THE FORTUNE SOCIETY
ANNUAL GALA

A VIRTUAL CELEBRATION | NOVEMBER 16, 2020
EVENING AT A GLANCE

OPENING REMARKS AND A TRIBUTE PERFORMANCE BY
Thos Shipley, International Jazz Vocalist and Entertainer

WELCOME REMARKS
JoAnne Page, President and CEO, The Fortune Society

FRONTLINE HERO AWARD RECIPIENT
Barry Campbell, Interim Director of Freedom House, The Fortune Society
Featuring a conversation with JoAnne Page

FEATURED GUEST SPEAKER
Eric Holder, Jr., 82nd Attorney General of the United States
and Chairman of the National Democratic Redistricting Committee
Introduced by Stanley Richards, Executive Vice President, The Fortune Society

FRONTLINE HERO AWARD RECIPIENT
Samantha Pugh, Senior Director,
ICAN & Adult Mentoring Program, The Fortune Society
Featuring a conversation with Ronald Day, Vice President of Programs,
The Fortune Society

FRONTLINE HERO AWARD RECIPIENT
Judy De La Cruz, Manager of Training, The Fortune Society
Featuring a conversation with Stanley Richards

TEXT TO DONATE
Conducted by Stanley Richards
Step 1  Send a new text message to 41444
Step 2  Text FORTUNE <space> pledge amount <space> your name
Step 3  Click the link in the reply message to fulfill your pledge

FEATURED GUEST SPEAKER
Cory Booker, U.S. Senator (D-NJ)
Introduced by JoAnne Page

GAME CHANGER AWARD RECIPIENT
VICE Media Group
Accepted by Keegan Hamilton, Senior Reporter, VICE Media Group
Presented by David Kochman, Board Member and
Co-Chair of the Development Committee, The Fortune Society

CLOSING REMARKS
David Rothenberg, Founder, The Fortune Society

A TRIBUTE PERFORMANCE FOR OUR
FRONTLINE FACILITIES TEAM BY
Christine Ebersole, Tony Award-winning Singer & Actress
ABOUT US

MISSION

The mission of The Fortune Society is to support successful reentry from incarceration and promote alternatives to incarceration, thus strengthening the fabric of our communities.

We do this by:

- **BELIEVING** in the power of individuals to change;
- **BUILDING LIVES** through service programs shaped by the needs and experiences of our participants; and
- **CHANGING MINDS** through education and advocacy to promote the creation of a fair, humane and truly rehabilitative correctional system.

OUR APPROACH

Founded in 1967, The Fortune Society’s vision is to foster a world where all who are incarcerated or formerly incarcerated will thrive as positive, contributing members of society. We do this through a holistic, one-stop model of service provision.

Every year, we serve over 9,000 individuals via four New York City locations: our service center in Long Island City, Queens, Freedom House in East Harlem, and both The Fortune Academy ("the Castle") and Castle Gardens in West Harlem. Fortune's program models are internationally and nationally recognized for their quality and innovation; and our continuum of care is informed and implemented by professionals with cultural backgrounds and life experiences similar to the participants we help.
VICE Media Group is the world's largest independent youth media company. Launched in 1994, VICE has offices in 35 cities across the globe with a focus on five key businesses: VICE.com, an award-winning international network of digital content; VICE STUDIOS, a feature film and television production studio; VICE TV, an Emmy-winning international television network; a Peabody award-winning NEWS division with the most Emmy-awarded nightly news broadcast; and VIRTUE, a global, full-service creative agency with 25 offices around the world. VICE Media Group's portfolio includes Refinery29, the leading global media and entertainment company focused on women; PULSE Films, a London-based next-generation production studio with outposts in Los Angeles, New York, Paris and Berlin; i-D, a global digital and bimonthly magazine defining fashion and contemporary culture; and Garage, a digital platform and biannual publication converging the worlds of art and design.
HONORING FRONTLINE HERO AWARD RECIPIENTS

BARRY CAMPBELL
Interim Director of Freedom House, The Fortune Society

Barry came to The Fortune Society as a client in 1991 after serving two and a half years in a NYS prison. He successfully completed substance abuse treatment at Fortune and progressed at the agency from intern to Special Assistant to the CEO. During the COVID-19 pandemic, Barry took on the role of interim Director of Freedom House, Fortune’s newly developed emergency and transitional housing facility in East Harlem. He oversees its day-to-day operations ensuring that all residents are cared for and supported as they gain the life skills needed to transition to permanent housing.

JUDY DE LA CRUZ
Manager of Training, The Fortune Society

Judy is a passionate leader who has worked at The Fortune Society for the last eight years. She has dedicated her career to supporting individuals that have been impacted by the criminal justice system. She holds a Master’s degree in Urban Policy and Leadership and currently works as the Manager of Training for the Employment Services team. Judy combines her education and experience to provide transformative leadership to the vocational training programs offered at Fortune.

