



***Just Talk About It:
Stories of Recovery and Success***
MENTAL HEALTH ASSOCIATION OF NEW YORK CITY 25TH GALA

EMCEE:

BILL RITTER

ANCHOR, WABC EYEWITNESS NEWS

HONORING:

NY GIANTS WIDE RECEIVER BRANDON MARSHALL & MICHİ MARSHALL

Co-FOUNDERS, PROJECT 375

AND

THE ZIRINSKY FAMILY

THREE GENERATIONS & FIVE DECADES OF GROUND BREAKING WORK

DINNER CHAIRS:

JENNIFER ASHLEY

CBRE

GLOBAL DIRECTOR OF HUMAN RESOURCES

KEVIN DANEHY

BROOKFIELD

*GLOBAL HEAD OF CORPORATE
DEVELOPMENT*

CHARLES FITZGERALD

V3 CAPITAL MANAGEMENT

SENIOR MANAGING PARTNER

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

The Mental Health Association of New York City is excited to continue its 25 year tradition of honoring those who have made an impact promoting mental wellness. Each year we proudly highlight those who serve as a source of inspiration and hope for healthy futures. This year's gala shines the spotlight on those, who through words and deeds, have helped thousands achieve that goal. It is fitting that our first two honorees for our 2017 event are NY Giants Wide Receiver, Brandon Marshall, his wife Michi Marshall, and the Zirinsky family. Brandon, diagnosed with Borderline Personality Disorder, together with Michi, co-founded PROJECT 375 to promote awareness of mental health, end stigma, and raise funding for treatment. The Zirinsky family – led by mental health visionary Cynthia, daughter Susan, a legendary CBS News producer, son-in-law Joe Peyronnin, a TV news innovator and Vice Chairman of the MHA-NYC board, and granddaughter Cynthia Eckes, a financial executive and MHA board member – has for three generations and five decades led the way in making mental wellness a reality for millions nationwide.



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



The MHA-NYC Gala celebrated at Cipriani 42nd 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 or call 212-424-1920. Visit our website at mhaofnyc.org.



Just Talk About It: Stories of Recovery and Success

MHA-NYC 25th Gala
Wednesday, June 7, 2017
Cocktail Reception 6:00 PM • Dinner 7:00 PM
Gotham Hall
1356 Broadway @ 36th 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 | Supporter \$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 | ✓ | ✓ | | | | | | |

Please submit this form by **4/26/17** to
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
747 3rd Avenue, Suite 34A
New York, NY 10017

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

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 Supporter | <input type="checkbox"/> I am unable to attend but I |
| <input type="checkbox"/> \$10,000 Guide | wish to contribute \$_____ |

***Digital Journal Ad ONLY:** ☐ \$5,000 | Full Page ☐ \$2,500 | Half Page ☐ \$1,000 | ¼ Page

Donor Information – please complete all fields

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

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City, State

Zip

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Please list me as: ☐ Name ☐ Company ☐ Anonymous

This gift is a: ☐ Corporate gift ☐ Personal gift

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MHA-NYC ANNUAL GALA HISTORY

The MHA-NYC Gala is the premier mental health event of the year. With a rich history of bringing together the most influential names in the field along with corporate, civic, and government leaders of influence, the event calls attention to the diversity of those who grapple with mental health challenges and serves as an inspiration to action as the audience hears the heartfelt stories of individuals, young and old, who achieved victory in their recovery from mental illness and their achievements of emotional wellness. This year our theme “*just talk about it*” continues the conversation about the importance of mental health in our lives and again focuses on stories of hope and recovery.

We are proud to be supported by dinner chairs from leading corporations who have helped us promote our Annual Gala. By speaking out in support of our cause, our past honorees and corporate dinner chairs have helped MHA-NYC make exceptional strides in helping more people in need every year.

Past Honorees and Chairs Include:

Past Honorees:

Richard Avedon, Art Buchwald, Harry Carson, Former First Lady Rosalynn Carter, Kenneth Fisher, Gregory Fleming, Sgt. Salvatore Giunta, Patrick Kennedy, David Neeleman, Dan Rather, William Styron, Mike Wallace, Bob Woodruff, Lee Woodruff, 48 Hours

Past Chairs:

Jennifer Ashley, Frank Branchini, Ric Clark, Kevin Dunleavy, Laurence D. Fink, Charles Fitzgerald, Bruce Mosler, Duncan Niederauer, Bruce Ratner

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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.