

THE
Golden
THREAD GALA
Weaving Science and Humanity in Healthcare

SPONSORSHIP OPPORTUNITIES

**JUNE 13, 2019
ZIEGFELD BALLROOM
NEW YORK CITY**

Benefiting The Arnold P. Gold Foundation





EVENT DETAILS

The Golden Thread Gala brings together stakeholders in The Arnold P. Gold Foundation's mission of keeping healthcare human—leaders and faculty of medical schools and teaching hospitals, corporate healthcare leaders, captains of industry, thought leaders in healthcare, compassionate nurses and physicians, and patients and their families.



DATE: Thursday, June 13, 2019

TIME: Reception at 6 PM. Dinner and Program begin at 7 PM.

VENUE: Ziegfeld Ballroom
(historic home of the legendary Ziegfeld Theater and Ziegfeld Follies)
141 West 54th Street,
between 6th and 7th Avenues
New York, New York 10019

EVENT: Cocktails, Gourmet Dinner and Program

ATTIRE: Business/Cocktail

This year's event will be especially memorable, as it marks the finale of our 30th anniversary celebration. All of this will take place at the historic Ziegfeld Ballroom, which pays homage to its roots in the iconic era of art deco now reimagined for the 21st century.

The gala offers a range of recognition opportunities, including listing on our website and in our newsletters, printed ads in our gala journal, sponsorship listing on large digital displays at the event, and special recognition from the podium on the evening of the gala.

Show your support for humanism in healthcare at this landmark event and reserve your sponsorship today.



2019 GALA HONOREES

The Arnold P. Gold Foundation is delighted to announce its honorees for the National Humanism in Medicine Medal for 2019, three leaders who have elevated human interests, values and dignity in healthcare through their work, their words, and their support.

The three awardees will be honored at the Golden Thread Gala, a special evening at the Ziegfeld Ballroom in New York City on June 13, 2019. The gala also caps the Gold Foundation's 30th anniversary year and serves as an annual touchstone to celebrate humanism in healthcare. It brings together leaders in medical and nursing education, hospitals and health systems, global healthcare companies, Gold Humanism Honor Society members, Gold grantees and awardees, and passionate supporters of humanism in healthcare.



Elaine Adler

Entrepreneur, community activist & internationally recognized patient advocate

Elaine Adler has been a passionate supporter of humanism in healthcare for decades and has served on the Gold Foundation's Board of Trustees since 1996. Most recently, Mrs. Adler's generous support and vision empowered an expansion of the White Coat Ceremony to nursing schools. This iconic ritual, which was launched at medical schools in 1993 by the Gold Foundation, includes an oath to patient care at the very start of training. Through Mrs. Adler's help and the collaboration of the American Association of Colleges of Nursing, more than 300 nursing schools have received funding

through the Gold Foundation so far to start their first White Coat Ceremony. Fifty more nursing schools will receive grants this fall.

Mrs. Adler co-founded the Myron Corp., a mail order firm specializing in marketing products exclusively to other businesses. In 2003, she created the Adler Aphasia Center in Maywood, NJ, with her late husband, Mike Adler, who had been diagnosed with aphasia 10 years earlier. The pioneering center, which now has multiple locations, provides a unique group treatment program to help people develop skills and strategies to enhance their quality of life after receiving a diagnosis of aphasia. The center also offers support for family members and caregivers.



2019 GALA HONOREES



Anna Quindlen

Bestselling author, Pulitzer Prize-winning journalist & social critic

Anna Quindlen has been a columnist and editor at *The New York Times* and a bestselling novelist. She won the Pulitzer Prize for Commentary in 1992.

In her novels and in all her writing, Ms. Quindlen details the stories of our time with a fine and nuanced understanding of the human connection. She evokes humanism and has served, in both her national reporting and in her fictional worlds, to bring forth the voice of the vulnerable, to allow us to connect with other humans and see them anew, with empathy.

In 2013, Ms. Quindlen was selected by the Gold Foundation to give the Jordan J. Cohen Humanism in Medicine Lecture at the Association of American Medical Colleges (AAMC)'s annual conference. She spoke passionately from the perspective of a patient, a patient who wants to be seen as herself, as a real and particular person. It was a stirring speech. In 2017, the AAMC invited Ms. Quindlen to moderate a session of four doctors-turned-patients who shared their journeys.



