

Dear

In 2000 I was diagnosed with breast cancer and my life changed in an instant. Once the initial shock and anger wore off I added a new word to my growing “cancer vocabulary”- luck. I realized how fortunate I was to have the support and love of a wonderful family, understanding coworkers and, most important of all, the ability to access medical treatment without worrying about cost. I soon learned that “luck” did not extend to everyone. Those lacking financial resources did not have access to the most basic preventive measures, treatment methods or the emotional and spiritual support essential to fight this disease. My thoughts often turned to my late mother, Evelyn Goldberg, and one of her favorite phrases: “*We are all family and we have to help each other through the tough times.*”

So, in 2002, **A Silver Lining Foundation** was born to help each other through the tough times.

Our Vision: to ensure that socioeconomic status does not affect an individual’s ability to obtain information, timely cancer screening and diagnosis.

To bring that Vision to life – in six short years we’ve created three programs:

- ? **The Chicagoland Cancer Information Coalition**, which has reached over 500,000 people with resource information through our outreach efforts and the support of participating organizations
- ? **The Evelyn Goldberg Respite Center** at The University of Illinois Medical Center at Chicago, which serves as a haven and information hub for those battling cancer, funding quality of life services
- ? **Buy A Mom A Mammogram™** providing cost free screening mammograms to medically underserved women in partnership with The University of Illinois Medical Center at Chicago and Northwest Community Hospital in Arlington Heights

In 2007 our Buy A Mom A Mammogram™ program provided 2,000 women with information about and access to cost free screening mammograms. That year we began funding timely follow up diagnostic testing for our Buy A Mom A Mammogram™ ladies. In 2008 those numbers will increase by 50%. In 2009 with the addition of six new hospital partners, our programs will expand into northwest Indiana and those numbers will **quadruple**. Your help is crucial to the success of our expansion.

As we plan our annual gala, *A Sterling Event*, we recall last year's outpouring of support which provided 940 women access to screening mammograms and follow up diagnostic testing. As our programs expand, our goal for 2008 is to fund 1,500 of these potentially lifesaving tests. And, as we well know, this is just the tip of the iceberg.....

I humbly ask for your corporate or individual support through sponsorship or an event book advertisement.

A Sterling Event
Hyatt McCormick Place, Chicago, IL
October 4, 2008
6:30 p.m.

Individual tickets: \$300 Table of 10: \$3,000

The evening will include dinner, dancing, and an exciting live auction. Specific package details, contribution form and contact information are included. I thank you in advance for your consideration and support.

There is a silver lining.

Dr. Sandy Goldberg
Founder

Event Sponsorship Packages

Evy's Angel - \$50,000 plus

- ? Recognition of Premier Sponsorship as "Evy's Angel"
- ? Corporate logo inclusion and direct link on ASLF website
- ? Corporate logo displayed on all appropriate event materials
- ? Full page recognition in event program
- ? Three tables of ten included

Evy's Club - \$20,000 plus

- ? Recognized as "Evy's Club" member in event program
- ? Full page ad in the event program
- ? Two tables of ten included

Family Member - \$10,000

- ? Recognized as "Family Member" in event program
- ? ½ page ad in event program
- ? One table of ten included

Sterling Sponsor - \$5,000

- ? Recognized as a "Sterling Sponsor" in event program
- ? Six event tickets included

Benefactor - \$2,500

- ? Recognized as a "Benefactor" in event program
- ? Two event tickets included

Program Book Sponsorship

The following are the prices for purchasing advertising space in our event Program. All ads must be submitted by August 15, 2008. Please note that all advertisement pages will be in black and white. Please email artwork to drsandy@silverliningfoundation.org.

\$ 100 - Business Card Size Ad

\$ 250 – Quarter Page Ad

\$ 500 – Half Page Ad

\$1000 – Full Page Ad

We are proud to support ASLF gala fundraiser!

Event Sponsorship

- Evy's Angel** Enclosed please find our contribution of \$50,000
- Evy's Club** Enclosed please find our contribution of \$20,000
- Family Member** Enclosed please find our contribution of \$10,000
- Sterling Sponsor** Enclosed please find our contribution of \$ 5,000
- Benefactor** Enclosed please find our contribution of \$ 2,500

We would like to contribute \$_____ to A Silver Lining Foundation

Program Book Sponsorship

- Business Card Size Ad** – \$100
- Quarter Page** – Enclosed please find \$_____ for __ page(s) at \$250
- Half Page** – Enclosed please find \$_____ for __ page(s) at \$500
- Full Page** – Enclosed please find \$_____ for __ page(s) at \$1,000

Please complete the following information for Program Book Sponsorship:

Name as it should be printed: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ Email: _____

We are unable to sponsor, but would like to make a donation in the amount of _____

Contribution Type: Check MasterCard Visa Discover AmEx

Name as it appears on the Card: _____

Credit Card Number: _____ 3 digit code _____ Exp: _____

Signature: _____

**For additional information, please contact Carrie Handley:
carrie@asilverliningfoundation.org or 312/345-1322**