



To:

**Ypsilanti Meals on Wheels** (YMOW) invites you to support our upcoming Spring 2017 fundraiser Meals on Heels. Guests will enjoy a fun and fashionable cocktail party while supporting our mission to feed the homebound elderly and medically fragile of our local community.

MAY 4, 2017, FROM 4–9 P.M.  
LADIES LITERARY CLUB  
218 NORTH WASHINGTON STREET, YPSILANTI, MI 48197

- Join us on the red carpet and rock that fabulous footwear for a great cause.
- Catering by Bona Sera and other great Taste of Ypsilanti favorites.
- Listen to our house band playing all your favorite shoe inspired tunes, take part in a quirky shoe competition for prizes, and show off stylish stilettos to snazzy sneakers on the shoe red carpet.
- Bid, Bid, Bid at our silent auction and take home a lasting memory of Meals on Heels.

## **THE GOAL: RAISE \$30,000 TO PROVIDE OVER 15,000 MEALS**

**Why we need you:** Help us to continue to provide two meals a day to each of our clients and maintain our No Wait service for the homebound of our community. You will find more information about our agency on the back page of this letter.

**Action:** We Need your support, help in one of the following ways:

- Sponsorship – see the attached document for details
- Donation of money or gift-in-kind for the silent auction
- Purchase event tickets (\$70 each)

Please contact me at 734-487-9872 or [alison@ymow.org](mailto:alison@ymow.org), to lend your support.

Sincerely,

*Alison Foreman*

Alison Foreman, Executive Director / On behalf of the Meals on Heels Committee

Ypsilanti Meals on WHeels

1110 West Cross Street

Ypsilanti, MI 48197

(734) 487-9872 • [alison@ymow.org](mailto:alison@ymow.org)



## **YPSILANTI MEALS ON WHEELS MISSION**

Ypsilanti Meals on Wheels is a nonprofit with the specific purpose of delivering prepared meals to the homebound elderly, disabled, and ill residents in Eastern Washtenaw County in the City and Township of Ypsilanti, Whitmore Lake, South Lyon, Augusta Township, Superior Township, Pittsfield Township, Salem Township, and York Township. We realize that many people, especially the infirm, the ill, and the disabled, take comfort in remaining in their own homes, but are unable to shop or cook for themselves. The meals and the personal contact we provide help people care for themselves in their homes.

Ypsilanti Meals on Wheels has been operating as a home-delivered meal provider for 43 years. Our clients, independent of age or economic position, are medically certified as homebound. Our average elderly client is 87 years old and most likely a woman who is living on less than \$900/month. Multiple medical conditions, physical and/or cognitive, severely limit their ability to care for themselves. 97% of the people we serve live alone and have limited, to non-existent, family or community support networks.

Visit us at [www.ymow.org](http://www.ymow.org)



YPSILANTI MEALS ON WHEELS  
REQUESTS YOUR DONATION TO  
**MEALS ON HEELS**

**SPONSORS AT ALL LEVELS WILL RECEIVE:**

Listing on YMOW's website, annual newsletter and social media coverage  
Signage at the Meals on Heels Fundraiser Event

*Please select the appropriate sponsorship level and complete the information below.*

**RED CARPET SPONSOR - \$5,000**

\$5,000 allows YMOW to provide 2,500 meals  
10 event tickets with a special VIP seating area  
Business name/logo prominently displayed as "Presenting" Sponsor  
Recognition in press release for the Meals on Heels Fundraiser  
Video thank-you for your sponsorship  
Meal delivery day to all our clients with your business logo  
Promotional literature available at all YMOW events

**STILETTO SPONSOR - \$2,500**

\$2,500 pays for the fuel for the fleet of 4 vans for an entire year  
8 event tickets  
Recognition in press release for the Meals on Heels Fundraiser  
Video thank-you for your sponsorship  
Meal delivery day to all our clients with your business logo  
Promotional literature available at all YMOW events

**SWANKY SOLES SPONSOR - \$1,000**

\$1,000 supports meals for an elderly homebound couple for an entire year  
6 event tickets  
Recognition in press release for the event  
Video thank-you for your sponsorship  
Meal delivery day to all our clients with your business logo

**SNAZZY SNEAKERS SPONSOR - \$500**

\$500 provides meals for all our clients for one day  
4 event tickets  
Recognition in press release for the event  
Video thank-you for your sponsorship

**FOOD OR DRINK SPONSOR - \$500 - \$2,500**

This sponsorship can be an in-kind donation as well. Coffee, beer, wine, or appetizers.  
4 event tickets  
Logo & advertisement on food station or table

**MEALS ON HEELS TICKETS - \$70 EACH**

Event runs from 4:00 – 9:00 p.m.  
Number of Tickets \_\_\_\_\_

Sponsorship forms are due to YMOW by April 28, 2017  
Email to [Alison@ymow.org](mailto:Alison@ymow.org) or fax to Alison at 734-482-3868  
Checks payable to: Ypsilanti Meals on Wheels  
Online payments available at [www.YMOW.org](http://www.YMOW.org)



## 2017 SILENT AUCTION DONATION FORM

Meals on Heels Event – Thursday, May 4, 2017

Deadline for auction items: April 28, 2017

About Meals on Heels: A fun and fashionable cocktail party to support Ypsilanti Meals on Wheels (YMOW) mission to feed the homebound elderly and medically fragile of our local community.

