



cbes
Central Boston Elder Services
Your connection to care

CENTRAL BOSTON ELDER SERVICES PRESENTS

CARE *Unites* US

Annual Fundraising Gala

— FROM HOPE TO POSSIBILITIES —

Saturday, October 3, 2026

5:30 PM to 10:00 PM

The Westin Copley Place, Boston

**Sponsorship
OPPORTUNITIES**

FOR INDIVIDUALS, GROUPS, AND BUSINESSES

www.centralboston.org

FROM HOPE TO POSSIBILITIES

A Message from Sylvia L. Exantus, Chief Executive Officer



I have always believed that how a community cares for its older adults says everything about who that community truly is.

For me, that belief is personal. And it is why I show up every day for the more than 10,000 individuals Central Boston Elder Services serves each month.

The need for what we do is growing. Federal Medicaid funding is being cut by nearly \$1 trillion over the next decade, and home and community-based services are among the first targeted. As public funding shrinks, private partnerships like yours are no longer optional. They are the foundation of what we are able to do.

Because of last year's *Care Unites Us* sponsors:

- Caregivers received critical respite and relief
- Aging adults received winter essentials and emergency assistance
- Older adults gained access to digital literacy tools, reducing isolation
- Families found stability during their most uncertain moments

This year's theme, From Hope to Possibilities, reflects what your investment makes real. Hope is what our consumers hold onto when systems fail them. Possibilities are what you help create. I invite you to stand with us on October 3, 2026 at The Westin Copley Place and be part of what comes next.

Your sponsorship is not simply support for an event. It is an investment in stability, dignity, and the power of what becomes possible when a community refuses to leave anyone behind.

With deep gratitude and unwavering possibility,

Sylvia L. Exantus

Sylvia L. Exantus

Chief Executive Officer, Central Boston Elder Services

INTRODUCTION

FROM HOPE TO POSSIBILITIES

THE HEART OF CARE UNITES US

Care has never been a solo act. Behind every older adult or person with a disability who remains safely at home is an entire constellation of people working together. Caregivers. Nurses. Doctors. Care managers. Community partners. Social workers. Family members. Each one playing a vital role, often without recognition, often without rest.

Care Unites Us was born from that truth. This gala is our annual gathering of everyone who touches care in our community. It is a celebration, a moment of recognition, and yes, a well-earned respite for those who give so much of themselves every single day.

AN EVENING TO REMEMBER

On **Saturday, October 3, 2026**, Central Boston Elder Services invites you to **The Westin Copley Place** for an unforgettable evening of connection, celebration, and purpose. Join **over 400 guests**, including CBES staff, board members, community leaders, healthcare executives, elected officials, providers, advocates, caregivers, and community friends for an elegant reception, dinner, live entertainment, and a moving awards program.

Guided by our theme, From Hope to Possibilities, this year's gala will shine a light on what becomes real when compassion meets commitment and a community refuses to look away.

A GLIMPSE OF CARE UNITES US 2025



FROM HOPE TO POSSIBILITIES

CARE *Unites* US



CARE UNITES US 2025 | The Westin Copley Place, Boston | 350+ Guests

HONORING THOSE WHO MAKE IT POSSIBLE

This year, *Care Unites Us* will proudly honor four extraordinary individuals whose dedication, compassion, and tireless advocacy keep older adults and people with disabilities safe, supported, and connected in our community. Their work embodies everything this evening stands for.

These are the unsung heroes behind the scenes. The ones who show up before anyone asks. The ones who stay long after the work is done. On October 3, 2026, we take a moment to say thank you,

Their dedication is the bridge between hope and what becomes possible.





WHO WE ARE

CENTRAL BOSTON ELDER SERVICES

50+

YEARS OF SERVICE

10,000+

SERVED MONTHLY

60+

PROVIDER AGENCIES

OUR STORY

Since 1974, Central Boston Elder Services (CBES) has stood at the intersection of care, community, and compassion. For over 50 years, we have delivered high-quality, culturally responsive health and human services to older adults and individuals with disabilities across Boston. Every person, regardless of background, deserves the support they need to live safely and independently at home. That has always been our promise.

A GROWING NEED

Older adults are living longer than ever before. As Boston's population ages, the demand for home and community-based services is growing at a pace that public funding alone cannot meet. The need for what we do is not slowing down. It is accelerating. CBES is on the front lines of that reality every single day.

