

## INTO THE LIGHT

INAUGURAL BENEFIT LUNCHEON SUPPORTING

### THE KEY CLUBHOUSE OF SOUTH FLORIDA

A unique program offering hope, dignity and recovery for people living with mental illness

Sunday, February 21, 2016 – 11:30 AM – 3:30 PM  
Pullman Miami Airport (formerly Sofitel Hotel Miami)

Guest Speaker: Kevin Hines, global speaker, mental health advocate and author of  
*Cracked, Not Broken: Surviving and Thriving after a Suicide Attempt*

## SPONSOR INFORMATION

# INTO THE LIGHT



## The Key Clubhouse

### Rebuilding Lives



Sunday, February 21, 2016 – 11:30 AM – 3:30 PM • Pullman Miami Airport (formerly Sofitel Hotel Miami)

Dear Friend,

You can help transform a life. Please join us for The Key Clubhouse Inaugural Benefit Luncheon, “Into the Light,” on Sunday, February 21, 2016, from 11:30 AM to 3:30 PM at the Pullman Miami Airport Hotel (formerly the Sofitel Hotel).

The Key Clubhouse of South Florida is part of a Clubhouse International network of 330 clubhouses in 33 countries that follow an innovative program, to assist people with mental illness in regaining meaningful, productive lives. With limited funding available, The Key Clubhouse of South Florida relies on the support of a caring public to offer hope and opportunities each year to hundreds of men and women through its program and supportive community so they can rebuild their lives. That is why your support is so important.

The “Into the Light” luncheon will be an exceptional event. The afternoon will begin with a cocktail reception and silent auction, followed by a delightful lunch and the opportunity to hear Kevin Hines – global speaker, mental health advocate and author of *Cracked, Not Broken: Surviving and Thriving after a Suicide Attempt* – share his powerful and inspirational story. You will also hear compelling stories from people living with mental illness and assisted by the Clubhouse and their families. The program promises to be an empowering experience that you will not want to miss!

I have attached information on The Key Clubhouse Inaugural Benefit Luncheon, “Into the Light,” and hope you will consider supporting this worthy cause. For additional information on the auction, sponsorships or table sales, please contact Debra Webb, Executive Director, at [debra.keyclubhouse@gmail.com](mailto:debra.keyclubhouse@gmail.com) or at 305-812-3215.

Thank you for considering being a part of this special event and for supporting The Key Clubhouse in its work to build a stronger, healthier community. You can help those living in the shadows of mental illness come “into the light.”

Sincerely,

M. Cristina Romero  
Chairperson

Enclosure

# INTO THE LIGHT



## The Key Clubhouse

### Rebuilding Lives



**Sunday, February 21, 2016 – 11:30 AM – 3:30 PM • Pullman Miami Airport (formerly Sofitel Hotel Miami)**

**Guest Speaker:** Kevin Hines, global speaker, mental health advocate and author of *Cracked, Not Broken: Surviving and Thriving after a Suicide Attempt*

## SPONSORSHIP PACKAGES

### ***Into the Light Title Sponsorship - \$15,000***

- Recognition as “Into the Light” Title Sponsor with corporate logo and message featured prominently at event (“‘Your Company’ Presents Into the Light”)
- Opportunity for company representative to make welcome remarks at event
- Exclusivity as “Into the Light” Title Sponsor on invitations, press releases and all other collateral materials
- Logo recognition on event website with a clickable link to company’s website
- Recognition on program cover and back cover ad in program
- Opportunity to provide promotional item to guests
- One Premium Table of 10 with recognition on table card • Four complimentary parking spaces at event
- First right of refusal for Title Sponsorship of 2017 benefit event for The Key Clubhouse

### ***Beacon of Love Sponsorship - \$10,000***

- Recognition as “Beacon of Love” Sponsor with corporate logo and message featured prominently at event
- Listed as “Beacon of Love” Sponsor on collateral materials and press releases
- Logo recognition on event website with a clickable link to company’s website
- Recognition as “Beacon of Love” Sponsor in the program
- Opportunity to provide promotional item to guests • Full-page ad on inside front cover of the program
- One Premium Table of 10 with recognition on table card • Four free parking spaces at event

