

Supporter and Underwriting Opportunities

NATIONAL HOSPICE FOUNDATION

# 2024 GALA

The 2024 National Hospice Foundation Gala will raise funds for the  
**Lighthouse of Hope Fund**,  
created to support special experiences for patients at the end of life.

**Tuesday, September 17, 2024 | 7–11 p.m. | Denver, Colorado**

Held in conjunction with the 2024 NHPCO Annual Leadership Conference



**NHF**

**National Hospice  
Foundation**

[nationalhospicefoundation.org/gala](https://nationalhospicefoundation.org/gala)



**NHPCO**

**Annual Leadership  
Conference**

[nhpc.org/alc2024](https://nhpc.org/alc2024)

## Supporter and Underwriting Opportunities

The **National Hospice Foundation** (NHF), the fundraising affiliate of the National Hospice and Palliative Care Organization (NHPCO), will host an exclusive fundraising gala in Denver, Colorado on Tuesday, September 17, 2024 in conjunction with the 2024 NHPCO Annual Leadership Conference. NHF's largest annual fundraiser, this event offers an evening of delicious food and drinks, dancing, exciting auction opportunities, and live entertainment.

Supporting the NHF gala means sharing in the vision of NHPCO and NHF to help create a world where individuals and their loved ones living with serious illness or facing death and grief experience the best humankind can offer.

## Who You Will Help

NHF's **Lighthouse of Hope Fund** offers direct assistance to patients with life-limiting illness and their loved ones. This philanthropic initiative helps families maximize the time they have left together by providing financial support for fulfilling last wishes.

Available exclusively for patients of NHPCO member organizations, hospice care team members apply for the funds for each experience. Whether it's reconnecting with long-lost family members, revisiting a favorite place, or enjoying a special dining experience, the Lighthouse of Hope Fund alleviates financial burden, allowing patients to create cherished memories.

**We need your help to keep this program going.** Supporting this year's NHF Gala means directly helping patients achieve their last wishes.

Because of your support, NHF will continue to offer grants to improve the quality of life for patients. Thank you for your commitment to fulfilling these requests. **We look forward to celebrating with you this September!**

# NATIONAL HOSPICE FOUNDATION 2024 GALA



Photo courtesy of Care Dimensions.

Several years ago, Joan McLynch began hospice for complications from leukemia. Upon admission, her nurse at Care Dimensions in Danvers, MA asked about her primary goals for care and priorities for the time she had left.

**"I didn't have to think about it,"** said Joan. **"I wanted to feel good enough to make it through December to attend the New England Patriots' home game against the Miami Dolphins."**

Joan's son-in-law purchased tickets for the game, and Joan's social work team asked Joan what they could do to make the day extra special.

**"If you're going to go, go big,"** Joan said.

Once Joan's care team knew what she and her family wanted, they applied to NHF's Lighthouse of Hope Fund to pay for limousine transportation and a post-game dinner to keep the festivities going. Learning of her story, Patriots staff even issued complimentary passes for Joan and her family to be on the field for the pre-game warm up.

That Sunday, thanks to the support of her family and hospice care team, 76-year-old Joan traveled with her family by limousine to attend the game.

**"It all went well and the family had a great day,"** said Angela O'Keefe, Care Dimensions social worker for Joan. **"Even though the Patriots didn't win, the family was able to help their mom to reach one of her bucket list dreams."**

SUPPORTER BENEFIT	DIAMOND \$20,000 (Exclusive)	RUBY \$15,000	EMERALD \$10,000	SAPPHIRE \$5,000	OPAL \$2,500
Exclusive presenting Gala supporter recognition	✓				
ALC2024 attendee mailing list	✓				
Branded Gala 360° photo booth	✓				
Attendee swag bag insert	✓	✓	✓		
Opportunity to address Gala attendees	Live remarks OR Pre-recorded video	Pre-recorded video			
Personalized email message to ALC2024 attendees	✓				
Personalized email message to NHF Gala attendees	✓	✓	✓		
Recognition during CEO's Gala remarks	✓	✓	✓	✓	
Inclusion in Gala event publicity and ALC2024 marquee slides	✓	✓	✓	✓	✓
Access to VIP Reception	✓	✓	✓	✓	✓
Dedicated Gala tables with branded signage	2 (10 optimally located seats)	2 (10 seats each)	1 (10 seats)	1 (8 seats)	4 Seats
Enhanced table centerpieces	✓	✓			
Acknowledgment in NHPCO NewsBriefs	✓ (Top story)	✓ (Top story)	✓	✓	✓
Acknowledgment in NHPCO LinkedIn post	✓	✓	✓	✓	✓
Event Program Advertisement	Full Page (noted as presenting supporter)	Full Page	Full Page	Half Page	Quarter Page

#### Event Program Specifications:

**Full Page:** 8.5" x 11" with bleed or 7.5" x 10" without bleed

**Half Page:** 7.5" x 4.75"

**Quarter Page:** 3.75" x 4.75"



## A La Carte Underwriting Opportunities

Underwriting opportunities are **100% tax-deductible**. They can be added to any supporter package or purchased separately. These offer a great opportunity to support the Gala even if you are unable to attend.

