

THE PHOENIX LIFE PROJECT



Bringing Serenity to Calamity

**THE PHOENIX LIFE PROJECT
2022 INAUGURAL GALA**

The Celebration of Life

SATURDAY, JUNE 25, 2022 7:00 PM

**ST. REGIS BAL HARBOUR
9703 COLLINS AVENUE / BAL HARBOUR, FLORIDA 33154**

IN MEMORY AND CELEBRATION OF THE VICTIMS OF THE SURFSIDE COLLAPSE

The mission of the Phoenix Life Project is to create awareness and provide resources to those in need of mental and emotional recovery from PTSD through establishing a national network of providers to assist first responders, victims of trauma, veterans, their families, and communities. This project is dedicated to healing the human calamity and distraught emotions, post a life-altering experience.

Our Story

The most heart-wrenching event in our community took place on June 24, 2021 at the condominium collapse in Surfside, Florida. In the aftermath, the community united in support of all those affected. Those impacted by this catastrophe, will be in our hearts forever.

In the midst of the calamity, as the world watched the aftermath of the Surfside collapse, Neil Handler experienced a moment of hope when his 15-year-old son, Jonah was pulled out from the wreckage by a First Responder. Splashed across most news outlets around the world was a picture of Jonah, slung over the shoulder of a first responder, being carried out of the wreckage... **Alive**. The sheer carnage that first responders witnessed is unimaginable for most people. Rarely do we connect with the idea that they are all victims – the injured, as well as the first responders.

Sadly, Jonah lost his beloved mother that day, Stacie Dawn Fang, who perished along with 97 other victims.

In memory of his mother, Stacie and all those who lost their lives that day, Jonah and his father Neil created The Phoenix Life Project, a 501(c)(3), non-for-profit organization.

On their journey to healing, Jonah and Neil realized that many of those affected by tragedy, including first responders, continue to struggle long after the disaster. To address these struggles created by trauma, they developed the mission of The Phoenix Life Project: The mission is to create awareness and provide resources to those in need of mental and emotional recovery from PTSD through establishing a national network of providers to assist victims of trauma, first responders, veterans, their families, and communities.

As a strategy to accomplish our mission, The Phoenix Life Project seeks raise awareness and create sustainability for anyone affected by the Surfside condominium collapse, as well as by any future disasters globally. We strive to educate, advocate, and communicate through developing program initiatives in collaboration with municipalities and their departments (i.e. fire and rescue, police, veterans' associations, etc.). We wish to assist in removing the stigma associated with PTSD and establish a 24-hour, toll-free hot-line that victims and first responders can use to anonymously seek help. In addition, we aim to provide funding for those suffering from PTSD and in need of mental health treatment following a catastrophe or life altering event but simply cannot afford the treatment.



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Our Goal

(BY THE NUMBERS)

The goal of The Phoenix Life Project Inaugural Gala is to raise the necessary funds to provide emotional and mental health recovery services to First Responders and the family members of those Lost, suffering from the Surfside tragedy on June 24, 2021.

About 2,000 First Responders, Fire Fighters, Police Officers and Support Staff were actively on site. Of this group, approximately **250 First Responders** worked on the Pile and witnessed the most heartbreaking and horrific sites while tirelessly working to do everything in their power to save lives.

Ninety-Eight (98) lives were lost on June 24th 2021 in Surfside, affecting countless loved ones, as a result of the collapse. A large number of families lost everything.

The Program that has been created by partnering with Command Counseling Center and Pathwaves Inc. has a cost of **\$7,500 per individual**. A program that has proven to drastically reduce the level of PTSD in the majority of individuals and restore mental and emotional wholeness.

There were approximately **250** First Responders and USAR (Urban Search and Rescue) heroes on the pile at the tragedy in Surfside. **At \$7,500 per FR it adds up to \$1.875 million** just to provide services to them and that number doesn't include the families of those who perished that dreadful day. The numbers speak for themselves.

