Whatever It Takes
A Tribute to Judy Woodruff

Conversations on the Future
of Pediatric Brain Disorder Care and Research

SPONSOR OPPORTUNITIES
One in every six children in the U.S. has a brain disorder, disease or injury, meaning most families have been personally touched by one of these conditions or know someone who has. But those numbers need not stay that way. Advances in research underway right now at Kennedy Krieger Institute can improve the lives of children here in the Washington region and around the world.

Kennedy Krieger Institute has a vital mission: improving the lives of children with developmental disabilities and brain disorders. We are remarkably successful at unlocking the potential of even those patients who are the most seriously affected. And we are on the verge of being able to help more children in even more profound ways. Given the tremendous advances in neuroscience made over the past decade, we are better situated now than ever before to understand and conquer brain disorders, so that children around the world can lead long, fulfilling lives.
Doing Whatever It Takes: Jeffrey’s Story

In 1998, Judy Woodruff was a senior CNN correspondent, and her husband, Al Hunt, was the executive Washington editor for The Wall Street Journal. The oldest of their three children was 16-year old Jeffrey, who was active in both swimming and skiing. Jeffrey had an exciting summer planned: a Washington internship, discovery camp at the University of Vermont, and a family vacation in Alaska. He just needed to get through a routine surgery, first.

But something went terribly wrong during the surgery, and Jeffrey came out in a coma. "It was the worst sort of nightmare, short of losing a child, any parent can have," says Judy, who immediately took a leave of absence from "Inside Politics," the nightly television show she co-anchored. Four weeks later, on July 31, Jeffrey was transferred to Kennedy Krieger, and the whole family shifted its roots to be closer to him, staying in Baltimore every night for four months.

Dr. Guy McKhann—an esteemed neurologist at Johns Hopkins, where he founded the Department of Neurology—was instrumental in getting Jeffrey referred to Kennedy Krieger, and spent endless hours with the family providing personal support. “He was our eyes and ears while we were at Kennedy Krieger,” Al says. “We called him a ‘saint.’”

Jeffrey’s care team at Kennedy Krieger got right to work. By the end of August, he could move his nose a bit, and his therapists took that as a sign that they could push him to do more. Every day, one of his family members was at his side.

By Thanksgiving, Jeffrey was home and could eat and speak. He attended school daily at Kennedy Krieger for two months over the course of that spring, and was eventually able to use a walker for short distances. To this day, he maintains a wonderful spirit and a positive attitude, and he’s always trying something new—aquatic therapy or therapeutic horseback riding, for example—in addition to his daily physical therapy schedule.

Throughout their time at Kennedy Krieger, Judy and Al were amazed and inspired by the researchers and therapists who constantly pushed the boundaries toward Jeffrey’s recovery. Al even remembers what the first therapist to enter Jeffrey’s room—within an hour of the family’s arrival—said: "I'm going to get you ready to go home," she told Jeffrey as she measured him for a wheelchair. "In that moment, I realized what a special place Kennedy Krieger is," Al said.

Judy and Al acknowledge that Jeffrey’s accomplishments were possible not only because of his own determination, but also because he was in the care of "people who are the best at what they do," Judy says. "We came away feeling like they’re family." It’s why Judy and Al have continued to stay connected to the Institute today, and why we’re honoring them at this event.
Event Details

On October 10, in Washington, D.C., Kennedy Krieger Institute will host an evening of conversations about brain disorders in children. The event will salute Judy Woodruff, a pioneering news anchor, whose experience supporting her eldest son after a traumatic brain injury inspired her to shine a spotlight on pediatric brain disorders while advocating for a future in which all children with brain disorders receive the best possible care.

This is a rare opportunity to experience the impact of Kennedy Krieger through the eyes of one of America’s most beloved journalists.

Wednesday, October 10, 2018

6 p.m. – Cocktails
7 p.m. – Dinner & Program

The Capital Hilton
1001 16th Street NW
Washington, D.C.

Honorary Chair
Sharon Percy Rockefeller
President and Chief Executive Officer, WETA

Presenting Partner
Robert and Janet Sloan
Joey’s Foundation

Proceeds Benefit
Kennedy Krieger Institute
and Joey’s Foundation

For more information, visit: KennedyKrieger.org/Judy

Or, contact:
Jennifer Doyle
Director of Leadership Giving
443-923-4324
DoyleJ@KennedyKrieger.org
About the Beneficiaries

Kennedy Krieger Institute

is a specialized healthcare organization in Baltimore dedicated to understanding and treating pediatric brain disorders, ranging from the common (attention deficit hyperactivity disorder and autism) to the incredibly rare (Sturge-Weber syndrome and leukodystrophies). Drawing from nearly a century of experience, Kennedy Krieger offers a wide array of clinical services, including a 40-bed inpatient hospital, outpatient clinical specialties, a robust research program, and associated school and community programs. Kennedy Krieger cares for 24,000 patients each year, from all 50 states and 40 countries, surrounding each patient with an interdisciplinary team and customized treatment program.

Kennedy Krieger is academically affiliated with Johns Hopkins, a relationship maintained since 1967. And since the Institute provides hospital inpatient care, its hundreds of researchers and clinicians can exchange insights and findings from bedside to lab and back again. Kennedy Krieger’s groundbreaking research and interdisciplinary care combine to provide hope to families locally and around the world.

Joey’s Foundation

provides financial support for research, innovation and education for children with brain disorders, specifically related to rehabilitation, recovery and activities of daily living.

