



# *Just Talk About It: Stories of Recovery and Success*

MENTAL HEALTH ASSOCIATION OF NEW YORK CITY  
25<sup>TH</sup> GALA

HONORING  
**THE ZIRINSKY FAMILY**  
*THREE GENERATIONS & FIVE DECADES OF LIFE CHANGING WORK*

**WEDNESDAY, JUNE 7, 2017 • GOTHAM HALL • 1356 BROADWAY @ 36<sup>TH</sup> STREET  
6:00 PM COCKTAIL RECEPTION • 7:00 PM DINNER**

For 50 years the Mental Health Association of New York City (MHA-NYC) has been unwavering in its belief that everyone can achieve emotional wellness with the right care and support. This year at our gala we focus on those, who through words and deeds, have helped thousands achieve that goal and it is fitting that among our 2017 honorees will be the Zirinsky family. Since the beginning, they have stood side-by-side with MHA-NYC to make this belief a reality. The family—led by matriarch and mental health visionary Cynthia, daughter Susan, a legendary CBS News producer, son in law Joe Peyronnin, a TV news innovator as well as vice chairman of the MHA-NYC board, and granddaughter Cynthia Eckes, a financial executive and MHA board member—has demonstrated unmatched dedication to improving the lives of those struggling with mental health issues.



Bill Ritter, Host of 2016 Gala and anchor of WABC Eyewitness News



The MHA-NYC Gala celebrated at Cipriani 42<sup>nd</sup> Street

**Join us at New York City's mental health event of the year and hear our stories of recovery and success. Become part of the conversation to promote mental wellness for all.**

For more information, please email CJ Orr at [CJOrr@mhaofnyc.org](mailto:CJOrr@mhaofnyc.org) or call 212-424-1920. Visit our website at [mhaofnyc.org](http://mhaofnyc.org).

# Just Talk About It: Stories of Recovery and Success

MHA-NYC 25<sup>th</sup> Gala  
Wednesday, June 7, 2017  
Cocktail Reception 6:00 PM • Dinner 7:00 PM  
Gotham Hall  
1356 Broadway @ 36<sup>th</sup> Street

Come celebrate the generous leaders, activists, and innovators who have supported the vital cause of mental health

Sponsorship Benefits	Visionary \$100,000	Change Maker \$50,000	Mentor \$25,000	Advisor \$15,000	Guide \$10,000	Role Model \$5,000	Teammate \$2,500	Friend \$1,500
Dinner Tickets	20 (2 Tables, Premier Seating)	10 (1 Table, Priority Seating)	10 (1 Table)	8 (1 Table)	4 (Half Table)	2 (Priority Seating)	1 (Priority Seating)	1 (Limited Availability)
Listing in the Print Program	✓	✓	✓	✓	✓	✓	✓	✓
Logo Recognition on website and social media platforms	✓	✓	✓	✓	✓			
Ad in the Evening's Digital Journal and on Website	2 Full Pages	Full Page	1/2 Page	1/4 Page				
Logo Recognition on Event Materials	✓	✓	✓					
Acknowledgement by the Event Host during the program	✓	✓						



## YES! I wish to join MHA-NYC in supporting Mental Health!

- |  |  |
|--|--|
| <input type="checkbox"/> \$100,000   Visionary   | <input type="checkbox"/> \$5,000   Role Model        |
| <input type="checkbox"/> \$50,000   Change Maker | <input type="checkbox"/> \$2,500   Teammate          |
| <input type="checkbox"/> \$25,000   Mentor       | <input type="checkbox"/> \$1,500   Friend            |
| <input type="checkbox"/> \$15,000   Advisor      | <input type="checkbox"/> I am unable to attend but I |
| <input type="checkbox"/> \$10,000   Guide        | wish to contribute \$_____                           |

## Donor Information - please complete all fields

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Name (please print exactly as it should appear in event materials)

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Company (please print exactly as it should appear in event materials)

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Address

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Please submit this form by **4/26/17** to  
[cjorr@mhaofnyc.org](mailto:cjorr@mhaofnyc.org).

For more information, please call  
**(212) 424-1920**.

