



The Midwife Center for Birth & Women's Health 14th Annual Let Them Eat Cake

Friday, October 18, 2019 at Hotel Monaco

6:00pm VIP Champagne Reception & Dinner | 8:00pm Cake Reception

They treat you with respect, take time to listen to you, and encourage you to be an active participant in your own care. - Jessica, a Midwife Center client

The Midwife Center's annual Let Them Eat Cake is the region's premier event that supports safe, satisfying care at the largest freestanding birth center in the nation. The event will bring together those who care deeply about the health of women and families, as well as talented cake bakers and decorators, for an evening of delicious food and stunning desserts at the beautifully unconventional Hotel Monaco in Downtown Pittsburgh.

Since Let Them Eat Cake was established in 2006 by a group of passionate advocates and board members, it has provided over \$500,000 in support of services and programs that make quality reproductive care accessible to all.

From top right: Clinical Director Ann McCarthy, MSN, CNM and Daniel Edelstone, MD, Medical Advisory Committee; State Rep. Sara Innamorato, Blayre Holmes of Adagio Health, and County Councilman Tom Baker; 2018 VIP Dinner Host Committee Chair Tacy Byham, PhD; Debra Caplan of Jewish Healthcare Foundation, Betsy Teti, Carolyn Byham, and Julia Teti. Cake by Bella Christie & Lil' Z's Sweet Boutique



Your sponsorship will directly benefit women and families and ensure that Let Them Eat Cake meets this year's goal of raising \$125,000 to support programs and services like:

- With Woman Fridays & Con Mujeres, friendly and accessible walk-in programs
- Prenatal class scholarships for low-income families
- Sliding-scale care for those without insurance
- The Ruth Brexendorf Stifel Fellowship to support the next generation of midwives
- Enhanced support, including weekly nurse check-ins, to new mothers during the postpartum period
- Behavioral health and wellness care
- Information & Resource counseling

Tax ID 25-1864282 | United Way Contributor Choice #999078

The Midwife Center's 14th Annual Let Them Eat Cake

Sponsorship deadline: July 26, 2019
Cake Pop deadline: September 27, 2019

Sponsor Benefits

All sponsors at the levels below (excluding Cake Pop) will receive the following benefits. All VIP Dinner seats include the Champagne Reception prior to dinner and the Cake Reception following dinner.

- Logo or name listing at event including on projection and table signs during Cake Reception
- Logo or name on event poster displayed throughout city
- Acknowledgement on The Midwife Center's website with 6,000+ active users per month
- Listing in Facebook event. Event will be linked to on social media posts with 13,000+ impressions
- Listing on VIP invitation (if confirmed by July 8, 2019)
- Invitation to name a representative to the VIP Dinner Host Committee

Care for All | \$7,000

Your sponsorship will ensure individuals and families have access to classes and safe, personalized care led by midwives.

- Six VIP Dinner seats
- Option to complete your table of 10 at \$175 per seat (limited availability)
- Prominent logo or name with link on all event emails to list of 3,200+
- Prominent logo or name on event postcards, mailed to 4,000+ households
- Verbal recognition during Dinner and Cake Reception to 300+ total guests

With Woman Fridays | \$2,500

Show your support for The Midwife Center's popular, impactful walk-in GYN program.

- Two VIP Dinner seats
- Logo or name with link on all event emails to list of 3,200+
- Verbal recognition during Dinner and Cake Reception to 300+ total guests

Wellness for All | \$5,000

Provide outreach, enhanced support, and behavioral health and wellness services to individuals and families.

- Four VIP Dinner seats
- Prominent logo or name with link on all event emails to list of 3,200+
- Logo or name on event postcards, mailed to 4,000+ households
- Verbal recognition during Dinner and Cake Reception to 300+ total guests

Educate & Inspire | \$1,000

Support our educational initiatives including reproductive health in schools and mentorship opportunities.

- Two VIP Dinner seats
- Name on all event emails to list of 3,200+

Cake Pop | \$250

- Logo on projection during event
- Listing on event web page and Facebook event

Please let us know if you are interested in customizing any of these sponsorship benefit packages to meet your interests and goals.

VIP Dinner Host Committee | Chaired by Valerie McDonald-Roberts | \$350 per ticket

Add your name to the VIP Dinner Host Committee. Includes the VIP Champagne Reception & Dinner and the Cake Reception. (Must be confirmed by July 8, 2019 to be listed on printed VIP invitation).

2018 Sponsors

Lead

UPMC Health Plan
UPMC Mercy

Dinner

Dollar Bank

Educate & Inspire

Jane S. Barnes & Charity J. Imbrie
Bill Flinn Agency
Verna Corey, ScD
Andrea & Jeff Fitting
Kathleen & G. Ryin Gaines
Dinnie Goldring
Hefren-Tillotson, Inc.
Peace Dental
PITT OHIO
Quest Diagnostics
Cathy Raphael
The Rust Foundation
Judy Ruszkowski & Ken Regal
Jeannette South-Paul, MD
& Michael Paul, MD
Whole Foods

Media

TABLE Magazine

Piece of Cake (in-kind)

