



CareStar
Awards 2026

4TH ANNUAL

CARESTAR LEADERS AWARD & BOAT SOIRÉE

Sponsorship Proposal



LOCATION AND CONTACT:

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CARESTAR

HEALTH & SOCIAL CARE

LEADERS AWARD 2026



Health & Social Care Core Awards

Workforce Innovation & Experience Award

For trailblazing leadership in workforce development, training, recognition, and care delivery models.

Integrated Population Health Champion Award

Leaders who bridge health and social services to deliver seamless, whole-person care while driving measurable improvements in chronic disease management, prevention, and community health outcomes.

Digital Health & Innovation Leader Award

For using data, tech, or AI to transform care delivery and community health engagement.

Community Resilience & Recovery Advocate Award

For building trauma-informed, crisis-responsive care systems that strengthen community well-being.

Social Drivers of Health & Community Awards

Housing Champion & Innovator Award

To ensure housing is recognized and delivered as a critical health intervention.

Transportation Champion & Innovator Award

For innovative approaches to reducing transportation barriers in health and social care.

Nutrition Champion & Innovator Award

For expanding access to healthy food as a pillar of wellness and disease prevention.

Justice & Reentry Champion Award

For improving the transition of justice-involved individuals into community-based health and support systems.

Population-Specific Impact Awards

Maternal Health & Birth Justice Impact Award

For advancing maternal health outcomes, birth equity, and reproductive justice.

Youth Wellness & Futures Award

For shaping systems that foster wellness, safety, and growth among children and youth.

Long-Term Care Impact Award

Honors leaders advancing innovative, person-centered care models that promote dignity, independence, and quality of life for older adults and individuals with complex or long-term care needs.

ID/DD Access & Inclusion Award

For driving inclusion, respect, and high-quality services for people with intellectual and developmental disabilities.





“Grounded to Scale: Building Resilient, Governable Health & Social Care Systems”.

At Anchor Group, we believe the future of health and social care is built at the community level—and sustained by a workforce that is respected, equipped, and supported to lead. The 2026 CareStar Series continues our focus on the health and community care workforce, not as a supporting function, but as the backbone of person-centered care delivery. This year’s series brings together leadership training and national webinars, the launch of the CareStar Leaders Table, the formal inauguration of

Healthcare Service Delivery 3.0, and our end-of-summer boat ride and CareStar Leader Awards—each designed to elevate practice, strengthen leadership, and recognize impact across the care continuum.

Healthcare Service Delivery 3.0 is about integration—clinical care, social care, technology, and workforce systems working together to improve outcomes, access, and quality of life. It is about moving from fragmented services to coordinated, accountable, and human-centered care.

We invite our sponsors and partners to imagine and create this future with us—one where community-based organizations are strong, leaders are prepared, and the workforce is inspired and tooled to deliver high-quality, sustainable care with confidence and compliance. On-ward, advancing health and social care together.

With gratitude and purpose,

Kevin Howell, MBA
Chief Executive Officer
Anchor Group

Anchor Group is a trusted solutions partner for health equity, care innovation, and community impact.

Clients' Target Population

Chronic & Infectious
Disease Control



Children & Youth



Adult, Senior &
Aging



Justice Involved



**Targeted
Clients'
Expertise**



HEALTH



HOUSING



NUTRITION



BEHAVIOURAL
HEALTH



EDUCATION &
LEARNING



TRANSPORTATION



SUBSTANCE
USE



ECONOMIC
DEVELOPMENT

Anchor Group Solutions

Service Areas



STRATEGY, TECHNOLOGY &
OPERATION



LEARNING & DEVELOPMENT



NETWORK MANAGEMENT



POLICY & ADVOCACY

Products & Tech

Total Care Score

AssessNow, AnchorWise,
CareStar Academy

CareStar Awards, End-of-Summer
Health & Social Care Leaders Boat
Soiree, Health & Social Care Network

The Red Book of Care, Healthcare
Service Delivery 3.0 Conference

The Anchor Effect

- **Enhance** operational efficiency in a quality and cost-conscious manner
- **Elevate** health and social outcomes
- **Enrich** analysis and insights
- **Establish** sustainable ROI and impact
- **Expand** access, equity, and service quality
- **Enable** cross-sector integration
- **Empower** organisations with technology to scale, streamline, and expand capacity

Past Honorees

For four years, the CareStar Awards has brought together New York's healthcare and social care leaders, innovators, advocates, and changemakers for an unforgettable evening of recognition, connection, and celebration.

