



WORLD CHILDHOOD FOUNDATION  
2007 CHILDHOOD USA GALA  
IN THE PRESENCE OF  
HER MAJESTY QUEEN SILVIA OF SWEDEN

NOVEMBER 12, 2007  
NEW YORK CITY




PHOTO: HANS HANMARSKÜLD

#### WORLD CHILDHOOD FOUNDATION

World Childhood Foundation, founded by H.M. Queen Silvia of Sweden in 1999, is a non-profit grant-making foundation dedicated to helping the most vulnerable children worldwide: sexually abused and exploited children, street children and institutionalized children, with special attention given to girls and young mothers.

The Foundation is actively supporting over 100 projects in 14 countries and has since its inception awarded over \$34 million to global programs. Childhood's mission is to promote safe and secure living conditions for all children and help to give every child a childhood.



WORLD CHILDHOOD FOUNDATION USA  
BOARD OF DIRECTORS  
CORDIALLY INVITES YOU TO  
THE 2007 CHILDHOOD USA GALA  
IN THE PRESENCE OF

HER MAJESTY QUEEN SILVIA OF SWEDEN  
HER ROYAL HIGHNESS PRINCESS MADELEINE OF SWEDEN

HONORING  
MRS. DIANA L. NELSON  
  
HON. CHARLES A. HEIMBOLD, JR.

JULIA ORMOND, ACTOR  
MISTRESS OF CEREMONIES

MONDAY, NOVEMBER 12, 2007

THE GRAND BALLROOM  
583 PARK AVENUE  
NEW YORK CITY

7:00 PM RECEPTION  
8:00 PM DINNER

BLACK TIE - DECORATIONS  
RSVP



#### DIANA L. NELSON

Diana L. Nelson is being honored for her leadership of the U.S. World Childhood Foundation board from 2002 - 2007. Under Nelson's tenure as Chair, the Foundation added outstanding board members, identified excellent projects, and created a stable operating model. Nelson's professional background in marketing and her deep commitment to the Foundation's mission helped establish the identity of US Childhood in support of Her Majesty's vision to protect children at risk. Three generations of Nelson's extended family helped co-found Childhood through The Curtis L Carlson Family Foundation, which provide ongoing support of philanthropic initiatives together with the management and employees of Carlson Company. Nelson and her husband John Atwater are immersed in childhood with five children at home.

#### AMBASSADOR CHARLES A. HEIMBOLD, JR.

Ambassador Charles A. Heimbold, Jr., a co-founder of Childhood through The Heimbold Foundation together with his wife, Monika Astrid Heimbold, is being honored for his steadfast support of Childhood since its inception in 1999. Ambassador Heimbold is the former Chairman and Chief Executive Officer of Bristol-Myers Squibb Company, and was initiator of the BMS HIV-AIDS initiative in Africa. He is being honored for his commitment to Childhood and particularly for his support of children around the world. With the help of Ambassador Heimbold, Childhood continues to increase its presence in the corporate world. The Heimbold's are surrounded by their four children and three grandchildren.

INTRODUCTION BY  
SILDA WALL SPITZER  
FIRST LADY OF NEW YORK STATE

INTRODUCTION BY  
MITCHELL S. ROSENTHAL, MD

Childhood USA stands in gratitude of these two individuals for carrying on Her Majesty Queen Silvia's vision to help children around the world to a safe, secure and happy childhood.

WORLD CHILDHOOD FOUNDATION, INC.  
BOARD OF DIRECTORS USA

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WORLD CHILDHOOD FOUNDATION USA  
345 PARK AVENUE, 3RD FLOOR  
NEW YORK, NY 10154  
WWW.CHILDHOOD-USA.ORG

**CHILDHOOD**  
WORLD CHILDHOOD FOUNDATION

\*GALA STEERING COMMITTEE

CHRISTINE MADDEN - EVENT MANAGEMENT



WORLD CHILDHOOD FOUNDATION USA  
GALA EVENT OFFICE  
10 PARK AVENUE  
SUITE 2E  
NEW YORK, NY 10016

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LOCATION: THE GRAND BALLROOM  
583 PARK AVENUE

PLEASE RESERVE THE FOLLOWING:

\_\_\_ GALA CO-CHAIR \$50,000

- RECOGNITION AS A GALA CO-CHAIR IN ALL GALA PRESS RELEASES AND PROMOTIONAL MATERIALS
- TWO SEATS AT THE GUEST OF HONOR TABLE
- INVITATION TO A VIP RECOGNITION EVENT

\_\_\_ GALA CO-CHAIR \$25,000

- RECOGNITION AS A GALA VICE CHAIR IN ALL GALA PRESS RELEASES AND PROMOTIONAL MATERIALS
- A PREMIER TABLE FOR TEN AT THE GALA
- INVITATION TO A VIP RECOGNITION EVENT

\_\_\_ GALA UNDERWRITER \$20,000

- RECOGNITION AS A GALA UNDERWRITER IN ALL GALA PRESS RELEASES AND PROMOTIONAL MATERIALS
- A PREMIER TABLE FOR TEN AT THE GALA
- INVITATION TO A VIP RECOGNITION EVENT

\_\_\_ GALA SPONSOR \$15,000

- RECOGNITION AS A GALA SPONSOR IN ALL GALA PRESS RELEASES AND PROMOTIONAL MATERIALS.
- A TABLE FOR TEN AT THE GALA
- INVITATION TO A VIP RECOGNITION EVENT

\_\_\_ GALA PATRON \$10,000

- RECOGNITION AS A GALA PATRON IN GALA PROGRAM
- A TABLE FOR TEN AT THE GALA

*THE NON-DEDUCTIBLE PORTION OF EACH TABLE PACKAGE IS \$2,750.00*

- TICKETS \_\_\_ \$2,500 SPONSOR TICKET(S)  
\_\_\_ \$1,750 UNDERWRITER TICKET(S)  
\_\_\_ \$1,000 PATRON TICKET(S)  
\_\_\_ \$500 DONOR TICKET(S)

*THE NON-DEDUCTIBLE PORTION OF EACH TICKET IS \$275.00*

I AM UNABLE TO ATTEND THE 2007 GALA, BUT WOULD LIKE TO MAKE A TAX-DEDUCTIBLE CONTRIBUTION IN THE AMOUNT OF \$ \_\_\_\_ .

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NAME \_\_\_\_\_

(PLEASE PRINT AS YOU WOULD LIKE IT TO APPEAR IN THE PROGRAM)

TITLE \_\_\_\_\_

COMPANY \_\_\_\_\_

STREET \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

TELEPHONE ( ) \_\_\_\_\_ FAX ( ) \_\_\_\_\_

PLEASE MAKE YOUR CHECK PAYABLE TO  
WORLD CHILDHOOD FOUNDATION, INC.

AND RETURN IT WITH THIS FORM TO:

WORLD CHILDHOOD FOUNDATION USA  
GALA EVENT OFFICE  
10 PARK AVENUE, SUITE 2E  
NEW YORK, NY 10016

FOR ADDITIONAL INFORMATION, PLEASE CONTACT:  
CHRISTINE MADDEN AT TEL. (212) 725-7139 / FAX (212) 725-7149.

**DUE TO THE SPECIAL NATURE OF THIS EVENT AND LIMITED CAPACITY,  
EARLY RESERVATIONS ARE HIGHLY RECOMMENDED.**

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