

Visiting Nurse | Hospice Atlanta
Corporate Partnership Opportunities



In The Moment – A Celebration of Life
Saturday, September 25, 2010

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VISITING NURSE
HOSPICE ATLANTA

Georgia's Nonprofit Homecare & Hospice Provider

Reach Your Target Markets

- 18,000 Patients and Families
- 700 Employees
- 300 Volunteers
- 15,000 Donors
- 2,500 Doctor and Hospital Referral Network
- 1,500 Signature Event Attendees
- 1,500 Speaker Bureau Event Attendees

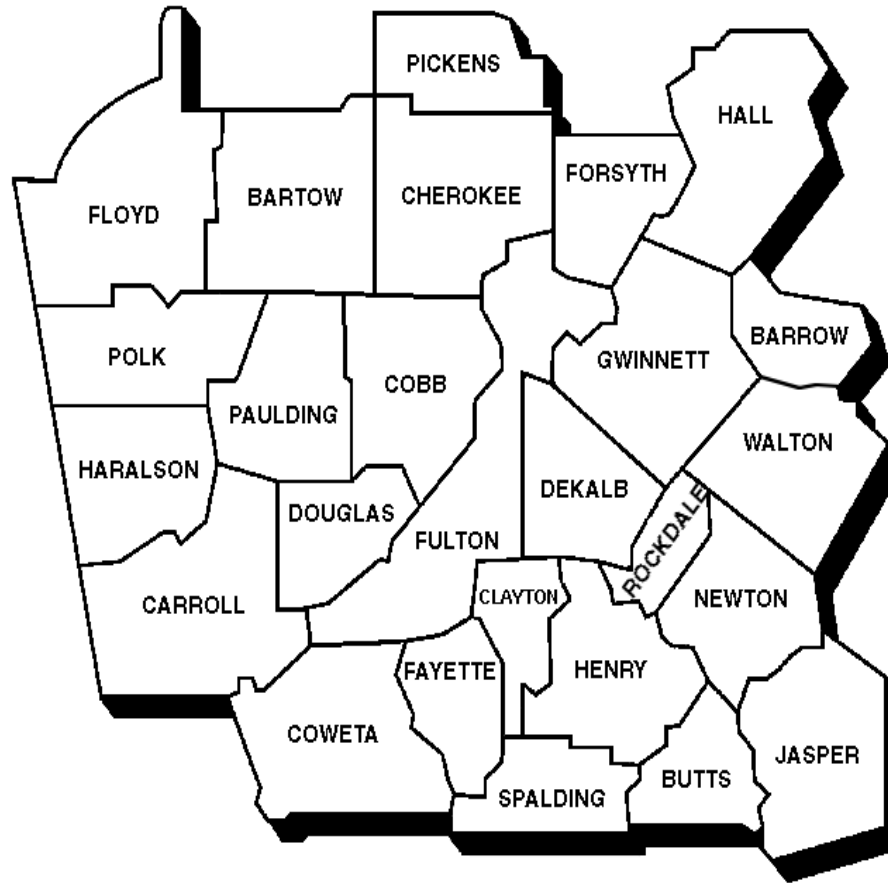


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Serving 26 Metro-Atlanta Counties

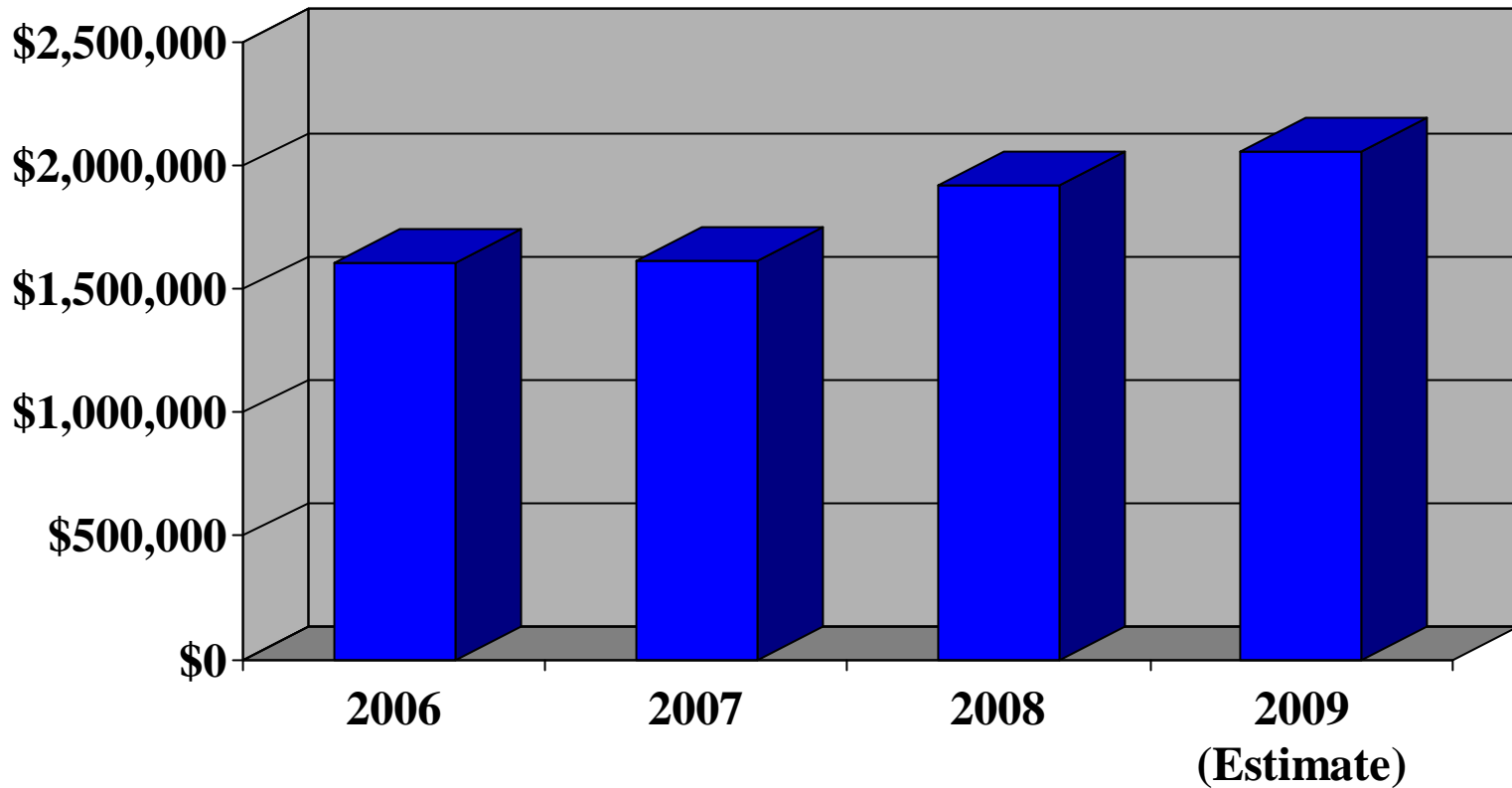
More Than 18,000 Patients Served Annually



