GLITTER in the Air
THE 110TH ANNIVERSARY CHARITY BALL | FEBRUARY 9, 2019 | HOTEL DEL CORONADO
A Grand Tradition

The Charity Ball is one of San Diego’s grand traditions of commitment to the children of our community. For more than a century, the volunteer-organized Charity Ball has brought together community leaders and supporters for a night of elegance and entertainment. It is one special evening each year, but the night has long-lasting impact on the children of our region. By raising funds to start or support important programs, construct new buildings, and provide care for the children who need help the most, the Charity Ball has created a lasting legacy on which Rady Children’s Hospital-San Diego has come to depend.

Your support throughout the years helps Rady Children’s Hospital keep its covenant to the community—to raise the bar, to seek new treatments and cures, and to ensure that we meet the needs of families now, and for many years to come.

The Charity Ball has been a vital part of Rady Children’s Hospital since its establishment in 1954 as the only pediatric hospital in the area. In recent years, the Charity Ball has raised millions of dollars to support:

- 1995 – Area of greatest need
- 1996 – Neonatal Intensive Care Unit
- 1997 – Sam S. and Rose Stein Emergency Care Center
- 1998 – Area of greatest need
- 1999 – Orthopedics
- 2000 – Anderson Dental Care Center
- 2001 – Inspiration Campaign
- 2002 – Pediatric Cancer Research
- 2003 – Sam S. and Rose Stein Emergency Care Center
- 2004 – Trauma Center
- 2005 – Rady Children’s Heart Institute
- 2006 – Neonatal Intensive Care Unit
- 2007 – Pediatric Dental Residency
- 2008 – Surgical Services
- 2009 – Acute Care Pavilion
- 2010 – Acute Care Pavilion
- 2011 – Heart Transplant Program
- 2012 – Trauma Center
- 2013 – Peckham Center for Cancer & Blood Disorders
- 2014 – Cardiovascular Intensive Care Unit
- 2015 – Neuro-Oncology Program
- 2016 – Crisis Stabilization Unit
- 2017 – Peckham Center for Cancer & Blood Disorders
- 2018 – Trauma Center

And the tradition continues…

On February 9, 2019, net proceeds from Glitter in the Air, the 110th Anniversary Charity Ball, will benefit the Copley Psychiatric Emergency Department and affiliated programs at Rady Children’s Hospital-San Diego opening in 2019.
Dear Friends,

It is my great pleasure to announce that the **110th Anniversary Charity Ball, Glitter in the Air**, will be held on February 9, 2019. Each year, the Charity Ball brings the community together for an extraordinary evening of dining, dancing and philanthropy. The historic Hotel del Coronado will provide the majestic setting as we celebrate the grand tradition of San Diego’s longest running philanthropic event. Please mark your calendars and plan to join us for a remarkable evening!

This brochure is our invitation to you to become an advertiser, sponsor or underwriter for the 2019 Charity Ball. Throughout the years, the Souvenir Program has chronicled the philanthropic spirit of the Charity Ball, as well as a fascinating history of San Diego families and businesses. The Souvenir Program is our main source of fundraising. There are no silent or live auctions during the evening.

Your participation in the 110th Anniversary Charity Ball Souvenir Program will help our beneficiary, the new **Copley Psychiatric Emergency Department and affiliated programs at Rady Children's Hospital-San Diego**. As one of the first Centers of its kind, the Copley Psychiatric Emergency Department will become the model for proactive, multi-disciplinary collaboration. The department will offer seamless integration of clinical care with pioneering community services to better enable the unification of often disjointed services into one front door for children in crisis.

We sincerely hope you will be a part of this San Diego tradition by supporting and attending the **110th Anniversary Charity Ball, Glitter in the Air**. Your generosity provides the special tools and skills needed to improve the lives of children who suffer from behavioral and/or mental health emergencies. Thank you for your investment in providing the life-saving measures needed for these children and their families.

In the words of Albert Einstein, “There are only two ways to live your life. One is as though nothing is a miracle. The other is as though everything is a miracle.”

