

60+ Ride proudly presents the 2022 non-event

Heart to Heart

The need to know we're loved is ageless

SPONSOR & LEAD DONOR LETTER

Dear Prospective Sponsor,

Transportation is the number one reason older adults lose their independence and 60+ Ride meets that need by providing free transportation to Weld residents 60 and older, regardless of income, giving Weld County's aging population the chance to live independently while maintaining their physical, emotional, and mental health.

In response to COVID, we immediately stopped our transportation program on March 13th, 2020. Since most of our volunteer drivers are also over 60, it was a clear decision, however difficult. During the next two weeks we developed and implemented 60+ Grocery, a no-contact ordering and delivery program, with the support of Area Agency on Aging and Weld Recovers. That program continues. In August we resumed transportation to critical medical destinations on a limited basis and with safety protocols in place, utilizing our staffed vehicle. Volunteer rides were resumed in October, also on a limited basis since very few volunteers were comfortable returning to active status. As the demand for our grocery delivery program has begun to decline, the demand for transportation has increased. May of 2021 set a record of 44 new client requests, highlighting the real and growing need!

Heart to Heart is a sponsored non-event, which is where we ask you to come along side us to help Weld's aging population. This simple, low-cost format provides crucial funding, especially important in this time of COVID with the added needs it has presented. There is no venue or band to pay for, nor will you need to go out in the February cold! Sponsor logos or names will be featured on a custom invitation sent to 3000 potential donors, inviting them to honor or memorialize loved ones through a donation to 60+ Ride. The event culminates with the mailing of Valentine's Day cards to donors' loved ones and publishing the names of those being honored or memorialized in a half page Valentine's Day ad. Sponsors are also featured in this ad in the Greeley Tribune's Sunday edition just prior to Valentine's Day.

Please review the enclosed Sponsor & Lead Donor Opportunities page to choose which level best suits you, realizing the value and importance of lending the credibility of your good name to our cause along with your financial support. You are what makes our work possible.

With deep gratitude for your consideration,



Janet Bedingfield
Executive Director



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WHAT IMPACT WILL YOUR DONATION HAVE?



OUR REWARD

"I can't remember how I first heard about 60+ Ride, but I can't tell you how these people relieved my fear of going to the grocery store during this pandemic. Your workers have been fantastic and so helpful, from the girls who take my grocery orders to the drivers who deliver them. What a great service!!!" -Jim

OUR MISSION

To offer older adults the opportunity to maintain their physical, emotional, and mental health while living independently.

OUR VISION

To enable older adults throughout Weld County to live independently.

OUR PROGRAMS

60+ Ride: Volunteers and staff provide transportation for Weld County residents aged 60 and older free of charge, regardless of income.

60+ Grocery: Staff members team with clients to place online grocery orders which volunteers pick up and deliver to clients' doors. Free beyond cost of groceries.

OUR IMPACT IN 2019

Nearly 1000 registered clients

8,521 rides given

Over **10,000** volunteer hours given

Less than a **5%** ride cancellation rate

OUR IMPACT IN 2020

60+ RIDE - transportation

2466 rides given

157 Weld residents served

56 volunteers

August-December 29 clients, 612 rides, 9 volunteers

60+ GROCERY - delivery

327 No-Contact Grocery deliveries

\$25,865 in groceries delivered

41 clients

25 volunteer delivery drivers

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SPONSOR & LEAD DONOR OPPORTUNITIES

PRESENTING SPONSOR - \$10,000 & Above - Providing 600+ Rides

- Highlighted as the Presenting Sponsor on 3000 individual event invitations and a half-page Greeley Tribune Valentine's Day ad with individual donors' honors & memorials
- Highlighted as the Presenting Sponsor with hyperlink on 60+ Ride's web site
- Highlighted as the Presenting Sponsor in 3000 quarterly newsletters
- Highlighted as the Presenting Sponsor on social media

VALENTINE SPONSOR - \$5000-\$9999 - Providing 300-600 Rides

- Featured as a Valentine Sponsor with name/logo on 3000 printed individual event invitations and in a half page Greeley Tribune Sunday paper Valentine's Day ad
- Name/logo with hyperlink on 60+ Ride's web site
- Recognition as a Valentine Sponsor in 3000 quarterly newsletters
- Recognition as a Valentine Sponsor on social media

CUPID - \$2500 - \$4999 - Providing 150-300 Rides

- Featured as a Cupid Sponsor with name/logo on 3000 printed individual event invitations and in a half page Greeley Tribune Sunday paper Valentine's Day ad
- Name/logo on 60+ Ride's web site
- Recognition as a Cupid Sponsor in 3000 quarterly newsletters
- Recognition as a Cupid Sponsor on social media

SWEETHEART - \$1000 - \$2499 - Providing 60-150 Rides

- Featured as a Sweetheart Sponsor with name on 3000 printed individual event invitations and in a half page Greeley Tribune Sunday paper Valentine's Day ad
- Name with hyperlink on 60+ Ride's web site
- Recognition in 3000 quarterly newsletters

RED - \$500 - \$999 - Providing 30-60 Rides

- Featured as a Red Sponsor with name on 3000 printed individual event invitations and in a half page Greeley Tribune Sunday paper Valentine's Day ad
- Name on 60+ Ride's web site
- Recognition in 3000 quarterly newsletters

PINK - \$250 - \$499 - Providing 20- Rides

- Featured as a Pink Sponsor with name on 3000 printed individual event invitations and in a half page Greeley Tribune Sunday paper Valentine's Day ad
- Name on 60+ Ride's web site

MEDIA AND MARKETING SPONSORS

- Benefits commensurate with contribution; trade value equal to levels above

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RESPONSE

IN APPRECIATION TO VOLUNTEERS & IN-KIND DONORS, PLEASE

- Call 970-352-9348 or return this response form to 60+ Ride on or before December 15th to ensure full sponsor recognition
- Scan this form to Staff@60PlusRide.org or mail to 800 8th Ave, Suite 229, Greeley CO 80631
- If your sponsor level includes use of your logo, please submit logo via email in high-resolution color, print-ready jpeg or eps format to Staff@60PlusRide.org

PAYMENT INFORMATION

- Payment may be made in 2021 or January of 2022, by check or credit card
- Checks payable to 60+ Ride, please note 'Heart to Heart' on memo line
- Please mail checks to 60+ Ride, 800 8th Ave, Suite 229, Greeley, CO 80631
- For credit card payments, please go to 60PlusRide.org or call the office at 970-352-9348

RECOGNITION STATUS

I understand that I will be listed in all publicity offered for my sponsor level

I wish to remain an anonymous donor

CONTACT INFORMATION

Sponsor/Lead Donor Name: _____

Contact Name: _____ Donation Amount: \$ _____

Address _____

Payment enclosed/will be made in 2021 Payment will be made in January 2022

Phone _____ Email _____

Web address for hyperlink _____



THANK YOU!

FOR MORE INFORMATION, PLEASE CONTACT
Janet Bedingfield at (970) 352-9348 or Janet@60PlusRide.org