

**UCLA**

Fielding School of Public Health

**Health Policy & Management  
Alumni Association**

YOU ARE CORDIALLY INVITED TO THE

# Leaders of Today, Leaders of Tomorrow

ANNUAL AWARDS DINNER

**Monday, May 18, 2026**

**VIP Reception: 5:00 PM PT**

**General Reception: 6:00 PM PT**

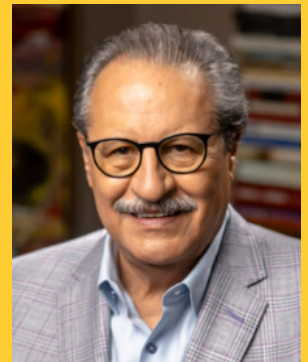
**Awards Dinner: 7:00 PM PT**

**UCLA Meyer and Renee**

**Luskin Conference Center**

For more information, please visit  
[www.uclahpmaa.com](http://www.uclahpmaa.com).

## This Year's Awardees:



### Leader of Today Awardee

Cástulo de la Rocha;  
President & CEO  
AltaMed



### Ira Alpert Service Awardee

Krisianna Bock, MPH, FACHE;  
Principal/Senior Vice President  
HKS Architects, Inc.

Dear UCLA Supporter,

On behalf of the UCLA Health Policy and Management Alumni Association (HPMAA) Board of Directors, we are honored to invite you to celebrate with us at our Leaders of Today, Leaders of Tomorrow Annual Awards Dinner on Monday, May 18, 2026. Our annual event honors alums and friends of the UCLA Fielding School of Public Health and the Health Policy and Management Department for outstanding leadership and service in healthcare.

The mission of the HPMAA is to establish and maintain a strong bond between the UCLA Fielding School of Public Health, Department of Health Policy and Management and its graduates, through service and program offerings, and to support, financially and otherwise, the students, faculty, and alums.

This year, our awardees include:

- **Leader of Today Awardee:** Cástulo de la Rocha; President & CEO, AltaMed
- **Ira Alpert Service Awardee:** Krisianna Bock, MPH, FACHE; Principal/Senior Vice President, HKS Architects, Inc.

Enclosed is more information about the event, including details about sponsorship opportunities and table packages, and how your contributions support our program, including our student scholarships. Tickets can be purchased online at [www.giving.ucla.edu/HPMAA2026Awards](http://www.giving.ucla.edu/HPMAA2026Awards).

As a recognized leader in our community and supporter of the UCLA Fielding School of Public Health, we hope you will be able to join us as we celebrate our Leaders of Today, Leaders of Tomorrow. We look forward to seeing you at our annual awards dinner and thank you in advance for your support!

Sincerely,



Kristyn Sanders, MPH '11  
President  
UCLA HPMAA Board of Directors



Srihitha Gaddam, Exec MHA '24  
Annual Dinner Co-Chair



Kyle Horne, Exec MPH '22  
Annual Dinner Co-Chair

## About the Health Policy and Management Department

### MISSION

The Department of Health Policy and Management (HPM) at the UCLA Fielding School of Public Health aims to advance the effectiveness, efficiency, and equity of health services for both personal and population health. The department has a decades-long tradition of:

- Developing the next generation of leaders in the health sector;
- Conducting the highest quality research;
- Innovating to solve the complex challenges of healthcare policy and delivery;
- Educating health policy, management, and public health practice professionals; and
- Partnering with the community to disseminate and apply new knowledge.

### VISION

To build healthy futures for all populations by preparing research, management, and policy leaders focused on increasing the equity, effectiveness, and efficiency of health services for both personal as well as population health.

## About the Health Policy and Management Alumni Association

### MISSION

The mission of the UCLA Health Policy and Management Alumni Association is to establish and maintain a strong bond between the UCLA Fielding School of Public Health, Department of Health Policy and Management and its graduates, through service and program offerings, and to support, financially and otherwise, the school, program, students and alums.

### PURPOSE

The purpose of the Health Policy and Management Alumni Association is:

- To support the alums, students, faculty, and Department of Health Policy and Management, UCLA Fielding School of Public Health through financial support, mentoring relationships, events, and other means both individually and collectively;
- To support and advance the alums network, including fostering communication and relationships among alums, and providing opportunities for alums to engage and network with the Association, HPM students, faculty, and leadership, Fielding School leadership, and each other; and
- To conduct fundraising activities to provide financial support for the Association to benefit alums, HPM students, faculty, and HPM.

