

# Light Up A Life 2020

A San Luis Obispo  
County Tradition  
For 36 years



*For 36 years, Hospice SLO County's "LIGHT UP A LIFE" season has offered special ceremonies at locations throughout San Luis Obispo County for remembrance of loved ones who are no longer present, but certainly not forgotten.*

Dear Hospice SLO County Supporter,

July 30, 2020

This year, remembering those who have died takes on a whole new meaning. The COVID-19 pandemic precluded people from saying good-bye to their loved ones. **Many who were fortunate to avoid the coronavirus, died alone in hospitals of other illnesses because friends and family were not able to visit or be present.**

Every week, more people die from COVID-19 than were lost on 9/11. Understandably, there is an ever-present and palpable fear of death and dying. **Many people are facing the possibility and reality of their own death for the first time.** The need for Hospice SLO County's services has increased in ways we never expected, and we have been honored to meet that need. Calls for help with Advanced Care Directives and last wishes have increased along with request for respite, doula support and grief counseling. Hospice SLO County is working through its staff, counselors, counseling interns and volunteers to bring comfort to hundreds of people each month.

## **To sustain our vital mission, we need your Sponsorship this year more than ever!**

Your sponsorship dollars will support the LIGHT UP A LIFE events in 5 different areas of our county from December 7 – 12, 2020. These socially distanced opportunities to grieve are critically important to our community and our collective mental and emotional health. **Many have not been able to hold or attend funerals or memorial services. Your sponsorship will give hundreds of people a precious opportunity to honor the lives of someone they have loved and lost. Your sponsorship creates meaningful healing.**

Every donation received has a direct impact on our services. **We are a non-medical hospice and DO NOT charge fees or file claims. Our only income comes from direct donations, sponsorships, grants and bequests.** Your generosity and support of LIGHT UP A LIFE 2020 will help fill the financial gaps realized from the catastrophic impact COVID-19 has had on our ability to fundraise. It is tragically ironic that our fundraising efforts are challenged like never before at the exact moment when our services are so vital to our community's collective health.

This has been a year like no other. Hospice SLO County, a small but mighty local non-profit, has helped thousands of people over the past 43 years. With your support Hospice SLO County will thrive for another 43 years. **These are defining days, and it will be our honor to let the community know that you are our ally. Thank you!**

With sincere appreciation,

Susan Olson, Director of Development

Patrick O'Hara, Treasure of the Board /Event Chair



## SPONSORSHIP OPPORTUNITIES

	<b>GOLD \$2,500</b>	<b>SILVER \$1,000</b>	<b>BRONZE \$500</b>	<b>CONTRIBUTOR \$250</b>	<b>SUPPORTER \$100</b>
Pre & post event print advertising	Business name and logo	Business name	Business name	Business name, post event only	Business name, post event only
Regional television spots	▪				
Inclusion in all Hospice SLO County's PSA announcements & press releases	▪				
Hospice SLO County's Light Up A Life social media & e-marketing promotions	▪	▪	▪		
Printed material (invitations, posters, flyers & programs)	▪	▪	▪		
Sponsorship acknowledgment, logo, and hotlink on Hospice SLO County website	▪				
Sponsor ad on Hospice SLO County website	▪	▪			
Provide names of loved ones for the Remembrance Ceremony and book.	▪	▪	▪	▪	▪
Recognition at National Hospice Month Webinar on Nov 5, 2020	▪	▪	▪		

**\* To ensure you receive your sponsor benefits, our office must receive your Sponsor Commitment Form by the following deadlines:  
Mailed invitation/posters/flyers 09/15/2020; Ceremony Program 10/1/2020; Community Thank You Ad 12/15/2020.**

### SAN LUIS OBISPO

Monday, Dec. 7, 5PM

Mission San Luis Obispo de Tolosa & Plaza  
751 Palm St, San Luis Obispo

### SOUTH COUNTY

Tuesday, Dec. 8, 6PM

Heritage Square Park & Gazebo  
300 W. Branch St, Arroyo Grande

### COASTAL COMMUNITIES

Wednesday, Dec. 9, 5PM

Cass House  
222 N Ocean Ave, Cayucos

## EVENT DATES AND LOCATIONS



### NORTH COUNTY

Thursday, Dec. 10, 5PM

Castoro Cellars  
1315 N Bethel Rd, Templeton

### SAN LUIS OBISPO

#### "Paws to Remember"

Pet Peace of Mind Ceremony

Friday, Dec. 11, 6PM

Hospice SLO County Office  
1304 Pacific Street, San Luis Obispo

**During the 2019-20 fiscal year, over 180 volunteers provided services valued at \$343,242.00!!**



3,460 hours- In-Home Respite Care  
1,121 hours- End-of-Life Doula Support  
878 hours- Threshold Singing  
200 hours- Heart in Hand Services  
431 hours- Pet Peace of Mind  
1,202 hours- In-Office Support  
3,378 hours- Individual/Family Grief Counseling Sessions  
540 hours in 402 Facilitated Support Groups



**PET PEACE OF MIND**  
KEEPING PETS & FAMILIES TOGETHER  
DURING HOSPICE CARE

# LIGHT UP A LIFE SPONSOR COMMITMENT FORM

## Level:

- Gold.....\$2,500       Contributor.....\$250  
 Silver.....\$1,000       Supporter.....\$100  
 Bronze.....\$500

## Sponsor Information:

Company/Individual Name: \_\_\_\_\_ Main Contact: \_\_\_\_\_  
Title: \_\_\_\_\_ Email: \_\_\_\_\_  
Mailing Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Phone: \_\_\_\_\_ Website: \_\_\_\_\_

## Payment Information:

Payment by:  Check       Credit Card       Yes, I want to cover the 3% transaction fee so 100% of my donation goes to Hospice SLO County  
Amount: \_\_\_\_\_ Credit Card# \_\_\_\_\_ Expiration: \_\_\_\_\_  
CODE: \_\_\_\_\_ Signature: \_\_\_\_\_ Date: \_\_\_\_\_

## Sponsorship is:

- In honor of       In memory of       In support of Hospice SLO County

Names(s) \_\_\_\_\_

Please fax completed form with credit card information to 805.544.6573

or mail with your check payable to:

**Hospice SLO County**

**Attn: LUAL SPONSORSHIP**

**1304 Pacific Street, San Luis Obispo, CA 93401**

To provide us with your credit card information via phone, please call 805.544.2266.

Or sign up online at [www.hospiceslo.org](http://www.hospiceslo.org)

Hospice SLO County Tax I.D. #95-3195126

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**Thank You!**