

Talk Story Inc.  
Flower Gurlz Gala  
Sponsorship Detail

*Talk Story, Inc*



***Presents its 1st Annual  
Flower Gurlz Gala***

***Special Guest  
Alfred Carter (Grandson of Henrietta Lacks) and  
author of Shadows of Immortality***



***Keynote Speaker  
Ms. Helen Noel, Founder and President  
Talk Story, Inc., and author of 7 Days in the Fire***

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Dear Sponsor

In 2022, 365 women across the United States volunteered for a divinely inspired flower assignment and it evolved into a movement and Flower Gurlz Gala. On October 1, 2023, Talk Story, Incorporated (TSI) launched the Family Love Matters Movement, a transitional justice truth-seeking initiative and will host their 1st Annual Flower Gurlz Gala from April 26 -28th, 2024 in Newport News, Virginia at the Marriott. Transitional justice is how societies respond to the legacies of human rights violations. A member of your community is a Flower Gurl and aspires to attend the Gala. While the Gala may sound like a festive celebration, it's an educational event to bring awareness to the Rosenwald Fund Study, the precursor to the Tuskegee and Guatemala Studies involving human rights violations on tens of thousands of Black people in six southern states and multiple counties. Although the Study began in 1929, the egregious use of toxic heavy metals on victims could be impacting generations today.

The Public Health Service (PHS) deceptively sought participation in the Study from black clergy and black superintendents of schools, the influential group and link between white and black communities. Local and state health departments were actively involved in this medical atrocity. The PHS conducted the RFS during the Great Migration when millions of people of color migrated to various regions in the country and abroad, potentially with heavy metal poisoning. At the onset of the Study, racial segregation in public schools and health care were prominent in the Deep South. Black physicians were denied entrance into the American Medical Association (AMA) and black children attended school in churches; eventually becoming state-of-the-art Rosenwald Schools through a historic partnership between Booker T. Washington and Julius Rosenwald; ultimately advancing black education in the South. After Washington's death, Rosenwald established the Rosenwald Fund for the "betterment of mankind" and focused on three areas: black education, black healthcare, and making healthcare available for average Americans. In 2008, the AMA apologized to the nation's black physicians, citing a century of "past wrongs."

In 2020, on the precipice of George Floyd's death, America entered an era of racial reckoning. This reckoning and the unprecedented high rate of COVID-19 in people of color sparked a national debate around health disparities. The Gala serves as an educational awareness event to help bridge that divide. Our intent is to not tarnish Rosenwald's and Washington's partnership, but to

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build on their philosophies of advancing education and healthcare through truth-seeking initiatives.

There is strength in numbers and knowledge is power! As founder of Talk Story Inc, I cordially invite faith, educational, medical, and other communities to stand in solidarity with TSI and the Flower Gurlz to right this past wrong. Your support through attending the Gala, hosting a table, or becoming a sponsor will move this project forward and help bring awareness to the RFS and the adverse health effects impacting future generations. Sponsoring a Flower Gurl will go a long way and upon her return she'll be equipped with valuable information to share with her sponsor and local community. There are a variety of gift levels at the end of this packet; we hope you will find one to match your budget and interest.

Please consider your donation. You may give online at: <https://www.hellennoel.com>, using the donate button. If you prefer to give by check, email [hellennoelrosenwald@gmail.com](mailto:hellennoelrosenwald@gmail.com) for mailing information. If you or anyone you know is interested in attending the Gala and/or joining the #FamilyLoveMatters Movement, please visit/register on the website: [www.hellennoel.com](http://www.hellennoel.com).

Attached is additional information about the Rosenwald Fund Study, Family Love Matters Movement, Flower Gurlz Gala, and collaboration with Alfred Carter, Henrietta Lacks grandson.

Thank you for your sponsorship and support!

//SIGNED//

Helen Noel  
Chief Master Sergeant (Retired) USAF  
Author, *7 Days in the Fire*  
CEO, Talk Story, Incorporated  
*"Talk It Out!"*

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**TALK STORY INCORPORATED**

TSI is a non-profit organization established for the education and support of individuals living through traumatic experiences. We're dedicated to promoting healing and restoration within our communities through human rights initiatives. Healing the whole person is imperative to bringing about lasting change. We encourage others to tell their stories - primarily through talking and writing. Our goal is to obtain the long overdue apology and investigation for the Rosenwald Fund Study.

TSI's mission is to educate society on human rights matters and the Rosenwald Fund Study with an emphasis on trauma and the impact it has on individuals, families, and communities. Unethical studies, like the Rosenwald Fund Study, have caused generational trauma (sudden illnesses/deaths of loved ones) in families.

TSI's vision is to provide various programs to educate societies on the causes and effects of trauma, to make referrals, and identify strategies leading to healing and restoration as we work towards building stronger families and communities.

TSI is committed to promoting healing and restoration within our communities.

We aim to locate families whose ancestors were part of the Rosenwald Fund Study and build community collaboratives in the counties involved.

Our Motto is *"Talk it Out!"*

***Let's talk story about our health!***

## Talk Story Inc.

### Flower Gurlz Gala Sponsorship Detail

#### COLLABORATION

You may have heard of the HeLa100: Henrietta Lacks Initiative. On August 1, 2020, the Lacks family launched “HELA100: Henrietta Lacks Centennial CELLebration” to honor Henrietta on her 100th birthday and, to educate future generations on the impact of the HeLa cells, while advancing health equity and social justice. In 2017, Henrietta’s story was depicted in the HBO movie, *The Immortal Life of Henrietta Lacks* featuring Oprah Winfrey as Deborah Lacks. Henrietta’s cancerous cells were taken without her or her family’s knowledge or consent. Her cells are responsible for some of the greatest scientific medical advancements of the century and continue to benefit all of humanity. HeLa cells became the bedrock of modern medicine, enabling scientific and medical innovations, including the polio vaccine, genetic mapping and COVID 19 vaccines. In August 2023, Attorney Benjamin Crump and a group of lawyers won a settlement for the Lacks family against Thermo Fisher Scientific for selling products derived from Henrietta’s cells.

