



VIRTUAL TABLE CAPTAIN TOOLKIT

Swirl 2020

A large graphic for the Swirl 2020 event. It features a teal background with colorful, swirling patterns in shades of blue, orange, and red on the left side. The word "Swirl" is written in a large, elegant, cursive font in orange and red on the right. Below the word, there is text inviting people to join a virtual event to benefit Bailey-Boushay House, dated Thursday, August 27, 2020, at 5:30 p.m. It also provides the registration website vmswirl.org and the Bailey-Boushay House Virginia Mason logo.

Please join us for this virtual event to
benefit Bailey-Boushay House

Thursday, August 27, 2020 • 5:30p.m.

To register and for more information, go to
vmswirl.org

 **Bailey-Boushay House**
Virginia Mason



AUGUST 27, 2020

VIRGINIA MASON FOUNDATION
1218 Terry Ave MS: D1-MF Seattle WA 98101

Frequently Asked Question

What does it mean to be Table Captain?

Table Captains are ambassadors for Swirl and Bailey-Boushay House and are representatives that inform others about the work we are doing to support the health of our community.

For a virtual event, a table captain is committed to a virtual table of ten! In virtual events, table captains are vitally important to helping us have attendees for the event. Table captains are also important to making the event a fun experience by hosting a cocktail hour ahead of the event just for you and your guests! Before the event programming, you have an opportunity to catch up with your guests and connect. You will also make sure that they all have the appropriate links and are all set up for the live bidding and paddle raise.

Who do I invite?

Start by thinking about your colleagues, friends and family members who you believe care about Bailey-Boushay House's mission to provide care for those with life-long illnesses. **To fill a table of ten, you typically will need to invite 20-25 people.**

How do I invite guests?

We have created multiple formats of the invitation, so you can invite guests in the way that is most natural for you: face-to-face, over the phone, via email or through social media.

Sample email to potential guests:

Dear _____,

I am hosting a virtual table Swirl on August 27, 2020 benefitting Bailey-Boushay House. Bailey-Boushay House provides compassionate care for those living with HIV/AIDS. The staff at Bailey-Boushay House have shown extraordinary resolve during the COVID-19 crisis due to the risk their patients face. Their efforts are not possible without the support and partnership of dedicated friends and supporters in the community.

Can I count on you to join my table?

I've attached an electronic invitation with additional details. I hope you can join me!

Sincerely, [Your Name]

Sample social media post:

Bailey-Boushay House provide excellent and compassionate care for their clients, the majority of whom have HIV/ AIDS. Their annual fundraiser this year will be held virtually, please consider joining me to support the amazing work that they do.

vmswirl.org

Response to those you cannot attend:

Dear _____,

I'm sorry to hear that you are unable to attend this upcoming event. I hope that you will consider donating in lieu of your attendance. If you would like, here is a link to find out more about Bailey-Boushay House and to donate.

vmswirl.org

*Sincerely,
[Your Name]*

What to Do When...

They say yes!

- ✓ Ask them to register at vmswirl.org
- ✓ Let them know they will be receiving email communications from us at the Foundation about the upcoming event including live auction details
- ✓ Let them know that they can purchase a wine basket to enjoy during the event
- ✓ Ask them if they know anyone else who might be interested in attending

They say no or you already know they cannot attend:

If they cannot attend due to a schedule conflict, ask them if they'd consider donating to support Bailey-Boushay House.

Timeline & Checklist

Right Now

- ❑ **Recruit Other Table Captains!** Do you know someone who loves Bailey-Boushay House and would make a good Table Captain? Connect them with us by sending an email to events@virginiamason.org.
- ❑ **Create your guest lists.** Use our guest brainstorm worksheet to get you started.
- ❑ **Learn about Bailey-Boushay House.**
- ❑ **Invite your guests!** You will ask your guests to register themselves at vmswirl.org
- ❑ **Promote Swirl on social media.** Follow the Foundation on Facebook. Here is a sample post that you can share with your friends about the event.

One month before event (July 2020)

- ❑ **Make sure you have registered all your guests.** The earlier, the better!

Two weeks before the event

- ❑ **Check in with your guests.** You can remind them to purchase their wine gift basket!

One week before

- ❑ **Send a reminder** to your guests and let them know how excited you are for the event! We will also be sending out a reminder with a preview of the live auction items.
- ❑ **Start bidding on silent auction items.** The silent auction opens on August 20 and will close on August 27 at 7:15PM.

Day of

- ❑ **Host a Virtual Cocktail Hour.** Connect with your guests ahead of the live auction and presentation. During this time, it's important to keep connected and having a cocktail hour can help create a fun and exciting atmosphere.
- ❑ **Answer Questions.** Take a moment to make sure none of your guests have any questions about online bidding or how to access the live stream.
- ❑ **Raise Your Paddle.** Your guests look to you and when you raise your paddle, they also feel encouraged to give.

After the Event

- ❑ **Say thank you!** Please take some time to take your guests for their support. You can personally reach out to them via phone. We will also have branded thank you cards that you can use to send to your guests.
- ❑ **Share your feedback.** We would love to hear what you thought of your experience as a table captain as well as the overall event. Please take a moment to take the survey we send out after the event. You can also reach out to us directly at events@virginiamason.org.

Talking Points About COVID-19

Bailey-Boushay House has seen increased expenses due to COVID-19 that include funds for grocery bags, gift cards, and increased housekeeping staff, sanitizing supplies, and PPE, including masks for all.

