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FOR IMMEDIATE RELEASE

Simpson House Leadership Planning Benefit Dinner The Rev. John A. Dawkins III will deliver Keynote address

PHILADELPHIA_ Volunteer and Staff leadership of Simpson House are planning Embracing Life 2012, a dinner to benefit the Simpson House Benevolent Care Fund. The Committee is led by volunteers: Marynell Benson, Dr. Mark Goldberg, Lillian Greenberg, Ethel Malone, Kay McCoy, Gilbert Rowe, and The Rev. Stephanie Brown Wilson.

Simpson House Executive Director Roseann Smith says, "We are so very honored that highly sought after speaker and lecturer Rev. John A. Dawkins will deliver our keynote address." His inspiring personal journey includes growing up in North and West Philadelphia. He graduated from Overbrook High School, Temple University and West Chester University. Answering God's call to the ministry, John is currently a Masters of Divinity student at Palmer Theological Seminary and served a seminary internship at Simpson House during the summer of 2012. He was ordained September 15, 2012.

Rev. Dawkins' company has been recognized as the largest employer of African-Americans to be owned by an African-American in the City of Philadelphia. During his 20 plus years as a McDonald's Franchisee/Owner, his company has employed over 25,000 individuals from diverse backgrounds. Of his life John says, "I live my life in praise of God from whom all blessings flow, and I give total praise to God for my ministry of giving to those in need. The more good I open my heart to, the more good flows into my life, and the more I have to share with others."

Theodore Thomas, Jr., Tindley Temple, Senior Organist, Choir Director will offer musical selections throughout the evening.

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This year the committee is planning a Silent Auction with a unique Twist! Winning bidders at Embracing Life 2012 will not have purchased something to take home ... rather they will have purchased something to leave behind to be enjoyed by the residents of Simpson House. The new Resident services silent auction will feature items such as musical performances, off-campus trips, tickets for events, activities and restaurant meals. Each winning bid will mean Simpson House can offer a program, service or other benefit for residents to enjoy!

The gala dinner is planned for Thursday, November 8, 2012, at The Hilton Philadelphia on City Avenue beginning at 6:00 p.m. Tickets for the event begin at \$150.00 and sponsorships are available. Reservations should be sent to Simpson House Embracing Life 2012, 150 Monument Road, Suite 105, Bala Cynwyd, PA 19004.

Established in 1865 as a mission fulfillment of the Methodist Episcopal Church, Simpson House continues to meet the housing and health care needs of older men and women, some of whom have limited financial resources, without regard to race or religious heritage. The Benevolent Care Program, an on-going program since the founding of Simpson House in 1865, exists solely to support qualified residents who can no longer afford the full cost of their housing or services. This commitment to Benevolent Care means eligible residents in need of services are treated equally, without regard to their ability to pay. During 2011 Simpson House spent nearly \$1 million dollars on benevolent and charity care. These funds helped provide housing and health care services to 128 independent, personal care and skilled nursing residents who could no longer afford to pay for the costs of care and services. During 2012 Simpson House expects to invest no less than \$1,366,000 in resident financial assistance and subsidy. On a confidential basis, residents needing assistance apply for support. Upon review, residents who are no longer able to afford the cost of care, through no fault of their own receive support.

Support from generous donors is vital to the men and women who depend upon Simpson House for compassionate care in their time of greatest need. For one resident it may be a safe secure place to call home without the responsibility for home maintenance, for another, rehabilitation or wellness programs, for yet another, the opportunity to live in a faithful, spiritual community guided by United Methodist faith and practice. Simpson House strives to ensure the services, comfort and care that characterize Simpson House will continue to be available; even to residents who have outlived their ability to pay. Undergirding our work is our enduring commitment to good stewardship and benevolence.