



May 7, 2007

Dear :

This is the initial year of what will become an annual NAMI PA-POMP awards affair honoring those who educate, advocate, support and act to insure a better life for those who suffer from mental illness and their families. And we could not have begun this affair at a more auspicious time in the history of this cause. We are most pleased to honor national leaders who have distinguished themselves by their work for these people.

We will gather on June 15, two days before Father's Day, to honor father and son legislators **Edward and Patrick Kennedy**, Corporate Advocate Awardee, **Janet Vergis**, president of Janssen, L.P., and Research Awardee **Dr. Claudia M. Roth**, President, UPMC/Western Psychiatric Institute and Clinic. Last, but not least, actor and social activist, **Martin Sheen**, will be on hand to add his own special charisma to what will be a most memorable evening.

We kindly request your presence and support as we continue to seek passage of parity legislation which is an essential component of recovery.

For the past 17 years members of the U.S. Senate and Congress have tried unsuccessfully to pass legislation that would bring parity or equal medical treatment for those beset by mental illnesses on the same level insurers provide for other physical illnesses.

But now American attitudes about healthcare in general and in particular toward those individuals who have either a mental illness or a substance abuse problem have changed. A strong majority of Americans want to put an end to discrimination against addiction and mental health care discrimination that the U.S. Accounting Office says occurs in 90% of U.S. health plans.

With the recent changes in the U.S. Legislature, the *New York Times* and the *Wall Street Journal* are predicting that this will be the year in which bipartisan parity legislation will become law. While there are differences between the Senate and House versions, the same bipartisan spirit of compromise which brought major insurers and business groups to the table is expected to successfully meld the Senate and House measures together.

Supporters for the Senate measures include America's Health Insurance Plans, the National Retail Federation and the U.S. Chamber of Commerce. And congressional sponsors have been touring the country, holding public meetings and building support for their measures.

In the office of **Congressman Patrick Kennedy**, our Congressional Legislative Leadership honoree and co-sponsor of the House measure for parity, you will find a framed magazine cover hanging on the wall of his uncle, the late President Kennedy, signing a 1963 mental health bill into law. Patrick's father, **Senator Edward Kennedy**, our Senate Legislative Leadership honoree and co-sponsor of the Senate measure for parity, has long called for a greater focus on mental health issues. This wonderful father-son combination is bringing both passion and pragmatism to this law making process.

And without the brilliant research and medical improvements pioneered by corporate leaders like **Janet Vergis**, our Corporate Advocate honoree, and **Dr. Claudia Roth**, our Research and Treatment honoree, parity legislation would lose much of its great promise for a healthier lifestyle for those beset by mental illness.

The first annual NAMI PA-POMP awards ceremony and dinner dance gives us a wonderful opportunity to celebrate progress towards the passage of this important legislation. It also provides an opportunity to support the very important work of NAMI PA and POMP in education and support activities for Families, Consumers and members of the community. The accomplishments of our honorees and the long standing efforts of NAMI PA and POMP deserve recognition. This should be a year to remember.

But we need your support. Without charitable giving and assistance from our local, regional, and national corporations and institutions, we would be lost, and those who have a mental illness and suffer from the effects of a most formidable stigma could easily lose what the people of NAMI PA and POMP, our honorees and others have worked so hard to make a reality. Please make this the first of what promises to be a landmark annual event. Choose to take on one or more of the following pledges:

- Purchase a table for 10 people and/or become an underwriter
- Place an ad in the Dinner Dance Program Journal
- Provide a gift for our silent auction

This event will be held at the Loews Hotel in Philadelphia on June 15th. Please refer to the enclosed flyers for additional information and instructions for responding. We appreciate your consideration and hope to see you at the Dinner Dance.

Sincerely,



James W. Jordan, Jr.
Executive Director
NAMI Pennsylvania



Reverend James J. Kinney
Executive Director
Peace of Mind Project – POMP



NAMI Pennsylvania
The Nations Voice on Mental Illness

*In celebration of Father's Day and the campaign for Mental Health Parity
"Families in Recovery – Role of Fathers"
Awards Dinner*

*Master of Ceremonies – Martin Sheen
Actor & Social Activist*

**We are honored to present awards to the following
for their tireless efforts on behalf of mental illness**

*Congressman Patrick J. Kennedy
Senator Edward M. Kennedy
Janet N. Vergis, President, Janssen, L.P.
Claudia M. Roth, Ph.D., President, UPMC/Western Psychiatric Institute and Clinic*

**Dinner Dance and Silent Auction
Friday, June 15, 2007
6:00 p.m. – Black Tie (Optional)
Loews Hotel – Philadelphia, Pennsylvania**

For the benefit of NAMI PA and POMP

Program Journal Advertising Rates

Yes, I/We would like to place the following ad in your Program Journal:

(Full page 4.5" x 7.5", Half page 4.5" x 3.5". Third page 4.5" x 2")

Back Cover __	\$1,500	Full Page __	\$ 500
Inside Back Cover __	\$1,000	Half Page __	\$ 250
Inside Front Cover __	\$1,000	Third Page __	\$ 150
Center Left Side __	\$1,500	Center Right Side __	\$1,500

Please e-mail pdf files of your ad to: ekitz@nami.org

Please mail camera ready ads to address below.

DEADLINE FOR ALL ADS IS JUNE 1, 2007

Name of Organization/Individual _____
Address _____
Contact Person _____
Phone _____ E-mail _____

Total Enclosed \$ _____

Please make check payable to "NAMI PA/POMP" and mail with this flyer to:

NAMI PA, 2149 North Second Street, Harrisburg, PA 17110-1005

Questions, please call 1-800-223-0500



NAMI Pennsylvania
The Nations Voice on Mental Illness

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Silent Auction Donations

YES, I/We would like to donate an item for the NAMI PA/POMP Silent Auction.
Description of item (please be as concise as possible):

Name of Donor _____
Address _____
Contact Person _____
Phone _____ E-mail _____

Please fax a copy of this flyer to 717-238-4390

**Please send the Silent Auction gift by June 1, 2007 to:
NAMI PA, 2149 North Second Street, Harrisburg, PA 17110-1005**

Questions, please call 1-800-223-0500



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Major Donors

YES, we will attend the dinner at the level indicated below:

Benefactor	\$25,000 __
Patron	\$15,000 __
Presenting Sponsor*	\$10,000 __
Major Sponsor*	\$ 7,500 __
Leadership Sponsor*	\$ 5,000 __
Supporter	\$ 3,500 __
Donor	\$ 1,500 __

*Sponsorships come with table of 10

For tax deductible purposes, the fair market value per dinner is \$75. The portion of your payment that is tax deductible is the remainder of your payment.

(over)

Underwriting Opportunities

(Please circle the item(s) you wish to underwrite)

Cocktail Hour	\$5,000	Valet Parking	\$1,500
Flowers	\$3,000	Photographer	\$2,000
Band	\$3,000	Video Production	\$1,500
Invitations	\$3,000	Displays	\$1,000
Program Journal	\$5,000	Awards	\$2,000
Marketing/Staffing	\$4,000	Individual tickets	\$ 150

Please make check payable to "NAMI PA/POMP" and mail with this flyer to:
NAMI PA, 2149 North Second Street, Harrisburg, PA 17110-1005

Name/Organization _____

Address _____

Address _____

Contact _____ Telephone _____

Questions, please call 1-800-223-0500

ADA requirements/special needs _____

Meal restrictions _____

NAMI PA and POMP are recognized as 501(c)(3) nonprofit organizations by the IRS.