George E. Thibault, MD

Eminent professor, physician & leader in medical education

Dr. George E. Thibault, a leader in medical education, has had a distinguished career at Harvard Medical School in a variety of roles. He served as Chief Medical Officer at Brigham and Women's Hospital and as Chief of Medicine at the Harvard-affiliated Brockton/West Roxbury VA Hospital. He was the first Daniel D. Federman Professor of Medicine and Medical Education at Harvard Medical School, which last year established the George E. Thibault Academy Professorship. In 2017, the Association of American Medical Colleges awarded him the Abraham Flexner Award for Distinguished Service to Medical Education.

Dr. Thibault has been a Board member of the Gold Foundation since 2017. For the past 10 years, Dr. Thibault led the Josiah Macy Jr. Foundation, the nation's only national philanthropy solely dedicated to medical education. As President, he guided the Macy Foundation to evolve to help healthcare students and professionals meet the new demands of our changing healthcare system. He helped shift the national perspective on interprofessional education and was instrumental in developing new leaders through the creation of the Macy Scholars. He stepped down as President in June 2018.

OUR HISTORY

The Arnold P. Gold Foundation's story goes back more than 30 years, when Dr. Gold was a pediatric neurologist at Columbia University. He began to notice that the new technology in the 1970s and '80s — CT scans, MRIs, genetics — was overshadowing the patients. Dr. Gold explained, "They were losing their focus, which was the patient, the child."

From that realization emerged a nonprofit organization that would stand as a beacon for humanism in healthcare, even as other distractions mounted.

Dr. Gold enlisted help early on from friends at the hospital who he thought were particularly caring doctors and family friends who were philanthropists, as well as the dean at Columbia's College of Physicians & Surgeons. Perhaps most importantly, Arnold enlisted Sandra to head the fundraising efforts. While the nonprofit organization's name included "foundation," it had no significant endowment. But it had the talents of Sandra.

And so The Arnold P. Gold Foundation began in 1988, in Englewood Cliffs, New Jersey, just across from New York City. Over time, the Gold Foundation would create a strong network of like-minded medical schools, organizations, and eventually corporations.



Drs. Arnold and Sandra Gold launched The Arnold P. Gold Foundation together in 1988. Dr. Arnold Gold passed away on January 23, 2018, at age 92. He was a remarkable man, a titan of compassion and a giant in his field. The difference he made in the lives of his patients and their families, and the greater medical education community, is legendary.

The foundation's most well-known ritual began after Arnold observed medical students taking the Hippocratic Oath at graduation. "It is four years too late," Arnold told Sandra. "They're already the doctors they are." So in 1993, the foundation launched the White Coat Ceremony to instill compassionate care at the start of training. Now nearly every medical school and hundreds of nursing schools hold White Coat Ceremonies annually.

The Gold Foundation has continued to innovate, including through its Tell Me More® program, its new Gold Corporate Council, and its revamped Gold Partners Council. In recent years, the foundation also has expanded its scope to encompass nursing students, nurses, the entire healthcare team, patients, families, hospitals, health systems, and companies — a recognition that humanism in healthcare requires all of us.

OUR MISSION & IMPACT

The Arnold P. Gold Foundation infuses the human connection into healthcare. We engage schools, health systems, companies, and clinicians in the joy of humanistic care, so that patients and their families are partners in collaborative, compassionate and scientifically excellent care. Here are a few highlights of the foundation's wide impact:



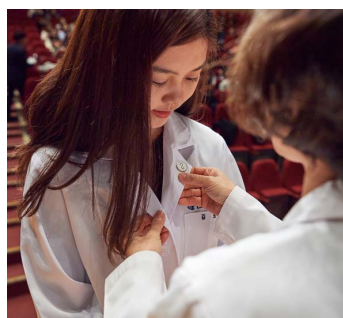
Elaine and Mike Adler (right) at the Ramapo College Nursing White Coat Ceremony in 2014 with Dr. Richard I. Levin, President and CEO of The Arnold P. Gold Foundation, and Dr. Kathleen M. Burke, Assistant Dean of Nursing Programs at Ramapo College.