Through our annual awards, HPMAA has been able to fund scholarships, internships, student activities, and other professional development opportunities for deserving students in our program.

To learn more about how you can support HPMAA or to get involved, please visit [www.uclahpmaa.com](http://www.uclahpmaa.com).

## LEADERS OF TODAY, LEADERS OF TOMORROW ANNUAL AWARDS DINNER

MONDAY, MAY 18, 2026

| Sponsorship Opportunities                                                                                                                                                   |                                                        |                                                        |                                                       |                                                                  |                                                                                                     |                                     |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------|--------------------------------------------------------|-------------------------------------------------------|------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------|-------------------------------------|
|                                                                                                                                                                             | PREMIER<br>\$25,000                                    | PLATINUM<br>\$20,000                                   | BRUIN GOLD<br>\$15,000                                | SILVER<br>\$10,000                                               | BRONZE<br>\$5,000                                                                                   | COPPER<br>\$3,000                   |
| Tax Deductibility                                                                                                                                                           | \$21,080<br>tax deduction                              | \$17,060<br>tax deduction                              | \$13,040<br>tax deduction                             | \$8,440<br>tax deduction                                         | \$3,752<br>tax deduction                                                                            | \$2,376<br>tax deduction            |
| # of Attendees                                                                                                                                                              | Table Seating<br>for 20 VIP<br>Attendees               | Table Seating<br>for 15 VIP<br>Attendees               | Table Seating<br>for 10 VIP<br>Attendees              | Table Seating<br>for 10<br>Attendees                             | Table Seating<br>for 8<br>Attendees                                                                 | Table Seating<br>for 4<br>Attendees |
| Sponsorship<br>Impacts                                                                                                                                                      | Can support<br>3 student<br>scholarships<br>for 1 year | Can support<br>2 student<br>scholarships<br>for 1 year | Can support<br>1 student<br>scholarship<br>for 1 year | Can support<br>all tickets<br>for the HPM<br>Graduating<br>Class | Can support<br>1 student<br>scholarship<br>for 1 quarter<br>or case<br>competition<br>team for 1 yr | General<br>student<br>support       |
| General Reception                                                                                                                                                           | 20 VIP<br>Attendees                                    | 15 VIP<br>Attendees                                    | 10 VIP<br>Attendees                                   | 10 Attendees                                                     | 8 Attendees                                                                                         | 4 Attendees                         |
| HPMAA Social Media<br>Acknowledgment                                                                                                                                        | Yes                                                    | Yes                                                    | Yes                                                   | Yes                                                              | Yes                                                                                                 |                                     |
| Event Collateral<br>Recognition                                                                                                                                             | Event invitation<br>& collateral                       | Event invitation<br>& collateral                       | Event invitation<br>& collateral                      | Event invitation<br>& collateral                                 | Event invitation<br>& collateral                                                                    |                                     |
| Tribute in<br>Program Book                                                                                                                                                  | Full Page<br>Tribute                                   | Full Page<br>Tribute                                   | Half Page<br>Tribute                                  | Half Page<br>Tribute                                             |                                                                                                     |                                     |
| On-Stage<br>Acknowledgment from<br>Emcee/President                                                                                                                          | Yes                                                    | Yes                                                    | Yes                                                   |                                                                  |                                                                                                     |                                     |
| VIP Reception                                                                                                                                                               | 20 VIP<br>Attendees                                    | 15 VIP<br>Attendees                                    | 10 VIP<br>Attendees                                   |                                                                  |                                                                                                     |                                     |
| General Ticket \$200* 1 Ticket<br>Sponsor a Graduating Student Ticket \$140** 1 Ticket<br>Full Page Tribute \$800** 8.5"W x 11"H<br>Half Page Tribute \$500** 8.5"W x 5.5"H |                                                        |                                                        |                                                       |                                                                  |                                                                                                     |                                     |

Tribute content must be submitted to [UCLAHPMAADinner@gmail.com](mailto:UCLAHPMAADinner@gmail.com) no later than Thursday, April 30, 2026.

