



To Whom It May Concern,

As Heart For Music expands, we invite you to be a part of this wonderful program. Our seniors need us now more than ever, as they battle loneliness and isolation as a result of the COVID-19 pandemic.

The **Heart for Music** program was established in 2018 to support the delivery of music to seniors in select long-term care facilities in British Columbia. Music provides emotional and behavioral benefits such as stress relief, reduced agitation, and decreased anxiety for seniors who are in isolation due to COVID-19. You can find out more [HERE](#) on our website.

The Heart for Music expansion plan for 2021 will see us:

- Increase the number of facilities and residents that can access the program by donating starting packages worth \$1000.
- These starting packages include music playing devices, headphones, speakers, and a monetary donation to support the launch of the program.
- By the end of 2021 our goal is to expand into **50** new care homes.
- We will bring live, outdoor, safe music to local long-term care homes each month.

Would you or your organization be willing to donate \$1000 to provide a Care Home in your community with this program?

All donations are very appreciated and are tax-deductible. You will receive:

- A Certificate of Sponsorship
- Your logo will be on all our printed material for that year
- Your logo will be posted on our website
- Your company will be recognized on our social media platforms
- Updates will be provided with a quarterly newsletter

If you'd like to participate in our expansion and help support our music program a donation form is attached below. Once it is filled out, it can be sent to info@ricksheartfoundation.com.

Thank you for your consideration of our request to support our local seniors!

We look forward to hearing back from you.

Best regards,

Heart For Music Team

Rick's Heart Foundation is Surrey's top charity for those struggling with addiction and homelessness in British Columbia and beyond. The foundation strives to create a community built on compassion; partnering with some of BC's best charities, providing services and implementing programs to raise funds and lift the spirits of those in need and at-risk, both locally and globally.

Since its conception in 2018, the **Heart for Music** program has brought customized playlists to hundreds of seniors in 17 long-term care facilities across B.C. The Heart For Music Program has a direct positive impact on local seniors and the community.



"Music is therapy. Music moves people. It connects people in ways that no other medium can. It pulls heart strings. It acts as medicine."

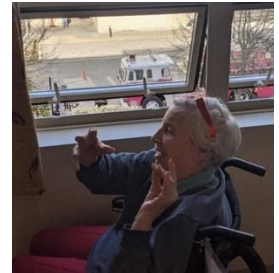
~ Macklemore

"His dad came to life – his eyes lit up as his head left his shoulder. Alert with the memories that the songs resurfaces, the man in the care home became engaged on the present by remembering the past"

~ Kinsmen Lodge

With Covid-19 locking down senior care homes, stopping family visits, and cancelling all recreational activities, we risk our seniors sinking into deep depression. In October 2020, we added to the Heart for Music program by providing live, outdoor music to many of the care homes connected with the program. We know that music, streamed and/or live, can brighten our senior's days. Our goal is to host one live music event a month at each of our Heart For Music care home locations.

"This was so long overdue – our residents have been starved for the regular entertainment and variety that was the norm around Zion! It was quite moving to see how enthralled they were with the live band – watching all the instruments being played, dancing, clapping, and singing when they heard the songs. We can't begin to tell how much it meant to staff also! They were able to see the joy in the resident's faces ... many who haven't looked so happy for quite a while. Music definitely touches the soul. It brought me to tears." ~ Zion Staff Member



Our goal for 2021 is to be in **50** not-for-profit care homes across British Columbia, and to continue to reach more residents within our current facilities.

Join us today as a sponsor and help make this possible!



Heart For Music Sponsorship Form

Representative Name: _____

Company Name: _____

Mailing Address: _____

Email: _____

Phone Number: _____

Personal or Corporate Donation (place a checkmark by your choice)

Is there a certain not-for-profit BC care home you would like to sponsor? (We will reach out to this facility, and if they do not accept we will give your donation to the nearest interested facility)

Method of donation:

- Cheque Credit Card
 Cash E-transfer
 Canada Helps: <https://www.canadahelps.org/en/charities/ricksheartfoundation/>

Do we have permission to use your logo in online recognition? Yes No

If yes, please send **your logo** to us with this form.

Would you like your personal name used for online recognition? Yes No

Thank You