### ***Beacon of Hope Sponsorship - \$5,000***

- Recognition as “Beacon of Hope” Sponsor with corporate logo featured at event
- Listed as “Beacon of Hope” Sponsor on collateral materials and press releases
- Logo recognition on event website with a clickable link to company’s website
- Recognition as “Beacon of Hope” Sponsor in the program and half-page ad in program
- One Preferred Table of 10 with recognition on table card • Two free parking spaces at event

### ***Beacon of Joy Sponsorship - \$3,000***

- Recognition as “Beacon of Joy” Sponsor on menu card and signage at Silent Auction
- Listed as “Beacon of Joy” Sponsor on collateral material and press releases
- Recognition as “Beacon of Joy” Sponsor in the program and quarter-page ad in program
- One Preferred Table of 10 with recognition on table card

### ***Beacon of Healing Sponsorship - \$2,000***

- Recognition as “Beacon of Healing” Sponsor on table card
- Listed as “Beacon of Healing” Sponsor on collateral material and press releases
- Recognition as “Beacon of Healing” Sponsor and one-quarter page ad in program
- One Preferred Table of 10 with recognition on table card



## ABOUT THE KEY CLUBHOUSE OF SOUTH FLORIDA



Serious mental illnesses such as schizophrenia, bipolar disorder and major depression, strike 1 in 17 people, usually in the prime of their youth, regardless of gender, ethnic background or economic level. The results can be devastating.

It takes tremendous courage, persistence and hope to learn how to overcome the mental and physical changes that come with mental illness. The Key Clubhouse is there to help.

The Key Clubhouse of South Florida was founded in 2010 by a grassroots group of family members and consumers to help adults living with serious mental illness rebuild their lives. The Clubhouse follows the evidence-based International Clubhouse model operated in 33 countries around the world

The Clubhouse provides an accepting place to spend the day, participate in valuable work that supports Clubhouse operations, socialize with friends and co-workers and gain access to employment within the community. Membership is for life and provides ongoing support.

Open five days a week and on major holidays, the Clubhouse offers the following:

- The “work-ordered day,” an eight-hour period, five days a week, during which members and staff work side-by-side on an equal basis to carry out the tasks involved in running the Clubhouse
- Employment opportunities for members to return to paid employment
- Assistance with continuing education
- Support and referrals for affordable housing, mental health care and other services
- Low-cost, nutritional breakfasts and lunches
- Wellness and fitness activities
- Reach-out, such as telephone calls or visits when a member does not attend the Clubhouse.

### OUR MISSION

Our mission is to afford people whose lives have been disrupted by mental illness the opportunity to recover meaningful and productive lives through reintegration in the workplace and the community. Our goal is a high quality of life for all members, ongoing improvement, and the ultimate elimination of stigma associated with mental illness.

### WHY YOUR SUPPORT IS CRITICAL

We depend on charitable donations from the community to keep our doors open. We are the only mental health rehabilitation program in Miami-Dade County that is free and open to any adult with a serious mental illness, whether or not they are covered by insurance. By helping our members maintain their stability, become employed, and stay out of crisis, homelessness and involvement with the criminal justice system, we benefit the entire community.

# INTO THE LIGHT



## The Key Clubhouse

### Rebuilding Lives



Sunday, February 21, 2016 – 11:30 AM – 3:30 PM • Pullman Miami Airport (formerly Sofitel Hotel)

## CHOOSE YOUR SUPPORT PACKAGE

### ***SPONSORSHIP PACKAGE***

- ☐ \$15,000 Into the Light Presenting Sponsor\*
- ☐ \$10,000 Beacon of Love Sponsor\*
- ☐ \$5,000 Beacon of Hope Sponsor\*
- ☐ \$3,000 Beacon of Joy Sponsor\*
- ☐ \$2,000 Beacon of Healing Sponsor\*

