Celebrating South Florida Miracle Makers

2015 Table Captain GUIDE
OUR MISSION

Easter Seals South Florida provides exceptional services so that people living with autism, Alzheimer’s and other disabilities can live, learn, work and play in our communities.

OUR WORK

At Easter Seals South Florida we strive to unlock the potential of each person we serve, regardless of the challenge they may face. Working in partnership with the families of the children and adults in our care, we offer guidance, provide support and inspire action so that everyone can reach for and realize their potential.

We do our work throughout 9 centers in Miami-Dade and Broward. Our programs include 6 Head Start centers for children ages 0-4; a Child Development Center for children 6 weeks – 3 years; an Autism Academy for elementary, and middle school aged students as well as a High School Culinary Arts program for young adults ages 16-22.

We also provide in-home respite for caregivers and services to seniors suffering from Alzheimer’s and dementia in 3 Adult Day Care Centers located in Miami, Hialeah and Pembroke Pines.

FOR SPONSORSHIP OPPORTUNITIES OR TO SCHEDULE A TOUR

Contact: Marta Quintana
Vice President of Development
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1475 NW 14th Avenue, Miami, FL 33125

FOR MORE INFORMATION, PLEASE VISIT US AT:
www.easterseals.com/southflorida
When JAYSON began at Easter Seals Academy last fall, he was in 7th grade but functioning academically at a Pre-Kindergarten level. At 13 years old, Jayson did not speak, could not hold a crayon or pencil, and did not look or interact with anyone. He had been in public school his whole life and had just been passed from grade to grade. According to his mom, Jayson was placed in the corner of the classroom with his headphones and a computer all day. Since he was never aggressive or causing problems for the teacher, he passed each grade without doing any work. Frustrated and at her wits end, Jayson’s mom found Easter Seals after a long search for a school for her son.

Today, Jayson writes his name as well as a handful of other familiar words, holding a pencil on his own! In math, he is recognizing numbers up to 100 and adding with one digit. Through the dedication of his teachers and family, Jayson has found his voice, and subsequently new friends. In school, he is interacting with his friends, who invite him to participate in activities with them, something that he never had in his other school. What’s more… he is able to express his feelings with words. Before coming to Easter Seals, his mom says she was beside herself because she could not communicate with her son; now he asks her for juice, says thank you, and other key phrases that are helping him on the road to self sufficiency.

BETTY began a career in photography in the early 1980’s in Colombia, South America, where she was able to travel extensively and document the many diverse local cultures and the magical beauty of everyday life.

She studied under and was advised by many renowned photographers including Via Wynuroth from the International Center of Photography in New York, and close friend Diane Witlin, and American photographer who lived many years in Colombia. Witlin was known for her photo journalism books like Jaula, and Paramos. Some of her work has been archived at the New York Public Library and The Museum of Modern Art.

Betty brings her interest and life experience with theatre and painting, as well as her fascination with anthropology to the table, creating a unique interpretation that is indelibly etched into our minds.

Betty’s photos have been exhibited and published in Colombia. Despite the development of Alzheimer’s disease, she is still able to share her experiences through her uniquely perceptive images displayed at Easter Seals South Florida.
WHEN: Wednesday, May 27, 2015
WHERE: Jungle Island, 1111 Parrot Jungle Trail, Miami, FL 33132
TIME: Registration begins at 11:30 AM - Event begins promptly at 12:00 PM & ends at 1:00 PM

EVENT OBJECTIVES
Increase the level of direct financial support from professional/philanthropic individuals and inspire them to become organization champions. Your support as Table Captain will allow us to continue our mission to provide exceptional services so that people living with autism, Alzheimer’s and other disabilities can live, learn, work and play in our communities.

• Fill table of 10 guests at Easter Seals South Florida - Small Miracles Luncheon (Table Goal $10,000 including multiple year pledges)

• Send Save the Date and invitation to your guests.

