

Media Resource Kit

YOUR GUIDE TO COVERING AN EVENING OF IMPACT



From Adversity to Hope: An Evening of Impact

Wednesday, March 12, 2025 | 4:00 PM – 7:00 PM

The Union League of Philadelphia, 140 S Broad St, Philadelphia, PA

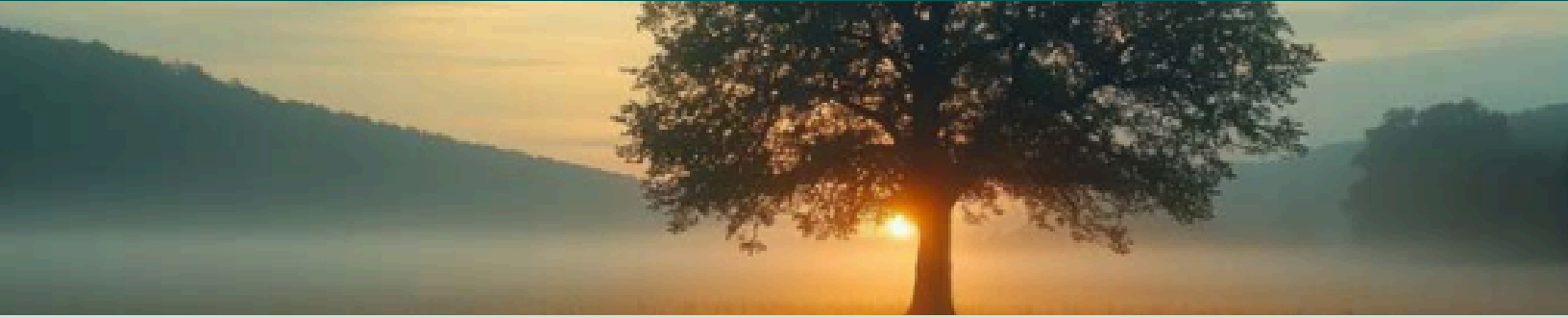
Every sunrise is a new beginning. Don't underestimate the power of a second chance.



GAUDENZIA
ADDICTION TREATMENT & RECOVERY SERVICES

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AN EVENING OF IMPACT PRESS RESOURCES



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Media Advisory

KEY EVENT DETAILS FOR MEDIA COVERAGE

F O R I M M E D I A T E R E L E A S E

Gaudenzia Hosts From Adversity to Hope: An Evening of Impact to Champion Recovery & Second Chances

March 12 Event at The Union League of Philadelphia to Feature Jayson Williams, Donor Recognition, and Powerful Stories of Transformation

WHEN: Wednesday, March 12, 2025 | 4:00 PM – 7:00 PM

WHERE: The Union League of Philadelphia, 140 S Broad St, Philadelphia, PA

WHAT:

Gaudenzia, one of the nation's leading nonprofit providers of substance use disorder (SUD) and mental health treatment, will host *An Evening of Impact: From Adversity to Hope*—a powerful fundraising event dedicated to championing second chances, recovery, and renewed hope. This special evening will bring together community leaders, philanthropists, and advocates to celebrate stories of resilience, recognize key donors and honorees, and drive support for Gaudenzia's mission.

WHO:

- Keynote Speaker: Jayson Williams, Former NBA All-Star & Recovery Advocate
- Event Emcee: Pat Ciarrocchi, Renowned Philadelphia Broadcaster
- Gaudenzia Leadership: Dr. Deja Gilbert, CEO & Behavioral Health Leader
- Featured Speaker: Kim Koslow, Behavioral Health Expert & Recovery Advocate
- Powerful Storytellers: Personal Stories of Transformation & Second Chances
- Honorees, Sponsors, & Major Donors: Philanthropic Leaders Making Recovery Possible

MEDIA OPPORTUNITIES: Photo and Video Access & Interviews

Journalists covering substance use recovery, mental health advocacy, philanthropy, & community impact are invited to attend and experience the event firsthand.

RSVP & MEDIA CREDENTIALS

RSVP in advance to secure event access & interview opportunities.

