

MAKING IT WORK: LIFE LESSONS FROM GLOBAL FASHION ICON TIM GUNN

A Virtual Event Presented by the JFS Behavioral Health Committee



Photo credit: Scott McDermott

WHEN	Thursday, April 29, 2021
EVENT TIME	12:00pm – 1:00pm
VIP AFTER PARTY	1:00pm – 1:30pm

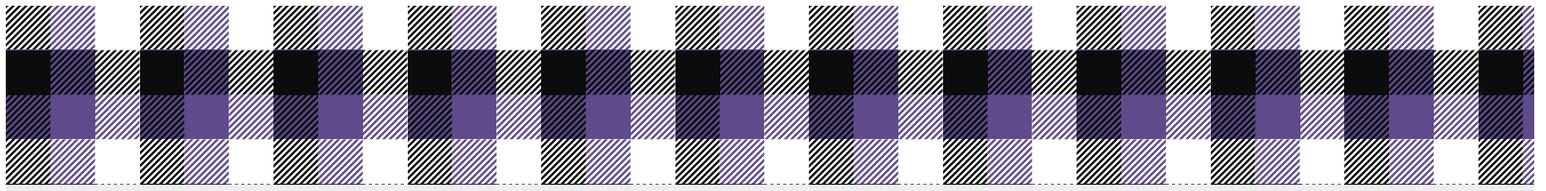
**Honoring Caryl Lees Witte with the
Linda Janon Behavioral Health Champion Award**

It hasn't always been fashion runways and hit television shows for style guru and fashion mentor, Tim Gunn. Best known as the Emmy Award winning co-host of *Project Runway* and most recently Amazon's *Making the Cut*, he is also a New York Times bestselling author and former Chief Creative Officer for Liz Claiborne, Inc.

Early in his adolescence, he suffered from social anxiety and depression, and spent more than two years at a psychiatric hospital. "I was a very unhappy kid...but that unhappiness spiraled downward to the point where I made a very serious suicide attempt." Tim would later credit an insightful doctor for saving his life. "That's how we get through life—by having people whom we trust, loved ones who are important to us, and by reaching out and saying 'I need some help'." In a candid conversation with JFS, Tim will detail how he overcame his struggles and share his everyday lessons for making it work.

The JFS Behavioral Health Committee

The Behavioral Health Committee at Jewish Family Service of San Diego, founded by Linda Janon in 1997, seeks to eliminate the stigma of mental illness through education and outreach. The Committee holds two community events per year to promote awareness on subjects related to behavioral health. During the pandemic, the BHC have continued their mission through its sponsorship and participation of virtual *Community Conversations* that have included: "How Collective Trauma, Self-Care, and COVID-19 Varies Across Communities", "Positive Parenting In Uncertain Times", and "Teen Talk: Finding Connection, Coping Strategies, and Hope for the Future".



Dear Friends,

The start of a new year traditionally ushers in hope for better days ahead and greater things to come. 2021 carries with it both optimism and challenges as Jewish Family Service of San Diego (JFS) continues to serve our community from response to recovery.

JFS is on the frontlines every day providing critical meals, financial assistance, and community resources to our vulnerable neighbors. As community needs have changed throughout the pandemic, JFS has constantly been adapting and evolving programs and reviewing alternative strategies. This has only been possible with the overwhelming support of our generous donors.

Many of our neighbors are struggling with behavioral health issues that have been magnified by the pandemic. Now, more than ever, it is important that we take the time to listen, identify, and take part in conversations addressing behavioral health.

This year, please join JFS for a virtual event on Thursday, April 29th featuring American fashion icon, Tim Gunn. On the runway of life, Tim Gunn is the perfect coach. Overcoming adversity early in life, Tim will share life lessons that have enabled him to “make it work.” I hope you will be able to join us for this insightful talk, *Making It Work: Life Lessons from Global Fashion Icon Tim Gunn*.

During the virtual event the Linda Janon Behavioral Health Champion Award will be presented to Caryl Lees Witte. Caryl has spent her lifetime supporting those in the community who have faced behavioral health challenges or been marginalized.

As our community continues to navigate through the pandemic, we will continue to build a stronger, healthier, more resilient San Diego. **I hope you will join us again as an underwriter this year.** Your commitment will support our work to strengthen the lives of thousands of people who turn to JFS for help and provide services where most needed.

Thank you for helping Jewish Family Service “Make it Work!”

Moving Forward Together,

Kea Spurrier
Chief Development Officer

(858) 637-3281 • keas@jfssd.org





Underwriting Benefits

Couture \$18,000

15 invitations to event including VIP "After Party" Reception

- Tim Gunn book
- Catered lunch for 2 from Cohn Restaurant Group or \$150 food delivery certificate
- Signage and mention in marketing materials including:
 - Digital invitation
 - Event registration page
 - Event promotion (email & social media)
 - Custom virtual event website
- Inclusion of collateral/sample item in the VIP swag bag
- "Underwriter Spotlight" email sent to registered attendees

Designer \$10,000

10 invitations to event including VIP "After Party" Reception

- Tim Gunn book
- Catered lunch for 2 from Cohn Restaurant Group or \$100 food delivery certificate
- Signage and mention in marketing materials including:
 - Digital invitation
 - Event registration page
 - Event promotion (email & social media)
 - Custom virtual event website

Bespoke \$5,000

5 invitations to event including VIP "After Party" Reception

- Tim Gunn book
- \$100 food delivery certificate
- Signage and mention in marketing materials including:
 - Digital invitation
 - Event registration page
 - Event promotion (email & social media)
 - Custom virtual event website

Vintage \$2,500

2 invitations to event including VIP "After Party" Reception

- Tim Gunn book
- \$50 food delivery certificate
- Signage and mention in marketing materials including:
 - Digital invitation
 - Event registration page
 - Custom virtual event website

Fair Market Value
Couture – \$136/\$166
Designer – \$136/\$116
Bespoke – \$116
Vintage – \$66

For more information and to confirm your level of support,
please contact: Victoria Palazzo, victoriap@jfssd.org, (858) 637-3225

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Underwriter Contact Information

Name _____

Company _____

Address _____

_____ Business Residence

Phone (Optional) _____

Email _____

Website _____

Please Indicate How You Or Your Organization Should Be Recognized:

Underwriting Level (please check one)

Couture / \$18,000+ Designer / \$10,000+ Bespoke / \$5,000+ Vintage / \$2,500+

In-Kind Donation of _____

Please email a high-resolution digital file of your company logo to Victoria Palazzo at victoriap@jfssd.org.

Payment

Enclosed please find a check for \$_____ payable to Jewish Family Service

Please charge \$_____ to Visa MasterCard American Express Discover

Card # _____ Expiration Date _____

Name as it appears on card _____

Signature _____

To ensure recognition in all promotional materials, you must register as an underwriter by February 6, 2021.

You may complete and return this form to Victoria Palazzo, call, or register at jfssd.org/underwriting.

Attn: Victoria Palazzo
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