



**THE ANNUAL GALA  
OF THE ARNOLD P.  
GOLD FOUNDATION**

**SPONSORSHIP  
OPPORTUNITIES**

**JUNE 10, 2021  
SPECIAL VIRTUAL EVENT**

**Benefiting The Arnold P. Gold Foundation**

THE ARNOLD P.  
**GOLD**  
**FOUNDATION**  
Keeping Healthcare Human



# THE ANNUAL GALA OF THE ARNOLD P. GOLD FOUNDATION

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## EVENT DETAILS

For the first time in this historic COVID-19 era, the Gold Foundation community will be gathering together to celebrate humanism in healthcare and recognize the immense contributions from healthcare professionals and organizations. We hope you will join us virtually on the very special evening of our Annual Gala.

Through the pandemic and the persistence of racism and prejudice, doctors, nurses, and healthcare teams have shown immense care and courage. All of them, and their institutions, deserve our deepest gratitude.

Together, we will be marking our shared belief in the importance of the human connection in healthcare. We will be honoring hundreds of physicians, nurses, and healthcare team members as Champions of Humanistic Care, each selected by their Gold Partners Council institution or other Gold-affiliated organizations.

And we will be presenting our National Humanism in Medicine Medal to three amazing leaders, who have all contributed immensely during the COVID-19 crisis, and throughout their careers, to reinforcing truly compassionate, collaborative, and scientifically excellent care: Dr. Anthony Fauci, Dr. Wayne Riley, and Dr. Eric Topol.

We hope you will join us in supporting our shared mission of humanism in healthcare by becoming a sponsor. Your generosity, especially in this historic time, makes a real and significant difference.

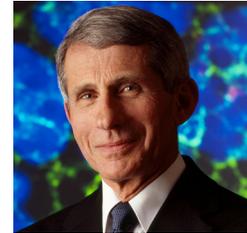
**DATE:** June 10, 2021

**TIME:** Virtual receptions for select alumni, corporate, and affinity groups at 6 p.m. The program begins at 7 p.m.

**ACCESS:** A private link will be emailed to all sponsors and guests.

The gala offers a range of recognition opportunities, including a listing on our website and in our digital gala program, a sponsorship listing on the screen during the event, and a special recognition from the podium on the evening of the gala.

***Show your support for humanism in healthcare  
and reserve your sponsorship today.***



**Dr. Anthony Fauci**  
*Director of the National Institute of Allergy and Infectious Diseases and Chief Medical Advisor to President Biden*



**Dr. Wayne Riley**  
*17th President of SUNY Downstate Health Sciences University and Chair of the Board of Trustees of the New York Academy of Medicine*



**Dr. Eric Topol**  
*Founder and Director of the Scripps Research Translational Institute, and Professor of Molecular Medicine at The Scripps Research Institute*



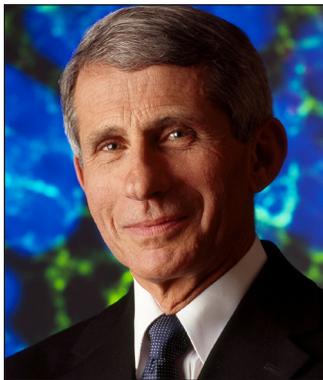
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### 2021 GALA HONOREES

The Arnold P. Gold Foundation is delighted to announce its honorees for the National Humanism in Medicine Medal for 2021, three leaders who have elevated human interests, values and dignity in healthcare during the COVID-19 pandemic and throughout their careers.

The three awardees will be honored at the Annual Gala, a special virtual evening on June 10, 2021. The gala brings together leaders in medical and nursing education, hospitals and health systems, global healthcare companies, along with Gold Humanism Honor Society members, Gold grantees and awardees, and passionate supporters of humanism in healthcare.



### **Dr. Anthony Fauci**

**Director of the National Institute of Allergy and Infectious Diseases  
and Chief Medical Advisor to President Biden**

Throughout the COVID-19 crisis, Anthony Fauci, MD has taken a fearless stance for science and understanding in a deeply divided nation. He has served as Director of the National Institute of Allergy and Infectious Diseases at the U.S. National Institutes of Health since 1984. He oversees an extensive portfolio of research to prevent, diagnose, and treat infectious diseases, including HIV/AIDS, tuberculosis, malaria, and those caused by coronaviruses. He has advised seven presidents on domestic and global health issues and currently serves as Chief Medical Advisor to President Biden.

Dr. Fauci also is the longtime chief of the Laboratory of Immunoregulation. He helped pioneer the field of human immunoregulation by making important basic scientific observations that underpin the current understanding of the regulation of the human immune response.

He was one of the principal architects of the President's Emergency Plan for AIDS Relief (PEPFAR), a program that has saved millions of lives throughout the developing world. Dr. Fauci is the recipient of numerous honors, including the Presidential Medal of Freedom, the highest honor given to a civilian by the President of the United States.



