



EDGEWOOD

FORUM ON FAMILY

Friday, April 30, 2010

RESPONDING TO TRAUMA IN OUR HOMES, SCHOOLS & COMMUNITY

UCSF Mission Bay Conference Center, San Francisco

8:30 am - 5:30 pm, Friday, April 30, 2010



Join us in support of Edgewood Center for Children and Families' newest event – the first annual *Edgewood Forum on Family*. This one-day conference is an important forum for community stakeholders to learn about the latest research effecting childhood development, exchange ideas and strategies, mobilize resources, and encourage collaboration.

Featuring keynote speaker **Dr. Bruce Perry** of *The ChildTrauma Academy*, this year's *Edgewood Forum on Family* will convene a diverse group of service providers, educators, health professionals, policy makers, parents, and caregivers collectively interested in solution-focused strategies for dealing with trauma.

At Edgewood, we believe every child should thrive in a loving and supportive family and community. Our mission is to strengthen children, youth, families, and their communities through service, training, advocacy, and research. Not only will a sponsorship raise awareness and make this critical event possible, but it will also provide vital funding to support over 5,000 of the San Francisco Bay Area's most vulnerable children and families in overcoming some of life's toughest challenges – challenges like abuse, neglect, mental illness, and family crisis.





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FOR IMMEDIATE RELEASE

TICKETS AVAILABLE FOR INAUGURAL FORUM ON FAMILY *Conference to build collaboration within childhood development community*

SAN FRANCISCO, CA, January 15, 2010 – Edgewood Center for Children and Families (Edgewood) will host the Forum on Family April 30, 2010 8:30 a.m. - 5:30 p.m. at UCSF Mission Bay. This one-day conference is an important forum for community stakeholders to learn about the latest research effecting childhood development, exchange ideas and strategies, mobilize resources and encourage collaboration.

The event will feature Keynote Speaker, Dr. Bruce Perry of *The ChildTrauma Academy* in Houston. Dr. Perry, an internationally-recognized authority on children in crisis, has been consulted on many high-profile incidents involving traumatized children, including the Columbine, Colorado school shootings, the Oklahoma City bombing, and the Branch Davidian siege. He has presented about child maltreatment, children's mental health, neurodevelopment and youth violence in a variety of venues including policy-making bodies such as the White House Summit on Violence, the California Assembly and U.S. House Committee on Education. His work has been featured in documentaries produced by Dateline NBC, 20/20, the BBC, Nightline, CBC and PBS. Many print media have highlighted the clinical and research activities of Dr. Perry including a Pulitzer-prize winning series in the Chicago Tribune.

Edgewood's CEO, Nancy Rubin, is encouraged by the outpouring of interest in the Forum. "Recent budget cuts made to both academic and social services by federal and state governments provided the impetus to establish this forum. Practitioners aren't letting a lack of funds hurt their work. Collaboration is an effective way to continue growth in the industry. I am hopeful that Forum on Family can set the stage for both worlds to come together and continue to make breakthroughs in childhood mental health services. We know this is possible because of the success our own partnerships with UCSF," she says.

For tickets and additional information about the Forum on Family, contact Serafina Palandech at 415.682.3201 or events@edgewood.org.

ABOUT EDGEWOOD

Edgewood Center for Children and Families (Edgewood) helps children and families take back their future by working with them to overcome severe challenges like abuse, neglect, mental illness, and family crisis. The oldest children's charity in the western U.S., Edgewood has evolved to meet the community's changing needs. What began as a refuge for Gold Rush orphans more than 150 years ago is now a nationally recognized, multifaceted agency. Edgewood serves more than 5,000 children and families in the San Francisco Bay Area each year through community and residential programs.

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MEDIA CONTACT

Daniela Ogden
Edgewood Center for Children and Families
danielao@edgewood.org
415.375.7582



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SPEAKER BIOGRAPHIES

KEYNOTE SPEAKER

Bruce D. Perry, M.D., Ph.D.

Dr. Perry, M.D., Ph.D. is the Senior Fellow of *The ChildTrauma Academy*, a not-for-profit organization that promotes innovations in service, research and education in child maltreatment and childhood trauma (www.childtraumacademy.org). He is the author, with Maia Szalavitz, of *The Boy Who Was Raised as a Dog: What Traumatized Children Can Teach Us About Loss, Love and Healing*, a popular book based on his work with maltreated children. Over the last fifteen years, Dr. Perry has been an active teacher, clinician and researcher in children's mental health and the neurosciences holding a variety of academic positions.