WHITE COAT CEREMONY

The White Coat Ceremony is an iconic ritual that provides a critical emphasis on compassionate, collaborative, scientifically excellent care from the very early days of training. The White Coat Ceremony was initiated by the Gold Foundation in 1993 at Columbia University's College of Physicians & Surgeons. More than **45,000 new healthcare students** go through a White Coat Ceremony each year.

The White Coat Ceremony for Nursing

In 2014, recognizing the vital role nurses play in the healthcare team, the Gold Foundation partnered with the American Association of Colleges of Nursing to create a White Coat Ceremony for Nursing. This important initiative was made possible through the generous



A medical student receives her white coat at a White Coat Ceremony at Hallym University, South Korea.

support of Elaine Adler, a Board Trustee and a National Humanism in Medicine Medal awardee, who will be honored at our 2019 gala. More than 300 schools of nursing now participate and the number continues to grow.

OUR MISSION & IMPACT



Medical students at George Washington University share their definitions of humanism during Solidarity Week.

GOLD HUMANISM HONOR SOCIETY

The Gold Humanism Honor Society (GHHS) recognizes students, residents and faculty who are exemplars of compassionate patient care and who exhibit qualities of integrity, excellence, compassion, altruism, respect and empathy.

Founded in 2002, GHHS now has more than 160 chapters in medical schools and residency programs. To date, more than 30,000 medical students, residents and faculty have been selected by their peers as members of the Gold Humanism Honor Society.

GHHS students participate in a wide variety of projects, ceremonies and programs, many of which they design. Projects initiated by the Gold Foundation include **Solidarity Week for Compassionate Patient Care, Thank A Resident Day** and the new **Veterans Gold Health Initiative**.



"The summer fellowship offered me an opportunity to dive deeper into the lives of my patients and understand the barriers, stigma, and discrimination they face."

- Hardik Patel (right), a second-year MD/MPH student at University of Miami Miller School of Medicine and a 2018 Gold Student Summer Fellow

FELLOWSHIPS

In 1994, the Gold Foundation launched the **Gold Student Summer Fellowships** to encourage medical students to gain experience by completing a research or service project related to public health. Every year, the summer fellows program allows medical students to tackle community health projects all around the globe. Fellows focus on developing skills to become relationship-centered physicians and address a public health need in an underserved community or population.

The foundation also sends faculty members who are working on educational projects focused on humanistic care to the Harvard Macy Institute as Gold Humanism Scholars.

OUR MISSION & IMPACT



"Each of us has our own touchstone for humanism – an experience, a role model, an inspirational writing. It is time for each of us to draw on that touchstone and make it more real in our daily lives." - Dr. George E. Thibault during the Jordan J. Cohen Lecture at the 2018 AAMC Annual Meeting



"It only takes a moment to look, really look, into a person's eyes, to pass back and forth the spark of humanity we share." - Anna Quindlen during the Jordan J. Cohen Lecture at the AAMC Annual Meeting in 2013

JORDAN J. COHEN HUMANISM IN MEDICINE LECTURE AT THE AAMC

The Arnold P. Gold Foundation, in partnership with the Association of American Medical Colleges (AAMC), sponsors the **Jordan J. Cohen Humanism in Medicine Thought Leader Session** at the AAMC Annual Meeting. The Gold Foundation works with a distinguished speaker to present a lecture that addresses the state of humanistic patient care. The Cohen lecture is one of the highlights of the Annual Meeting, usually held in a packed auditorium and often streamed to overflow rooms.

Past lecturers include:

2018 - George E. Thibault, MD
2017 - Donald Berwick, MD, MPP, FRCP
2016 - Louise Aronson, MD
2015 - Brian D. Hodges, MEd, PhD
2014 - Daniel Goleman, PhD
2013 - Anna Quindlen

AWARDS & RECOGNITION

Each year, more than 100 schools bestow the **Leonard Tow Humanism in Medicine Award** on a compassionate student and a faculty member. **The Pearl Birnbaum Hurwitz Award** honors an exceptional woman who has advocated and made change for a vulnerable population in healthcare. These are just two of many honors.

