

The Rudge Foundation Presents
POSITIVE PATHS ANNUAL

Gala

Honoring the East Valley Woman of the Year



**Sponsorships
Tables & Tickets**

Defying Gravity through Determination



Positive Paths
BUILDING LIFE BRIDGES FOR WOMEN

**FRIDAY
APRIL 11, 2025
5:30 P.M.**

DOUBLETREE BY HILTON

Friday, April 11, 2025
5:30 p.m. Registration & Silent Auction
DoubleTree by Hilton Phoenix Mesa
1011 West Holmes Avenue
Mesa, AZ

Positive Paths Annual Gala

East Valley Woman of the Year Award

Presented by The Rudge Foundation

Defying Gravity through Determination!

“To the donors that have made this possible, and also to the ladies that make this program run daily, this is one of the best things that could have happened to me. If it wasn’t for Positive Paths and my great mentor, I don’t believe I could have made it through these years. They gave me the push to keep going no matter what.” – Sarah

POSITIVE PATHS ANNUAL GALA OVERVIEW

Join us April 11th as we celebrate Positive Paths mission and highlight our scholars who daily are *Defying Gravity through Determination!*

Although it is still a traditional fundraising dinner, auction, awards with featured celebrations, it will not be your average fundraising gala! The affair, presented by The Rudge Foundation, promises fun and meaningful support for women in need.

This year’s theme sparks new fun entertainment including performances by **Mindy Smoot Robbins, touring Broadway actor/singer** from *Les Miserables*. She brings heart-lifting songs to delight us and set the stage for honoring scholars and our Positive Paths Woman of the Year. Mindy has appeared as Maria (*Sound of Music*), Mary (*Mary Poppins*) Eliza (*My Fair Lady*), Annie (*Annie Get Your Gun*) and has performed at Tokyo Disney and Walt Disney World. She also has recorded for Disney and guest-starred on the television series *Touched by an Angel*.



This year, we award **East Valley’s Woman of the Year to Lalitha Immaneni** whose service has provided exceptional assistance to the community. Lalitha is a Vice President of Engineering for Intel Corporation’s Technology Development organization and is a global leader in the high-tech industry. She has made meaningful and impactful contributions to the empowerment and support of women in the East Valley by demonstrating excellent leadership and vision and has also spearheaded innovations to support women worldwide. She continues to dedicate much of her time to support various causes that benefit women at Intel, in the technical industry, and in the community. It has been her mission to be a role model for women’s advocacy and inclusion and to create opportunities to pursue their dreams and is a sought after speaker in technology events on the importance of growing women in engineering.



Emcee Kathleen Mascarenas is well-experienced and has become a household name for many in the Valley of the Sun. She is best known for managing media relations for the Arizona Super Bowl XLIX, for 15 years of managing media relations for SRP, being a long-time television reporter and anchor, and for being the 22-year owner of Mas Video Productions and Public Relations.

Joining us also is **professional auctioneer Jesse Staton** who is well known in the auction circuit as the Rodeo Queen and will lead our live auction with prizes too big for the silent auction. She is spirited and eager to join us for our Gala.

Enjoy an evening of uplifting celebration, fun, and spirited entertainment Presented by The Rudge Foundation on Friday, April 11th at DoubleTree by Hilton Phoenix Mesa. Tickets at <https://PPATHS2025.givesmart.com>.

ABOUT POSITIVE PATHS

Positive Paths is dedicated to empowering underserved women in Phoenix's East Valley. Our mission is clear: To support East Valley women in need by providing a life-bridge to economic stability, personal growth, and professional achievement. To date, we have directly helped lift more than 150 women out of poverty and enter stable, well-paying professional careers, lifting themselves, their families, and their communities. And, we have served hundreds more who have participated in our professional development events.

*"Positive Paths gave me a space to share my story.
It was incredibly difficult, but you all stood by my side and accepted me.
Thank you for including me in the community you have built." - Abby*

Your support helps East Valley women in need become positive contributors to their families and communities by providing life-bridges to economic stability, personal growth, and professional achievement through mentorship, scholarship, and supportive professional development.

