

Black & Red Returns, Raises \$2-million for IOL

After a one year hiatus because of the pandemic, Hartford Hospital's Black & Red made a triumphant return Sunday afternoon raising more than \$2-million for the Institute of Living

Black & Red ReImagined, held at the Farmington Polo Club, officially kicked off the IOL's 200th Anniversary and will support the Institute's continuing innovative work in easing the burden of mental illnesses and substance-use disorders on individuals, families, and communities.

"It's amazing to see the support we have here in the community. Hartford Hospital and Hartford HealthCare are a family. We exist for the community," said Hartford HealthCare President & CEO Jeff Flaks. "To come together like this after what we experienced as a community—this is a tremendous moment."

The sold-out crowd at Hartford HealthCare's signature fundraising event wore springtime colors with cocktail and tea length dresses and patterned sports jackets rather than the usual tuxedos and gowns lending to the festive "garden party chic" theme. The event also honored 25 healthcare heroes who have gone above and beyond the call of duty during COVID. Each, nominated by their colleagues, was given two free tickets to the event.

"When the majority of our community members stayed home for safety because of the pandemic, our healthcare heroes stepped on their stage at our hospital amid turbulence and uncertainty and gave their best for our patients," said Hartford Region President Bimal Patel.

Singer-songwriter Gavin DeGraw powered through a one hour set playing hits like "I Don't Wanna Be" and "Chariot" along with a soulful cover of Paul McCartney's "Maybe I'm Amazed."

Lynn Rossini, Vice President of Philanthropy for Hartford Hospital, thanked event sponsors and her philanthropy team for the successful event that will help the IOL for years to come.

"We pivoted so much this year. COVID has been such a challenge for not only Hartford HealthCare but everyone in the community," Rossini said. "I can't say enough about the support of our [sponsors](#). When we think about the \$2-million, it's all about the people we're helping—those patients and their families suffering from mental health challenges."

In 2021, in lieu of the Black & Red, Hartford Hospital hosted the televised fundraiser "Better Than Normal" which raised more than \$1-million to help address inequities in health care including support for COVID testing and vaccinations in underserved communities.