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## 2021 GALA HONOREES



### **Dr. Wayne Riley**

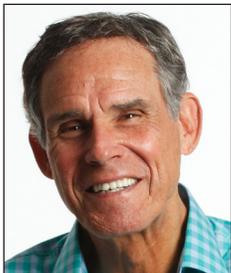
**17th President of SUNY Downstate Health Sciences University and Chair of the Board of Trustees of the New York Academy of Medicine**

In his decades of inspiring leadership, spanning multiple medical schools, health institutions, and organizations, Dr. Riley has galvanized students and healthcare professionals to pursue health equity and social justice.

As President of SUNY Downstate, Dr. Riley leads the only academic medical center in Brooklyn, New York, which includes the University Hospital of Brooklyn, College of Medicine, College of Nursing, College of Health Related Professions, a School of Graduate Studies, a School of Public Health, and a multifaceted biotechnology initiative. Dr. Riley is also Professor of Medicine, College of Medicine and Professor of Health Policy & Management, School of Public Health. He is a Gold Humanism Honor Society member and a Trustee and Secretary of the Gold Foundation.

In 2020, he was named the Chairman of the New York Academy of Medicine, the first African American to lead the Board of Trustees in the institution's 173-year history. He was also appointed to the Medicare Payment Advisory Commission, a nonpartisan Congressional agency.

Dr. Riley previously served as the 10th president, Chief Executive Officer and Professor of Medicine at Meharry Medical College, as well as President of the American College of Physicians.



### **Dr. Eric Topol**

**Founder and Director of the Scripps Research Translational Institute, and Professor of Molecular Medicine at The Scripps Research Institute**

Throughout his career, Eric Topol, MD, has been a powerful voice of cutting-edge science and the future of medicine while never forgetting the importance of the human connection.

Dr. Topol is Founder and Director of the Scripps Research Translational Institute and Professor of Molecular Medicine and Executive Vice President of Scripps Research. He is one of the top 10 most cited researchers in medicine. His principal scientific focus has been on the genomic and digital tools to individualize medicine. He has made major contributions to the understanding and treatment of cardiovascular diseases, including pioneering the use of anticoagulants and leading a landmark trial of thrombolytic therapy, which transformed the care of heart attacks.

Dr. Topol has published three bestselling books on the future of medicine, including his latest book, *Deep Medicine: How Artificial Intelligence Can Make Healthcare Human Again*.

Prior to his tenure at Scripps, Dr. Topol led the Cleveland Clinic to become the premiere center for heart care and was the founder of a new medical school there. He is the Editor-in-Chief of *Medscape* and hosts a podcast with Dr. Abraham Verghese, "Medicine and the Machine." He is active on Twitter @erictopol with 368K followers.



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## THE COVID-19 ERA

### **Gold Foundation pivots to respond to dual pandemics: COVID-19 and Racial and Social Injustice**

The pandemics of COVID and racism have highlighted inequalities and disparities and spurred a national reckoning with racial and social injustice. Simultaneously, they have highlighted opportunities for evolution in the health education and care arena.

The Gold Foundation has responded with adaptations to our programming and new tools and initiatives. Through it all, our mission of elevating the importance of the human connection in healthcare remains the same. Thus, to fulfill our mission during the dual pandemics, we are focusing on four areas:

#### **HUMANISM & HEALING**

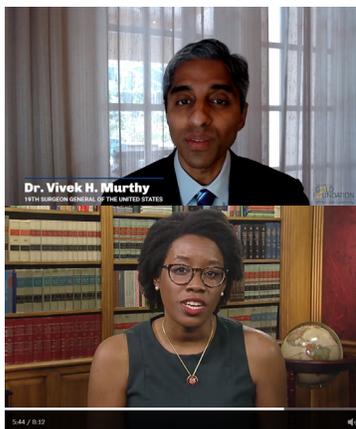
**STRUCTURAL RACISM  
AND ITS IMPACT  
ON MEDICINE**

Gold Humanism Honor Society  
2021 Virtual Gold Humanism Conference



*The Humanism & Healing Conference, hosted by the Gold Humanism Honor Society, will highlight chapter projects that encourage conversation and action against racism in medicine, as well as feature insightful speakers and draw in the wider Gold community.*

**Promoting anti-racism, diversity, inclusion, and health equity in healthcare:** Our work in this area continues to expand. The 2020-2021 Gold Humanism Honor Society National Initiative, “Humanism and Healing: Structural Racism and Its Impact on Medicine,” encourages GHHS Chapters to start conversations and hold events in their medical schools to help address racism. A virtual conference has also sprung from this initiative.



**Adapting current programs:** Most Gold Humanism Honor Society inductions and nursing and medical school White Coat Ceremonies moved online starting in spring 2020. We quickly set up new tools for the schools, including a Zoom platform, program template, and video keynote addresses by distinguished leaders, including Rep. Lauren Underwood, RN, and Dr. Vivek Murthy, 19th U.S. Surgeon General and now nominated to be the 21st U.S. Surgeon General.

