



**YEARS**  
**OF MAKING THE DISTRICT A**  
**BETTER PLACE TO LIVE AND WORK**

# **Securing DC Appleseed**

Celebrating Our Legacy | Ensuring Sustainability in 2024 & Beyond

Wednesday, March 13, 2024

6:00-8:00 pm



## DC Appleseed's Mission

For 30 years, DC Appleseed has helped make the District of Columbia a better place to live and work. Through in-depth research and analysis, persuasive advocacy, broad collaboration, and forceful litigation, we have taken on some of the District's toughest problems, developed proposed solutions, and successfully worked to get them adopted and implemented.

We have helped expand democracy for the people of DC, including the establishment of an elected attorney general and increased local budget autonomy. We have worked relentlessly to end the HIV epidemic, contributing significantly to lower infection rates. We have pushed for a cleaner the Anacostia River, developing a roadmap for the ongoing restoration of the waterway. We solved the city's huge financial burden of a \$5 billion unfunded pension liability, thereby enabling the city to revitalize.

These accomplishments are not just those of a hard-working staff and board of directors. They result from thousands of pro bono hours donated by attorneys, business leaders, nonprofit advocates, and community members. That means that every dollar donated is leveraged many times over, as DC Appleseed engages volunteer expertise to solve the challenges that matter most.

DC Appleseed is a 501(c)(3) organization. All contributions to DC Appleseed are tax-deductible.

**[Learn more: www.dcappleseed.org](http://www.dcappleseed.org)**

# Selected Accomplishments



- DC Appleseed undertook and won a 27-year campaign to require that Group Hospitalization and Medical Services, Inc (a CareFirst subsidiary) used its surplus funds for public health purposes as required by its charter as a non-profit insurer. Thanks to our efforts, the Greater Washington Community Foundation is currently awarding \$95 million in grants to area nonprofits working to address the District's health equity needs.
- Instigated and guided by DC Appleseed's 2005 initial HIV/AIDS report and supported by 15 subsequent HIV report cards and an innovative public-private partnership through 2023, HIV positivity rates in the District have fallen – from 1,374 new cases per year in 2007 to just 230 in 2021, a decline of 83%.
- Since filing our amicus brief in the 2008 United States Supreme Court case, *Heller v. District of Columbia*, DC Appleseed has supported the District's efforts to enact sensible gun regulations consistent with the *Heller* decision. For example, DC Appleseed took a lead role in enacting the District's "Red Flag" law, which makes it possible to remove guns from potentially dangerous people.
- After the passage of the Home Rule Act left the District responsible for \$5 billion in unfunded pension liabilities for local firefighters, police, and teachers driving the city toward insolvency, DC Appleseed developed a plan and successfully advocated to congressional and White House leaders to return pension liabilities to the federal government, clearing the way for DC's fiscal revitalization.
- Once known as "DC's forgotten river" due to high levels of pollution, today, the Anacostia River is close to being swimmable and fishable, and provides recreation and economic development benefits to neighborhoods within its watershed because DC Appleseed developed and successfully advocated for a plan for the federal government, in coordination with local governments, to restore the Anacostia River.



# Event Details



Wednesday, March 13, 2024  
6:00–8:00 pm

Hogan Lovells LLP  
Columbia Square  
555 Thirteenth Street, NW  
Washington, D.C. 20004

Beverages, hors d'oeuvres, and live music

Our premier event for 2024, “Securing DC Appleseed” will be a celebration of our 30-year legacy of making the District a better place to live and work. The funds raised will be used to ensure DC Appleseed’s ability to continue this important work.

- Honoring:
- Richard Herzog, Harkins Cunningham LLP
  - Jon Bouker, ArentFox Schiff LLP
  - Annemargaret Connolly, Weil, Gotshal & Manges, LLP

We look forward to celebrating our accomplishments with the many partners in DC Appleseed’s success today and throughout our history:

- Expert attorneys, business leaders, and professionals who work on important Appleseed projects;
- Government leaders who seek and adopt DC Appleseed’s recommendations;
- Nonprofit partners who inform and expand DC Appleseed’s reform efforts;
- Donors and foundations who enable DC Appleseed’s work; and
- Many other DC Appleseed supporters.

