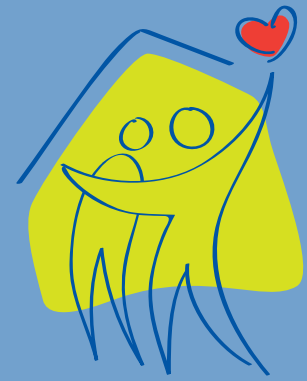


Homewatch  
CareGivers  
presents the  
2nd Annual

# Heroes in the Home



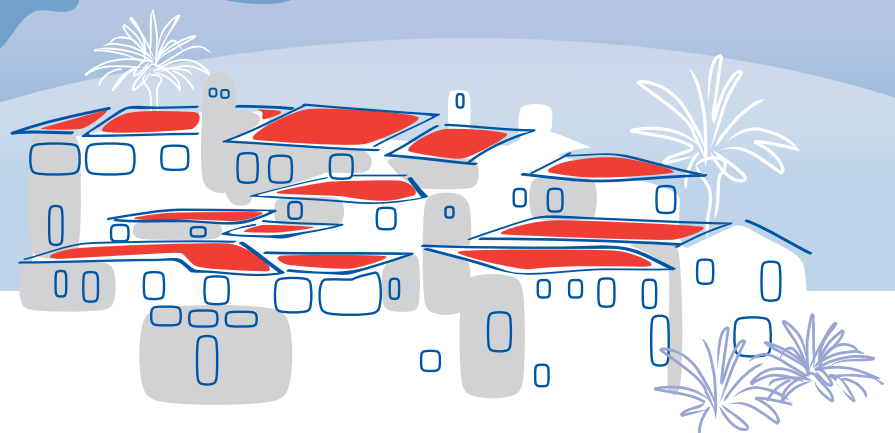
A Community  
Celebration of Caregiving

Wednesday  
September 14, 2011  
Wrigley Mansion  
Phoenix

Recognition Ceremony  
and Luncheon

Throughout Arizona there are those who give hope and comfort to needful friends and loved ones every day. Through compassion, dedication and devotion these caregivers provide a bridge to a better life. They have earned our respect and now deserve their due recognition.

Join us as we shine a spotlight on these heroes and hear their compelling stories of individual sacrifice in the service of another. Help us say thank you to those who make it seem so simple to care so deeply.



All proceeds from this year's event will benefit the Desert Southwest Chapter of the Alzheimer's Association.



June 20, 2011

Dear Colleague,

Homewatch CareGivers is pleased to present the second annual ***Heroes in the Home*** luncheon on Wednesday, September 14, 2011, at the Wrigley Mansion in Phoenix, Arizona. We'd like to invite you to join us in a unique and meaningful sponsorship opportunity.

The ***Heroes in the Home*** luncheon is a community celebration recognizing the contributions made by family caregivers. Every day, all across America, more than 65 million family members and friends provide loving care to older adults, the chronically ill and disabled. Often at great personal sacrifice, and almost always with no direct compensation, these family caregivers play a vital role in the lives of those they help. But all too often, the family caregiver is overlooked and forgotten in our conversations about health care and quality of life.

This celebration is to raise awareness of the wonderful work done by family caregivers by honoring them for their service. Homewatch CareGivers is honored to recognize the care, compassion, and sacrifice of these family caregivers. In our work as providers of home care services, their stories touch us daily, serving as an incredible source of inspiration.

Please join us by participating in ***Heroes in the Home*** as a sponsor or underwriter.

Best regards,

---

Daniel Fern  
*Partner*

---

Ralph Fern  
*Partner*

**All proceeds from this year's event will benefit the Alzheimer's Association, a 501C(3) organization.**



## Bob Ling with his wife Evelyn 2010 Honoree A story of never-ending love and commitment

According to Bob, as a young couple and throughout most of their married life, he didn't have a lot of time for his family. He didn't have time to listen and he feels that he missed out on so much. Now that his wife has Alzheimer's Disease, he can't do enough for her. He says that he is making up for lost time.

Not only has Bob taken his wife under his wing, he has gotten to know all of the other residents and staff at the community where Evelyn now resides. He comes numerous times every day to visit; sometimes for a few minutes, and other times for hours. Evelyn and Bob can sometimes be found napping in her room together. According to the staff at the community, Bob is truly fulfilled by the love and devotion shown towards his wife and the good work that he does for the other residents.



The irony in their relationship now is that despite the fact that Evelyn is the one suffering from end-stage Alzheimer's, it is Evelyn who seems to keep Bob going. Whether it is making certain that her hair is done properly, or that she has the proper clothing, he is committed to making sure that his wife has what she needs and that her life is fulfilling.