See some of our previous honorees



CHRIS BANKS

Council Member, 42nd Council District
in Brooklyn, New York



MICHELLE MORSE, MD, MPH

Acting Health Commissioner &
Chief Medical Officer, NYCDOHMH



RAMONDY THERMIDOR, MBA

VP Operations & Strategy, NewYork-
Presbyterian Brooklyn Methodist Hospital



KAREN B. REDLENER, MS

Co-founder, Children's Health Fund



FRANKIE HAMILTON, MBA, MSN, RN

Vice President of Nursing Operations,
Maimonides Medical Center



DR. MELONY SAMUELS

Chief Executive Officer & Founder,
The Campaign Against Hunger



CYRUS O. MCCALLA MD, FACOG

Chairman of Obstetrics & Gynecology,
Brookdale Hospital, One Brooklyn



SOFFIYAH ELIJAH

Executive Director, The Alliance
of Families for Justice



STEPHEN VACCARO

President, HHAeXchange



ANNETTE HORVATH, MS, BSN, RN

Chief Operating Officer, Able Body
Home Care Agency of NY, Inc.



RICHARD M. TRUTH

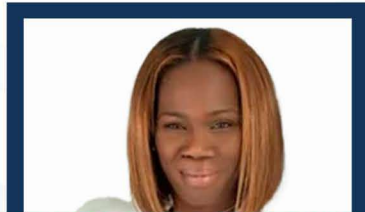
Executive Director,
Brooklyn Neighborhood Services



DAMARIS REYES

Executive Director, Good Old
Lower East Side, Inc. (GOLES)

Past Honorees



NATASHA ELIE-LOUISSAINT
Vice President Operations &
Ambulatory Services, Calvary Hospital



LAMB INSURANCE SERVICES



MICHAEL LAMBERG
Chief Sales Officer,
Lamb Insurance Services



PALOMA IZQUIERDO-HERNANDEZ
President & CEO,
Urban Health Plan



MICHELLE EVERETT- OXLEY, MSW
Chief Executive Officer,
BMS Family & Wellness Centers



SHERLY DEMOSTHENES-ATKINSON
President & Chief Executive Officer,
CABS Health Network



RONA SHAPIRO
Executive Vice President,
1199seiu



ROGER MILLINER
Chief Growth Officer,
MetroPlus Health Plan



**ONE BROOKLYN HEALTH
SYSTEM**



DR. EDWIN SIMPSON
President & CEO, St. Mary's
Healthcare System for Children



ST. MARY'S HOSPITAL



DR. SANDRA SCOTT
Executive Director
Brookdale Hospital



CARLE-MARIE MEMNON, DHA
President-Elect Healthcare
Leaders of New York



CARLA TELLEZ
Chief Executive Officer,
Our Children First, INC



MICHELLE BARKER
CEO & Founder Mbark Enterprises
and 1DA Woman, Inc.

CareStar 2023 - 2025 Gallery



End-of-Summer Boat Ride

Engage & Connect the to Improve Health Access, Equity, and Outcomes.

Get ready for an unforgettable evening of celebration, networking, and inspiration as we honor the outstanding leaders shaping the future of Health & Social Care in New York. Come aboard a luxurious cruise, surrounded by the shimmering waters, and the company of esteemed Health & Social Care visionaries. This isn't just an event—it's a voyage towards excellence in Health & Social Care leadership.

Networking Opportunities

Forge meaningful connections and exchange insights with some of the brightest minds in Health & Social Care leadership. Our event provides the perfect platform to engage with industry luminaries, share best practices, and explore collaborative opportunities. Whether you're a seasoned Health & Social Care professional or a rising star, you'll find endless opportunities to expand your network and elevate your career.

Honoring Our Health & Social Care Leaders

Join us as we shine a spotlight on high-profile Health & Social Care leaders whose contributions have shaped the continuous improvement of our industry. Their dedication, innovation, and unwavering commitment to excellence have propelled us forward, driving positive change and transforming lives. Let's celebrate their remarkable achievements and inspire each other to reach even greater heights.

