

PROMISE 2025 BENEFIT CHAMPIONS

WEST COAST

November 5, 2025 | 6:30pm | Julia Morgan Ballroom

Evening Program

Welcome

Mark Barden & Nicole Hockley

Presentation of Promise Champions Award

Mark Barden

Honoree Acceptance

Susan Packard Orr

Program Remarks

Nicole Hockley

Live Auction & Appeal

Liam Mayclem

Closing Remarks

Nicole Hockley

Special Guest Performance

Marty O'Reilly & The Old Soul Orchestra

A Special Thank You to our Host Committee

We extend our deepest gratitude to our extraordinary Host Committee for their unwavering dedication to Sandy Hook Promise’s mission. Your leadership, vision, and tireless fundraising efforts make the 2025 Promise Champions Benefit possible.

This evening is not only a celebration of generosity but also a testament to the power of community. Each of you has helped bring together friends, colleagues, and partners who believe in protecting children and preventing gun violence. Your dedication ensures that the Promise Champions Benefit is more than just an event – it is a catalyst for awareness, action, and hope.

Because of your commitment, Sandy Hook Promise continues to honor every promise, turning tragedy into transformation and building a future where all children are safe. Together, we are proving that change is possible and that when a community unites around purpose, the impact is profound and lasting. Thank you for standing with us, for leading with compassion, and for helping to make this evening – and our lifesaving work – a reality.

Host Committee

Ashlee Cabeal

Danny Conway

Gayle and Ron Conway

Andre Mancl

Ramona Prieto

Kathy and Pete Sittnick

Laura Talmus and Ace Smith

About Sandy Hook Promise



Sandy Hook Promise (SHP) is a national, nonpartisan nonprofit organization based in Newtown, Connecticut. SHP is led by several family members whose loved ones were killed in the tragic mass shooting at Sandy Hook Elementary School on December 14, 2012. The mission of Sandy Hook Promise is to educate and empower youth and adults to prevent violence in schools, homes, and communities.

Through its life-saving, evidence-informed *Know The Signs* prevention programs, SHP educates and empowers youth and adults to recognize, intervene, and get help for individuals who may be socially isolated and/or at risk of hurting themselves or others. Through nonpartisan policy and partnerships, SHP advances gun safety, youth mental health, and violence prevention education at the state and federal levels that protect all children from gun violence.

Since launching in 2014, more than 38 million* students, educators, and community leaders have participated in our *Know The Signs* violence prevention programs. Through these programs, Sandy Hook Promise has averted multiple school shooting plots, teen suicides, and countless other acts of violence. To date, students and educators have anonymously reported more than 344,000 tips, resulting in more than 5,700 mental health interventions saving at least 1,000 students' lives. As a result of these programs, at least 318 acts of violence with a weapon have been prevented, including at least 19 averted school shootings plots.

More than 12 million people have made "The Promise" — a pledge to honor the lives taken by gun violence in the Sandy Hook Elementary School tragedy by catalyzing a moment of transformation. It is a promise to choose love and hope instead of anger and fear. To learn more about Sandy Hook Promise's *Know the Signs* programs or to support sensible policy, visit sandyhookpromise.org.

(*Includes first-time and repeat participants)

“Bridging Hands, Taking Flight”

Inspired by the *No One Eats Alone (NOEA)* campaign, tonight's theme captures the emotional heart of our mission—building connection, respect, and belonging for every child. “*Bridging Hands, Taking Flight*” symbolizes how empathy and friendship can lift us all, creating bridges that help young people soar with confidence and purpose. Throughout the evening, this theme will be reflected in the program's visuals, storytelling, and moments of connection.

Visual Installation

The “*Bridging Hands, Taking Flight*” installation is a collaborative, interactive art piece that embodies the evening's theme of unity and uplift. Made up of many handprints joined together to form the image of wings in motion, it represents how individual acts of kindness and inclusion come together to create collective strength. Teens from our programs helped design and assemble the display, and a few open spaces remain for guests to decorate or add their own hand—symbolizing personal participation in the movement. The installation invites reflection, conversation, and connection, celebrating the power of community and shared humanity.

