



"Providing strength, hope and empowerment for seniors since 1966"  
www.selfhelpelderly.org  
www.ivoice.org

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San Mateo  
50 East Fifth Avenue  
San Mateo, CA 94401-4107  
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1818 Scott Boulevard  
Santa Clara, CA 95050-3722  
Telephone: 408-246-8790  
Fax: 408-985-9703

February 28, 2008

Dear Friend,

In celebration of Self-Help for the Elderly's 42nd Anniversary serving the seniors in our community, we will be holding our annual Longevity Gala on Saturday, May 31, 2008 at the Hyatt Regency, San Francisco Airport in Burlingame. This event benefits our programs for the seniors in San Francisco, San Mateo, Santa Clara and Alameda counties. Since our inception in 1966, we have served the seniors in the Bay Area by providing them with a comprehensive range of social, health, employment and educational services.

The evening will include a variety of performances, a Live Auction of exciting prize packages, a Silent Auction of over 200 items, a Grand Raffle of one luxury item and a General Raffle of 10 valuable items. Over 1,200 guests throughout the San Francisco Bay Area are expected to attend the event.

One million seniors' lives have been improved since Self-Help for the Elderly opened its doors in 1966. To continue serving 25,000 seniors in San Francisco, San Mateo and Santa Clara Counties, we are asking for your support by placing an advertisement in the souvenir program book distributed to all of the guests. We invite you and your company to help us reach our \$500,000 goal.

Self-Help for the Elderly is a 501(c)(3) organization so your contributions are tax deductible to the extent of the law. Our tax ID number is 94-1750717.

Thank you in advance for your generous support and caring. For additional information, please contact Josephine Ma, Fund Development Director at 415-677-7668, or at [Josephinem@selfhelpelderly.org](mailto:Josephinem@selfhelpelderly.org)

Sincerely,

Bassie Lee  
Program Ad Co-Chair

Beverly Lee  
Program Ad Co-Chair

Christine Ng  
Program Ad Co-Chair



## Annual Longevity Gala

### SOUVENIR DINNER PROGRAM ADVERTISEMENT FORM

Self-Help for the Elderly will hold the Annual Longevity Gala on Saturday, May 31, 2008 at the Hyatt Regency, San Francisco Airport in Burlingame. This event benefits programs and services for 25,000 Bay Area seniors.

We will print a souvenir dinner program for the Annual Longevity Gala. You may support the event by placing an advertisement in the dinner program which will be distributed to over 2,000 participants, sponsors and supporters.

Name (Individual or Business): \_\_\_\_\_

Contact Person: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_

Telephone: (Day) \_\_\_\_\_ (Evening) \_\_\_\_\_

E-mail: \_\_\_\_\_

Signature \_\_\_\_\_ Date: \_\_\_\_\_ Amount Enclosed: \$ \_\_\_\_\_

#### Check Appropriate Information:

- Full page camera-ready Ad (7.5 inches by 9.5 inches) - \$300  
 Half page camera-ready Ad (4.5 inches by 7.5 inches) - \$200

- Use my Ad from last year  
 Please return my camera-ready artwork

#### Special Instructions:

- All artwork must be camera-ready , in black & white, and in the dimensions as specified above.
- **Your check and camera-ready artwork must be received on or before Thursday, May 1, 2008**
- Please make your check payable to Self-Help for the Elderly.
- Mail your artwork, check and this form to: Self-Help for the Elderly, 407 Sansome Street, San Francisco, CA 94111.
- For questions or information, please contact Josephine Ma, Fund Development Director at (415) 677-7668.

**Solicitor:** \_\_\_\_\_ **Telephone No.:** \_\_\_\_\_ **Date Received:** \_\_\_\_\_

(Self-Help for the Elderly – Tax ID No. 94-1750717)