

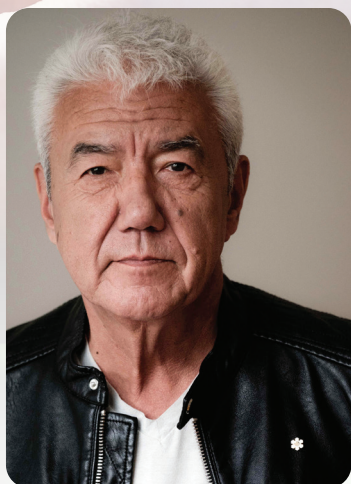
# Making A Difference

Annual Fundraiser



Online Speaker Series

INSIGHTFUL • INSPIRING • IMPACTFUL



**Tom Jackson**

April 11, 2021  
7pm



**Karen Gosbee**

May 6, 2021  
7pm



**Dr. Ruth Westheimer**

October 17, 2021  
6pm

## SPONSORSHIP AND DONATION OPPORTUNITIES



# JFSC

Enriching Lives,  
Strengthening Communities

# Making A Difference

Annual Fundraiser  Online Speaker Series

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## Why Partner With Us? Because You Want To “Make A Difference”

- You can't imagine children going to school without food in their bellies.
- Helping individuals and their families cope with memory loss is important to you.
- You care that people in abusive relationships receive support and can live in safety.
- You recognize that access to mental health support is important.
- It's important to you that seniors are not isolated.
- You understand that in order to enrich lives and strengthen our community it takes participation and collaboration.
- You recognize that changing one person's world makes a significant and tangible difference.

Help us reach our 2021 fundraising goal of \$200,000

## ABOUT JFSC

Since 1961, JFSC (Jewish Family Service Calgary) has been committed to enriching lives and strengthening communities for seniors, children and families from all faiths and cultures.

With an annual budget of \$4 million dollars, more than 73 staff members and 79 volunteers work passionately to enrich the lives of our clients.

We are committed to respond to emerging needs in the community. We listen to our stakeholders and evolve our programs and supports to ensure we are offering the right services at the right time for our clients and communities:

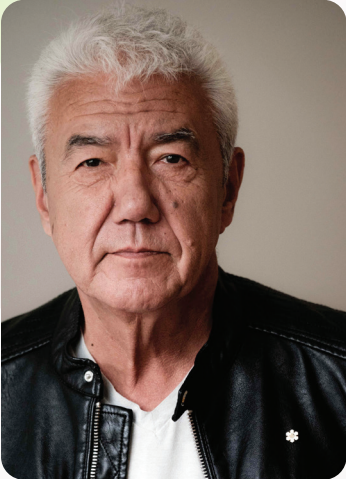
- **Family Enrichment Program**
  - Basic Needs
  - Resettlement and Integration Services
  - Domestic Violence Counselling & Case Management
  - Parenting/Community Education
  - Financial Coaching
  - Employment Support
  - In-Home Family Support
- **Older Adult Outreach and Support**
- **Senior's Mental Health and Addictions Response Team**
- **Mental Health Support Line**
- **Memory Care Program**
- **Friendly Visitor Program**
- **Safta's Kitchen**



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## Tom Jackson

**Event Moderator: Larry Stanleigh**  
**April 11, 2021. 7:00pm**

An enthusiastic supporter of JFSC, Tom Jackson entertained us, inspired us and brought us to tears during our 2018 Lil's Legacy fundraiser. He's back, treating us to an evening of "Dancing, Dogs, Laughing, and Love" – his message is about creating mental well-being versus managing disease. Let's consider social prescriptions versus medical prescriptions. And then let's just sing...

We are thrilled to have Tom return to JFSC, lending us positive energy during these difficult times, inspiring us with his passion for mental health, the importance of philanthropy and showcasing his enormous talents.



## Karen Gosbee

**Event Moderator: Dr. Raechelle Paperny**  
**May 6, 2021**

We are honored to have Karen Gosbee join us to speak about mental health, reducing stigmas and building community resiliency. Karen took her challenging high-profile life experiences and made a personal commitment to improve the quality of life for those directly and indirectly affected by mental illness and addiction.



## Dr. Ruth Westheimer

**Event Moderator: Dave Kelly**  
**October 17, 2021. 6:00pm**

Dr. Ruth Westheimer may best be known for having pioneered talking explicitly about sex on radio and television, but as it turns out, that is only a small part of her rich and diversified life.

An Alzheimer's Caregiving Authority, Dr. Ruth has done extensive work on developing effective coping strategies for Alzheimer's care. She provides health-guided advice and coping strategies for caregivers looking after loved ones with this devastating illness.

With our new Memory Care Program in place, we are excited to hear Dr. Ruth's sage advice on this growing social service area.