Contact: Sherrie Centrella

publicrelations@gaudenzia.org or (215) 770-5115



Overview

A NIGHT OF TRANSFORMATION: CHAMPIONING SECOND CHANCES IN RECOVERY

Join **Gaudenzia** with keynote speaker **Jayson Williams** of Rebound4Life for an evening celebrating the transformative power of second chances.

NETWORKING & HORS D'OEUVRES

Connect with Gaudenzia's leadership and supporters while enjoying light refreshments. Hear from Dr. Deja Gilbert, CEO, as she shares the story of Gaudenzia and the profound impact of your support.

KEYNOTE & STORYTELLING

Jayson Williams, former professional NBA player and passionate advocate for second chances, will inspire with his journey from adversity to advocacy. Additional heartfelt stories of transformation will illuminate the evening's purpose and mission.

RALLY THE ROOM

Celebrate the generosity of our donors and join us in driving meaningful change. Together, let's fund the future of recovery through a dynamic community-wide show of support.

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GAUDENZIA
ADDICTION TREATMENT & RECOVERY SERVICES

Why It's Newsworthy

BREAKING BARRIERS, CHANGING LIVES: WHY THIS STORY MATTERS

From Adversity to Hope: An Evening of Impact is more than just an event—it's a celebration of hope, resilience, second chances, and the power of community to transform lives.

INSPIRING KEYNOTE FROM JAYSON WILLIAMS

Former NBA star Jayson Williams will share his powerful journey from adversity to advocacy, offering a firsthand perspective on the transformative power of second chances. His story of resilience and renewal is both compelling and deeply relevant to today's conversations around recovery and redemption.

CELEBRATION OF COMMUNITY IMPACT

The event highlights Gaudenzia's pivotal role in supporting individuals on their recovery journeys. With thousands of lives impacted annually, Gaudenzia's work embodies the hope and possibility that second chances bring.

A MISSION TO BREAK BARRIERS

By addressing the stigma surrounding substance use disorder and its co-occurring mental health challenges, this event fosters understanding and inspires action. It shines a light on the importance of community support, innovative recovery programs, and philanthropy in creating lasting change.

OPPORTUNITIES FOR EXCLUSIVE COVERAGE

Media representatives will have access to inspiring stories of transformation, interviews with key figures like Dr. Deja Gilbert and Jayson Williams, and the chance to capture the emotional highlights of this impactful evening.

A CALL TO ACTION FOR HOPE AND HEALING

In a time when the need for recovery resources is greater than ever, this event invites attendees to be part of a movement that provides second chances and creates brighter futures for individuals and families in need.

This Story Matters

WE ALL KNOW SOMEONE AFFECTED —
YOUR SUPPORT CAN CHANGE LIVES

Behind Each Number is a Story

A PARENT
FIGHTING FOR
THEIR CHILD.

A COMMUNITY
COMING TOGETHER
TO SAVE LIVES.

A FRIEND
REBUILDING
THEIR LIFE.

MENTAL HEALTH & SUBSTANCE USE DISORDERS IN AMERICA

More than **1 in 5** adults struggle with mental health—and nearly **1 in 6** battle addiction.

- 48.5 million people aged 12+ had a substance use disorder (SUD) in the past year (17.1% of the population).
- 58.7 million adults aged 18+ experienced a mental illness (22.8% of the population).



The impact is widespread. The need for treatment is urgent.

THE OVERLAP BETWEEN ADDICTION & MENTAL ILLNESS

Mental illness & SUD are deeply connected—treatment **must** address both.



- 42.4% of adults with any mental illness (AMI) used illicit drugs in the past year.
- Among adults with serious mental illness (SMI), that number jumps to 51.9%.
- In contrast, only 21% of adults with no mental illness used illicit drugs.

Addiction & mental health challenges don't exist in isolation—
comprehensive care is critical.

THE TREATMENT GAP: WHO GETS HELP?

Nearly **3 out of 4** individuals in need of treatment didn't receive it.

- 76.4% of people who needed substance use treatment last year did NOT receive it.

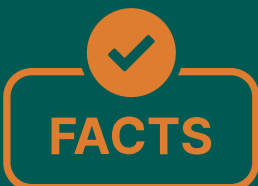


Access to care can mean the difference between crisis and recovery.

HELP US BREAK THE CYCLE

Everyone deserves a path to recovery—no one should be left behind.

Your coverage and support can provide hope, healing, &
second chances to individuals and families in need.



