



— 2022 RED CROSS —

# *Gala*



HEROES UNMASQUED

2022 GALA  
STEWARDSHIP REPORT



**American  
Red Cross**

# EVENT HIGHLIGHTS

After a long-awaited return, more than 225 supporters, guests and donors gathered to enjoy a magical evening and helped raise over \$675,000 to support the American Red Cross mission for our 27th annual Red Cross Gala at historic San Francisco City Hall!

Chaired by Gwyneth Borden and Kirsten Strobel and emceed by KTVU FOX 2 News Anchor, Dave Clark, the red-tie event featured a cocktail reception with stunning displays by The Caviar Company and Char.cuterie San Francisco, passed champagne by SEPPI Craft Sparkling Wines, a three-course dinner helmed by Chef Ethan Mantel and Chef Matt Hegel of Componere Fine Catering, wine, beer and spirits generously donated by Tyge William Cellars, Lagunitas Brewing Company and Heritage Estate Distillery, a magazine-styled photo shoot experience by The Vanity Portrait Studio and live entertainment by San Francisco's own variety band, The 415s.

During the evening, 15-year-old Martinez, California resident Brandi Pico and her mother, Tracy Pico, were presented with the 2021 Red Cross Humanitarian Act of Kindness Award. Leading San Francisco-based direct selling and skincare company, Rodan + Fields, was recognized as the 2021 Red Cross Disaster Response Partner Award Recipient. The award was accepted by Dimitri Haloulos, Rodan + Fields' CEO & President.

Highlights of the evening included a live auction that featured enticing packages generously donated to support the Red Cross mission, including an exclusive Napa Valley wine country getaway, a seven-night Celebrity Beyond Cruise package and a Golden State Warriors VIP game day experience. Those in attendance also had the opportunity to enter a drawing for a chance to win first-class airfare tickets courtesy of United Airlines.

As a thank you, guests took home a Red Cross gift bag with items generously donated by The Clorox Company/Burt's Bees, Celebrity Beyond Cruise, Rodan + Fields and See's Candies.

The gala is an annual volunteer-led fundraiser that celebrates the lifesaving mission of the Red Cross and raises vital funds to support Red Cross preparedness, response and recovery programs and numerous other services in our community.



# HONOREES

## BRANDI PICO

### Red Cross Humanitarian Act of Kindness Award Recipient

“Let me introduce you to my beautiful 15-year-old daughter Brandi. Brandi grew up very active and participated in various sports in the community. She started playing softball at the age of four, swam on the Martinez Community Swim Team for several years, played basketball with the Catholic Youth Organization for St. Catherine’s of Sienna, and she also played club volleyball with Vibe in Orinda. Starting at the age of five, Brandi became a member of 4-H and is a Girl Scout.



In June 2020, we learned that Brandi had Ewing’s Sarcoma—a rare and aggressive bone cancer—in her tibia. Her treatments started immediately on July 3, 2020. Removal of the tumor took place on September 30, 2020, and she rang the bell on February 16, 2021. She is now CANCER FREE. During the course of her treatments, she received NINE blood transfusions. Those transfusions helped save Brandi’s life. We are forever grateful to the people who gave the gift of blood.” —Tracy Pico, Brandi’s Mother

A video spotlighting 2021 Red Cross Humanitarian Act of Kindness Award recipient Brandi Pico is available [here](#).

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## RODAN+FIELDS

### Red Cross Disaster Response Partner Award Recipient

Since its founding, Rodan + Fields (R+F), a leading premium skincare brand and direct seller, has delivered against its mission to be a life-changing company by making a positive impact on people.

As a corporate donor since 2010 and a Disaster Responder Member since 2019, Rodan + Fields has supported the American Red Cross in helping to fulfill their mission whenever and wherever they’re needed. Together with their Independent Consultant Community and Home Office Team, Rodan + Fields has contributed over \$1.4M to global disasters, including wildfires across the Western U.S., Hurricanes Harvey, Irma and Maria, the Australian Bush Fires, the Canadian wildfires, and frontline support during the COVID-19 pandemic.

Alongside financial support during very active disaster seasons and a challenging pandemic, Rodan + Fields has supported the Red Cross by collecting blood with the potential to save hundreds of lives through blood drives hosted at their San Francisco headquarters since 2014, provided diversity, equity & inclusion training grants, donated skincare products to frontline Red Cross volunteers, and engaged its community of employees and Independent Consultants in numerous Red Cross volunteer opportunities.

The Red Cross is grateful to Rodan + Fields and their steadfast commitment to improving the lives of others. Through over a decade of support they have ensured people suffering from emergencies large and small receive the care, comfort and resources they need through the work of the Red Cross. As the 2021 Red Cross Disaster Response Partner Award Recipient, the Red Cross is proud to recognize Rodan + Fields and celebrates its mission to be a life-changing company.

