



**American
Cancer
Society®**

GALA OF HOPE

20TH ANNIVERSARY

Honoring

LeGrande Serras

Jeanne E. Walsh Beacon of Hope Award

May 11, 2024 | The Hall of Springs

Introducing our 2024 Beacon of Hope

LeGrande has been a staple at the Gala of Hope for as long as anyone can remember. After nearly 20 years as our auctioneer, he has played a vital role in raising extraordinary funds during our events.

He tells us that he is proud to stand on our stage not only as an auctioneer but as an advocate in the fight against cancer. He knows the pain this disease can cause after losing his brother, sister & father to cancer.

However, LeGrande's generosity is not limited to the fight against cancer, he has supported nearly every charity in the Capital Region and beyond. During his 50+ year career as an auctioneer, LeGrande has raised over \$28 MILLION through 2,200 (and counting) philanthropic events in our community.

When we named the Beacon of Hope Award after Jeanne, she defined the future recipients as people who "walk the walk, open doors & open their heart." When thinking of a perfect honoree to celebrate our 20th anniversary, LeGrande was a clear choice as he continues to be a Beacon of Hope, walking the walk, opening doors and his heart to our entire community.



Gala 2008



Gala 2023

The Gala of Hope is the Capital Region American Cancer Society's premiere black tie event that brings together 500+ of our leading business professionals and philanthropists to make an impact in the fight against cancer.

Each year we award the Jeanne E. Walsh Beacon of Hope Award to an individual who has gone above and beyond to provide hope to our community through their partnership with the American Cancer Society.

This year we will be celebrating our 20th Anniversary of the Gala of Hope and celebrating the over \$5.7 million that has been raised since inception in 2005.

The Gala of Hope is much more than a Gala. It is a night to recognize and celebrate how our community comes together to save lives. This evening will feature a gourmet dinner by Mazzone Hospitality, cocktails, live music, exciting live auctions and more!



American Cancer Society Gala of Hope Ring of Honor

As we celebrate our 20th Anniversary we would like to recognize and thank our Ring of Honor. These individuals, comprised as past honorees, have been at the forefront of this special event which has raised over \$5.7 million dollars since inception in 2005.

2023 Ken Raymond & The Raymond Family

2022 Paul V. Sciocchetti

2021 C.J. DeCrescente

2020 Albany Med Health System

2019 Anthony Ianniello

2018 Jeanne E. Walsh

2017 Steven Bouchey

2016 Jennifer MacPhee

2015 The Milot Family

2014 Angelo Mazzone

2013 Joe Nicolla

2012 The Pickett Family

2011 Michael J. Castellana & Broadview Federal Credit Union

2010 E. Stewart Jones

2009 The Lia Family & Saratoga Hospital

2008 Philly Dake & Community Care Physicians

2007 Quad Graphics & NYSUT

2006 Mona Golub, Stratton VA Hospital

2005 Broadview Federal Credit Union

2023 Capital Region Mission Highlights

Thanks in large part to our Gala of Hope partners



3497

Free Rides

were given to Capital Region residents who otherwise wouldn't have a ride to their lifesaving treatment.

Rides are provided through both our Road to Recovery Program and our Transportation Grants provided to St. Peter's Health System & Albany Med Health System.



89

Capital Region

residents stayed at an ACS Hope Lodge.

Those 89 residents spent

1,898 nights

completely free allowing them to travel for the best cancer treatment for them without having to find a place to stay or a way to pay.



2752 Active Members

588 New Members

551 Groups Held

167 Wigs Given

at our HopeClub in Latham.

HopeClub offers a variety of emotional and support services for cancer patients and their families such as support groups, weekly community lunches, wellness programs and more!



\$35,000 Invested

ACS provided a lodging grant to Albany Med Health System to provide hotel lodging for patients who need a place to stay when receiving treatment.



\$783,000 research grant

We funded a 3 year research grant awarded to Dr. Jeremy Logue, Ph. D. of Albany Med.

Dr. Logue is studying the way cancer cells migrate which is allowing us to learn how to stop cancer.



\$40,000

Quality Improvement

Grants provided to increase the access and affordability of breast cancer screenings at both Saratoga Hospital and St. Peter's Health System

PARTNERSHIP OPPORTUNITIES

*All sponsors will receive a reserved space in the party tent. Size and set up will vary based on sponsorship level & space permitted.

PRESENTING SPONSOR | \$25,000

- 20 tickets, 2 reserved tables with premier placement
- Premier logo recognition on all printed and digital materials
- Welcome letter & full-size color ad in printed event program

LEAD THE FIGHT | \$10,000

- 12 tickets, 1 reserved table
- Recognition as a "Lead the Fight" sponsor on all printed and digital materials
- Half-page, full-color ad in program

SAVE LIVES | \$7,500

- 10 tickets, 1 reserved table
- Recognition as a "Save Lives" sponsor on all printed and digital materials
- Half-page, black and white ad in program

CELEBRATE LIVES | \$5,000

- 6 tickets with reserved seating
- Recognition as a "Celebrate Lives" sponsor on all printed and digital materials

Invitation Sponsor Recognition Deadline: March 27, 2024



2024 PARTNERSHIP COMMITMENT FORM

Please print information legibly and exactly as it should appear in all event publications.

Gala of Hope Partnership

PRESENTING SPONSOR.....\$20,000

LEAD THE FIGHT.....\$10,000

SAVE LIVES.....\$7,500

CELEBRATE LIVES.....\$5,000

GENERAL DONATION \$ _____

Contact Information

Company Name: _____

Contact Name: _____ Title: _____

Program Listing: _____

Address: _____

Email address: _____ Phone: _____

Please sign below to confirm your commitment

Signature: _____ Date: _____

Billing Information

Enclosed is my check made payable to the American Cancer Society.

Please send an invoice to the address above.

*Alternate mailing address: _____

Please charge card below

Card # _____ Expiration Date: _____ Security code: _____

Billing Address: _____

Signature of Cardholder: _____

[Make your purchase online HERE or](#)

PLEASE COMPLETE & RETURN COMMITMENT FORM TO:

American Cancer Society • Attn: Elizabeth.Hunter • 1 Penny Lane • Latham • NY • 12110

Phone: 518.288.7235 • Elizabeth.Hunter@cancer.org

ACS Tax Id: 13-1788491