4TH ANNUAL CARESTAR LEADERS AWARD & BOAT SOIRÉE

📅 September 16, 2026 | 📍 Aboard The Timeless, NYC

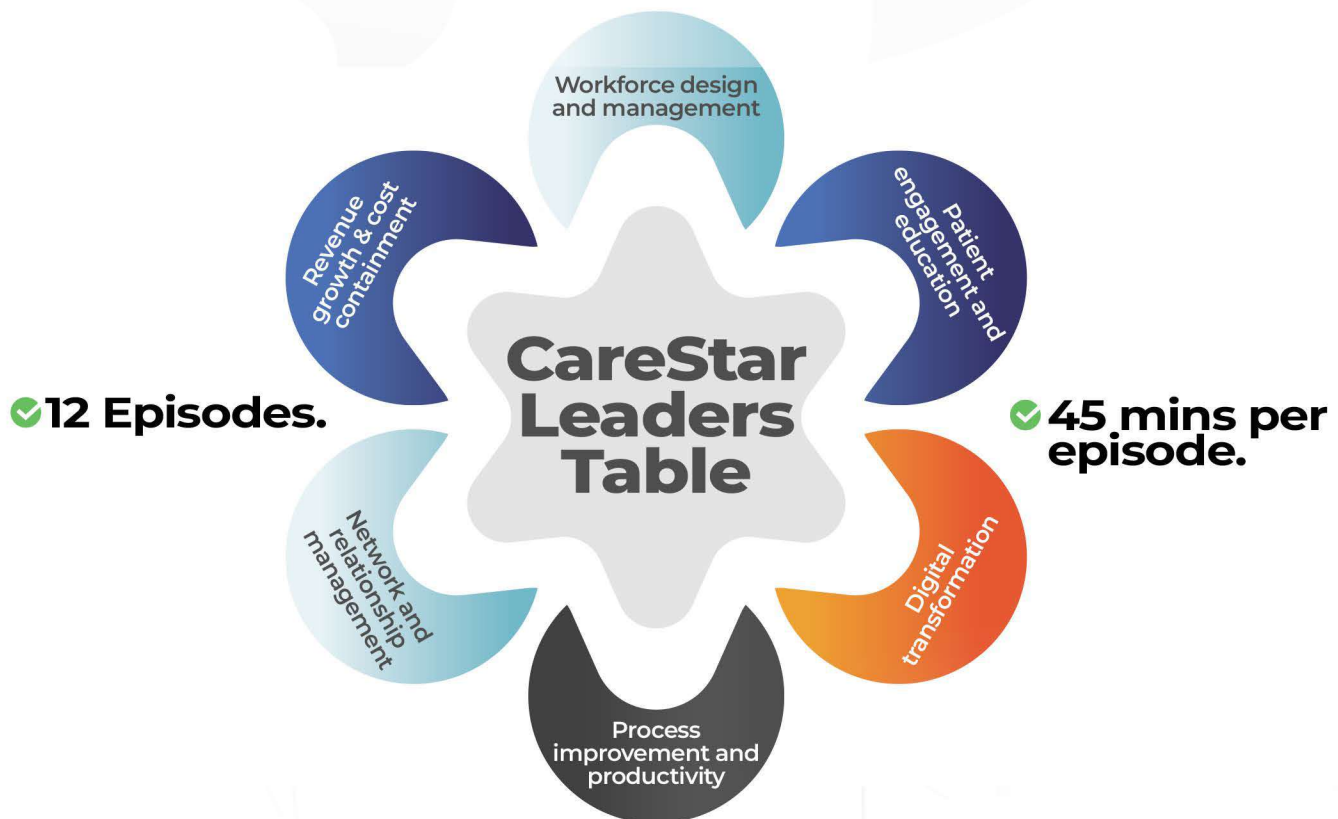


CareStar Leaders Table



Premieres this **August 2026**

The CareStar Leaders Table is a 12-episode virtual series featuring 45-minute, interview-style roundtable conversations with experienced health and social care leaders. Each episode explores practical approaches to building resilient, high-performing organizations across the care continuum.



CareStar Community Care Workforce Day

Overview

CareStar Community Care Workforce Day is a civic-facing recognition and access event honoring the frontline professionals who sustain home- and community-based care across New York City. The event elevates the Community Care Workforce—including home care workers, community health workers, direct service professionals, social care navigators, patient and peer navigators, care managers, and others—through a scalable, accessible, and dignified platform that combines public recognition with practical workforce resources.

