Building wellness together
Momentum for Health

25th Annual Shining Stars

Sunday Afternoon | October 9, 2022 | 2 PM - 5 PM

Beautiful private home in Saratoga

Message from the CEO

Momentum for Health partners with people to thrive in recovery and fully engage in a healthy and meaningful life.

Approximately 43.8 million Americans experience a mental illness each year, and that number has begun to rise dramatically since the onset of the pandemic. It's important now more than ever that we send a message to prioritize behavioral health, eliminate the stigma that is often associated with it, strengthen hope, and build resilience in our communities by supporting those who may be struggling and helping them work toward a path of recovery - because recovery is possible.

Please join us in our efforts and become a sponsor of the 2022 Shining Stars. As a sponsor, you will have the opportunity to promote your brand to hundreds of high net-worth individuals and thousands of community members.

Your partnership and investment in behavioral health ensures everyone who needs it has continuing access to essential, high quality treatment, services and support. Together we can break the stigma that still surrounds mental illness and addiction.

David K. Mineta
President and CEO

Together We Make A Difference

Sponsorship Opportunities

Thanks to the generosity of our wonderful donors, **Janice & Thomas Berthold**, the first **$50,000 in sponsorships** will be matched, dollar for dollar!

PRESENTING SPONSOR - $50,000 - Thank you Janice & Thomas Berthold!

- 10 Tickets to the Shining Stars reception
- Exclusive opportunity for company representative to make brief on-stage remarks
- Opportunity to provide company-branded event take-away items for guests
- Premier recognition as Presenting Sponsor on web homepage
- Logo placement on Shining Stars communications
- Social media recognition
- Signage recognition on stage as Presenting Sponsor
- Verbal acknowledgement from the stage
- Logo placement throughout event
- Full back-page ad in the evening program [full page size: 8" (w) X 8" (h)]
- Company logo on cover of evening program spotlighting as Presenting Sponsor
- Company recognition in 2023 Annual Report
- Opportunity to position sponsorship as Matching Gift

PLATINUM SPONSOR - $20,000

- 10 Tickets to the Shining Stars reception
- Opportunity to provide company-branded event take-away items for guests
- Recognition as Platinum Sponsor on web homepage
- Logo placement on Shining Stars communications
- Social media recognition
- Verbal acknowledgement from the stage
- Logo placement throughout event
- Company recognition in 2023 Annual Report
- Color ad in the evening program [full page size: 8" (w) X 8" (h)]

Sponsorship Opportunities

GOLD SPONSOR - $10,000

- 10 Tickets to the Shining Stars reception
- Opportunity to provide company-branded event take-away items for guests
- Recognition as Gold Sponsor on web homepage
- Social media recognition
- Verbal acknowledgement from the stage
- Company recognition in 2023 Annual Report
- Color ad in the evening program [full page size: 8" (w) X 8" (h)]

SILVER SPONSOR - $5,000

- 6 Tickets to the Shining Stars reception
- Recognition as Silver Sponsor on web homepage
- Social media recognition
- Verbal acknowledgement from the stage
- Company recognition in 2023 Annual Report
- Color ad in the evening program [half page size: 8" (w) X 4" (h)]

BRONZE SPONSOR - $2,500

- 2 Tickets to the Shining Stars reception
- Recognition as Bronze Sponsor on web homepage
- Verbal acknowledgement from the stage
- Company recognition in 2023 Annual Report
- Color ad in the evening program [quarter page size: 4" (w) X 4" (h)]

Housing Opportunity Fund

Safe, supportive, and secure housing are essential to recovery. Momentum for Health is establishing a new Housing Opportunity Fund to kickstart future housing projects and provide a safe and healing place to live for a thousand people living with behavioral health issues.

- **Estimated 16%-35% of Momentum's public clients are unstably housed**
  – 74% are Black, Indigenous, and People of Color
- **In Santa Clara County, we estimate between 2,000-4,500 people living with behavioral health diagnoses are unhoused**

Momentum is striving to bridge the gap between behavioral health services and secure housing. Secure housing is well established as an important social determinant of health. For people with any health condition, whether physical or behavioral, a safe and secure living situation is critical to maintaining good health and finding a successful path to recovery.