Women often need to master the balance of professional advancement and caregiving for their families. Circumstances such as poverty, domestic violence, extreme family challenges, death or illness of a spouse, or caregiving for family members can become a lifelong loop of deprivation.

Positive Paths walks with women in need on their "positive path" to empowerment and success. Our scholars and mentees become nurses, doctors, lawyers, engineers, teachers, and they master dozens of other professional occupations, contributing positively to their families and communities.

Through your generosity, funds raised for Positive Paths' Annual Gala directly support women in need, helping entire families and strengthening communities. We thank you for your participation.

Read on for how you can attend and participate!



Friday, April 11, 2025
5:30 p.m. Registration & Silent Auction
DoubleTree by Hilton Phoenix Mesa
1011 West Holmes Avenue
Mesa, AZ

Tickets, Tables, Sponsorships, & More

“My life has not gone as planned, but through this journey I have grown in ways I would have never imagined had life gone as planned.” - Summer

All supporters of Positive Paths’ Annual Gala help East Valley women in need of *“Defying Gravity through Determination.”* Reserve your participation for a fun and heartfelt evening by choosing the option(s) below. Click on the link at the end of the listing for all reservations.

All Supporters Gain Positive Intangible Value

- Face-to face networking opportunities
- Affiliation with a known and well-respected organization
- Contribute goodwill with positive impact on the Positive Paths’ mission
- Receive tax deduction letters
- Become part of Positive Paths’ extended family of supporters

SPONSORSHIPS

TAKE FLIGHT Sponsor - \$10,000

- Positive intangible value (listed above)
- Seating and dinner for ten (10)
- Ten (10) VIP Private Reception tickets, including drinks and canapes
- Preferred seating in sponsor category location
- Brand extension and recognition opportunities
- Video Screen thank you listing
- Video screen dedicated slide
- Website name and hyperlink listing
- Printed Program recognition mention
- Printed Program full page advertising space
- Quarterly newsletter name listing
- Podium recognition mention
- News release mention
- Social media advertising name inclusion
- Social media event page post name inclusion
- Eblast name inclusion
- Ten (10) complimentary drink tickets
- Additional charitable mission support contribution



Friday, April 11, 2025

5:30 p.m. Registration & Silent Auction
DoubleTree by Hilton Phoenix Mesa
1011 West Holmes Avenue
Mesa, AZ

EMERGE Sponsor - \$7,500

- Positive intangible value (listed above)
- Seating and dinner for ten (10)
- Ten (10) VIP Private Reception tickets, including drinks and canapes
- Preferred seating in sponsor category location
- Brand extension and recognition opportunities
- Video Screen thank you listing
- Video screen dedicated slide
- Website name and hyperlink listing
- Printed Program half page advertising space
- Quarterly newsletter name listing
- Podium recognition mention
- News release mention
- Social media advertising name inclusion
- Social media event page post name inclusion
- Eblast name inclusion
- Ten (10) complimentary drink tickets
- Additional charitable mission support contribution

ELEVATE Sponsor - \$5,500

- Positive intangible value (listed above)
- Two (2) table host VIP Private Reception tickets, including drinks and canapes
- Seating and dinner for ten (10)
- Preferred seating in sponsor category location
- Brand extension and recognition
- Video Screen thank you listing
- Website name and hyperlink listing
- Printed program name listing
- Printed Program quarter page advertising space
- Quarterly newsletter name listing
- Podium recognition mention
- Eblast name inclusion
- Ten (10) complimentary drink tickets
- Additional charitable mission support contribution



Friday, April 11, 2025

5:30 p.m. Registration & Silent Auction
DoubleTree by Hilton Phoenix Mesa
1011 West Holmes Avenue
Mesa, AZ

ENTERTAINMENT Sponsor - \$4,500 (1 Available)