Dr. Perry has conducted both basic neuroscience and clinical research. His neuroscience research has examined the effects of prenatal drug exposure on brain development, the neurobiology of human neuropsychiatric disorders, the neurophysiology of traumatic life events and basic mechanisms related to the development of neurotransmitter receptors in the brain. His clinical research and practice has focused on high-risk children - examining long-term cognitive, behavioral, emotional, social, and physiological effects of neglect and trauma in children, adolescents and adults.

Dr. Perry is the author of over 300 journal articles, book chapters and scientific proceedings and is the recipient of numerous professional awards and honors, including the T. Berry Brazelton Infant Mental Health Advocacy Award, the Award for Leadership in Public Child Welfare and the Alberta Centennial Medal.

Dr. Perry, a native of Bismarck, North Dakota, was an undergraduate at Stanford University and Amherst College. He attended medical and graduate school at Northwestern University, receiving both M.D. and Ph.D. degrees. Dr. Perry completed a residency in general psychiatry at Yale University School of Medicine and a fellowship in Child and Adolescent Psychiatry at The University of Chicago.



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PANEL SPEAKERS

Robin Randall, M.D./M.P.H.

Dr. Randall received his M.D./M.P.H. degrees from Tulane University School of Medicine and School of Public Health. Dr. Randall has served as a consulting psychiatrist for Westside Community Services and Walden House, Inc. Dr. Randall joined Edgewood as Associate Medical Director, serving SED children, youth and their families in both intensive and community-based settings, and was promoted to Medical Director in 2002. He is a volunteer clinical faculty member at UCSF and Site Training Director for the UCSF Child and Adolescent Psychiatry Training Program.

Graeme Hanson, M.D.

Graeme Hanson, M.D. is a Clinical Professor of Psychiatry and Pediatrics at the University of California, San Francisco, where he was Director of Training in Child and Adolescent Psychiatry until 2005. Prior to Dr. Robin Randall, he served as Edgewood's Medical Director, where he established the charity's connection with UCSF. Dr. Hanson received his M.D. from Harvard Medical School and completed both Adult and Child Psychiatry residencies at Massachusetts Mental Health Center. He is Co-Chair of the Committee on Schools for the American Academy of Child and Adolescent Psychiatry. He is past chair of the American Psychiatric Association's Committees on Family Violence and Sexual Abuse and the Committee on Chronically Ill and Emotionally Handicapped Children. His professional interests are in child and adolescent growth and development and in teaching and training in child and adolescent mental health. He currently serves as a member of Edgewood's Board of Directors.



EDGEWOOD FORUM ON FAMILY

Friday, April 30, 2010



As a sponsor, each of your admissions to the Edgewood Forum on Family will include a complimentary ticket to a special screening of "Motherland" following the Forum.

The film will show at 7-9 pm on Friday, April 30, 2010 at UCSF Mission Bay Conference Center as a benefit for the Grace Magill Project, which was established at Edgewood Center for Children and Families immediately following the death of Grace Caldwell Magill, who died of suicide on January 1, 2005 at age 15.

ABOUT THE GRACE MAGILL PROJECT

Serving as a tribute to Grace's spirit, generosity and many accomplishments in her brief, but full life, the Magill Fund was established to support children, youth, families, schools and communities in implementing effective school-based programs that build and support wellness and resilience.

ABOUT THE FILM

An honest and intimate look at the complexities of grief and healing, *Motherland* is about resilience, triumph of the human spirit and the power of unconditional love. Each year over eight million families around the world suffer the loss of a child. In Jennifer Steinman's moving and inspiring documentary film, a 17-day trip to South Africa transforms the lives of six grieving women from across the US. Prior to their journey, the six intrepid women featured in the film have each suffered the death of a child but otherwise have little in common. Grace was one of the children lost to suicide featured in the film.

These six remarkable women travel half way around the world where they live with local families and work with African organizations dedicated to improving the lives of children. In the end, the women share not just their stories and their pain but themselves – with and for each other and even more profoundly, with the children who touch their hearts at every turn.

