

sleepless IN SAN DIEGO Co-Chairs:
 Malin Burnham John Kratzer
 BURHAM REAL ESTATE JMI REALTY

Host Committee Members:
 Jose Moreno Jacke Townsend
 Kim Elliott Annette Eros
 Jim Frager Sara Frances
 Herb Johnson Bill Hinchy
 Bob McNeely Ray Mckewon
 Barbara Warden Tom Sudberry
 Dana Sturgeon
 Dan McAllister
 Chief Lansdowne
 Vince Siciliano
 Greg Rogers
 Konstantinos

Chronic homelessness is a big problem, but you can help solve it. Please join us for **sleepless IN SAN DIEGO**, the first annual San Diego Rescue Mission benefit sleepout, on the evening of April 28. All proceeds from the event go to fund the San Diego Rescue Mission's programs. The San Diego Rescue Mission is totally dependent on your generous donations to continue its programs.

If you participate in this inaugural event, we can't promise you a cozy bed and a good night's sleep – that's why we named the event **sleepless IN SAN DIEGO**. But you will get up in the morning knowing you've done your part to change the world for a man, woman or child looking for a way to have hope once more.

Please join us in helping the San Diego Rescue Mission end chronic homelessness in San Diego.



sleepless

IN SAN DIEGO

THE FIRST ANNUAL San Diego Rescue Mission Benefit Sleepout

SATURDAY, APRIL 28, 7 P.M. –
 SUNDAY, APRIL 29, 8 A.M.
 SAN DIEGO COMMUNITY CONCOURSE

SPONSORED BY

Event Details

The San Diego Rescue Mission Benefit Sleepout will take place within the San Diego Community Concourse in front of San Diego City Hall, downtown. Private security will be in place continuously throughout the night. Registration deadline and entry cut-off time of 9:00 p.m. will be strictly enforced. Participants should bring everything they need to spend the night outdoors. In the event of rain, the event will not be cancelled. No umbrellas please.



WHEN: April 28, 2007
WHERE: San Diego Civic Center Concourse,
 Third Avenue and B Street

SATURDAY
 7:00 p.m. – 9:00 p.m. Participants arrive and register
 7:30 p.m. – 7:45 p.m. Welcome - Mayor Jerry Sanders
 7:45 p.m. – 8:30 p.m. Helping the Homeless: homeless care package assembly
 8:30 p.m. – 9:30 p.m. Acoustic concert
 9:30 p.m. – 11:00 p.m. Movie screening
 11:15 p.m. Moment of silence and lights out
 6:00 a.m. – 8:00 a.m. Free breakfast for all participants

SUNDAY
 Sponsorship opportunities available

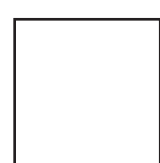
All Sponsorship Dollars go to Support the San Diego Rescue Mission's Continuum of Care for the Homeless

Participation in **sleepless IN SAN DIEGO** supports the San Diego Rescue Mission's four core recovery programs which provide men, women and families the opportunity for immediate relief and long-term transformation. These include:

- 12-month holistic rehabilitation program for men – the only state licensed rehabilitation program for men in the city of San Diego
- 12-month holistic recovery program for women and their children
- Nueva Vida Haven, an emergency shelter for women and children
- Partners for Hunger Relief, a food recovery and distribution program

How to Participate

- SLEEP OUT**
- Register to sleep out by filling out the Register Today form in this brochure or online at www.sleeplessinsandiego.org.
 - All participants need \$40 of donations to enter **sleepless IN SAN DIEGO**. Awards will be given to individuals and teams who raise the most money and/or have the highest attendance at **sleepless IN SAN DIEGO**.
 - Ask anyone and everyone to help you reach your fundraising goal. They will be happy to help you while furthering a worthwhile cause. Just ask, you'll see!
 - Use the Pledge Form in this brochure to track the funds collected and turn in the Pledge Form with your donations.
 - The pledges can be turned in at **sleepless IN SAN DIEGO** or mailed by **MARCH 31, 2007** to:
 San Diego Rescue Mission
 P.O. Box 80427
 San Diego, CA 92138
- VOLUNTEER**
- **sleepless IN SAN DIEGO** needs responsible individuals to help make the night a success.
 - Register by filling out the Register Today form in this brochure or online at www.sleeplessinsandiego.org.
- DONATE**
- Support **sleepless IN SAN DIEGO** by sponsoring an individual, group or team.
 - Pledges and donations can be made online at www.sleeplessinsandiego.org or on the enclosed Pledge Form.
- For more information and answers to Frequently Asked Questions, please visit www.sleeplessinsandiego.org
- All proceeds from **sleepless IN SAN DIEGO** support the San Diego Rescue Mission's programs for the homeless.