Thank You to our Benefit Sponsors

“Know the Signs” Sponsors

Gayle and Ron Conway
Elizabeth and Bruce Dunlevie
Susan Packard Orr

“Say Something” Sponsors

Danny Conway



Uber



“Start With Hello” Sponsors

Jane Dunlevie and Marten Abrahamsen
Nancy Burnett
Elizabeth Gard and Thomas Furlong
Marcia and John Goldman



Ed Lehrman

“SAVE Promise Club” Sponsors

Carolyn and Richard Aberman



filoli

Jackie Chang and Fred Huang
Sheri and Doug Mowbray
Sheetal and Prajit Nanu



Mindy Rogers

Thank You to our Benefit Sponsors

Friend of Sandy Hook Promise Sponsors

Dennis Family


 **Hamilton Zanze**

Linsey and Brett Morrison
Hali Croner and Eugene Palmer
Juliet and Elliot Schrage

**WELLS
FARGO**

Promise Leader Sponsors

Burnett Fund
Monica McKay and Joshua Gordon
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Katy Orr

Evie Talmus and Alan Pomerantz
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In-Kind Sponsors



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Liam
Mayclem

Susan
Packard Orr



Veronika Scheftner
& Noel Amand

Stacy Scott
Catering

Melia
Stedman



2025 Promise Champion

Susan Packard Orr



Susan Packard Orr, of Stanford, California, is the chairman and co-founder of Arreva, LLC, a company that has been providing fundraising and volunteer-management software to the nonprofit sector for almost 40 years. She served on the board of the David and Lucile Packard Foundation for over 5 decades, including as chairman for 20 years. She currently serves on the boards of the Lucile Packard Foundation for Children's Health, the Monterey Bay Aquarium, the National Audubon Society, and the Global Advisory Group for BirdLife International. Her past board service includes the Lucile Packard Children's Hospital, the Packard Humanities Institute, and Stanford University. Susan holds a BA in Economics and MBA, both from Stanford, and a MS in Computer Science from New Mexico Tech. She and her husband, Lynn, have two children and four grandchildren.

We are deeply grateful for Susan's unwavering commitment to our mission. Her leadership and generosity elevate this evening, reminding us all of the power of compassion, vision, and dedication to create lasting change.

2025 Promise Champion

Marty O'Reilly & The Old Soul Orchestra



Marty O'Reilly & The Old Soul Orchestra

Fresh off his standout appearance on NBC's *The Voice* Season 28, Marty O'Reilly captivated audiences and coaches alike with his hauntingly soulful rendition of "Trouble" by Ray LaMontagne. His signature rasp and emotional depth earned him a coveted spot on Team Bublé, where he continues to shine as a fan favorite. A longtime independent artist from Sonoma County, Marty brings a raw, rootsy energy to every performance. With his band, The Old Soul Orchestra, he crafts immersive, genre-blending soundscapes that draw from blues, folk, and soul—music that moves you without needing to say a word.

We are deeply grateful to these artists for lending their voices to our mission. Their performances will elevate the evening and remind us all of the power of music to heal, connect, and inspire.

Program Speaker

Mark Barden



Co-Founder of Sandy Hook Promise, and Board Director

Co-founder and Board Director of Sandy Hook Promise. Since the tragic murder of his son, Daniel, during the mass shooting at Sandy Hook Elementary School on December 14, 2012, Mark Barden has dedicated himself to sparing other families the pain of losing children to gun violence.

Mark believes that thoughtful, sincere dialogue centered on protecting youth will lead us to shared common ground and nonpartisan solutions everyone can agree with. These include expanded background checks, secure storage of firearms, extreme risk protection laws, and other measures that are proven to prevent gun violence.

Under his leadership, the Sandy Hook Promise Action Fund successfully advances a holistic policy platform that promotes gun safety, youth mental health, and violence prevention education. The organization works at the state and federal level to pass nonpartisan legislation through inclusive partnerships, diverse grassroots education, and community mobilization. This includes writing and passing the Mental Health Parity Act under President Obama; the Students, Teachers, and Officers Preventing (STOP) School Violence Act under President Trump; and Suicide Training and Awareness Nationally Delivered for Universal Prevention (STANDUP) Act under President Biden. In the summer of 2022, the Sandy Hook Promise Action Fund helped a deeply partisan Congress come together to pass the Bipartisan Safer Communities Act, the first gun safety package in nearly 30 years, which included enhanced background checks for buyers under the age of 21, partially closing the dating loophole, funding to support states implementing extreme risk protection orders, and additional funding for mental health services and school safety. Each piece of legislation passed through Congress with bipartisan support helps ensure that cost is never a barrier to school violence prevention.

His opinion editorials have been published in major media outlets including The Hill, Newsweek, People, Fatherly, and more. He is also a sought-after public speaker about gun violence prevention and school safety, having testified before Congress and presented before school safety conferences, civic groups, community rallies, and more.

