

JUN 22 2015

CITY OF WEST ALLIS
CITY CLERK

June 2015

Mayor Devine and West Allis Common Council Members
West Allis City Hall
7525 W Greenfield Ave
West Allis, WI 53219

Subject: Aurora West Allis Medical Center 2015 Board of Directors Fundraising
Project for Renovation of the Emergency Room at Aurora West Allis
Medical Center

Dear Mayor Devine and Common Council Members:

The WAMH Evening of Promise will be celebrating their 5th Anniversary on Wednesday, October 7th, 2015. The proceeds from this evening event will provide funding for the renovation of the Emergency Department (ED) at Aurora West Allis Medical Center. Most importantly it will benefit the thousands of patients that seek lifesaving compassionate care from the skilled physicians and caregivers that dedicate themselves to our community.

- The ED at Aurora West Allis Medical Center was constructed to meet the needs of the community that existed over 20 years ago. Today the ED serves nearly 38,000 patients, far more than what was envisioned when it was built in the early 1990's. And the number of patients is expected to increase. Each year, half of the patients admitted to the hospital come through the Emergency Department.
- The renovation will allow the hospital to serve the growing needs of our community more quickly and comfortably while maintaining the quality of patient care. The changes are aimed at enhancing the patient experience with improvements to the reception, triage, and waiting areas and an increase in the number of exam rooms. Every aspect of the renovation will be uniquely designed with the patient and family in mind, to provide comfort, privacy and respect.
- Aurora West Allis Medical Center's Board of Directors is committed to raising \$100,000 to provide critical charitable support for this vital community project.

From a historical perspective, when AWAMC was organized in the late 1950's, there were two main goals in the construction of our community hospital. The first goal was to provide a primary health care facility for West Allis. The second goal was to have a full service Emergency Room to serve immediate health care needs. Both goals have been strongly met. This ED Renovation Project at AWAMC will continue to maximize the ongoing availability of quality emergency service for West Allis. What better way for the City to see that this one early goal for the West Allis community continues to be met, than by financially participating in this project.

In addition to the long term historical service that the ED provides the community, a new exciting change is being initiated by the hospital for the ED. That change is a non-diversion policy, effective by April 1, 2016. What this means is that all residents will be accepted at the ED and no longer will they be diverted to other health care facilities. Thus all residents will be served continually and completely.

This project will benefit every individual and family that visits the Emergency Room. We hope that the City will consider supporting this project by sponsoring the 5th Annual Evening of Promise at the \$25,000 Level (Presenting Sponsor). Enclosed is a form detailing the many opportunities to support this important renovation. We will be calling to follow up on this request. In the meantime, if you have any questions, please feel free to contact any one of us.


Thank you for your consideration.

Sincerely,


Wayne B. Clark
Chair/Board Member



Jeffrey C. Eckrich,
Vice Chair/Board Member



Helen Feuling
Board Member

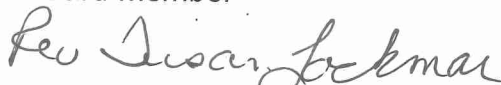

Robert Figueroa
Board Member



Mary Hook, PhD, RN
Board Member

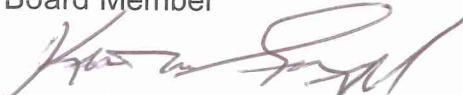

Joseph F. Kempen
Past Chair/Board Member



Chris Kraemer
Board Member


Glenda Lee, MD
Board Member


Reverend Susan Lockman
Board Member


Charles Wikenhauser
Board Member


Kenneth Saydel, DO
Board Member


Paul M. Ziehler
Board Member


Rebecca Grill
Board Member

Attachments: Sponsorship Opportunities
Sponsorship Confirmation Form



5th Annual "Evening of Promise"
October 7, 2015

SPONSORSHIP OPPORTUNITIES

Presenting Sponsor - \$25,000 (tax deduction = \$24,520)

- Prominent exposure at the event and in all promotional materials
- Opportunity to welcome guests at the event
- Name featured in event invitation and program
- Name featured on-screen welcome slide as Presenting Sponsor
- Full page ad in program book
- 24 guest tickets for the event.
- Opportunity to serve on the event committee
- Opportunity to provide volunteers for the event
- Invitation to attend Aurora West Allis Medical Center donor reception
- Invitation to attend President's Donor Reception with Nick Turkal
- Recognition in Aurora Health Care Annual Report
- Name/organization name listed on Aurora West Allis Medical Center donor wall

