

EI

CELEBRATING 10 YEARS OF
SUCCESSFUL AGING AT EVERY AGE

10

LGBT
ELDER
INITIATIVE





Dear Friends,

Ten years ago, a group of aging services professionals and LGBT community members came together to begin addressing issues of aging in the LGBT community. We recognized the need for a more inclusive aging services network that would effectively meet the needs of the growing population of LGBT older adults. A 2010 LGBT Elder Summit, held at the William Way Community Center, furthered these discussions and identified recommendations for building bridges between the aging services network and the LGBT community.

Ten years later, we are proud of the work accomplished by the LGBT Elder Initiative since that 2010 Summit. We have educated our LGBT communities about issues related to aging, advanced the LGBT cultural sensitivity of the provider network, advocated for policy changes for LGBT elders, and strengthened relationships between the LGBT community and the aging services system.

Yet, 2020 has been a challenge unlike anything we have faced before. COVID-19 has disproportionately affected our older adults, particularly individuals who were living with chronic health conditions, experiencing isolation, or residing in long-term care settings. The impact of COVID-19 is still being felt within our LGBT older adult communities as we face the physical and emotional effects of long-term isolation, grieve the losses of loved ones to the virus, and grapple with the uncertainty that remains as we navigate through this pandemic.

This year has also shed light on the many inequities that still pervade our daily lives. The coronavirus has highlighted the health disparities that persist in our society and the lack of equitable access to healthcare. Issues of racial justice have been brought to the forefront following the murders of George Floyd and Breonna Taylor, calling on all of us to reckon with how to push for racial equity within our communities. An openly hostile presidential administration has targeted racial minorities, scapegoated immigrants, and promoted discrimination against LGBT people.

Our work is more important than ever to safeguard the health and welfare of vulnerable older adults. We will continue to advocate to ensure that all members of our LGBT communities are able to access resources and services that are safe, affirming, and culturally sensitive. Our programming will continue to address the social determinants of health that drive so many of these disparities.

We are grateful for all of the support that we have received over the past decade – from all of the community members who have attended our programs, the hundreds of volunteers who have contributed to our operations, the many organizations who have partnered with us, and our wonderful donors, funders, and sponsors. We hope that you will join with us again this year as we celebrate 10 years of the LGBT Elder Initiative!

Sincerely,

A handwritten signature in black ink that reads 'Heshie'.

Heshie Zinman, Co-Founder, LGBT Elder Initiative



Celebrating 10 Years of the Elder Initiative

For the past decade, the LGBT Elder Initiative has been committed to supporting and empowering LGBT older adults and addressing the social, economic, and health disparities that impact our communities as we age.

This fall, we invite you to join us in recognizing and celebrating the resilience, activism, and strength of our LGBT older adult communities. While we cannot convene in person this year, we are excited for a series of engaging virtual events to honor our LGBT elders and call our communities to action in the face of adversity.

OUR 10 YEAR ANNIVERSARY ACTIVITIES WILL INCLUDE:

A CAUSE FOR APPLAUSE — JANUARY 14, 2021 ★★★★★

Our annual celebration is back in a virtual format! This year, we will be honoring the Center for Advocacy for the Rights and Interests of the Elderly (CARIE) with the Founders' Award for LGBT Equity and Senator Robert P. Casey with the Edwin J. Bomba Memorial Award for Advocacy. We will also recognize Pennsylvania Secretary of Health Dr. Rachel Levine for her tremendous work this year addressing the COVID-19 pandemic.

EI 10 SPEAKER SERIES ★★★★★

Experts and advocates in the fields of aging, health, and LGBT rights will join us for a series of virtual conversations on topics including COVID-19, health disparities, racial and economic justice, access to care, and LGBT aging policy. Three programs will be held throughout the fall featuring thought leaders in their fields addressing pertinent community issues.

EI 10 RESOURCE BOOK ★★★★★

This year's program book will be a special edition that will be shared widely to promote resources and services for LGBT older adults in Greater Philadelphia. The Resource Book will be published virtually and in hard copy and shared through the communications channels of the LGBT Elder Initiative and William Way LGBT Community Center, as well as with any older adult coming to us for referrals. Your advertisements will get in front of a large audience of LGBT seniors seeking healthcare, housing, in-home supports, and more!

THERE ARE PLENTY OF OPPORTUNITIES TO SUPPORT OUR WORK AND TO CELEBRATE WITH US THIS FALL!

Please join us as an anniversary sponsor and help ensure our work can continue for the next year, the next 10 years, and beyond.



