



projectc.u.r.e.
NASHVILLE

NASHVILLE FOUNDERS AWARD GALA

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October 20, 2022

Gala Information + Sponsorship Guide



COME HEAL THE WORLD WITH US



The events of the last two years, including most recently the devastating invasion of Ukraine has been a fresh reminder of the importance of healthcare in our communities, near and far. Nearly half of the world's population lives on less than \$5 a day and cannot afford healthcare in the best of times. During these challenging, extraordinary circumstances, their situation has gone from bad to desperate. As we all continue to address these crippling situations, we pause to celebrate the women and men who every day show up and do the hard work to make the world a better place, through hard work, innovation, grit, caring, concern, and action. And it is an opportunity to continue to provide health and hope to thousands of people around the world who are facing the trauma of COVID-19, as well as brutality of conflict and war.

Join us for an unforgettable evening of fantastic food and entertainment as we honor Nashville's healthcare heroes. Your support will make possible the delivery of critically needed medical supplies and equipment to people around the world.

NASHVILLE FOUNDERS AWARD GALA

presented by Project C.U.R.E.

DATE

October 20, 2022

5:30 PM

VIP Reception

WHERE

Country Music Hall of Fame
and Museum

6:00 PM

Gala Event Begins

About the Event

The gala will kick off with an elegant dinner and a silent auction featuring one-of-a-kind items from iconic Nashville-based companies.

The highlight of the evening will be recognizing those individuals who have gone above and beyond to provide health and hope to others.

About Project C.U.R.E.

Since 1987, Project C.U.R.E. has saved lives in over 135 countries. Each year, Project C.U.R.E. delivers approximately 200 semi-truck loads of desperately needed medical supplies to under-resourced countries all over the globe. We are the single largest distributor of donated medical supplies and equipment in the world, and the Nashville chapter is notably one of the largest contributors.

Project C.U.R.E. played a significant role in the country's response to COVID-19, providing U.S. frontline workers with 15 semi-truck loads of PPE valued at over \$3.5 million. With over 800 deliveries that included more than 4.5 million pieces of PPE, we're recognized by Charity Navigator, as a leading U.S. nonprofit in the fight against COVID-19. Today we continue to deliver critical medical supplies to under-resourced countries around the world, including Ukraine and the countries currently serving the more than 1.5 million displaced Ukrainian refugees.





Connect with People Who Care

Project C.U.R.E. Nashville's Founders Award Gala is your opportunity to connect with Nashville professionals who also are committed to providing life-saving health care and join with other leaders who put their convictions into action.

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Join us as we celebrate Nashville's healthcare heroes, enjoy our city's finest country music and southern cuisine, and bring healing to the world. We can't wait to see you there! 10.20.22

About the Awards



FOUNDERS AWARD

2021 Recipients: Dr. Mark Denison • Dr. James E. Crowe, Jr. Dr. Barney Graham, Vanderbilt University

The Founders Award is given annually to exemplary individuals working hard to change the world. Named for Project C.U.R.E. founders Drs. AnnaMarie and James Jackson, it is the highest honor bestowed through the organization.



HEALTHCARE HERO OF THE YEAR

2021 Recipients: Metro Public Health Nurses

The Healthcare Hero of the Year Award is given to those who all too often go unrecognized for their hard work. The health care industry has countless unsung heroes who go above and beyond behind the scenes, and this is our chance to honor them.



RAYMOND WHITE VOLUNTEER OF THE YEAR

2021 Recipients: Mary Betty Masters, Southern Joint Replacement Institute of HICA

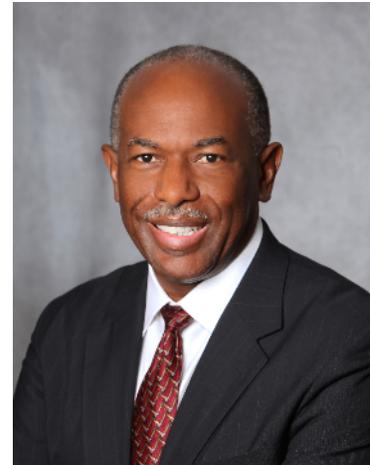
The Raymond White Volunteer of the Year Award is given to the individual volunteer who has shown exceptional commitment and personal sacrifice in ensuring that others receive the medical care they deserve. The award is named for Raymond White, who, in his retirement, took 38 assessment trips to aid others. Raymond passed away in March of 2021 after a long fight with cancer, but not before we were able to tell him that this award would be forever named in his honor.