• Invite guests to attend a Small Miracles Tour (one hour tour) of Miami center prior to the Small Miracle Luncheon (no need for you to attend tour, staff can accommodate your guests)

• Follow up with each of your invitees to ensure RSVP to and attendance at the luncheon by following the Table Captain Time Line (attached)

• Submit final guest list to Easter Seals South Florida at least 4 weeks before the Small Miracles Luncheon.

• Arrive at the Small Miracles Luncheon at least 30 minutes early (11:00 am) to greet your guests and pick up your Table Captain packet.

• Pass out pledge cards and envelopes as instructed during the speaker’s presentation. At this time, set an example for your guests by filling out your own pledge card.

• Collect completed pledge cards and envelopes from your guests and turn them into an Easter Seals staff member before you leave the luncheon.

• Following the event, please contact your guests within 2 days to thank them for coming and to get their feedback.

If you have any questions please contact Marta Quintana at 305-547-4765 or marta.quintana@sfl.easterseals.com
TABLE CAPTAIN TIMELINE

WE WILL PROVIDE YOU WITH ALL THE MATERIALS AND E-MAIL DRAFTS TO PERSONALIZE AND SEND TO YOUR GUESTS.

JANUARY/FEBRUARY/MARCH  Call your guest and extend the invitation. Follow up with sending them the invitation provided via e-mail. Easter Seals can send hard copy invitations on your behalf in the mail.

WEDNESDAY, MARCH 11  Send your guest list to Marta Quintana via fax 305-325-0578 or scan and e-mail to marta.quintana@sfl.easterseals.com (include addresses so that Easter Seals may mail hard copy invitations to your guests.)

WEDNESDAY, APRIL 1  Easter Seals to mail Hard copy invitations mailed on your behalf.

WEDNESDAY, APRIL 15  Call your guest and reconfirm their attendance. Go over the details of the event. Since the event will be brief please emphasize that we will start and end on time.

WEDNESDAY, APRIL 29  Send final guest list to Marta Quintana via fax 305-325-0578 or scan and e-mail to marta.quintana@sfl.easterseals.com

WEDNESDAY, MAY 20  Send a reminder e-mail to all your confirmed guests that the Small Miracles Luncheon is one week away.

TUESDAY, MAY 26  Send a reminder email to all your confirmed guests that the Small Miracles Luncheon is tomorrow.

WEDNESDAY, MAY 27  Please arrive at 11:00 am and come to the Table Captain Sign In; pick up your packets; find your table; and greet your guest when they arrive.

If you have any questions please contact Marta Quintana at 305-547-4719 or marta.quintana@sfl.easterseals.com
CORPORATE SPONSORSHIP OPPORTUNITIES

EVENT DATE: May 27, 2015

PRESENTING SPONSOR $25,000 – SOLD (Ryder System, Inc.)

- Recognition as Presenting Sponsor at event
- Recognition as Presenting Sponsor at event looping PowerPoint presentation
- Table of 10 at the luncheon
- Recognition as Presenting Sponsor in all press releases
- Recognition as Presenting Sponsor on event photos on Easter Seals South Florida website, social media, and photos posted with any media sponsors (i.e., SocialMiami)
- Volunteer team building opportunity for company employees at Easter Seals South Florida with press release on Easter Seals website

PLATINUM SPONSOR $10,000

- Recognition as Platinum Sponsor at event
- Recognition as Platinum Sponsor in event video and PowerPoint presentation
- Table of 10 at the luncheon
- Recognition as Platinum Sponsor in all press releases
- Recognition as Platinum Sponsor on Easter Seals South Florida’s website, social media

GOLD SPONSOR $5,000

- Recognition as Gold Sponsor at the event
- Recognition as Gold Sponsor in event PowerPoint
- Recognition as Gold Sponsor in all press releases
- Recognition as Gold Sponsor on Easter Seals South Florida’s website and social media

SILVER SPONSOR $2,500

- Recognition as Silver Sponsor at the event
- Recognition as Silver Sponsor in event looping PowerPoint presentation
- Recognition as Silver Sponsor on Easter Seals South Florida’s website and social media

BRONZE SPONSOR $1,500

- Recognition as Bronze Sponsor in event looping PowerPoint presentation

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