

—
Help.
Support.
Recovery.



THE ALLIANCE
for Eating Disorders Awareness

20

20 YEARS  **20 STORIES**

Celebrating Two Decades of Creating Change

The Opportunity:

20th Anniversary Celebration

WHO: The Alliance for Eating Disorders Awareness

WHAT: In celebration of our 20th Anniversary, we will be hosting a virtual gala. We will be featuring 20 stories from 20 survivors from our two decades as a nonprofit, highlighting that eating disorders do not discriminate between age, class, race, gender, sexual orientation, and body shape/size. There will also be several call to action items throughout the evening.

We are anticipating reaching 500+ total attendees. As we never want costs to be a barrier, this evening will be free to attend, removing obstacles for people to hear stories about hope and recovery. We will have select VIP spots available, with gifting opportunities with aligned-on brand partners.

WHEN: Thursday, October 15th

WHERE: Zoom

WHY: This night will be a celebration of the hard work The Alliance has achieved, while also highlighting our constant sources of inspiration, the people we serve.

We will be presenting our inaugural Global Changemaker Award to a true hero of The Alliance. Jameela Jamil is someone who provides marginalized communities with a platform, making a tremendous impact on the communities we serve. There will also be special appearances by several members of the US Congress.



20 YEARS  **20 STORIES**

Celebrating Two Decades of Creating Change

Honoree

Jameela Jamil

Eating Disorders Activist, Actress

Global Changemaker Award





Congressman Ted Deutch
(D-FL)



Congressman Alcee Hastings
(D-FL)



Congressman Brian Mast
(R-FL)



Congresswoman Debbie Wasserman Schultz
(D-FL)

Also Featuring

Tier A: \$20,000 (Presenting Sponsor)

- Naming rights: listing as the Presenting Sponsor for the event with your {company} name and logo on all advertising materials. (I.e. event presented by your name)
- Full category exclusivity
- 30 second feature during the live main event
- Logo on event landing page and mobile bidding platform
- 1x dedicated email to community
- 1x post to Instagram (Feed) + 3x posts to Instagram (Stories)
- 2x posts (Facebook)
- Sponsor acknowledgement on listing in VIP box
- Opportunity to provide an item for VIP boxes
- 8x VIP tickets

Tier B: \$10,000

- Full category exclusivity
- 10 second feature during the live main event
- Logo on event landing page and mobile bidding platform
- 1x inclusion in promotional email to attendees (along with other partners)
- 1x post to Instagram (Feed) + 2x posts to Instagram (Stories)
- 1x post (Facebook)
- Sponsor acknowledgement on listing in VIP Box
- Opportunity to provide an item for VIP boxes
- 4x VIP Tickets

Tier C: \$2,500

- Logo on event landing page
- 1x inclusion in promotional email to attendees (along with other partners)
- 2x posts to Instagram (Stories)
- 1x post (Facebook)
- Sponsor acknowledgement on listing in VIP Box
- Opportunity to provide an item for VIP boxes
- 2x VIP Tickets

Tier D: \$500

- 1x Social Media Story (Instagram)
- Logo on event landing page
- Opportunity to provide an item for VIP boxes
- 1x VIP Ticket



Our Mission

The Alliance for Eating Disorders Awareness is a national nonprofit organization dedicated to the outreach, education, early intervention, support, and advocacy for all eating disorders.

What We Do

Founded in October 2000, The Alliance has worked tirelessly to raise awareness; eliminate secrecy and stigma; promote access to care; and support those susceptible to, currently experiencing, and recovered from eating disorders. We create a bridge for those needing and seeking help by connecting people with resources to assist them in recovery.

The Alliance offers comprehensive services, including: educational presentations and training days to schools, healthcare providers, hospitals, and community agencies; free, clinician-led weekly support groups nationwide for those experiencing eating disorders and for their loved ones; support and referrals through both our free help-line and comprehensive referral website; and unique and empowering scale smashing events and SmashTALK panel discussions. In September 2017, The Alliance opened Psychological Services, that first of its kind in the country, which offers direct, low-cost, life-saving treatment to underinsured and uninsured adults in the South Florida community.

Over the past 20 years, we have demonstrated our tireless commitment to creating change and making a positive impact on our community.