Please make checks payable to  
"Mental Health Association of New York City"  
and mail to:

Attn: CJ Orr  
757 3<sup>rd</sup> Avenue, 20<sup>th</sup> Floor, Suite 2018  
New York, NY 10017

MHA-NYC is a charitable 501(c)(3) nonprofit  
organization tax ID # 13-2637308.

**Please list me as:**  Name  Company  Anonymous

**This gift is a:**  Corporate gift  Personal gift

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Credit Card Number

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Expiration CVV



# *Just Talk About It: Stories of Recovery and Success*

Now in its 25<sup>th</sup> year, the Mental Health Association of New York City Gala is excited to continue a tradition of honoring those who have made a lifetime of difference in promoting mental wellness, as well as highlighting those whose progress has been a source of inspiration and hope for the future. This year it is with great pride that we honor the Zirinsky family for three generations and five decades of life changing work to make mental health and wellness a reality for millions nationwide.

The MHA-NYC Gala is the Mental Health event of the year, with a rich history of bringing together some of the most influential names in the field. Our Past Honorees and Chairs have all made exceptional strides in supporting the vital cause of mental health. Some of our Past Honorees and Chairs include:

**Richard Avedon**  
**Frank Branchini**  
**Art Buchwald**  
**Harry Carson**  
**Rosalynn Carter**  
**Ric Clark**  
**Laurence Fink**  
**Greg Fleming**  
**SSG Salvatore Giunta**  
**Patrick Kennedy**

**Bruce Mosler**  
**David Neeleman**  
**Duncan Niederauer**  
**Dan Rather**  
**Bruce Ratner**  
**William Styron**  
**Mike Wallace**  
**Bob Woodruff**  
**Lee Woodruff**

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# WHAT WE KNOW ABOUT MENTAL HEALTH

- Mental and Behavioral Health Conditions include Alcohol And Substance Abuse, Anxiety Disorders, Adult Attention Deficit/Hyperactivity Disorder (ADHD/ADD), Autism, Bipolar Disorder, Depression, Eating Disorders, Obsessive-Compulsive Disorder, Postpartum Depression, Post-Traumatic Stress Disorder (PTSD), Schizophrenia, Seasonal Affective Disorder, and Social Anxiety Phobia.
- One in four American adults—or more than 18% of the adult population—suffers from some sort of mental health condition.
- Nationally, serious mental illness costs the U.S. \$193.2 billion dollars in lost earnings a year.
- Nearly 30,000 Americans commit suicide every year and it is the third leading cause of death for 15 to 24-year-olds and second leading cause for 24 to 35-year-olds. Depression that is untreated, undiagnosed, or ineffectively treated is the number one cause of suicide.
- One half of all chronic mental illness begins by the age of 14, three quarters of chronic mental illness by the age of 24. Early intervention and treatment can improve outcomes.

## THE MHA-NYC STORY

- MHA-NYC is a nonprofit organization with local roots and a national reach that for over 50 years has been leading the way in mental health with a three-part mission of service, advocacy, and education.
- Every year MHA-NYC reaches over one million people nationally with mental and behavioral health challenges through high quality innovative programs.
- We administer national networks of crisis call centers funded by the Substance Abuse and Mental Health Services Administration (SAMHSA), including the National Suicide Prevention Lifeline, which since 2005 has offered confidential emotional support to people in suicidal crisis or emotional distress 24 hours a day, seven days a week. This year alone more than 1.7 million people will call the Lifeline for help.
- We oversee NYC Well, a brand new comprehensive cutting edge contact center program that uses state-of-the-art telephone, text, and web based technologies to respond to the mental health needs of tens of thousands of New Yorkers, 24 hours a day, 7 days a week. NYC Well replaces Lifenet, a crisis call center, founded by MHA-NYC in 1996. MHA-NYC is a leading innovator in call center services.
- With our Adolescent Skills Centers, Family Resource Centers, preventive service programs and recovery oriented services our trained specialists provide adolescents, adults, the elderly, and entire families with the tools and skills necessary to get back on track and lead healthy and fulfilled lives.

**Our mission is clear: we work every single day to save lives and assist those in crisis while providing millions with help before a crisis can occur.**