Coverage Opps

WAYS TO COVER AN EVENING OF IMPACT

Journalists covering substance use recovery, mental health advocacy, philanthropy, and community impact are invited to attend and experience the event firsthand.

PHOTO & VIDEO ACCESS

Journalists will have full access to capture key moments, including:

- Jayson Williams' Keynote Address
- Honoree & Donor Recognition
- Tree of Hope Dedication Activity – An interactive moment celebrating supporters who help make recovery possible
- Firsthand Stories of Transformation – Hear from individuals who have rebuilt their lives through recovery, resilience, and support networks that helped them find lasting hope.

INTERVIEWS AVAILABLE

Pre-event or on-site interviews available upon request with:

- Jayson Williams – Keynote Speaker, Former NBA All-Star & Recovery Advocate
- Dr. Deja Gilbert – CEO, Gaudenzia & Behavioral Health Leader
- Kim Koslow – Featured Speaker, Behavioral Health Expert & Recovery Advocate
- Pat Ciarrocchi – Emmy Award-Winning Journalist & Event MC
- Individuals with Lived Experience – Personal Stories of Transformation & Second Chances
- Visionary & Corporate Event Sponsors – Philanthropic Leaders Making Recovery Possible

RSVP & MEDIA CREDENTIALS

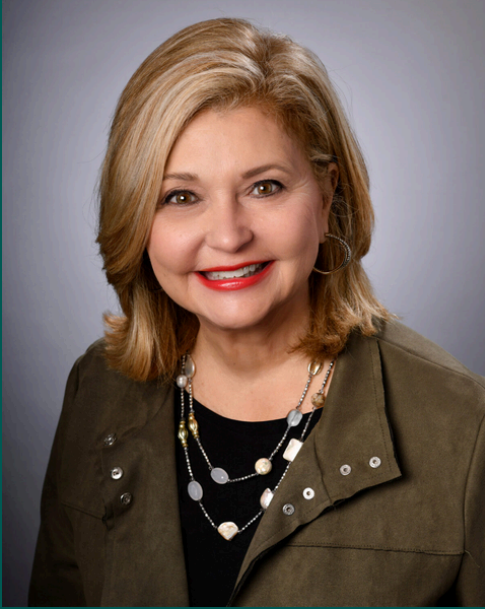
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Mistress of Ceremonies

MEET THE VOICES BEHIND THE MISSION



PAT CIARROCCHI

**LEGENDARY PHILADELPHIA BROADCASTER
| EVENT MC | 10-TIME EMMY AWARD
WINNING & PENNSYLVANIA
ASSOCIATION OF BROADCASTERS HALL
OF FAME TV NEWS JOURNALIST |
GAUDENZIA BOARD SECRETARY**

A dedicated advocate for community engagement and philanthropy, Pat now serves as the Board Secretary for Gaudenzia and will be the Master of Ceremonies for An Evening of Impact. With her deep connection to the city and her passion for recovery advocacy, she will guide guests through an unforgettable night celebrating resilience, transformation, and second chances.

For Pat Ciarrocchi's full bio, visit Gaudenzia's [website](#).



Keynote Speaker

MEET THE VOICES BEHIND THE MISSION



JAYSON WILLIAMS

**FORMER NBA ALL-STAR | FOUNDER
OF REBOUND | RECOVERY
ADVOCATE**

Jayson Williams is a former NBA All-Star, celebrated athlete, and passionate recovery advocate. A standout at St. John's University, he helped lead his team to an NIT Championship and earned MVP honors before being selected in the first round of the NBA Draft by the Philadelphia 76ers. Over his 10-year professional career, he became one of the most dominant rebounders in league history.

Off the court, Jayson faced personal struggles with substance use disorder and trauma, leading him on a journey of reckoning, recovery, and purpose. Determined to rebuild his life, he completed treatment and committed himself to helping others do the same.

In 2015, he founded Rebound, a comprehensive recovery and wellness program endorsed by the NBA as an official resource for players and employees seeking support. As Founder and Lead Visionary, Jayson works alongside those he calls his "Teammates"—not clients—offering personalized therapy, group counseling, life skills development, and holistic wellness therapies.

