



Campaign for the New Decade

Mindfulness, Service, and Community in the Second Half of Life

Second Journey is among a growing number of emerging social-change organizations within the United States helping birth a new vision of the rich possibilities of later life. Our efforts over the past decade have sparked creative, innovative thinking about new models of community in later life and led to the emergence of a national network of activists committed "to collectively dreaming the myths and creating the models that will galvanize social change."

Second Journey conducts programs in North Carolina and nationally and has a strong online presence through its Web site resources and its quarterly newsletter, *Itineraries*.

Why Give: As it enters a new decade of operation, Second Journey is poised to move from an organization that has relied on private unsolicited contributions from a small circle of supporters to a sustainable organization with the broad support its efforts merit. Your contribution to the 2009 Annual Appeal will help us:

- Launch new initiatives exploring Spirituality in Later Life, including the publication of *The Spiral of the Seasons* by John G. Sullivan
- underwrite the continued improvement of *Itineraries*, our newsletter, and our other Web-based resources
- provide Second Journey – for the first time in its ten-year history – with paid staff. Our first step will be to recruit a half-time executive director.

Say, *yes!* and become affiliated with an expanding community of national organizations committed to a new vision of aging and new models of community for the second half of life.

Second Journey

Sponsorship Levels

MAJOR SPONSOR – \$5,000 (Spirituality in Later Life)

- Name (and/or logo) on the Second Journey Home Page will identify you for one year as a prime sponsor.
- Acknowledgment of your support on the dedication page of *The Spiral of the Seasons* by John G. Sullivan.
- Your name will be associated with all publicity surrounding the course offerings in our JOURNEYS initiative or other program offerings in the area of Spirituality in Later Life.

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MAJOR SPONSOR — \$5,000 (New Models of Community)

- Name (and/or logo) on the Second Journey Home Page will identify you for one year as a prime sponsor.
- Your name (and/or logo) displayed prominently for one year on the main page of Second Journey's RESOURCE GUIDE *as lead underwriter*.
- Your name will be associated with the Spring, Summer, and Fall 2010 issues of *Itineraries* whose focus will be new models of community.
- Delivery of an in-house seminar tailored to your specifications.

MAJOR SPONSOR — \$5,000 (West Coast Series)

- Name (and/or logo) on the Second Journey Home Page will identify you for one year as a prime sponsor.
- Your name will be associated with all publicity for webinars and public events in the Spring 2010 West Coast series as lead underwriter.
- Delivery of an in-house seminar tailored to your specifications.

COMMUNITY SPONSOR

5 **Benefactors** at \$1,000 ~ 5 Corporate **Partners** at \$500 ~ 5 Nonprofit **Affiliates** at \$250

- Numbered hardcover copy of *The Spiral of the Seasons*, signed by the author John G. Sullivan — one of a full-color limited print-run of 30 copies.
- Complementary participation in a closed seminar with John Sullivan during the spring of 2010
- Recognition in programs and other scheduled events during the upcoming year.
- Inclusion of up-to-four ads per year among the cycle of ads displayed in *Itineraries* and on the various pages of the RESOURCE GUIDE.

FRIEND SPONSOR— Over \$50

- Complimentary paperback copy of *The Spiral of the Seasons*, signed by the author John G. Sullivan.
- For contributions over \$99, additional copies of the book provided at a cost of \$10 each.