# EVENT PHOTOGRAPHY & VISIBILITY

## Event Photography

- [Modeling photos](#) by The Vanity Portrait Studio
- [Program and event photos](#) by Drew Altizer Photography
- [Step & repeat photos](#) by Drew Altizer Photography

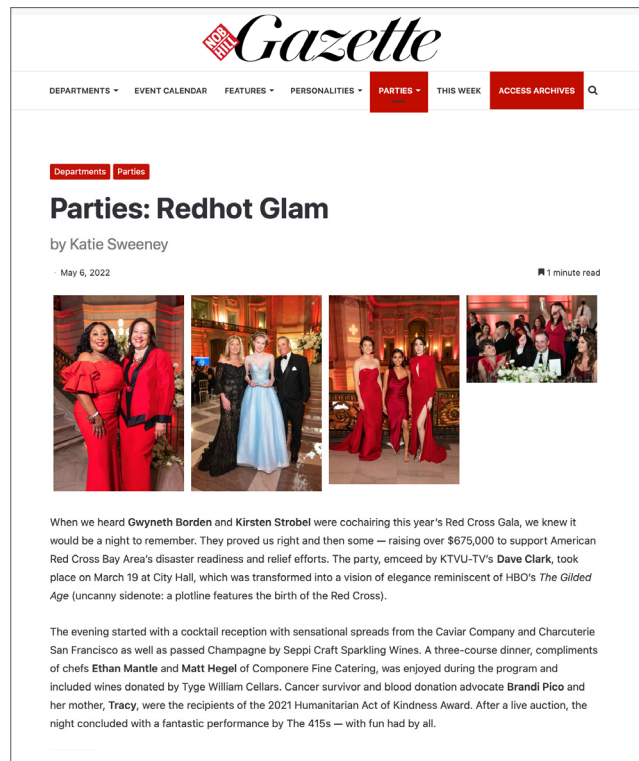
## Media Features

Media coverage included online and print mentions in premier San Francisco Bay Area publications, including:

### SF Haute Living



### Nob Hill Gazette



# 2022 GALA SPONSORS

## GOLD SPONSORS

**Kathryn W. Holmes**



**Diane B. Wilsey**

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## SILVER SPONSOR



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## BRONZE SPONSORS

**Deloitte.**



OP<sup>ORTUN</sup>

**Nichole S. Jordan**





# 2022 GALA SUPPORTERS

## COCKTAIL HOUR PARTNERS

**BENTLY HERITAGE**  
ESTATE DISTILLERY

**LAGUNITAS**  
BREWING COMPANY

  
THE CAVIAR CO.

*Char.cu'terie*  
@SFCHARCUTERIE



  
TYCE WILLIAM  
CELLARS

## EXCLUSIVE AIRLINES PARTNER

**UNITED** 

## GUEST GIFT BAG PARTNERS

**BURT'S  
BEES**

Celebrity **X** Cruises®

**RODAN+FIELDS**

**See's  
CANDIES**

## MEDIA PARTNERS

**HL**  
HAUTE LIVING  
SAN FRANCISCO

 **Gazette**

## LIVE AUCTION PARTNERS

Bricoleur Vineyards  
Celebrity Beyond Cruise  
Chase Center  
Diamond Creek Winery  
E. & J. Gallo Winery  
Eric and LeeAnn Woodward

Firestone Grand Prix  
of Monterey  
Gemstone Vineyard  
Golden State Warriors  
Jean-Charles Boisset  
Katie Anderson Diamonds

Louis M. Martini Winery  
Meadowood Napa Valley  
Oakland Athletics  
Ridge Vineyards  
San Francisco 49ers

San Francisco Giants  
San Jose Earthquakes  
Silver Oak Cellars  
Train  
United Airlines

## FUND THE MISSION SUPPORTERS

**\$50,000**  
Adam and Amy Dornbusch  
Rodan + Fields  
The Clorox Company

**\$15,000**  
Stephanie Block

**\$12,500**  
Eric and LeeAnn Woodward

**\$10,000**  
Greg and Linda Rice

**\$7,500**  
Aon

**\$5,000**  
Cisco  
Dimitri Haloulos  
G3 Enterprises  
Jeff Block

Jennifer Lee  
John Cromwell  
Oportun  
Ryan and Becky Graciano  
Victoria Treyger

# SPECIAL THANKS

## GALA CO-CHAIRS

Gwyneth Borden

Kirsten Strobel

## COMMITTEE MEMBERS

Alexander Cook  
Alexandra Pastor  
Haylie Garrie  
Jessica Thompson

Jim Kreissman  
Kathryn Holmes  
Kenzie Ferguson

Lillian Phan Pickering  
Nichole Jordan  
Nisha Baxi

Papia Gambelin  
Patrick Hayes  
V'Anne Singleton

## VENDORS

Auctioneer:  
Benefit Emcee

AV:  
JL Imagination

Catering:  
Componere Fine Catering

Consulting:  
Harriet Lehmann Consulting

Emcee:  
Dave Clark, KTVU2  
News Anchor

Floral:  
Nicole Ha Florals

Photography:  
Drew Altizer  
Photography

Photo Booth:  
The Vanity  
Portrait Studio

Printing:  
Zoom Media

Rentals:  
Standard Event  
Rentals

Talent:  
The 415s

Venue:  
San Francisco  
City Hall

Videography:  
Roaring Mouse  
Productions



# YOUR SUPPORT

## ABOUT THE AMERICAN RED CROSS NORTHERN CALIFORNIA COASTAL REGION

Your generosity helps support vital Red Cross programs and services from Monterey to the San Joaquin Valley, across the Golden Gate and to the Napa/Sonoma Wine Country, and ensures the Red Cross is there for communities, when and where help is needed most.

**BLOOD • DISASTER • ARMED FORCES • TRAINING • INTERNATIONAL**



Responded to **1,342 disasters** in our region



Supported by **5,628 regional volunteers**



Saved **17 lives** through free smoke alarm installations and home fire education



Enrolled **45,225 people** in First Aid/CPR/AED classes



Collected **103,240 units of blood**



Provided **6,471 services** to military members, veterans and families



Opened **23 cases** with Restoring Family Links (RFL)

\*Statistics reflect service delivery between July 1, 2020–June 30, 2021.

## FOLLOW US



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redcrossblognccr.org



**American  
Red Cross**