*Invited but not confirmed

THANK YOU TO OUR SPONSORS



CO-TITLE SPONSOR



CO-TITLE SPONSOR



Ray and Kim McKewon

San Diego RESCUE MISSION

San Diego Rescue Mission Facts



• The San Diego Rescue Mission is unique in that it is the only major homeless shelter in San Diego that does not accept government funding for their on-going programs. This saves San Diego taxpayers an estimated \$50 million a year.

• The Rescue Mission serves nearly 1,000 meals every day to San Diego's homeless.

• In San Diego, it costs approximately \$96 a day for someone to be incarcerated where they will get limited help with their addictions or negative life choices. In contrast, it costs approximately \$30 a day to provide a homeless man, woman, or child at the San Diego Rescue Mission with the physical, mental, and spiritual tools needed to turn their lives around.

• 78% of the Rescue Mission's operating expenses are spent directly on programs for the homeless.

• In 2006, the San Diego Rescue Mission served 411,271 meals to homeless men, women and children and provided nearly 124,000 nights of lodging.

San Diego Rescue Mission (619) 819-1853
 P.O. Box 80427 sleepless@sdrescue.org
 San Diego, CA 92138 www.sleeplessinsandiego.org

Register Today

Fill out this form today to participate, volunteer or donate to *sleepless* IN SAN DIEGO! If participating, use the pledge form below to track your fundraising.

Name _____
 Company Name _____
 Address _____
 City _____
 State _____ Zip Code _____
 Phone (day) _____
 Phone (evening) _____
 E-mail _____

I am registering as:

- Individual – Enclosed is my pledge of at least \$40
 - Individual – I am committed to attending and will mail or bring my pledge of at least \$40 to the event
 - Team Leader* – Enclosed is our pledge of at least \$250
 - Team – We are committed to attending and will mail or bring our pledge of at least \$250 to the event
- Team Name: _____
- Volunteer – I would like to work at *sleepless* IN SAN DIEGO.
 - I cannot participate but I would like to make a donation. Enclosed please find \$_____
 - My company will match this gift
 Name of Company: _____
 Contact Info.: _____

*Minimum of 5 people with at least \$250 in combined pledges.

SAN DIEGO COMMUNITY CONCOURSE

Located at the corner of Third Avenue and B Street in downtown San Diego.



Free parking is available to event participants in the San Diego Concourse Center parking garage located at Second Avenue and Ash Street.

Private security guards will be on site all night, all areas will be well-lit and a fence will surround the event's perimeter.

sleepless IN SAN DIEGO – SATURDAY, APRIL 28, 2007
 PLEDGE FORM

REMEMBER: Bring all pledges (checks/cash) along with this pledge form with you the night of the event. Please print clearly. Make checks payable to the San Diego Rescue Mission. Please feel free to photocopy this form for additional pages.

Individual and Team Name (if applicable) _____
 Phone (day) _____ (evening) _____
 Address _____
 City _____ State _____ Zip _____ Email _____

Sponsor Name	Street Address City/State/Zip	Pledge	Cash/Check
Example: Cool Cat	321 Maple Street, San Diego, CA 92110	\$15.00	Cash
1		\$	
2		\$	
3		\$	
4		\$	
5		\$	
6		\$	
7		\$	
8		\$	
9		\$	
10		\$	
11		\$	
12		\$	
13		\$	
14		\$	
15		\$	
16		\$	
17		\$	
18		\$	
19		\$	
20		\$	
21		\$	
22		\$	
23		\$	
24		\$	

SUBTOTAL 1	\$	Cash
SUBTOTAL 2	\$	Check
TOTAL	\$	