Hosted as a breakfast convening, the event is intentionally designed to be accessible to frontline workers, respectful of their time, and focused on public acknowledgment rather than competition.



Who Will Participate

- ✓ Frontline home and community care workers
- ✓ Community health and social care professionals
- ✓ Care managers, navigators, and peer support staff
- ✓ Employers, community-based organizations, and workforce development partners

Attendance & Reach

- ✓ 300+ community care workers in attendance; 50 awards
- ✓ Designed to serve a broad frontline audience across New York City

Timing: First Week of December 2026 | Morning Convening | 8:30–11:00 AM

Format: Breakfast convening with workforce recognition and curated resource fair

Venue: Brooklyn Borough Hall / NYC City Hall (Tentative) New York City

CareStar Sponsorship Opportunities

Presenting Sponsor (Exclusive)

\$35,000

As the exclusive Presenting Sponsor, your organization will receive the highest level of visibility before, during, and after the CareStar Awards, along with premier branding across Anchor Group's leadership and workforce development initiatives.

Benefits Include:

- ✓ Exclusive "Presented by" recognition on all event branding and marketing materials.
- ✓ Premier logo placement on all event signage, website, digital promotions, and printed materials.
- ✓ Recognition in all event press releases and media outreach.
- ✓ Opportunity for executive welcome remarks during the awards ceremony.
- ✓ Opportunity to present a featured CareStar Award.
- ✓ Premium VIP table for ten (10) guests.
- ✓ Full-page premium journal advertisement.
- ✓ Dedicated pre- and post-event social media campaign.
- ✓ Promotional item included in attendee gift bags.
- ✓ Featured sponsor profile on the CareStar website.

Exclusive Year-Round Leadership Platform Benefits CareStar Leaders Table | [Launching August 2026](#)

- ✓ Exclusive branding throughout Session One of the CareStar Leaders Table.
- ✓ Logo featured throughout all seven (7) professionally produced 45-minute prerecorded leadership episodes.
- ✓ Recognition on opening and closing title screens.
- ✓ Sponsor recognition in all promotional emails and digital marketing supporting the series.

CareStar Community Care Workforce Day In Partnership with the Queens Borough President's Office | [December 1, 2026](#)

- ✓ Exclusive Presenting Sponsor recognition.
- ✓ Opportunity to deliver welcome remarks.
- ✓ Premium exhibit space.
- ✓ Logo featured on all event marketing materials.
- ✓ Recognition throughout the event program.

CareStar Sponsorship Opportunities

Platinum Sponsor

\$25,000

The Platinum Sponsor receives premier recognition at the CareStar Awards and extended visibility through Anchor Group's year-round leadership initiatives.

Benefits Include:

- ✓ Premium logo placement on all event materials.
- ✓ Recognition during the awards ceremony.
- ✓ VIP table for ten (10).
- ✓ Opportunity to present an award.
- ✓ Full-page journal advertisement.
- ✓ Recognition in event press releases.
- ✓ Social media recognition before and after the event.
- ✓ Promotional item included in attendee gift bags.

Extended Platform Benefits

CareStar Leaders Table | [Launching August 2026](#)

- ✓ Exclusive branding throughout Session One of the CareStar Leaders Table.
- ✓ Logo featured throughout all seven (7) professionally produced 45-minute prerecorded leadership episodes.
- ✓ Recognition on opening and closing title screens.
- ✓ Sponsor recognition in all promotional emails and digital marketing supporting the series.

CareStar Community Care Workforce Day

In Partnership with the Queens Borough President's Office | [December 1, 2026](#)

- ✓ Sponsor recognition.
- ✓ Logo displayed on promotional materials.
- ✓ Premium exhibit table.
- ✓ Recognition during the event.

CareStar Sponsorship Opportunities

Gold Sponsor

\$15,000

Gold Sponsors receive high-level visibility throughout the CareStar Awards while demonstrating their commitment to advancing health equity and community care.

Benefits Include:

- ✓ Premium logo placement on event signage and digital materials.
- ✓ VIP table for eight (8).
- ✓ Opportunity to present an award.
- ✓ Full-page journal advertisement.
- ✓ Recognition from the podium.
- ✓ Recognition in press releases.
- ✓ Recognition across event social media.
- ✓ Promotional item included in attendee gift bags.

