

January 2015



Dear Friend:

We are delighted to announce that our Annual Benefit Dinner, *Healing, Hope & Heroes*, will be held on Thursday, March 26, 2015 at Guastavino's in Midtown Manhattan. The engaging and talented Diana Williams, WABC-TV News Anchor, will return as our Master of Ceremonies for the evening. The celebration will honor three dynamic individuals who have made significant contributions towards supporting our mission: The Honorable Patrick Kennedy; JAG Models Co-Founders Jaclyn Sarkin and Gary Dakin; and renowned psychologist and author, Margo Maine, PhD.

### Healing and Hope

We welcome new friends and past supporters, whose confidence, enthusiasm and passion have helped continue our momentum and impact. Each year we strengthen our programs and expand our resources to ensure we are meeting the demand of those in need. Because of you:

- Proud2Bme on Campus, an awareness campaign, was launched on college and university campuses
- The Body Project, an early intervention program, is being piloted in five NYC schools to reach at-risk youth
- The Navigators Program, offering peer-to-peer support, received over 1,600 requests annually
- NEDA awareness Week 2014 reached people in 44 countries, and we saw a dramatically increased need for our helpline (67%) and click-to-chat (157%)

Through our many awareness, education, outreach and advocacy efforts, NEDA is devoted to ensuring those affected by eating disorders have a place to turn for help, information and support.

We hope you will join us for this special evening to celebrate the difference we can make in the lives of others. Enclosed you'll find our sponsorship opportunities, and we thank you for the consideration.

**If you would like to be recognized in our formal invitation, kindly inform us of your pledge by February 3<sup>rd</sup>.** If you have questions, please contact the NEDA Benefit Dinner Office via email at [kristina@trustaffairs.com](mailto:kristina@trustaffairs.com) or call (201) 941-6064. We thank you in advance for your support.

Mary Curran  
Dinner Co-Chair  
NEDA Board Co-Vice Chair

Elizabeth Sarquis  
Dinner Co-Chair  
NEDA Board Secretary

Ric Clark  
Corporate Chair  
NEDA Board Chair  
CEO, Brookfield Properties

Frank J. Bisignano  
Corporate Co-Chair  
Chairman and CEO  
First Data Corporation

# Healing, Hope and Heroes

## 2015 Honorees



### *Profile in Courage Award*

**The Honorable Patrick J. Kennedy**  
**Former U.S. Representative, Rhode Island**  
**Co-Founder, One Mind for Research**  
**Founder, Kennedy Forum**

Patrick Kennedy has been a tireless advocate for those affected by mental illness from the start of his career. During his 16 years in the U.S. House of Representatives, Kennedy authored and acted as the lead sponsor of the Mental Health Parity and Addiction Equality Act of 2008, which provides tens of millions of Americans, who were previously denied care, access to mental health treatment. Since his tenure as a U.S. Representative, Kennedy co-founded One Mind, a national coalition seeking new treatments and cures for neurologic and psychiatric diseases of the brain.



### *Corporate Leadership Award*

**Jaclyn Sarka and Gary Dakin**  
**Co-Founders, JAG Models**

Jaclyn Sarka and Gary Dakin are pioneers as Co-Founders of JAG Models, a national agency featuring women of all sizes. The duo has been in the industry for a combined 25 years and represents some of the top talent in the field. Jaclyn and Gary have successfully placed women in editorials and on covers of esteemed publications such as *Vogue*, *Elle*, *V*, *French* and *Bazaar*. They have taken a stand that beauty radiates from within and comes in all sizes!



### *Outstanding Professional Achievement Award*

**Margo Maine, PhD**  
**Clinical Psychologist**  
**Author**  
**Co-Founder and Senior Advisor, NEDA**

Margo Maine has been dedicated to the field of eating disorders for over 30 years as a clinical psychologist and renowned author. Dr. Maine co-founded the Maine & Weinstein Specialty Group, treating eating disorders and related issues. She was a founding member, longtime board member and Vice President of the Eating Disorders Coalition for Research, Policy and Action; a founding member and fellow of the Academy for Eating Disorders; and a member of the Founder's Council and an advisor of the National Eating Disorders Association (NEDA). Dr. Maine also holds memberships in the psychiatry departments of the Institute of Living/Hartford Hospital's Mental Health Network and Connecticut Children's Medical Center, having previously directed their eating disorder programs. Her selfless commitment to eradicating this disease is beyond admirable.



# Healing, Hope and Heroes

Thursday | March 26, 2015 | 6:30pm  
Guastavino's | 409 E. 59<sup>th</sup> Street | New York City



## Support Opportunities

### Leadership Circle

- Contribution of \$25,000
- Leadership Circle seating for your party of ten
- Full page ad in the Event Program
- Premium recognition in the Event Program and on appropriate event materials

### Commitment Sponsor

- Contribution of \$10,000
- Preferred seating for your party of eight
- Half page ad in the Event Program
- Recognition in the Event Program and on appropriate event materials

### Feeding Hope Sponsor

- Contribution of \$5,000
- Preferred seating for your party of four
- Quarter page ad in the Event Program
- Recognition in the Event Program and on appropriate event materials

### Spirit of Courage

- Contribution of \$3,000
- Preferred seating for two guests
- Recognition in the Event Program and on appropriate event materials

### Benefactor

- Contribution of \$1,250
- Seating for one guest
- Recognition in the Event Program

The National Eating Disorders Association (NEDA), with headquarters in New York City, is the leading U.S. non-profit organization supporting individuals and families affected by eating disorders. NEDA serves as a catalyst for prevention, cures and access to quality care. Each year, NEDA helps millions of people across the country find information and appropriate treatment resources through its toll-free live helpline, its many outreach programs and website. NEDA advocates for advancements in the field and envisions a world without eating disorders.

Kindly Reply by March 20, 2015

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

Zip \_\_\_\_\_ Phone \_\_\_\_\_

Email \_\_\_\_\_

Yes, please accept my reservation:

- |   |                    |
|---|--------------------|
| <input type="checkbox"/> Leadership Circle \$25,000         | Table of Ten       |
| <input type="checkbox"/> Commitment Sponsor \$10,000        | Table of Eight     |
| <input type="checkbox"/> Feeding Hope Sponsor \$5,000       | Seating for Four   |
| <input type="checkbox"/> Spirit of Courage Sponsor \$3,000  | Seating for Two    |
| <input type="checkbox"/> Benefactor \$1,250 ea.             | Seating for One    |
| <input type="checkbox"/> Individual Reservation \$1,000 ea. | # of Guests: _____ |
| <input type="checkbox"/> Junior Reservation \$300 ea.       | # of Guests: _____ |
- Guests under age 30

No, I cannot attend but please accept my tax deductible contribution of \$\_\_\_\_\_ in support of NEDA

## Payment Information

- Check (payable to NEDA)  
 American Express       Visa       MasterCard

Name on Credit Card \_\_\_\_\_

Card Number: \_\_\_\_\_

Exp Date \_\_\_\_\_ Security Code \_\_\_\_\_

Billing Zip \_\_\_\_\_ Signature \_\_\_\_\_

- I will be filling my table  
 I would like to donate \_\_\_\_\_ seats back to NEDA

NEDA is a registered 501 (c) 3 nonprofit organization. Tax ID # 13-3444882

The non-deductible portion of each reservation is \$200. If you choose not to attend the event, your contribution may be fully tax-deductible.

If you are paying by credit card, you may fax this sheet to 212-575-1650. Or mail to:

NEDA  
165 W. 46<sup>th</sup> Street | Suite 402  
New York, NY 10036

Need More Info? (201) 941-6064 or kristina@trustaffairs.com