Program Speaker

Nicole Hockley



Co-Founder & CEO, Sandy Hook Promise Foundation

Nicole Hockley chose to transform unspeakable grief and anguish into action after her youngest son, Dylan, was murdered in his first-grade classroom during the Sandy Hook Elementary School tragedy. As the co-founder and CEO of the Sandy Hook Promise Foundation (SHPF), Nicole works every day to protect children from violence. SHPF is a national nonprofit organization dedicated to educating and empowering youth and adults to prevent violence in schools, homes, and communities. Under Nicole's leadership, the research-driven Know the Signs violence prevention programs were created and are available to schools at no cost. More than 35 million have participated

in these life-saving programs in schools and youth organizations nationwide. As a result, countless acts of violence have been averted — including at least 18 planned school attacks — saving precious lives and helping youth get much-needed mental health support.

Nicole is a leading voice on school safety and gun violence prevention. She is a sought-after keynote speaker and commenter. Her opinion editorials have been published by Newsweek, CNN, USA Today, and InStyle, and her commentary has been featured in CNN, MSNBC, Newsy, ABC, CBS, and NBC news coverage, among countless other media outlets. Driven by Nicole's extensive background in strategic marketing, Sandy Hook Promise is rapidly becoming a household name. The award-winning and provocative PSA campaigns she helped co-create with BBDO New York have amassed hundreds of millions of views worldwide, including "Evan" which generated two billion impressions and 10 coveted Cannes Lions Awards, "Back-to-School Essentials," and "Teenage Dream" which both earned prestigious Emmy Awards for Best Commercial in 2019, and 2021, respectively.

In 2024, Nicole was appointed to the U.S. Department of Homeland Security's (DHS) Federal School Safety Clearinghouse External Advisory Board as a Representative Member. She also began serving on the Issue Advisory Council for the Ad Council's gun violence prevention initiative with a coalition of healthcare leaders and subject matter experts. Nicole received an Honorary Doctor of Humane Letters from Trinity College in 2023, for her humanitarian and philanthropic contributions to society and Doctor of Laws degree from Fairfield University in 2022. In December of 2022, Nicole joined as a member of John Hopkins University's Implementation Working Group for the National ERPO Resource Center. In late 2023, Nicole became a member of the Violence Project Advisory Board. In 2016, she was recognized by People magazine as one of 25 Women Changing the World. But her favorite recognition is for being the best Mom she can to her surviving son, Jake.

Nicole's solemn "promise" to honor her son and the other 25 lives taken on December 14, 2012 with action has never wavered. She continues to spread awareness that violence is preventable when you "know the signs."

Auctioneer

Liam Mayclem



Liam Mayclem is one of California's most sought after auctioneers, steering the fundraising with connection, heart & humour for some 50 plus non profits, among them ***Sandy Hook Promise***.

As an event hosts Liam is front and center as EMCEE at these annual Food & Music Festivals:

Bottle Rock Napa Culinary Stage

Healdsburg Food & Wine

Michelin Star Awards - California

Napa Truffle Festival

Stern Grove Music Festival

Liam is also an Emmy Award winning radio & TV personality best known as the host of "Secret Trips" on Travel Channel, Eye on the Bay on CBS - Bay Area (2005 - 2016) and "Foodie Chap" on KCBS Radio since 2012.

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

Support Sandy Hook Promise by using this QR code:



Live Auction & Fund A Future Rules

Presented by Sandy Hook Promise

Bid Numbers Required: Each guest will receive a bid number upon entry. All bidding—including Fund A Future paddle raises—requires a bid number. Bids without a bid number will not be accepted.

Live Auction Bidding: A bid acknowledged by the Auctioneer constitutes a legal contract to purchase the item. The highest bidder will be identified by their bid number. The Auctioneer’s decision is final and they reserve the right to reject any bid that does not meet the required increment.

Fund A Future (Paddle Raise): Contributions made during the Fund A Future portion of the evening are considered donations and are fully tax-deductible to the extent allowed by law. Each paddle raise is a commitment to donate the amount indicated.

Restrictions: Dates for services, dinners, home rentals, and other experiences are to be arranged at the mutual convenience of the donor and purchaser. Time periods designated on gift certificates are not subject to change. Reservations for restaurants, resorts, services, and winery tours are the responsibility of the purchaser unless otherwise noted in the program.