**VISITING NURSE
HOSPICE ATLANTA**

Georgia's Nonprofit Homecare & Hospice Provider

\$2 Million+ Uncompensated Care
At least 1/3 of Patient Population is Low Income



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Visiting Nurse | Hospice Atlanta Services

- **Hospice Atlanta** – Team of more than 100 professionals and 300 trained volunteers provide end-of-life care for patients in their homes or in the Hospice Atlanta Center.
- **Palliative Care** – Improve quality of life for patients with chronic or life-limiting illnesses who do not formally qualify or are not ready for hospice care. Offer counseling and psycho-social service coordination for the patient’s family and caregivers.
- **Children’s Program** – Serves pediatric patients and their families with home health, hospice and bereavement programs.
- **Home Healthcare** – Team of 250 professionals (nurses, home healthcare aids, social workers and therapists) provide infusion therapy, wound care, stroke rehabilitation, and skilled healthcare within patient’s homes.
- **Medical House Call** – Doctor and medical team provide primary healthcare services and state-of-the-art diagnostic tests in the patient’s home.



Visiting Nurse | Hospice Atlanta Services

- **Long-Term Care Management** – Team of nurses and social workers determine long-term care needs and coordinate access to local resources for older adults and their family members.
- **Mental Health Program** – Home healthcare is now available to patients with a primary mental health diagnosis including Alzheimer's, dementia, depression plus other mental health illnesses. Patients are provided support to help them improve management of their illness.
- **Healthy Transitions** – Post acute care in partnership with hospital systems improves discharge coordination and reduces hospital re-admissions. Community care partnerships with senior living communities proactively assesses high risk seniors and enhances utilization of community resources.
- **Patient Connections** – Leading the way with healthcare information technology including telemonitoring, digital wound care imaging and improved point of care medical record technology.
- **Personal Care** – Personal care aids provide assistance with activities of daily living to enable frail, elderly to remain in their own homes safely.



In The Moment – A Celebration of Life

Benefitting Palliative Care Program

Saturday, September 25, 2010

The Georgian Terrace



- The 23rd annual fall event will include a cocktail reception, dinner, and silent auction.
- The benefit will honor a long time supporter and salute our volunteers and donors.
- Annual proceeds for the fall event exceed \$200,000 with this years program benefitting the Palliative Care Program.



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Year-Long Palliative Care Cause-Related Marketing Partner \$50,000/Year

- The cause marketing sponsor will partner with Visiting Nurse | Hospice Atlanta for a three-year commitment to building brand awareness and raising funds for the Palliative Care Program.
- The sponsor's brand will have marketing access to the following: *Look Homeward* three times a year (11,000 circulation), annual report, website, employee intranet, event programs, event invitations, signs, press kits, social websites, speaker bureau literature, and employee and volunteer training packets.
- Option to create care package for distribution to patients and their families in home health palliative care

Palliative Care – Improve quality of life for patients with chronic or life-limiting illnesses who do not formally qualify or are not ready for hospice care. Offer counseling and psycho-social service coordination for the patient's family and caregivers.



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In The Moment – A Celebration of Life
Presenting Sponsor
\$25,000



- A custom marketing program that shares the goals of the fall event focused on raising awareness and funds to benefit the Palliative Care program.
- Promotion as presenting sponsor in all marketing for In The Moment – A Celebration of Life event including invitations, promotion cards, programs, signs, *Look Homeward*, website, social media, and press kit.
- Two event tickets for employee attendance or for company promotion.
- Access to Speakers Bureau events relating to event.

In The Moment – A Celebration of Life
Silent Auction and Dessert Reception Sponsor
\$15,000



- Brand name recognition for the fall event including invitations and programs.
- Two event tickets for employee attendance or for company promotion.
- Opportunity to create a brand experience at the event that relates to the mission of building brand awareness and funds for the palliative care program.



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Donors



- Platinum Benefactor, Ten Reservations - \$10,000
- Gold Benefactor, Six Reservations - \$5,000
- Silver Benefactor, Four Reservations - \$2,500
- Patron, Two Reservations - \$1,000
- Dinner Reservations - \$250 per person

Supporters at the Patron level and above will be acknowledged in the event program.



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