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Pittsburgh, PA 15213  
412-864-3524

January 15, 2026

Lezetta L. Cox  
People's Oakland  
3433 Bates Street  
Pittsburgh, PA 15213

Dear Lezetta,

It is my great pleasure to share that People's Oakland has been nominated and selected to receive the **2026 Caregiver Champion Award** at the **18th Annual Celebrating Champions Dinner and Auction**. This distinguished award is presented each year to an individual or organization that demonstrates an exceptional commitment to championing causes through advocacy, innovation, and the creation of meaningful support programs for care recipients.

There is truly no organization more deserving of this honor. It would be a privilege to celebrate People's Oakland and its profound impact at our event on **Wednesday, October 14, 2026, at The Westin**.

As a premier recovery and wellness center, People's Oakland has brought hope, integrity, and respect to countless individuals with behavioral health needs. Your dedication to fostering empowerment, wellness, and community has immeasurably improved the quality of life for many. Western Pennsylvania is a stronger, more compassionate region because of your unwavering efforts. Thank you for all that you do.

Enclosed, you will find event details and planning information as we prepare for this special evening. If you have any questions or need assistance with the materials, please do not hesitate to contact me.

It will be an honor to recognize the outstanding accomplishments of People's Oakland at this year's Celebrating Champions Dinner and Auction.

Sincerely,

*Deborah S. Brodine*

Deborah S. Brodine, MBA, MHA  
President, UPMC Western Psychiatric Hospital  
President, UPMC Senior Services





# *Celebrating* **CHAMPIONS**

*Hosted by* UPMC Senior Services *and* UPMC Western Behavioral Health Foundation

**Wednesday, October 14, 2026**

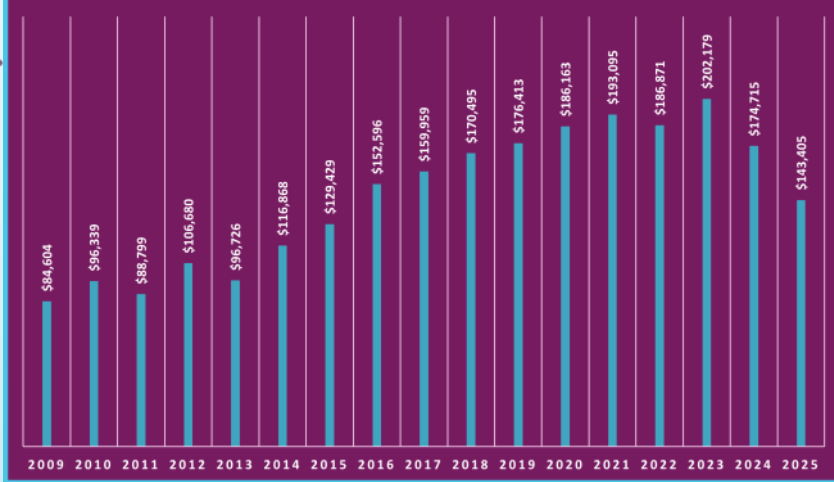
**The Westin Pittsburgh**  
**1000 Penn Avenue**  
**Pittsburgh, PA 15222**

**5:30 pm - Reception**

**7 pm - Awards and Dinner**

# Celebrating CHAMPIONS

## 17 YEAR NET REVENUE



## A Celebration of Leadership, Service, and Community Impact

The *Celebrating Champions Dinner & Auction* is the signature fundraising event of UPMC Senior Services and the UPMC Western Behavioral Health Foundation. Each year, we honor individuals and organizations whose leadership and service uplift seniors and people living with behavioral health needs throughout Western Pennsylvania.

What began in 2009 as a modest dinner marking the founding of UPMC Senior Communities has grown into a premier regional event attracting hundreds of business and community leaders annually. Today, *Celebrating Champions* stands as a powerful gathering of advocates committed to enhancing dignity, wellness, and belonging for vulnerable populations.

### The event advances three essential goals:

- **Honoring Excellence** - Recognizing extraordinary leaders whose contributions strengthen our community and improve lives.
- **Raising Awareness** - Highlighting the challenges seniors and individuals with behavioral health needs face, along with the opportunities to elevate their well-being.
- **Supporting Critical Care** - Generating funds for benevolent support and mental health services that promote holistic, person-centered care.

In 2022, UPMC Senior Services partnered with UPMC Western Behavioral Health to expand the event's reach and affirm our belief that mental and physical wellness are inseparable. As we look to 2026, we are proud to celebrate honorees whose vision and compassion are shaping a healthier, stronger, and more inclusive Pittsburgh.

Thanks to the kindness and generosity of donors and sponsors, the event has provided more than \$2.4 million in net proceeds to assist with charitable needs since 2009.