SAMANTHA PUGH
Senior Director, ICAN & Adult Mentoring Program, The Fortune Society

Samantha joined The Fortune Society in 2016 as a Riker’s Island Operation Supervisor. After various law enforcement positions, Samantha developed a new perspective on those impacted by the criminal justice system and dedicated her career to helping others through supportive and re-entry services. Her compassion and commitment to the mission and values of Fortune lead her to her current role as Senior Director, ICAN & Adult Mentoring Program where she oversees pre- and post-release services for individuals transitioning from City jails. Samantha has her Master of Arts in Public Administration from Fairleigh Dickinson University.
THANK YOU TO OUR GENEROUS SUPPORTERS

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Bloomberg Philanthropies
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Jennifer and David Millstone

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  Mrs. William J. vanden Heuvel

Listing as of November 9, 2020
On behalf of The Fortune Society Board of Directors:

Congratulations to our **Frontline Heroes**, **Barry, Judy** and **Samantha**, for the dedication you bring to your work every day.

And to **VICE Media Group** for your original reporting on criminal justice issues across the country, and your commitment to The Fortune Society.

Thank you to our special guests **Senator Cory Booker** and **Attorney General Eric Holder, Jr.**

We appreciate you all!
Proud to support The Fortune Society

And congratulations to tonight’s honorees, especially our frontline heroes.
Proud to support the life-changing work of The Fortune Society

Patti and Mark Lebow
CONGRATULATIONS
TO THIS EVENING’S HONOREES

BARRY CAMPBELL
JUDY DE LA CRUZ
SAMANTHA PUGH
AND
VICE MEDIA GROUP

Congratulations on this well-deserved recognition and for your outstanding leadership in the community.

KIMBERLY AND DENNIS KOZLOWSKI
THANK YOU TO THE FORTUNE SOCIETY’S STAFF AND BOARD MEMBERS.

THANK YOU TO ALL OF THE FORTUNE SOCIETY!

Your unwavering dedication and tireless efforts have a profound and lasting impact on the lives of countless individuals across the country.

KIMBERLY AND DENNIS KOZLOWSKI
We are proud to support The Fortune Society and the people behind its invaluable work.

You inspire us all.

Jennifer & David Millstone
Heartfelt congratulations to The Fortune Society’s amazing Frontline Heroes: Barry Campbell, Judy De La Cruz and Samantha Pugh.

Your exceptional efforts during the COVID crisis represent and focus our understanding of the extraordinary work that everyone at Fortune does - day in and day out.

You heroes are part of a heroic team. And all we mortals can say is **THANK YOU**.

With love and admiration, 
Betty Rauch
IN HONOR OF

MARK LEBOW

Nancy and Paul McCartney
Thank you, The Fortune Society, for promoting alternatives to incarceration and strengthening the fabric of our communities.

We are grateful for your partnership.
THE UNIVERSAL LIFE CHURCH MINISTRIES congratulates

THE FORTUNE SOCIETY

and its board on another successful year.

We join you from afar in celebrating the frontline heroes tirelessly working throughout the year in support of people released from incarceration.

www.ulc.org

WE ARE ALL CHILDREN OF THE SAME UNIVERSE
Geller & Company

Proudly Supports

The Fortune Society

Thank you for your commitment to strengthening our communities. Your tireless efforts have made an impact on the lives of thousands of individuals.
Dedicated to Protecting Others

USI proudly supports
The Fortune Society
and its mission to bring hope
and justice to individuals and
families in the community.

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CONGRATULATIONS
TO OUR DEAR FRIEND
MARK LEBOW

Your dedication to the work of The Fortune Society and the important issues it addresses is an inspiration to all.

JILL AND BARRY LAFER
We are proud to support The Fortune Society and congratulate our 2020 honorees

Barry Campbell
Judy De La Cruz
Samantha Pugh
Vice Media Group

Carole and Dick Eisner
Congratulations

JoAnne, Stanley and the entire Fortune Society family for another year of essential work serving a uniquely vulnerable community.

Susie and John Eley

WE CONGRATULATE

THE FORTUNE SOCIETY AND ITS HONOREES

FOR BUILDING PEOPLE AND NOT PRISONS

NALIKA NANAYAKKARA AND ED HARTZOG
Kramer Levin congratulates honorees

Vice Media Group
Barry Campbell
Judy De La Cruz
Samantha Pugh

and proudly supports

The Fortune Society

Proud to Support The Fortune Society
CONGRATULATIONS TO OUR SPECIAL HONOREES

and much appreciation for the support of our featured guest speakers to Fortune and criminal justice reform.

JANET AND JERRY EBER

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We are proud to support The Fortune Society and their important work in bringing opportunity and justice to individuals and families, strengthening the fabric of our community.
21 in '21 is ready to support future womxn leaders in building a more hopeful and just New York City.

CONGRATULATIONS
The Fortune Society's Hope and Justice Annual Gala

ShermanLaw
karen@shermanlaw.net
www.shermanlaw.net

Congratulations to
The Fortune Society and its honorees for building people and not prisons

Karen Sherman
We are so proud of The Fortune Society and the creative and compassionate ways it has responded to the needs of our clients while keeping the staff safe this year!

Congratulations to the Frontline Hero Award Recipients and all the honorees tonight.

Anne Gray and Steve White
Make a donation from your smartphone and see your name appear on-screen

Step 1 Send a new text message to 41444

Step 2 Text FORTUNE <space> pledge amount <space> your name (Example: FORTUNE 500 John Doe OR Anonymous – if you do not wish to have your name appear on-screen)

Step 3 Click the link in the reply message to complete your gift

The Fortune Society
BUILDING PEOPLE, NOT PRISONS