

# Alta Bates Summit Foundation

2450 Ashby Avenue, Berkeley, CA 94705

Tel. 510.204.1667 Fax 510.883.9303

www.InvestmentInMiracles.org

January 2010

Dear Friend,

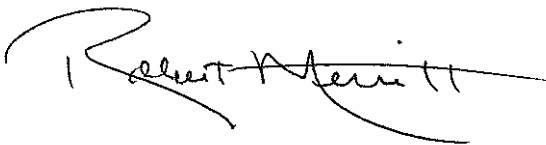
The Alta Bates Summit Foundation is hosting a special fund raising event, ***Taste of the East Bay on Saturday, April 17, 2010, at the historic Berkeley City Club***. It's back by popular demand, and is a delicious and fun-filled evening benefiting two vital community programs of Alta Bates Summit Medical Center – Thunder Road and the Carol Ann Read Breast Health Center. Last year, over 30 wineries and restaurants participated. A representative sample included: Snowden Vineyards, Hagafen Cellars, Balletto Vineyards, and Saintsbury as well as Bay Wolf, Wood Tavern, and 1515 Restaurant and Lounge. We would be honored to include you in the list of winery-partners.

On behalf of the Planning Committee, we invite you to participate in the 2010 *Taste of the East Bay* event by showcasing your winery at a special tasting table. Your participation will provide you with the opportunity to promote your winery to over 450 Alta Bates Summit Medical Center supporters. Additionally, as a winery-partner you will be included in the event program and promoted through local and regional media. Enclosed in this packet are items designed to provide additional information about this event and how you will benefit from participating:


- **Frequently Asked Questions:** Answers to a list of anticipated questions including information on promotional activities, ticket price and attendees.
- **Event Guidelines:** Outlines specific event details designed to provide upfront information on the day's logistics.
- **Winery Commitment Form:** Please complete and return the form to confirm your participation in *Taste of the East Bay*. For winery name or logo recognition in invitations, Alta Bates Summit Foundation must receive confirmation of participation no later than February 26, 2010; for inclusion in the printed program, no later than March 19, 2010.

Your participation will make a tremendous difference to the success of our event and will provide critical funding ***to help teens in need of substance abuse treatment and to advance the fight against breast cancer***. Please return a completed commitment form in the envelope provided. If you have questions about *Taste of the East Bay*, or need additional information, please contact the Foundation at 510-204-1667. We appreciate your thoughtful consideration of this opportunity.

Sincerely,

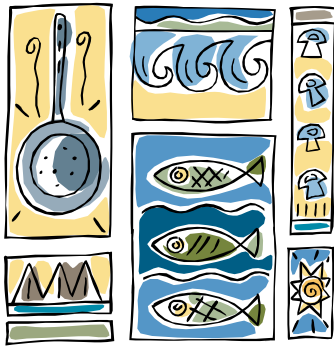


Robert (Bob) Merritt  
Planning Committee Co-Chair  
*Taste of the East Bay*



Linda Peltz  
Planning Committee Co-Chair  
*Taste of the East Bay*

Enclosures



## **TASTE OF THE EAST BAY**

### **FREQUENTLY ASKED QUESTIONS**

Saturday, April 17, 2010

- **What is Taste of the East Bay?**

*Taste of the East Bay* is a special event celebrating the cultural and culinary diversity of the East Bay while raising funds for two vital community programs at Alta Bates Summit Medical Center: Thunder Road and the Carol Ann Read Breast Health Center.

- **What is Thunder Road?**

Thunder Road is a nationally-recognized, not-for-profit chemical dependency recovery hospital (CDRH), founded in 1987. As one of only three specialty-licensed CDRH's in California, and the *only* one that treats adolescents, Thunder Road addresses one of the East Bay's greatest needs: treatment for adolescent chemical dependency. More than 6,000 young people and their families have been helped during the past 22 years, most of whom have no insurance and would otherwise be unable to afford treatment. During their stay, clients participate in group therapy and attend 12 step meetings, while also continuing their high school education. Clients are trained in food preparation through one of Thunder Road's unique programs--The Culinary Arts Institute. In addition to receiving high school credit, they also obtain experience, build self-esteem and develop skills needed to become gainfully employed after graduation from high school.

- **What is the Carol Ann Read Breast Health Center?**

Carol Ann Read Breast Health Center, the first comprehensive breast center in the East Bay, was built largely through donor generosity. Staffed by breast health specialists using a personal team approach, the Center cares for over 500 women newly diagnosed with breast cancer each year -- more than either of the two nearby university hospitals. Advanced digital mammography is performed and evaluated on-site, speeding results to patients and physicians and offering, when necessary, the quickest possible treatment. Other valuable assets: All exam and procedure rooms are spacious and wheelchair accessible, and a multi-lingual patient navigator is available to help women through all aspects of understanding breast health.

- **How will my participation benefit these vital community programs?**

**Thunder Road** maintains a commitment to helping teens in need of substance abuse treatment regardless of their ability to pay. Proceeds from *Taste of the East Bay* will provide scholarship assistance to support at-risk youth in Thunder Road's CDRH program, a short-term program with a client stay of 30 to 90 days. This short-term residential program includes individual and group counseling, family counseling, vocational training, educational and recreational activities, and room and board. Additionally, teens receive an individualized discharge plan that covers a wide-range of issues to ensure their ongoing commitment to sobriety, such as: housing options, school and vocational plans, mental and physical health care, and continued support around substance abuse treatment in the form of a 12-step program or Thunder Road's Intensive Outpatient or Community Outpatient program.

