



## WOMEN OF VISION

January 2022

Dear Town and Gown of USC Members and Friends,

Our Annual Benefit and Luncheon will be held at the beautiful and iconic Beverly Hills Hotel on April 5, 2022. This gorgeous setting sets the stage for an exciting afternoon.

Upon entering the Crystal Foyer at 10am, a pianist from the USC Thornton School of Music will be playing for our enjoyment. Next, we will stroll, sip, and shop in the garden at the vendor boutique. A Thornton School trio will perform for us in the garden's gazebo.

During the luncheon, there will be a spectacular Robert Ellis Fashion Show featuring gorgeous ensembles and accessories from the Robert Ellis Boutique in Studio City. Robert Ellis is a graduate of USC and is a loyal supporter of Town and Gown of USC.

We are pleased to honor *Sally Edwards, Carol Fox, Linda Givvin, Carol Greenhalgh, Thelma Orr, and Alli Solum as the 2022 Benefit Honorees*. The Benefit theme this year is: **"WOMEN OF VISION"**.

Fifteen years ago, these six volunteer leaders worked with USC to create a mutually beneficial outcome for both the university and our 501(c)(3). After two years of negotiations, "The Agreement" was signed by Town and Gown of USC and USC creating a new framework for an ongoing partnership.

In the past fifteen years, our endowment funds have awarded over 2,000 scholarships. With USC's financial management, our endowment funds corpus has grown to \$69 million dollars.

These leaders' business acumen, indefatigable leadership, and love for Town and Gown of USC made this outcome profoundly successful.

*The Sally Edwards, Carol Fox, Linda Givvin, Carol Greenhalgh, Thelma Orr, and Alli Solum Endowed Scholarship Fund* will be created from the proceeds of this year's Benefit. This scholarship will preserve, in perpetuity, the legacy of these **"WOMEN OF VISION"** and their significant volunteer leadership.

We ask you to join us in honoring these **"WOMEN OF VISION"** by donating to the 2022 Benefit. Please find the enclosed opportunities to participate in our Benefit:

- 🌿 Patron Donations
- 🌿 Program Ads
- 🌿 Sponsorships & Underwriting
- 🌿 Opportunity Drawing

Thank you and Fight On!

With gratitude,

Edie Etmekjian  
Benefit Chair 2022  
benefitchairs@townandgownofusc.org (818) 636-4134



Sally A. Edwards  
Past President 1998-2000



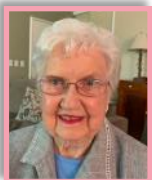
Carol C. Fox  
Past President 2002-2004



Linda Givvin  
Past President 2006-2008



Carol L. Greenhalgh  
Past President 2004-2006



Thelma H. Orr  
Past President 2000-2002



Alli L. Solum  
Past President 1996-1998

# WOMEN OF VISION

## How to Donate

To be listed in the Benefit Invitation, the Printed and Digital Programs, and on the Website, please remit donation by February 14, 2022.

All levels will be listed by name in the Benefit Invitation, the Printed and Digital Programs, and on the Town and Gown of USC website.

Yes, I would like to donate the following:

### Patron Donation Levels:

- |   |  |
|---|--|
| <input type="checkbox"/> \$100 - Honesty    | <input type="checkbox"/> \$2,500 - Empowerment |
| <input type="checkbox"/> \$250 - Confidence | <input type="checkbox"/> \$5,000 - Integrity   |
| <input type="checkbox"/> \$500 - Empathy    | <input type="checkbox"/> \$7,500 - Humility    |
| <input type="checkbox"/> \$1,000 - Wisdom   | <input type="checkbox"/> \$10,000 - Courage    |

Please list my name as: \_\_\_\_\_

Program Ads: \_\_\_\_\_ Amount: \$\_\_\_\_\_

Sponsorship Item(s): \_\_\_\_\_ Amount: \$\_\_\_\_\_

Opportunity Drawing gift in-kind: \_\_\_\_\_ Item: \_\_\_\_\_

Other: \_\_\_\_\_ Amount: \$\_\_\_\_\_

Total Donation Amount: \$\_\_\_\_\_

To pay online, please visit our website at [https://townandgownofusc.org/events/annual-benefit\\_v2/how-to-donate-pay/](https://townandgownofusc.org/events/annual-benefit_v2/how-to-donate-pay/)