There had to be swift changes. Some of those include:

- For people who are experiencing homelessness, they could have access to our shelter program 24/7 including three meals a day and access to the shower and laundry facilities.
- For people with homes, we asked them to reduce their visits to Bailey-Boushay House, and instead of providing them meals, we provided them with grocery bags and supermarket gift cards. Clients still come in for medications, nursing support, and social services.
- Movement of all outpatients with homes to having their medications delivered. For this group, we also are providing supportive check-in phone calls (1-7 days per week, depending on need). We work with these clients to make sure they have the resources they need.
- For those who are psychiatrically frail, we continue to provide sessions with our psychiatrist.
- We paused our 150-person volunteer program to reduce contacts to our patient population.
- We redesigned our physical spaces to provide more distancing.
- All staff are assessed for symptoms one time daily on-site, and twice-daily self-assessment at home.
- All residents, outpatients, and shelter guests are assessed twice daily for COVID-19 symptoms by a registered nurse.
- Leadership is working with all levels of government: city, county, state, and federal authorities to report any suspected COVID-19 cases.
- As the CDC guidelines around masking changed, we made it mandatory for all staff, residents, and clients to wear a mask.
- We prepared ourselves for any possible PPE shortage by having several back up plans for each piece of equipment and trained staff on their use.

Bailey-Boushay House Embodies Compassion

Bailey-Boushay House believes that every person deserves respect and dignity. The staff and volunteers are dedicated to the understanding of each patient's needs and desires, providing nurturing and nonjudgmental care to all our patients. Bailey-Boushay House is a place where patients can feel safe and be a part of a community of people who care about one another.

Provides End-of-Life Care

Swirl helps Bailey-Boushay House provide end-of-life care and recuperative care for patients with AIDS, cancer, amyotrophic lateral sclerosis (ALS) and other acute illnesses. Additionally, our Chronic Care management program allows us to provide daily care and medication management for individuals living with HIV/AIDS, many of whom struggle with a multitude of other challenges such as mental illness, homelessness and/or addiction.

Protects those Experiencing Homelessness

If you are homeless and have HIV/AIDS, your challenges can seem insurmountable. Especially if you also have mental health and chemical dependency issues. Every night, moment-to-moment survival is the priority. Taking HIV medications properly is not.

About one third of the clients in our HIV outpatient program are homeless. They have access to hot meals, showers, laundry facilities and more.

Each guest has a container for storing personal items. Equally important, they have a place where they are respected and able to reclaim a measure of dignity.

Before the shelter opened, many of our clients would simply stay in the neighborhood, sleeping in people's yards, garages and doorways.

Most did not feel safe — and were, indeed, not safe — in the city's other shelters. Many were mistreated because of their sexual orientation. Some were mugged for their medications. A few died every year from extreme cold conditions.

With the safety of the night shelter and the services of our outpatient program, our most vulnerable clients now have the support they need to stick with their complicated medication schedules.

The next step is to transition them into permanent housing through our Housing Stability Project.

Outpatient Program

The Bailey-Boushay House Outpatient Program specializes in serving individuals with HIV who need more physical and emotional support than is traditionally available. Most program participants have many complicating life factors in addition to HIV, and other chronic health issues. They may struggle with isolation, mental illness, substance use or abuse, and have problems maintaining housing or dealing with other issues that impede their ability to get help and stay healthy. Our primary purpose is to ensure that clients take their medications as prescribed and follow the medical guidelines they have been given by their health care providers. Our ultimate goal is to provide every person with HIV equal access to positive outcomes (defined as undetectable HIV viral load), optimum physical and psychological health, a stable living situation, adequate nutrition and supportive social connections. All services are free to clients with income under 300 percent of the federal poverty level.

Inpatient Program

Bailey-Boushay House specializes in the complex nursing care needs of people with advanced AIDS and HIV-related diseases, with a staff-to-patient ratio not provided in other facilities.

Our intensive nursing care model also serves people with and without AIDS who require end-of-life care, including those with:

- Amyotrophic lateral sclerosis (ALS or Lou Gehrig's disease)
- Huntington's disease
- Any illness limiting a person's life expectancy to less than three months

In addition, outpatients experiencing episodes of acute illness requiring 24-hour skilled nursing care may enter the inpatient program to regain their health and return to outpatient care. This has proved to be a successful model for the best of patient care in the best environment possible.

Inpatient Program services include:

- Treatments by occupational, physical and speech therapists to increase function and wellness
- Individual and group counseling by experienced social workers
- Opportunities to exercise, make art, enjoy music and socialize under the guidance of recreation therapists
- Spiritual guidance from a chaplain
- Food program and nutritional counseling supported by a dietitian
- Psychiatric care from an in-house psychiatrist and dedicated social workers.

Equity and Diversity

Tremendous strides have been made in HIV/AIDS care, funding and research. Today, with proper adherence to antiretroviral medications, it is very possible to suppress HIV viral loads, allowing people to live healthier lives and avoid spreading the disease.

But disparities in socioeconomic status, race and gender still adversely affect care for people with HIV across the country. African Americans, for example, are disproportionately endangered.

According to the CDC, African Americans are far more likely to delay getting the treatment they need because they do not trust the medical system. Early on, AIDS was viewed as a middle-class, gay white man's disease, and that perception lingers.

Bailey-Boushay House is working with African American Reach and Teach Health (AARTH) to describe and measure disparities in our region. AARTH is a Seattle-based organization that works to bridge the gaps in health care by providing health education and training to organizations that serve people of African descent.

We're paying attention to the diversity of our work force, working to identify and overcome barriers to seeking care, and developing training programs on health equity, diversity and inclusion.