



2020

YEARBOOK

Greetings from
TIM McLOONE



Hello again to all our Holiday Express family and friends,

Every year at Holiday Express has always seemed more special than the one before...and then the pandemic arrived. Initially, we could not have been more disappointed, but - amazingly - 2020 turned into a uniquely special year, indeed. Undaunted by the barriers thrown in their way, our office staff and volunteers put together a logistical marvel.

As you probably know by now, we were still able to provide our clients with gifts, food, and a taped musical performance. Unfortunately, we lost some of those clients to this terrible virus and our own families suffered losses, as well, but the spirit of Holiday Express triumphed yet again.

Of course, we all hope for a more "normal" season in 2021, but it was heartwarming to see how everyone rallied to the cause this past year. Thank you all so much for making it truly memorable.

Tim McLoone
Founder



A Message from
LORRIE KLARIC



To our Holiday Express family,

What a year it's been! Holiday Express truly came together in 2020 to make sure that those who count on us were not forgotten, and we are incredibly proud of what we were able to accomplish in our 28th season.

Music was virtual, volunteers shopped and held donation drives, and the warehouse became center stage to ensure that no one would be "all alone at Christmas." Our small team of warehouse volunteers worked tirelessly, bundled up from the cold, as they packed duffel bags with our warehouse doors open wide. Trucks and vans were loaded and deliveries were made all across New Jersey and beyond for in-person or Zoom parties held by those groups. Despite the challenges of 2020 and the fact that we were not able to party with them, the Holiday Express show went on!

Even though we could not be together in person, our remarkable Holiday Express family joined forces in a special way to deliver the gift of human kindness. The heartwarming photos, videos, cards, and letters we received show just how important this most unusual season was to those we serve. We are grateful to all of you for making the 2020 holiday season just a little bit brighter, and we can't wait to see you in 2021!

Warmly,
Lorrie Klaric
Executive Director

OUR MISSION STATEMENT

It is the mission of Holiday Express to deliver music, food, gifts, financial support, and friendship to those with the greatest need for the gift of human kindness during the holiday season and throughout the year.

2020 YEARBOOK COMMITTEE

Graphic Design

Debbie McKenna – MLE Graphics

Editor

Joanne Colella – Colella Communications

Coordinator

Ashley Hadar

Contributors

Joanne Colella

Ashley Hadar

Lorrie Klaric

Debbie McKenna

Tim McLoone

Phyllis Peterson

Amy Robinson

Friends of Holiday Express

Photographers

Friends of Holiday Express

2020 HOLIDAY EXPRESS BOARD OF TRUSTEES

Tim McLoone – *Founder*

Terel Cooperhouse – *President*

Amy Broza – *1st Vice President*

John Maglione – *2nd Vice President*

Jane Denny – *Secretary*

Jeff Fraller – *Treasurer*

Peter DeMarco

Joseph Gervasi

Eileen Higgins

Paul Huegel

Beth McLoone

Jeffrey Rich

Maureen Staub

Patricia Wotton

Holiday Express Administration

Lorrie Klaric – *Executive Director*

Amy Robinson – *Director of Operations*

Ashley Hadar – *Coordinator of Business Office & Social Media*

Phyllis Peterson – *Program Coordinator*

LET'S KEEP IN TOUCH!

Now more than ever, be sure to stay connected and look for our Holiday Express updates throughout the year!

FACEBOOK
TWITTER
YOUTUBE
INSTAGRAM



@Holiday-Express/68926419219



@HolidayExpress



@HolidayExpressElf



@holidayexpresself

ADDRESS 151 Industrial Way East • Building A • Suite A4 • Eatontown, NJ 07724

PHONE 732-544-8010

WEBSITE www.holidayexpress.org

Holiday Express is a registered 501(c)(3) organization. Federal Tax ID: 22-3470019

2020 CALENDAR OF EVENTS



A VIRTUAL SEASON BRINGS TANGIBLE JOY

During the 2020 Holiday Express season, we were unable to embark upon our traditional calendar of in-person events to deliver the gift of human kindness. But, as they say, absence makes the heart grow fonder and the dedicated hearts of Holiday Express were determined to find ways to still make it a special season for those we missed so much and had planned to visit. No matter how hard the Grinch named COVID tried to steal the holiday spirit, it came - it came just the same!