Final Sale: All purchases and donations are final. No exchanges or refunds are possible. All items are sold “as is.” Sandy Hook Promise does not warrant or represent, and shall not be responsible for, the correctness of the description, value, authenticity, or condition of any item.

Item Pickup: Purchasers are responsible for collecting their items at the end of the event. If you are unable to take your item home, please contact Regina Rolland at (707) 480-6591 or email regina.rolland@sandyhookpromise.org to make arrangements.

Payment: Full payment is required at the end of the evening.

We accept all major forms of payment, including credit cards, cash, checks (to *Sandy Hook Promise*), Donor Advised Funds (DAFs), stock, wire transfers, PayPal, Apple Pay, and cryptocurrency (Including NFTs).

To make alternate arrangements, please visit the checkout table on your way out.

By participating in the Live Auction and Fund A Future, you agree to these rules. Thank you for your generous support of Sandy Hook Promise and our mission to protect children from gun violence.

Enjoy the Auction!

Live Auction: Lot #1



Golden State Warriors Game Experience with Coach Steve Kerr

Donated by Coach Steve Kerr

Step VIP-style into the world of championship basketball with this once-in-a-lifetime Golden State Warriors experience for 2, hosted by four-time NBA champion and legendary coach **Steve Kerr**.

You and a guest will enjoy **two premium tickets** to a Warriors home game at the stunning **Chase Center** in San Francisco. After the final buzzer, go behind the scenes for exclusive access to **Coach Kerr's post-game press conference**—a rare opportunity typically reserved for the media.

Then, cap off the evening with a **private meet-and-greet** with Coach Kerr himself—your chance to chat, take photos, and hear firsthand insights from one of the most respected figures in modern basketball.

This unforgettable experience blends world-class basketball, insider access, and personal connection with an NBA legend—a dream come true for any fan of the game.

Highlights include:

- (2) premium tickets to a Golden State Warriors home game at Chase Center
- Access to Coach Steve Kerr's post-game press conference
- Private meet-and-greet with Coach Kerr
- Opportunity for photos and conversation

Restrictions:

- Mutually agreed-upon game date during the 2025–26 season
- Subject to Coach Kerr's availability
- Non-transferable

Live Auction: Lot #2



Collector's Cellar Selection: Napa, Sonoma & Beyond

Donated by Anonymous

Celebrate the artistry, terroir, and prestige of the world's great wine regions with this expertly curated 25-bottle cellar collection. Featuring standout selections from Napa Valley, Sonoma County, and Argentina's high-altitude vineyards, this offering showcases exceptional depth, structure, and provenance.

Curated by one of California's most respected wine experts, this is a rare opportunity to elevate your cellar with wines that speak to place, passion, and pedigree.

This collection features iconic producers and single-vineyard gems, including **La Jota Vineyard Co.**, **Beringer**, **Mt. Brave**, **AXR**, **Sojourn**, **Aperture**, and **The Debate**, alongside rare large-format bottles and international standouts such as **Colomé's Altura Máxima Malbec** from Argentina.

Each bottle has been hand-selected to balance collectability and drinkability, with an average critic rating between 91 and 97 points. Whether you're a seasoned collector or building your dream cellar, this curated lot offers a masterclass in world-class winemaking.

A rare opportunity to elevate your cellar — and your next dinner party — with wines that embody craftsmanship, balance, and beauty from Napa, Sonoma, and beyond.

Highlights include:

- **Two magnums** of *The Debate Cabernet Sauvignon "The Ultimate Debate"* (2019), Napa Valley — **97 pts**, *Wine Advocate*
- **AXR "Beckstoffer To Kalon"** Cabernet Sauvignon (2019) — **97 pts**, *Wine Advocate*
- **Mt. Brave Cabernet Sauvignon** (2018 & 2019), Mt. Veeder — **96-97 pts**, *Jeb Dunnock*
- **Colomé Altura Máxima Malbec** (2019), Argentina — **96 pts**, *James Suckling*
- **Total Bottles:** 25 (23 × 750 ml + 2 × 1.5 L Magnums) with **Average Rating:** 91-97 points

Restrictions:

- Shipping can be coordinated upon request; costs covered by the winning bidder.

Live Auction: Lot #3



The Return of The Bay Lights – Exclusive Grand Lighting Celebration

Donated by Waterbar and EPIC Steak

Be part of history as San Francisco's beloved **Bay Lights** return to the Bay Bridge in 2026! Thanks to the generosity of **Waterbar** and **EPIC Steak**, you and five guests will enjoy an **exclusive invitation for 6** to the grand lighting ceremony and celebration on the San Francisco waterfront.