Silver Sponsor

\$10,000

Silver Sponsors receive strong visibility before and during the event while supporting New York's premier health and social care recognition program.

Benefits Include:

- ✓ Logo on event signage.
- ✓ VIP table for eight (8).
- ✓ Half-page journal advertisement.
- ✓ Recognition from the podium.
- ✓ Recognition on social media.
- ✓ Recognition in event program and website.

Bronze Sponsor

\$5,000

Bronze Sponsors demonstrate their commitment to health equity and community impact while receiving meaningful event recognition.

Benefits Include:

- ✓ Reserved seating for four (4).
- ✓ Quarter-page journal advertisement.
- ✓ Logo displayed during the event.
- ✓ Recognition in the event program.
- ✓ Recognition on the CareStar website.
- ✓ Social media acknowledgment.

Specialty Sponsorship Opportunities

Organizations wishing to support a specific component of the CareStar Awards may select one of the following exclusive sponsorship opportunities.

Cocktail Reception Sponsor

\$10,000

Help welcome New York's healthcare and social care leaders as they arrive for an evening of networking and celebration.

Benefits Include:

- ✓ Exclusive recognition as the Cocktail Reception Sponsor.
- ✓ Sponsor logo displayed throughout the reception area.
- ✓ Branded cocktail napkins and bar signage (where applicable).
- ✓ Recognition during opening remarks.
- ✓ Logo in event program.
- ✓ Social media recognition.
- ✓ Opportunity to distribute promotional materials during the reception.

Photo Booth Sponsor - \$7,000

Place your brand at one of the most engaging and highly shared experiences of the evening.

- ✓ Exclusive branding on the photo booth.
- ✓ Sponsor logo on all printed and digital photos.
- ✓ Recognition in the event program.
- ✓ Social media mentions featuring attendee photos.
- ✓ Logo displayed on photo booth backdrop.
- ✓ Opportunity to include branded promotional items near the booth.

Gift Bag Sponsor - \$5,000

Ensure every guest leaves with a lasting reminder of your organization's support.

- ✓ Exclusive logo placement on all attendee gift bags.
- ✓ Opportunity to include branded promotional materials or gifts.
- ✓ Recognition in the event program.
- ✓ Recognition on the event website.
- ✓ Social media acknowledgment.
- ✓ Logo displayed at the gift bag distribution area.

About Anchor Group



Anchor Group NA Corp (“Anchor Group”) is a premier emerging Fortune 1000 health services technology provider and advisory firm dedicated to solidifying the intersections of building unmatched talent, providing cutting-edge technology, and implementing structured and proven delivery platforms for mid-to-large health services companies facing off against the client and communities.

- Strategic, Technology & Operations Advisory
- Learning & Workforce Development
- Network Facilitation & Management
- Policy Alignment & Advocacy
- Digital & Creative Services

Previous Sponsors



NEW YORK Amsterdam News

Kevin Howell, MBA, CEO of Anchor Group NA Corp and the esteemed host of the CareStarAwards, recently sat down with New York Amsterdam News to discuss his remarkable journey and his mission to transform the #homecare industry.



During an interview on FOX5NY Street Talk with host and reporter Antwan Lewis, our CEO, Kevin Howell, MBA discussed his admirable efforts to assist Home Care Agencies and shed light on the 2023 CARESTAR Awards in August. Accompanying him was Uriel Clarke Spring, an experienced home care worker with 40 years of service.

EINPRESSWIRE

Everyone's Internet News Presswire™

The Breakfast for Champions event, which was published on EinPRESSWIRE, was held to raise awareness among agencies of the importance of staff welfare, specifically home care worker welfare, as a critical cornerstone of their success and growth strategy. It encouraged agencies to prioritize home care worker welfare by providing training, support, incentives, and self-care resources.



As part of the activities leading up to the 2023 CareStar Awards, our CEO, Kevin Howell, MBA, and Glenroy March, Chief Executive Officer and Founding Designer of House of D'Marsh, speaks with Dr. Bob Lee of the BronxNet Community Television on how the Anchor Group NA Corp is working together with other partners to uplift Home Health Care employees who are frontline workers in New York.



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READ
MORE**

Contact us



Get in Touch

To become a sponsor, or a media partner, please contact

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Ms. Victoria Emeje at **vemeje@anchorgroupcorp.com**