



10TH ANNUAL CARITAS OF AUSTIN

Words of Hope

DINNER WITH FEATURED SPEAKER RON HALL AND
HARVEY PENICK AWARD HONOREES TOMI & PETE WINSTEAD

SEPTEMBER 14, 2017 | JW MARRIOTT AUSTIN

Featured Speaker

RON HALL

RON HALL was a successful art gallery owner who had a healthy bank account but emotionally was running on empty. DENVER MOORE was a homeless drifter who grew up picking cotton in virtual slavery – in the 1960s. Although worlds apart, their destiny collided when Ron's wife Debbie insisted that Ron join her in serving food at a local homeless shelter. As soon as she met Denver there, she had a vision that he would change the city and that her husband must befriend him. Alas, she didn't live to see the incredible result of the unlikely friendship she initiated. Their story, immortalized in the New York Times best-selling book, *Same Kind of Different As Me*.

A film adaptation of *Same Kind of Different As Me* will premiere in theaters October 20, 2017. The cast includes Renée Zellweger (Deborah Hall), Djimon Hounsou (Denver Moore), Olivia Holt (Ron's daughter), Jon Voight (Ron's father) and Greg Kinnear (Ron Hall).

Denver and Ron's story was featured as part of the inaugural Words of Hope event in 2008. For the 10th Anniversary, Ron is back to once again share this powerful story and its ripple effect on the lives of others, chronicled in his second book *What Difference do it Make?* Sadly, Denver Moore passed away in 2012. His spirit and story lives on to inspire people to take off their racial, social, and economic blinders in order to find common ground.



10th
2008
2017

ANNIVERSARY
CELEBRATION

ABOUT WORDS OF HOPE

Words of Hope is Caritas of Austin's largest fundraising event featuring an author or prominent individual whose story reflects the mission and work of the organization. Former Words of Hope speakers include Leigh Anne Tuohy, inspiration for *The Blind Side* novel and film, Marcus Luttrell, U.S. Navy SEAL and author of *Lone Survivor*, and Bobby Bones, prominent radio personality. All proceeds from this event support Caritas' work and mission.

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Harvey Penick Award

TOMI & PETE WINSTEAD



Tomi and Pete Winstead will be honored with the 2017 Harvey Penick Award.

For 30 years, Pete and Tomi have been inspiring change and empowering good in Central Texas through their leadership and philanthropy. Together, the couple has been deeply involved with the Capital Area Council of Boy Scouts of America, KLRU-TV Public Television, and Ronald McDonald House. They have also supported Caritas of Austin's work and mission for over 20 years.

Pete played key leadership roles in the development of the first YMCA in East Austin, the Long Center for the Performing Arts, the new Dell Seton Medical Center at the University of Texas, and the creation of many of Central Texas' newest toll roads which has helped dub him the "Mayor of Mobility." He has served as the Chairman of the Greater Austin Chamber of Commerce, President of the Real Estate Council of Austin and currently

serves as a Board member for the American Heart Association, St. Edward's University, and the Austin Area Research Organization. Pete is also the founding shareholder of Winstead PC law firm.

Tomi's leadership in the community began in the 1980s serving on the Board of organizations like CASA, KLRU-Public Television, and chairing the Board of Austin Family House and Ronald McDonald House Charities of Central Texas. Some of her proudest accomplishments include serving as co-chair of the capital campaign to build the new Ronald McDonald House at the Dell Children's Hospital Campus and her involvement with the opening of Austin City Limits' new site at the Moody Theatre.

Tomi and Pete will be married 38 years this April. They are grateful to be a part of making Austin the thriving city it is today, and they are proud parents to 5 children and grandparents to 10 grandchildren.

THE HARVEY PENICK AWARD

Each year, the Harvey Penick Award for *Excellence in the Game of Life* is presented to a prominent leader whose life emulates that of the first recipient, golf legend, Harvey Penick. Previous honorees include Lady Bird Johnson, Ben Crenshaw, Susan and Michael Dell, and Susan and Gary Farmer.



HONORARY CO-CHAIRS

Susan and Gary Farmer · Sonja and Joe Holt

EVENT COMMITTEE

Harriett Choffel · Sherrie Frachtman · Waleska Lavorato · Nique Mayo · Kammy West

CARITAS OF AUSTIN

Caritas of Austin believes that our community thrives when all its members have the opportunity to reach their full potential. We ensure people have access to safe housing, jobs, healthy food, and life skills, empowering them toward the life they want.