If we accomplish our goal to raise **\$2,750,000** by the end of the evening of Saturday, June 25th, to benefit those who are suffering, *The Celebration of Life Gala* will be a total success. We can all be a part of providing help where it is needed and The Phoenix Life Project is here to lead the charge. Please join us.

With Respect and Gratitude,

Neil Handler

Neil Handler
Founder



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Fire Phoenix Sponsor

\$125,000

- Your Company Logo on Our Website
- Your Company Logo on Step and Repeat
- Your Company Logo Column Wrap
- Mention by Master of Ceremonies
- Your Company Item in Gift Bags (sponsor provided)
- E-Newsletter feature and banner
- Social Media
- Audio Visual Logo Loop
- Speaking opportunity
- Your Company Logo on Gift Bags
- Program location of choice - Full Page
- Sponsorship Recognition Award

3 Tables (24 Guests) *All Tables seat 10 guests consisting of your 8 guests plus 2 First Responders*

Pre-Event Luncheon for four (4)
hosted by Command Counseling Center with three (3) First Responders

Pre-Event Dinner for four (4) with The Honorable Shlomo Danzinger, Mayor of the Town of Surfside and Survivors of the June 24, 2021, Condominium Collapse

Early entry to The "Art of Rock & Roll" Pop-Up Gallery presented by Wentworth Galleries (30 min prior to event start) *50% of All Art Sales to be Donated to The Phoenix Life Project*

MDFR - Fire Ops. Training 101- Meet and Train with Our Heroes for six (6) people

*Sponsorship funds will go directly to **eight (8) First Responders and one (1) Family of 4** for their emotional and mental healing from the trauma of the collapse*



Water Phoenix Sponsor **\$80,000**

- Your Company Logo on Our Website
- Your Company Logo on Step and Repeat
- Your Company Logo Column Wrap
- Mention by Master of Ceremonies
- E-Newsletter banner
- Social Media
- Audio Visual Logo Loop
- Your Company Item in Gift Bags (sponsor provided)
- Program - Half Page
- Sponsorship Recognition Award

2 Tables (16 Guests) *All Tables seat 10 guests consisting of your 8 guests plus 2 First Responders*

Pre-Event Luncheon for two (2)
hosted by Command Counseling Center with three (3) First Responders

Pre-Event Dinner for two (2) with The Honorable Shlomo Danzinger, Mayor of the Town of Surfside and Survivors of the June 24, 2021, Condominium Collapse

Early entry to The "Art of Rock & Roll" Pop-Up Gallery presented by Wentworth Galleries (30 min prior to event start) *50% of All Art Sales to be Donated to The Phoenix Life Project*

MDFR - Fire Ops. Training 101- Meet and Train with Our Heroes for four (4) people

*Sponsorship funds will go directly to **four (4) First Responders and one (1) Family of 4** for their emotional and mental healing from the trauma of the collapse*



Air Phoenix Sponsor

\$45,000

- Your Company Logo on Our Website
- Your Company Logo on Step and Repeat
- Your Company Item in Gift Bags (sponsor provided)
- Sponsorship Recognition Award
- Social Media
- Audio Visual Logo Loop
- Program - Listing on Sponsor Page

1 Table (8 Attendees) *All Tables seat 10 guests consisting of your 8 guests plus 2 First Responders*

MDFR - Fire Ops. Training 101- Meet and Train with Our Heroes for two (2) people

*Sponsorship funds will go directly to **three (3) First Responders or Family of three (3)** in their emotional and mental recovery from the Surfside collapse of June 2022*

Earth Phoenix Sponsor

\$25,000

- Your Company Logo on Our Website
- Your Company Logo on Step and Repeat
- Sponsorship Recognition Award
- Social Media
- Program - Listing on Sponsor Page

