



**Yee Hong Community
Wellness Foundation**

頤康基金會



AM1540

中文電台 CHINESE RADIO

打破 孤獨

**Break
The
Loneliness**

Yee Hong Radiothon

頤康A1中文電台籌款

11月18日 Thur
星期四

7 AM - 6 PM

AM1540

**請即 DONATE
捐款 NOW**

416-940-4813 (Toronto)

1-866-933-4664 (Toll-Free)

熱線開通 Hotline opens
Monday-Friday, 9am-6pm

www.yeehong.com/A1

**Special Donation
Opportunities**

Help Break the Loneliness



Yee Hong A1 Radiothon

Yee Hong A1 Radiothon is an 11-hour radio broadcast to raise awareness of essential geriatric care. The devoted program hosts of Sing Tao A1 Chinese Radio tell Yee Hong stories from different perspectives, such as Yee Hong residents feeling fortunate to be taken care of, proud frontline workers helping seniors in need, and dedicated volunteers making a difference in the community, etc. These candid stories always connect with and touch the audience. With their generous support, Yee Hong successfully raised \$160,000 in last year's radiothon.

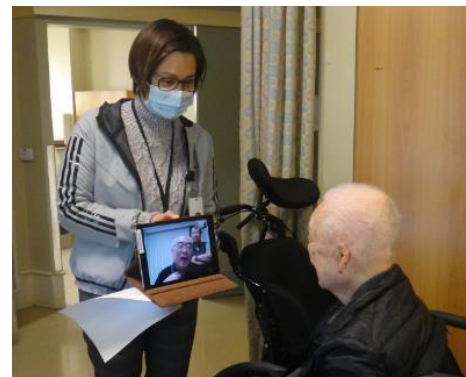
2021 Radiothon

This year marks Yee Hong's fifth radiothon. Yee Hong and A1 have set the goal to help our seniors **"break the loneliness"**, i.e. 打破孤獨 in Chinese. **About 30% of Canadian seniors are at risk of becoming socially isolated** because of a long list of factors. To name a few – lacking access to community services and programs, having compromised health status, and experiencing critical life transitions such as death of spouse, and more. Such problems affecting seniors are worsening due to the rapidly aging population and the hard hit of the COVID pandemic.

Yee Hong is here to break the loneliness for seniors by providing a full spectrum of services. For instance:

- **Social services:** These services, including active senior programs, friendly visiting and private home care, etc., ensure seniors stay socially connected.
- **Long-term care:** Our seniors living at the Yee Hong Centres always feel understood because our professionally trained frontline workers can provide tailored care to suit seniors' needs.
- **Hospice care:** The physicians, nurses, personal support workers and bereavement counsellors provide a hand to hold and a heart to understand for end-of-life patients and their families. They never feel alone in difficult times.

Please tune in to **AM1540**
on **November 18, 2021 (Thursday)**
from **7am to 6pm.**



How Your Generosity Breaks the Loneliness

Your kind donation will **empower** Yee Hong to

- **Enhance our social services**, meaning more seniors can feel accompanied and live happily in the community.
- **Expand by building three more long-term care centres** and adding 800 LTC beds, meaning more frail seniors can be well taken care of by our empathetic health care workers.
- **Bridge the funding gap facing our hospice centre**, meaning end-of-life patients and families are assured to receive free palliative care and support without burden.

How You Can Support

Be a **Leading-Match Donor** – Amplify the influence and add value to your donation

- Donate a minimum of \$20,000
- Receive recognition as a Leading-Match Donor:
 - In Yee Hong's and A1's promotional materials prior to and after the radiothon
 - During the radiothon in the morning (7:00 am to 1:30 pm) OR afternoon (1:30 pm to 6:30 pm)

Be a **Power-Match Donor** – Boost up donation spirit within 1 to 2 hours

- Donate a minimum of \$10,000
- Receive recognition as a Leading-Match Donor:
 - In Yee Hong's promotional materials prior to and after the radiothon
 - During one of the eight shows during the radiothon

Be a **Sing for Love Donor** – Show love and kindness in your beautiful singing

- Donate a minimum of \$1,000
- Sing a song along with Yee Hong's music therapists and showcase your talent during the radiothon and on A1's Facebook livestreaming
- Receive recognition as a Sing for Love Donor in Yee Hong's promotional materials prior to and after the radiothon
- Maximum three opportunities due to limited airtime

Be a **Lucky Draw Prize Donor** – Incentivize donations by offering great lucky draw prizes

- Donate a prize with a minimum value of \$500
- Receive recognition as a Lucky Draw Prize Donor in Yee Hong's promotional materials prior to and after the radiothon
- Present the prize to a lucky draw winner with media publicity



Sing Tao A1 Chinese Radio AM1540 Helps Yee Hong Reach Out to the Generous Community



2021 Yee Hong Radiothon Donation Form

- ☐ Leading-Match Donor (min. \$20,000) – 2 availability \$ _____
- ☐ Power-Match Donor (min. \$10,000) – 8 availability \$ _____
- ☐ Sing for Love Donor (min. \$1,000) – 3 availability \$ _____
- ☐ I would like to make a donation \$ _____
- ☐ Luck Draw Prize Donor (value of min. \$500) – Multiple opportunities
Item details: \$ _____

DONOR'S INFORMATION

NAME: _____ POSITION: _____

COMPANY: _____

ADDRESS: _____

CITY/TOWN: _____ PROVINCE: _____ POSTAL CODE: _____

TEL: _____ FAX: _____

EMAIL ADDRESS: _____

Payment Methods: ☐ Please send invoice
☐ Cheque Enclosed (*Please make cheque payable to Yee Hong Foundation*)
☐ Visa ☐ Mastercard ☐ American Express

Name on Credit Card: _____

Credit Card Number: _____ Expiry Date: _____ CVC: _____

Signature: _____ Date: _____

Please return completed form to:

Maureen Tang
 Director of Development
 Yee Hong Community Wellness Foundation
 Phone: 416-321-0777 ext. 1814
 Email: maureen.tang@yeehong.com



BIG THANKS to
your generous donation, enabling us to
BREAK THE LONELINESS



For inquiries, please contact:

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Yee Hong Community Wellness Foundation
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Email: maureen.tang@yeehong.com