This private, invitation-only event will feature signature cocktails, passed appetizers, and remarks from special guests leading up to the dramatic moment when the switch is flipped, and the Bay Bridge once again comes alive in a dazzling display of light.

Enjoy a front-row view, unparalleled hospitality, and the electric energy of this once-in-a-lifetime moment – a true celebration of San Francisco's art, innovation, and spirit.

Highlights include:

- Exclusive invitation for six (6) guests
- Hosted by Waterbar and EPIC Steak on the San Francisco waterfront
- Cocktail and appetizer celebration with a front-row view of the grand lighting
- A historic, invitation-only event marking the rebirth of an iconic landmark

Restrictions:

- Date to be Determined

Live Auction: Lot #4



Enchanting Santa Fe Getaway

Donated by Susan Packard Orr

Escape to the timeless beauty of Santa Fe with a seven-day stay in a charming adobe home, nestled in one of the city's oldest neighborhoods dating back to the 17th century. Just steps from the iconic Canyon Road art district and a mile from the vibrant Plaza, this quintessential New Mexico retreat blends historic character with cozy comfort.

The home features three beautifully appointed bedrooms, each with a queen bed, private bathroom, and fireplace—perfect for a relaxing getaway with family or friends. Enjoy mornings in the fully equipped kitchen, evenings by the fire, and al fresco dining under the stars in true Santa Fe style.

Immerse yourself in the city's rich heritage, world-class galleries, and award-winning cuisine—all within walking distance from your door.

Highlights include:

- 7-day / 6-night stay in a historic adobe home
- Accommodations for (6) guests in 3 queen bedrooms with private baths and fireplaces
- Fully equipped kitchen, cozy living room, and outdoor dining area
- Located near Canyon Road and the Santa Fe Plaza

Restrictions:

- Mutually agreed upon dates
- Blackout dates: Holidays and festival weeks

Live Auction: Lot #5



Photos: EPIC Steak and Waterbar

Foodie Foray for Four

Donated by Liam Mayclem and Pete Sittnick

A waterfront food tour with a bounty of bites, libations and insider stories with Emmy Award-winning broadcaster and beloved “Foodie Chap,” Liam Mayclem, along with renowned restaurateur Pete Sittnick. Bring an appetite and your stretchy pants.

You and three guests will embark on a culinary adventure at two of San Francisco's most iconic waterfront restaurants – EPIC Steak and Waterbar – where the food is as spectacular as the views of the Bay Bridge. With Liam and Pete as your hosts, you'll enjoy behind-the-scenes insights, laughter, and an evening filled with exceptional cuisine and true San Francisco hospitality.

This is a foodie experience you won't find anywhere else – the perfect blend of world-class dining, conversation, and unforgettable company!

Highlights include:

- Experience duration: 4 hours
- Dinner for (4) guests hosted by Liam Mayclem and Pete Sittnick
- Exclusive culinary experience at EPIC steak and Waterbar, San Francisco
- A meal with exceptional cuisine, stories and San Francisco charm

Restrictions:

- Availability: Saturdays, 11:00 AM – 3:00 PM
- Booking: Minimum 30 days' notice required
- Contact: Amy@liammayclemproductions.com

Live Auction: Lot #6



Vineyard Under the Stars

A Sonoma Valley Weekend of Wine, Music, and Magic

Donated by Amand Family Vineyards, Noel Amand, Stacy Scott Catering, and Marty O'Reilly

Escape to Sonoma Valley for a weekend of wine, music, and magic.

Enjoy a two-night stay for four guests at Glen Ellen Haven, a peaceful cottage on the Amand Family Vineyards estate, surrounded by Cabernet vines and sweeping views of Sonoma Mountain. The retreat includes a hot tub, yoga yurt, and a complimentary bottle of Amand Family Wine.

The highlight of your stay: a private winemaker dinner for ten guests, hosted on the vineyard and catered by the acclaimed Stacy Scott Catering. As the stars rise, enjoy an intimate live performance by Marty O'Reilly, Sonoma's soulful troubadour and current contestant on NBC's *The Voice* (Team Michael Bublé).

Amand Family Wine, produced at Grebennikoff Vineyards, is a boutique, certified organic estate specializing in Merlot, Cabernet Sauvignon, and Chardonnay – a handcrafted reflection of Sonoma's spirit.