NEW: AFMC-Gold Humanism Award

In 2018, The Gold Foundation for Humanistic Healthcare Canada partnered with the Association of Faculties of Medicine of Canada (AFMC) to develop the **AFMC – Gold Humanism Award and Lecture**, the first Gold-supported award in Canada. The inaugural award will be presented to Dr. Jeffrey Turnbull, a renowned physician and medical leader who has created an innovative model of care for the homeless.



GOLD PARTNERS COUNCIL

Through membership, these medical schools, hospitals and medical centers demonstrate their shared commitment to advancing humanism in medicine.

HOSPITALS AND MEDICAL CENTERS

HIPPOCRATES

Cedars-Sinai Medical Center
NewYork-Presbyterian Hospital
Northwell Health
SUNY Downstate Medical Center

BLACKWELL

Einstein Healthcare Network

OSLER

Christiana Care Health System
Lehigh Valley Health Network
Massachusetts General Hospital
OhioHealth

MEDICAL SCHOOLS

HIPPOCRATES

Rutgers University Robert Wood Johnson Medical School
Sidney Kimmel Medical College at Thomas Jefferson University
Vagelos College of Physicians & Surgeons of Columbia University
Zucker School of Medicine at Hofstra/Northwell

BLACKWELL

New York University School of Medicine
NYIT College of Osteopathic Medicine
Rutgers New Jersey Medical School
University of Massachusetts Medical School

OSLER

Albany Medical College
Albert Einstein College of Medicine
Central Michigan University College of Medicine
David Geffen School of Medicine at UCLA
Drexel University College of Medicine
Geisinger Commonwealth School of Medicine
Georgetown University School of Medicine
Loyola University Chicago Stritch School of Medicine
Marshall University School of Medicine
Medical College of Georgia - Augusta University
Medical University of South Carolina

Mount Sinai Icahn School of Medicine
Nova Southeastern College of Osteopathic Medicine
Oakland University William Beaumont School of Medicine
Penn State College of Medicine
Texas A&M University Health Science Center
Touro University California College of Osteopathic Medicine
Tulane University School of Medicine
University at Buffalo Jacobs School of Medicine and Biomedical Sciences
University of Arizona College of Medicine
University of California - Davis School of Medicine
University of Central Florida College of Medicine
University of Chicago Pritzker School of Medicine
University of Cincinnati College of Medicine
University of Colorado School of Medicine
University of Connecticut School of Medicine
University of Hawaii John A. Burns School of Medicine
University of Iowa Carver College of Medicine
University of Kansas School of Medicine
University of Louisville School of Medicine
University of Miami Miller School of Medicine
University of Minnesota Medical School
University of Mississippi School of Medicine
University of Nevada School of Medicine
University of New England College of Osteopathic Medicine
University of New Mexico School of Medicine
University of North Carolina School of Medicine
University of Pennsylvania Perelman School of Medicine
University of Pikeville-KY College of Osteopathic Medicine
University of South Dakota Sanford School of Medicine
University of South Florida Morsani College of Medicine
University of Utah School of Medicine
University of Virginia School of Medicine
Vanderbilt University School of Medicine
Virginia Tech Carilion School of Medicine
Wright State University Boonshoft School of Medicine



GOLD CORPORATE COUNCIL

Established in 2017, the Gold Corporate Council brings together healthcare leaders from the corporate sector to collaborate and support efforts to further the Foundation's mission of humanism in healthcare.

ASPIRATION STATEMENT

The Gold Corporate Council aspires to elevate the importance of compassion and empathy in healthcare, igniting conversation and action throughout the healthcare industry.

In support of The Arnold P. Gold Foundation's mission, we strive to protect the human connection as a crucial beacon, illuminating the way forward in healthcare.

Our aspirations:

To leverage our collective reach and impact to influence how healthcare is considered, placing the human connection at the center — from the development and distribution of medical supplies, to the delivery of healthcare products, services and life-saving treatment innovations, to artificial intelligence breakthroughs and beyond.

To lead the way in emphasizing that a human connection in healthcare yields benefits to all stakeholders:

- Individuals and their families
- Providers
- Employees
- Investors
- The healthcare industry as a whole

We will look to the Gold Foundation, as the thought leader in humanistic healthcare, to lead the conversation. As corporate leaders, we will share best practices and serve as models to the industry.