### All underwriters will receive:

- Logo recognition on event website, signage, and marquee slides

EXCLUSIVE OPPORTUNITIES	COST
<b>Musical Entertainment Supporter</b> Every attendee will hit the dance floor thanks to you! Receive special shoutouts and branded recognition.	\$5,000
<b>Branded Step and Repeat</b> Every attendee will take their picture at the step and repeat when they arrive at the Gala, complete with a red carpet. Your logo will be co-branded with NHF.	\$4,500
<b>Centerpiece Supporter</b> Underwriting centerpieces will showcase your brand at every table.	\$4,000
<b>Aspiring Leaders Table Supporter</b> Network and connect with hospice and palliative care aspiring leaders.	\$2,500
<b>Cocktail Hour Supporter</b> Underwrite the Gala's pre-dinner cocktail hour as the hour's designated supporter.	\$2,000
<b>Champagne Toast Supporter</b> You will be named as the supporter of our champagne toast as we kick off the Gala.	\$2,000
<b>Dessert Bar Supporter</b> Everyone gathers around the dessert bar for a sweet treat.	\$2,000
<b>Branded Silent Auction Supporter</b> Signage indicating your support for the silent auction will be featured onsite and in promotional materials.	\$1,500
<b>Table Space</b> Display your marketing materials at a table by registration.	\$1,500
<b>Raffle Supporter</b> Underwrite an additional fundraising opportunity with an interactive raffle and exciting prizes.	\$1,000
<b>Signature Cocktail</b> Every attendee will be offered your organization's signature cocktail upon arrival.	\$750

*"Supporting the National Hospice Foundation Gala is an opportunity for those in the hospice and palliative care community to give back. Whether it's supporting our most vulnerable patients or our own workforce, this philanthropic event is a wonderful way to partner with NHF and fundraise for a great cause."*



**Jacqueline Lopez-Devine**  
Chief Clinical Officer, Gentiva  
2023 NHF Gala Ruby Supporter





**NHF thanks the members of the  
Philanthropy Advisory Council, without  
whom this event would not be possible.**

**Carla Davis, Chair**

Senior Vice President, Hospice Operations  
LHC Group

**Brittney Jaskowiak**

Senior Vice President, Client Success  
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**Bernadette Smith, Vice Chair**

Vice President of Marketing  
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**Nicole Staten**

Utilization Manager – Pharmacy  
Gentiva

**Dana Foreman**

Division President, Hospice Operations  
LHC Group

## LOCK IN YOUR SUPPORT TODAY!

- Visit [nationalhospicefoundation.org/gala](https://nationalhospicefoundation.org/gala)
- Select **"NHF GALA SUPPORTERS"** to support the gala
- Select **"NHF GALA TICKETS"** to purchase individual or group tickets

You will be prompted to login to your NHPCO account or register for a new account.

## QUESTIONS?

[info@nationalhospicefoundation.org](mailto:info@nationalhospicefoundation.org)  
(877) 470-6472

Interested in making an in-kind  
contribution to the NHF Gala Auction?

Visit [forms.microsoft.com/r/OXqBc14W9E](https://forms.microsoft.com/r/OXqBc14W9E) for  
more information.



NATIONAL HOSPICE FOUNDATION  
**2024 GALA**

**Tuesday, September 17, 2024**  
**VIP Reception: 6–7 p.m.**  
**Gala: 7–11 p.m.**

- Cocktail Hour
- Dinner
- Auction(s)
- Live entertainment and more

**\$250 - Early Bird**  
(before May 31, 2024)

**\$275 - Advance**  
(after May 31, 2024)

**\$299 - Onsite**  
(after September 13, 2024)

**Black Tie Optional**

[nationalhospicefoundation.org/gala](https://nationalhospicefoundation.org/gala)



The National Hospice Foundation is a 501(c)(3) organization (Tax ID #54-1586967). Contributions are deductible to the extent they exceed the value of the benefits provided. The estimated value for each person attending the Gala is \$200; the total value may be higher for supporters.