## Host Committee

Elizabeth Halpern, Board Chair	Peter Denton, Co-Chair, Development Committee
Annemargaret Connolly, Immediate Past Board Chair	Victor Bonett, Co-Chair, Development Committee
Vanessa Batters-Thompson, Executive Director	Gary Ratner, Co-Founder
Neil Richardson, Deputy Director	Jeffrey Handwerker
William Stein	Deborah Chollet



# Your Sponsorship Matters



DC Appleseed is a widely respected and unique Washington leader in developing and successfully advocating for solutions to some of the District's most serious financial, health, environmental and democracy challenges. By sponsoring DC Appleseed this year, you will enable us to continue this remarkable tradition by working on important, cutting-edge projects, including:

- Implementing our newly launched "Improving Voter Representation in DC's Elections" project, analyzing the District's options for electoral reform and addressing current racial and geographic disparities in voter turnout and engagement;
- Advocating for DC Statehood and against federal intervention in local affairs;
- Continuing the pace-setting effort to clean-up the Anacostia River, so every resident can enjoy a swimmable and fishable waterway and the benefits of economic growth; and
- Improving DC's workforce development system, ensuring DC residents can access the tools, credentials, and support they need to succeed and building a pipeline of talent for District employers.

With your support, we can keep building towards a better DC:  
a more equitable and democratic city in which **all**  
residents get a fair shot at  
**health, stability, opportunity, and empowerment.**

Sponsorship also brings attention to your brand and highlights your support for one of DC's most important and influential non-profit organizations focusing on local issues. To heighten your firm's visibility and support for DC Appleseed, advertising slots are part of all sponsorship contributions.

Separately, we are selling individual advertisement slots for organizations that wish to solely market their brand. (See page 7 for more information).

# Sponsorship Levels

## MARQUEE: \$35,000

- 8 tickets
- Priority recognition with your organization's logo prominently displayed at the entrance to the event
- Full-page advertisement on the back cover of the event program
- Acknowledgment in live remarks from the podium during the event
- Social media mentions prior to the event
- Recognition on display during the event

## UNDERWRITER: \$25,000

- 7 tickets
- Full-page advertisement in the event program
- Acknowledgment in live remarks from the podium during the event
- Social media mentions prior to the event
- Recognition on display during the event

## PACESETTER: \$20,000

- 6 tickets
- Full-page advertisement in the event program
- Social media mentions prior to the event
- Recognition on display during the event

## CHAMPION: \$15,000

- 5 tickets to the event
- Half-page advertisement in the event program
- Social media mentions prior to the event
- Recognition on display during the event

# Sponsorship Levels

## ADVOCATE: \$10,000

- 4 tickets to the event
- Quarter-page advertisement in the event program
- Social media mentions prior to the event
- Recognition on display during the event

## PARTNER: \$7,500

- 3 tickets to event
- Quarter-page advertisement in the event program
- Social media mentions prior to the event
- Recognition on display during the event

## SUSTAINER: \$5,000

- 2 tickets to event
- Quarter-page advertisement in the event program
- Social media mentions prior to the event

Advertisements are available for purchase separate from a sponsorship.	
Quarter-page advertisement	\$1,500
Half-page advertisement	\$2,000
Full page advertisement	\$3,000

**Tickets are available for purchase [HERE.](#)**

**Sponsorships and advertisements are available for purchase [HERE.](#)**

### QUESTIONS?

Please contact [Erin Calloway](mailto:ecalloway@dcappleseed.org) at [ecalloway@dcappleseed.org](mailto:ecalloway@dcappleseed.org) or (803) 634-9232.

Thank you for supporting the DC Appleseed Center for Law and Justice, EIN #: 52-1891162. Contributions are tax-deductible to the extent allowed by law. General admission tickets are \$500.00; nonprofit, government, and student tickets are \$100.00. The estimated fair market value is \$50 per guest.

