



**GIFT of LIFE**  
Howie's House

CAREGIVER LIFELINE PROGRAM'S

# **2023 VIRTUAL EDUCATION SPONSORSHIP OPPORTUNITIES**

WEBINARS FOR NATIONAL  
TRANSPLANT PATIENT AND  
CAREGIVER COMMUNITY



WEBINARS FOR  
CONTINUING EDUCATION PROGRAMS  
FOR SOCIAL WORKERS - NATIONAL  
AUDIENCE



*Virtual Education Program was presented at the 29th  
International Congress of The Transplantation Society in  
Buenos Aires, Argentina, 2022.*

AN AFFILIATE OF



**GIFT of LIFE**  
DONOR PROGRAM

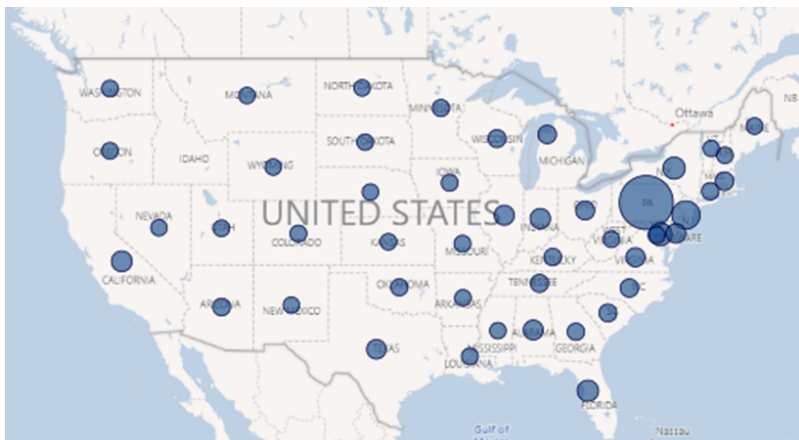
# WEBINARS FOR NATIONAL TRANSPLANT PATIENT & CAREGIVER COMMUNITY



In 2020, the Caregiver Lifeline Program began offering virtual education sessions led by transplant professionals to deliver important transplant education to patients and caregivers. Based on the consistently high participation rates and evaluation results, the virtual education program is now a permanent fixture in the House's services.

## 2023 WEBINAR SERIES TOPICS

- Transplant and Finances: Understanding Medicare and Medicaid, Estate Planning
- Donation and Advocacy: Organ Donation and Allocation, Advocating for Transplant
- Post-Transplant Prep: Nutrition, Medication, Infectious Illness
- Mental Health: Survivor's Guilt, Resiliency and Adjustment



## WEBINAR REACH

Since 2020, the Caregiver Lifeline Program hosted **43** webinars with nearly **3,500** participants. Participants logged in from **most** US states and **8** countries.

Webinar participants were primarily post-transplant recipients and caregivers, and were equally distributed among solid-organs.

# CONTINUING EDUCATION PROGRAMS FOR SOCIAL WORKERS



The Caregiver Lifeline Program, in partnership with the Gift of Life Institute, provides complimentary continuing education programs for transplant and dialysis social workers.

5 continuing education programs are scheduled for 2023 with a projected reach of over 500 transplant social workers from across the country and internationally.

### CONTINUING EDUCATION PROGRAM TOPICS INCLUDE:

- Organ donation and allocation
- Suicide prevention
- Grief and loss in transplant patients and caregivers
- Substance use and transplant
- Case Studies

### EDUCATION REACH

Since 2021, 9 continuing education programs were hosted with nearly 1,000 transplant and dialysis social worker participants.

Participants were from all over the country and represented multiple transplant centers.

# SPONSORSHIP BENEFITS & PRICING

## BENEFITS

The following benefits will be applied to the opportunity sponsored by your organization:

- Company logo on marketing materials distributed to community
- Company name will be tagged in social media posts to increase visibility (if applicable)
- Company logo on separate sponsor slide to be shared at beginning of webinar presentation
- Verbal recognition of company sponsor during webinar
- Company name and website listed on follow up email to webinar attendees
- Opportunity to provide 3 minute presentation during (1) program (benefit is for CE Series Sponsor only. Presentation must be pre-approved by GOLHH)
- Company recognition in publications or conference presentation if applicable

## PRICING

### WEBINARS FOR NATIONAL TRANSPLANT COMMUNITY

|   |              |
|---|--------------|
| <b>Series</b> Transplant Webinars (includes 12 webinars)..... | \$30,000     |
| <b>Two</b> Transplant Webinars.....                           | \$5,000      |
| <b>Individual</b> Transplant Webinar.....                     | \$2,750 each |

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### CONTINUING EDUCATION PROGRAMS FOR SOCIAL WORKERS

|  |              |
|--|--------------|
| <b>Series</b> CE Programs (includes 4 programs)..... | \$10,500     |
| <b>Two</b> CE Programs.....                          | \$5,000      |
| <b>Individual</b> CE Program.....                    | \$2,750 each |

PLEASE NOTE: Sponsorship is not exclusive. Details of sponsorship attributes are subject to change. In the event of the cancellation of any webinar or program, or a change in the details of a sponsorship, we will work with you to identify an appropriate allocation of your contribution.