**Carol Ann Read Breast Health Center** strives to provide access to and care for all women in our community. Proceeds from *Taste of the East Bay* will support the Nurse Navigator Program, a unique program that provides cultural and linguistic assistance to patients and families whose primary language is Spanish, Chinese or Korean and are limited English speakers. Specific activities of the program include: providing support and guidance to all patients as they undergo diagnosis and treatment, outreach and education about breast health, and screening and early detection to the underserved communities surrounding Alta Bates Summit.

***Taste of the East Bay – Frequently Asked Questions, cont.***

- **What kind of donations are you seeking?**  
We are asking participating winery-partners to provide pours of the varietal of their choosing, for 450 guests. Please include the fair market value of your donation, so we may accurately acknowledge it.
- **Who will attend *Taste of the East Bay*?**  
A variety of loyal supporters will attend the event, including local community and business leaders. In addition, invitations will be distributed to Alta Bates Summit Medical Center medical staff, employees, board of directors, business owners, community philanthropists, vendors, and social and business groups.
- **How many people do you expect to attend?**  
Last year, over 300 guests attended the event and we anticipate over 450 will attend in 2010.
- **How much will a ticket cost?**  
Tickets to *Taste of the East Bay* will cost \$75 per person.
- **Where will *Taste of the East Bay* be held?**  
The historic Berkeley City Club, located at 2315 Durant Avenue in Berkeley, California, will host the event on Saturday, April 17, 2010.
- **What is the event program?**  
The specific focus of *Taste of the East Bay* will be on the samplings provided by participating winery and restaurant-partners. In addition, live entertainment will take place throughout the evening as well as a silent auction.
- **Will winery-partners receive promotional value for participating?**  
Absolutely! Winery-partners will be publicized in all promotional materials, website postings and advertisements. Additionally, winery-partners will be highlighted in the event program.
- **Can I provide my own promotional materials?**  
Yes! Please feel welcome to provide any printed materials, product samples, coupons or business cards that will promote your winery to over 450 exclusive guests. Additionally, provide anything that will make your table more exciting as well as help guests remember to patronize your business.



## **TASTE OF THE EAST BAY** **EVENT GUIDELINES** Saturday, April 17, 2010

Your generous participation will provide critical funding **to help teens in need of substance abuse treatment** and **to advance the fight against breast cancer** via Thunder Road and the Carol Ann Read Breast Health Center at Alta Bates Summit Medical Center.

- *Taste of the East Bay* will be held on Saturday, April 17, 2010, at the historic Berkeley City Club, located at 2315 Durant Avenue in Berkeley, California.
- More than 450 guests are expected to attend *Taste of the East Bay*.
- Event hours are 6 PM to 9 PM with load-in and load-out times prior to and after the event.
- A separate prep area will be available on-site, if needed.
- Deliveries will be made via the freight elevator at the Berkeley City Club. Details of delivery and load-in times will be forthcoming.
- Winery-partners will be provided with a 6' table from which to pour. White tablecloths will be provided.
- Winery-partners are encouraged to embellish the table using decorative platters, flowers, etc. Signage will be provided for each participating winery.
- Winery-partners will provide their own special equipment to serve or display samples. (Please note, guest plates and wine glasses will be provided.)
- Winery-partners are encouraged to provide coupons, business cards and special promotional certificates to promote their business.
- A silent auction will take place during food and wine sampling.
- Sponsor donations and/or gift certificates may be combined with other donations to create exclusive gift packages.
- For **winery name or logo recognition in invitations**, Alta Bates Summit Foundation must receive a completed Winery Commitment Form (included in this packet) **no later than February 26, 2010**; for **inclusion in the printed program**, **no later than March 19, 2010**.

If you have questions or need additional information about *Taste of the East Bay*, please contact the following individuals at the Alta Bates Summit Foundation:

- Heidi Stornetta at 510-204-4402 or via email at [StorneH@sutterhealth.org](mailto:StorneH@sutterhealth.org)
- Dorine Tanaka at 510-204-4413 or via email at [TanakaD@sutterhealth.org](mailto:TanakaD@sutterhealth.org)



**TASTE OF THE EAST BAY  
WINERY COMMITMENT FORM**  
Saturday, April 17, 2010

**Winery:** \_\_\_\_\_

**Contact:** \_\_\_\_\_

**Alternate contact:** \_\_\_\_\_

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

**Phone:** \_\_\_\_\_ **Email:** \_\_\_\_\_

**Website:** \_\_\_\_\_

**We will provide pours for 450 attendees as described:** \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

\_\_\_ Special set up requested (please describe): \_\_\_\_\_

\_\_\_ **We will also donate a gift certificate for the silent auction and it is enclosed.**

\_\_\_ **We will provide brochures, coupons, or other handouts.**

**Please submit a logo for use in promotional materials and let us know how you would like to be listed in the Event Program:**

\_\_\_\_\_

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To submit materials, or receive additional information about *Taste of the East Bay*, please contact the following individuals at the Alta Bates Summit Foundation:

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