- **Adults without stable housing who leave Momentum's crisis residential programs are 1.5 to 2 times more likely to return within 1 year**
- **Up to 38% of adults leaving Momentum's short-term crisis programs (2-4 weeks) are unable to find adequate housing when discharged**
- **Independent housing sites in Santa Clara County to close even as the need grows, leaving many client unhoused**

Momentum for Health has committed to expanding our housing options over the next few years from our current capacity of 210 people working to recover from behavioral health diagnoses housed to 1,000 people housed.

Housing will support Momentum's continuum of care, including fully immersive adult residential programs, short-term independent housing (for people stepping down from residential/ crisis programs), and long-term supportive housing for people whose needs require a group setting. We already have several new projects underway, and we anticipate many more over the next few years.

Through the Housing Opportunity Fund, you can ensure that people who need both behavioral health care and stable housing are fully supported.

$180,000 — **(Shining Stars 2022 Goal) could furnish a new independent home for up to 18 residents**

$50,000 — **Could fully renovate a kitchen furnished with new industrial appliances**

$25,000 — **Could build a new roof**

$10,000 — **Could furnish a living room**

$5,000 — **Could install a security system to keep our clients safe**

$2,500 — **Could furnish one bedroom (for two clients)**

Mission

Helping individuals achieve mental and emotional health, discover and reach their potential, and fully participate in life.

What we do

- **Adult Acute Care**

  For individuals who have been diagnosed with serious mental illness and would benefit from an intensive mental health service program which may include addiction, case management, rehabilitation, therapy and medication services and have had difficulty connecting with treatment providers.

- **Adult Outpatient**

  For individuals who have been diagnosed with serious mental illness and would benefit from a group of mental health services which may include case management, rehabilitation, therapy and medication services.

- **Adult Residential**

  Provides a warm, safe, nurturing alternative to hospitalization for people living with behavioral health diagnoses.

- **Crisis Services**

  Provides 24-hour care and supervision for individuals who would benefit from a short-term stabilization setting.

- **Substance Use Treatment**

  Services for adults with co-occurring addiction and substance use disorders.

- **Employment Services**

  Supports clients as they prepare to enter the workforce, from exploring career options to resume and interview preparation.

- **Youth Acute Care**

  Services are based on a recovery-oriented model. Highly interactive, intensive treatment is provided to transitional age youth and young adults (TAY).

- **Youth Outpatient Services**

  Provides comprehensive outpatient mental health services, including case management, rehabilitation, individual and group therapy.

- **Youth Early Intervention**

  Serves youth ages 10-25 who are either showing early signs or have recently been diagnosed with psychosis and provides early treatment with the focus of mitigating the course of serious mental illness.

- **Youth Drop-in Center**

  Provides an after-school zone for youth to attend groups and learn new skills. Developmentally appropriate with the intention to provide ease of access to group rehabilitation/ group therapy and outpatient services.

- **Community Education & Awareness**

  These efforts are led by our To Be Honest program, Youth Mental Health First Aid initiative, Mobile Crisis Response program and our collaboration with Behavioral Health Contractors' Association for Mental Health Awareness Month.

Lower Levels of Care

91% participants in Momentum's Crisis Residential programs discharged to a lower level of care

87% participants in Momentum's Crossroads Residential Village discharged to a lower level of care

Employment Services

139 participants in Momentum's Employment Services developed interview and job skills

50% individuals who secured a job successfully stayed employed for at least 90 days

Avoiding Hospitalization

913 individuals discharged to a lower level of care continue on their paths to recovery through Momentum or to outside services

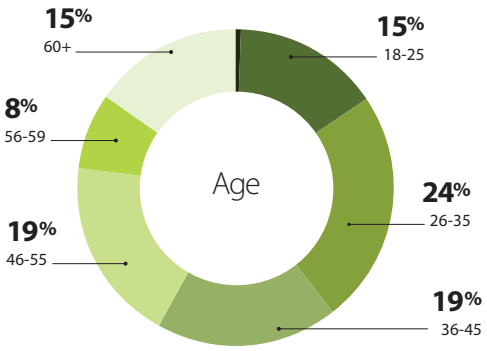
98% clients who accessed Crisis Stabilization Unit avoided hospitalization and remain within the community or a voluntary form of care