IBM Watson Health



FOUNDING MEMBERS
ESTABLISHED 2017

EXCLUSIVE OPPORTUNITIES

The Gold Foundation works with each member of the Gold Corporate Council to support their own internal efforts at incorporating humanism to support their employees and their customers and patients.

To learn more about the Gold Corporate Council, please contact:

Pia Pyne Miller, MPH
Director, Humanistic Healthcare Strategy
pmiller@gold-foundation.org



A LOOK BACK AT THE 2018 GALA

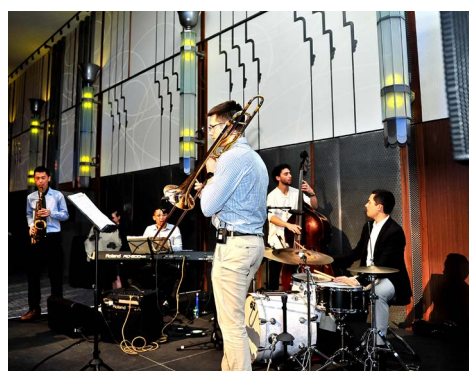
Last year, more than 400 people gathered at the historic Ziegfeld Ballroom in New York City on Wednesday evening, June 13, 2018, to celebrate 30 years of The Arnold P. Gold Foundation with joyous music, a film debut, and special honorees.

The 30th Anniversary Golden Thread Gala brought together supporters of humanism in healthcare who have helped propel the foundation through its three decades. Attendees included deans of medical and nursing schools, families of former patients of Dr. Gold's, Board trustees, Gold Humanism Honor Society members and faculty advisers, leaders in academic medicine, and philanthropists who believe in keeping the human connection in healthcare.

The National Humanism in Medicine Medal was bestowed to **Alan Alda**, the actor, writer and science communicator, and **Darrell Kirch, MD**, physician, educator, medical scientist, and President/CEO of the AAMC. The evening also included the debut of a 10-minute film about Arnold's life and legacy, which followed his childhood and determination to enter medical school into his successful career as a pediatric neurologist and the turning point that led to the creation of the foundation.

The Weill Cornell Music and Medicine Jazz Ensemble enlivened the evening's cocktail hour and dinner hour with superb music. And a special one-time choral group, formed from medical students from Columbia University Vagelos College of Physicians and Surgeons and other representatives of Columbia University Medical Center, performed a beautiful rendition of "Imagine" by the Beatles, a poignant note to the evening.

The gala marked the kick-off of The Arnold P. Gold Foundation's 30th year, which will end with a finale celebration at the 2019 gala on June 13, 2019.

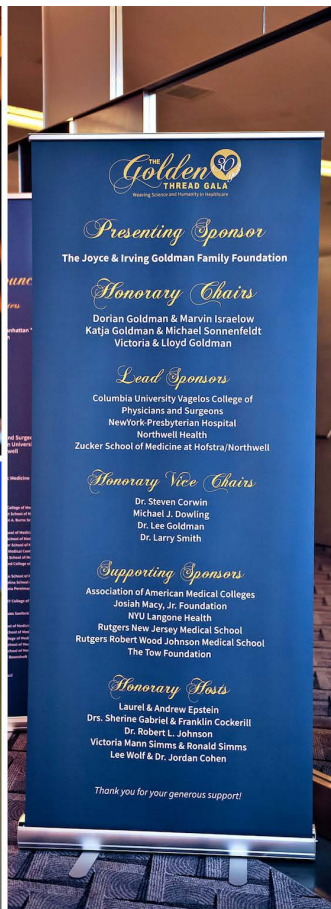


THE Golden THREAD GALA

Weaving Science and Humanity in Healthcare

THE ARNOLD P. GOLD FOUNDATION
30 Years
Keeping Healthcare Human

A LOOK BACK AT THE 2018 GALA





2019 GALA SPONSORSHIPS

Deadline for the Gala Journal: May 15, 2019

All sponsors will receive acknowledgment on our Gala website for an entire year.

