

# JWCH INSTITUTE, INC.

BUILDING A HEALTHIER COMMUNITY  
FOR OVER FIFTY-TWO YEARS

*Sponsorship Proposal for  
JWCH 2012 Hand and Heart Gala*

Tuesday, October 16th, 2012  
The Dorothy Chandler Pavilion  
135 N. Grand Avenue, Los Angeles, CA 90012



**JWCH**  
INSTITUTE, INC.  
*John Wesley Community Health*



Dear Friends,

This year John Wesley Community Health (JWCH Institute) will celebrate 52 years of providing medical services to residents of the Los Angeles area. It gives us great honor to dedicate this evening to the work of some of healthcare's greatest champions.

Supervisor Zev Yaroslavsky has been a champion on the Los Angeles County Board of Supervisors for healthcare services for safety-net populations and the homeless. The Supervisor's leadership on homeless issues led to the creation of Project 50 in skid row. Project 50 saved lives and brought to the forefront the benefits of the critical nexus between housing and integrated behavioral health and primary care for the chronic homeless. The BEST Program (Benefits Entitlements Services Team) is a unique collaboration of the Social Security Administration, the County of Los Angeles and JWCH. Since 2009, BEST has qualified more than 700 disabled homeless persons for "fast-tracked" SSA benefits and assisted these individuals towards self-sufficiency, stable housing and regular health care. For more than a decade, Dennis Bleakley, MD has been the main medical provider in the JWCH skid row health center. Affectionately called the "Skid Row Doc", he has cared for thousands of homeless men and women. No doubt, Dr. Bleakley has saved thousands of lives in skid row. Finally, Elizabeth "Libby" Boyce is the Homeless Coordinator for the Los Angeles County Chief Executive Office. She has served in various roles with Los Angeles County and has been instrumental in the rapid development forward of our county's most effective homeless programs. I hope you will join us to honor these community champions.

JWCH Institute continues its mission as a Federally Qualified Community Health Center meeting the needs of LA's uninsured and most vulnerable populations. This last year, our organization provided care to more than 25,000 unduplicated men, women and children through eight community health centers and 16 program sites. More than 7,000 homeless men and women are served through our various programs. We appreciate the support and partnerships that are provided to our organization in the delivery of this work.

We respectfully request your attendance and sponsorship of our 2012 Gala. Your support helps JWCH continue its mission. It will be a splendid evening with music, a wonderful dinner, recognitions and friends.

Sincerely yours,

Al Ballesteros, MBA  
Chief Executive Officer

## *Our Board of Directors*

Robert Morris, MD, Chair

Karl Scott, Vice-Chair

Keith Terasaki, M.D., Secretary

Joe Castel

Ronald Chambers

Lawrence Fernandez, Jr.

Maria Padron

Kathleen House

Tabia Salimu

Louis Michael Shea

Jackie Waltman



### *Honorees:*

Social Security Administration / B.E.S.T. Program

Ms. Libby Boyce, Homeless Coordinator Los Angeles County Chief Executive Office

Supervisor Zev Yaroslavsky, Los Angeles County Board of Supervisors

Dr. Dennis Bleakley, M.D.

### *JWCH Dinner Committee:*

**Sergio Aviña**  
JWCH, Division Director for Community Health

**Terry A. Bonecutter**  
Bonecutter & Associates

**Wonder Brown**  
Community Supporter

**Tina Henderson, Ph.D.**  
JWCH SPNS-LODi Project

**Jackie Jones**  
Gilead Sciences, Inc.

**Robert Morris, M.D.**  
JWCH Board Chair

**Cesar Portillo**  
Los Angeles Child Guidance Clinic

**Keith Terasaki, M.D.**  
Kaiser Permanente

**Veronica Trebels**  
La SOIE Bridal

**Richard Vasquez**  
Vasquez and Associates



*The mission of JWCH Institute is to improve the health status and well being of underserved segments of the population of Los Angeles County through the direct provision or coordination of health care, health education services and research.*

*“Building a healthier community for over 52 years”*  
*JWCHInstitute.org*

# Sponsorship Response Form

*Yes, I will attend.*

*Please reserve:*

- Platinum Partner - \$25,000
- Heart of Gold Sponsor - \$15,000
- Silver Heart Sponsor - \$10,000
- Bronze Heart Sponsor - \$5,000
- Heart Sponsor - \$2,500
- Community Supporter - \$500
- \_\_\_\_ Individual ticket(s) at \$200 each

*Program Ad Order:*

- Full Page Color ad - \$750 7.5" w X 10" h
- Half Page Color ad - \$390 7.5" w X 4.75" h
- Quarter Page Color ad - \$200 3.5" w X 4.75" h

*Program Ad Deadline: Tuesday, September 25<sup>th</sup>*

**ARTWORK (PDFs & JPEGs ONLY)**

**Please email camera ready artwork to  
Tricia Waite at [twaite@jwchinstitute.org](mailto:twaite@jwchinstitute.org)  
or call (213) 484-1186.**

*No*, I cannot attend, but would like to make a tax deductible donation of \$ \_\_\_\_\_

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Signature \_\_\_\_\_ Sponsorship Amount \$ \_\_\_\_\_

**Please note: Final payment is due by October 9, 2012**

Name of contact person for program ad \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

Enclosed is my check payable to JWCH Institute, Inc.

Charge my:  Visa  Master Card  American Express

Card # \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_ Three or four digit security code \_\_\_\_\_ Exp. Date \_\_\_\_\_ / \_\_\_\_\_

Name on Card \_\_\_\_\_

Billing address (if different from above) \_\_\_\_\_

Signature authorizing charge \_\_\_\_\_ Date \_\_\_\_\_

**Please return form by: FAX: 213-413-3443**

**Email: [twaite@jwchinstitute.org](mailto:twaite@jwchinstitute.org)**

**Mail: JWCH Institute, Inc.  
1910 W. Sunset Blvd. Suite 650  
Los Angeles, CA 90026  
ATTN: Tricia Waite**

**Questions: Please call  
Tricia Waite at  
213-484-1186 x3015**

*We look forward to seeing you October 16<sup>th</sup>, 2012 at the Dorothy Chandler Pavilion!*

# Sponsorship Opportunities Form



## Platinum Partner \$25,000

- Premium reserved seating for twenty (20)
- Full page color ad on inside front cover of Gala program
- Opportunity to speak at Gala
- Prominent identification as Platinum Partner at Gala
- Logo inclusion on all printed gala materials & social media
- Mention on all press releases

## Heart of Gold Sponsor \$15,000

- Premium reserved seating for ten (10)
- Full page color ad on back cover of Gala program
- Prominent identification as Heart of Gold Sponsor at Gala
- Logo inclusion on all printed gala materials & social media
- Mention on all press releases

## Silver Heart Sponsor \$10,000

- Premium reserved seating for ten (10)
- Full page color ad in Gala Program
- Prominent identification as Silver Heart Sponsor at Gala
- Logo inclusion on all printed gala materials & event website
- Mention on all press releases



## Bronze Heart Sponsor \$5,000

- Reserved seating for ten (10)
- Half page color ad in Gala program
- Premier identification as Bronze Heart Sponsor at Gala
- Logo inclusion on event website

## Heart Sponsor \$2,500

- Reserved seating for ten (10)
- Quarter page color ad in Gala program
- Premier identification as Heart Sponsor at Gala



## Community Supporter \$500

- Reserved seating for two (2)
- Business card size color ad in Gala program