# SPONSORSHIP COMMITMENT FORM

## 2023 VIRTUAL EDUCATION

☐ **Yes**, I/we hereby agree to sponsor the following Gift of Life Howie's House Caregiver Lifeline Program virtual education opportunity:

Webinars for  
National  
Transplant  
Community

- ☐ **Series** Transplant Webinars (includes 12 webinars).....\$30,000  
☐ **Two** Transplant Webinars..... \$5,000  
☐ **Individual** Transplant Webinar..... \$2,750 each

Continuing Education  
Programs for Social  
Workers

- ☐ **Series** CE Programs (includes 4 programs)..... \$10,500  
☐ **Two** CE Programs..... \$5,000  
☐ **Individual** CE Program..... \$2,750 each

Date: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Signature: \_\_\_\_\_

The following benefits will be applied to the opportunity sponsored by your organization:

- Company logo on marketing materials distributed to community
- Company name will be tagged in social media posts to increase visibility (if applicable)
- Company logo on separate sponsor slide shared at beginning of webinar or program presentation
- Verbal recognition of company sponsor during webinar or program
- Company name and website listed on follow up email to webinar attendees
- Opportunity to provide 3 minute presentation during (4) programs (benefit is for CE Series Sponsor only. Presentation must be pre-approved by GOLHH)
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Please make checks payable to: Gift of Life Howie's House

**Return form with payment to:**

Sara Cohen | Development Director  
Gift of Life Howie's House  
401 Callowhill Street  
Philadelphia, PA 19123



**GIFT of LIFE**  
Howie's House



# WEBINAR ADMINISTRATOR

## **Talia Giordano, LCSW**

Director, Family Services & Caregiver Lifeline Program

Talia Giordano is licensed clinical social worker who works with patients and caregivers diagnosed with chronic medical illnesses, specializing in end-stage organ failure and transplant. Giordano has 15 years' experience in individual, family, and group counseling, working with area resources on financial and health insurance issues, and coordinating client/patient care with multi-disciplinary health team members at area hospitals. Giordano is the Director of the Caregiver Lifeline and Family Services Department at Gift of Life Howie's House, a lodging facility for patients and their families receiving solid-organ transplant related treatment.

The Caregiver Lifeline Program provides individual and group support to families staying at the Gift of Life Howie's House, as well as web-based support and services to transplant families throughout the Gift of Life region and nationally. This support includes multiple online support groups for transplant patients and caregivers, monthly educational webinars on various transplant-related topics, web content specifically tailored to the psychological and social issues related to transplant caregiving, and continuing education programs for transplant and dialysis social workers.

Giordano also oversees ongoing transplant, caregiver, and healthcare hospitality house research conducted at the House. Since 2011, Giordano has assisted in the coordination and completion of two qualitative research studies at the House (2014, 2017), both studying the emotional and physical impact a hospitality house has on transplant patients and their caregivers. She is published for their most recent research in the journal, *Progress in Transplantation*, June 2021 edition. Giordano has presented at multiple transplant conferences both nationally and internationally.

Giordano received her Masters of Social Work from the University of Pennsylvania, is licensed to practice social work in Pennsylvania and New Jersey.

Email: [TGiordano@GiftofLifeHowiesHouse.org](mailto:TGiordano@GiftofLifeHowiesHouse.org)



# ABOUT GIFT OF LIFE HOWIE'S HOUSE



Gift of Life Howie's House opened in July 2011 to serve as a "home away from home" for organ transplant patients, living donors, and families of patients undergoing the transplant process. The House is a 32-room facility in Philadelphia that is conveniently located near seven of the region's transplant centers and has provided over 80,000 lodging nights of care since it opened.



The House is an affiliate of Gift of Life Donor Program, the region's federally-designated organ procurement organization (OPO), the link between those who give the generous gift of life-saving and life-enhancing organs and tissues and those who receive these precious gifts of life in the eastern-half of Pennsylvania, southern New Jersey, and Delaware.



Gift of Life Donor Program and its affiliate, the Transplant Foundation, established the House to provide an affordable, comfortable hospitality home for families facing the emotional and financial turmoil of transplantation. It is the first hospitality house established by an OPO and is a trailblazer in its field. It is also the first hospitality house in the country to serve multiple transplant centers (seven).



Families who stay at the House are asked to pay just \$40 a night and receive a safe place to rest, a warm meal each evening prepared by volunteers, and transportation to and from transplant centers. They also have access to a social work team and a supportive community of other families on the transplant journey to support them during what can be one of the most difficult times in their lives. No eligible family has ever been turned away from the House due to an inability to pay its nightly fee.

# ABOUT THE CAREGIVER LIFELINE PROGRAM



The Caregiver Lifeline Program provides a supportive network and educational services specifically tailored to the needs of organ transplant families and patients within the House, throughout the Gift of Life region, and beyond. Through the program, licensed social workers provide individual counseling, therapeutic and educational support groups (both in-person and online), and education for transplant caregivers, families, and professionals.



The Caregiver Lifeline Program is the first formalized transplant caregiver program in the Gift of Life region and is facilitated by mental health professionals who are available to support the needs of the families of transplant patients. The Caregiver Lifeline Program engages, supports, and educates caregivers, which is critical to their health and well-being.



The Caregiver Lifeline Program's objective is to have licensed clinical social workers provide support to transplant caregivers through all stages of the transplant process. This is achieved through individual counseling, in-person and online support groups, educational programming to patients, caregivers, and transplant professionals, through research to help establish best-practices, as well as the presentation of that research at national and international transplant conferences.



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