

# Face Forward

*Building confidence toward a new beginning*



## MEDIA & PRESS KIT

This information packet will be useful in learning more about our organization. For further inquiries, please visit our website:

[www.facela.net](http://www.facela.net)

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# MISSION

The mission of Face Forward is to provide physical and emotional reconstruction for women and children who have been victimized by domestic or gang related violence. Face Forward vows to provide each victim with the best possible treatment pro bono.

# ABOUT



*Face Forward* was founded by renowned plastic surgeon and biochemist Dr. David Alessi and his wife Deborah Alessi CEO of Alessi Skincare. Both Dr. and Mrs. Alessi have a long history of supporting charitable initiatives and have served several *not for profit* organizations as both board members and benefactors.

*Face Forward* works with community leaders around the nation to identify victims of violence who are legitimately working toward recovery and who carry the physical evidence of past abuse. We are able to provide our services to individuals who are committed to their recovery by partnering with local community centers, which offer complementary relief: housing, counseling, job searches, and legal assistance. We are one humble part of the *recovery* puzzle; however, the immediate results of healing efforts provide individuals with the confidence to literally put their best *Face Forward* once again.

*Face Forward* is a non-profit organization, a 501(c)(3) registered in the State of California. Better than 90% of all donations are directed toward victim treatment and recovery. Since an average patient's treatment costs approximately \$5,000, every penny helps.

# FACT SHEET

The statistics are staggering! One in three women globally have been physically abused and approximately half of all murders and disfiguring assaults in major metropolitan areas are gang related. Sadly, there are few treatment options for victims of abuse beyond the underfunded county systems.

Approximately two-thirds of reported domestic violence incidents are classified as "simple assaults," which result in a misdemeanor rather than a felony. However, up to 50% of these "simple assaults" result in physical injuries and disfigurements that are at least as serious as 90% of all rapes, robberies, and aggravated assaults.

Domestic violence is abuse committed by a spouse, a former spouse, a boyfriend or girlfriend, or a cohabitant upon another individual. It is estimated that an act of domestic violence occurs every 15 seconds somewhere in the United States. That figure translates to over 2.5 million victims per year. Abuse affects the lives of the victim, family and the children who live within the boundaries of these abusive relationships.

The effects of continued or traumatic abuse are lasting and indelible. These marks are a constant reminder of a tortuous past and significantly affect the ability of former victims ability to integrate with the public, erase the past and the find courage to move forward with dignity.

# SAUNDRA

## A FACE FORWARD PATIENT

Face Forward's Annual Gala is held each year to help patients like Sandra. Sandra survived a brutal attack from her husband which caused a horrific aftermath of gangrene 20 years ago. Dr. Alessi and his surgical team works pro bono with all of Face Forward's patients. Each year the money raised from our Gala goes towards helping brave patients such as Sandra.



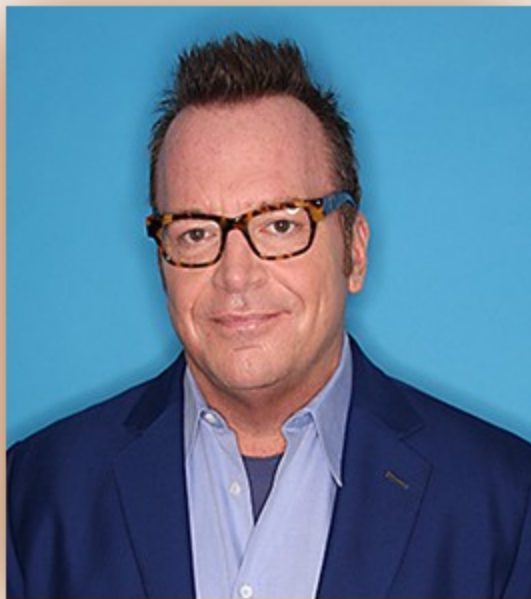


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FACE FORWARD 3RD ANNUAL GALA  
SEPTEMBER 15, 2012

BEVERLY WILSHIRE HOTEL 9500 WILSHIRE BLVD. BEVERLY HILLS, CA

# HOSTS OF THE 3<sup>RD</sup> ANNUAL GALA



**Tom Arnold**

Writer, producer, and actor



**Bonnie Somerville**

Actress

# VOICE AWARDS HONOREES



**Lorenzo Neal**

Former NFL Player, Entrepreneur



**Nick Young**

NBA Player, Clippers



# HONORARY COMMITTEE



Vanessa Marcil

Bonnie Somerville

Charlotte Ross

Lauren Conrad

Mayim Bialik



Vienna Girardi

Ivan Sergei

Jaclyn Smith

Dr. Lisa Masterson

# SPONSORSHIPS & DONATIONS

## \$50,000 TITLE SPONSOR

- ❖ Supports medicine cost, aftercare and complete care coordination for 10 patients.
- ❖ 3 VIP tables with premier placement - (30 tickets)
- ❖ Access to the Celebrity Social VIP Cocktail Reception
- ❖ Premier placement in press releases and all marketing/PR materials
- ❖ Company name in title of the event "Face Forward and YOUR COMPANY NAME Present..."
- ❖ Full page ad in the event program.
- ❖ Premier branding throughout the event
- ❖ Recognition from the stage
- ❖ Placement of logo on the Step & Repeat
- ❖ 2 branded cabanas at the Celebrity Social