Checks are payable to "Town and Gown of USC" in care of:

Kari May  
24097 Outrigger Drive  
Canyon Lake, California 92587  
administrator@townandgownofusc.org (213) 626-9070

Federal ID 95-3760989



## WOMEN OF VISION

### Patron Donations

#### *Past Presidents*

Paula Ciaramitaro 2018-2020  
Patricia Whitman 2016-2018  
Jane Bensussen 2014-2016  
Carol Mollett 2012-2014  
Judy Pohlmann 2010-2012  
Yvonne Bogdanovich 2008-2010  
Linda Givvin 2006-2008  
Carol L. Greenhalgh 2004-2006  
Carol C. Fox 2002-2004  
Thelma H. Orr 2000-2002  
Sally A. Edwards 1998-2000  
Alli L. Solum 1996-1998  
Ruberta H. Weaver 1990-1992  
Elizabeth P. Tanner 1986-1988  
JoAnn W. Conley 1984-1986

#### *CEO/President*

Hilary Crahan 2020-2022

Dear Town and Gown of USC Friends and Family,

Town & Gown of USC will hold our annual Spring Benefit on Tuesday, April 5, 2022, at the beautiful Beverly Hills Hotel. We invite you to partner in this celebration by becoming a Benefit Patron. As a Patron, your gift will be part of the "WOMEN OF VISION" scholarship and make an impact in our scholars' lives; you will also be recognized for your support of our mission and giving back to Town & Gown of USC!

2022 Commemorates the 15th anniversary of the signing of The Agreement. In the past 15 years, over 2,000 merit-based scholarships have been awarded.

The Agreement, a 6-page document, was signed on October 23, 2007, in the foyer of Town and Gown of USC. At that time, the Town and Gown of USC Endowment had a market value north of 36 million dollars. Today, the Town & Gown of USC Endowment has a market value of 69 million dollars with 200 fully-endowed funds. The University invests our endowment funds in a judicious and sound manner which allows us to award 150 to 170 scholarships annually. Beginning in April 2005 and culminating in October 2007, these six volunteer leaders worked together to negotiate an Agreement mutually beneficial to our 501(c)(3) and the University of Southern California.

Thanks to their extraordinary leadership and business sensibilities, these six volunteers assured that our legacy will serve our scholarship program today and in the future.

One new endowment fund in the name of *Sally Edwards, Carol Fox, Linda Givvin, Carol Greenhalgh, Thelma Orr, and Alli Solum Endowed Scholarship Fund* will be created with Patron donations for the "WOMEN OF VISION."

As this is our annual fundraiser, your contribution helps us continue the legacy of scholarship at Town and Gown of USC. We thank you in advance for your generosity and donation.

Warmly,

Carol Mollett  
Benefit Patrons Chair 2022  
Town and Gown of USC Past President, 2012-2014  
carolmollett@aol.com (818) 321-3413

*All gifts are tax-deductible to the extent of the IRS rules*



## WOMEN OF VISION

### Printed and Digital Program Ads

Dearest Friends,

Please consider joining us with a purchase of an ad to celebrate our Benefit Honorees and ensure a fully endowed named scholarship honoring our six "WOMEN OF VISION". For the Benefit, we will create both Printed and Digital Benefit Programs. We will also design six hard bound commemorative coffee table books to give to our honorees *Sally Edwards, Carol Fox, Linda Givvin, Carol Greenhalgh, Thelma Orr, and Alli Solum.*

We are offering the following ad options:

 <b>Half page ad</b> 4" tall by 5" wide	<b>\$250</b>
 <b>Full page ad</b> 8" tall by 5" wide	<b>\$500</b>
 <b>Double page</b>	<b>\$1,000</b>

Please note the above dimensions and let us know if your team is designing the ad. Or, we will send you a template and you give us the wording and let us design with your approval. Either way, you will be given final approval of your draft.

We gladly take your ad submissions in any of the following formats: JPG, TIFF, or PNG. **Please do not submit PDF.** Image resolution must be a minimum of 300 DPI.

