2013 Passion for Action Leadership Award Dinner

Wednesday, November 6, 2013, 6 p.m.
John F. Kennedy Presidential Library & Museum

For 125 years, Wheelock College has been known as a college with an important public mission: *to improve the lives of children and families*. Founded by pioneer educator Lucy Whewell, Wheelock College has undergraduate and graduate programs that are nationally and internationally recognized for educating and inspiring teachers, social workers, and juvenile justice and child life practitioners – all social justice advocates – to respond proactively to the needs of children and families in the diverse communities in which they live whether here or abroad. Service learning, multicultural perspectives, and in-the-field practice further distinguish students’ academic and life preparation.

The *Passion for Action* Leadership Award Dinner celebrates the spirit of the College through our students and all those who support our 125-year-old mission. The *Passion for Action* scholarship and leadership development program, which the proceeds from our biennial *Passion for Action* Leadership Award Dinner support, represents the highest level of financial support available from the College. These four-year scholarships are given to Greater Boston-area students who, as high school students, have already demonstrated a compelling commitment to community service.

**Wheelock College’s Passionaries**

**Passion for Action Scholarship Program**

“*Passionaries,*” from Barbara Metzler’s Book *Passionaries: Turning Compassion into Action,* “are individuals who transform their compassionate visions into positive actions that significantly change the lives of others.” Recipients of our *Passion for Action* scholarships receive a highly sought-after scholarship but also gain access to an academic program with the following elements:

- **Community Service Projects** - Scholars organize or participate in community service projects each year.

- **Service Learning Projects** - Scholars participate in one or two service learning projects during their four years at Wheelock. They can participate in a Wheelock-organized trip to West Africa, Northern Ireland, New Orleans, or Puerto Rico – or they might organize their own service learning projects.

- **Community/Business Leader Networking** - Scholars participate in special meetings annually with key Boston-area business and community leader Passionaries.

- **Service and Leadership Seminars** – Scholars attend seminars designed to build community service and leadership skills.

- **Capstone Project** - As juniors, scholars begin working with faculty and staff at Wheelock’s Aspire Institute to formulate a “passionate idea.” As seniors, they develop and present their “passionate ideas” in a public forum.

For more information about the *Passion for Action* Scholarship Program and to meet the Passion Scholars, please visit [www.wheelock.edu/giving/passion-for-action](http://www.wheelock.edu/giving/passion-for-action).
The Evening’s Inspiration - Wheelock’s Passionaries

Honoring Year Up and Gerald Chertavian
2013 Passion for Action Leadership Award Recipient

We selected Year Up and its Founder, Gerald Chertavian as our 2013 award recipients for their 25-year-long commitment working to empower urban young adults to make successful transitions to careers and higher education. An intensive one-year training and education program that serves low-income youth ages 18 to 24, Year Up provides the technical, professional, and communication skills needed to succeed. Year Up is one of the fastest growing nonprofits in the nation, and in his recent book, *A Year Up: How a Pioneering Program Teaches Young Adults Real Skills for Real Jobs With Real Success* (2012), Gerald details his philosophy and his experience with Year Up.

Gerald was recognized as one of New York’s outstanding Big Brothers in 1989. He was the recipient of the 2003 Social Entrepreneurship Award by the Manhattan Institute and the 2005 Freedom House Archie R. Williams, Jr. Technology Award. In 2006, he was elected as a Fellow with the Ashoka Global Fellowship of social entrepreneurs, and in 2008, he was appointed by Massachusetts Governor Deval Patrick to serve on the Massachusetts Board of Elementary and Secondary Education. Early on, Gerald became dedicated to closing the opportunity divide in our nation. Determined to make his vision a reality, he combined his entrepreneurial skills and his passion for working with urban young adults to found Year Up in 2000.

Previous award recipients were Christopher “Chris” Gabrieli (2007), the Lowell Family (2009), and Dr. Carol R. Johnson and Linda F. Nathan, Ed.D. (2011), all of whom exemplify our mission by making significant contributions to the social fabric of their communities.

**Keynote Speaker Anuradha Koirala – 2010 CNN Hero**

Our keynote speaker will be Ms. Anuradha Koirala, the Founder and Executive Director of Maiti Nepal. Born in Nepal and an English teacher for more than twenty years, Ms. Koirala started Maiti Nepal with her own savings in 1993 to provide services for both children and women who endure untold pain and suffering, often in silence, as a result of sex trafficking.

Today she is a widely recognized activist and lecturer who has dedicated her life to combating the sexual exploitation of women and children. Her accomplishments have been recognized through numerous awards. Her work is often dangerous and requires great personal sacrifice: Maiti Nepal’s main office in Kathmandu has been destroyed twice, and Maiti workers must travel with a bodyguard when overseeing rescue missions in India.

Ms. Koirala’s commitment has been an inspiration to her largely volunteer staff, most of whom are rescued girls and young women who are healthy enough to work. Today Maiti Nepal conducts a wide range of activities including awareness campaigns, community sensitization, women empowerment programs, and antiretroviral therapy to children and women infected by HIV.