WHAT WE DO

Through a network of over 60 provider agencies, we serve more than 10,000 individuals each month. Our programs span home care, protective services, disability assistance, clinical assessments, emergency food support, residence service coordination, veterans services, and more. We meet people where they are and walk alongside them at every stage of the journey.

OUR COMMITMENT

At CBES, we are committed to reducing social, economic, and health disparities. We work together with families, caregivers, and community partners to ensure every individual is treated with dignity, respect, and compassion. Because no one should have to navigate the challenges of aging alone.

Your connection to care is our connection to community.

Central Boston Elder Services | Since 1974



OUR IMPACT IN 2025

Homecare & Special Programs

In 2025, our Home Care Team served 3,202 unique consumers across Boston.

745,360

HOME DELIVERED MEALS

1.77M

HOURS OF SERVICES PROVIDED IN 2025

1,735

CONSUMERS RECEIVING PERSONAL CARE SERVICES

2,731

CONSUMERS RECEIVING PERS SERVICES

98%

CONSUMERS RECEIVING MASSHEALTH

2,120

CONSUMERS WITH COGNITIVE DISABILITIES

PEOPLE BEHIND THE NUMBERS



Ms. Sui Moy Chin, a CBES client and centenarian honored at our 12th Annual Centenarian Induction Ceremony, is pictured with a CBES care manager who helps support her independence at home.

WHY IT MATTERS

Boston's older adult population is growing faster than public funding can keep pace with. CBES stands at the forefront of this challenge, ensuring thousands of older adults and individuals with disabilities can remain safely in their homes with dignity. Every meal delivered, every personal care visit, every emergency alert system installed represents a lifeline for a neighbor in need.

Your connection to care is our connection to community.

Central Boston Elder Services | Since 1974



PROTECTING OLDER ADULTS IN OUR COMMUNITY



Protective Services and Digital Equity Impact 2025

3,145

Older adults
screened for
protective services

924

Ongoing protective
service cases
providing safety &
support

1,562

Self-neglect reports
investigated

Response time when safety is at risk

5 Days

Routine

24 Hours

Rapid Cases

5 Hours

Emergency Cases

Why It Matters

Every report represents a neighbor who may be experiencing abuse, neglect, or exploitation. Our Adult Protective Services Workers act quickly to restore safety, alleviate risk, and provide access to support so older adults can remain protected in their homes and communities.

IN THESE CLASSES PARTICIPANTS LEARN HOW TO:

- Use iPads and smartphones confidently
- Access telehealth appointments
- Connect with family and caregivers online
- Navigate essential digital services safely (e.g., online banking)

These classes empower older adults to stay connected, informed, and independent.

Closing the Digital Divide

Technology should never be a barrier to independence.

CBES provides digital literacy classes that help older adults connect with healthcare, family, and community resources.

Digital Equity iPad Classes

69

Participants
Graduated

70

Expected to
graduate in
2026



Sponsorship OPPORTUNITIES

When you sponsor Care Unites Us 2026, you invest in Boston's most vulnerable residents. For over 50 years, Central Boston Elder Services has supported older adults and individuals with disabilities with dignity, independence, and care. Your partnership helps make that possible.

BE KNOWN NOT JUST AS A BUSINESS, BUT AS A NEIGHBOR AND ADVOCATE.

POSSIBILITIES VISIONARY

\$50,000

20 TICKETS

- Presenting Sponsor recognition
- Invitation to VIP cocktail hour
- Premier logo placement across all gala platforms
- Welcome remarks opportunity
- VIP table with premium placement
- Full-page color ad in program
- Branded materials in guest gift bags
- Dedicated social media spotlight
- Pre and post-event recognition
- Digital sponsor spotlight feature
- Three VIP valet passes
- Signature champagne toast moment

FUTURE BUILDER

\$25,000

15 TICKETS

- Program recognition as a Future Builder Sponsor
- Invitation to VIP cocktail hour
- Logo placement across gala platforms
- Verbal program acknowledgment
- Full-page color ad in program
- Priority table seating
- Branded materials in guest gift bags
- Social media sponsor shoutout
- One VIP valet pass

Ready to Sponsor?

Contact Divina Massó
617-618-8290 or
dmasso@centralboston.org

READY TO SPONSOR?