Yours in Troy,

Sandy Johnston  
Benefit Program and Ads Co-Chair 2022  
Sandyjohnston27@gmail.com (562) 577-4737

Christine Gregg  
Benefit Program and Ads Co-Chair 2022  
chrisgregg@pacbell.net (714) 801-6086

## WOMEN OF VISION

### Sponsorships & Underwriting Opportunities

We would like you to look over the underwriting opportunities below for the Benefit on April 5, 2022! Underwriting an item will ensure the full endowment of the *Sally Edwards, Carol Fox, Linda Givvin, Carol Greenhalgh, Thelma Orr, and All Solum Scholarship*. This is a wonderful way to honor these "WOMEN OF VISION" and to show your loyal support of Town and Gown of USC! All underwriting donors will be listed by name in the Benefit Invitation, the Printed and Digital Programs, and on the Website, if received by February 14th, 2022.

Once you choose an item to underwrite, please refer to the back of page 1 on How to Donate.

Thank you!

Kathie Johnson  
Benefit Sponsorship Co Chair 2022  
kmljohn@gmail.com (310) 344-7398

Erica Johnson  
Benefit Sponsorship Co Chair 2022  
ericacatherinejohnson@gmail.com (310) 430-9708

### Sponsorship Opportunities




🌿 Flowers for the Honorees (6 available)	\$200
🌿 Printed Programs for the honorees (6 available)	\$50
🌿 Tommy Trojan Statues for the honorees (6 available)	\$250
🌿 Leventhal student workers (10 available)	\$100
🌿 UBERs for the student workers day of Benefit (10 available)	\$40
🌿 Leventhal student workers Starbucks cards (10 available)	\$20
🌿 Thornton student performers (Trio)	\$1,250
🌿 Thornton student pianist	\$250
🌿 The Sprit of TROY Band	\$1,800
🌿 Deidre Davidson photography	\$500
🌿 Table centerpieces (40 available)	\$50
🌿 Registration centerpiece	\$100
🌿 Fashion show expenses - all inclusive (16 available)	\$1,000
🌿 Stamps for invitation mailing	\$450
🌿 Benefit invitations	\$1,500

# WOMEN OF VISION

## Opportunity Drawing

Town and Gown of USC is seeking assistance in obtaining exceptional prizes for the Opportunity Drawing at the Benefit. We hope to offer very special items for this part of our fund-raising efforts.

You could help us by using your connections to obtain donations from businesses, retailers, hotels, restaurants, or special venues and activities that you frequent. Here are a few ideas:

-  **Cultural Opportunity:** Tickets to a pop music concert, Opera, Ballet, Symphony, Theater tickets, Hollywood Bowl, Magic Castle
-  **Sports Opportunity:** Tickets to football, soccer, volleyball, hockey. Meet the coach, field passes, private box experience. Golf foursome. Ski lift tickets. Golf, tennis, or skiing lessons with a professional.
-  **Travel Opportunity:** Hotel or private home stay at a tropical, exotic destination. Sports, wellness or meditation weekend. Mountain experience. Stay at Disneyland.
-  **Adventure and Adrenaline Opportunity:** Access to paragliding, scuba diving, flight simulator, survival course, go-kart racing, white water rafting, hot air ballooning, glider, blimp, helicopter, or small aircraft ride. Whale watching. Fishing trip. Duffy boat. Holiday Boat parade. Escape room experience.
-  **Electronics Opportunity:** iPhone, Tablet, iPad, Flatscreen TV, Gaming console, Smart watch, E-reader, Kindle
-  **Culinary Opportunity:** Dinner with a celebrity (singer, youtuber, actor, writer, sport star, entrepreneur), Culinary workshop course - cooking and cocktails, Lunch in a Michelin-star restaurant, Host a dinner party for 8.
-  **Fashion Opportunity:** Shopping spree at a designer clothing shop or Mall, designer handbags, wallets, scarves, jewelry, cosmetics and makeover.
-  **USC Opportunity:** USC Bookstore shopping spree (\$250), sports tickets, private VIP box experience, field pass, locker room tour, USC Trojan Marching Band at your next special occasion, visit with Traveler
-  **Gifts Cards Galore:** all members are encouraged to donate gift cards in \$25, \$50, or \$100 amounts.

Donations are tax deductible. Donations would need to be initiated beginning April 2022. Any business needing verification of our long standing 501(c)(3) status and contribution to USC can visit our website at [townandgownofusc.org](http://townandgownofusc.org).

Thank you for any assistance you can offer for exceptional donations to the Town and Gown of USC Benefit.

Sara Pfirrmann  
Benefit Opportunity Drawing Chair 2022  
Sara.pfirrmann@gmail.com (949) 697-0157