

Gowns for Good

11.03.21

The Mill Chattanooga



Luncheon
Fashion Show
Live Auction

100% proceeds benefit



Volunteers in Medicine, Chattanooga

Chairs

Lynda Minks Hood
Rhonda Thurman

Committee

Daisy Maurya-Ballard
Lynn Mosier-Bryant
Starr Morgan Card
Dr. Martina Harris
Rebecca Cruz-Styles

The **Gowns for Good** Inaugural benefit is an opportunity to help uninsured neighbors in need, receive access to a primary care medical home.

How?

- By donating a gown or cocktail dress for the charity auction, that has been otherwise hanging in the closet, with 100% proceeds garnered from donation supporting direct patient care access.
- By sponsoring or participating in the day of event, fun festivities ... helping raise funding and awareness for those being served and those in need of access to care in our community.

Last year VIM delivered care to 436 patients with 2,586 patient visits - even during the challenges of COVID. VIM's cost for one patient visit is approximately \$117. VIM patients never see a bill for care provided. This would also equate to approximately to \$415 for a traditional primary care clinic rate or \$1,950 ER rate.

VIM patient demographics are 69% Caucasian, 31% minorities, with 62% being female. 45% of VIM patients are in their 50s to 60's. They have primarily worked their entire adult lives but were downsized or retired without insurance. 80% have income at or below 200% of the federal poverty level.

At the end of 2020 VIM's primary care clinic had logged will over 75,000 patient visits valued at more than \$25 million at clinic rates and \$109 million at conservative ER rates; since opening our doors to serve those in the greatest of need in 2005. VIM is a 501-C3 non profit, faith-based, free health care clinic serving low income Hamilton and surrounding County residents who are uninsured. The clinics health ministry is built on a volunteer provider model, aspired by Matthew 25 "I was sick and you cared for me..."

Hope is one of the greatest gifts one can give to another, yet in giving you also receive it.



Gowns for Good Underwriter

Investment Level - \$4,500

This contribution enables VIM clinic to provide 55 patient visits and deliver medical care at value of \$18,670 at clinic rates or an estimated \$80,262 at ER rates.

Sponsor benefits:

- One (1) table of 8 guests in premier seating.
- Logo / name recognition as Gowns for Good Underwriter sponsor on all printed and electronic materials related to the Gowns for Good benefit.
- Verbal recognition from event podium.
- Two (2) Gowns for Good fashion runway model participants.
- Logo / name placement during program slideshow and sponsor/donor signage on table.
- Logo / name listed on VIM Gowns for Good event web site and e- newsletter after event.
- ½ page Ad (created by sponsor) acknowledgement in printed program.
- Special inclusion in press releases and social media promotions.

Access to Care Champion Partner

Investment Level - \$2,000

Contribution enables VIM clinic to provide 24 patient visits and deliver medical care at value of \$8,298 at clinic rates or an estimated \$35,672 at ER rates.

Sponsor benefits:

- Four (4) guests at table in premier seating.
- Logo / name recognition as Access to Care Champion sponsor on all printed and electronic materials related to the Gowns for Good benefit.
- One (1) Gowns for Good celebrity runway model participant.
- Verbal recognition from event podium.
- Logo / name placement during program slideshow and sponsor/donor signage on table.
- Logo / name listed on VIM Gowns for Good event web site and e- newsletter after event.
- ¼ page Ad (created by sponsor) acknowledgement in printed program.
- Special inclusion in social media promotions.



Community Partner

Investment Level - \$750

This contribution enables VIM clinic to provide 9 patient visits and deliver medical care at value of \$3,112 at clinic rates or an estimated \$13,377 at ER rates.

Sponsor benefits:

- Two (2) guests at table in premier seating.
- Name recognition as VIM Community Partner sponsor on all printed and electronic materials related to the Gowns for Good benefit.
- Name placement during program slideshow.
- Name listed on VIM Gowns for Good event web site and e-newsletter after event.

Table Sponsor

Investment Level - \$500

Contribution enables VIM clinic to provide 6 patient visits and deliver medical care at value of \$2,074 at clinic rates or an estimated \$8,918 at ER rates.

Sponsor benefits:

- Table for eight (8) guests at the Gowns for Good luncheon.
- Recognized in event program as Table Sponsor.
- Name listed on the VIM e-newsletter after event.

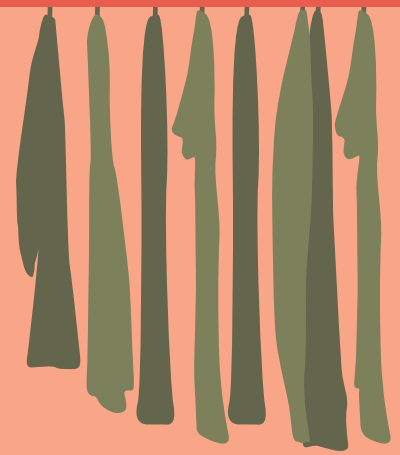
Friend Sponsor

Investment Level - \$200

Contribution enables VIM clinic to provide nearly 2 patient visits and deliver medical care at value of \$830 at clinic rates or an estimated \$3,567 at ER rates.

Sponsor benefits:

- Two (2) guests at table in premier seating.
- Name recognition on VIM Gowns for Good event e-newsletter after event.



**Individual
Tickets**

\$75



The value of a patient being returned to their home, work, and family is priceless.
Thank you for supporting your friends and neighbors in need of healthcare!

Sponsor Agreement

Sponsor Name _____

(As you would like to be recognized)

Contact Name _____

Address _____

Email _____ Phone _____

Sponsor Level _____ Sponsor Amount \$ _____

Payment Check: Enclosed Send an Invoice Credit Card

Credit Card Number _____ Amount \$ _____

Exp. Date _____ CVC _____ Billing Zip _____

Authorized Signature _____ Date _____

Please make checks payable to: Volunteers in Medicine, Chattanooga Inc.

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Thank you!

