

Luminis Health Anne Arundel Medical Center Foundation

DENIM & DIAMONDS

Delightfully Deconstructed

aamcdenimanddiamonds.org



Anne Arundel Medical Center Foundation's Denim & Diamonds - Delightfully Deconstructed

Dear Friend,

We invite you to join us for not just one day of celebration, but a month long commitment to championing mental health and addiction care at Luminis Health Anne Arundel Medical Center (LHAAMC) during Mental Health Awareness Month this May. A huge thank you to First National Bank for their continued commitment, as they will serve as the 2021 presenting partner throughout the month-long celebration.

While we cannot gather together in person for our annual Denim & Diamonds celebration, we are taking this unique opportunity to still offer each individual component of our most popular event as we introduce to you:

Denim & Diamonds - Delightfully Deconstructed.

We will bring you the excitement of an auction, the deliciousness of local culinary fare, a Call for the Cause to raise vital funds for care in our community, and robust print, digital, and social media campaigns to publically recognize your sponsor support to raise awareness of Luminis Health's mental health and addiction care services.

The need for support of these programs at LHAAMC is more urgent and greater than ever. Together, we can be a beacon of hope for thousands of patients and their families struggling with the diseases of mental health and addiction in our region, as we continue to face the ongoing challenges of the COVID-19 health care crisis.

Together or "delightfully deconstructed," it wouldn't be Denim & Diamonds without you!

Learn more about corporate partnership opportunities, calendar of events, and ways to donate at aamcdenimanddiamonds.org. For more information, contact aamcfoundation@aaahs.org or 443-481-4747.

With gratitude,

AAMC Foundation's 2021 Denim & Diamonds Chairs;

Claudia & Randy Boldyga

Founding Chairs

Jill & Rick Springer / Sarah & Jay Walsh

Denim & Diamonds Co-Chairs

Due to the COVID-19 pandemic, we are unable to host a large in-person Denim & Diamonds event this year. Instead, we will take the cherished components of our most popular event and spread them out over a month-long celebration called **Denim & Diamonds - Delightfully Deconstructed.**

We look forward to celebrating throughout the month of May (which is also Mental Health Awareness month) to raise vital funds for Luminis Health Anne Arundel Medical Center's mental health and addiction care services. The emotional toll of the pandemic makes the need for these services greater than ever before.

While the calendar is still being finalized, the month will include:

- A virtual auction
- Restaurant/boutique events that rotate throughout the weeks of May where the community can support local businesses and LHAAMC at the same time, on both sides of the Bay Bridge
- Print, digital and social campaigns to raise awareness about our mental health services and how the community can support
- Denim & Diamonds Call for the Cause – will include a direct mail, email and telephone outreach

The Need for Mental Health and Addiction Care Services in our Community

The impact of the COVID-19 pandemic continues to take its toll physically, emotionally, socially, and mentally on our friends, neighbors, and loved ones. The need for behavioral health care services has never been greater, and every dollar raised for LHAAMC's Emergency Department, J. Kent McNew Family Medical Center, and Pathways supports this growing and critical need.

In 2020, more than 6,100 patients visited LHAAMC's Emergency Department and the J. Kent McNew Family Medical Center seeking acute mental health care services. This is a 10% increase from 2019. The diseases of mental health and addiction are often co-occurring, with more than 3,785 patients visiting LHAAMC's Emergency Department and Pathways, seeking substance abuse care and treatment.

Your support is crucial to sustaining these programs and keep these facilities close to home. This is how your donation can make a direct impact:

\$1,000



Provide Safe Housing for a Patient in Recovery

Your gift provides transitional housing for a patient following their inpatient stay to ensure a safe environment and network of support after treatment.



Support Adolescent Prevention Education in the Classroom

Your gift will help teach Elementary, Middle, and High School students how to make healthier choices and ways to say no to drugs with Pathways' Substance Abuse Prevention Education Program.

\$3,500



Expand Telehealth Programs

Your gift will help expand LHAAMC's ability to conduct telehealth visits with patients across the region regardless of their location or ability to travel, allowing our behavioral health caregivers to conduct vital interventions and consultations.

\$7,500

Become a Partner

Diamond Partner - \$7,500

- In-home catered dinner for six during the month of May
- Four invites to a Virtual VIP sponsor reception with LHAAMC Leadership
- Inclusion on communications promoting **Denim & Diamonds - Delightfully Deconstructed** – print, email blasts, social media, web presence, and press releases
- Partner recognition in full page ads during promotion and thank-you ads
 - Including the community appeal for mental health during the month of May (direct mail and email)
- Inclusion on sponsor banner displayed on LHAAMC building, visible from Route 50 (5/1 - 6/4)
- Recognition during restaurant weeks and local events
- Thank you ads in What's Up magazine
- Corporate Logo included on Denim & Diamonds calendar and auction website
- Featured on Denim & Diamonds campaign giving page (landing page to make an online gift to support Denim & Diamonds)



Denim Partner - \$3,500

- In-home catered dinner for four during the month of May
- Two invites to a Virtual VIP sponsor reception with LHAAMC Leadership
- Inclusion on communications promoting **Denim & Diamonds - Delightfully Deconstructed** – print, email blasts, social media, web presence, and press releases
- Partner recognition in full page ads during promotion and thank-you ads
 - Including the community appeal for mental health during the month of May (direct mail and email)
- Recognition during restaurant weeks and local events
- Thank you ads in What's Up magazine
- Corporate Logo included on Denim & Diamonds calendar and auction website
- Featured on Denim & Diamonds campaign giving page (landing page to make an online gift to support Denim & Diamonds)

Community Partner - \$1,000

- One invite to a Virtual VIP sponsor reception with LHAAMC Leadership
- Recognition on communications promoting **Denim & Diamonds - Delightfully Deconstructed** – print and email blasts
- Inclusion on full page ads during promotion and thank-you ads
- Thank you ads in What's Up magazine
- Corporate Logo included on Denim & Diamonds calendar and auction website
- Featured on Denim & Diamonds campaign giving page (landing page to make an online gift to support Denim & Diamonds)





Luminis HealthSM