2206 Design
Andy Johanson Photography
Ashgrove Soaps
Mon Aimee Chocolat
Riverside Design Group

Wellness for All

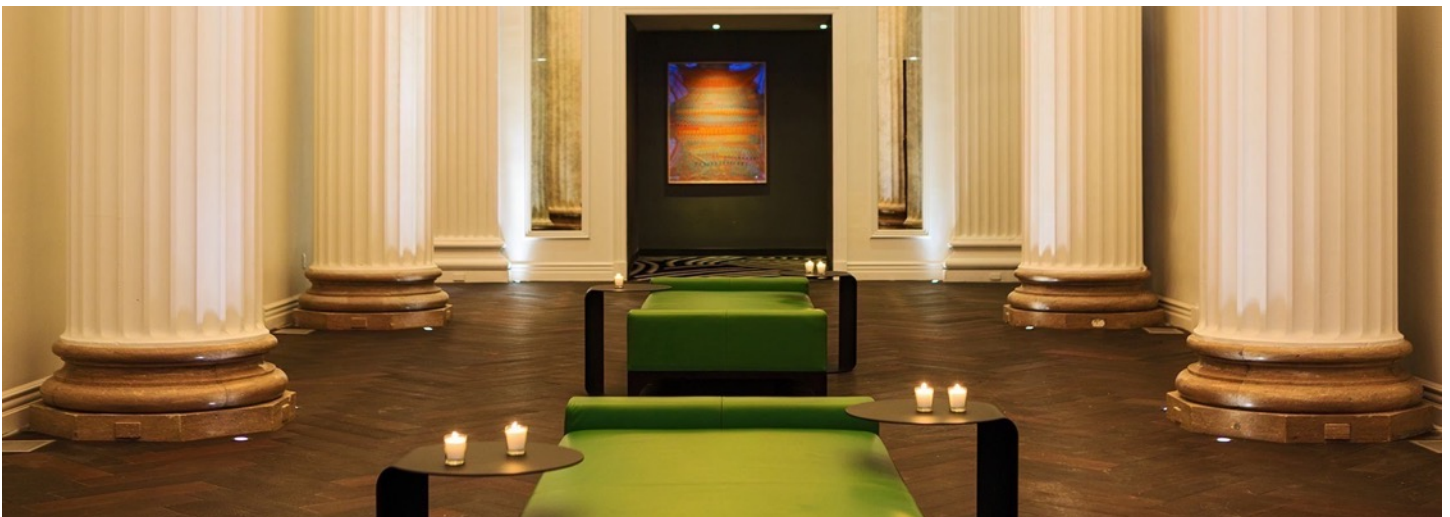
Nancy Bernstein
Byham Charitable Foundation
Dr. Daniel Edelstone
& Ms. Dodi Walker Gross
Ebe Emmons
Square Café

With Woman Fridays

Janice Anderson & Pat Downey
Highmark Blue Cross Blue Shield
& Allegheny Health Network
Jewish Healthcare Foundation
Nancy Reese

Cake Pop

Adagio Health
Alpha connectTEL
Congressman Mike Doyle
Doug Stradley
Fahringer, McCarty, Grey, Inc.
Gateway Health
Jason M. Roth, Architect
Just Harvest
Meyer, Unkovic, & Scott
Palo Alto Partners
Pittsburgh Doula Network
Professional Liability Agency
& Risk Transfer Advisors
Rothschild Doyno Collaborative
Shining Light Prenatal Education
Shirali Family
Touchstone Pilates
University of Pittsburgh School of Nursing





2019 Let Them Eat Cake A Benefit for The Midwife Center Sponsor & Host Committee Commitment Form

I would like to support The Midwife Center:

___ **With an event sponsorship. Sponsorships are due July 26, 2019.**

- Care for All | \$7,000 Wellness for All | \$5,000 With Woman Fridays | \$2,500
- Educate & Inspire | \$1,000 Cake Pop | \$250 (does not include event tickets)

Sponsor Name: _____ (as you would like it to appear in materials)

VIP Dinner Host Committee Representative(s): _____
(optional, must be confirmed by July 8, 2019. Not available to Cake Pop sponsors)

___ **By purchasing a VIP Dinner Host Committee ticket(s).** # of tickets at \$350 each: ___

Join the VIP Dinner Host Committee. Includes the VIP Champagne Reception & Dinner and the Cake Reception. (Must be confirmed by July 8, 2019 to be listed on printed VIP invitation).

___ **I cannot attend the event, but I would like make a donation of \$ _____.**

A donation of \$175.00 or more allows a Midwife Center student, intern or mentee to attend the VIP Dinner.

Guest Info:

Guest 1: _____ Entrée preference: Free-range chicken Seared salmon Pasta Primavera (v)

Guest 2: _____ Entrée preference: Free-range chicken Seared salmon Pasta Primavera (v)
(list additional guests at the bottom or on the back of this form)

Payment:

We welcome sponsorship payment through Donor-Advised Funds. However, the full cost to attend the event must be paid from your personal bank account. Please contact us with any questions.

Name: _____ Address: _____

Email: _____ Phone: _____

Charge my credit card. #: _____ Exp: _____ CVV: _____

My check made out to "The Midwife Center" is enclosed.

Please return this form to:

The Midwife Center c/o Ceree Wilkerson
2831 Penn Ave. Pittsburgh, PA 15222, c.wilkerson@midwifecenter.org, 412.321.6880 x208

Host Committee tickets are available at midwifecenter.org. Cake Reception tickets will go on sale this summer.

The official registration and financial information of The Midwife Center for Birth and Women's Health may be obtained from the Pennsylvania Department of State by calling toll free, within Pennsylvania, 1 (800) 732-0999. Registration does not imply endorsement. The tax-deductible amount of the VIP Dinner Host Committee ticket is \$235.00 and the VIP ticket is \$60.00.