

# WHAT MATTERS MOST TO YOU?

## Support National Health Care Decisions Day 2025

On April 16, 2025, the San Francisco Palliative Care Work Group, in partnership with On Lok, will host a kick-off event at On Lok 30th Street Senior Center to launch National Health Care Decisions Day (NHCCDD). This will be followed by a series of free workshops across San Francisco, offering practical tools and guidance for individuals to take charge of their health care decisions.

Advance care planning is a powerful tool that ensures our medical wishes are known, respected, and honored. It fosters meaningful conversations between individuals, families, and health care providers, reducing stress for loved ones and increasing the likelihood of receiving care that truly reflects our priorities. However, not enough people have conversations about what matters most to them. According to a San Francisco Bay Area study conducted by RAND Corporation, 45% of Black and Hispanic decedents, 30% of Chinese decedents, and 14% of white decedents lack end-of-life wishes.

We invite you to join us as a sponsor to help expand access to advance care planning resources, ensuring that every San Franciscan—regardless of language, background, or health status—has the opportunity to make sure their medical wishes are known, respected, and honored.

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## Why Sponsor?

- **Demonstrate leadership** in person-centered health care and community support.
- **Reach a broad audience** of individuals, families, caregivers, and health professionals.
- **Enhance your organization's visibility** through event recognition.

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## Sponsorship Levels & Benefits

### PRESENTING SPONSOR – \$25,000+ (EXCLUSIVE - 1 AVAILABLE)

- Top billing as Presenting Sponsor for the entire NHCDD initiative (kick-off + all workshops).
- Speaking opportunity at the kick-off event.
- Prominent logo placement on all event materials, website, and social media.
- Recognition in press releases and media coverage.

### COMMUNITY CHAMPION – \$10,000

- Recognition as a Key Sponsor of NHCDD.
- Logo placement on event materials, website, and social media.
- Recognition at all workshops and the kick-off event.

### WORKSHOP PARTNER – \$5,000

- Recognition as a Workshop Sponsor for two community workshops.
- Logo on materials for sponsored workshops.
- Acknowledgment on social media and in program emails.

### COMMUNITY SUPPORTER – \$1,000

- Recognition on the event website.
- Logo or name in printed materials.

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## In-Kind Sponsorships

We also welcome **in-kind contributions** such as:

- Food & refreshments for attendees.
- Raffle gifts for attendees.
- Printing services for materials.

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## Join Us!

Your sponsorship will directly impact the health and well-being of San Franciscans, ensuring that **every individual has the tools to make informed health care decisions**. To discuss sponsorship opportunities, please contact: **Loren Pogir – [lorenpogir@sfpcwg.org](mailto:lorenpogir@sfpcwg.org)**

**THANK YOU FOR HELPING SAN FRANCISCANS MAKE THEIR MEDICAL WISHES KNOWN SO THEY CAN BE RESPECTED AND HONORED.**