Gerald Chertavian and Year Up’s work, as well as that of Anuradha Koirala, aligns with Wheelock’s long-standing mission, and are perfect role models for our students and inspirations for our **Passion for Action** scholarship winners.
Passion for Action Leadership Sponsor $40,000*

Tickets: Three reserved tables of 10, prime placement, at the Leadership Award Dinner

Visibility Benefits:
- Lead event sponsor and dinner underwriter. “Passion for Action sponsored by _________”
- Supports two Passion Scholars for one academic year
- Recognition from podium night-of-event
- Company name and/or logo linked with event name on all printed materials (invitation, event signage), media releases, and on-screen images at event
- Full-page recognition in event program book, prominent placement
- Logo, link, and recognition on the Wheelock College website
- Recognition in Wheelock College annual report of giving
- Special invitations to Wheelock events

Emerging Leader Award Sponsor $25,000*

Tickets: Two reserved tables of 10, prime placement, at the Leadership Award Dinner

Visibility Benefits:
- Recognition from podium night-of-event; company logo on screen night-of-event
- Supports one Passion Scholar for one academic year and funds five Emerging Leader Awards
- Company name linked as sponsor of the Emerging Leader Awards
- Company featured in all pre- and post-event media promotions
- Prominent placement of company logo on event invitation and signage
- Full-page recognition in event program book
- Logo, link, and recognition on the Wheelock College website
- Recognition in Wheelock College annual report

Passion Scholar Sponsor $20,000*

Tickets: One reserved table of 10, preferred placement, at the Leadership Award Dinner

Visibility Benefits:
- Supports one Passion Scholar for one academic year
- Company logo on screen night-of-event
- Recognition in all pre- and post-event media promotions
- Company logo featured on event invitation and signage
- Full-page recognition in event program book
- Logo, link, and recognition on the Wheelock College website
- Recognition in Wheelock College annual report

* Additional tailored benefits to be mutually agreed upon, as requested
Wheelock College  
Detailed Passion for Action Sponsor Benefits, cont.

**Education Equals Prosperity Sponsor $10,000**

*Tickets:* One reserved table of 10, preferred placement, at the Leadership Award Dinner

*Visibility Benefits:*
- Supports one Passion scholar for one academic semester
- Company logo on screen night-of-event
- Recognition in all pre- and post-event media promotions
- Company logo featured on event invitation and signage
- Full-page recognition in event program book
- Logo, link, and recognition on the Wheelock College website
- Recognition in Wheelock College annual report

**Global Impact Sponsor $5,000**

*Tickets:* One reserved table of 10 at the Leadership Award Dinner

*Visibility Benefits:*
- Listing in all pre- and post-event media promotions
- Company name on event invitation and signage
- Half-page recognition in event program book
- Listing on screen night-of-event
- Listing on the Wheelock College website
- Listing in Wheelock College annual report

**Partners for Change Sponsor $3,000**

*Tickets:* Six VIP tickets to the Leadership Award Dinner

*Visibility Benefits:*
- Listing in event program book
- Listing on the Wheelock College website
- Listing in Wheelock College annual report

**Advocates for Action Sponsor $1,000**

*Tickets:* Two VIP tickets to the Leadership Award Dinner

*Visibility Benefits:*
- Listing in event program book
- Listing on the Wheelock College website
- Listing in Wheelock College annual report

**Friend of Lucy Wheelock $300:** One ticket to the Leadership Award Dinner

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**Program Book Ads**

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*Ad artwork should be provided as high-resolution PDF with fonts and images embedded.*

*Ads are due October 7, 2013.*
Passion for Action  
Sponsor Reply Form  

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I would like to support Wheelock College as an:
- [ ] Passion for Action Leadership Sponsor • $40,000 • 30 seats
- [ ] Emerging Leader Award Sponsor • $25,000 • 20 seats
- [ ] Passion Scholar Sponsor • $20,000 • 10 seats
- [ ] Education Equals Prosperity Sponsor • $10,000 • 10 seats
- [ ] Global Impact Sponsor • $5,000 • 10 seats
- [ ] Partners for Change Sponsor • $3,000 • 6 seats
- [ ] Advocates for Action Sponsor • $1,000 • 2 seats
- [ ] Friend of Lucy Wheelock • $300 • 1 seat (Number of seats requested: _____)
- [ ] Donor to the PFA Scholarship Program (no tickets or services provided) $______________

- [ ] My check (payable to Wheelock College) is enclosed.
- [ ] Please invoice me at the address above.
- [ ] I would like to pay my pledge over a two-year period. Please contact me to discuss.
- [ ] Please charge my credit card listed below:

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Please indicate if you would like us to reserve space at the dinner for you/your group:
- [ ] I/We will attend the Dinner on Wednesday, November 6, 2013.
- [ ] I/We would like to donate _____ seats to Wheelock/Boston students, faculty, or staff.

Please contact the following with questions or additional information:

**Individuals:** Rebecca Smokowski at (617) 879-2234 or rsmokowski@wheelock.edu.

**Organizations:** Anne Turner at (617) 879-1113 or aturner@wheelock.edu.

Wheelock College  200 The Riverway  Boston, MA 02215  Fax: (617) 879-2326

Thank you. Your contribution to our Leadership Award Dinner supports the continuation and growth of this important leadership development program.