According to Laura, who made the nomination, Bob is a special man who probably would not want to be recognized for his efforts. This is just part of his life and he lives for his wife's happiness. Despite her disease, she is a very happy lady due to kind and loving attention that Bob gives her.

***The opportunity to honor individuals like Bob is what makes the Heroes at Home luncheon so special, and is made possible by the generosity of community sponsors like you. We welcome your commitment for this year's community celebration.***



## 2011 Sponsorship

**Date:** Wednesday, September 14, 2011

**Location:** The Wrigley Mansion Phoenix, Arizona

**Event Schedule:**

**Pre-Lunch Networking:** 11-11:45 am

*Sponsor exhibits*

**Welcome and Opening Statements:** 11:45 am

**Luncheon and Program:** Noon to 1 pm

*Recognizing Family Caregivers*

**Post-Lunch Networking:** 1 pm

*Sponsor exhibits*

*Wrigley Mansion Tours*

**Expected Attendance: 140**

*Community leaders, professionals, nominees and care recipients*

**Sponsorship and Underwriting:**

Please join us in this opportunity to honor family caregivers and to spotlight the valuable products and services you provide.

- Taking part in the ***Heroes in the Home*** event will enable you to partner with other community providers that share the same level of commitment to family caregivers, the Alzheimer's Association, and the community at large.
- During the event, you will have the opportunity to build relationships with attendees, and showcase your unique products and services with a display booth.
- As a sponsor or underwriter, your company will be featured in promotional materials for the event, including media coverage.
- Sponsors and underwriters are invited to include promotional items for attendees in a take-away presentation gift.

Space is limited for this exclusive occasion, and we will consider sponsorship submissions as they are received. Please review the enclosed sponsorship levels and benefits. For more information, or to reserve a sponsorship, contact Homewatch CareGivers via email at [familycaregivers@homewatchcaregivers.com](mailto:familycaregivers@homewatchcaregivers.com) or via phone at 602-953-2872.

***On behalf of family caregivers throughout the Valley and  
the Desert Southwest Chapter of the Alzheimer's Association,  
THANK YOU!***



## Sponsorship Opportunities

LEVEL	BENEFITS
<b>PRESENTING (\$5,000)</b> <i>Exclusive</i>	<ul style="list-style-type: none"> <li>● Opportunity for brief speech and introducing the event master of ceremonies.</li> <li>● Logo on informational flyer to organizations to solicit nominees</li> <li>● Name on luncheon invitations (to nominees and nominating organizations)</li> <li>● Name included in all press releases</li> <li>● Full back page ad in the event program</li> <li>● Recognition in slide show</li> <li>● Vendor booth at luncheon</li> <li>● Opportunity to provide a logo item for attendees' goody bag</li> <li>● Six tickets to luncheon</li> </ul>
<b>PLATINUM (\$2,500)</b>	<ul style="list-style-type: none"> <li>● Logo on informational flyer to organizations to solicit nominees</li> <li>● Name on luncheon invitations (to nominees and nominating organizations)</li> <li>● Name included in all press releases</li> <li>● Full page ad in event program</li> <li>● Recognition in slide show</li> <li>● Vendor booth at luncheon</li> <li>● Opportunity to provide a logo item for attendees' goody bag</li> <li>● Four tickets to luncheon</li> </ul>
<b>GOLD (\$1,000)</b>	<ul style="list-style-type: none"> <li>● Name included in all press releases</li> <li>● Half page ad in event program</li> <li>● Recognition in slide show</li> <li>● Vendor booth at luncheon</li> <li>● Opportunity to provide a logo item for attendees' goody bag</li> <li>● Two tickets to luncheon</li> </ul>
<b>SILVER (\$500)</b>	<ul style="list-style-type: none"> <li>● Vendor booth at luncheon</li> <li>● Two tickets to luncheon</li> </ul>



**Yes, I would like to be a sponsor of the banquet!**  
*(Please Circle Level)*

**Title Sponsor (exclusive) - \$5,000**

**Platinum Sponsor \$2,500**

**Gold Sponsor \$1,000**

**Silver Sponsor \$500.00**

Contact Name \_\_\_\_\_

Company (as you would like it in print) \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Contact Phone Number \_\_\_\_\_ Fax Number \_\_\_\_\_

Email \_\_\_\_\_

Names of Event Attendees \_\_\_\_\_

**Please accept my payment:**

My check for \$ \_\_\_\_\_, made payable to Homewatch CareGivers, is enclosed.