1 Table (8 Guests) *All Tables seat 10 guests consisting of your 8 guests plus 2 First Responders*

*Sponsorship funds will go directly to **one (1) Individual First Responder or Family Member** in their emotional and mental recovery from the Surfside collapse of June 2022*



Table Sponsorships

\$8,000 each

CTS Families: Table Branded with Name and Logo

First Responder: Table Branded with Name and Logo

Dignitaries: Table Branded with Name and Logo

Tickets available

All Tables seat 10 guests consisting of 8 guests plus 2 First Responders

\$1,000 per ticket

\$1,875 for a couple

\$7,500 Full Table



A La Carte Sponsorships

The individual sponsorship items listed below include honorable mentions on The Phoenix Life Project event page, donor page and program guide.

Be a First Responder to this Cause

Each category listed will receive a Recognition Plaque to be presented at the Inaugural Gala on June 25, 2022

Sponsor a First Responder:	\$ 7,500
Sponsor a CTS Family of 2:	\$ 15,000
Sponsor a CTS Family of 4:	\$ 30,000
Sponsor a MDR Ladder Co. Of 8 FFs:	\$ 60,000
Sponsor a Fire House 20 FFs:	\$ 150,000

Miami-Dade Fire Rescue - Meet and Train with our Heroes

MDFR Fire Ops. Training 101 for 2 People:	\$2,500
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A La Carte Gala Sponsorships

Co- Sponsor the Cocktail Hour	\$15,000
Logo in Loop on Main Screen	\$2,500
Company (<i>sponsor provided</i>) Branded Item in gift bags	\$2,500
Full Page in Celebration of Life Gala Evening Program	\$1,000
Half Page in Celebration of Life Gala Evening Program	\$600



Our Providers



Command Counseling Center (CCC) was developed due to our exposure in the first responder industry and the obvious gap in psychological support and services provided to our first responders in this country. Morally, we could not sit around and wait for the psychological industry to catch up to the needs of our everyday heroes. We believe educating these industries on mental health, especially as it pertains to their careers, will create a clear understanding of mental health as a biological system in their bodies and will reduce the stigma on mental health. Providing clinicians who understand these careers through first-hand experience or through appropriate trainings, will close the gap tragically evident in employee assistance programs or community clinicians. Supporting our American heroes and becoming another first responder's tool in their toolbox will dramatically reduce the current injustices of depression, addiction, psychological ailments, PTSD and suicide plaguing these industries.

Providing: Mental Health Assessments, Individual Therapy, Group Therapy, Trauma Therapy, Grief and Loss Therapy, Substance Abuse Assessments and Interventions, Mental Health and Substance Abuse Care Placement, Peer Support Consults, Critical Incident Support, High Stress Event Support and Education

We honor their trust and confidence in us as we attend to their needs in an environment of mutual trust and confidentiality.

PATHWAVES™ MAPPING NEURAL ACTIVITY TO FACILITATE SUSTAINABLE CHANGE

Pathwaves is an advanced mental wellness company that has established an evidence-based program to maximize readiness, performance and resilience in every area of function — mentally, emotionally and physically. The multi-faceted Pathwaves NeuroEmpowerment™ methodology integrates the principles of neuroplasticity, FDA approved neurofeedback and our proprietary Neurofeedforward™ protocol, resulting in unmatched effectivity. Each session combines neurotherapy with cognitive behavioral coaching, and is designed to facilitate permanent solutions to post traumatic stress (PTSD) symptoms. NeuroEmpowerment™ provides long-term sustainable mental health improvements, and relief from disorders. This transformative methodology can effectively identify, predict and prevent suicidal behavior. It will also facilitate first responders to be at their highest mental aptitude and equip them with the tools and mental fortitude to adapt as they progress through their professional career. The Pathwaves NeuroEmpowerment™ process will help our first responders to be more focused and in control of their actions and reactions. The sessions are designed to track, measure and elevate the client's ability to create new, healthy neural patterns and synapses, and to strengthen those patterns in minimal time. We integrate with any modality, belief system, program, or regimen you're currently following.