Jayson's lived experience, resilience, and commitment to second chances have made him a leader and role model in the recovery space. His mission is simple: to help people bounce back stronger than ever and rediscover their true potential.



Featured Speaker

MEET THE VOICES BEHIND THE MISSION



KIM KOSLOW LMHC, MCAP, CTT, CAI

**BEHAVIORAL HEALTH LEADER | RECOVERY
ADVOCATE | GAUDENZIA FOUNDATION
BOARD MEMBER**

Kim Koslow is a recognized leader in behavioral healthcare, with over two decades of experience supporting individuals and families facing addiction, trauma, and mental health challenges. As a Licensed Mental Health Counselor, Master Certified Addiction Professional, Certified Trauma Therapist, and Certified ARISE Interventionist, she has helped shape the field through innovative treatment programs and community-driven recovery initiatives.

Kim's dedication to the recovery space is deeply personal. She began her career in 2001 by creating an alumni program for women at the very treatment center where she was once a client, a moment that sparked her lifelong commitment to building community and empowering individuals on their recovery journeys.

As CEO and Founder of Got Real Recovery and Vice President of Special Projects at HEAL Behavioral Health, Kim continues to develop trauma-informed programs and whole-family healing initiatives. Her work has influenced treatment models nationwide, and she remains a passionate advocate for meaningful, long-term recovery solutions.

At An Evening of Impact, Kim will share her personal journey, professional insights, and the power of second chances, inspiring others to join the movement toward hope and healing.



Storyteller Spotlights

MEET THE VOICES BEHIND THE MISSION

In addition to our keynote and featured speakers, Gaudenzia is honored to feature firsthand stories from individuals who have navigated the path to recovery. Patrisha and Norah will share their journeys of resilience and second chances, offering a deeply personal perspective on the impact of Gaudenzia's mission.



PATRISHA



NORAH

**PERSONAL STORIES OF HOPE,
TRANSFORMATION, & SECOND CHANCES**



Gaudenzia Leadership

MEET THE VOICES BEHIND THE MISSION



DEJA GILBERT, PHD, LMHC, LPC, FACHE

**GAUDENZIA PRESIDENT & CHIEF
EXECUTIVE OFFICER | VISIONARY IN
BEHAVIORAL HEALTH LEADERSHIP**

Dr. Deja Gilbert is a seasoned executive in the treatment of substance use disorder and co-occurring conditions, with over 20 years of leadership experience in behavioral health services. As President and CEO of Gaudenzia, she oversees 1,200 healthcare professionals who provide life-saving treatment to more than 15,000 individuals annually across Pennsylvania, Maryland, Delaware, and Washington, D.C. Building on Gaudenzia's 55+ year legacy, she is leading the organization into a new era of growth, innovation, and expanded impact.

Prior to Gaudenzia, Dr. Gilbert served as CEO of Harmony Health Group, where she expanded the organization's multi-state footprint and enhanced operational and clinical excellence. She previously held executive leadership roles at Futures Recovery Healthcare, Retreat Premier Addiction Treatment Centers, and Onward Behavioral Health, driving business development, strategic expansion, and improved treatment models.

A licensed therapist, Dr. Gilbert has extensive experience facilitating individual, group, and family treatment services. She earned her Doctorate in Counseling Studies from Capella University, her Master's in Counseling Psychology from Chestnut Hill College, and her Bachelor's in Counseling Psychology from Bloomsburg University.



Event Materials

SUPPORTING SECOND CHANCES: WAYS TO ENGAGE & AMPLIFY OUR MISSION

We invite members of the media to explore the materials below—also available on our [Event Landing Page](#)—which provide key details about An Evening of Impact, its mission, and how the community is coming together to support second chances in recovery.

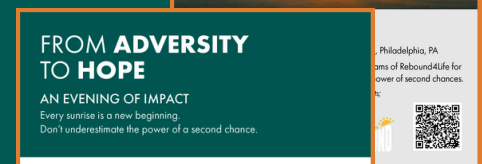
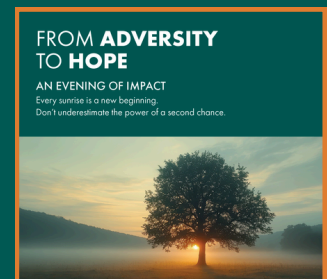
Whether you're covering the event or simply want to engage, we welcome you to:

- Attend and experience the evening firsthand.
- Share these materials with your networks.
- Support the cause through sponsorship, ticket purchases, or donations.

