



**HHCP**

**HELP FOR HEALTHCARE PROFESSIONALS**

*"A Night of Glam & Gratitude"*

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**Charity Awards Gala**

**2024**

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**PARTNERSHIP GUIDE**



# About Us

## HELP FOR HEALTHCARE PROFESSIONALS AT A GLANCE

**HHCP, Inc. is a registered 501(c)(3) nonprofit organization leading a community dedicated to supporting our frontline heroes across Georgia.**

### ABOUT US

We are a group of healthcare professionals passionate about supporting our colleagues, family, and friends, providing healthcare services on the frontline.

### OUR MISSION

To mobilize people and resources, reciprocate care for healthcare professionals, and strengthen our frontline.

### OUR VISION

Shaping a society where support is provided to healthcare professionals and first responders, through awareness, education, and crisis relief, ensuring the preservation of workforce wellness.





# What We Do

**Help for Healthcare Professionals**, HHCP, is a nurse-owned nonprofit organization based in Georgia. We were established to provide support and services to the healthcare workers in our community who have devoted their lives to keep us safe and healthy.

2020 shifted the perspective of the community at large as everyone seemed to now understand the nature of the healthcare ecosystem. Nurses, doctors, paramedics, respiratory therapists, social workers, community health workers, and pharmacists; are only a few of the brave and heroic people making a difference in our lives and our community. While you stayed safe within your homes and away from the pandemic, healthcare workers went out daily to face the dangers of the COVID-19 virus, head-on.

Each year we aim to provide targeted programs and services in fulfillment of our three **core pillars—awareness, education, and crisis relief**. As we expand our Crossroads Education and Skills Training program, we ensure sustainability of the healthcare workforce. We do this by removing barriers that impede both aspiring and existing members of the healthcare ecosystems' ability to obtain comprehensive training. Long-term, this creates healthier communities with better access to healthcare.

## Signature Programs

### EDUCATION



#### THE CROSSROADS EDUCATION & SKILLS TRAINING PROGRAM

Health Careers Awareness for Communities (HCAC)

Scholarships

Internships

Financial Assistance

CBO VaxBridge Vaccine Program

### ADVOCACY & AWARENESS



#### WORKFORCE DEFENSE PROGRAM

Health Policy  
Wellness Initiatives  
Crisis Counseling  
Advocacy Training

### CRISIS RELIEF



#### THE FRONTLINE CARE AND RECOVERY (CARE) PROGRAM

Custom Care Packages  
Food Assistance  
(grocery and meals)  
Hardship Assistance  
Appreciation Events

## 22,000+ Lives Impacted since 2020

#### DID YOU KNOW?

Average cost of  
**EMT/ A-EMT** Certification  
~\$2,150

per student

#### DID YOU KNOW?

Average cost of  
**Patient Care Technician**  
Certification  
~\$3,000

per student

#### DID YOU KNOW?

Average cost of  
**Paramedic** Certification  
~\$5,000

per student

#### DID YOU KNOW?

Average cost of  
**Medical Assistant**  
Certification  
~\$9,000

per student

HHCP Scholarships are also available for students in accredited collegiate health career programs up to \$5,000



# About The Event

Experience the **pinnacle** of recognition and **philanthropy** at the HHCP's Annual **Night of Glam & Gratitude Charity Awards Healthcare Gala** and **Mary Jane Seacole Awards Ceremony**, acclaimed as **Atlanta's Healthcare Oscars**. This glamorous event transcends a typical awards ceremony; it's a **powerful fundraiser** for our **education scholarship program**, dedicated to nurturing the next generation of healthcare leaders.

## Schedule



*"A Night of Glam & Gratitude"*

### Charity Awards Gala

6:00 PM

ATLANTA, GEORGIA

As we gather in the heart of Atlanta, we're not just hosting an event; we're **igniting a movement**. This gala is a tribute to the exceptional healthcare workers and first responders in Georgia, acknowledging their **tireless dedication** and **significant impact** on our communities. Last year's **sold-out "BravoTV Edition"** set a precedent for **excellence** and **community engagement**, and this year, we aim to **surpass it**.

Your partnership offers a unique opportunity to align your brand with a cause that resonates deeply within the healthcare community and beyond. By supporting this event, you're **championing** the values of **diversity, equity, and innovation**, and contributing to a night that celebrates the best in healthcare.

## 2024 AWARD CATEGORIES

- ADVOCACY
- ANCILLARY SUPPORT SERVICES
- BUSINESS INNOVATION
- CHANGE AGENT
- COMMUNITY IMPACT
- DENTIST OF THE YEAR
- DIVERSITY, EQUITY & INCLUSION
- EXECUTIVE LEADERSHIP
- FIRST RESPONDER/ EMERGENCY SERVICES
- **GUARDIAN OF GLOBAL HEALTH \*NEW\***
- HEALTH EDUCATION
- HEALTHCARE ENTREPRENEUR
- HEALTHCARE INFORMATICS
- LEGISLATOR
- MENTAL HEALTH
- MENTOR
- NURSE OF THE YEAR
- NURSING STUDENT
- PHYSICIAN OF THE YEAR
- PUBLIC HEALTH
- REHABILITATION SERVICES
- RESEARCH
- WOMEN'S HEALTH



# Event Overview

Don't miss out on this unique opportunity to come together to raise funds to provide scholarships and educational opportunities for the next generation of healthcare workers. As a community we can also celebrate and show appreciation to our healthcare workers for all they do.