With warm regards,

**Gwynn Thomas**
Chairman, 110th Anniversary Charity Ball
619-997-5219 | gwynn.thomas@outlook.com

**Ellen Moxham, Ph.D.**
Co-Chairman
619-884-6876 | egmox@cox.net

To join in support of this important cause, **please become a sponsor or advertiser by completing the enclosed contract or the online version at www.radyfoundation.org/charityball**

To reserve your seats, please contact - Michele Prescott at michelep@san.rr.com 858-336-7242
For more information about purchasing your ad in the program - Lisa Vieira at lisavieira@cox.net 619-224-0657
Glitter in the Air

A 110-year commitment to helping children
Honoring the Charity Ball Chairmen

The Charity Ball is the Grande Dame of San Diego’s philanthropic events. In 1909, the first Charity Ball was held at the Hotel Robinson in downtown San Diego. For a time, the event moved to the U.S. Grant Hotel and since 1912, all Charity Balls with the exception of 1922, have been held at the Hotel del Coronado. The Ball took a decade-long hiatus during the Depression and World War II, but returned with renewed vigor in 1946. The Charity Ball has always supported children’s health and since 1953, has exclusively benefited Rady Children’s Hospital–San Diego. Over the years, net proceeds have increased significantly, raising millions of dollars for facilities, programs and services, and top excellence in patient care.

The guiding light of each Ball has been the Charity Ball Chairman. The inaugural Charity Ball in 1909 was steered by Lena Sefton Wakefield, a vibrant and formidable woman who helped guide San Diego for more than 40 years. Proceeds from that first Ball were $1,570 and supported the infirmary at the San Diego Children’s Home. Lena’s mother, Harriet Lyle Sefton had been the infirmary’s original benefactor. The early Charity Balls provided seed money for what would eventually become the internationally recognized Children’s Hospital founded in 1954, renamed Rady Children’s Hospital in recognition of a transformational investment made by Ernest and Evelyn Rady in 2006.

Other dynamic women would follow in Lena’s footsteps carrying the philanthropic torch of the Charity Ball comprising an impressive ledger of Who’s Who of San Diego. The Sefton family thread included Harriett Hollida Sefton-Campbell, Chairman in 1911-15 and 1918-19; Helen Wolcott Thomas Sefton, 1920; and with amazing dedication, Lena Sefton Wakefield Clark once again took the helm in 1946. Other recognized names include Mabel Phillips Jessop in 1953 and Jean Utt Frazee in 1967. The Charity Ball’s history is rich with a legacy of generous, influential families who have been the fabric of San Diego business and philanthropy.

The 110th Anniversary Charity Ball, Glitter in the Air, honors each of the inspirational Charity Ball Chairmen whose dedication and purpose have lifted up the lives of so many families. Through their insight, empathy, and altruism, these remarkable women have kept the beautiful spirit and significance of the Charity Ball aloft for 110 years. The Charity Ball has made, and will continue to make, miracles possible for San Diego’s children and their families.

There are only two ways to live your life. One is as though nothing is a miracle. The other is as though everything is a miracle.

- Albert Einstein
A Growing Healthcare Crisis

It is estimated that 1 in 5 children in the U.S. will experience a behavioral health disorder, which translates to more than 195,000 children and adolescents in the San Diego area alone. The prevalence of childhood depression and teen suicide in San Diego County is the highest in the state of California.

Since 2008, pediatric emergency rooms have seen double the number of admissions for suicide and self-harm. Over the last three years, Rady Children’s has seen more than a 75 percent increase in the number of mental and behavioral health patient visits in the emergency department. Yet as the number of children with mental and behavioral health disorders rises, the community has recognized the urgent need for a paradigm shift in providing integrated care for the whole child, by connecting physical, mental and behavioral health. The promise of specialized, immediate crisis intervention and stabilization for patients experiencing a mental or behavioral health emergency can be staggering to think about, but it’s not a pipedream. Modern medicine and the best and brightest minds in pediatric mental and behavioral health are already assembled at Rady Children’s. The revolution is already in motion.

AN INTEGRATED AND UNPRECEDENTED APPROACH

The 110th Anniversary Charity Ball, Glitter in the Air, is committed to fast-tracking Rady Children’s mission to provide a safe, universal starting point for every child and family in the midst of a mental health crisis. This year’s event will benefit the Copley Psychiatric Emergency Department, one of the first centers of its kind, which is positioned to provide patients with an immediate psychiatric diagnosis and will triage patients toward affiliated mental and behavioral health services and therapists. The seamless integration of clinical care with pioneering community services will bring together often disjointed services into one front door for direct patient care. With this dedicated entry point, families feel supported for acknowledging a problem and are guided toward the best solutions, while experts have every resource available to treat the whole child—body and mind.

APRIL’S BRIGHT FUTURE

During the summer between her sophomore and junior years of high school, April Lackpour took part in an exchange program to Japan. For the first time in her life, April was fully in control of her decisions. She began severely limiting her food intake, in part to assert self-control, and in part to desperately fit in with the thin-obsessed culture of high school girls. Her food deprivation had reached dangerous levels. She was consuming only around 450 calories a day, and was becoming increasingly obsessed with every bite.

