

PROMISE ^{NYC} 2025 BENEFIT CHAMPIONS

EAST COAST

Reception

An Evening in Celebration of Sandy Hook Promise

MAY
20
2025

6 pm - 8 pm | Michael's New York
24 W 55th St, New York, NY 10019



Sandy Hook
PROMISE
sandyhookpromise.org

Evening Program



6:00pm

Registration

6:00pm -7:00pm

Cocktails & Mingling

7:00pm - 7:20pm

Welcome & Remarks

Mark Barden

Co-founder and Co-CEO, Sandy Hook Promise Action Fund

Elizabeth Elting

Founder, Elizabeth Elting Foundation, Honorary Co-Chair

Nicole Hockley

Co-founder and Co-CEO, Sandy Hook Promise Foundation

Sarah Blomfield and Kira Whitacre

Evercore Foundation, Honorary Co-Chair

7:20pm

Musical Performance

Patti Smith and Mark Barden

Special Remarks

Mark Barden & Nicole Hockley



Co-founder & Co-CEO, Sandy Hook Promise Action Fund

Mark is the father of Daniel Barden, one of 20 first-graders murdered at Sandy Hook Elementary School along with six educators. Mark has dedicated himself to bringing people together to find sensible solutions that will prevent future tragedies. As Co-founder and CEO of the Sandy Hook Promise Action Fund, Mark focuses on policy and outreach efforts designed to protect kids in schools, homes, and communities.



Co-founder & Co-CEO, Sandy Hook Promise Foundation

Nicole, mother of Dylan Hockley who was killed at Sandy Hook Elementary School, is Co-founder and CEO of Sandy Hook Promise Foundation. She is a frequent speaker and media contributor, raising awareness of the warning signs of potential violence, suicide, or self-harm, the power of youth leadership, and the importance of a holistic approach to ending the epidemic of gun violence in the United States.

Honorary Co-Chair

Elizabeth Elting



Elizabeth Elting is an inspiring American businesswoman, entrepreneur, and philanthropist, best known for co-founding and serving as co-CEO of TransPerfect, the world's largest translation services provider, for an impressive 25 years. Beyond her remarkable success in business, Elizabeth is deeply committed to advocating for women in the workplace through the Elizabeth Elting Foundation, which she founded and leads. Elizabeth's work is not just about making a difference today; it's about paving the way for a brighter, healthier future for women everywhere!

Honorary Co-Chair

Evercore Foundation

At **Evercore Foundation**, our commitment to the communities where we live and work runs deep, and we believe in making a positive impact in the lives of children and young adults. Since the establishment of the Evercore Foundation in 2021, we've taken significant strides to enhance our support for organizations dedicated to improving education and mental health in our neighborhoods. Our firm has always been actively involved in charitable initiatives, with employees participating in various global efforts to give back.



Special Musical Performance by

Patti Smith & Mark Barden



Patti Smith is truly a remarkable force in the world of music and art, known for her multifaceted talents as a singer, songwriter, poet, painter, author, and photographer. Bursting onto the scene with her iconic 1975 debut album, **Horses**, she quickly became a pivotal figure in the punk rock movement of New York City, seamlessly blending rock and poetry in her unique style. Her influence was further recognized in 2007 when she was inducted into

the Rock and Roll Hall of Fame, dedicating her honor to her late husband, Fred, and performing a stunning rendition of The Rolling Stones' "Gimme Shelter." As the ceremony's grand finale, her anthem "People Have the Power" resonated deeply with the audience, showcasing her enduring impact. Fast forward to 2024, and Patti is being celebrated once again, this time alongside Yoko Ono and Sandra Bloodworth, as recipients of the Municipal Art Society Medal for their incredible contributions to the vibrant tapestry of New York City. With her passion and creativity, Patti Smith continues to inspire us all!

A Special Thank You to our Chairs & Host Committee

Honorary Co-Chairs

Elizabeth Elting

Evercore Foundation

Host Committee

Robert Essner

Mary Pat Bonner

Gabrielle Fialkoff

Tucker Green

Alex Heckler

Orin Kramer

Stu Loeser

Lalena & Mike Luba

Steve Madden

Michele & Keith McMahon

Kate Pierson

Juliana & Donald Rosenfeld

Kathleen & Benjamin Samstein

Beryl Snyder

Jay Snyder

David Storper

Laura Talmus & Ace Smith

Nithya & Sonny Thadani

Robert Zimmerman

Thank You to our Sponsor



Our Impact



35M +

More than 35 million have participated in *Know the Signs* programs - including 8.8 million added since July 1.

5M

More than 5 million have participated in Beyond Differences programs in 10,000 schools in all 50 states.

337k

337,000+ anonymous tips received from students and adults.

1k

At least 1,000 youth saved from suicide.

367

At least 367 acts of violence with a weapon prevented.

5k

More than 5,000 SAVE Promise Clubs in elementary, middle, and high schools nationwide.

21.8k

More than 21,800 Promise Leaders nationwide.

11.8M+

More than 11 million Promise Makers and counting!

18

At least 18 credible planned school shooting attacks prevented.

About

Sandy Hook Promise



Sandy Hook Promise is a nonprofit organization led by several family members whose loved ones were killed at the Sandy Hook Elementary School shooting on December 14, 2012. Sandy Hook Promise envisions a future where children are free from shootings and acts of violence in their schools, homes, and communities.

What Sandy Hook Promise Does & How

- Teach the warning signs of potential violence and how to get help.
- Research how to create more inclusive, supportive school cultures.
- Advocate for policies designed to increase students' safety in their schools, homes, and communities.

How We Educate & Empower

- Evidence-informed & align with CASEL standards
- Training & resources available via multiple platforms
- Sustained & supported with student-led clubs
- Support a positive school culture: SEL, youth leadership, self-harm & violence prevention

Sandy Hook Promise Suite of Programs



Make the Promise

Take Action



Our hearts are broken; Our spirit is not. And it is with this knowledge that we are able to move forward with purpose and strength.

THIS IS A PROMISE

To truly honor the lives lost by turning tragedy into a moment of transformation.

THIS IS A PROMISE

To be open to all possibilities. There is no agenda other than to make our community and our nation a safer, better place.

THIS IS A PROMISE

To have the conversations on ALL the issues. Conversations where listening is as important as speaking. Conversations where even those with the most opposing views can debate in good will.

THIS IS A PROMISE

To turn conversation into actions. Things must change. This is the time.

THIS IS A PROMISE

We make to our precious children. Because each child, every human life is filled with promise, and though we continue to be filled with unbearable pain, we choose love, belief, and hope instead of anger.

THIS IS A PROMISE

To do everything in our power to be remembered not as the town filled with grief and victims; but as the place where real change began.

Our hearts are broken; Our spirit is not. This is our Promise.

THE SANDY HOOK PROMISE

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EAST COAST

**Donate below to
Protect Children From
Gun Violence.**

**We appreciate your
support!**

If you prefer to make a donation by check, please make it payable to:

Attention: Cassandra Krause
Sandy Hook Promise Foundation
PO Box 3489
Newtown, CT 06470



Sandy Hook
PROMISE
sandyhookpromise.org