



# CHAMPIONS OF HOPE

**OCTOBER 19, 2023**  
**CRYSTAL TEA ROOM**



**RMHC**  
Philadelphia Region

**[RMHCphilly.org/Champions](https://RMHCphilly.org/Champions)**

# OUR AWARDEES



Ronald McDonald  
House Charities®  
Philadelphia Region

Our co-founder awards honor extraordinary individuals who are committed to improving the lives of families in our community.



## DR. ALA STANFORD

### DR. AUDREY E. EVANS AWARD OF EXCELLENCE

Dr. Ala Stanford is a national leader in health equity and a health care policy advisor. She is a trusted messenger and an advocate for vulnerable populations in the United States and globally. A practicing physician for over 20 years, Dr. Stanford is board certified by the American Board of Surgery in both pediatric and adult general surgery. She gained international recognition during the COVID-19 pandemic using the infrastructure of her pediatric surgery practice to create a grassroots organization focused on education, testing, contact tracing, and vaccination in communities devoid of access to care and resources. Her focus on those disproportionately impacted by COVID-19 saved lives. The Black Doctors COVID-19 Consortium directly served over 100,000 and countless others through the reach of their work. Dr. Stanford subsequently opened a Center for Health Equity in a Philadelphia zip code community with the lowest life expectancy, providing expert health care and improving health outcomes.

This award recognizes individuals who have made significant contributions to the health and well-being of children. Dr. Evans dedicated her career to helping children with cancer. In the medical community, she was a pioneer in the study and treatment of childhood cancers. She built a world-renowned pediatric cancer program at the Children's Hospital of Philadelphia. It was her dream and determination that led to the inception of the first Ronald McDonald House in Philadelphia in 1974.

Read the full bios  
of our awardees  
on our website  
([RMHCphilly.org/  
Champions](https://RMHCphilly.org/Champions)).



## DELLA CLARK

### JIMMY MURRAY COMMUNITY LEADERSHIP AWARD

Della Clark's vision for minority entrepreneurship is not about counting the number of successful businesses but about making businesses count. Since 1992, Ms. Clark has brought this vision to fruition as President of The Enterprise Center – an organization at the forefront of the Greater Philadelphia region's entrepreneurial ecosystem, guided by the mission to cultivate and invest in minority entrepreneurs to inspire economic growth in communities. The Enterprise Center accomplishes this by accelerating the capacity of minority business enterprises to compete in any marketplace through business education, management support, access to capital, and procurement opportunities. Under her leadership, businesses have obtained more than \$870 million in contracts, \$209 million in financing, and created 3,221 jobs through the PA Minority Business Development Center.

This award honors individuals who are committed to improving the lives of families and their children through their community involvement. Jimmy Murray co-founded the world's first Ronald McDonald House in Philadelphia and was instrumental in the opening of Ronald McDonald Houses across the U.S. and around the world. He has remained deeply committed to children and families by serving on numerous non-profit boards and continues to act as an ambassador for RMHC of the Philly Region.



# Who are our CHAMPIONS OF HOPE?



Ronald McDonald  
House Charities®  
Philadelphia Region

In addition to our two awardees, our event also celebrates the everyday heroes who demonstrate acts of volunteerism, philanthropy, and goodwill that align with our organizational mission: to support families on their children's medical journeys with a community of comfort and hope. Sponsors at \$10,000 and above have the opportunity to recognize a Champion of Hope in their life, or shine a light on one of the heroes close to the daily work of RMHC Philly.



Champions of Hope benefits the programs of RMHC Philly, so that families can stay close to their children while they receive life-saving treatment at nearby hospitals.

Skylar (above) and her family stayed at our Chestnut Street House for 19 days while she received surgery for a rare disease affecting her abdomen.

**"The House took a huge weight off of our shoulders,"** her mom says. "Not having to worry about transportation, food, and extended lodging was a blessing."

