15TH ANNUAL
MUSICAL FEAST for the EYES and EARS
UNDERWRITING OPPORTUNITIES
100TH YEAR CELEBRATION OF AURORA OF CNY
THURSDAY, MAY 18, 2017
ABOUT AURORA

During 2017 AURORA of CNY, Inc. will celebrate its 100 Year Anniversary. AURORA is the only non-profit organization dedicated exclusively to serving individuals who are blind, visually impaired, deaf and hard of hearing in Central New York.

AURORA’s mission is to promote independence and opportunity so that individuals with vision or hearing loss, or both, can achieve their fullest potential and participation in school, work, home and community.

AURORA OF CNY’S HISTORY

1917: Syracuse Association of Workers for the Blind, Inc., also known as “The Lighthouse” was established to provide services to blinded veterans of WWI.

1926: The Lighthouse begins to receive Community Chest (UNITED WAY) funds to expand social and employment services for anyone who has vision loss.

1965: The Lighthouse restructures and professionalized services by hiring Orientation and Mobility, Rehabilitation and Social work staff members.

1976: The Central New York Association of the Hearing Impaired (CNYAHI) was established as a sister agency to the Lighthouse.

1979: The Marjoire Clere Interpreter Referral Service is created to meet the growing demand for high-level, qualified American Sign Language Interpreters.

1991: AURORA of CNY is created through the merger of Syracuse Association of Workers for the Blind and the Central New York Association of the Hearing Impaired.

2017: AURORA celebrates 100 years of service and is poised to embark on exciting new ventures to significantly expand our service lines and integrate a total health and wellness approach to services for people of all ages with vision and hearing loss.
HIGHLIGHTING OUR PARTNERSHIP WITH ST. JOSEPH’S HEALTH

Since 1869, St. Joseph’s has stood as a community landmark representing a commitment to the delivery of high-quality compassionate care, while AURORA, once known as the Association of Workers for the Blind or “The Lighthouse”, has been a mainstay of benevolent service by helping people with sensory loss achieve the highest quality of life. For nearly a century, St. Joseph’s and AURORA have enjoyed a long and fruitful partnership serving Central New York residents of all ages, races and religions. Kathryn Ruscitto, president and chief executive officer of St. Joseph’s Health since 2011, and the leaders who preceded her, have been a critical force behind the continued success of this partnership.

Debra Chaiken, AURORA’s president explains the partnership: “Over the years, AURORA has benefited from the excellent tradition of strong leadership at St. Joseph’s. Former CEO of St. Joseph’s, William J. Watt was an invaluable member of our board of directors and a good friend. Currently, Theodore Pasinski, who was CEO immediately prior to Ms. Ruscitto, is an active board member who is helping us create a positive future for AURORA. And now, thanks to Kathryn Ruscitto's vision and leadership, important initiatives and joint collaborations between AURORA and St. Joseph’s are still bearing fruit in the community. Programs such as comprehensive falls prevention and system-wide sensitivity training for medical staff around vision and hearing loss continue to make a difference in people’s lives.”

In fact, throughout her tenure at St. Joseph's, Ms. Ruscitto has led initiatives to improve the quality and safety of patient care, and has deepened physician engagement in operations and strategic development. Additionally, under Ms. Ruscitto’s leadership, St. Joseph’s invested in a multi-million dollar hospital renovation project on its main campus in Syracuse, and made investments in the expansion of several ambulatory care centers – all with the goal of improving access to care for patients and their families. Ms. Ruscitto prioritized community engagement as an integral part of maintaining community health, and led the effort that made St. Joseph's a driving force in the revitalization of Syracuse’s North Side neighborhood. She also led the creation of an innovative, integrated health care center on Syracuse’s Near West Side in cooperation with key community partners. Most recently, in 2015, St. Joseph’s joined the Trinity Health system - the culmination of a five-year collaborative discernment process led by Ms. Ruscitto, which engaged sponsors, board members and organizational leaders.

According to Kathryn, “St. Joseph’s Health and AURORA serve the community with similar missions to improve the health and well-being of Central New York’s residents. AURORA extends the care and compassion of the St. Joseph’s mission into the community and both organizations have enjoyed a long history of ensuring that patients achieve optimum long-term health. I am honored to be a part of that history and congratulate AURORA on achieving 100 years of contributions to our community.”

We are grateful for the support from and partnership with St. Joseph’s Health as we look forward to many more years of service assisting community members with vision and hearing loss and helping them achieve the highest quality of life.
2017

A MUSICAL FEAST for the EYES and EARS

FEATURING MARIA DESANTIS AND THE MARIA DESANTIS BAND

Maria Desantis shares her talent and the most spectacular song list in Central New York with top-notch musicians and singers selected especially for our listening and dancing pleasure.

Maria shares her experience and artistic talent to help us create a one-of-a-kind celebration as our Event Consultant and Mistress of Ceremonies.

Your support of our 100th year celebration and The Musical Feast for the Eyes and Ears will help us serve the thousands of Central New York individuals that utilize our services.