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## SPONSORSHIP LEVELS AVAILABLE

### **SERIES PRESENTING SPONSOR** **\$50,000**

**As the Presenting Sponsor, you or your company will receive the following benefits:**

- Speaker Series Naming Rights, to be widely spread in broadcast and print media, online, social media, etc.
- Link to join all three Speakers in the series
- Pre-event and post-event recognition in thank you emails and print advertising
- Logo recognition on JFSC website and social media
- Verbal acknowledgment by the moderator at the event
- Mention in post event article and advertisement in Alberta Jewish News
- Logo or name on header and at the end of the virtual talk

### **TECHNOLOGY SPONSOR:** **\$2,500**

**As the Technology Sponsor, you or your company will receive the following benefits:**

- Link to join the Speaker Series
- Logo recognition on JFSC website and social media
- Verbal acknowledgment by the moderator at the event
- Mention in post event article and advertisement in Alberta Jewish News
- Logo or name on header and at the end of the virtual talk

### **PRINT MEDIA SPONSOR:** **\$1,500**

**As the Print Media Sponsor, you or your company will receive the following benefits:**

- Link to join the Speaker Series
- Logo recognition on JFSC website and social media
- Verbal acknowledgment by the moderator at the event
- Mention in post event article and advertisement in Alberta Jewish News
- Logo or name on header and at the end of the virtual talk

### **Q&A SPONSOR:** **\$500** (3 Opportunities)

**As the Q&A Sponsor, you or your company will receive the following benefits:**

- Link to join the Speaker Series
- Verbal acknowledgment by the moderator at the event
- Banner ad to appear on the screen during the Question and Answer period
- Mention in post event article and advertisement in Alberta Jewish News



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## Presenting Sponsor for Tom Jackson

### \$5,000

Moderator: Larry Stanleigh

### As the Speaker Sponsor, you or your company will receive the following benefits:

- Link to join the speaker series
- Pre-event and post-event logo recognition in media, posters and print advertising
- Logo recognition on JFSC website and social media
- Verbal acknowledgment by the moderator at the event
- Mention in post event article and advertisement in Alberta Jewish News
- Logo or name on header and at the end of the virtual talk

תודה רבה  
THANK YOU  
Jenny Belzberg

## Presenting Sponsor for Karen Gosbee

### \$5,000

Moderator: Dr. Raechelle Paperny

### As the Speaker Sponsor, you or your company will receive the following benefits:

- Link to join the speaker series
- Logo recognition on JFSC website and social media
- Verbal acknowledgment by the moderator at the event
- Mention in post event article and advertisement in Alberta Jewish News
- Logo or name on header and at the end of the virtual talk

תודה רבה  
THANK YOU  
Raechelle and Lorne  
Paperny, and Rose Zivot

## Presenting Sponsor for Dr. Ruth Westheimer

### \$10,000

Moderator: Dave Kelly

### As the Speaker Sponsor, you or your company will receive the following benefits:

- Link to join the speaker series
- Logo recognition on JFSC website and social media
- Verbal acknowledgment by the moderator at the event
- Mention in post event article and advertisement in Alberta Jewish News
- Logo or name on header and at the end of the virtual talk

תודה רבה  
THANK YOU  
Anonymous Donor

# Make A Difference. Donate To JFSC.

The "Making a Difference" annual fundraiser showcases three high profile speakers with real life stories highlighting the important work we do. Our success is made possible with your generous support. Help our clients overcome mental health issues, food insecurity, domestic violence, memory loss and senior isolation.

Proceeds go towards JFSC's Family Enrichment Program

**Donate and order tickets online [www.jfsc.org](http://www.jfsc.org), or call Peta at 403.692.6389 or fill in this sheet and mail back.**

## Donation

- ☐ \$10,000
- ☐ \$5,000
- ☐ \$2,500
- ☐ \$1,800
- ☐ \$1,000
- ☐ \$540
- ☐ \$360
- ☐ Other \$ \_\_\_\_\_

## Tickets

- \_\_\_\_\_ x \$50 : Tickets for entire series  
(Available until April 11) \$ \_\_\_\_\_
- \_\_\_\_\_ x \$18 : Tom Jackson  
April 11 2021, 7pm.....\$ \_\_\_\_\_
- \_\_\_\_\_ x \$18 : Karen Gosbee  
May 6 2021, 7pm.....\$ \_\_\_\_\_
- \_\_\_\_\_ x \$18 : Dr. Ruth Westheimer  
Oct. 17 2021, 6pm.....\$ \_\_\_\_\_
- I/We would like to add  
a donation.....\$ \_\_\_\_\_

**Total \$**

## Payment Options

- ☐ Cheque enclosed payable to JFSC ☐ Credit Card (Information Below)

**\*We need your email address to send online links for the events**

Name: \_\_\_\_\_ Address: \_\_\_\_\_

City: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail\*: \_\_\_\_\_

Visa/MC: \_\_\_\_\_ Expiry date: \_\_\_\_\_ / \_\_\_\_\_

CCV \_\_\_\_\_ Name on Card: \_\_\_\_\_

☐ I'd like to be contacted about JFSC's Life  
and Legacy Program

☐ I want this donation to remain  
anonymous