

# Alder Health Services

---

## 35<sup>Th</sup> Anniversary

---

 Join us for the 35th Anniversary Celebration  
of Alder Health Services 

Keynote Speaker

John Quiñones

---

September 25, 2020

5:30 p.m.

Whitaker Center  
for Science and the Arts

# 1985 Through the Years 2020

Alder Health Services grew from a commitment to improving the health and well-being of our community. Our success has been the result of the hard work and dedication of many individuals and organizations over the past 35 years that represents a collective willingness to evolve to best meet the needs of the populations we serve.

Initially named AIDS Community Alliance, Alder Health Services was created following the merger of the Lancaster AIDS Project and the South Central AIDS Assistance Network (SCAAN), founded in 1985 and 1987, respectively. These organizations joined in an effort to provide a regionalized approach to HIV/AIDS services. Both were an outgrowth of volunteer efforts to assist persons living with AIDS prior to the allocation of funds provided by The Ryan White Care Act and the Commonwealth of Pennsylvania.

In 2010, we changed our name to Alder Health Services to reflect the journey that we as an organization have made since our modest beginnings. Over the years, we've continued to expand programs and services in response to changing healthcare, policy, and social movements. We recognized the need to add primary medical care and mental health services focused on benefiting underserved LGBTQ+ populations, and most recently embraced a holistic approach to care which incorporates a broader understanding of wellness through programs and activities designed to engage body, mind, and spirit.

The name of our organization was inspired by the alder tree, which according to Celtic tradition, is giving and nurturing. The alder tree restores poor soil to health and provides shelter against harsh conditions. Like the alder tree, the care we provide brings health and comfort to those who are often underserved by traditional health care systems and community services. Alder Health Services has made it a priority to create a culturally sensitive and affirming healthcare experience that empowers the people we serve.



## Keynote Speaker

### ABC News Veteran, Creator & Host, **What Would You Do?**

Combining a moving life story, an exceptional career, incomparable insights, and a powerful presence, John Quiñones has emerged as one of the most inspiring keynotes in the speaking world today. His moving presentations focus on his odds-defying journey, celebrate the life-changing power of education, champion the Latino American Dream, and provide thought-provoking insights into human nature and ethical behavior.

A lifetime of “never taking no for an answer” took Quiñones from migrant farm work and poverty to more than 30 years at ABC News and the anchor desk at 20/20 and Primetime. Along the way, he broke through barriers, won the highest accolades, and became a role model for many.

Known for truly connecting with audiences and leaving them uplifted and inspired, Quiñones delivers a powerful message of believing in one's self, never giving up, and always, always doing the right thing. As host and creator of What Would You Do?, The highly-rated, hidden camera ethical dilemma news-magazine, Quiñones has literally become “the face of doing the right thing” to millions of fans. It's a role that he has enthusiastically embraced off camera, with a popular book and keynote presentations that challenge both business and general audiences to examine the What Would You Do? moments we face every day. This work and his many achievements were recently recognized with honorary Doctorate degrees from Davis & Elkins College in West Virginia and Utah Valley University.



**John Quiñones**

# PRESENTING SPONSOR

## \$35,000

Limit One

- Co-Branded guest give away item
- Logo prominently featured on video screen(s), sponsor signage and printed materials
- Logo and/or name featured in all pre-and-post-event Promotion, including direct mail, invitations and publications
- Name on invitation as Presenting Sponsor

- 20 Tickets pre-event reception and photo with John Quiñones
- Social media spotlight
- Podium time
- Website spotlight logo and hyper link
- Company pull-up banner
- Acknowledgment by emcee during sponsor introductions

**\$25,000**

**KEYNOTE**

Limit One

- 14 Tickets, pre-event reception and photo opportunity
- Logo prominently featured on video screens, sponsor signage and printed materials
- Company pull-up banner
- Introduction of the Speaker John Quiñones
- Social media spotlight
- Website spotlight logo
- Acknowledgment by emcee during sponsor introductions