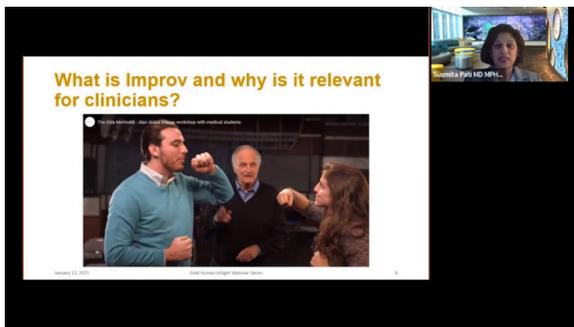
*The Gold Foundation helped facilitate Rep. Lauren Underwood, a registered nurse, and Dr. Vivek Murthy, 19th U.S. Surgeon General, recording keynote addresses that nursing and medical schools could use at their virtual White Coat Ceremonies.*



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## THE COVID-19 ERA



*Among the many Gold Human InSight Webinars, the Gold Foundation co-hosted several with the Alda Center for Communicating Science, including this one on clinical improv with Dr. Susmita Pati, Alda Center's Chief Medical Program Advisor.*



*2020 Gold Student Summer Fellows Christina D. Fang, Dawn Liang, Megan Rose Donnelly, Lily Hui, and Sung Mee Park, all medical students at University of California, Irvine, display materials used in their development of patient education tools for underserved community members of Garden Grove, including blood pressure cuffs and sharps disposal containers for diabetic patients.*

**Launching COVID-19 initiatives:** Helping reinforce the human connection during this time of unprecedented isolation was critical. We created a free downloadable version of our Tell Me More® Toolkit for COVID-19, which has been accessed by more than 140 institutions. We launched a free online course, "Humanism in Health and Healthcare," with NextGenU.org and Oakland University. And we created Gold Human InSight Webinars to bring inspirational live and pre-recorded virtual webinars to healthcare professionals and learners.

**Prioritizing underserved and at-risk populations:** Given the healthcare disparities laid bare during the COVID-19 pandemic, we have prioritized care of at-risk communities through our grant-making and award recognition. One example: We requested that potential Gold Student Summer Fellows tailor their project to address the impact of COVID-19 on communities disproportionately at-risk. We ultimately selected eight such projects, supporting 17 students.

This is only a small portion of all the work underway at the Gold Foundation to help set a high standard of humanism in healthcare, spark action, and build community. We appreciate your support on this journey toward more just and humanistic healthcare for us all.



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### 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 for some of his trainees, the personal connection to their patients and their families was slipping away. He was alarmed: He knew that connection and collaboration in healthcare were equal in importance to scientific facts and measurements.

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

Dr. Arnold 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 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.



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## 2021 GALA SPONSORSHIPS

Please respond by Friday, April 30, 2021.

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

### **PRESENTING SPONSOR | \$100,000**

- “The 2021 Annual Gala of The Arnold P. Gold Foundation Presented by \_\_\_\_\_”
- Company logo or name on all gala materials, on screen during the virtual gala, and on our website
- Recognition from the MC
- Complimentary attendance for 20 participants at the virtual gala, as well as a special pre-event virtual reception

### **LEAD SPONSOR or HONORARY CHAIR | \$50,000**

- Company logo or name on all gala materials, on screen during the virtual gala, and on our website
- Recognition from the MC
- Complimentary attendance for 20 participants at the virtual gala, as well as a special pre-event virtual reception

### **SUPPORTING SPONSOR or HONORARY HOST | \$30,000**

- Company logo or name on all gala materials, on screen during the virtual gala, and on our website
- Recognition from the MC
- Complimentary attendance for 12 participants at the virtual gala, as well as a special pre-event virtual reception

### **GUARDIAN | \$15,000**

- Recognition as a Guardian on all gala materials, on screen during the virtual gala, and on our website
- Complimentary attendance for 10 participants at the virtual gala, as well as a special pre-event virtual reception

### **PATRON | \$10,000**

- Recognition as a Patron on all gala materials, on screen during the virtual gala, and on our website
- Complimentary attendance for 10 participants at the virtual gala

*For additional sponsorship opportunities and individual ticket options please reach out to Kerry Ford at 201.735.8722 or [kerry@gold-foundation.org](mailto:kerry@gold-foundation.org).*



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Sponsorship levels:

- PRESENTING SPONSOR | \$100,000**
- LEAD SPONSOR OR HONORARY CHAIR | \$50,000**
- SUPPORTING SPONSOR OR HONORARY HOST | \$30,000**
- GUARDIAN | \$15,000**
- PATRON | \$10,000**

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

## PAYMENT INFORMATION:

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CITY

STATE

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PHONE

EMAIL

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

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

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3- OR 4-DIGIT  
SECURITY CODE

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EXPIRATION DATE

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SIGNATURE

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### 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 201.735.8722 or email  
kerry@gold-foundation.org.*

***Thank you for your support!***