Our Founder

After recovering from a ten-year-long battle with various eating disorders, Johanna founded The Alliance for Eating Disorders Awareness in 2000. In addition, Johanna runs free weekly support groups, mentors individuals with eating disorders and their families, and helps thousands of people gain information and find the help they need. As a passionate advocate for mental health and eating disorders legislation, Johanna has spent a lot of time meeting with numerous members of Congress, and was part of the first-ever Eating Disorder Roundtable at the White House.

Johanna is a proud member of the Board of Directors for the Eating Disorders Coalition and a member of the Eating Disorders Leadership Summit. She has received many awards for her ongoing outreach and advocacy work, including the Jefferson Award for Public Service®, Academy for Eating Disorders' Meehan/Hartley Leadership Award for Public Service, and Harlequin Enterprises' More Than Words Award. Johanna has appeared on national television programs including NBC Nightly News and The Today Show, and profiled in the New York Times, Cosmopolitan Magazine, and Glamour Magazine.

Johanna's book, *Life Beyond Your Eating Disorder*, was released by Harlequin Nonfiction in September 2010.

Our Team



**JOHANNA
KANDEL**

FOUNDER AND CEO



**JOANN
HENDELMAN,
PHD, RN,
FAED, CEDS,
CEDRN**

CLINICAL DIRECTOR



**LIZ MOTTA,
LMHC**

DIRECTOR OF
EDUCATION AND
RESOURCES



**MCCALL
DEMPSEY**

DIRECTOR OF
SOUTHERN SMASH



**SAREA
FOLEY**

EVENTS MANAGER



**LISA
MURANO**

DONOR RELATIONS
MANAGER



**JAMIE
STEFFENS**

OPERATIONS
MANAGER



**AMY
SULLIVAN**

SMASH COORDINATOR



**LAURIE
YURCHUCK**

FINDEHELP PROJECT
COORDINATOR



**MARK R
KRUTORAD,
MA, LMFT**

TRAINING
SUPERVISOR



**ALLISON
WEISER,
PSYD, MS**

SENIOR POST-
DOCTORAL FELLOW



**VALERIE
DOUGLAS,
PH.D.**

POST-DOCTORAL
FELLOW

Our Stats



INSTAGRAM

Followers

5.6K

Avg. Daily Profile Impressions

6,240

Avg. Daily Profile Reach

72

Total Post Video Views

6,532

Total engagements

8,106



FACEBOOK

Followers

13.7k

Total Video Play Clicks

3,481

Total Video Views

70,773

Total Replayed Video Views

6,789

Avg. Daily Reach

3,952

Total Impressions

905,540



EMAIL

Subscriber List

16,314

Open Rate

23.51%

Press Highlights

The
New York
Times

GLAMOUR

COSMOPOLITAN

 **NIGHTLY NEWS**


TODAY

NY
DAILY NEWS


NBC

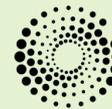
**Roll
Call**



THE
HUFFINGTON
POST

**marie
claire**

The
Boston
Globe



REUTERS

Word of Mouth



“[The Alliance] has grown so much. It went from being twice a month to every week, from 8-10 people in the room to just about standing room. It’s just really grown, once people find it, I think they just really keep coming back”

“In the beginning it was to help me stay focused and strong, so I didn’t feel so alone, sometimes there were people further along in the journey that were able to give me really good advice on how to just cope and stay focused. And over time as my daughter has gotten healthier and healthier, I continue to go because through our life experiences I feel like I can go and be supportive of others like they have been supportive of me.”



Word of Mouth



“Psychological Services gives me the structure I need to live my life while getting the help I need. When I couldn't speak, they spoke. They embraced me like a warm hug. I have a safe space to have a bad day. I have every chance to have a good one.”

“The Alliance has shown me that not only is recovery possible but that I, too, can have a life worth living. This organization has helped me realize that there is more to me than my struggles with an eating disorder. I know now that I am allowed to be myself, to be loved, to feel, to eat, to make mistakes, to heal, and to experience life. I no longer need to punish my body. My greatest fear has been the same as my greatest DREAM, and that, is recovery. My Alliance family has and will be with me every step of the way.”



Our Partners

We've partnered with brand and business across all disciplines, including health & wellness, fashion, media and hospitality.



TORY BURCH



KENDRA SCOTT



ALEX AND ANI





THE ALLIANCE
for Eating Disorders Awareness

Thank you.

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