Out of fear that if they waited any longer April would be too frail to fly, April’s parents put her on the next flight home from Japan. April was admitted to Rady Children’s Medical Behavioral Unit, the only child and adolescent medical/behavioral inpatient unit in San Diego, where she spent two weeks in intensive psychological and nutritional counseling and received medical and psychiatric monitoring.

She emerged armed with techniques for managing her eating disorder and a dedication to always improving her mental health. Now 21, April still sees a therapist for a recent diagnosis of schizoaffective disorder, a chronic mental health condition that includes symptoms of schizophrenia, such as hallucinations or delusions, and symptoms of a mood disorder, such as mania and depression. She shares her story broadly in hopes of reducing the stigma attached to mental and behavioral health treatment.

“Physical and mental health and development are fundamentally intertwined which is why treating the whole child is critically important. We are creating a pathway that makes it easy and effective for every pediatrician and specialist to connect children to the behavioral health services they need.”

-Benjamin Maxwell, M.D.
Medical Director of Inpatient Psychiatry, Rady Children’s Hospital-San Diego

April’s journey points to the need for and importance of expanding the capability of the Copley Psychiatric Emergency Department. Support for The 110th Anniversary Charity Ball, Glitter in the Air, helps ensure that Rady Children’s will provide comprehensive medical, mental and behavioral health services for children and adolescents in San Diego. Because of your generosity, the children of our region will experience the highest caliber care and enjoy healthier futures.

On behalf of all children, thank you.
DIAMOND SPONSORSHIP PACKAGE $100,000
Estimated value of goods and services/Fair market value of benefits $2,350

+ Tribute on title page of Souvenir Program
+ Special placement of 2 full-page ads in Souvenir Program
+ Recognition from podium during the Ball
+ Your name or logo as Diamond Sponsor on website, social media postings, and signage at Pre-Ball Reception
+ Special recognition at and invitation to Pre-Ball Reception for 8
+ Rady Children’s Hospital Foundation Annual Impact Report

PLATINUM SPONSORSHIP PACKAGE $75,000
Estimated value of goods and services/Fair market value of benefits $1,975

+ Special placement of 2 full-page ads in Souvenir Program
+ Platinum Sponsor listing in the Souvenir Program
+ Recognition from podium during the Ball
+ Your name or logo as a Platinum Sponsor on website, social media postings, and signage at Pre-Ball Reception
+ Special recognition and invitation to Pre-Ball Reception for 8
+ Rady Children’s Hospital Foundation Annual Impact Report

GOLD SPONSORSHIP PACKAGE $50,000
Estimated value of goods and services/Fair market value of benefits $1,600

+ Special placement of 2 full-page ads in Souvenir Program
+ Gold Sponsor listing in the Souvenir Program
+ Your name or logo as Gold Sponsor on event signage at the Pre-Ball Reception
+ Special recognition at and invitation to Pre-Ball Reception for 8

SILVER SPONSORSHIP PACKAGE $25,000
Estimated value of goods and services/Fair market value of benefits $800

+ Special placement of 2 full-page ads in Souvenir Program
+ Silver Sponsor listing in the Souvenir Program
+ Your name or logo as Silver Sponsor on website and signage at the Pre-Ball Reception

PATRON SPONSORSHIP PACKAGE $10,000
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+ Patron Sponsor listing in the Souvenir Program
+ Your name or logo as Patron Sponsor on website and signage at the Pre-Ball Reception

BENEFACTOR SPONSORSHIP PACKAGE $5,000
Estimated value of goods and services/Fair market value of benefits $400

+ Special placement of 1 full-page ad in Souvenir Program
+ Benefactor Sponsor listing in the Souvenir Program
+ Invitation to Pre-Ball Reception for 2

FRIEND SPONSORSHIP PACKAGE $1,500
Estimated value of goods and services/Fair market value of benefits $100

+ 1 full-page color ad in Souvenir Program
+ Friend Sponsor listing in the Souvenir Program

+ Invitation to Pre-Ball Reception for 2 (dinner not included)
To invest in the future of our community’s children, become a sponsor or advertise today. Your name, or that of your business, will be featured in our Souvenir Program.

Please complete the enclosed contract or our online version at www.radyfoundation.org/charityball

To reserve your seats for the Charity Ball or for more information about the event, please contact Michele Prescott at michelep@san.rr.com 858-336-7242

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Rady Children’s Hospital-San Diego Mission Statement:
To restore, sustain and enhance the health and developmental potential of children through excellence in care, education, research and advocacy.

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