

**Friday, March 2, 2012**

**12:00 noon – 1:00pm**

*Registration begins at 11:30am*

**Downtown Seattle Sheraton Hotel**

1400 Sixth Avenue

*Featuring Keynote Speaker*

**Dr. Susan Tapert**

Professor of Psychiatry

University of California, San Diego

*Special Tribute*

Honoring SAMA Co-Founder

CJ Taylor

*Luncheon Emcee*

**Jean Enersen**

KING5 News Anchor, HealthLink host

## 5th Annual Fundraising Luncheon

For the past five years, SAMA's Knowledge is Power Luncheon has gathered over 700 community members for our spring fundraising event supporting youth with substance addictions and their families. This event also raises awareness about cutting-edge approaches to understanding and treating the disease of addiction.

**Tickets:** \$100.00 per person to attend event. There will also be an opportunity to make a gift in support of our work during the event

**Table Captain:** Fill a table of ten by purchasing your ticket and invite nine of your friends to do the same or purchase a table for your guests for \$1,000

**Sponsorship:** Sponsorship packages are available from \$1,500-\$25,000

### About SAMA

SAMA was founded by Dr. Robert Day and Cynthia "CJ" Taylor in 2005 to address the lack of resources and treatment options for adolescent substance addiction--a personal struggle for them and their teenage daughter.

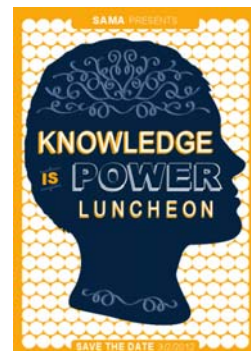
Since then, SAMA has served hundreds of families, collaborated with treatment and research partners statewide and nationwide, helped to pass lifesaving legislation and educated thousands of community members about youth addiction.

Our mission is to eliminate the disease of substance addiction in youth by advancing research, education and treatment.

### About Dr. Susan Tapert

Dr. Susan Tapert, Professor in the Department of Psychiatry at the University of California San Diego is a well recognized expert in brain development, specially focused on adolescents. She has done original research on cognitive changes during brain development, as well as magnetic resonance imaging (MRI) which gives a view of the brain at different stages of development. In addition, she has investigated changes in the youth brain that result from drug use.

At the luncheon, she will share her innovative research on how brain abnormalities may influence the emergence of problem substance use, and discuss how her discoveries could lead to improved treatment options for youth.



## Table Captain Information

By registering to be a table captain for our 5<sup>th</sup> Annual *Knowledge Is Power* Luncheon you are agreeing to do your best to fill a table of 10 guests.

## Registering your guests

A Table Captain can choose to host all of their guests by making an advance registration donation of \$1000. Visit [www.samafoundation.org](http://www.samafoundation.org) and follow registration link from homepage.

A Table Captain can ask each of their prospective guests to register individually and make a personal \$100 advance reservation donation by February 24, 2012.

- Contact potential guests with an e-card from the registration site and click “Tell a Friend” and ask them to register online.
- Mail them an invitation.
- Call and direct them to the event registration site above.

*Note: Please let your guests know they should list you as their table captain when they register.*

## Communicate Expectations

This is a benefit as well as an educational event. There will be a request for donations as part of the format of the luncheon program. Our luncheon program will be designed to inspire your guests to give a gift that is meaningful to them to benefit the services we offer to individuals, families and our community. Our fundraising goal for this event is \$250,000.

## Table Captain Timeline

**Now:** Start recruiting your guests right away! Think about the various circles of acquaintances that you have and make a list of potential guests. Contact each of them in whichever way you think will be most effective and ask them to consider joining you at the luncheon on March 2, 2012.

**November:** Save the date cards will be emailed and/or mailed to you to be distributed to your potential guests.

**January:** Invitations will be emailed and/or mailed to you to be distributed to your potential guests.

**Mid-February:** Send your final guest list to the SAMA office via mail or email.

**End-February:** Confirm with your guests. Call or email them to remind them of the date and time. We will also send you an email with details you can forward to your guests regarding parking and directions.

*We recognize that some of our table captains prefer electronic communication tools. If you would prefer us NOT to mail you paper save the date cards or invitations for your guests please let us know.*

## Day of the Luncheon

Your responsibility as the Table Captain:

- Arrive by 11:30am and pick up your Table Captain packet
- Greet your guests
- Check off the attendance form in the Table Captain packet
- Distribute the giving forms at the designated time during the event
- Collect all the forms and return the Table Captain packet to the registration table

## After the Luncheon

SAMA will formally acknowledge all the guests who make a donation at the event and thank everyone who attended via email. We encourage you to email or mail your own personal note thanking your guests for their support and attendance at the luncheon. If any of your guests were unable to attend, we encourage you to reach out to them and ask them to contribute to SAMA to help us reach our goal.

**If you have any questions please contact Sarah Walczyk, Director of Development at [sarah@samafoundation.org](mailto:sarah@samafoundation.org)**