## \$25,000 PRESENTING SPONSOR

- ❖ Supports medicine cost, aftercare and complete care coordination for 5 patients.
- ❖ 2 VIP tables with premier placement - (20 tickets)
- ❖ Access to the Celebrity Social VIP Cocktail Reception
- ❖ Premier placement in press releases and all marketing/PR materials
- ❖ Full page ad in the event program.
- ❖ Premier branding throughout the event
- ❖ Recognition from the stage
- ❖ Placement of logo on the Step & Repeat
- ❖ 1 branded cabanas at the Celebrity Social

# SPONSORSHIPS & DONATIONS

## \$10,000 VIP Table Sponsor

- ❖ Supports medicine cost, aftercare and complete care coordination for 2 patients.
- ❖ 1 VIP table with premier placement - (10 tickets)
- ❖ Access to the Celebrity VIP Cocktail Reception
- ❖ Inclusion in all Marketing/PR materials
- ❖ Full page ad in the event program.
- ❖ Limited signage at the event
- ❖ Half page ad in event program

## \$5,000 VIP Table Sponsor

- ❖ Supports medicine cost, aftercare and complete care coordination for 1 patient.
- ❖ 1 VIP table (10 tickets)
- ❖ Access to the Celebrity VIP Cocktail Reception
- ❖ Quarter page ad in the event program.

## \$3,000 Table

- ❖ 1 table (10 tickets)

## \$500 VIP Ticket

- ❖ 1 VIP Ticket
- ❖ Access to the Celebrity VIP Cocktail Reception

## \$350 Ticket

- ❖ 1 Ticket

# RECENT EVENTS



Top Left: Taylor Armstrong Bottom Left: Vanessa Marcil Middle: founders Dr. David and Deborah Alessi.  
Top Right: guests that attended. Bottom Right: Flamingo Performance from last year.

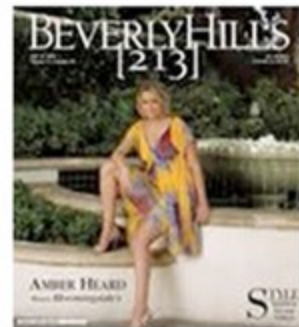
# RECENT PRESS

*THE*  
**Hollywood**  
*REPORTER*



**examiner.com**

the insider source for local



# SPONSORS

ĀMAN  
RESORTS



O·P·I



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# Face Forward

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CHECKS PAYABLE TO:  
**Face Forward**

MAIL CHECKS TO:  
8670 Wilshire Blvd #200  
Beverly Hills, Ca 90211

PURCHASE TICKETS OR SPONSORSHIP ONLINE GO TO  
[HTTP://FACEFORWARD.EVENTBRITE.COM](http://faceforward.eventbrite.com)

FOR MORE INFORMATION, PLEASE CONTACT:  
**Deborah Alessi 310 359 0992**

## SPONSORSHIPS:

### TITLE SPONSOR \$50,000

- Supports complete after care coordination for 10 patients, 3 VIP tables of 10 guests each with premium placement, exclusive Pre-Event Celebrity VIP Cocktail Reception, premier placement in press releases, company name in title of the event, full page ad in the event program, recognition from the stage, placement of logo on the step and repeat, 2 branded cabanas at the Celebrity Social, promotional inserts in gift bag.

### PRESENTING SPONSOR \$25,000

- Supports complete after care coordination for 5 patients, 2 VIP tables of 10 guests each with premium placement, exclusive Pre-Event Celebrity VIP Cocktail Reception, premier placement in press releases, full page ad in the event program, recognition from the stage, placement of logo on the step and repeat, 1 branded cabana at the Celebrity Social, promotional inserts in gift bag.

### TITLE TABLE SPONSOR \$10,000

- Supports complete after care coordination for 2 patients, 1 VIP table of 10 guests with premium placement, exclusive Pre-Event Celebrity VIP Reception, inclusion in press releases, half page ad in the event program, limited signage at the event, promotional inserts in gift bag.

### PRESENTING TABLE SPONSOR \$5,000

- Supports complete after care coordination for 1 patient, 1 VIP table of 10 guests, exclusive Pre-Event Celebrity VIP Reception, quarter page ad in the event program.

## TICKET PURCHASE:

- Table \$3,000**                      1 Table of 10 guests
- VIP Ticket \$500**                      1 VIP Ticket and Exclusive VIP Pass to Celebrity Cocktail Reception
- Ticket \$350**                              1 Dinner Ticket

**Thank you for your support! Please make selection and return this page along with your payment**

Name: \_\_\_\_\_ E-mail: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Enclosed is a check in the amount of \$ \_\_\_\_\_ Check# \_\_\_\_\_