As an in-kind donor you will be listed on YMOW's website, annual newsletter, social media coverage, and signage at the Meals on Heels Fundraiser Event. Turn this letter over for examples of the types of baskets, and items that will surely keep our guests' heels moving around the auction table to Bid, Bid, Bid!

### WHY WE NEED YOU:

Help YMOW continue to provide two meals a day to each of our clients and maintain our No Wait service pledge to the community. The goal is to raise \$30,000 to provide 15,000 meals.

Contributions will bring guests and customers through *your* door.

- Your business will be prominently displayed on the silent auction table.
- Products available from shoes, gift cards, gift baskets, and services will bring auction winners into your place of business.

Call 734-487-9669 or email Alison (Alison@ymow.org) and we will happily make your donation dazzle!

Please return this form by April 28, 2017 | Fax: 734-482-3868 or email: Alison@ymow.org

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The item(s) I will donate (please be specific in your description of the item and supply its value):

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Restrictions or conditions associated with your donation? (i.e. expiration, blackout, # of people):

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Company name (as you would like it to appear in YMOW media) or individual name for recognition:

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Contact \_\_\_\_\_ Phone # \_\_\_\_\_ E-mail: \_\_\_\_\_

How will we obtain your donation?

\_\_\_ It is enclosed with this form, along with other display materials (i.e. brochures, menu, etc.)

\_\_\_ Donor will bring to the YMOW office (1110 West Cross, Call to schedule drop-off, 9 am – 3 pm)



## BASKET COLLECTION EXAMPLES FOR INSPIRATION

### **A NIGHT ON THE TOWN [ANN ARBOR, YPSILANTI, CHELSEA, DEXTER, SALINE . . .]**

In your new dress shoes from \_\_\_\_\_ [your business name here] both you and your special someone will make the dining scene at \_\_\_\_\_ [your local restaurant]. After dinner you will be guests for a show at \_\_\_\_\_ [theater, comedy club, movie theater.]

### **GETTING INTO THE GARDEN!**

This cute garden tote and practical garden clogs, gloves, and a sun hat from \_\_\_\_\_ [your store or mill], a spade from \_\_\_\_\_ [your store here], annuals to plant now and a gift certificate for a tree or shrub from \_\_\_\_\_ [your nursery.]

### **SINGING IN THE RAIN**

Your child will be good to go, rain or shine, in these adorable rubber boots from \_\_\_\_\_ [your store here.] Their new rain coat and umbrella from \_\_\_\_\_ [your store here] will keep them warm and dry. They'll love playing in the puddles with this child-sized wheelbarrow and garden tools from \_\_\_\_\_ [your store here.]

### **FIT FOOT FIRST**

Jump into summer with new running shoes from \_\_\_\_\_ [business name(s)]. A gift certificate for exercise gear from the pro shop at \_\_\_\_\_, and a 3-month membership to the WCC Fitness Center will make getting in shape fun.

### **WHITE WEDDING [OR THEMED FOR OTHER KEY WEDDING PARTICIPANTS]**

Start her special day manicured, pedicured and coiffed by \_\_\_\_\_ [your salon name.] The bride will relax with her attendants enjoying a bottle of Michigan Sparkling wine by \_\_\_\_\_ [Michigan winery]. She'll walk the aisle in the perfect shoes to match your gown from \_\_\_\_\_ [your boutique here] with sparkling custom jewelry by \_\_\_\_\_ [jeweler.]

### **THE ULTIMATE SPORTS GAME DAY (U OF M, MSU, EMU, LIONS, TIGERS, RED WINGS, PISTONS)**

This footwear, signed by a star player or coach of \_\_\_\_\_ [your team] is destined for display on mantle or in a man cave. With tickets in hand to the big game you'll be the star fan at the pre-game party or tailgate with a supply of Michigan craft beer and Michigan made snacks, and in the arena sporting your new team regalia.

*Item ideas: Gift cards, shoes, flip-flops, health and beauty items, food products, Michigan-made products, clothing, flower arrangements, candy, pictures, jewelry.*

Did we mention it??? Shoes, Shoes, Shoes and an experience meant to get folks out moving and experiencing the local businesses and shops.