WHEN

Thursday, May 18th, 2017
6:30 PM Hors d’oeuvres/cocktails
Live & Silent Auction
7:30 PM Dinner & Program

WHERE

Marriott Syracuse Downtown
100 E Onondaga St
Syracuse, NY 13202

$100,000 Fundraising Goal
2017 COMMITTEE MEMBERS AND STAFF

Nancy Anderson      Scott Gucciardi
Debbie Bondi-Ellison Robert Haege
Mariah Castleman   Diane LaBeff
Debra Chaiken       Nancy Marsden
Marva Cook          Jeanne Mathews-Fox
Anne Costa          Lise Mayo
Maria DeSantis      Carol Nappi
Jeffrey Eades       John Neri
Antoinette Follett  Diane Pluff
Earleen Foulk       Bonnie Scolaro
James Granito       Priscilla Soden
Susan Gray          Robert Welcher

BOARD OF DIRECTORS

Laila Kobrossy Audi Jack Mott
Marva Cook           John Neri
Joan Dambrosi       Bradley O’Connor
Jeffrey Eades       Michael O’Connor
Earleen Foulk       Ted Pasinski
James Granitto      Diane Pluff
Susan Gray          Ken Reger
Scott Gucciardi     Joy Sampsell
Robert Haege        Jeff Sterly
Lucy Marr           Dr. Lawrence Stewart
Jeanne Mathews-Fox  Maryann Winters
John McCormick

HONORARY BOARD

Herman L. Harding    Maria Russell
Gloria Hooper-Rasberry John Scala
Stephen Koldin      Linda Shaffer
David B. Liddell    Priscilla Soden
Nancy Marsden       Linda & Frank Tyrrell
Carol Nappi         The Honorable Karen M. Uplinger
Laura Smith         Robert Welcher
Leslie Rapson
SUPPORT OPPORTUNITIES

PRESENTING SPONSOR - $10,000
Benefits:
- Table for ten with preferred seating
- Inclusion in all public relations
- Company logo on all invitations and collateral material*
- Two page centerfold in program and name on the cover
- Opportunity to speak at event and congratulate aurora on 100 years

HEALTH CARE SPONSOR - $7,500
Benefits:
- Table for ten at the event
- Inclusion in all public relations
- Company logo on all invitations and collateral material*
- Full page ad in program

CRYSTAL SPONSOR - $5,000
Benefits:
- Table for ten with preferred seating
- Full page ad in program

DIAMOND SPONSOR - $3,000
Benefits:
- 8 event tickets
- 1/2 page ad in program

PLATINUM SPONSOR - $2,000
Benefits:
- 6 event tickets
- 1/4 page ad in program

GOLD SPONSOR - $1,500
Benefits:
- 5 event tickets
- 1/4 page ad in program

SILVER SPONSOR - $1,000
Benefits:
- 4 event tickets
- Recognition in program

BRONZE SPONSOR - $500
Benefits:
- 2 event tickets
- Recognition in program

INDIVIDUAL TICKET - $200
Fair Market Value per ticket is $40. This amount can be deducted from your donation.

*If sponsorship received prior to January 15, 2017
We cannot thank you enough for your support for the 15th annual MUSICAL FEAST FOR THE EYES AND EARS and the celebration of our 100th year serving the people with vision or hearing loss in Central New York. For more information please contact Diane LaBeff at 315-422-7263 (Voice) / 315-422-9746 (tdd) or email Diane LaBeff at dlabeff@auroraofccny.org.

Please email all electronic artwork to Anne Costa at acosta@auroraofccny.org in one of the following formats: PDF or TIFF files ONLY!

**Full Page** - 4.5”W x 7.5”H - $350

**Half Page** - 4.5”W x 3.5”H - $200

**Quarter Page** - 2.125”W x 3.5”H - $100

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**SUPPORT LEVEL**

- □ PRESENTING SPONSOR
- □ HEALTH CARE SPONSOR
- □ CRYSTAL SPONSOR
- □ DIAMOND SPONSOR
- □ PLATINUM SPONSOR
- □ GOLD SPONSOR
- □ SILVER SPONSOR
- □ BRONZE SPONSOR

Company ___________________________________________________________

Contact Name ________________________________ Title ______

Address ____________________________________________________________

City, State, Zip ____________________________________________________

Phone Number _____________________________________________________

Email Address ______________________________________________________

**PAYMENT INFORMATION** Please Make check payable to Aurora of Central New York

I have enclosed check # ________ In the amount of _______________

Please charge my VISA □ MC □ DISCOVER □ □ Invoice Me

Card # ________________________________ Expiration Date ______

Security Code (on back) ___________________________________________

Name On Card (as it appears) ______________________________________

Signature _______________________________________________________

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Please send your completed form with payment to

Aurora of CNY, 518 James Street, Suite 100 Syracuse, NY 13203
AURORA of Central New York, Inc. is a not-for-profit organization which seeks to improve the quality of life and promote independence and opportunity for Central New Yorkers by serving people who are Blind, Visually Impaired, Deaf or Hard of Hearing, as well as people who are Late-Deafened and Deaf/Blind. The agency is dedicated to being a leader in the field and committed to:

- Providing high-quality services geared toward assisting individuals to achieve their fullest potential and participation in society;
- Advocating for the elimination of barriers and attitudes that hinder this participation;
- Empowering and promoting the rights of people with disabilities;
- Educating all citizens on the causes and treatment of vision and hearing loss and
- Organizing resources necessary to support these efforts.

AURORA BY THE NUMBERS

- **113** youth and adults received vocational and employment placement and training, to lead productive, satisfying lives.
- **319** patients received a comprehensive low vision exam.
- **610** individuals learned new skills to manage in their homes, job and communities and completed orientation and mobility training to remain safe and independent.
- **887** people received social work support, information and advocacy to effectively cope with their vision loss or hearing loss.
- **10,648** hours of professional interpreting services were provided to 14 Central New York counties through the Marjorie Clere Interpreter Referral Services.