

Mimosas for Memories 2020 Announcement

Dear Supporters, Friends and Community Members,

The last few months have been challenging. Really challenging for our healthcare systems, our older adults who feel more isolated now than ever before, challenging for our small business, challenging for families and unimaginably difficult for those who have lost loved ones to COVID19. I am writing from my heart today with sadness and excitement as we change Mimosas for Memories 2020 to a Mimosas & Brunch to-go event! Please read to the bottom for some exciting plans that are ahead and your options for this year!

I have spent weeks with this decision, talking to trusted advisors and mentors, surveying our ticket buyers, discussing with friends and family and lying awake at night playing out various scenarios. Still it was not clear what to do. The last thing I want is for anyone to be at risk or become ill, but the passion I have for this mission fuels me forward and I do not want to lose the exciting momentum we have built these last five years with each one of you.

I took an oath, both at the start of medical school seven years ago and again at my graduation. I recently completed my residency and I'm about to step into my geriatric fellowship. I took an oath to "do no harm" above all else. With COVID cases up 20% this last week, the uncertainty of the next couple weeks and months, and being a strong advocate for public health I cannot in good conscience proceed with Mimosas for Memories 2020 in its original form. This event and the new Giving Voice Foundation are my passion and my strongest source of drive: *this decision was not made lightly.*

Even so, **I am excited**. Excited because although this was suppose to be our biggest year yet (350 attendees!) in a new venue downtown in the heart of our great city, and although it was the year we would formally launch our new foundation – I realized that none of that is totally lost. Our community's collective care and passion for older adults with Alzheimer's is not dependent on an event – even though mimosas and delicious food are a blast. We will press forward with our mission: *to inspire cross-generational conversations to improve the healthcare of older adults in Cincinnati through advocacy, fundraising and storytelling.* We can and we will stick to this mission and I want to tell you how right now:

1. **Caregiver Support:** Our generous and committed catering sponsors have agreed to help us provide lunches to staff at care facilities around the city, with a focus on those caring for loved ones with Alzheimer's, as a token of appreciation and support. We believe this will make an immediate impact on some of our healthcare heroes right here locally! Any additional funds from this year's sponsors will help support our new projects below as well as our [Lunch Break](#) program for caregivers.

2. **Storytelling:** We are launching a yet to be named Photo Story project to help tell the stories of our loved ones suffering with Alzheimer's at a time when their life experiences and stories have been more isolated from us than ever before. Learn more on our website ([here](#)) and listen up for announcements about this exciting project!
3. **Advocacy:** Our website will soon host a list of services, groups and resources around Cincinnati tailored to older adult health and Alzheimer's. We hope to create a one-stop shop for all the amazing work happening in Cincinnati.
4. **Connection:** We have plans in the early stages to support small workshops and groups around town to fuel the conversation and connection that is vital to older adult healthcare improvements!
5. **Mimosas for Memories 2021:** We will start planning for 2021 immediately. **April 24th, 2021**, mark the date, we've booked it and it will be our best event yet. Don't they say absence makes the heart grow fonder?
6. **Cincy Brews for Brains 2020:** This incredible event is still planned for September 17, 2020 at this time. Stay tuned for details as we learn more in the coming months.

So what fun do we still have planned for Mimosas 2020?? I am glad you asked!

The University Club downtown will be hosting Mimosas for Memories 2020 TO-GO! That's right, with your 2-ticket purchase you can pick up a brunch box to-go (quiche, sides, fruit, pastries, cookies and other treats) complete with a bottle of champagne! I will be there to say hello, pass along some information, cheer you on for being an active supporter and provide you with a brunch to enjoy wherever you wish!

So if you have tickets here are your options:

1. Email me to confirm you want to convert your two-ticket purchase to Mimosas 2020 TO-GO for two. Have four tickets? That's brunch for four and so on. Please just confirm by email that this is what you want to do with your tickets and we will send you pick up details! If we do not hear back from you we will convert your ticket to a donation and won't plan to have a brunch to-go ready for you.
2. Can't make it for Mimosas 2020 TO-GO or not interested? Do nothing and your ticket becomes a donation to our cause and the multiple exciting

- projects we have going (see above) to further our mission throughout Cincinnati.
3. Request a refund, also please just send me an email and we will process it right away! Remember your donation is used 100% towards our cause and we need support now more than ever!

Don't have tickets but want in on the Mimosas 2020 TO-GO? Amazing, thank you! Simply purchase a TO-GO ticket at our website (By Friday July 10) and we will take care of the rest ([here](#)). You will receive pick-up details closer to the event day!

Also note, the auction has been held until Brews 2020 and Mimosas 2021, donated items will be sold at that time. Any Pappy raffle tickets already purchased will be automatically entered into our 2021 drawing or you may email for a refund.

We simply could not do this without our sponsors, supporters, donors and tickets buyers. We will have more details in the weeks to come about everything above, but wanted to keep you in the loop. Thanks for everything.

Sincerely,

Christian Gausvik MD