Accepted file types are jpg, png, tif. Image files should be 300dpi at final size.

\*\$44 tax-deductible / \*\*fully tax-deductible

All Sponsorship opportunities and ticket purchases include hosted self-parking. Parking details will be sent via email.

Register Online: [www.giving.ucla.edu/HPMAA2026Awards](http://www.giving.ucla.edu/HPMAA2026Awards)



## LEADERS OF TODAY, LEADERS OF TOMORROW ANNUAL AWARDS DINNER

MONDAY, MAY 18, 2026

### Donation & Payment

Organization: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Phone: \_\_\_\_\_ ☐ Office ☐ Home

Email: \_\_\_\_\_ ☐ Office ☐ Home

I would like to purchase the following (tax deductible amount included in parentheses):

- |                                                                     |                                                                                      |                                                          |
|---------------------------------------------------------------------|--------------------------------------------------------------------------------------|----------------------------------------------------------|
| <input type="checkbox"/> \$25,000 Premier Sponsorship (\$21,080)    | <input type="checkbox"/> \$5,000 Bronze Sponsorship (\$3,752)                        | <input type="checkbox"/> \$800 Full Page Tribute (\$800) |
| <input type="checkbox"/> \$20,000 Platinum Sponsorship (\$17,060)   | <input type="checkbox"/> \$3,000 Copper Sponsorship (\$2,376)                        | <input type="checkbox"/> \$500 Half Page Tribute (\$500) |
| <input type="checkbox"/> \$15,000 Bruin Gold Sponsorship (\$13,040) | <input type="checkbox"/> \$200/ea General Ticket (\$44/ea) _____                     |                                                          |
| <input type="checkbox"/> \$10,000 Silver Sponsorship (\$8,440)      | <input type="checkbox"/> \$140/ea Graduating Student Sponsor Ticket (\$140/ea) _____ |                                                          |

☐ Enclosed is my check payable to the UCLA Foundation. **Total:** \_\_\_\_\_ or

☐ Please charge the below amount to my credit card. **Total:** \_\_\_\_\_

Name on Card: \_\_\_\_\_ ☐ Visa ☐ MasterCard ☐ American Express ☐ Discover

Credit Card Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Billing Address: \_\_\_\_\_

Signature: \_\_\_\_\_

*For your protection, please do not email this form with your credit card information. Please provide us a number to reach you, or contact Eric Wilks at the number below.*

#### **Please mail payments with this form to:**

UCLA Fielding School of Public Health  
650 Charles E. Young Drive South  
Box 951772, Room 43-385 CHS  
Los Angeles, CA 90095-1772

If you have questions about this donation, please contact:

**Eric Wilks at [ewilks@support.ucla.edu](mailto:ewilks@support.ucla.edu) or (310) 825-6464**

If you have questions about event logistics, program book or additional tickets, please contact:

**[UCLAHPMAADinner@gmail.com](mailto:UCLAHPMAADinner@gmail.com)**

*Thank you for your generosity and support. We look forward to sharing a wonderful evening with you!*

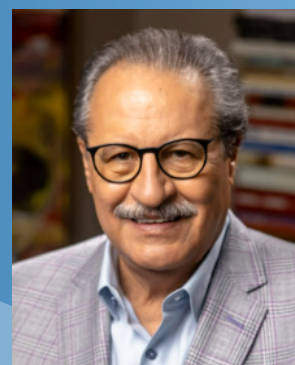
Donor advised funds (e.g., Fidelity gift fund) and corporate matching platforms (e.g., Benevity, OneCause, etc.) do not permit donors to receive benefits in exchange for gifts they've made. If you wish to receive the benefits from this event, please pay with a source of funds other than a donor advised fund or corporate matching platform.

☐ I/we decline all benefits from this event and will receive no good or services for this gift. My/our donation is 100% tax deductible.

To reduce UCLA's impact on the environment and printing costs, and provide prospective donors with the most up-to-date disclosure statements, UCLA has posted this information online at <https://mygiving.ucla.edu/faq#disclosure>. These statements will inform you of how your contact and donor information may be used, the governance of The UCLA Foundation, the application of administrative fees, and how The UCLA Foundation invests and manages its endowed funds. Should this fund reach the campus minimum required for the establishment of an endowment or quasi-endowment, The UCLA Foundation reserves the right to convert this fund to an endowment or quasi-endowment.

