

From: Rivers, Sylvia L <riverssy@musc.edu>

To: Rivers, Sylvia L <riverssy@musc.edu>

Date: 2/22/2018 11:49:07 AM

Subject: FW: Exciting News April 19th!

Attachments: Modeling for Impact April Call to Action Letter.docx

Modeling for Impact Save the Date MUSC CDAP.pdf

Sponsorship Levels Modeling for Impact.docx

SPONSOR DONATION FORM.docx

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Dear Friends of CDAP,

Please save the date, April 19!

I am working with a wonderful couple, Kim and Ed Seeger, who are very passionate about advancing research, treatment and prevention of alcohol and drug use disorders and addiction. They are organizing a really nice and fun event at the Hyatt Place Historic District Hotel to raise money for MUSC's Center for Drug and Alcohol Program (CDAP) - the event is a fashion show and silent auction on Thursday, April 19th, 2018, from 6-10 pm. We have a fashion stylist coming in from Charlotte who has done fashion shows in NYC and Miami. He just put on a similar event in Charlotte NC last month. It was fabulous! You can see pictures on our Facebook site, Modeling for Impact 2018. Also, we have established a website <https://musc.ejoinme.org/model> to make it easy to donate towards this event!

The retail stores and others have reacted very passionately about our cause - it seems to affect everyone in some capacity. Please see attached letter, sponsorship info and a preliminary save-the-date card that the Seeger's are sending out to potential sponsors. Please feel free to share with those you know who may wish to be involved! Sponsors to date include: Betty Bridal, Brooks Brothers, Finicky Filly, Beckett, Julep, Shoes on King, Belks, Mosa and Mary Mojo. Also, Duvall Events, Cru Catering, Indigo Road Hospitality Group, Shirmer Insurance, the Seeger family, Fort Sumter Boat Tours, Out of Hand, the Hollon Family, Ameris Bank! We wish to list all sponsors on a future mail out, so if you would like to be a sponsor, please let me know!

Thank you for considering partnering with us and participating in this event! It is going to be a GREAT night, Many thanks for all of your thoughts and assistance!

From Dr. Anton:

Dr. Anton would request that if you are planning to give significant donations to CDAP this year that you consider "giving" in support of this event. The reason is two-fold. One is that giving through this event we do not have the 5% administrative charge normally associated with direct giving to our Foundation. Second, it will elevate the visibility and success of this event. However, you can also be a huge help to the event to have others who would not give directly to CDAP to support the event! Please "talk it up". It also allows an entrée into talking about CDAP, Alcohol Misuse, Addiction and Research. Use this an entry to discussion if possible or just financial support in general. To be clear there are two ways to financially support this event. One is to be a sponsor or buy tickets -we would clearly encourage all Board members to attend. The other is by directly giving to CDAP which would have all of the tax deductible attributes as a normal donation.

Sylvia, and the Seeger family (the originators and supporters of the event) are putting considerable time and effort into making it success. It would be good if the Board were to get behind them and help push this to a winning finish! This is the biggest event that we have undertaken and its success will set the tone for others in the years to come.

Please ask Sylvia how you can give to CDAP under the moniker of this event or go to the website. <https://musc.ejoinme.org/model>

Thanks to all,

Dr. Ray Anton

Sylvia L. Rivers
Community Outreach and Philanthropy
Medical University of South Carolina
Center for Drug and Alcohol Programs
Addiction Sciences Division
67 President Street, MSC 861
Charleston, SC 29425
(843) 792-9531

To see how your gift will make a difference, please see:
<http://www.alcoholanddrugabuse.org/giving/>

Our mission is to understand, prevent and treat alcohol, tobacco, and drug addiction through innovations and excellence in research, treatment, and education.



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