



Gala

MEDICINE THAT MATTERS
MAY 18, 2020

EVENT OVERVIEW

BOSTON HEALTH CARE FOR THE HOMELESS PROGRAM

Since 1985, Boston Health Care for the Homeless Program (BHCHP) has been dedicated to a singular, powerful mission—to provide or assure access to the highest quality health care for Boston’s homeless individuals and families. Today we care for over 11,000 patients in over 40 locations each year. We believe the **compassion** and **dignity** we show through our care is *Medicine that Matters*, and we are proud to be known for our **innovation** and **effectiveness** in serving our most vulnerable neighbors.

These four attributes define the unique care at Boston Health Care for the Homeless Program:

Compassion - Our committed staff care for our patients with the highest level of empathy, deeply understanding the struggles of their challenging lives.

Innovation –We pioneer and develop best practices that address the complex and changing needs of our patients, share our knowledge, and support the adoption of these practices throughout the country.

Effectiveness - Our highly skilled caregivers deliver and coordinate the most effective care to our patients, addressing complicated medical and behavioral health conditions that are difficult and profound.

Dignity –We strive to restore human dignity to our patients, treating them with respect and a genuine admiration for their courage and resiliency in enduring poverty and homelessness.

EVENT CO-CHAIRS

Anne Finucane, Vice Chairman, Bank of America

James J. Judge, Chairman, President, and CEO, Eversource Energy

Anne Klibanski, MD, President and CEO, Mass General Brigham

Bryan Rafanelli, Founder and Chief Creative Officer, Rafanelli Events

HONORARY CO-CHAIRS

Governor Charlie Baker & First Lady Lauren Baker

Mayor Martin J. Walsh

Jean C. Tempel

HONOREES

The Eleventh Annual Dr. Jim O’Connell Award Recipient:

Jack Connors, Jr.

The Eleventh Annual Tim Russert Award Recipient:

RIZE Massachusetts Foundation

WHEN & WHERE

Monday, May 18, 2020

Reception at 5:00 p.m. • Dinner and Awards at 6:30 p.m.

Boston Marriott Copley Place • 110 Huntington Avenue • Boston, MA

GALA COMMITTEE

Medicine that Matters Gala • May 18, 2020

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Governor Charlie Baker & First Lady Lauren Baker
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Jean C. Tempel

DINNER COMMITTEE

Jeff Bellows
Barbara Boylan
Erin & Jackie Bradley, Jr.
Pattie & Jim Brett
Julie Burns
Miceal Chamberlain, Jr.
Mary & Joseph D'Arrigo
Jennifer & Dennis Eckersley
Philip W. Johnston
Ann Marie & William Kennedy, Esq.
Mary Kelleher & Kevin Leary
Reshma Kewalramani, MD
Sharon McNally
Joanne & Al Minahan
Jennifer & Edmund F. Murphy, III
Thomas N. O'Brien
Tiffany & David Ortiz
Steve Pollock
Susan & Thomas Reilly
Duncan Stuart
Peggy & Steve Tringale
Suzy & Jack Welch
Phyllis Yale & Tucker Taft
Hope & Larry Zabar

SPONSORSHIP OPPORTUNITIES

Medicine that Matters Gala • May 18, 2020

LEGACY SPONSOR • \$100,000

Event Recognition and Benefits:

- Two (2) tables of twelve (12) with premiere seating
- Name or logo featured on prominent media wall located at the entrance to the event
- Name or logo on Gala favors
- Logo recognition on tablets used at each table during fundraising portion of the event
- Signage and recognition as a sponsor of the Gala Reception
- Premiere two full-page color acknowledgment in the Gala Program Book
- On-screen recognition as a **Legacy Sponsor** at Gala
- Company listed on signage at the registration table
- Name or logo on the *Medicine that Matters* Gala website
- Public acknowledgment from the stage during Gala dinner remarks
- Pre- and post-event social media recognition on Facebook, Twitter, and Instagram (minimum of ten (10) posts across all platforms to our audience of 9,000+)
- Recognition as a **Legacy Sponsor** in event-related media, including BHCHP's 2020 Fall Newsletter (audience: 5,000+ households) and email newsletter (minimum of 2 email updates to an audience of 8,000+)
- Named as **Legacy Sponsor** on Gala invitation materials (if committed by March 6th)

Year-round Benefits:

- **Legacy Sponsorship** and optional participation in our new *BHCHP Conversations that Matter*, on-air podcast series with BHCHP President Dr. Jim O'Connell, CEO Barry Bock, and Chief Medical Officer, Dr. Jessie Gaeta. A representative of your choice is invited to join them to discuss important healthcare and public health issues. These podcasts will be distributed broadly through our social media and email listserve (an audience of 17,000+). Please ask Alyssa Brassil for more details.
- Opportunity for naming of a room in BHCHP's Barbara McInnis House
- Featured on BHCHP's homepage for one full year as a *Medicine that Matters* Leadership team sponsor
- Name or logo featured on *The Hallway of Hope* – a donor recognition plaque located in BHCHP's Jean Yawkey Place
- A tour of BHCHP's central facility at Jean Yawkey Place and/or a BHCHP representative to speak at your workplace
- Dr. Jim O'Connell book reading of *Stories from the Shadows* at your workplace

SPONSORSHIP OPPORTUNITIES

Medicine that Matters Gala • May 18, 2020

PRESENTING SPONSOR • \$50,000

Event Recognition and Benefits:

- Two (2) tables of ten (10) with premiere seating
- Premiere full-page color acknowledgment in the Gala Program Book
- On-screen recognition as a **Presenting Sponsor** at the Gala
- Name or logo listed on signage at the registration table
- Name or logo on the *Medicine that Matters* Gala website
- Public acknowledgment from the stage during Gala dinner remarks
- Pre- and post-event social media recognition on Facebook, Twitter, and Instagram (minimum of eight (8) posts across all platforms to our social media audience of 9,000+)
- Recognition as a **Presenting Sponsor** in event-related media, including BHCHP's 2020 Fall Newsletter (audience: 5,000+ households) and email newsletter (minimum of 2 email updates to an audience of 8,000+)
- Named as **Presenting Sponsor** on Gala invitation materials (if committed by March 6th)

Year-round Benefits:

- Sponsorship recognition of our new *BHCHP Conversations that Matter*, on-air podcast series with BHCHP President Dr. Jim O'Connell and CEO Barry Bock. This podcast will be distributed broadly through our social media and email listserve (an audience of 17,000+).
- Opportunity for naming of a Patient Room in BHCHP's Barbara McInnis House
- Featured on BHCHP's homepage for one year as a *Medicine that Matters* Leadership Team sponsor
- Name featured on *The Hallway of Hope* – a donor recognition plaque located in BHCHP's Jean Yawkey Place
- A tour of BHCHP's central facility at Jean Yawkey Place and/or a BHCHP representative to speak at your workplace

SPONSORSHIP OPPORTUNITIES

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DIGNITY & RESPECT PROVIDER • \$25,000

Event Recognition and Benefits:

- One (1) table of ten (10) with premiere seating
- Full-page color acknowledgment in the Gala Program Book
- On-screen recognition as a **Dignity and Respect Provider** at the Gala
- Name or logo listed on signage at the registration table
- Name or logo on the BHCHP *Medicine that Matters* Gala website
- Public acknowledgment from the stage during Gala dinner remarks
- Pre- and post-event social media recognition on Facebook, Twitter, and Instagram (minimum of six (6) posts across all platforms to our social media audience of 9,000+)
- Recognition as a Dignity and Respect Provider in event-related media, including BHCHP's 2020 Fall Newsletter (audience: 5,000+ households) and email newsletter (minimum of 2 email updates to an audience of 8,000+)
- Named as **Dignity and Respect Provider** on Gala invitation materials (if committed by March 6th)

Year-round Benefits:

- Featured on BHCHP's homepage for one full year as a *Medicine that Matters* Leadership Team sponsor
- Name or logo featured on *The Hallway of Hope* – a donor recognition plaque located in BHCHP's Jean Yawkey Place
- A tour of BHCHP's central facility at Jean Yawkey Place and/or a BHCHP representative to speak at your workplace

HEALTH CARE ADVOCATE • \$10,000

Event Recognition and Benefits:

- One (1) table of ten (10)
- Full-page color acknowledgment in the Gala Program Book
- On-screen recognition as a **Health Care Advocate** at Gala
- Name or logo listed on signage at the registration table
- Name or logo on the *Medicine that Matters* Gala website

Year-round Benefits:

- Name featured on *The Hallway of Hope* – a donor recognition plaque located in BHCHP's Jean Yawkey Place
- A tour of BHCHP's central facility at Jean Yawkey Place and/or a BHCHP representative to speak at your workplace

SPONSORSHIP OPPORTUNITIES

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RESPIRE CAREGIVER • \$5,000

Event Recognition and Benefits:

- One (1) table of ten (10)
- Half-page color acknowledgment in the Gala Program Book
- On-screen recognition as a Respite Caregiver at the Gala

Year-round Benefits:

- Name featured on *The Hallway of Hope* – a donor recognition plaque located in BHCHP's Jean Yawkey Place
- A tour of BHCHP's central facility at Jean Yawkey Place and/or a BHCHP representative to speak at your workplace

TRUST BUILDER • \$500

Event Recognition and Benefits:

- One (1) ticket

Year-round Benefits:

- A tour of BHCHP's central facility at Jean Yawkey Place and/or a BHCHP representative to speak at your workplace

	Legacy \$100,000	Presenting \$50,000	Dignity & Respect Provider \$25,000	Health Care Advocate \$10,000	Respite Caregiver \$5,000	Trust Builder \$500
Event Recognition & Benefits						
Logo on Featured Media Wall	✓					
Logo on Gala Favors	✓					
Logo on Tablets	✓					
Signage Recognition during Reception	✓					
Acknowledgement from Stage during Speaking Program	✓	✓				
Social Media Recognition as Event Sponsor	Ten (10) posts	Eight (8) posts	Six (6) posts			
Print & Email Newsletter Recognition as Event Sponsor	✓	✓	✓			
Recognition as Sponsor on Gala Invitation (if committed by March 6th)	✓	✓	✓			
Company Recognition at Registration	✓	✓	✓	✓		
Logo on Medicine That Matters Website	✓	✓	✓	✓		
Program Ad	2 full-pages	1 full-page	1 full-page	1 full-page	1/2 page	
On-screen Recognition during Program	✓	✓	✓	✓	✓	
Ticket & Tables	Two (2) tables of Twelve (12)	Two (2) tables of Ten (10)	One (1) table of Ten (10)	One (1) table of Ten (10)	One (1) table of Ten (10)	One (1) ticket
Year-round Benefits						
Dr. Jim O'Connell book reading of <i>Stories from the Shadows</i> at your workplace	✓					
Opportunity to participate in or sponsor BHCHP Conversations that Matter , an on-air podcast series discussing important healthcare and public health issues that is publicized to list serve of 17,000+ recipients.	✓	✓				
Room at BHCHP's Barbara McInnis House named in your honor	✓	✓				
Logo featured on BHCHP's main website as a Leadership Team sponsor	✓	✓	✓			
Name/logo featured on The Hallway of Hope	✓	✓	✓	✓	✓	
A tour of BHCHP's Jean Yawkey Place and/or a BHCHP representative to speak at your workplace	✓	✓	✓	✓	✓	✓

SPONSOR REPLY FORM

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YES! I/We would like to support Boston Health Care for the Homeless Program.

SPONSORSHIPS:

- Legacy Sponsor**
\$100,000 – 24 VIP TICKETS & BENEFITS
- Presenting Sponsor**
\$50,000 – 20 VIP TICKETS & BENEFITS
- Dignity and Respect Provider**
\$25,000 – 10 VIP TICKETS & BENEFITS
- Health Care Advocate:**
\$10,000 – 10 TICKETS & BENEFITS
- Respite Caregiver**
\$5,000 – 10 TICKETS & BENEFITS
- Trust Builder**
\$500 – 1 TICKET
- I/We will not attend the Gala, but please accept my gift to support the work of BHCHP.**

Payment Method:

- Enclosed is my check for
\$ _____
Make payable to Boston Health Care for the Homeless Program or BHCHP.
- Please charge my credit card:
 - Visa
 - MasterCard
 - American Express

Card # _____

Exp. _____ CVV _____

Amount \$ _____

Signature _____

To make your gift online, please visit

<https://www.bhchp.org/gala-registration-2020>

Donor Name _____
(Please list donor's name exactly how you would like it to appear in print.)

Contact Name _____
(BHCHP will contact this person regarding guest lists, logos, and ad information)

Address _____

City _____ State _____ Zip _____

Email Address _____ Phone _____

*For ads to appear in the program book, they must be submitted by **April 10, 2020.***

Please mail this reply form to:

Alyssa Brassil
Director of the Annual Fund
Health Care for the Homeless Program
780 Albany Street
Boston, MA 02118

For more information contact:

Alyssa Brassil
857.654.1046
abrassil@bhchp.org

**THANK YOU TO OUR SPONSORS.
JOIN THIS GENEROUS GROUP OF SUPPORTERS TODAY!**

LEGACY SPONSORS



PRESENTING SPONSORS

Jean C. Tempel



DIGNITY & RESPECT PROVIDERS



HEALTH CARE ADVOCATES

Ed & Jennifer Murphy

Brendan & Kerry Swords

Phyllis Yale & Tucker Taft

RESPIRE CAREGIVERS