PRESENTING SPONSOR or HONORARY CHAIR | \$100,000

“The 2019 Golden Thread Gala Presented by -----”

Company logo or name on all Gala printed materials and on Ziegfeld Center Screen at the event

Choice of placement for full-page Gold ad in keepsake Gala Journal

Recognition from the podium

Best placement for two tables of ten

LEAD SPONSOR or HONORARY VICE CHAIR | \$50,000

Company logo or name on all Gala printed materials and on-screen recognition at event

Full-page Gold ad in keepsake Gala Journal

Special mention from the podium

Premium placement for a table of ten

SUPPORTING SPONSOR or HONORARY HOST | \$30,000

Recognition in Gala printed materials and on screen at the event

Acknowledgement from the podium

Full-page Silver ad in keepsake Gala Journal

Prime placement for a table of ten

GUARDIAN | \$15,000

Guardian listing in Gala printed materials and on-screen listing

Full-page Bronze ad in keepsake Gala Journal

Prominent placement for a table of ten

PATRON | \$10,000

Patron listing in Gala printed materials and on-screen listing; full-page ad in keepsake Gala Journal

Preferred placement for a table of ten

BENEFACTOR | \$5,000

Benefactor listing in Gala printed materials; half-page ad in keepsake Gala Journal

Five preferred seats

CHAMPION | \$3,000

Champion listing in Gala printed materials; two preferred seats; half-page ad in keepsake Gala Journal

SPONSOR | \$1,000

Sponsor listing in Gala printed materials and one reserved seat

GALA JOURNAL

The Gala Journal will detail the impact of our three 2019 honorees and serve as a capstone to our 30th anniversary year. Your gala ad may pay tribute in many special ways, including honoring those in healthcare who have exemplified humanism for you.

GOLD FULL-PAGE AD | \$25,000

SILVER FULL-PAGE AD | \$10,000

BRONZE FULL-PAGE AD | \$5,000

FULL-PAGE AD | \$3,000

HALF-PAGE AD | \$1,000

GOLD
FULL-PAGE AD

SILVER
FULL-PAGE AD

BRONZE
FULL-PAGE AD

FULL-PAGE AD

HALF-PAGE
AD

Ad Dimensions

Full Page - 10.5 in. x 8 in. (horizontal only)

Half Page - 5 in. x 8 in. (vertical only)

2019 Golden Thread Gala

Sponsorship levels:

- ☐ **PRESENTING SPONSOR OR HONORARY CHAIR | \$100,000**
- ☐ **LEAD SPONSOR OR HONORARY VICE CHAIR | \$50,000**
- ☐ **SUPPORTING SPONSOR OR HONORARY HOST | \$30,000**
- ☐ **GUARDIAN | \$15,000**
- ☐ **PATRON | \$10,000**
- ☐ **BENEFACTOR | \$5,000**
- ☐ **CHAMPION | \$3,000**
- ☐ **SPONSOR | \$1,000**
- ☐ **TICKET | \$750**

Gala journal ad only:

- ☐ **GOLD FULL-PAGE AD | \$25,000**
- ☐ **SILVER FULL-PAGE AD | \$10,000**
- ☐ **BRONZE FULL-PAGE AD | \$5,000**
- ☐ **FULL-PAGE AD | \$3,000**
- ☐ **HALF-PAGE AD | \$1,000**

☐ I am unable to attend but wish to make a fully tax-deductible contribution of \$_____.

NAME or COMPANY/ORGANIZATION, exactly as you wish it to appear in printed gala materials

PAYMENT INFORMATION:

NAME

ADDRESS

CITY

STATE

ZIP

PHONE

EMAIL

☐ Enclosed is a check for \$_____ to The Arnold P. Gold Foundation.

☐ Please charge a total of \$_____ to my: VISA / MasterCard / AMEX

CREDIT CARD NUMBER

_____/_____
EXPIRATION DATE

SIGNATURE

NAME ON CARD

PLEASE MAIL RESPONSE FORMS TO:

The Arnold P. Gold Foundation
619 E. Palisade Avenue
Englewood Cliffs, NJ 07632

Contributions are fully tax-deductible to the extent allowed by law. The Arnold P. Gold Foundation is a registered not-for-profit organization under section 501(c)(3).

For further information please call 201.567.7999 or email kerry@gold-foundation.org.

Thank you for your support!

