



May 2, 2009

February 2009

May 2, 2009 marks the **10<sup>th</sup> Annual Council on Aging "Derby Day" event** and promises to delight food and wine connoisseurs and race track aficionados alike. This event benefits seniors in our community by providing hot, nutritious meals, nutrition education and counseling, and many other services to seniors in Sonoma County.



With Derby Day, voted one of the best charitable events in Sonoma County by a faithful following, we found a winning format and have stuck with it. Held at the magnificent grounds of Sonoma-Cutrer Vineyards, the highlights include a delectable four-course lunch prepared by several of Sonoma County's top chefs, an exciting chef competition, and fabulous silent and live auctions featuring local artwork, fine dining, wine, entertainment, and overnight trips to destinations both near and far, capped off with the simulcast of the Kentucky Derby®. For over 300 guests, the fun is contagious and over \$125,000 is raised each year!

And, it all goes to benefit Meals on Wheels and other programs offered by Council on Aging Services for Seniors. Sonoma County is home to the largest, fastest growing community of seniors in California; and government funds for senior programs shrink as needs increase. We realize these are tough economic times, *but will you please consider donating an auction item or gift certificate for this special event?*

An auction donation is a great marketing opportunity for you, as well, due to our average attendance of over 300 attendees who have paid \$135 each for this event. To thank you for your generosity, you will be acknowledged at the event in the program and during the auction. After the event, you will be thanked in *The Press Democrat* and *The North Bay Business Journal*, and in *Sonoma Seniors Today* our own monthly newspaper that reaches 13,000 in our community, as well as online.

You will find our Auction Donation form attached to this email. If you have any questions, contact Kerrie Kennedy at Council on Aging at 707-525-0143 ext.112 or email her at [kkennedy@councilonaging.com](mailto:kkennedy@councilonaging.com).

On behalf of the seniors whom we serve, we appreciate and thank you for your thoughtful consideration and generosity in making our 10<sup>th</sup> Annual Derby Day event the best yet!

Sincerely yours,

Jeffrey D. Madura, Derby Day Chair  
Executive Chef

Marianne McBride  
Development Director

Attachment

Council on Aging and the Meals on Wheels program is a registered not-for-profit with 501(c)(3) status. Our tax identification number is 94-6138714.

Jeffrey Madura, Chair  
*Executive Chef*

Bonnie Burrell  
*COA Board President  
Winzler & Kelly*

Lorin Dewees  
*Sonoma-Cutrer Vineyards*

Betsy Fischer,  
*SRJC Culinary Arts Program*

Ken Silveira  
*Pacific Markets*

Josh Silvers  
*Syrah Restaurant*

Rob Gronbach  
*Pacific Connection Catering*

Steve Susavilla  
*Wine Consultant*

Kerrie Kennedy  
*Council on Aging  
Auction Coordinator*

Michele Leonard  
*Council on Aging  
Volunteer Coordinator*

Jim Livermore  
*Community Volunteer*

Sylvia Parkinson  
*ATL Events*

Marianne McBride  
*Council on Aging  
Development Director*



**COUNCIL ON AGING**  
SERVICES FOR SENIORS

30 Kawana Springs Rd..  
Santa Rosa, CA 95404  
707-525-0143

[www.councilonaging.com](http://www.councilonaging.com)



**Council on Aging  
MEALS ON WHEELS  
DERBY DAY 2009**

**Auction Donation Form for  
Saturday, May 2, 2009  
at Sonoma-Cutrer Vineyards**

Contact Name: \_\_\_\_\_

Company: \_\_\_\_\_

Address, City, Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-Mail: \_\_\_\_\_

Description of item for auction program (please include any restrictions):

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Estimated Value: \$ \_\_\_\_\_ Council on Aging's 501(c)(3) Tax ID #: **94-6138714**

Item(s) are needed by **April 1, 2009**. Delivery Information: (Please check one):

- Gift certificate enclosed.
- We will deliver item to Council on Aging office.
- Please call us to make arrangements for pick-up.

For further information, please contact Kerrie Kennedy at 707-525-0143 ext. 112 or email her at [kkennedy@councilonaging.com](mailto:kkennedy@councilonaging.com).

Council on Aging Services for Seniors  
30 Kawana Springs Road  
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SERVICES FOR SENIORS

***Thank you for your consideration and generosity!***