- Positive intangible value (listed above)
- Seating and dinner for eight (8)
- Two (2) table host VIP Private Receptions, including drinks and canapes
- Video Screen thank you listing
- Video Screen dedicated slide
- Website name and hyperlink listing
- Printed Program name listing
- Printed Program quarter page advertising space
- Quarterly newsletter name listing
- Podium recognition mention
- News release name mention
- Social media event page post name inclusion
- Eblast name inclusion
- First right of opportunity in 2026
- Eight (8) complimentary drink tickets
- Exclusivity as Entertainment Sponsor

INSPIRE Sponsor - \$3,000

- Positive intangible value (listed above)
- Seating and dinner for eight (8)
- Preferred seating in sponsor category location
- Brand extension and recognition
- Video Screen thank you listing
- Website name & hyperlink listing
- Printed Program name listing
- Quarterly newsletter name listing
- Podium recognition mention
- News release name mention
- Eight (8) complimentary drink tickets

TABLE DÉCOR Sponsor - \$1,500 In Kind (1 Available)

- Positive intangible value (listed above)
- In Kind contribution only
- Video Screen thank you listing
- Website name & hyperlink listing
- Printed Program name listing
- Printed Program quarter page advertising space
- Quarterly newsletter name listing
- Podium recognition mention
- First right of position opportunity in 2026
- Exclusivity in sponsor category



Friday, April 11, 2025

5:30 p.m. Registration & Silent Auction

DoubleTree by Hilton Phoenix Mesa

1011 West Holmes Avenue

Mesa, AZ

RAFFLE Presenting Sponsor - \$1,500 (1 Available)

- Positive intangible value (listed above)
- Seating and dinner for four (4)
- Brand extension and recognition
- Video Screen thank you listing
- Website name & hyperlink listing
- Printed Program name listing
- Quarterly newsletter name listing
- Applicable on-site signage inclusion
- Podium recognition mention
- Four (4) complimentary drink tickets
- Exclusivity in sponsoring position

TABLES & TICKETS

TABLE FOR TEN - \$2,000

- Positive intangible value (listed above)
- Seating and dinner for ten (10)
- Printed Program name listing
- Ten (10) complimentary drink tickets

TABLE FOR EIGHT - \$1,600

- Positive intangible value (listed above)
- Seating and dinner for eight (8)
- Printed Program name listing
- Eight (8) complimentary drink tickets

SINGLE SEAT - \$200

- Positive intangible value (listed above)
- Seating and dinner for one (1)
- One (1) complimentary drink ticket

VIP PRIVATE RECEPTION Presented by TrustBank Arizona - Ticket - \$100

- Positive intangible value (listed above)
- One (1) admission to VIP Private Reception, including drinks and canapes



Friday, April 11, 2025
5:30 p.m. Registration & Silent Auction
DoubleTree by Hilton Phoenix Mesa
1011 West Holmes Avenue
Mesa, AZ

DONATIONS & AUCTION ITEMS

SPIRIT RISING Donor

If you are unable to attend but want to donate, complete and return the donation form in this packet.

- Donations are 100% tax-deductible

AUCTION Donor

We encourage all participants to contribute silent and live auction items. It is another way to stretch your visibility during the event, or to provide visibility even if you cannot attend.

- All auction contributors who sign up before March 15 will be listed in the Gala's printed program.
- To contribute an auction item, complete the auction donor form attached.

TO PURCHASE TICKETS, TABLES, SPONSORSHIPS click here:

<https://PPATHS2025.givesmart.com>

If you are paying by check or need an invoice, please click here:

donate@positivepathsaz.org or call (480) 788-0615.

Payments must be received before April 10, 2025



DONOR FORM

Friday, April 11, 2025
5:30 p.m. Registration & Silent Auction
DoubleTree by Hilton Phoenix Mesa
1011 West Holmes Avenue
Mesa, AZ

Donors who sign up before March 15 will be listed in the Gala's printed program.

Donor Name (exactly as you would like to see it in the program)

Phone: _____ Email: _____

Contact Person: _____ Contact's Title: _____

Address: _____ City, State, Zip: _____

Donation Amount: \$ _____

**Please return this form to Positive Paths representative before March 15, 2025.
Donations received after March 15th may not be included in the printed program.**

Donor Signature: _____ Date: _____

Print Donor Name: _____

Positive Paths Signature: _____ Date: _____

Questions?