Alfred Carter is the son of Debra Lacks, and grandson of Henrietta Lacks. Alfred’s new book, *Shadows of Immortality*, speaks truth to power and amplifies the need for people of color to talk about family health and medical research under the guise of medicine.

Alfred Carter has agreed to partner with Talk Story Inc., to further advance the #FamilyLoveMatters Movement.

TSI is looking for others to collaborate with, specifically individuals and organizations interested in righting past wrongs, advancing black education, reducing health disparities/inequities, or ending premature deaths in communities rooted in medical atrocities.

***Our health is our wealth!***

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**WHY A FLOWER GURLZ GALA  
AND  
FAMILY LOVE MATTERS MOVEMENT?**

On October 30th, 2008, before celebrating her 40th birthday, Beverly Dampier, Cousin of Helen Noel, prematurely passed away from End Stage Spinocerebellar Degeneration, symptoms traceable to heavy metals used in the Rosenwald Tennessee “family-unit” Study. Beverly and multiple generations in her family experienced sudden illnesses and premature deaths. Victims and descendants of the Rosenwald Fund Study died prematurely, denying them of their flowers. In childhood, Helen, made a pinky promise “To love and take care of Cousin Beverly no matter what!” Family Love Matters! In April 2010, Helen learned the hereditary family illness may be linked to the Rosenwald Fund Study (RFS), the precursor to the Tuskegee and Guatemala Syphilis Inoculation Studies; both widely recognized as unethical human rights violations committed against people of color. On October 1, 2010, when President Obama apologized to the Guatemala President for the U.S. Public Health Services role in the Guatemala Study, it triggered repressed memories of Cousin Beverly’s death, prompting Helen to start writing her documentary, *Generational Trauma, An American Family’s Post-Traumatic Love Story*. The Flower Gurlz Gala was divinely inspired on the anniversary weekend of Cousin Beverly’s death in 2021. Flower Gurlz consists of approximately 365 women who graciously volunteered to complete a flower assignment and granted permission to have it published in the Gala program. The Flower Gurlz attending the Gala will wear floral attire and pay tribute to Cousin Beverly on her 55th heavenly birthday (April 27th, 2024). Beverly’s living was not in vain.

The goal of the three-day Gala weekend is to obtain additional signatures on the online petition for the presidential apology and investigation, bring awareness to the Rosenwald Fund Study, pay tribute to Cousin Beverly, and unify the #FamilyLoveMatters Movement.

**Sign petition:**

<https://sign.moveon.org/petitions/request-for-presidential-apology-investigation-for-the-rosenwald-fund-study>

**LET EVERYTHING YOU DO BE DONE IN LOVE...“1 CORINTHIANS 16:14”**

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**FLOWER GURL SPONSORSHIP**

- **Gold (ROSE) Sponsor (pays 100% of Flower Gurl expenses) receives:**
  - Personal thank you letter from TSI
  - Special recognition at the banquet dinner during the tribute to Cousin Beverly
  - Personal recognition on website
  - Acknowledgement in banquet program
- **Silver (Lily) Sponsor (pays at least 50% of Flower Gurl expenses) receives:**
  - Special recognition at the banquet dinner during the tribute to Cousin Beverly
  - Personal recognition on website
  - Acknowledgement in banquet program
- **Bronze (Carnation) Sponsor (pays less than 50% of Flower Gurlz expenses) receives:**
  - Special recognition at the banquet dinner during the tribute to Cousin Beverly
  - Acknowledgment in the banquet program and during the tribute to Cousin Beverly

**Sponsorship Information Form (please print or type):**

<b>Name</b>	
<b>Billing Address</b>	
<b>City, State</b>	
<b>Phone/Email</b>	

**Please indicate which level of sponsorship you will be pledging and ask Flower Gurl to provide a detailed estimate of expenditures on the following page.**

\_\_\_\_\_ Gold (Rose) Sponsor \$ amount \_\_\_\_\_

\_\_\_\_\_ Silver (Lily) Sponsor \$ amount \_\_\_\_\_

\_\_\_\_\_ Bronze (Carnation) Sponsor \$ amount \_\_\_\_\_

**I (we) plan to make this sponsorship in the form of:**  cash  check  credit card  
 other.

Credit card type | Exp. date

Credit card number

Authorized signature

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**Acknowledgement Information**

Please use the following name(s) in all acknowledgements:

Signature (s)	Date
Gifts can be made online: <a href="https://www.helennes.com/">https://www.helennes.com/</a> Use the donate button and specify Flower Gurlz name.	
FLOWER GURL: Email a copy of the sponsorship form and Flower Gurl Expense sheet to <a href="mailto:helennesrosenwald@gmail.com">helennesrosenwald@gmail.com</a>	
Email: <a href="mailto:helennesrosenwald@gmail.com">helennesrosenwald@gmail.com</a> for information to mail a check.	

**FLOWER GURL EXPENSE SHEET**

ITEM	EXPENSE
FLOWER GURLZ GALA REGISTRATION	\$275.00
HOTEL	
ROUND TRIP TRAVEL	
1-2 MEALS (snack, banquet dinner, & Sunday breakfast included in registration)	
MISCELLANEOUS (i.e., Uber, rental car)	
TOTAL	