A. Harry Moore School

Academy Learning Center

Alpha School

Ancora Psychiatric Hospital

ARC of Essex County

Bancroft

Bergen County Special Services

Bright Beginnings Learning +
Future Foundations

Catholic Charities Housing Services: St.
Lucy's (Jersey City) & St. Bridges (Newark)

Celebrate the Children

Center for Lifelong Learning

Cerebral Palsy League

Cheshire Home

Children's Center of Monmouth County

Children's Specialized Hospital -
Mountainside

Community Access Unlimited

Community Resources

Community Care of Freehold

CPC Behavioral Healthcare

Crystal Lake

CSPNJ-Collaborative Support

CVR

Dawncil

Daybreak Treatment Care

DCF Regional School - Ocean Campus

Deron School

Developmental Learning Center: Warren
Morris Union Joint

Easter Seals

Eastern Christian Children's Retreat

Eva's Village

Family Resources & Associates (FRA)

G.J.O. Center for Mental Health

Gateway School

Harbor School

Hawkwood School

High Point Partial Care

High Point School - CPC Adolescent &
Elementary

HomeFront

Hudson Milestones

Hunterdon Developmental Center

Independence360

Inroads to Opportunities

Jersey Shore Rescue Mission

Jespy

Joseph's House

Ladacin - Schroth School

Ladacin Network - Lehmann

Lakeview School

Larc School

Lifestyles for the Disabled

Lyons House - Center of Recovery

Market Street Mission

Medallion Behavioral Health

Mental Health Association of Morris &
Essex Counties

Mercy Home

Middletown Schools

Special Education Program

Midland School

Monmouth Day Care

Mt. Carmel Guild - Union

New Hope

New Lisbon Developmental Center

NJEDDA Adult Training Center

NJEDDA High School

NJID Adult Program

Norman A. Bleshman Regional Day School

Ocean Mental Health

Paramus Adult Training Center

Piscataway Regional Day School

Preferred Behavioral Health Group

Red Ribbon Academy

Regional Day School of Jackson

Sisters Academy

St. Ann's Soup Kitchen

St. Francis Inn

St. John's Soup Kitchen

St. Joseph's School for the Blind

Straight & Narrow

The Phoenix Center

The Shore Center for Students with Autism

Trenton Area Soup Kitchen

Trenton Psychiatric Hospital

Trinity Church Soup Kitchen

Unity Place of Atlantic County

Unity Place of Monmouth

Veterans Haven South

Washington Elementary Program (Autism
Continuum)

Woodbine Developmental Center



WAREHOUSE WARRIORS: OUR FRONTLINE HEROES

Every Holiday Express season is made possible through the tireless efforts of hundreds of volunteer elves. But operating through the challenges and restrictions of a pandemic required the skills of a very special team of warehouse warriors. Wearing masks befitting their superhero status, these key volunteers and staff members worked day after day at our warehouse to sort countless donated items, pack tens of thousands of gift bags, record virtual concerts, pick up food, load trucks, and make deliveries to each of our beloved clients at locations throughout New Jersey, New York, and Philadelphia.





NOT SIDE-BY-SIDE, BUT HEART-TO-HEART

Although we may have been physically distant in 2020, Holiday Express and those that we visit always remain close in one another's thoughts and hearts. We cherish the many notes we've received, letting us know that even across the miles, our love is contagious.

Thank you for continuing the tradition that has brought smiles to the faces of our clients at Hudson Milestones for years. While this year of course looked different, we are grateful we were still able to enjoy the wonderful sights and sounds of the Holiday Express volunteers. This always gets us in the holiday spirit and it was needed more than ever this year. Thank you again for bringing the magic of Holiday Express, even in the middle of a pandemic!

~ Hudson Milestones

Thank you so much for the hard work and dedication that Holiday Express exemplified during this very difficult year. The people of Woodbine Developmental Center are grateful for the gifts. The virtual party is terrific; we are showing it on our in-house channel and it is bringing an extra measure of happiness to all here. **~ Woodbine Developmental Center**

Our adult program participants and staff are so very thankful for the warmth, compassion, good music, and fun you provide each year. While you couldn't be here in person with us this year, you did not disappoint with the recording you provided. It included all the elements our participants have grown to expect and love. The only things missing were the hugs! **~ Children's Center Programs**

Thank you for your kindness and putting smiles on the faces of our residents during these trying times. Despite our current circumstances dealing with COVID, you were still able to come up with a way to bring much needed joy to our facility! The virtual CD was so entertaining and everyone loved the Grinch's holiday greeting cards! The delivery of gift bags for all our residents, along with the snacks, cookies, soda, and water bottles, was so greatly appreciated! Your group is truly made up of some very exceptional people. **~ Crystal Lake Healthcare**