Phone: (480) 788-0615

Donation Link: donate@positivepathsaz.org

Address: 1 North Macdonald, Suite 212, Mesa, AZ 85201

Website: www.positivepathsaz.org

Positive Paths is a tax-exempt nonprofit organization: **Tax ID: 46-4943070**

FOR OFFICE USE ONLY:

Donation #: _____

Date Item Received: _____ Date Item Acknowledged: _____



Friday, April 11, 2025
5:30 p.m. Registration & Silent Auction
DoubleTree by Hilton Phoenix Mesa
1011 West Holmes Avenue
Mesa, AZ

AUCTION FORM

All auction and donation contributors who sign up *before March 15* will be listed in the Gala's printed program.

Auction Contributor Name (exactly as you would like to see it in the program)

Phone: _____ Email: _____

Contact Person: _____ Contact's Title: _____

Address: _____ City, State, Zip: _____

Auction Item Retail Value: \$ _____

Auction Item Detailed Description (for auction description on-site):

Please state any limitations, blackout dates, deadlines, advance notifications, or other specific restrictions. Please attach or include any specific display materials:

<p>For Tangible Items (check what applies)</p> <p><input type="checkbox"/> Item accompanies donor form</p> <p><input type="checkbox"/> Donor will deliver or send item by this date: _____</p> <p><input type="checkbox"/> Positive Paths will pick up item from donor by this date: _____</p>	<p>For Intangible Items (check what applies)</p> <p><input type="checkbox"/> Certificate accompanies donor form</p> <p><input type="checkbox"/> Donor will provide certificate by this date: _____</p> <p><input type="checkbox"/> Donor requests Positive Paths to create a certificate</p>
---	---

Please return this form and items to Positive Paths representative before March 15, 2025. Donations received after March 15th may not be included in the printed program.

Donor Signature _____ Date: _____

Positive Paths Signature: _____ Date: _____

Questions? Phone: (480) 788-0615
Donation Link: donate@positivepathsaz.org
Address : 1 North Macdonald, Suite 212, Mesa, AZ 85201
Website: www.positivepathsaz.org
Positive Paths is a tax-exempt nonprofit organization: Tax ID: 46-4943070

FOR OFFICE USE ONLY:	Donation #: _____
Date Item Received: _____	Date Item Acknowledged: _____





Positive Paths Board of Directors & Staff

BOARD OF DIRECTORS:

LaCinda Smoot Lewis
Board President
Co-Owner/Business Manager
EFY Enterprises LLC

Dr. Maria Hesse
Board Vice President
Faculty, Higher Education
Arizona State University

Joyce McKinney
Board Treasurer
IBM
Retired

Cherri Marrese
Board Past-President
President/Owner
Corporate Air Mechanical Services

Ada Anaeme
Board Member
Director, East Valley Rehabilitation
Services
Dignity Health, East Valley

Imelda Castro
Board Member
Intel Corporation
Retired

Rhonda Curtis
Board Member
Branch President
First International Bank and Trust

Donna Golub
Board Member
Manager, Supply Chain
The Boeing Company

Tameka Hartman
Board Member
People Strategies Manager
Town of Gilbert

Denise Hayes
Board Member
Sr. Content & Marketing Strategist
Salt River Project
Retired

Sandra Hudson
Board Member
CEO Trust & Wealth Management
President
TrustBank Arizona

Julia Marreel
Board Member
Hotel Management
Retired

Jackie Orcutt
Board Member
Senior Vice President
CBRE

EMERITUS BOARD MEMBERS:

Kathleen Dowler
Manager, BDS Supplier Readiness
Dignity Health

Caryn Gose
Salt River Project
Retired

Janice Parker
Workforce Development
Consultant

STAFF:

Executive Director
Kate Hastings

Programs & Services Manager
Jessica Pace