

A close-up photograph of a hand holding a basketball. The hand is positioned on the left side of the frame, with fingers wrapped around the textured surface of the ball. The basketball is the central focus, showing its characteristic pebbled texture and dark lines. The background is a solid, warm, golden-brown color. The overall mood is one of support and guidance.

Presbyterian HOSPITAL

CHARLOTTE BOBCATS
YOUTH FOUNDATION

*you can be a
child's hero*

OCTOBER 27 | 2007

VALET SPONSOR

- One (1) table at the My Hero Gala
- Company logo on all My Hero printed materials
- Recognition at the event venue throughout the My Hero Gala
- One (1) full page color ad in the My Hero program

GIFT SPONSOR

- One (1) Table at the My Hero Gala
- Company logo on all My Hero printed materials
- Recognition at the event venue throughout the My Hero Gala
- One (1) half page color ad in the My Hero program

TABLE SPONSOR

- One (1) Table at the My Hero Gala
- Company logo on all My Hero printed materials
- Recognition at the event venue throughout the My Hero Gala
- Name Recognition in the My Hero program

DESSERT EXTRAVAGANZA SPONSOR

- One (1) Table at the My Hero Gala
- Company logo on all My Hero printed materials
- Recognition at the event venue throughout the My Hero Gala
- One (1) half page color ad in the My Hero program





COMMUNITY CARE CRUISER

WHAT IS IT?

The Presbyterian Hospital Community Care Cruiser is a 38-foot recreational vehicle that will serve as a doctor's office and provide comprehensive primary and preventive medical care to those who cannot afford it.

As a resource, the cruiser will serve as the hand that extends to youth (ages 0-17) in need to let them know that kindness and compassion in health care is not out of their reach.

The cruiser will be led by a medical director, nursing staff, social workers and volunteers and will visit

targeted areas of the community and offer the following pediatric services:

- Developmental screening
- Primary care
- Immunizations
- Prenatal care
- Preventive education
- Asthma prevention and treatment
- Community resource referrals

Patient records will be maintained and updated in an electronic database that can store up to 50,000 names. This will allow Presbyterian to monitor patient health through a continuum of care by establishing a medical history and opportunity for follow-up.

WHY IS IT NEEDED?

Imagine the following situations:

- A minimum-wage worker without health insurance comes home to find out his child is running a fever and has an earache.
- A first grader is prevented from going on a fieldtrip because his family cannot afford a school physical.
- A pregnant teen in her second trimester has yet to see a doctor because she cannot get to one on her own.

These situations are not fictitious; they are our reality and they exist all across Mecklenburg County. It is a fact that these youth, and those in similar situations, will end up in the Emergency

Room if they decide to receive medical attention. Why? Nationwide, the workforce is suffering from a reduction or elimination of benefits. Employers cannot afford to cover the increasing cost of health care, yet employees cannot afford to pay for it on their own.

In fact, one in nine children in North Carolina lack health insurance, and more than 37,000 are on the waiting list for subsidies.

The mobile clinic will create a win-win situation for the entire community by decreasing non-reimbursed costs and unnecessary ER visits, and by improving the health of our youth.

HOW WILL IT WORK?

We will work with the community to identify needs and provide appropriate education and care. The cruiser will coordinate activities with churches, schools and other support groups to promote the clinic and provide easy access for those who need its services.

In year one alone, we will strive to ensure that 500 youth receive medical and preventive care, and that eligible families are enrolled in federally assisted insurance programs such as North Carolina Health Choice for Children. As a community, let us rise to the challenge of providing quality care to all of our youth.



Now You Can be a Hero

PRESENTING

PARTNER *(Exclusive)*

- My Hero Presented by “your company”
- Two (2) tables at the My Hero Gala
- Four (4) invitations to VIP Reception prior to gala with the Charlotte Bobcats players and special celebrity
- Company logo on all My Hero printed materials
- Partner recognition on all media pitches, releases, and opportunities (print, radio, television)
- Continuous recognition at the event venue throughout the My Hero Gala
- One (1) full page color ad in prominent location in the My Hero program
- Opportunity to distribute (1) promotional item to guests at the My Hero Gala

BILLIARDS VENUE SPONSOR

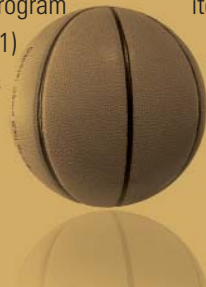
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JAZZ CLUB SPONSOR

- One (1) table at the My Hero Gala
- Company logo on all My Hero printed materials
- Recognition at the event venue throughout the My Hero Gala
- One (1) full page color ad in the My Hero program

DANCE CLUB SPONSOR

- One (1) table at the My Hero Gala
- Company logo on all My Hero printed materials
- Recognition in the event venue throughout the My Hero Gala
- One (1) full page color ad in the My Hero program



Be a Child's Hero

PRESBYTERIAN HOSPITAL AND THE BOBCATS YOUTH FOUNDATION
ARE ADDRESSING THE MEDICAL NEEDS OF OUR COMMUNITY
AND ENSURING QUALITY CARE WILL BE ACCESSIBLE TO ALL
YOUTH AS THEY GROW. YOU, TOO, CAN BE A HERO.

Now more than ever the youth in our community are looking toward heroes to lift them from the reality that surrounds them. Many opportunities exist for you to become a hero for youth served by the Community Care Cruiser. To learn more about the My Hero Gala or about ways to get involved with the Presbyterian Community Care Cruiser, visit www.presbyterian.org/cruiser