CARE *Unites* US

HOPE CATALYST

\$10,000

8 TICKETS

- Recognition as a Hope Catalyst Sponsor
- Invitation to VIP cocktail hour
- Logo on event signage, website, and digital program
- Half-page color ad in program book
- Verbal recognition during the program
- Group social media recognition before and after the event

COMMUNITY CHAMPION

\$5,000

5 TICKETS

- Recognition as a Community Champion Sponsor
- Name or logo on event signage, website, and digital program
- Quarter-page ad in program book
- Group social media recognition

CARE ADVOCATE

\$3,000

3 TICKETS

- Recognition as a Care Advocate Sponsor
- Name listed in the printed and digital program book
- Name recognition event website
- Post -event social media thank-you

PATHWAY SUPPORTER

\$1,500

2 TICKETS

- Name recognition in program book
- Inclusion in a collective supporter thank-you post

INDIVIDUAL ADMISSION

\$225

1 TICKET

- Admission to the Care Unites Us Gala
- Evening of celebration, connection, and community impact

Scan QR Code to Sponsor or Purchase Tickets



Contact: Divina Massó
617-618-8290 or dmasso@centralboston.org

Care Unites Us 2026 | From Hope to Possibilities





CARE *Unites* **US**

Ad Space Opportunities

— Care Unites Us 2026 **Full-Color Program Book** —

Promote your organization in our gala's full-color keepsake program book distributed to event guests.

**FULL
PAGE**

\$1,500

Trim Size: 5.5" H x 8.50" W
Bleed Size: 5.75" H x 8.75" W
Ad in high-res format in PDF
or JPEG form

**HALF
PAGE**

\$1,000

Trim Size: 5.5" H x 4.25" W
Bleed Size: 5.75" H x 4.5" W
Ad in high-res format in
PDF or JPEG form

**QUARTER
PAGE**

\$500

Trim Size: 4.25" H x 2.75" W
Bleed Size: 4.5" H x 3" W
Ad in high-res format in
PDF or JPEG form

Ad Submission Deadline

Monday, August 10, 2026

Send ADs at 300 dpi resolution
via email to: careunitesus@centralboston.org

Send PC or MAC files in
EPS, JPEG, Tiff, or PDF format.

Please, no faxes, web graphics, or bleeds.

Logo dimensions should be **700px x 210px** (w x h) either in gif, png, or jpg format

Contact

If you have a question, please contact:

DMasso@centralboston.org | 617-618-8290 or edelyn@signaturedesigns.org



SPONSORSHIP COMMITMENT FORM

Business or Organization _____ Date _____

Contact Person _____ Title _____

Address _____

City _____ State _____ Zip _____

Telephone _____ Email _____

Yes, we would like to support Care Unites Us 2026 as a:

<input type="checkbox"/> Possibilities Visionary	\$50,000	<input type="checkbox"/> Pathway Supporter	\$1,500
<input type="checkbox"/> Future Builder	\$25,000	<input type="checkbox"/> Full Page Ad	\$1,500
<input type="checkbox"/> Hope Catalyst	\$10,000	<input type="checkbox"/> Half Page Ad	\$1,000
<input type="checkbox"/> Community Champion	\$5,000	<input type="checkbox"/> Quarter Page Ad	\$500
<input type="checkbox"/> Care Advocate	\$3,000	<input type="checkbox"/> Individual Ticket	\$225
		<input type="checkbox"/> Friends of CBES	\$ _____

Payment Options

- Please send an invoice
- We will send a check or make payment via ACH payable to: **Central Boston Elder Services**

Attn. Fernando Joves, CFO
 Central Boston Elder Services
 2315 Washington St.
 Boston, MA 02119

Credit card, Please check one: Master Card Visa Discover American Express

Card# _____ Expiration Date _____ Security Code _____

Name on Card _____ Signature _____

Billing Address _____

City _____ State _____ Zip _____

We are unable to sponsor, but would like to advance the services of CBES with a donation of _____.

For more information or to submit your sponsorship form, please contact Divina Massó via: phone: 617-618-8290
email: dmasso@centralboston.org

CARE *Unites* US




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Your connection to care

BE PART OF THE MAGIC.

JOIN US AS A SPONSOR!

Care Unites Us brings together leaders, providers, partners, and champions who believe aging adults and individuals with disabilities deserve dignity, connection, and opportunity.

Your sponsorship strengthens families, fuels essential services, and transforms hope into lasting possibilities.

 617-618-8290

 @cbescare

 dmasso@centralboston.org

 www.centralboston.org

 2315 Washington St. Boston, MA 02119