This year was different for us because we always look forward to the visit from Holiday Express with your staff and characters, but you provided the next best thing - a video! Our staff and students spent the afternoon celebrating with Holiday Express and had a wonderful time. We cannot thank you enough for always thinking of us and lifting our spirits for the holidays! **~ Bright Beginnings Learning Center**

Even COVID couldn't stop you from bringing the joy of the holidays to Larc School. Your recorded performance was amazing and this year we could watch it as many times as we wanted! We were touched that you still remembered us even in these uncertain times. You found a way to generously share your time and talent and bring some normalcy to an otherwise difficult year. Thank you! **~ Larc School**

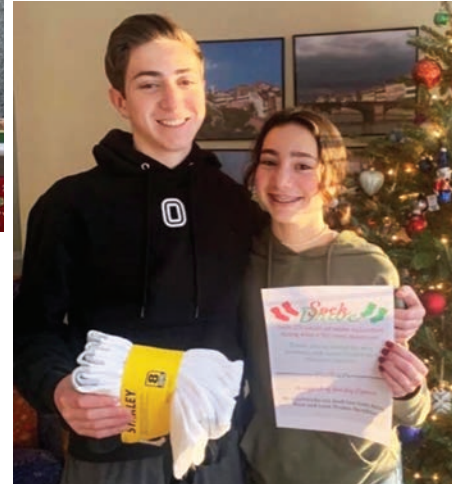
When asked to describe the Holiday Express event in one word, I immediately said JOY! The joy that is seen on the children's faces as the event unfolds, the joy felt in our hearts as we celebrate, and the joy of anticipating next year's event. This year, it has been hard to find joy in the world during these difficult times and when life gets challenging. Thankfully, the entire Holiday Express organization gave us this gift again this year, just when we needed it the most. We thank you for the joy you put in our hearts that day and the joy of anticipating future Holiday Express celebrations. **~ Harbor School**





KINDNESS IS CONTAGIOUS

The ability to continue the mission of Holiday Express is critically dependent upon the support we receive from so many people, in so many ways. We rely upon the dedicated volunteers and generous donors who help our mission go viral and find various ways to give.



BRIGHT LIGHTS

Donors who pledge recurring monthly donations to Holiday Express are our Bright Lights. Please contact our office or visit our website to sign up as a Bright Light and make a pledge for any amount.

COLLECTION DRIVES

Each and every one of the nearly 30,000 people we assist each year receives a large tote bag as a gift, which has been carefully packed with necessities such as hats and gloves, socks and blankets, toothbrushes and toothpaste, wash cloths and body wash, and more. Collection drives are great projects for schools, scout troops, businesses, organizations, congregations, and other groups.

IN-KIND DONATIONS

We are able to keep our operating expenses low through partnerships with our in-kind donors, who provide Holiday Express with boxes and blankets, tents and truck rentals, meals and beverages, generators and toiletries, graphic design and media coverage, and more. Please let us know if you have services or supplies you can provide.

MATCHING GIFTS

Corporate matching gift programs can double the impact of every donation an employee makes, and some businesses offer monetary donations or grants in return for their employees' volunteer hours. Be sure to ask your human resources department if your company offers these programs and make your contribution go even farther.

RAFFLE PRIZE GIFTS

Throughout the year, we accept donations of new items to be given as special raffle prizes for attendees at some of our events. These gift bags are filled with customized, sorely needed items such as warm clothing in sizes L, XL, and XXL for both men and women. Please consider buying winter coats, pajamas, and other articles listed on our website for those in need and if you're shopping online through Amazon Smile, you can name Holiday Express as your charity of choice. Donations may be brought or shipped to the Holiday Express warehouse.

SPECIAL DONATIONS

Donations to Holiday Express make a thoughtful gift in honor of a birthday, anniversary, or other special occasion, as well as a meaningful legacy in memory of a loved one. Donors receive a grateful acknowledgement of their generosity and a note is sent to their honorees, also.

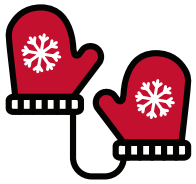
THIRD-PARTY FUNDRAISERS

Each year, we are delighted by the many unique third-party fundraisers that are thoughtfully organized and hosted by our volunteers and supporters to benefit Holiday Express. Just this past year alone, they have included hiking challenges, wine sales, jewelry parties, custom coffee and candle sales, and boutique shopping events, with proceeds donated to our organization. If you'd like to plan a fundraiser of your own, we would welcome the opportunity to have Holiday Express as your beneficiary.