2022 Founders Award Recipient

James E.K. Hildreth Sr., Ph.D., M.D.

James E.K. Hildreth Sr., Ph.D., M.D., has transformed institutions and lives through a unique combination of skills, expertise and passionate drive. He seeks to achieve organizational success by nurturing passion and developing confidence in others. Hildreth's enthusiasm and love for the work he does inspires others and draws them into bold visions and new directions.

Because of his standing as a world-class infectious disease expert, excellent ability to explain complex science to laypersons and engaging communication style, Hildreth has emerged as a respected national figure in the response to the COVID-19 pandemic. In September 2020, he was appointed to the FDA Vaccines and Related Biological Products Advisory Committee that is reviewing COVID-19 vaccine candidates for approval, and in February 2021, Dr. Hildreth was named to President Joseph Biden's Health Equity Task Force.



Currently, as president and CEO of Meharry Medical College, Hildreth is leading the technological, academic and clinical transformation of the nation's largest private historically Black academic health sciences center. Focusing on the future of an organization with challenges represented by constant changes in higher education and health care, he has positioned the organization for success through innovative programs, strategic partnerships and entrepreneurial culture.

Previously, Hildreth served as dean of the College of Biological Sciences at University of California, Davis. In this role he oversaw the education of thousands of undergraduates—the majority of whom had aspirations for health care careers. He totally revamped the college's student advising system and created novel student learning communities. These visionary changes were adapted by the entire UC Davis campus comprising six undergraduate colleges. He also created a unique research program called "Kingdom Crossing" involving collaborations between scientists who focused on organisms from distinct kingdoms of life (plants, animals). This program resulted in novel discoveries including a plant hormone with significant potential as an antimalarial drug. Hildreth spent 23 years at Johns Hopkins School of Medicine as student, postdoc, professor and associate dean. His research on HIV resulted in international recognition for several key discoveries including identifying a critical role of cholesterol in HIV infection. His research resulted in 11 patents and a technology licensed by Genentech which resulted in an FDA-approved drug, Raptiva.

Hildreth holds an M.D. from Johns Hopkins School of Medicine, a Ph.D. from Oxford University and a B.A. from Harvard University. He is a Rhodes Scholar who has been elected to the National Academy of Medicine. He has received numerous awards and recognition, including honorary degrees, for his scientific accomplishments, leadership, service to disadvantaged communities and mentorship of students and junior colleagues. In 2021 Dr. Hildreth was inducted into the Tennessee Health Care Hall of Fame. Modern Healthcare named him one of the "50 Most Influential Clinical Executives" for 2021. In recognition of his leadership in the fight against COVID-19, Nashville Scene magazine named him "Nashvillian of the Year." He has served on numerous national scientific councils including current membership on the Advisory Council to the NIH director. Hildreth currently serves as Chair of the Board of Trustees of the St. Jude's Research Hospital Graduate School of Biomedical Sciences. He also serves on other boards including the Nashville Healthcare Council, Nashville Health, Boy Scouts of America and the General Board of Higher Education of the United Methodist Church.

2022 Healthcare Hero of the Year Recipient

Dr. Michael Christie

Dr. Michael Christie is an orthopaedic surgeon specializing in joint replacements of the hip and knee.

As internationally recognized expert in joint replacement, he has particular interest in complex primary and revision hip and knee replacement. He has developed and patented several joint replacement implants and has been involved on multiple implant design teams during his career. Dr. Christie is the Medical Director of the Advanced Joint Replacement Institute at Centennial Medical Center Nashville.

He did his medical training and orthopaedic residency at Loyola University Stritch School of Medicine and a fellowship in Adult Reconstruction at Brigham and Women's in Boston.



Dr. Christie served as orthopaedic medical faculty at Vanderbilt for 15 years, where he founded the Arthritis and Joint Replacement Center. He was the first fellowship-trained joint replacement surgeon in Tennessee.

In 1999, he left Vanderbilt to found the Southern Joint Replacement Institute with his partner Dr. David DeBoer. By adhering to their philosophy of Pursue Excellence, Cherish your Patients and Measure your Results, their practice has grown to seven joint replacement experts. Most recently his son, Dr. Matthew C. Christie, has joined the practice.