Premier Sponsor - \$10,000 (tax deduction = \$9,680)

- Prominent exposure at the event and in all promotional materials
- Name featured in on-screen welcome slide as Premier Sponsor
- Full page ad in program book
- 16 guest tickets for the event.
- Opportunity to serve on the event committee
- Opportunity to provide volunteers for the event
- Invitation to attend Aurora West Allis Medical Center donor reception
- Invitation to attend President's Donor Reception with Nick Turkal
- Recognition in Aurora Health Care Annual Report
- Name/organization name listed on Aurora West Allis Medical Center donor wall

Sustaining - \$5,000 (tax deduction = \$4,840)

- Prominent exposure at the event
- Name featured in on screen sponsor recognition slide
- Half page ad in program book
- 8 guest tickets for the event.
- Opportunity to serve on the event committee
- Opportunity to provide volunteers for the event
- Invitation to attend Aurora West Allis Medical Center donor reception
- Recognition in Aurora Health Care Annual Report
- Name/organization name listed on Aurora West Allis Medical Center donor wall



**5th Annual “Evening of Promise”
October 7, 2015**

Supporting Sponsor - \$2,500 (tax deduction = \$2,340)

- Name listed in event invitation and program
- Name featured on screen sponsor recognition slide
- ¼ page ad in program book
- 8 guest tickets for the event.
- Opportunity to serve on the event committee
- Opportunity to provide volunteers for the event
- Invitation to attend Aurora West Allis Medical Center donor reception
- Recognition in Aurora Health Care Annual Report
- Name/organization name listed on Aurora West Allis Medical Center donor wall

Friend Sponsor - \$1,500 (tax deduction = \$1,420)

- Name in program
- 4 guest tickets to the event.
- Name listed on sponsor recognition slide
- Opportunity to provide guests with a giveaway at their station (company provides)
- Opportunity to serve on the event committee
- Opportunity to provide volunteers for the event
- Invitation to attend Aurora West Allis Medical Center donor reception
- Recognition in Aurora Health Care Annual Report
- Name/organization name listed on Aurora West Allis Medical Center donor wall

Tribute donations of any amount are welcome!

Can't come to the event? Please, consider making a donation. All contributions benefit the renovation of the Emergency Department at Aurora West Allis Medical Center.

Note: If you do not plan to use all of the allotted guest registrations for your sponsorship, you may donate them back to Aurora West Allis Medical Center and receive an additional tax deduction of \$20 per registration.

Please send contributions to:

Adam Martin
Foundation Development Coordinator
Aurora Health Care Foundation
950 N 12th Street, Suite A623
Milwaukee, WI 53233

For more information, contact Adam Martin at 414-219-6056 or at adam.martin@aurora.org.



*Aurora West Allis
Medical Center®*

**5th Annual Evening of Promise
October 7, 2015
Sponsorship Confirmation Form**

We authorize Aurora Health Care Foundation to include our corporate name or logo on all printed materials consistent with our sponsorship levels as marked:

- | | |
|------------------------------------|-----------------------------------|
| Presenting Sponsor | <input type="checkbox"/> \$25,000 |
| Premier Sponsor | <input type="checkbox"/> \$10,000 |
| Sustaining Sponsor | <input type="checkbox"/> \$ 5,000 |
| Supporting Sponsor | <input type="checkbox"/> \$ 2,500 |
| Friend Sponsor | <input type="checkbox"/> \$ 1,500 |
| Appreciated Contribution of | <input type="checkbox"/> \$ _____ |

Company Name: _____

Contact Name: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____ E-mail: _____

Please e-mail company name and logo to: adam.martin@aurora.org
Deadline to be included in the program book is September 4, 2015.

Payment Options:

Enclosed is a check made payable to the Aurora Health Care Foundation.

Please bill me.

Visa MasterCard American Express Discover

Amount: _____ Expiration Date: _____

Card Number: _____

Signature: _____

Please email, or mail this form to:

**Adam Martin
Foundation Development Coordinator
Aurora Health Care Foundation
950 N. 12th Street Suite A623
Milwaukee, WI 53233**

**Adam.martin@aurora.org
Phone: 414-219-6056**