### ***UNDERWRITING OPPORTUNITIES***

- ☐ \$1,000 – Preferred Table of 10 (includes recognition on table card)
- ☐ \$750 – Table of 10 (includes recognition on table card)
- ☐ \$750 – Keynote Speaker Sponsor
- ☐ \$750 – Audiovisual Equipment Sponsor
- ☐ \$650 – Event Program Sponsor
- ☐ \$600 – Wine Sponsor
- ☐ \$500 – Videography Sponsor
- ☐ \$500 – Decorations Sponsor
- ☐ \$350 – Photography Sponsor
- ☐ \$100+ – Clubhouse Member Attendee/Volunteer Sponsor  
( \_\_ Sponsorships X \$100 = \_\_\_\_)
- ☐ \$100 - Individual Premium Supporter Seat (includes seat at Preferred table)
- ☐ \$75 - Individual Supporter Seat (includes seat at general seating table)

### ***ADVERTISING OPPORTUNITIES\****

- ☐ \$500 – Center spread ad in program
- ☐ \$250 – Full-page ad in program
- ☐ \$175 – Half-page ad in program
- ☐ \$100 – Quarter-page ad in program

\*Must provide logo and message for invitation and printed materials by December 21, 2015

\*\*Must provide artwork for ads by January 20, 2016

# INTO THE LIGHT



## The Key Clubhouse

### Rebuilding Lives



Sunday, February 21, 2016 – 11:30 AM – 3:30 PM • Pullman Miami Airport (formerly Sofitel Hotel)

## PAYMENT INFORMATION

Donor: ☐ Company ☐ Individual

Individual/Company Name as you would like it to appear for recognition purposes:

\_\_\_\_\_

Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_ Zip: \_\_\_\_\_

Home Phone: \_\_\_\_\_ Business phone: \_\_\_\_\_ Cell: \_\_\_\_\_

Email: \_\_\_\_\_

Payment Method: ☐ Credit Card ☐ Check\* ☐ Cash Check # \_\_\_\_\_

By Credit Card: ☐ AMEX ☐ MC ☐ VISA ☐ DISCOVER ☐ Personal ☐ Corporate

Name on credit card (if different from above): \_\_\_\_\_

Card Number: \_\_\_\_\_ CCV: \_\_\_\_\_

Expiration date: \_\_\_\_\_ Billing Zip Code: \_\_\_\_\_

Cardholder's Signature: \_\_\_\_\_

\*Please make checks payable to: The Key Clubhouse of South Florida

***Company logo (in EPS and JPEG format) for sponsors at top three levels must be received by December 21, 2015. Payment in full required with submission of this form.***

### THANK YOU FOR YOUR SUPPORT!

Please return sponsorship form and/or contribution to:

The Key Clubhouse of South Florida  
1400 NW 54th Street, Suite 102  
Miami, FL 33142  
(305) 374-5115 • Fax 305.374-5113

For questions, please contact Debra Webb at 305-812-3215 or [debra.keyclubhouse@gmail.com](mailto:debra.keyclubhouse@gmail.com)

The Key Clubhouse of South Florida, Charitable Registration No. CH28915, has complied with the registration requirements of Chapter 496, Florida Statutes, the Solicitation of Contributions Act. A COPY OF THE OFFICIAL REGISTRATION AND FINANCIAL INFORMATION MAY BE OBTAINED FROM THE DIVISION OF CONSUMER SERVICES BY CALLING TOLL FREE 1.800.435.7352 WITHIN THE STATE OF FLORIDA. REGISTRATION DOES NOT IMPLY ENDORSEMENT, APPROVAL OR RECOMMENDATIONS BY THE STATE.