➤ **Invitation:** An Evening of Impact: From Adversity to Hope is a powerful evening celebrating resilience, recovery, and second chances. View the official event invitation [here](#). Purchase tickets [here](#).

➤ **Sponsorship Opportunities:** Corporate and individual sponsors play a vital role in making this event possible. Sponsorship levels include exclusive benefits and visibility. Explore sponsorship opportunities [here](#). Become a sponsor [here](#).

➤ **Donation Opportunities:** For those who cannot attend but wish to support Gaudenzia's mission, donations provide life-changing resources for individuals in recovery. Make a donation [here](#).



BE A PART OF THIS POWERFUL MOVEMENT!

Networking & Hors d'oeuvres: Connect with Gaudenzia's leadership and supporters while enjoying light refreshments. Hear from Dr. Deja Gilbert, CEO, as she shares the story of Gaudenzia and the profound impact of your support.

Keynote & Storytelling: Jayson Williams, former professional NBA player and passionate advocate for second chances, will inspire with his journey from adversity to advocacy. Additional stories of transformation will illuminate the evening's mission.

Rally the Room! Celebrate the generosity of our donors and join us in driving med recovery through

SPONSORSHIP OPPORTUNITIES
Help transform lives, families and communities by sponsoring From Adversity to Hope on March 12, 2025 at The Union League of Philadelphia. In addition to the benefits listed below, all sponsors will be recognized on our website at [www.gaudenzia.org](#). Please submit all sponsorships to Joanne Blument at [jblument@gaudenzia.org](#) by February 24, 2025. Thank you for your support!

	KEYNOTE SPONSOR* \$25,000	VISIONARY SPONSOR \$10,000	CHAMPION SPONSOR \$5,000	COMMUNITY SPONSOR \$2,500
Stage introduction by MC	MC to share talking points about business	✓		
Blog post	✓	✓		
Prominent logo placement	✓	✓		
Opportunity to include personal item in gift bags	✓		✓	
Event admission	10 guests full table	5 guests	2 guests	
Social media	Recognition in 4 posts	Recognition in 4 posts	Recognition in 2 posts	Recognition in 2 posts
Event signage	Listed on lead sponsor	✓	✓	✓
Program listing	Featured on front and inside back covers	Listed on lead donor	✓	✓



About Gaudenzia

LEADING THE WAY IN RECOVERY & MENTAL HEALTH SUPPORT

Our History

Gaudenzia was founded in 1968 by a conscientious group of community members who wanted to help themselves and each other overcome the challenges of drug and alcohol use. They soon learned that a collective group was much stronger than an individual, struggling alone.

Over the next 56 years, Gaudenzia began serving those in need of treatment for substance use and co-occurring disorders, becoming one of the nation's first providers with programs designed to meet the needs of pregnant and parenting women, populations affected by HIV/AIDS, and individuals with criminal justice involvement.

Today, Gaudenzia is one of the largest non-profit substance use and co-occurring disorders treatment providers in the northeast United States, serving Pennsylvania, Delaware, Maryland, and the Washington, D.C. areas.

Our Mission

Gaudenzia's mission is to promote long-term recovery by providing comprehensive treatment and support to people with substance use disorder, co-occurring mental health disorders, and related conditions, regardless of individual circumstances.

Our Vision

Gaudenzia's vision is a future where all individuals confronting substance use and mental health challenges find the assistance they need to lead healthier, more fulfilling lives.

Every sunrise is a new beginning.

Don't underestimate the power of a second chance.



Contact Info

CONNECT WITH US FOR
MEDIA INQUIRIES & INTERVIEWS

Thank you for your interest in **An Evening of Impact** and for helping us spread the message of hope, resilience, and transformation.

For media inquiries, interviews, or to confirm attendance, **contact:**

SHERRIE CENTRELLA

PUBLICRELATIONS@GAUDENZIA.ORG

(215) 770-5115

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Thank You

YOUR SUPPORT MAKES A MEANINGFUL IMPACT



We appreciate you being part of this important moment! By amplifying stories of hope and second chances, your voice will help change lives.

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