American Express      MasterCard      Visa      Discover

Amount to be charged: \$ \_\_\_\_\_

Card # \_\_\_\_\_ Exp. \_\_\_\_\_ Security code \_\_\_\_\_

Name as it appears on card \_\_\_\_\_

Billing address \_\_\_\_\_

Signature \_\_\_\_\_

**Please fax or mail this form by (date here) to be included in all event materials.**

If you have additional questions about sponsorship,  
please contact Dan or Ralph Fern at Homewatch CareGivers  
602-953-2872 or e-mail to [familycaregivers@homewatchcaregivers.com](mailto:familycaregivers@homewatchcaregivers.com).

**HOMEWATCH CAREGIVERS**  
11201 N. TATUM BLVD, SUITE 315 • PHOENIX, ARIZONA • 85028  
PHONE: (602) 953-2872 • FAX: (602) 953-2875



**Yes, I would like to donate to the banquet!**

Contact Name \_\_\_\_\_

Company (as you would like it in print) \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Contact Phone Number \_\_\_\_\_ Fax Number \_\_\_\_\_

Email \_\_\_\_\_

**Please accept my donation:**

Item(s) donated or underwritten.

\_\_\_\_\_  
\_\_\_\_\_

Value of donation: \$ \_\_\_\_\_

Financial donation option. (For charitable purposes)

My check for \$ \_\_\_\_\_, made payable to Homewatch CareGivers, is enclosed.

American Express          MasterCard          Visa          Discover

Amount to be charged: \$ \_\_\_\_\_

Card # \_\_\_\_\_ Exp. \_\_\_\_\_ Security code. \_\_\_\_\_

Name as it appears on card \_\_\_\_\_

Signature \_\_\_\_\_

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**HOMEWATCH CAREGIVERS**  
11201 N. TATUM BLVD, SUITE 315 • PHOENIX, ARIZONA • 85028  
PHONE: (602) 953-2872 • FAX: (602) 953-2875



January 4, 2011

Deborah Schaus  
Executive Director  
Alzheimer's Association – Desert Southwest Chapter  
1028 East McDowell  
Phoenix, AZ 85006

Dear Ms. Schaus:

Pursuant to a request, I am writing to confirm that a Group Exemption issued by the Internal Revenue Service to the Alzheimer's Association covers the Desert Southwest Chapter.

Attached is a copy of the Internal Revenue Services' affirmation letter of the Association's exempt status, dated November 2, 2010. The third paragraph contains the language about the exemption of all of the Association's chapters. It reads "...we recognize the subordinates named on the list you submitted as exempt from Federal income tax under section 501(c)(3) of the Code." Every year we update the list of chapters covered by the group exemption, and the Chapter's name is contained on that list on file with the Internal Revenue Service.

I hope the contents of this letter meet your requirements. If you need anything else, please contact me.

Sincerely,

A handwritten signature in black ink that reads "Michelle D. Helton". The signature is written in a cursive style with a large initial "M".

Michelle D. Helton, CPA  
Senior Director, Financial Operations





Department of the Treasury  
Internal Revenue Service

P.O. Box 2508  
Cincinnati OH 45201

In reply refer to: 0248364843  
Nov. 02, 2010 LTR 4167C E0  
13-3039601 000000 00

00014317  
BODC: TE

ALZHEIMERS DISEASE AND RELATED  
DISORDERS ASSOCIATION INC  
ALZHEIMERS ASSOC  
X DIRECTOR OF FINANCE  
225 N MICHIGAN AVE STE 1700  
CHICAGO IL 60601-7652

4329

Employer Identification Number: 13-3039601  
Group Exemption Number: 9354  
Person to Contact: Ms. Osborne  
Toll Free Telephone Number: 1-877-829-5500

Dear Taxpayer:

This is in response to your Oct. 22, 2010, request for information about your tax-exempt status.

Our records indicate that you were issued a determination letter in June 1985, and that you are currently exempt under section 501(c)(3) of the Internal Revenue Code.

Based on the information supplied, we recognized the subordinates named on the list you submitted as exempt from Federal income tax under section 501(c)(3) of the Code.

Donors may deduct contributions to you as provided in section 170 of the Code. Bequests, legacies, devises, transfers, or gifts to you or for your use are deductible for Federal estate and gift tax purposes if they meet the applicable provisions of sections 2055, 2106 and 2522 of the Code.

If you have any questions, please call us at the telephone number shown in the heading of this letter.

Sincerely yours,

Michele M. Sullivan, Oper. Mgr.  
Accounts Management Operations I