



March 2012

Dear Friends, new friends and supporters,

**In 2005 I met a seven-year-old boy named David** at Incarnation Children's Center in Washington Heights. David was suffering from HIV/AIDS and Cerebral Palsy. He was confined to his bed because his motorized wheelchair had broken down. **Medicaid had rejected his request for a new wheelchair.** Meeting David led to the founding of Help Is On The Way Today, a 501 c3 non-profit organization dedicated to assisting children and youths living with HIV and AIDS. Since 2005, **Help Is On The Way Today has raised and distributed over \$60,000 to 600 children**, through small and large donations from angels all over New York.

**This year, Help Is On The Way Today is proud to be honoring award-winning media personality, Valerie Smaldone, as the recipient of our Spirit Award in appreciation for her continuous support to our organization.** We hope you will join us in honoring Valerie this year at our Annual Gala on May 20<sup>th</sup> at the Laurie Beechman Theater, and join the ranks of angels like Valerie who support our work.

The dynamic Valerie Smaldone first became involved with Help Is On The Way Today in 2009, when she hosted our successful Designer Backpack auction. Valerie is a 5-time Billboard Magazine Award winner and is well known for her unprecedented success holding the #1 on air position in the New York radio market at WLTW. She has been a "Voice of God" for The Clinton Global Initiative, the CBS Tony Awards Preview, and GLAAD Media, as well as a valued contributor to WOR Radio, Theatermania.com and TonyAwards.com. Her celebrity interviews and columns on theatre, food and lifestyle appear weekly in many publications. She is an adjunct instructor at the School of Visual Arts, an actress, consultant and private coach, as well as an international speaker on women's health issues. We are so fortunate that she has embraced Help Is On The Way Today by providing media exposure, procuring donations, hosting events and fundraising.

**We are seeking sponsors for the annual Gala – our largest fundraising event – on May 20<sup>th</sup>.** The evening offers a cocktail hour, auction, a dinner show featuring performances by some of the most exciting and generous Broadway and cabaret performers in New York City and gift bags for all guests. **There are several ways you can be a part of the evening, help a child in need and honor Valerie Smaldone for her enthusiastic activism.**

**Sponsorships are available at three levels: \$500.00, \$1000.00 and \$2500.00.** Every level of sponsorship is tax deductible and includes tickets to the Gala. But most important, **by donating to this event you will be helping children living with HIV/AIDS. Please read the sponsorship materials on page 2 and return your donation to Help Is On The Way Today by April 28<sup>th</sup>.** In addition, if you'd simply like to attend this great evening, you may purchase tickets in any of the ways described on Page 2.

Please visit our website to learn more about Help Is On The Way Today. Phone me anytime at: 718-672-6714 or 917-589-6658. My email address is: [jjmac249@aol.com](mailto:jjmac249@aol.com)

Thank you for your generous consideration. See you at the Gala!

Sincerely,

Joseph Macchia  
Founder & President, **Help Is On The Way Today**

### Executive Board

Joseph Macchia,  
President

Stacey Todd Holt,  
Vice President

Alison Nussbaum,  
Secretary

Carol Ann Fuoco,  
Treasurer

## **HELP IS ON THE WAY TODAY SPONSORSHIP, GALA & TICKET INFORMATION**

**Help Is On The Way Today** is a 501-c3 non-profit organization that assists children and youths living with HIV and AIDS. Our annual Gala dinner show and auction will take place on Monday, May 20<sup>th</sup> 2012 at The Laurie Beechman Theater, 407 W. 42nd Street, NYC 10036. Cocktails begin at 6:00pm.

Sponsorship Payments and/or donations can be made easily through PayPal or by check, **payable to: Help Is On The Way Today**. Please return your donation to Help Is On The Way Today by April 28<sup>th</sup>.

### **Mailing address:**

Help Is On The Way Today  
c/o Joseph Macchia  
52-30 65th Pl  
Apt. 2C  
Maspeth NY 11378

### **\$2500.00 Sponsorship**

4 Tickets to the Gala  
Mention in Press Release and Press Kit  
Individual name or Corporate Logo on all Posters or Postcards  
Special Gift Bag  
Full Page Ad in the Program  
Thank You from the Stage  
Bottle of Champagne for your table  
Corporate Signage

### **\$1000.00 Sponsorship**

2 Tickets to the Gala  
Mention in the Press Release and Press Kit  
Individual name or Corporate Logo on all Posters or Postcards  
Gift Bag  
1/2 page Ad in the Program  
Bottle of Champagne for your table

### **\$500.00 Sponsorship**

2 Tickets to the Gala  
Mention in the Press Release and Press Kit  
Individual name or Corporate Logo on all Posters or Postcards  
Gift Bag  
1/4 page Ad in the Program

### **TICKET PURCHASE:**

Tickets may be purchased by calling: 718-672-6714 or online at:  
<http://www.brownpapertickets.com/event/235139>

Please remember, if you become a sponsor, there are tickets included in your sponsorship package.