## First Highlight

- Pre- Gala VIP Private event for Celebrity Guests of Honor, Nominees, and Board Members
- Red Carpet Interviews with multiple local media outlets
- Live Entertainment
- Pre-Gala Cocktail Hour (Open Bar and Hors d'oeuvres)
- Partners and Affiliates Pre-Gala Product Review

## Second Highlight

- Mary Jane Seacole Awards Ceremony
- Keynote Address
- 5-Star Dining Experience
- Guest Artist(s) Performance
- Special Sponsors/ Affiliates Presentations
- Scholarship Presentation Ceremony
- Testimonial from a Clara Barton Aspiring Nurse Scholarship Recipient

By partnering with our organization, you can do your part in showing your appreciation for these individuals and their work. This will help us further our education and skills training efforts as we strive to build a resilient healthcare workforce. We understand that, now more than ever, our frontline heroes must receive recognition and support. Together we can ensure that our healthcare workers are remembered, supported, and respected for their essential work.

Let's show them our appreciation!



# Event Highlights 2023



## Featured Press





# Our Corporate Partners & Affiliates

Join Our Community!

Over the last few years we've formed partnerships with a wide array of industry leaders.

Please stay tuned as we expand our programs and services and provide more opportunities for our community to help support our frontline heroes.

Proceeds are primarily applied to scholarships, counseling, emergency hardship funding, and custom care packages for frontline healthcare workers and their families.

**Georgia Commission on Women**

**GNR PUBLIC HEALTH**

**American College of Healthcare Executives**  
for leaders who care®

**Project Management Institute**

**PRECIS SCREENING**  
OCCUPATIONAL HEALTH & EMPLOYER SERVICES

**UAPRN**

**Urban League of Greater Atlanta**

**Gwinnett County Public Schools FOUNDATION**

**GHA**  
Georgia Hospital Association

**GNA**  
GEORGIA NURSES ASSOCIATION

**ForbesBLK**

**live healthy GWINNETT**

**Rotary**  
Rotary Club of Gwinnett County

**BLACK WOMEN**  
LEADERS IN NURSING

**CORE**  
Community Organized Relief Effort

**FULTON COUNTY BOARD OF HEALTH**

**BY THE GOVERNOR OF THE STATE OF GEORGIA**  
**A PROCLAMATION**  
**JUNETEENTH**

**WHEREAS:** On June 19, 1965, Great leaders led by Martin Luther King, Jr. led the people of Georgia to the front lines of the struggle for freedom and equality for all people of this great state. It has been almost 55 years since that historic day. Although President Lincoln's Emancipation Proclamation had been issued more than two years prior, it took time for the nation to fully embrace the reality of freedom and equality for all people.

**WHEREAS:** As one of the oldest American holidays, Juneteenth commemorates the ending of slavery to all African Americans and their descendants. It has historically been a time of prayer, reflection, and family reunion.

**WHEREAS:** Juneteenth also highlights the spirit and resilience of African Americans who have overcome adversity and achieved greatness in every field of endeavor. It is a time to celebrate the contributions of African Americans to the fabric of our state and the nation.

**WHEREAS:** Although Juneteenth is specific to the emancipation of African Americans, it serves as a reminder of the continued struggle for equality and justice for all people of this great state.

**WHEREAS:** In recognizing the history of Juneteenth in the State of Georgia, we acknowledge the challenges, sacrifices, and perseverance of all those who lived during these periods in our history.

**THEREFORE:** I, BRISAN P. KEMP, Governor of the State of Georgia, do hereby proclaim June 19, 2020, as JUNETEENTH in Georgia.

In witness whereof, I have hereunto set my hand and caused the Seal of the Executive Department to be affixed this 17th day of June in the year of our Lord, Two Thousand and Twenty-Two.

*Brisan P. Kemp*  
GOVERNOR

*Markus Kilpatrick*  
COMMISSIONER

**BY THE GOVERNOR OF THE STATE OF GEORGIA**  
**A PROCLAMATION**  
**NURSE PRACTITIONER WEEK**

**WHEREAS:** Nurse practitioners (NPs) serve as essential providers of health care for patients in Georgia working to expand health care access to underserved communities and health disparities; and

**WHEREAS:** The confidence that patients have in NP-delivered health care is evidenced by the more than 1 billion visits made annually to NPs across the country and by the patients that depend on the backbone of thousands of licensed NPs in the United States and over 14,000 in Georgia to diagnose, manage, and treat their chronic and acute health care conditions; and

**WHEREAS:** NPs provide high-quality patient care, and specialty health care services while amplifying health promotion, disease prevention, health education, and counseling; and

**WHEREAS:** In addition to providing quality care to all patients, nurse practitioners also support Georgians throughout their lives by guiding them to make sound health and lifestyle choices every day; and

**WHEREAS:** The State of Georgia is proud to recognize and honor the service of NPs to our state and recognize the countless contributions NPs have made over the past half century and will continue to make on behalf of the health and well-being of citizens in our state; now

**THEREFORE:** I, BRISAN P. KEMP, Governor of the State of Georgia, do hereby proclaim November 11, 2020, as NURSE PRACTITIONER WEEK in Georgia.