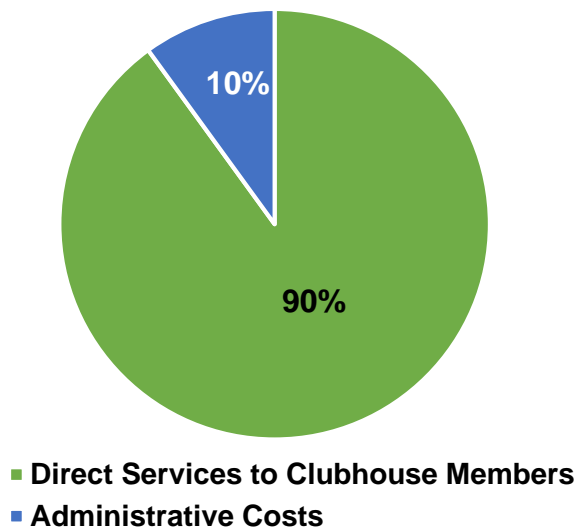




The Key Clubhouse of South Florida is a 501(c)(3) nonprofit organization that relies on contributions from the community to operate its free program for adults living with serious mental illness. Our administrative costs are very low, since our Executive Director and three staff members work side-by-side with Clubhouse members every day to run the Clubhouse as part of the “work-ordered-day.”

The charts below illustrate how our funds are spent and the sources of our funding.

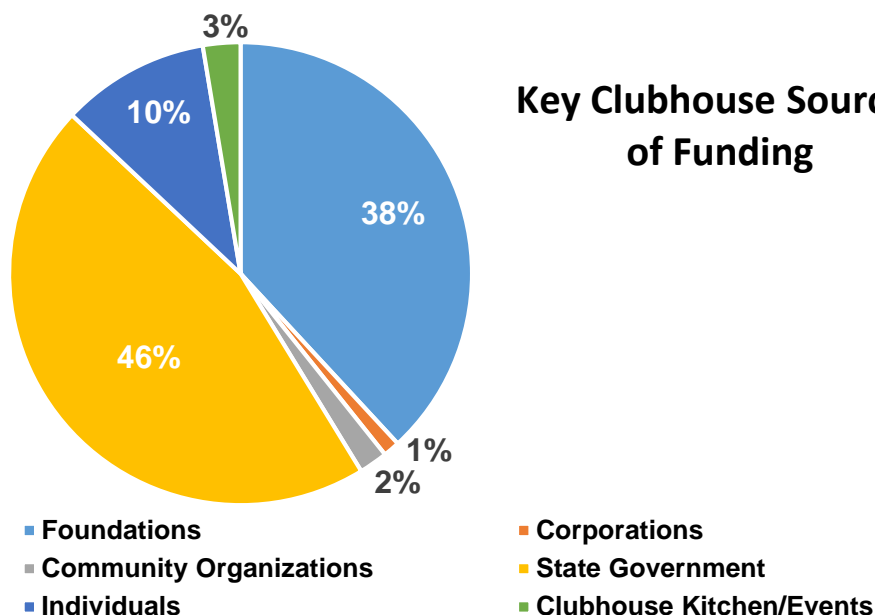
### Key Clubhouse Expenses



#### Direct services include:

- Pre-employment skills training in our Business, Culinary and Communications Work Units
- Assistance with job placement in the community
- Daily breakfasts and lunches prepared for and served by members and staff
- Assistance in accessing services in the community
- Facilitating social activities on evenings and weekends

### Key Clubhouse Sources of Funding





CINCINNATI OH 45999-0038

In reply refer to: 0248367573  
May 13, 2014 LTR 4170C 0  
26-3727540 000000 00

00021886  
BODC: TE

STEPHANIE SOLOVEI  
1400 NW 54 ST STE 102  
MIAMI FL 33142



007333

Person to Contact: Mr. Niermann  
Toll Free Telephone Number: 1-877-829-5500

Dear Taxpayer:

This is in response to your request of May 05, 2014, regarding the tax-exempt status of Key Clubhouse of South Florida.

Our records indicate that a determination letter was issued in March 2009, granting this organization exemption from Federal income tax under section 501(c)(3) of the Internal Revenue Code.