Sponsorship Opportunities & Benefits

	\$20,000 DIAMOND	\$15,000 PLATINUM	\$10,000 GOLD	\$5,000 SILVER	\$1,500 BRONZE	\$750 COMMUNITY PARTNER
EXCLUSIVITY AT SPONSOR LEVEL						
PROVIDE OPENING REMARKS AT SPEAKER SERIES						
OPPORTUNITY TO SPEAK AT VIRTUAL ACFA						
10-YEAR SPONSORSHIP MODERATOR RECOGNITION	All Sessions	All Sessions	1 Session			
LOGO ON SPEAKER SERIES SOCIAL MEDIA & MARKETING	All Sessions	All Sessions	1 Session			
RECOGNITION BY EMCEE AT ACFA						
LOGO IN ACFA SLIDESHOW						
LOGO ON ACFA MARKETING						
LOGO / LINK ON EI WEBSITE WITH SPEAKER SERIES VIDEO						
LOGO ON ACFA EVENT PAGE						
LOGO WITH LINK IN EI NEWSLETTER	1 Year	1 Year	6 Months	4 Months	3 Months	
AD IN 10-YEAR RESOURCE BOOK (digital & print)	Centerfold 2 Page	Full Page Premium Placement	Full Page	Full Page	Half Page	Half Page
LGBTEI WEBSITE RECOGNITION						
SOCIAL MEDIA RECOGNITION						



Sponsorship Commitment Form

Your organization's generous support will allow the LGBT Elder Initiative to continue to provide critical community education to help LGBT older adults to form the medical, social, financial, and emotional supports needed to age successfully at every age. Your sponsorship will also support the LGBT Elder Initiative's advocacy work to better prepare the aging services network to serve LGBT communities in a way that is safe, welcoming, culturally sensitive and affirming.

THANK YOU FOR CHOOSING TO SPONSOR A CAUSE FOR APPLAUSE!

Please provide information for the primary point of contact at your company / organization:

NAME: _____ TITLE: _____

MAILING ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

EMAIL: _____ PHONE: _____

WE CARE & WISH TO BE LISTED AT THE SPONSORSHIP LEVEL BELOW:

- DIAMOND \$20,000 PLATINUM \$15,000 GOLD \$10,000 SILVER \$5,000 BRONZE \$1,500 COMMUNITY PARTNER \$750

submission deadline for print ads is December 15, 2020

Include an additional tax-deductible donation of: \$ _____

Payment Information:

CHECK (PAYABLE TO LGBT ELDER INITIATIVE)

VISA MASTERCARD AMEX DISCOVER

CARD #: _____ NAME ON CARD: _____

TOTAL PAYMENT: \$ _____ EXP. DATE: _____ CVV: _____ ZIP: _____

AUTHORIZED SIGNATURE: _____

Please send this completed form and your print ready file to
applause@lgbtei.org no later than **December 15, 2020.**



Advertising Spec Sheet

Please submit files in CMYK
at 300 dpi with embedded fonts.

Acceptable files: PDF or .jpeg

FULL PAGE

7.75" wide x 10.25"

HALF PAGE

7.75" wide x 4.75" high

QUARTER PAGE

7.75" wide x 2.25" high



Advertising Commitment Form

The proceeds from your advertisement in our resource book will allow the LGBT Elder Initiative to continue to provide critical community education to help LGBT older adults to form the medical, social, financial, and emotional supports needed to age successfully at every age. Thank you for supporting the LGBT Elder Initiative's advocacy work to better prepare the aging services network to serve LGBT communities in a way that is safe, welcoming, culturally sensitive and affirming.

THANK YOU FOR CHOOSING TO ADVERTISE WITH A CAUSE FOR APPLAUSE!

Please provide information for the primary point of contact at your company / organization:

NAME: _____ TITLE: _____

MAILING ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

EMAIL: _____ PHONE: _____

WE CARE & WISH TO PLACE AN ADVERTISEMENT WITH THE SPECS BELOW:

- FULL PAGE** **HALF PAGE** **QUARTER PAGE**
\$400 \$250 \$175

submission deadline for print ads is December 15, 2020

Include an additional tax-deductible donation of: \$ _____

Payment Information:

CHECK (PAYABLE TO LGBT ELDER INITIATIVE)

VISA **MASTERCARD** **AMEX** **DISCOVER**

CARD #: _____ NAME ON CARD: _____

TOTAL PAYMENT: \$ _____ EXP. DATE: _____ CVV: _____ ZIP: _____

AUTHORIZED SIGNATURE: _____

Please send this completed form and your print ready file to
applause@lgbtei.org no later than **December 15, 2020**.

Questions? Contact David Griffith 215-720-9415

applause@lgbtei.org • 1315 Spruce St. Philadelphia, PA 19107