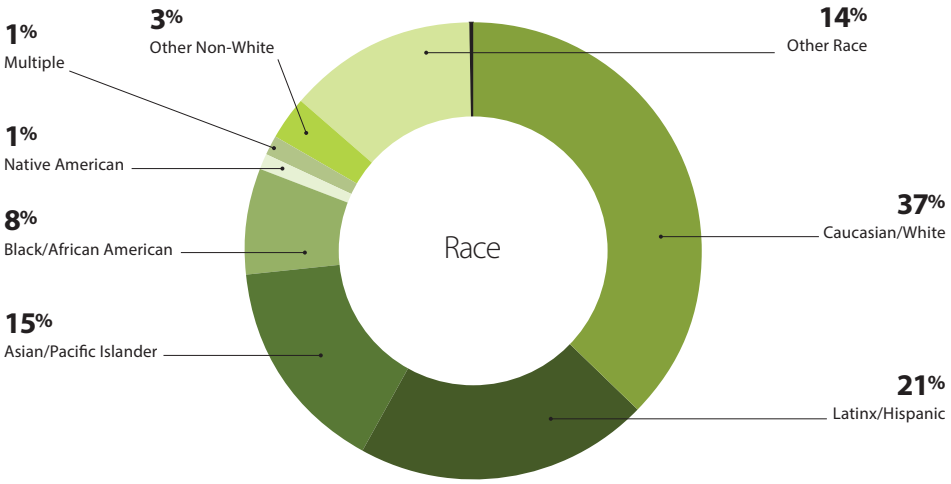
Who we serve

Age , Gender & Race

Total Clients Served in Fiscal Year 2021
(July 1, 2020-June 30, 2021)

4,078





Diagnosis

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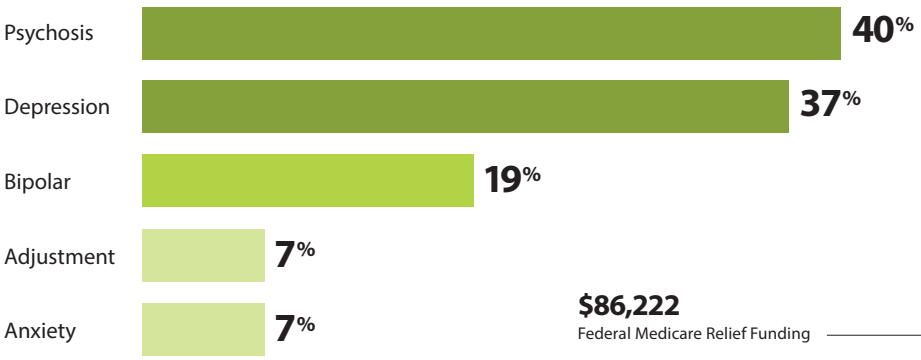
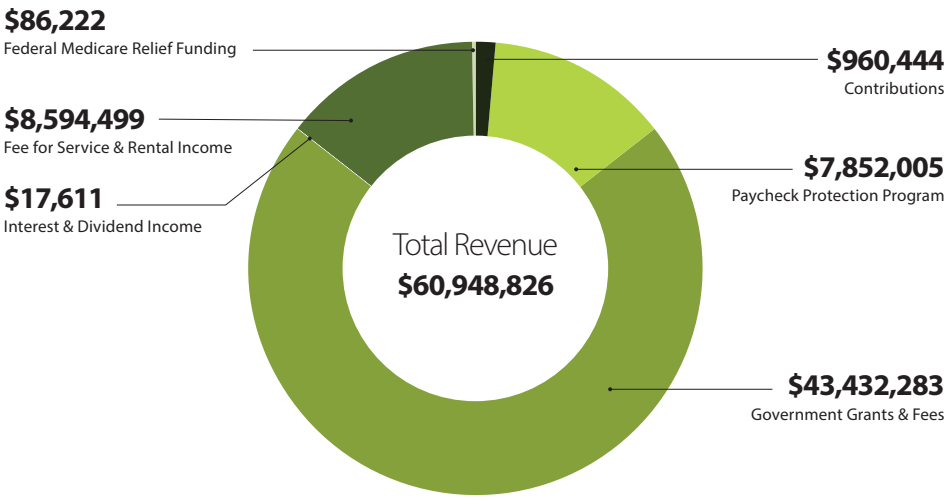
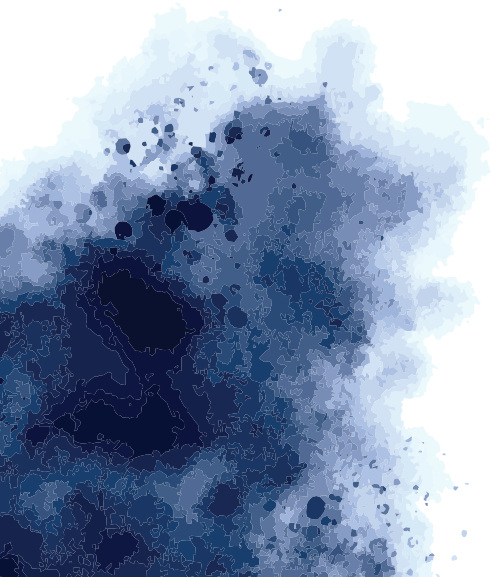
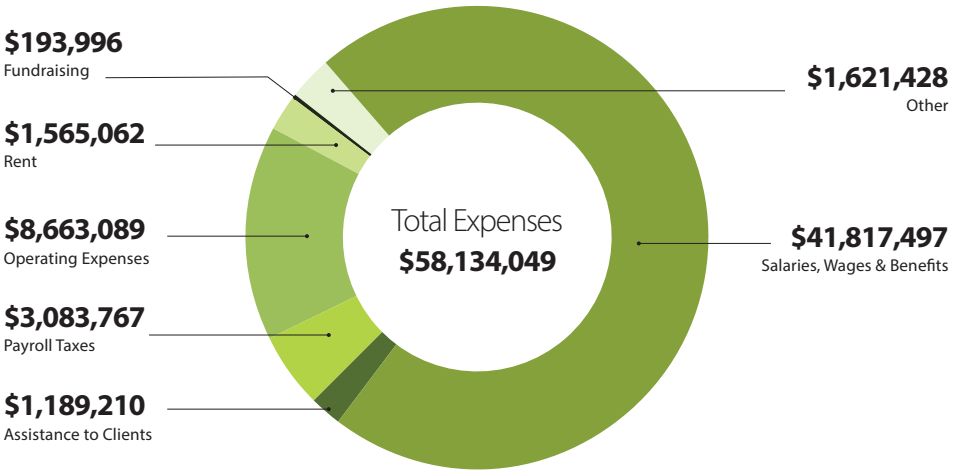


