



2020 VIRTUAL FUNDRAISER

How To Participate –

We kindly ask you go to our website: www.casadeamma.org to make your donation and watch it grow with the matching funds generously donated by the Grazer family! Simply click on the icon on the home page to begin.

**A video will be available beginning December 4th on our website covering the impact COVID has had on overall operations at Casa including interviews with our residents. Check our home page for the link.*

1. Our first fundraising category is General Fundraiser Donations. COVID has taken a toll on Casa's finances and we want to avoid a year-end shortfall. We would appreciate any effort on the part of our donors, to help us make up for our increased expenses and lost revenue by giving to this general fund. These donations will be used to offset losses and help us continue to run our program at full staff capacity without the need to increase fees.

2. Our second fundraising category is the COVID-Related-Needs-Fund To date, COVID has caused numerous increases in our expenses for items such as; providing additional building sanitization, purchasing PPE materials, financial aid for families who have lost their jobs, and so much more. We also anticipate our need to: test residents and staff members regularly for signs of the virus, pay for additional staffing and purchasing medical supplies to help residents if they become affected with the virus. *This COVID-Related-Needs-Fund will be earmarked specifically for needs caused by COVID, both now and into the future.

Seeing clearly in 2020 and beyond!

Maintaining our standards in spite of a life-altering pandemic

Two-thousand-twenty is almost over and it sure has been a year to remember – or forget! When the COVID pandemic began we soon became aware that everyday life as we have known it was going to change. As we began our stay-at-home orders, residents watched their jobs get put on hold and community relations were limited. Fifteen days turned into eight months and while some regulations have recently lifted, most have not and thus 2020 has left Casa de Amma with a great deal of uncertainty.

Throughout all this difficulty and ambiguity, the residents at Casa have shown tremendous positivity, resilience, and a willingness to make the best of a very complicated situation. Early on we observed that when a job was placed on hold or community activities suspended, not even a global pandemic can take away what makes Casa special – those meaningful, and supportive relationships! Unfortunately COVID took some of the fun out of our days, but it couldn't take away the brave spirit of those who call Casa their home. While COVID brought in new anxieties and uncertainties, it didn't change the amazing support provided by our staff. They continue to remain undeterred from our Mission and provide reassurance to our residents through these unprecedented and uncertain times!

We had originally planned to host our 7th Annual Benefit Dinner this year but like so many plans, it wasn't meant to be. Instead we are hosting our **2020 Virtual Fundraiser** which begins now and runs until the end of the year. We hope you will take time to support us as we try to meet the needs of our residents and continue to navigate these uncharted waters!

EXCITING NEWS! Veronica and Brian Grazer have generously offered to match every donation up to \$100,000! That means every donation made during this Virtual Fundraising event will be DOUBLED by the Grazers! Our heartfelt thanks goes out to Veronica and Brian, we appreciate your amazing generosity!

On behalf of Casa's residents and staff, we thank all of you for your support during this most challenging time.



www.casadeamma.org