Joey’s Foundation is researching solutions for children living with mobility issues as a result of brain disorders. The Foundation is exploring new technology (e.g., a customized video gaming system) to aid in physical therapy for preschool-aged children. Most rehabilitation technology that exists today is geared toward adults and older children, and does not translate well for young children. The Foundation is working closely with Kennedy Krieger to fund research that would benefit children during the critical period of life when neural connections related to mobility are still forming.
Sponsorship Opportunities

Presenting Sponsor
$150,000

Recognition Benefits
• Up to three tables of 10, with premium seating for dinner and program
• Four tickets to VIP pre-event reception with Judy Woodruff
• Complimentary valet parking for 30 guests
• Top branding and logo placement as presenting sponsor on invitation and event materials
• Recognition as presenting sponsor from the stage on event night
• Full-page ad in event program
• Listing as presenting sponsor in event program
• Prominent logo placement on event signage
• Company logo featured in post-event thank-you ad in Washingtonian Magazine
• Logo featured on event website with hyperlink to your company’s website
• Opportunity for a behind-the-scenes experience at Kennedy Krieger (to be customized based on company interest and area of focus)
• Listing in Kennedy Krieger’s gratitude report, the Institute’s annual report to the community
• Invitation to Kennedy Krieger Society’s annual party, spring 2019
Platinum Sponsor

$100,000

Recognition Benefits

• Up to three tables of 10, with premium seating for dinner and program
• Two tickets to VIP pre-event reception with Judy Woodruff
• Complimentary valet parking for 30 guests
• Prominent logo placement and/or listing on invitation and event materials
• Recognition from the stage on event night
• Full-page ad in event program
• Listing in platinum sponsor section of event program
• Prominent logo placement on event signage
• Company logo featured in post-event thank-you ad in Washingtonian Magazine
• Logo featured on event website with hyperlink to your company’s website
• Listing in Kennedy Krieger’s gratitude report, the Institute’s annual report to the community
• Invitation to Kennedy Krieger Society’s annual party, spring 2019
Sponsorship Opportunities (Continued)

Gold Sponsor
$50,000

Recognition Benefits

• Up to two tables of 10, with prime VIP seating for dinner and program

• Two tickets to VIP pre-event reception with Judy Woodruff

• Complimentary valet parking for 20 guests

• Prominent listing on invitation and event materials

• Recognition from the stage on event night

• Full-page ad in event program

• Listing in gold sponsor section of event program

• Logo placement on event signage

• Company name featured in post-event thank-you ad in Washingtonian Magazine

• Logo featured on event website with hyperlink to your company’s website

• Listing in Kennedy Krieger’s gratitude report, the Institute’s annual report to the community

• Invitation to Kennedy Krieger Society’s annual party, spring 2019
Silver Sponsor
$25,000

Recognition Benefits

- One table of 10, with VIP seating for dinner and program
- Two tickets to VIP pre-event reception with Judy Woodruff
- Complimentary valet parking for 10 guests
- Prominent listing on invitation and event materials
- Recognition from the stage on event night
- Half-page ad in event program
- Listing in silver sponsor section of event program
- Sponsorship recognition on event signage
- Company name featured in post-event thank-you ad in Washingtonian Magazine
- Logo featured on event website with hyperlink to your company’s website
- Listing in Kennedy Krieger’s gratitude report, the Institute’s annual report to the community
- Invitation to Kennedy Krieger Society’s annual party, spring 2019
Sponsorship Opportunities (Continued)

**Bronze Sponsor**

$10,000

**Recognition Benefits**

- One table of 10, with prime seating for dinner and program
- Complimentary valet parking for 10 guests
- Quarter-page ad in event program
- Listing on invitation
- Logo featured on event website with hyperlink to your company’s website
- Listing in Kennedy Krieger’s gratitude report, the Institute’s annual report to the community
- Invitation to Kennedy Krieger Society’s annual party, spring 2019
Patron Sponsor
$5,000

Recognition Benefits
• Reserved seating for four attendees for dinner and program
• Complimentary valet parking for four guests
• Listing in Kennedy Krieger’s gratitude report, the Institute’s annual report to the community
• Invitation to Kennedy Krieger Society’s annual party, spring 2019

We are happy to customize a sponsorship tailored to your specific needs.

To secure your table(s) or to discuss customization, please fill out the enclosed sponsorship form or contact:

Jennifer Doyle
Director of Leadership Giving
443-923-4324
DoyleJ@KennedyKrieger.org
Sponsor Registration Form

Yes, we would like to participate at the following level:

☐ Presenting Sponsor
  $150,000

☐ Platinum Sponsor
  $100,000

☐ Gold Sponsor
  $50,000

☐ Silver Sponsor
  $25,000

☐ Bronze Sponsor
  $10,000

☐ Patron Sponsor
  $5,000

Payment:

☐ Send invoice

☐ Check for payment in full made payable to: Kennedy Krieger Foundation

☐ Credit Card please fill in details

☐ Donation
  I/we cannot attend, but would like to make a contribution in the amount of: __________

Name

Company

Address

City, State, Zip

Phone

Email

Name on Card

Card Number

Expiration Date

Signature

Kennedy Krieger Foundation’s 501(c)(3) number: 52-1734695

Please charge my credit card:

☐ Visa

☐ Mastercard

☐ Discover

☐ AmEx

Please list us in printed materials as: ____________________________

(deadline is August 1, 2018)

If you would like to buy tickets for the event, please visit: KennedyKrieger.org/Judy

Please mail or email this form to:

Jennifer Doyle
Kennedy Krieger Foundation
707 North Broadway
Baltimore, MD 21205
DoyleJ@KennedyKrieger.org
443-923-4324
“Our research is changing the game in brain science. Most importantly, it’s changing lives.”

Amy J. Bastian, PhD
Chief Science Officer, Kennedy Krieger Institute