HOUSING FIRST

Caritas of Austin believes that it is nearly impossible to restore stability without first obtaining safe, permanent housing. Caritas' housing programs serve individuals and families who have experienced short and long-term homelessness, focusing first on finding a stable place to call home. Clients also work together with staff members to build wellbeing through employment and food assistance, life skills classes, mental health counseling, and reconnection to a social support system.



Your Impact

Your support of Caritas of Austin will enable the following services this year:



RAPID REHOUSING FOR **300 INDIVIDUALS & FAMILIES** EXPERIENCING HOMELESSNESS
130 DISABLED, CHRONICALLY HOMELESS INDIVIDUALS HOUSED

HOUSING & SUPPORT SERVICES FOR **100 VETERAN FAMILIES** 



OVER **300 INTERNATIONAL REFUGEES** RESETTLED

500 INDIVIDUALS PLACED IN JOBS 



OVER **1,000 EDUCATIONAL CLASSES** OFFERED

80,000 MEALS SERVED IN THE COMMUNITY KITCHEN

TAKE-HOME GROCERIES FOR **40,000 MEALS** 

WWW.CARITASOFAUSTIN.ORG

Sponsorship Opportunities

PRESENTING, PENICK AWARD & SPEAKER SPONSORSHIPS

Sponsor Benefits	Presenting \$20,000	Penick Award \$15,000	Speaker \$15,000
VIP seating for 2 tables (20 seats total)	×	×	×
All table guests invited to VIP Reception with Ron Hall prior to event	×	×	×
Copy of <i>Same Kind of Different As Me</i> book with opportunity to have it autographed at the event	×	×	×
Complimentary valet parking for table guests	×	×	×
Opportunity for a customizable branding opportunity	×		
Premier event signage during event	×		
Speaking opportunity as part of the event program	Sold	×	Sold
Logo/Name recognition included on all media materials	×	×	×
Logo/Name recognition included in slide show at event	×	×	×
Top listing in invitation, program, and event signage	×		
Logo/Name recognition in invitation and program		×	×
Full page advertisement in event printed program for 700 guests	×	×	×
	Back Cover		
Click-through logo/name recognition on Caritas of Austin website (10,000 monthly views)	×	×	×
Logo/Name recognition in e-news (10,000 distribution)	×	×	×
Mention in social media posts (5,000 distribution)	×	×	×

Become a sponsor **HERE** or contact Ally Fiebig at afiebig@caritasofaustin.org or **(512) 646-1288**

UNDERWRITERS

Sponsor Benefits	Food \$10,000	Valet \$10,000	VIP Reception \$10,000	Venue \$10,000	Production \$10,000	Kick-Off Party \$10,000
Premier seating for 1 table (10 guests)	x	x	x	x	x	x
All table guests invited to VIP Reception with Ron Hall prior to event	x	x	x	x	x	x
Copy of <i>Same Kind of Different As Me</i> book with opportunity to have it autographed at the event	x	x	x	x	x	x
Complimentary valet parking for table guests	x	x	x	x	x	x
Promotional signage/branding opportunity related to underwritten component	x	x	x	x	x	x
Logo/Name recognition included on all media materials	<i>Sold</i>	<i>Sold</i>	<i>Sold</i>	<i>Sold</i>	<i>Sold</i>	<i>Sold</i>
Logo/Name recognition included in slide show at event	x	x	x	x	x	x
Logo/Name listed in invitation and event program	x	x	x	x	x	x
Half-page advertisement in event printed program for 700 guests	x	x	x	x	x	x
Click-through logo/name recognition on Caritas of Austin website (10,000 monthly views)	x	x	x	x	x	x
Logo/Name recognition in e-news (10,000 distribution)	x	x	x	x	x	x
Mention in social media posts (5,000 distribution)	x	x	x	x	x	x

ADVOCATE & PARTNER SPONSORS

Sponsor Benefits	Advocate \$5,000	Partner \$3,500
Preferred seating for 1 table (10 seats)	x	x
Tickets to VIP Reception with Ron Hall prior to the event	x 4 tickets	x 2 tickets
Copy of <i>Same Kind of Different As Me</i> book with opportunity to have it autographed at the event	x	
Recognition in slide show at event	x Logo	x Name Only
Recognition in invitation and event program	x Logo	x Name Only
Recognition on Caritas of Austin Website (10,000 monthly views)	x Logo	x Name Only
Recognition in e-news (10,000 distribution)	x Logo	x Name Only
Mention in social media posts (5,000 distribution)	x	x

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