Twelve years ago, Dr. Christie and his partners founded the WalkStrong Foundation. WalkStrong is devoted to bringing life-changing joint replacement surgery to least-developed and low-income countries. To solve the barrier to care of expensive hip and knee replacement implants, Dr. Christie, working with SIGNATURE ORTHOPAEDICS in Australia, developed the World Hip and World Knee implant systems, affordable FDA-certified implants. The availability of the World Knee and World Hip have allowed Walk Strong to expand from its first mission in Veracruz Mexico to Jamaica, Honduras, Kenya and Ethiopia.

2022 Raymond White Volunteer of the Year Recipient

Tim Berberich

Mr. Tim Berberich, Volunteer of the Year, is a programmer and Linux sysadmin living in East Nashville. Tim volunteers weekly at Project C.U.R.E. in a variety of roles including IT services, driver for pick up and deliveries, warehouse stocking, sorting, and maintenance. He is also the founder of the East Nashville Cleaning Crew, a volunteer litter pickup organization, and volunteers for a senior dog sanctuary.

SPONSORSHIP LEVELS

for Nashville Founders Award Gala

Presenting Sponsor – \$50,000

Meharry Medical College

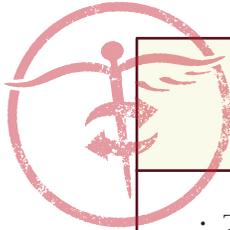
- Four exclusive tables (up to 10 people each)
- You've got the floor: A podium moment to speak to our audience of 500+ guests
- VIP Reception
- Recognition of your organization in the event program
- Your logo placed on all event print and digital collateral
- A banner with your logo hung in Project C.U.R.E. Nashville warehouse
- A post promoting your organization on all Project C.U.R.E. social channels (Combined social media reach of over 31,000 on Facebook, Instagram, Twitter, LinkedIn)
- A dedicated sponsorship web page, featuring your mission, products, messaging, and brand
- Your logo prominently displayed on the partner page of Project C.U.R.E.'s website
- Social Media Promotion Campaign: three posts on our channels with backlinks and creative (Combined social media reach of over 31,000 on Facebook, Instagram, Twitter, LinkedIn)
- An article featuring your organization in the quarterly C.U.R.E. Communiqué (50,000 distribution print and digital)
- Mention of sponsorship in our monthly C.U.R.E. Connection newsletter
- Partner Appreciation Experience: A team-building volunteer event in our warehouse (tour, sort supplies, and refreshments) for a life-saving container project

Platinum Sponsor – \$25,000

Amazon

- Three exclusive tables (up to 10 people each)
- You've got the spotlight: Your brand highlighted from the podium to an audience of 500+ guests
- VIP Reception
- Recognition of your organization in the event program
- Your logo placed on all event print and digital collateral
- A banner with your logo hung in Project C.U.R.E. Nashville warehouse
- A highlight of your organization in our monthly C.U.R.E. Connection newsletter
- A post promoting your organization on all Project C.U.R.E. social channels (Combined social media reach of over 31,000 on Facebook, Instagram, Twitter, LinkedIn)
- Partner Appreciation Experience: An exclusive team-building volunteer event in our warehouse (tour, sort supplies, and refreshments) for a life-saving container project.

Gala sponsorship levels continued



Gold Sponsor – \$15,000

- Two exclusive tables (up to 10 people each)
- VIP Reception
- Recognition of your organization in the event program
- Your logo placed on all event print and digital collateral
- A highlight of your organization in our monthly C.U.R.E. Connection newsletter
- Partner Appreciation Experience: A team-building volunteer event in our warehouse (tour, sort supplies, and refreshments) for a life-saving container project

Silver Sponsor – \$5,000

- An exclusive table (up to 10 people)
- VIP Reception
- Recognition of your organization in the event program
- Your logo placed on all event print and digital collateral
- Partner Appreciation Experience: A team-building volunteer event in our warehouse (tour, sort supplies, and refreshments) for a life-saving container project

Table Sponsor/Host* – \$1,500

- An exclusive table (up to 10 people)
- Partner Appreciation Experience: A team-building volunteer event in our warehouse (tour, sort supplies, and refreshments) for a life-saving container project

**Commit to hosting a table by inviting ten of your colleagues and friends as guests to the event and together raise \$1,500*