## Leader of Today Awardee

Cástulo de la Rocha;  
President & CEO  
AltaMed



Cástulo de la Rocha is a visionary leader in community health and the longtime President and CEO of AltaMed Health Services Corporation, the largest Federally Qualified Health Center in the nation.

AltaMed started in 1969 as the East L.A. Barrio Free Clinic, and since joining the organization in 1977, Mr. de la Rocha has transformed it from a small storefront clinic in East Los Angeles into a regional health system with over 60 sites, 5,700 employees, and nearly 700,000 patients served annually.

Driven by a strong belief that health and prosperity go hand in hand, Mr. de la Rocha built AltaMed to meet the needs of underserved neighborhoods across Southern California. His comprehensive, community-centered approach has earned national acclaim and established a scalable model for delivering high-quality, culturally responsive health care.

Mr. de la Rocha received a BA in Political Science at the University of California, Santa Barbara, a certificate in management from Stanford University, and received a JD at Boalt Hall School of Law at the University of California, Berkeley. He has also received numerous accolades, including the 2017 Medallion of Excellence for Education, Science, Medicine, and Civil Rights

by the Congressional Hispanic Caucus. Univision's Univisionario honor in 2023 and the Los Angeles Chamber of Commerce Distinguished Business Leader Award in 2024. Most recently, he was recognized at FutureMedLA's Healthcare Visionary of the Year Award and the Visionary Award from Partners in Care.

Mr. de la Rocha serves on the boards of National Medical Fellowships, America's Physician Groups, the Museum of Latin American Art, and the Latino Victory Fund. A passionate advocate for the arts, he is also the founder of the AltaMed Art Collection, which showcases the stories and struggles of historically underserved communities across the AltaMed network.

Through it all, Mr. de la Rocha has redefined leadership in health care — building a legacy rooted in dignity, access, and lasting impact.

## Ira Alpert Service Awardee

Krisianna Bock, MPH, FACHE;  
Principal/Senior Vice President  
HKS Architects, Inc.



Krisianna Bock is a Principal/Senior Vice President HKS Architects, Inc., an award-winning global architecture, interior design, planning and advisory firm. With over 25 years of healthcare experience, she leads master planning for medical centers and health systems across the country. Locally, she led multi-phase master plans for Kaiser Permanente facilities in Los Angeles, Pasadena, Panorama City, Santa Clarita, and Antelope Valley. She also contributed to early planning phases of City of Hope's Hope Plaza and Orange County Medical Center. Early in her career, she worked at Cedars-Sinai Medical Center and Children's Hospital Los Angeles, providing strategic planning and analysis services.

With a passion for public health and healthcare design, Ms. Bock embraces the vision that healthcare buildings can enhance population health while integrating exceptional functionality, sustainability and aesthetics. Ms. Bock has an expertise in bringing diverse stakeholders together to solve organizational complexities with strategy and consensus-building. As a dedicated advocate for BIPOC and LGBTQIA+ communities, she seeks to ensure healthcare teams and designs embrace diversity, equity, and inclusion.

Ms. Bock holds a BS from Mount St. Mary's University and an MPH from the UCLA Fielding School of Public

Health. She is a Fellow of the American College of Healthcare Executives (ACHE) and a two-time recipient of the Senior Leader Regent's Award (2018, 2024). She previously served as President of Women in Health Administration (WHA) of Southern California and led the UCLA Public Health Alumni Association Fundraising Committee.

Contributing to the betterment of her community is something Ms. Bock profoundly enjoys. She provides leadership on a variety of boards and committees within multiple organizations including the Healthcare Facilities Symposium & Expo (HFSE), U.S. Green Building Council of California (USGBC-CA), Cal Poly Pomona's College of Environmental Design, ACHE of Southern California, WHA of Southern California, Women in Healthcare of Greater Los Angeles, and Journey House – a Pasadena-based organization that serves former foster youth. She guest lectures at UCLA, USC, and Loma Linda University and actively mentors college students across California.

During her free time, Ms. Bock loves being with her daughter and hiking along the California coastline and mountain trails.