



THE ALAN B. PEARSON REGIONAL CANCER
CENTER INVITES YOU TO THE VIRTUAL

TREES OF HOPE

NOVEMBER 23RD-DECEMBER 11TH

*FINAL BIDDING ENDS ON FRIDAY, DECEMBER 11TH AT NOON.



2020 VIRTUAL TREES OF HOPE

Dear Participants,

After the immense amount of positive feedback, we are excited to announce that 2020 Trees of Hope is going virtual!

In consideration for the health and well-being of our cancer patients, we will be unable to host the Trees of Hope event at Pearson Cancer Center this year. For this event, participants will still donate a tree, wreath, or centerpiece but the donated item will be displayed at your place of business, organization, school, church, etc. We will use an online bidding platform, Qtego. Qtego will create a website specific for our Trees of Hope event where people can sign in, look at all the beautifully decorated items, and bid!

The event will be held from November 23rd-December 11th, final bidding ending at noon on December 11th. We ask that you have your item on display by November 16th. We ask that you take a picture of your item and send it to our community liaison, or arrange a time for her to come and take a picture of your item. Pictures must be submitted or taken by November 16th in order to have the website ready prior to the event.

At the end of the event, the highest item bidder will be notified and our community liaison will arrange a time/date between the donor and bidder to pick-up the item. With the items not being in one central location, we are asking that as the donor, when you meet the highest bidder, that you meet in a public area (if your tree was displayed in a home), wear a mask, and maintain proper social distancing.

We encourage you to leave your item up for display for the entirety of the event so people in the community can see the Christmas item and participate. We will promote the event on several social media platforms, will mail out invitations with information, and will distribute flyers throughout the community. As a donor, we will also have flyers for you to distribute to your clients to help us promote this event.

If you are unable to donate an item, we ask you to consider one of our sponsorship opportunities. We have learned that this is a great way to promote your business in the community and an incredible way of giving back. All the money raised from the event directly benefits our Patient Support Fund. As a sponsor, your company logo will be placed on our Qtego website and linked to your company's website. We will also post your logo and donation amount on our social media platforms as well as putting up a display in the cancer center lobby.

Attached, you will find the participation form. We ask that you fill it out and mail or fax it back to us by October 31st, 2020. If you have any questions, please reach out to Molleigh Tomlin, Community Liaison, at 434.200.6093 or molleigh.tomlin@centrahealth.com.

We appreciate your participation and your willingness to help us raise money for our Patient Support Fund. Thanks again for all of your hard work and dedication.

Warmest Regards,

Trees of Hope Committee



TREES OF HOPE

Name (Business, Organization, or Person): _____

Address: _____

In honor or memory of: _____

Contact Person: _____ Phone Number: _____

Email Address: _____

Please provide the following information (circle one):

Centerpiece Christmas Tree Wreath

Theme of entry: _____ What size is your tree? ___ ft. (artificial only)

Become a sponsor (check one):

\$100-Reindeer Club \$250-Snowman Club

\$500-Elf Club \$1,000-Santa Club

*Please make checks payable to the Centra Foundation.

If you would prefer your sponsorship to be anonymous, please check here

Please mail or fax this form back by October 31st, 2020.

Attention-Molleigh Tomlin

1701 Thomson Drive, Lynchburg, VA 24501

fax number: 434.200.6086

For more information or questions, please contact: molleigh.tomlin@centrahealth.com or
434.200.6093.