guests lists due April 19.** Please email your guests list by that date to Cindy Benton at cbenton@alz.org.
- Please communicate with all of your guests to confirm their attendance.
- "I am the Face of Alzheimer's" slideshow picture and text due April 19 (use enclosed form for directions).
- Send the guest list (enclosed) to the Eugene office with the name and contact information of each of your confirmed guests.
- Stay in contact with your guests up until the day of the event.
- Let us know of any unexpected changes, specifically, if you are unable to fill your table.

Raising the Hope: May 3, 2016

7 a.m. – Welcome Your Guests

Check-in begins at 7 a.m., and the program begins at 7:30 a.m. Plan on arriving at 7 o'clock so you can pick up your table host packet and greet your guests as they arrive at your table.

Make it Personal

Thank your guests! Consider placing handwritten notes or token gifts at the table for them. The Alzheimer's Association will provide you with more day-of-event details prior to the breakfast.

7:30 – 8:30 a.m.

Enjoy the program!

Post-Raising the Hope

- Say thank you to your guests who attended the event either with a handwritten card or a phone call.
- Reach out to those who could not attend. Send them highlights of the event.

FAQ (Frequently Asked Questions)

What is a table host?

Table hosts invite guests to join them at Raising the Hope to learn more about the work of the Alzheimer's Association. This event is free to both you and your guests. Although everyone will be asked to consider a contribution, there is no set limit on a gift level. It will be our job to inspire your guests to give.

Why should I be a table host?

Not only do you raise money to support the Alzheimer's Association, you are also helping to introduce your friends and colleagues to the cause. You are also giving them the opportunity to support and learn more about the mission of the Alzheimer's Association: to eliminate Alzheimer's disease through the advancement of research; to provide and enhance care and support for all affected; and to reduce the risk of dementia through the promotion of brain health.

What if I cannot fill a table?

There are no penalties if you cannot fill a table. We can often assist you in filling your table, or you may choose to co-host a table with a friend. When in doubt, please contact us, as we have many ideas that can assist you in helping to fill your table.

What do I do at Raising the Hope?

On the day of the event, you are a true host. Start by checking in and obtaining your table packet. Once you find your reserved table, enjoy the program, talk about the Alzheimer's Association and have a good time with your guests. Toward the end of the program, you will be asked to distribute and then collect pledge cards from your guests. Before you leave the event, please return the materials to the Alzheimer's Association staff members.