**\$15,000**

**AWARD**

Limit One

- 10 Tickets, pre-event reception and photo opportunity
- Logo co-branded on honoree awards
- Logo on video screens
- Social media spotlight
- Website spotlight logo
- Acknowledgment by emcee during sponsor introductions

**\$10,000**

**PRIDE**

Industry Exclusivity

- 8 Tickets, pre-event reception and photo opportunity
- Logo on video screens
- Social media spotlight
- Website spotlight logo
- Acknowledgment by emcee during sponsor introductions

**\$7,500**

**PIONEER**

- 8 General admission tickets
- Company name on video screens
- Social media spotlight
- Website listing

**\$5,000**

**ADVOCATE**

- 6 General admission tickets
- Company name on video screens
- Website listing

**\$3,500**

**FRIEND OF ALDER**

- 4 General admission tickets
- Donor acknowledgment on video screens
- Website listing



# Honorees

---

## Pioneer

This award is to honor individuals who were among the first to engage in supporting HIV/AIDS services in Central Pennsylvania.

### Janice Black

President & CEO  
The Foundation for Enhancing  
Communities (TFEC)

### Susan Goldy

Vice President for Grants  
Administration & Compliance  
Family Health Council of  
Central PA

---

## Influencer



This award celebrates an individual who is a force in their respective industries and working to improve the lives of LGBTQ+ individuals in Central Pennsylvania.

**TBD by Community  
Nomination**

---

## Legacy

This award honors an outstanding leader who has made significant contributions throughout their career in HIV/AIDS work and in support of the LGBTQ+ communities.

### Frank Pizzoli

Founder, Positive Opportunities &  
Central Voice, Editor of Central Voice

---

1947

## The John Folby Award

---

2019

This award honors the late John Folby, whose influence, ideals and activities throughout his career with the Pennsylvania Department of Public Welfare. John's work has had a lasting and positive impact on the organization, and raises the standard of excellence for future generations.



# Event Sponsorship

Date: \_\_\_\_\_  
Company Name: \_\_\_\_\_  
Contact: \_\_\_\_\_  
Address: \_\_\_\_\_  
Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
Email: \_\_\_\_\_

---

**We would like to support Alder Health Services at the following sponsorship level:**

- |   |  |
|---|--|
| <input type="checkbox"/> <b>Presenting</b> \$35,000     | <input type="checkbox"/> <b>Keynote</b> \$25,000 |
| <input type="checkbox"/> <b>Award</b> \$15,000          | <input type="checkbox"/> <b>Pride</b> \$10,000   |
| <input type="checkbox"/> <b>Pioneer</b> \$7,500         | <input type="checkbox"/> <b>Advocate</b> \$5,000 |
| <input type="checkbox"/> <b>Friend of Alder</b> \$3,500 |  |

**We are unable to attend, please accept the enclosed donation of \$\_\_\_\_\_**

---

**We will honor our sponsorship as follows:**

- ☐ Payment by check. Make check payable to Alder Health Services Inc.
- ☐ Payment will be made by credit card (please go to [www.alderhealth.org/donate](http://www.alderhealth.org/donate) or call 717.233.7190 to make a credit card payment.)
- ☐ Please invoice me at the above address.

Company logo due: **May 18, 2020**. Email artwork to Holly Zearfoss at [holly@alderhealth.org](mailto:holly@alderhealth.org).

- Artwork specifications
- Acceptable file types: PDF, JPEG, EPS or PNG
- We cannot use Excel or Publisher files.
- Minimum resolution at 100% dimension size is 300dpi
- We accept RGB or CMYK for production

---

Please send completed form to Liz Leen, Resource Development Coordinator

100 N. Cameron St, Ste 201, Harrisburg, PA 17101

[liz@alderhealth.org](mailto:liz@alderhealth.org)

Phone: 717.233.7190 ext. 248