# Celebrating CHAMPIONS

A LEGACY OF CHAMPIONS

## Grand Champion

- 2025** Tracey Conti MD, MBA
- 2024** K. Roy Chengappa, MD
- 2023** Antoine Douaihy, MD
- 2022** Susan Greenspan, MD
- 2021** David Nace, MD, MPH, CMD
- 2020** Scott Lammie
- 2019** William E. Klunk, MD, PhD and  
Chester Mathis, PhD
- 2018** Anne B. Newman, MD, MPH
- 2017** Arthur S. Levine, MD
- 2016** Neil M. Resnick, MD
- 2015** Charles Reynolds III, MD
- 2014** G. Nicholas Beckwith & Dorothy Boyles Beckwith
- 2013** Paul M. Winkler
- 2012** Loren Roth, MD
- 2011** Stephanie Studenski, MD
- 2010** Fred Rubin, MD
- 2009** Richard Sobehart

## Community Champion

- 2025** Kane Community Living Centers
- 2024** The Branch
- 2023** Achieva
- 2022** UPMC Western Behavioral Health at Mon Yough
- 2021** Regional Response Health Collaborative Program of  
Western PA
- 2020** Emma Lucas-Darby / Hillhouse Association and Transition  
Partners
- 2019** Lisa Scales / Greater Pittsburgh Community Food Bank
- 2018** Robert Nelkin / United Way of Southwestern Pennsylvania
- 2017** Karen Wolk Feinstein, PhD / Jewish Healthcare Foundation
- 2016** James S. Withers, MD / Pittsburgh Mercy's Operation  
Safety Net
- 2015** Maxwell King / The Pittsburgh Foundation
- 2014** Barbara Ivanko / Family Hospice
- 2013** Gail Roddie-Hamlin MPH / Alzheimer's Association of  
Greater PA
- 2012** Eleanor and Deborah Scully / The Seeders and Weeders
- 2011** Mildred Morrison / Area Agency on Aging

## Caregiver Champion

- 2025** Allegheny Family Network
- 2024** Noelle and David Conover
- 2023** Jaqueline Dunbar-Jacob
- 2022** Hope Grows
- 2021** The Rev. Gaea Thompson, M.Div.
- 2020** Richard K. Morycz, PhD
- 2019** Ralph T. DeStefano
- 2018** Richard Schulz, PhD
- 2017** Eric G. Rodriguez, MD
- 2016** Elaine H. Berkowitz, DMD
- 2015** Brian Catale / Operation Veteran Benefits
- 2014** Margaret Mary Kimmel, PhD
- 2013** Edmund M. Ricci, PhD
- 2012** Robert Shuster
- 2011** James Collie and Ellen Parkes
- 2010** Evelyn Sayles / J. Robert Williams



Tracey Conti MD, MBA  
2025 Grand Champion



# *Celebrating* **CHAMPIONS**

## **PROCEEDS**

Proceeds from Celebrating Champions support two remarkable charitable causes: the **UPMC Senior Communities Benevolent Care Fund** and the **UPMC Western Behavioral Health Foundation's Making Minds Matter Fund**. Each fund is dedicated to delivering exceptional programs to everyone in Pittsburgh and beyond.

UPMC Senior Communities remains deeply committed to providing compassionate care to residents within seven independent and assisted living facilities it owns across the Pittsburgh area. In ongoing efforts to support seniors who have outlived their financial resources, UPMC Senior Communities offers free or discounted care to residents facing financial hardship. The generosity of businesses, organizations, and individuals help to continue the mission of aiding seniors in need, ensuring they receive the dignity and care they deserve.

The UPMC Western Behavioral Health Foundation is driven by the growth of grassroots fundraising and awareness efforts to reduce the stigma associated with mental health through the Making Minds Matter Campaign. These funds promote improved patient experiences, advance public policy, and educate the public and providers on mental health issues. Donor contributions reinforce the commitment to reducing the stigma connected with mental health, ensuring it no longer stands as a barrier to getting help and makes a profound difference in the lives of many.



# Celebrating CHAMPIONS

## IMPORTANT DATES

To enable the event to run as smoothly as possible, we ask your help in providing information in a timely manner.

**Mar 15** Provide preferred name for use on promotional materials.

Provide the name, email and phone number for the person that will serve as your point of contact.

Provide a one-page bio for use in the program booklet, media releases and website.

If necessary, you will be contacted to schedule for a professional photograph. This photo will be used on all marketing materials.

Provide the names of 3 - 4 people that we may contact to participate in a short tribute video. The video portion for each Champion is approximately five minutes in length and will include segments from each interview.

**Apr 1-30** Production will take place for tribute video.

**May - Jun** The event is open to the public and we would be grateful for your help to expand our invitation list to include your family, friends, colleagues and supporters.

Identify 10 guests that will receive a complimentary invite.

Provide a list of names and addresses of your colleagues and friends who should receive a formal invitation that indicates the guest reservation price of \$175.

Provide list of corporations/individuals that we may contact for event sponsorship.

*All list requests are optional. If you wish, we will provide you with the invitations for mailings.*

**Sept 15** Confirm names of 10 guests that have accepted the complimentary invite.

**Oct 14** 5:30 Reception / 7:00 Dinner and Program



*We look forward to working together and celebrating those who make a difference throughout Western Pennsylvania and beyond!*

## CONTACT DETAILS

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President

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**FOUNDATION**