Highlights include:

- Two-night stay for (4) guests at Glen Ellen Haven
- Private winemaker dinner for (10) guests on the vineyard
- Dinner by Stacy Scott Catering
- Live performance by Marty O'Reilly
- Complimentary bottle of Amand Family Wine
- Access to hot tub and yoga yurt

Restrictions:

- Mutually agreeable date – Spring 2026
- Booking: Advance coordination required

night**capital**

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FOUNDATION



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 **Hamilton Zanze**

*Proud to support
the powerful mission
of Sandy Hook Promise
and Beyond Differences.*

**Linsey and
Brett Morrison**

*Thanking Sandy Hook
Promise and Beyond
Differences for their
vision and hard work.*

**Hali Croner and
Eugene Palmer**



**WELLS
FARGO**

Impact To Date



Over **38.6+ million*** youth and adult participants across all 50 states
*(*Includes first-time and repeat participants)*



Over **5,000+** Students Against Violence Everywhere (SAVE) Promise Clubs with **126,000** student members



Over **5,700** at-risk youth connected to **mental health support**



Over **1,000** young lives saved from **suicide or serious self-harm** through crisis intervention



Over **318 acts of school violence with a weapon** prevented, including...



19 credible school shooting plots averted, in which the threatening student had plans and access to firearms

Our Programs



Start With Hello

Teaches youth how to minimize social isolation and rejection by creating an inclusive community that reaches out and connects with at-risk individuals.



SAVE Promise Clubs

Empower students to form clubs at their school or youth organization that promote SHP's violence prevention programs through direct training and awareness building.



Say Something

Teaches youth how to recognize warning signs, especially in social media, from individuals who may be a threat to themselves or others and to "say something" to a trusted adult or via an anonymous reporting system.



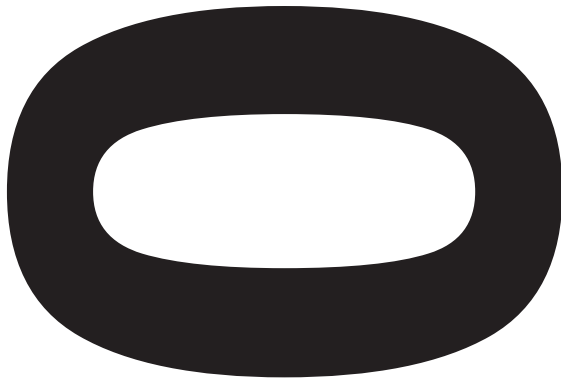
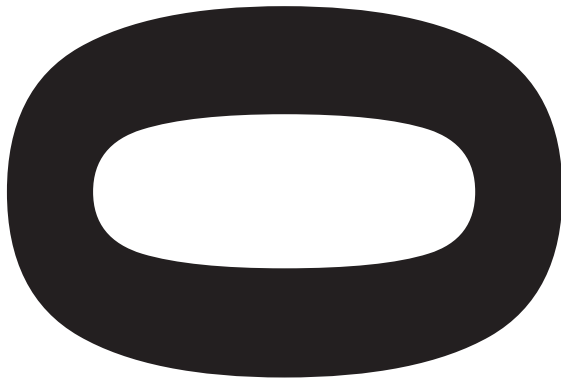
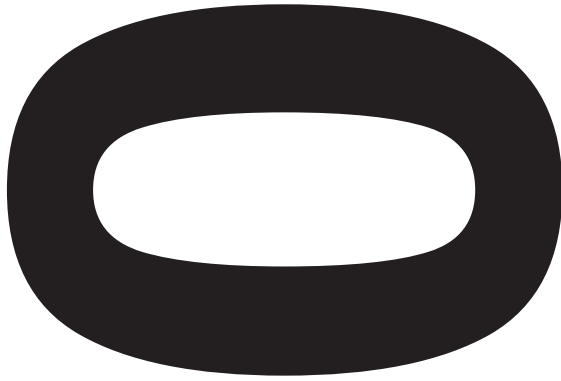
Say Something Anonymous Reporting System

Enables students to anonymously report safety issues through an app/website/hotline staffed 24/7/365 by Crisis Counselors who provide immediate support and triage tips to local school response teams and 911 dispatch (when needed) for the appropriate intervention.



No One Eats Alone®

Foster new connections that begin at lunchtime and last all year. The *No One Eats Alone*® (NOEA) program fights social isolation with engaging, student-led connection activities and lessons. The program targets the unique developmental needs of grade 5-8 students, who often struggle with social skills and belonging, especially in the lunchroom.



PROMISE 2025 BENEFIT
CHAMPIONS