Motherland was the winner of the 2009 Emerging Visions Audience Award at the South by Southwest (SXSW) Film Festival. Its other awards include the Jury Prize for Best Feature at the 2009 Sebastopol Documentary Film Festival and Best Documentary at the 2009 California Independent Film Festival.

To purchase tickets, please visit www.edgewood.org.



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SPONSORSHIP OPPORTUNITIES

\$50,000 PRESENTING SPONSOR

- Category exclusivity
- Twenty-five (25) admissions to the *Edgewood Forum on Family* on Friday, April 30, 2010, with premier reserved seating (includes tickets to "Motherland" screening)
- Twelve (12) admissions to the *Opening Reception* on the evening of Thursday, April 29, 2010, featuring an exclusive meet and greet with keynote speaker Dr. Bruce Perry
- Logo inclusion in all media materials
- Logo inclusion in registration brochure, *Edgewood Forum on Family* program booklet, and select ad placements in local print media
- Co-branded item inclusion in gift bags for all *Edgewood Forum on Family* attendees
- Premier placement of sponsor banner at stage
- Verbal recognition from stage, with speaking opportunity
- Full page ad inside front/back cover in *Edgewood Forum on Family* program booklet
- Acknowledgement for one year on Edgewood.org with logo and link
- Premier placement on shared signage with other sponsors at *Edgewood Forum on Family* check-in
- Exhibitor table near *Edgewood Forum on Family* check-in
- Name recognition in thank you letter sent to all *Edgewood Forum on Family* attendees and supporters
- Featured recognition with logo in Summer 2010 Edgewood Donor Newsletter
- Personal guided tour of one of Edgewood's program sites

\$25,000 COMMUNITY SPONSOR

- Twenty (20) admissions to the *Edgewood Forum on Family* on Friday, April 30, 2010, with preferred reserved seating (includes tickets to "Motherland" screening)
- Ten (10) admissions to the *Opening Reception* on the evening of Thursday, April 29, 2010, featuring an exclusive meet and greet with keynote speaker Dr. Bruce Perry
- Listing in all media materials
- Logo inclusion in registration brochure, *Edgewood Forum on Family* program booklet, and select ad placements in local print media
- Placement of sponsor banner at stage
- Verbal recognition from stage
- Full page ad in *Edgewood Forum on Family* program booklet
- Acknowledgement for one year on Edgewood.org with logo and link
- Shared signage with other sponsors at *Edgewood Forum on Family* check-in
- Name recognition in thank you letter sent to all *Edgewood Forum on Family* attendees and supporters
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Friday, April 30, 2010

\$15,000 HOME SPONSOR

- Fifteen (15) admissions to the *Edgewood Forum on Family* on Friday, April 30, 2010, with preferred reserved seating (includes tickets to "Motherland" screening)
- Eight (8) admissions to the *Opening Reception* on the evening of Thursday, April 29, 2010, featuring an exclusive meet and greet with keynote speaker Dr. Bruce Perry
- Listing in all media materials
- Logo inclusion in registration brochure, *Edgewood Forum on Family* program booklet, and select ad placements in local print media
- Verbal recognition from stage
- Full page ad in *Edgewood Forum on Family* program booklet
- Acknowledgement for one year on Edgewood.org with logo and link
- Shared signage with other sponsors at *Edgewood Forum on Family* check-in
- Featured recognition with logo in Summer 2010 Edgewood Donor Newsletter

\$10,000 FAMILY SPONSOR

- Ten (10) admissions to the *Edgewood Forum on Family* on Friday, April 30, 2010 (includes tickets to "Motherland" screening)
- Six (6) admissions to the *Opening Reception* on the evening of Thursday, April 29, 2010, featuring an exclusive meet and greet with keynote speaker Dr. Bruce Perry
- Listing in all media materials
- Logo inclusion in registration brochure, *Edgewood Forum on Family* program booklet, and select ad placements in local print media
- Verbal recognition from stage
- ½ page ad in *Edgewood Forum on Family* program booklet
- Acknowledgement for one year on Edgewood.org with logo and link
- Shared signage with other sponsors at *Edgewood Forum on Family* check-in
- Listing in Summer 2010 Edgewood Donor Newsletter

