



Board of Directors

Victor J. Reyes, MBA
Deloitte Consulting LLP
Chair

Donna R. Cryer, JD
President and CEO

Lisa Boyette, MD, PhD
Gilead Sciences Inc.
Treasurer

Brian Munroe
Bausch Health Companies, Inc.
Secretary

Laurie Mobley
BRG Communications
Development Co-Chair

Amy L. Wright, JD
Taft, Stettinius & Hollister
Development Co-Chair

Nicholas Austin, JD
Microsoft Inc.

Shonta Chambers
Patient Advocate Foundation

Dennis R. Cryer, MD, FAHA
CryerHealth LLC

Gary Deverman, CFRE
NutriStyle

Ben Goodman
Maine Dept of Economic &
Community Development

Esther Krofah, MPP
Milken Institute

Melodie Narain-Blackwell
Color of Crohn's & Chronic Illness, Inc.

Lewis R. Roberts, MB, ChB, PhD
Mayo Clinic

Global Liver Institute
4323 Westover Place NW
Washington, DC 20016

✉ info@globalliver.org
🌐 globalliver.com

Global Liver Institute 10th Anniversary

Organization Name:	Global Liver Institute
Organization Address:	4323 Westover Place NW Washington, DC 20016
Organization ID:	46-4687212
Nonprofit Status:	501(c)3 charitable organization; 170(B)1(a)vi
Executive Officer:	Donna Cryer, JD; dcryer@globalliver.org
Event(s) Contact:	Cat Evans; cevens@globalliver.org
Operations Contact:	Larry Holden; lholden@globalliver.org
Partnerships Contact:	Joel Ballew; jballew@globalliver.org

Celebrating 10 Years Serving Patients

We are thrilled to extend an invitation for you to join us in commemorating a significant milestone: **Global Liver Institute's 10th Anniversary**. This momentous occasion marks a decade of pioneering patient-led advocacy, a journey filled with groundbreaking achievements and transformative impact.

As we gather to celebrate this milestone, we invite you to be part of our vision for the future. Together, we will not only honor our past accomplishments but also ignite innovation and collaboration for the next decade of meaningful change. Your support and involvement are crucial as we embark on this journey of reflection, growth, and collective action.

Throughout our celebration tour, it is essential for us to recognize and engage with all who have contributed to our success. We believe in fostering collaboration and growth, acknowledging that our journey is far from over, and there is still important work to be done.

Our ultimate goal is to build a tribe of dedicated individuals committed to supporting, nurturing, defending, and funding GLI beyond individual capacities. By the conclusion of these events, we aspire to gather over 100 individuals who share a personal sense of responsibility for driving transformative actions in the next decade of GLI's journey.

10th Anniversary Events

May 18 - Washington, DC, USA

Long View Gallery

1234 9th St NW, Washington, DC 20001

Gratitude

This event serves as a moment of reflection, celebrating the first 10 years of GLI's impactful journey. It brings together leaders in digestive health and public affairs, honoring those who have contributed to GLI's success with gratitude and celebration.

June 4 - Milan, Italy

55 Milano

Via Piero della Francesca, 55, 20154 Milano MI, Italy

Global Impact

With a focus on our global impact, this event highlights GLI's past achievements and future potential. It emphasizes partnerships and collaborations that have facilitated our global reach, underscoring our commitment to making a difference worldwide.

September 13, Washington, DC, USA

The Morrow

222 M St NE, Washington, DC 20002

Patient Leadership

Centered on patient leadership and capacity-building, this event prioritizes the voices of patients and caregivers. It includes sessions dedicated to identifying the key challenges patients face and envisioning how GLI can address these issues in the next decade. This serves as the foundation for GLI's future initiatives and priorities.

November 15 - San Diego, CA, USA

TBD

Patient-Led Innovation

Focused on innovation and forward-thinking, this event features a vision lab workshop aimed at solving the patient-identified problems identified in earlier events. This will be the opportunity for important staffing announcements and setting the stage for GLI's vision and direction for the next decade.

Communications Campaign

For our 10th Anniversary, GLI is set to embark on an engaging series of announcements and promotional activities:

- Teaser Campaign: Get ready to be captivated by our enticing save-the-date teasers, building anticipation for the celebration ahead.
- Anniversary Short Film: "A Decade of Excellence in Liver Health" - Join us on a journey through 10 years of growth and innovation led by GLI, showcased in a compelling short film.
- Exclusive Event Hashtag: Follow along with the excitement using our unique event hashtag, #GlobalLiverDecade, and be part of the conversation surrounding this milestone occasion.
- 10th Anniversary Organizational Branding: Be a part of the celebration through updated social media banners, staff signatures, and more.

These celebrations will be opportunities for a variety of constituencies to reflect on the achievements, celebrate the journey, and look forward with hope to the continuing work of patient advocacy on behalf of those affected by liver disease.

About Global Liver Institute

Global Liver Institute (GLI) was built to solve the problems that matter to liver patients, equipping advocates to improve the lives of individuals and families impacted by liver disease. GLI promotes innovation, encourages collaboration, and supports the scaling of optimal approaches to help eradicate liver diseases. GLI believes liver health must take its place on the global public health agenda commensurate with the prevalence and impact of liver illness. GLI is the only patient-created, patient-driven nonprofit organization tackling liver health and all liver disease holistically, operating globally. Follow GLI on [Facebook](#), [Instagram](#), [LinkedIn](#), and [YouTube](#).



Addendum 1: Benefits & Sponsorship Prospectus



10TH ANNIVERSARY CELEBRATION SERIES SPONSORSHIP

\$100,000

Legacy Builder - Leading Liver Health into 2034

- All Burgundy Liver Luminary Benefits +
 - Exclusive **Title Sponsor** of the GLI 10th Anniversary Event Series, prominently featuring your brand as the driving force behind each celebration.
 - Dedicated speaking opportunities at each event to highlight your organization's vision for the future of liver health and its role in shaping it.
 - Recognition in all event promotions, including digital and print materials, as the Title Sponsor, showcasing your commitment to liver health innovation.
-

\$25,000

Burgundy - Liver Luminary

- All Liver Legacy Sustainers Benefits +
 - VIP access to all anniversary events, providing exclusive networking opportunities with industry leaders, key stakeholders, and GLI executives.
 - Name Recognition from the Stage: Elevate your brand with prominent name recognition during stage presentations and announcements.
-

\$10,000

Gold - Liver Sustainers

- Special acknowledgment in post-event communications, and social media campaigns, highlighting your pivotal role in supporting GLI's mission and vision for the next decade.
- Logo placement on all event signage, banners, and promotional materials, ensuring maximum visibility and brand exposure.

Addendum 2: Events Budget

Event Element	Cost
Strategic Planning and Project Management	
- Timeline creation and vendor coordination	5,800
Event Logistics (For all 4 events)	
- Venue spaces	60,000
- Audio/visual (sound, lights, projectors/visuals, etc)	32,000
- Food & Beverage	19,200
- Equipment Rentals (tables, chairs, cutlery)	8,000
- Security and event staffing	16,000
- Permits/Licenses	2,000
- Delivery Fees	2,400
- Decorations and display arrangements	1,700
Communications Strategy	
- Video Production (Teasers and Documentary)	9,500
- Photography	4,400
- Web Development/Maintenance	1,500
- Advertising	500
- Printing	6,000
- Postage	500
TOTAL BUDGET	169,500