Financials







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Momentum *for* Health

Momentum for Health
1922 The Alameda
San Jose, CA 95126

momentumforhealth.org

25th Annual Shining Stars

Building wellness together
Momentum for Health

Sponsoring Company _____
(Exactly as name should appear in publications)

Contact Name _____ Title _____

Mailing Address _____

_____

Telephone _____ Fax _____

Email Address _____

SPONSORSHIP LEVELS:

- ❑ Presenting Sponsor ($50,000+)
- ❑ Platinum Sponsor ($20,000+)
- ❑ Gold Sponsor ($10,000)
- ❑ Silver Sponsor ($5,000)
- ❑ Bronze Business Sponsor ($2,500)
- ❑ Bronze Individual Donor Sponsor ($1,500)
- ❑ I am not able to sponsor, but enclosed is my gift of $_____

LOGO & AD DEADLINES:

Program Ad/Logo Deadline - September 16, 2022
Invitation Logo Deadline - August 14, 2022

Sponsor recognition will be given as printing deadlines allow.
Please send company logo and company ad to:
AShwarzstein@momentumforhealth.org

SPECIFICATIONS FOR LOGO/AD PLACEMENT:

Acceptable file formats:Tiff, JPEG, PSD, BMP, PDF
300 DPI or vector files
Full-page: 8"W x 8"H
Half-page: 8"W x 4"H
Quarter-page: 4"W x 4"H

To ensure print quality, low resolution files cannot be used.
Sponsor recognition will begin upon receipt of payment.

Payment Method Check one:

❑ Enclosed check for $_____ Make check payable to "Momentum for Health"

❑ Please send invoice. Reference company purchase order number: _____

❑ Other: _____

❑ Charge my Visa or MasterCard (circle one)

Number _____

Expiration ____/____ Zip Code _____ Name on Card _____

Signature _____

Signature of Sponsor's Authorized Representative _____ Date Signed: _____

Please mail to: Momentum for Health, ATTN: Development Office
1922 The Alameda, Suite 400, San Jose, CA 95126
OR email: ashwarzstein@momentumforhealth.org