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Meet and Train with Our Heroes

MDFR Fire Ops. Training 101

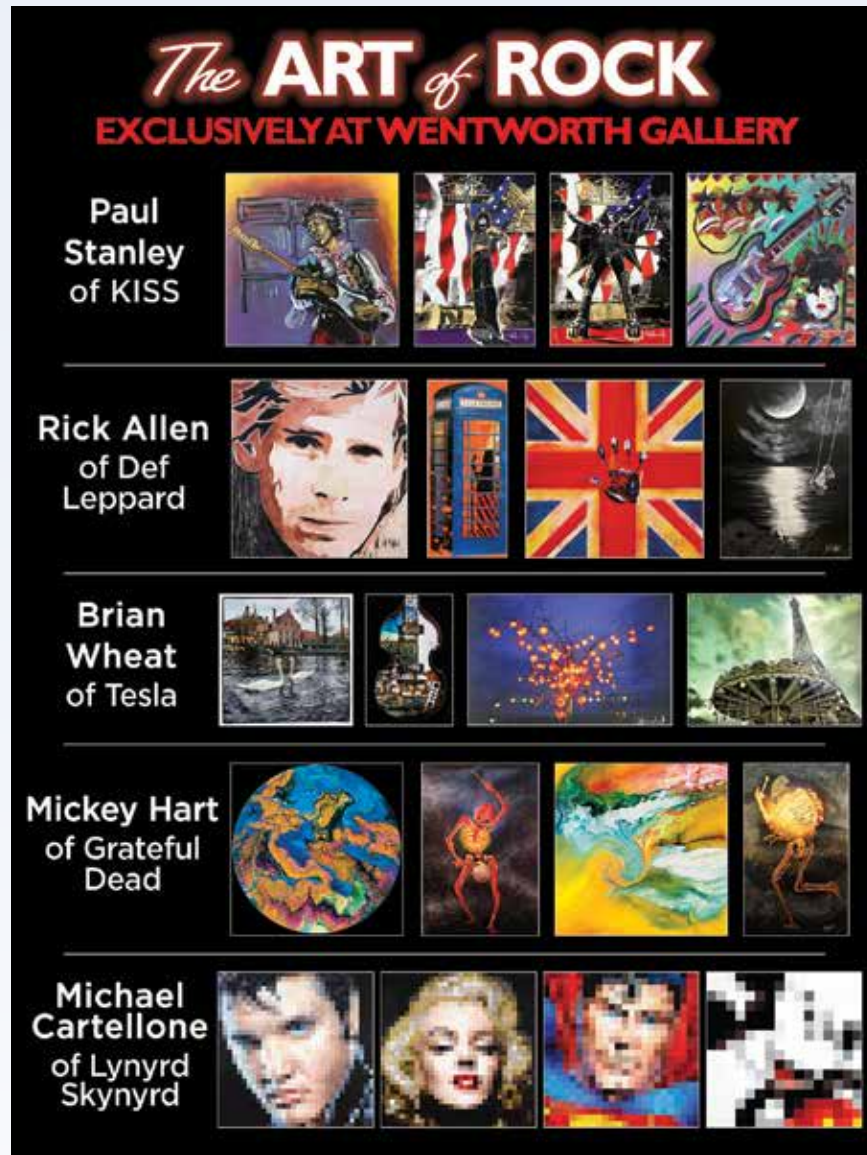


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The ART of ROCK & ROLL

Pop-Up Art Gallery Presented By
The Wentworth Galleries



Go to phoenixlifeproject.org to view a sampling of works to be sold
at the 2022 "Celebration of Life" Gala Pop-Up Gallery

*50% of All Sales from the Phoenix Life Project 2022 Inaugural Gala
Pop-Up Gallery will be Donated to Aid First Responders
in their Journey to Emotional Health and Wellbeing*



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