\$5,000 CAREGIVER SPONSOR

- Eight (8) admissions to the *Edgewood Forum on Family* on Friday, April 30, 2010 (includes tickets to "Motherland" screening)
- Four (4) admissions to the *Opening Reception* on the evening of Thursday, April 29, 2010, featuring an exclusive meet and greet with keynote speaker Dr. Bruce Perry
- Listing in all media materials
- Listing in registration brochure, *Edgewood Forum on Family* program booklet, and select ad placements in local print media
- Verbal recognition from stage
- ¼ page ad in *Edgewood Forum on Family* program booklet
- Acknowledgement for one year on Edgewood.org with logo and link
- Shared signage with other sponsors at *Edgewood Forum on Family* check-in
- Listing in Summer 2010 Edgewood Donor Newsletter



EDGEWOOD FORUM ON FAMILY

Friday, April 30, 2010

\$2,500 MENTOR SPONSOR

- Six (6) admissions to the *Edgewood Forum on Family* on Friday, April 30, 2010 (includes tickets to "Motherland" screening)
- Two (2) admissions to the *Opening Reception* on the evening of Thursday, April 29, 2010, featuring an exclusive meet and greet with keynote speaker Dr. Bruce Perry
- Listing in all media materials
- Listing in registration brochure and *Edgewood Forum on Family* program booklet
- Acknowledgement for one year on Edgewood.org with listing and link
- Shared signage with other sponsors at *Edgewood Forum on Family* check-in
- Listing in Summer 2010 Edgewood Donor Newsletter

\$1,000 ROLE MODEL SPONSOR

- Four (4) admissions to the *Edgewood Forum on Family* on Friday, April 30, 2010 (includes tickets to "Motherland" screening)
- Listing in registration brochure and *Edgewood Forum on Family* program booklet
- Acknowledgement for one year on Edgewood.org with listing and link
- Shared signage with other sponsors at *Edgewood Forum on Family* check-in
- Listing in Summer 2010 Edgewood Donor Newsletter

\$500 FRIEND SPONSOR

- Two (2) admissions to the *Edgewood Forum on Family* on Friday, April 30, 2010 (includes tickets to "Motherland" screening)
- Listing in registration brochure and *Edgewood Forum on Family* program booklet
- Acknowledgement for one year on Edgewood.org with listing and link

USE OF ADMISSIONS

Admissions to both the *Edgewood Forum on Family* on Friday, April 30, 2010 (includes tickets to "Motherland" screening), and the *Opening Reception* on the evening of Thursday, April 29, 2010 can be used for guests of the sponsor or designated as scholarship tickets for disadvantaged members of the Edgewood community.

DEADLINES

Sponsorship must be confirmed by Friday, January 29, 2010 in order to ensure placement in registration brochure. Advertisements must be received by Friday, March 26, 2010 in order to ensure placement in the *Edgewood Forum on Family on Family* program booklet.

PROGRAM BOOKLET ADVERTISING

Full page ad: \$1,000

½ page ad: \$500

¼ page ad: \$250



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SPONSORSHIP REPLY FORM

- FRIEND – \$500
- ROLE MODEL – \$1,000
- MENTOR – \$2,500
- CAREGIVER – \$5,000
- FAMILY – \$10,000
- HOME – \$15,000
- COMMUNITY – \$25,000
- PRESENTING – \$50,000
- We are unable to participate in this year's Edgewood Forum on Family but would like to support Edgewood's programs. Enclosed is a contribution of \$ _____ payable to Edgewood Center for Children and Families.

Your Name/Company Name: _____
(as you would like it to appear in the Edgewood Forum on Family materials)

Contact Name and Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____

PAYMENT

My check made payable to Edgewood Center for Children and Families is enclosed in the amount of \$ _____

Please charge my gift of \$ _____ to my Visa Mastercard AMEX

Card No: _____ Exp. Date: _____

Card Name: _____ Signature: _____

Billing Address: _____

City: _____ State: _____ Zip: _____

SUBMISSION

Attn: Jocelyn Wong, Edgewood Center for Children and Families, 1801 Vicente Street, San Francisco, CA 94116, or you may fax this form to 415.664.7094. For additional information, please contact Jocelyn Wong, Institutional Giving Manager, at 415.682.3210 or jwong@edgewood.org.

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*Edgewood is a 501(c)(3) tax-exempt organization.
Edgewood's federal tax identification number is 94-1186168.*