



A Celebration of Hope

SEPT

12

2024

Merion Tribute House

625 Hazelhurst Ave

Merion Station, PA

AT

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PM

Dear Friend,

Imagine a future without the fear of Alzheimer's

At Penn Memory Center (PMC), we are driven by a singular vision: a world where Alzheimer's disease is managed more like a chronic condition than a terminal illness. Alzheimer's, the nation's sixth-leading cause of death, is a devastating diagnosis that impacts individuals and families on every level. Yet, with groundbreaking advancements in diagnostics and treatments, a new era of hope is within reach.

Join us in creating a future full of hope

As we stand on the cusp of significant breakthroughs, we invite you to join us at our upcoming "A Celebration of Hope" event. This special occasion honors the incredible resilience of the families we serve, celebrates the groundbreaking work of our clinicians and researchers, and raises crucial funds for ongoing and future projects.

Your support is crucial

By sponsoring our event or donating auction items, you can enhance our capacity to deliver top-notch diagnostic and therapeutic care. Medicare and other insurance providers only cover a portion of the costs of inpatient stays, clinical visits, and medication. Philanthropic support directly benefits Philadelphians and fuels cutting-edge research. The funds we receive from philanthropy enable us to deliver premier care that is unmatched locally, regionally, and nationally.

Sincerely,



Jason Karlawish, MD and David Wolk, MD
Co-Directors, Penn Memory Center



Sponsorship opportunities include:

- **Clark Scholar Sponsor:** \$25,000 to support a graduate student or post-doc specializing in dementia research
- **STAR Program Sponsor:** \$10,000 to support one undergraduate or graduate student trainee from an underrepresented group specializing in aging research
- **Brain Imaging Sponsor:** \$5,000 to fund crucial MRI and PET scans
- **Memory Café Sponsor:** \$2,000 to support one year of free monthly Memory Cafés for caregivers and persons living with dementia
- **Supporter:** \$500 (suggested, donations of all amounts are appreciated) to support on-the-ground and virtual programming for PMC patients and caregivers

As a valued sponsor, your generous contribution will not only support our mission but also offer you significant recognition opportunities:

- **Event display:** Your name and logo will be prominently displayed throughout the event, showcasing your support to all attendees.
- **Newsletter feature:** We will feature your sponsorship in our Penn Memory Center newsletter which reaches 8,000 readers.
- **Dedicated table:** As a token of our appreciation, you will have a dedicated table at the event, providing you with a prime opportunity to connect with our community and network with other esteemed guests.

Contact Terrence Casey at tjcasey@upenn.edu or 215-740-1474 to discuss how you can make a difference.

Thank you for considering this opportunity to change lives and shape the future of Alzheimer's care and research.



Auction items needed by August 22:

- Unique experiences, such as behind-the-scenes tours or private classes
- Tickets to local sports events, concerts, and theaters
- Vacation packages, family outings, and date night experiences
- Self-care services
- Landscaping or gardening services
- Celebrity meet & greet
- Museum membership
- Premier parking spots

Donor information:

- Donor/Business name: _____
- Contact person (if different): _____
- Relationship to Penn Memory Center: _____
- Address (City, State, ZIP): _____
- Phone (Home, Business): _____
- Email/Website: _____

Gift information:

- Item/Service name: _____
- Auction description (please specify quantity, size, color, and any restrictions):

- Market value (required): \$ _____
- Expiration date: _____
- Item delivery options (please select one):
 - I will arrange to deliver the item to a Penn Memory Center representative by August 22, 2024.
 - I will mail the item to Penn Memory Center by August 22, 2024.
 - Please contact me to arrange for pickup.

Gift certificate options:

- Enclosed
- Will be sent by August 22, 2024

Penn Memory Center Address:

3600 Civic Center Blvd, 8th Floor
Philadelphia, PA 19104

Contact Terrence Casey at tjcasey@upenn.edu or 215-740-1474 to discuss how you can make a difference.

The University of Pennsylvania is a 501(c)3 organization and all contributions are tax-deductible to the extent allowable by law.