In witness whereof, I have hereunto set my hand and caused the Seal of the Executive Department to be affixed this 10th day of November in the year of our Lord, Two Thousand and Twenty-Two.

*Brisan P. Kemp*  
GOVERNOR

*Markus Kilpatrick*  
COMMISSIONER



# Our Packages

## *A Night of Glam & Gratitude* **Charity Awards Gala 2024**

**\*FOR CUSTOM AND IN-KIND OPPORTUNITIES, email [partnerships@HHCPinc.org](mailto:partnerships@HHCPinc.org)**

### **DIAMOND AMBASSADOR**

**\$50,000**

- Event Takeover, VIP Brand Visibility Sponsorship Logo Displayed Throughout The Event On Promotional Materials, I.E., Tables, Napkins, Gift Bags, Step And Repeat, And Logo On Projectors Displayed Throughout The Gala
- Award Presentation(s) Of Your Choice
- Opportunity To Present A Scholarship With Your Company's Name
- 2024 Keynote Speaker
- Pre/Post VIP Reception Custom Brand Activation
- Exclusive Red Carpet Escort & VIP Seating
- Complimentary VIP Concierge Service
- Diamond Ambassador Acknowledgment
- Customized Branded Video Feature
- Exclusive After-Party Access
- HHCP Signature Education Program Sponsor
- Dedicated Feature In HHCP Newsletter
- Logo Listed In HHCP's Annual Report And On The HHCP Website
- Logo On All Printed, Digital, And Social Marketing Materials
- Opportunity To Add Branded Promo Item To VIP Gift Bag
- Logo On All Printed Or Digital Marketing Materials
- 2-Page Ad In The Event Program
- 2-Complimentary VIP Table (20 Seats)
- Exhibitor Table (Optional)

### **DIAMOND**

**\$25,000**

- Named Award Presentation
- Pre/Post VIP Reception Custom Brand Activation
- Exclusive Red Carpet Escort & VIP Seating
- Complimentary VIP Concierge Service
- Diamond Partner Acknowledgment
- Customized Branded Video Feature
- Exclusive After-Party Access
- HHCP Signature Education Program Sponsor
- Dedicated Feature In HHCP Newsletter
- Logo Listed In HHCP's Annual Report And On The HHCP Website
- Logo On All Printed, Digital, Step And Repeat, And Social Marketing Materials
- Opportunity To Add Branded Promo Item To VIP Gift Bag
- Logo On All Printed Or Digital Marketing Materials
- Full Page Ad In The Event Program
- One Complimentary VIP Table (10 Seats)
- One Exhibitor Table (Optional)

### **PLATINUM**

**\$10,000**

- Opportunity To Submit A 2-Minute Presentation Or Pre-Recorded Promotional Video To Premier During The Gala
- Opportunity To Present A "Nominee Award"
- Platinum Partner Acknowledgment
- Logo Listed In HHCP's Annual Report And On The HHCP Website
- Logo On All Printed, Digital, And Social Marketing Materials
- Opportunity To Add Branded Promo Item To VIP Gift Bag
- Logo On All Printed Or Digital Marketing Materials
- Full Page Ad In The Event Program
- Five Complimentary VIP Tickets
- One Exhibitor Table (Optional)

### **GOLD**

**\$5,000**

- Logo In HHCP's Annual Report And On The HHCP Website
- Opportunity To Add Branded Promo Item To VIP Gift Bag
- Logo On All Printed, Digital, Step And Repeat, And Social Marketing Materials
- 1/2 Page Ad Placement Program
- Three Complimentary VIP Tickets
- One Exhibitor Table (Optional)

### **SILVER**

**\$3,000**

- Logo Placement In Event Program, Social Media Posts, Etc.
- Four Complimentary Seats
- 1/4 Page Ad In The Event Program

### **BRONZE**

**\$1,800**

- Logo Placement In Event Program, Social Media Posts, Etc.
- One Complimentary Seat
- Mission Supporter Acknowledgment





## Contact Us

# For More Information

**The healthcare workforce shortage is an ongoing crisis. Join our cause as we fight to ensure we have the workforce we need to care for our communities.**

Every day hospitals and other care settings must make decisions on whether to close down mother/baby units, emergency rooms, or clinics because they don't have adequate staff to care for their patients. This decreases access to quality care and causes people to live with untreated diseases, poor quality of life, and some even die.

**YOU CAN HELP!** Your contributions will help train the next generation of competent healthcare workers, with a renewed excitement to care for the citizens of Georgia. **CONTACT US TODAY!**



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**THANK  
YOU**  
For Your Time