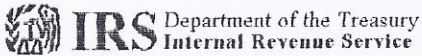
Our records also indicate this organization is not a private foundation within the meaning of section 509(a) of the Code because it is described in section(s) 509(a)(1) and 170(b)(1)(A)(vi).

Donors may deduct contributions to this organization as provided in section 170 of the Code. Bequests, legacies, devises, transfers, or gifts to the organization or for its use are deductible for Federal estate and gift tax purposes if they meet the applicable provisions of sections 2055, 2106, and 2522 of the Code.

Please refer to our website [www.irs.gov/eo](http://www.irs.gov/eo) for information regarding filing requirements. Specifically, section 6033(j) of the Code provides that failure to file an annual information return for three consecutive years results in revocation of tax-exempt status as of the filing due date of the third return for organizations required to file. We will publish a list of organizations whose tax-exempt status was revoked under section 6033(j) of the Code on our website beginning in early 2011.

If you have any questions, please call us at the telephone number shown above.





CINCINNATI OH 45999-0038

007333.444311.62380.6891 1 AT 0.406 530



STEPHANIE SOLOVEI  
1400 NW 54 ST STE 102  
MIAMI FL 33142



007333

CUT OUT AND RETURN THE VOUCHER AT THE BOTTOM OF THIS PAGE IF YOU ARE MAKING A PAYMENT,  
EVEN IF YOU ALSO HAVE AN INQUIRY.



The IRS address must appear in the window.

0248367573

BODCD-TE

Use for payments

Letter Number: LTR4170C  
Letter Date : 2014-05-13  
Tax Period : 000000



\*263727540\*

INTERNAL REVENUE SERVICE

CINCINNATI OH 45999-0038



STEPHANIE SOLOVEI  
1400 NW 54 ST STE 102  
MIAMI FL 33142

263727540 CR KEYC 00 2 000000 670 000000000000

INTERNAL REVENUE SERVICE  
P. O. BOX 2508  
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date: MAR 08 2009

THE KEY CLUBHOUSE OF SOUTH FLORIDA  
INC  
800 NE 95TH ST  
MIAMI SHORES, FL 33138-2515

Employer Identification Number:  
26-3727540  
DLN:  
17053042022039  
Contact Person: RAMACHANDRAN MANOHAR ID# 31344  
Contact Telephone Number:  
(877) 829-5500  
Accounting Period Ending:  
June 30  
Public Charity Status:  
170(b)(1)(A)(vi)  
Form 990 Required:  
Yes  
Effective Date of Exemption:  
November 19, 2008  
Contribution Deductibility:  
Yes  
Addendum Applies:  
No

Dear Applicant:

We are pleased to inform you that upon review of your application for tax exempt status we have determined that you are exempt from Federal income tax under section 501(c)(3) of the Internal Revenue Code. Contributions to you are deductible under section 170 of the Code. You are also qualified to receive tax deductible bequests, devises, transfers or gifts under section 2055, 2106 or 2522 of the Code. Because this letter could help resolve any questions regarding your exempt status, you should keep it in your permanent records.

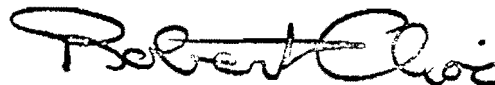
Organizations exempt under section 501(c)(3) of the Code are further classified as either public charities or private foundations. We determined that you are a public charity under the Code section(s) listed in the heading of this letter.

Please see enclosed Publication 4221-PC, Compliance Guide for 501(c)(3) Public Charities, for some helpful information about your responsibilities as an exempt organization.

Letter 947 (DO/CG)

THE KEY CLUBHOUSE OF SOUTH FLORIDA

Sincerely,

A handwritten signature in black ink, appearing to read "Robert Choi". The signature is fluid and cursive, with the first name "Robert" and last name "Choi" clearly distinguishable.

Robert Choi  
Director, Exempt Organizations  
Rulings and Agreements

Enclosures: Publication 4221-PC