The Witter Family (right) stayed at the House for 35 nights so their baby Greyson could receive life-saving treatment for retinoblastoma. His mom shares, "I remember when we first walked in, it was like for a second we could breathe. **It was the best feeling ever."**



## Thank You to our Event Committee:

Donna Cobb - Cochair  
Jan Pecarksy - Cochair  
Allison Graul  
Alyssa McHugh  
Anthony Stover  
Ashley Leiss  
Christopher Callanan  
Kelley Maddox  
Kim Carter  
Laura Van Tassell  
Lawrence Jacobson  
Leonard Bernstein  
Mariel Lewis  
Marlene Weinberg  
Michael E. Kelly  
Michael Menkowitz  
Salli Mickelberg  
Suzi Gross  
Susan Campbell  
Thomas Servello

# CHAMPIONS OF HOPE

## SPONSORSHIP OPPORTUNITIES



RMHC  
Philadelphia Region

### PHILLY STRONG (2 available)

**\$25,000**

**Includes:**

- Two tables of 10 attendees with premium seating
- Invitations for up to 8 individuals to VIP reception
- Special acknowledgment from the podium
- Exclusive presenting sponsor for the Dr. Audrey E. Evans Award or Jimmy Murray Award, with opportunity to introduce one of two awards
- Option to honor an individual or group as a Champion of Hope
- Full screen name/logo or digital advertisement in pre-program slideshow **(ad due 9/22/23)**
- Your company name or logo prominently listed on event webpage, event collateral, and on co-founder awards

### HONORING HEROES

**\$10,000**

**Includes:**

- One table of 10 attendees
- Invitation for 2 individuals to VIP reception
- Option to honor an individual or group as a Champion of Hope
- Full screen name/logo or digital advertisement in pre-program slideshow **(ad due 9/22/23)**
- Your company name or logo listed on event webpage and event collateral

### GIVE COMFORT

**\$3,000**

**Includes:**

- Four seats at the event
- Full screen name/logo or digital advertisement in pre-program slideshow **(ad due 9/22/23)**
- Your company name listed on event webpage and event collateral

### RECEPTION SPONSOR (1 available)

**\$25,000**

**Includes:**

- One table of 10 attendees with premium seating
- Invitations for 8 individuals to VIP reception
- Exclusive presenting sponsor of the VIP reception and giant paint-by-numbers painting honoring Dr. Audrey Evans, with signage in both locations.
- Special acknowledgment from the podium
- Option to honor an individual or group as a Champion of Hope
- Full screen name/logo or digital advertisement in pre-program slideshow **(ad due 9/22/23)**
- Your company name or logo prominently listed on event webpage, event collateral, and awards given to Champions

### TAKE HEART

**\$6,000**

**Includes:**

- One table of 10 attendees
- Full screen name/logo or digital advertisement in pre-program slideshow **(ad due 9/22/23)**
- Your company name listed on event webpage and event collateral

### INDIVIDUAL TICKET \$550

Join us for the full event, which includes a delicious meal, inspiring presentations, and heartwarming stories of the heroes in our community and the families who benefit from their generosity.

### DIGITAL AD \$1,000

Ads will be shown in a slideshow before the event and shared with our entire network via email.

**Specs: 1920x1080 pixels, PDF/PNG preferred.  
Submit to [mkelly@rmhcphilly.org](mailto:mkelly@rmhcphilly.org) by 9/22/23.**

**Questions?** Contact Mariel Lewis:  
267.969.6266 | [mlewis@rmhcphilly.org](mailto:mlewis@rmhcphilly.org)

# CHAMPIONS OF HOPE

## PARTNERSHIP COMMITMENT



RMHC  
Philadelphia Region

**Please submit this form and payment to:**

**Marisel Lewis, Senior Events Manager** 267.969.6266 | [mlewis@rmhcphilly.org](mailto:mlewis@rmhcphilly.org)

RMHC of the Philadelphia Region | 3925 Chestnut Street | Philadelphia, PA 19104

☐ **I/We would like to sponsor the Champions of Hope Awards!**

Please select a sponsorship package:

- ☐ Philly Strong (\$25,000)      Reception Sponsor (\$25,000)      ☐ Honoring Heroes (\$10,000)  
☐ Take Heart (\$6,000)      Comfort (\$3,000)

☐ **We will be unable to attend. Please donate our seats to RMHC families and volunteers.**

☐ **I would like to purchase a digital advertisement (\$1,000).**

Ad specs: 1920x1080 pixels sent as PNG or PDF to [mkelly@rmhcphilly.org](mailto:mkelly@rmhcphilly.org) **by 9/22/23.**

☐ **I would like to purchase \_\_\_\_\_ tickets (\$550 each) for a total of \$\_\_\_\_\_.**

☐ **I would like to make a donation in the amount of \$\_\_\_\_\_.**

Company name: \_\_\_\_\_

Contact name: \_\_\_\_\_

Contact phone: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Email: \_\_\_\_\_

Name to be listed on signage and for all sponsorship mentions:

\_\_\_\_\_

Social media handles where we can tag you (if applicable): \_\_\_\_\_

**[RMHCphilly.org/Champions](https://rmhcphilly.org/Champions)**