



P.O. Box 1427
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www.ElderAbuseConference.org

July 5, 2021

Once again it is time for "Auctions in August," a charity fundraising program sponsored by Gulf Coast Bank and Trust. As you may know, the Gulf Coast Elder Abuse Conference (Tax ID 83-1458742) has a new name: the **American Elder Abuse Conference**. Although the conference is national in scope, it had its start and resides in southeast Louisiana, and we are asking your support to raise funds for this important non-profit organization.

We are aware of the financial strain placed on all parts of the economy and individuals as a result of the COVID 19 pandemic. Certainly the conference has felt the pangs directly because it was necessary for us to cancel the 2020 annual conference for the first time since it began in 2007 and re-schedule the 2021 event from May to September. We ask only that you consider the conference as a deserving organization when you make your decisions on charitable donations. If you provide a suitable item for the auction we will be pleased to include your logo on our web site as a participant in Auctions in August in 2021. All you have to do is provide a high-resolution electronic copy of the logo you want us to display and the link you want to associate with your logo.

The American Elder Abuse Conference is the only event of its kind in the country; it is a major national event held every year in Slidell. Annually this program trains hundreds of social workers, nurses, bankers, attorneys, law enforcement personnel, home care and home health providers. The event is an expensive undertaking because it features internationally recognized faculty members who address the various facets of Elder Abuse. There are many costs, most of which are underwritten by sponsors and attendees. Conference materials, facility rental, printing, catering and other costs make it necessary to seek funding from any possible source. Your participation in Auctions in August plays a significant part in the fund-raising for this vital event.

Auctions in August (WWW.AuctionsInAugust.com) is a dynamic program that provides the opportunity for non-profits to collect items for auction and then manages the auction process through the bank branches and online. The Gulf Coast Bank requests donations be valued at a minimum of \$50, and the donor form is attached to this letter. We have pre-filled the portion of the donation form that applies to the conference.

Please feel free to contact me as listed below when you have completed the form or if you have any questions. The same forms are available for download on our website: www.elderabuseconference.org/auctions. We need to turn in our auction items by July 30th so we hope to pick up the objects by the 26th.

Thank you for your time and consideration. We look forward to any assistance you can offer.

Sincerely,

Ralph A. Oneal

Director

RalphOneal@ElderAbuseConference.org

Office: 985-377-4732

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Benefiting Non-Profits



I would like to invite you to participate in Gulf Coast Bank & Trust's Auctions in August event. Auctions in August is a silent auction hosted at each of our 19 branches and online during the entire month of August. Please consider donating an item that will benefit a non-profit of your choosing. The non-profit you designate for the item donated will receive 100% of the proceeds collected.

Auctions in August is open to everyone: bank employees, customers and the general public. Each branch has a variety of items for bidding. We encourage everyone to visit multiple branches to get the most out of their auction experience.

Since its inception in 2008, Auctions in August has raised \$1,160,000 for hundreds of non-profits. Because of Gulf Coast Bank & Trust's commitment to the community, we devote the bank's marketing budget for the months of July and August to promote Auctions in August!

Auctions in August has something for everyone! Last year, the auction included more than 1,000 items including travel excursions, sports and memorabilia, dining and wines, house ware gifts, jewelry, arts and collectibles and so much more! We need your help in gathering unique, intriguing items that will attract bidders and help us to allow many non-profits to meet their fundraising goals.

Because of the increasing popularity and number of items, we have a website dedicated to the auction, AUCTIONSINAUGUST.COM. The website currently contains information on how to donate and the auction item donation form. Once the auction begins on August 1st, auction items will be online for viewing, and online bidding.

To donate an item, simply fill out a form for each item, and drop off your donation(s) to any Gulf Coast Bank branch. At the end of the auction, winning bidders write their checks directly to the non-profits designated by the donors. I encourage you to pass this information to your friends and family and encourage them to participate in this great event, either by donating or bidding.

Thank you for your interest in helping us to make Auctions in August a success!

For more information please contact:

Ralph Oneal

Director

American Elder Abuse Conference

985-377-4732

RalphOneal@ElderAbuseConference.org

Auctions In August Item Donation Form 2021



DONOR'S BUSINESS NAME: _____

Contact Person: _____

Telephone: _____ E-mail: _____

Address: _____

City: _____ State: _____ Zip: _____

Website: _____

NON-PROFIT to receive proceeds if different from donor: Must be completed in order for non-profit to receive 100% of proceeds from item.

Non-Profit: _____

Contact Person: _____

Telephone: _____ E-mail: _____

Address: _____

City: _____ State: _____ Zip: _____

Website: _____

NAME OF ITEM: _____ All services, trips, etc., should be valid for at least 1 year after August 31, 2021. If applicable, please indicate the date range the item is valid. Any item that is intangible must be accompanied by a certificate or letter stating how the winner can collect their prize.

VALUE: (Must be a Minimum Value or Combined Value of \$50.00) \$ _____

ITEM DESCRIPTION: To be used on the bid sheet or for online description. Include an expiration date if applicable.

IS ITEM A GIFT CARD OR CERTIFICATE? No Yes (If yes, note expiration mo/day/yr) ___ / ___ / ___

The minimum bid is automatically determined by the value of the item. We strongly recommend you do NOT request a mandatory minimum bid. A mandatory bid for more than 50% of the value of the item MUST BE APPROVED.

MINIMUM BID \$ _____ ◀ **Fill only if a mandatory bid is required.**

HOW DID YOU HEAR ABOUT AUCTIONS IN AUGUST? Billboard Facebook Radio Newspaper
 GCB Website Other Website Email Other _____

Deliver this form and your item to any Gulf Coast Bank branch. Thank you for your support!

For more information, please contact Sheila Englert at 504 412-2018 or auction@gulfbank.com.

INTERNAL USE ONLY: Item # _____ Final bid \$ _____ Date paid _____ Employee accepting donation _____