FUNDRAISING EVENT SPONSORSHIPS

Holiday Express hosts several hugely popular fundraising events each year in order to raise public awareness of the work we do and to generate a major portion of the funds we need. These annual events - which were still held, albeit a bit differently, in 2020 - include the Holiday Express Golf Classic, the Sunset Benefit Clambake, and two benefit concerts at the Count Basie Center for the Arts. Event sponsorships are a terrific way to showcase your business or organization, as well as your generous support of Holiday Express.





POSITIVE PARTNERS

Holiday Express offers an important program for those who would like to lend their personal support to specific events during our holiday season. Our Adopt-an-Event Donors have the opportunity to be very special partners and patrons to the guests at those events and make a tremendous positive impact.



ADOPT AN EVENT

The expenses for each Holiday Express charity event total an average of \$6,000, depending upon the size of the group we are visiting. That amount includes the cost of supplies, musical equipment, and transportation, plus food and gifts for every guest. The generous supporters who participate in our Adopt-an-Event program provide the funds to cover all those expenses for an event or events of their choice. A portion of their donation also covers the cost of purchasing an item from the “wish list” given to us by that group. These items represent a wide range of price points and address a variety of needs, but cannot be afforded otherwise in a facility’s operating budget.

We are proud and humbled by the kind generosity of the businesses, organizations, families, and individuals who have become Adopt-an-Event partners with Holiday Express. To learn more about this program, please contact our office at 732-544-8010.

2020 ADOPT-AN-EVENT DONORS

ALPHA SCHOOL	<i>Trudy and Charlie Parton</i>
CHILDREN’S SPECIALIZED HOSPITAL	<i>The Maglione Family</i>
CSPNJ	<i>OceanFirst Foundation</i>
CVR.....	<i>OceanFirst Foundation</i>
EVA’S VILLAGE	<i>CWR Electronics - Mike and Maryanne Cohen</i>
FRA	<i>Stephanie and Mark Cartier</i>
JERSEY SHORE RESCUE MISSION	<i>CWR Electronics - Mike and Maryanne Cohen</i>
JESPY HOUSE.....	<i>Moonlight CGF</i>
LYONS.....	<i>Moonlight CGF</i>
RED RIBBON ACADEMY	<i>Frank and Linda Belmont - Belmont Productions</i>
SISTERS ACADEMY	<i>Maria and Robert Baker</i>
GIFT BAGS AND OTHER DONORS.....	<i>American Legion Post 504</i>
	<i>Buttonwood Drive Community</i>
	<i>Robert Hutchins</i>
	<i>Meadow Flower School</i>
	<i>Trish and Don Pignataro</i>
	<i>World Subaru, LLC</i>



OUR GENEROUS FIRST RESPONDERS

In the midst of such a challenging year, Holiday Express was truly blessed to have the support of donors and event sponsors who were even more generous than ever, as well as warehouse and musician volunteers who went above and beyond, and made it possible for us to continue our mission. The need was great, and the response was tremendous. With your help, we were able to deliver gifts and food to dozens of locations, host our golf outing, and present virtual versions of our clambake and concerts. We offer our deepest gratitude to everyone who provided funding, materials, equipment, and services throughout the season, as well as all those who organized unique third-party fundraisers of their own to benefit Holiday Express.

HOLIDAY EXPRESS®

2020 GOLF CLASSIC SPONSORS

Eagle	Luncheon	Cocktail
Forecaddie	Hole In One	
Cart Fleet	Refreshments	Putting Green
Driving Range		PARAS, APY & REISS
	<i>Phil and Marilyn Perricone</i>	The Unterberg Children's Hospital
	Christopher Center for Mental Health & Wellness	Monmouth Medical Center RWJ Barnabas Health
<i>The Ford Family</i>		Gold
<i>Patrick & Barbara D'Onofrio</i>		

2020 SUNSET CLAMBAKE SPONSORS

PRESENTING SPONSORS

McLoone's Restaurants
Phil and Marilyn Perricone
Tito's Handmade Vodka

GOLD SPONSORS

Jay and Linda Grunin Foundation
Tom and Janet Kirwan
Robin Jill Schneider, Esq.
Shore Point Distributing Company
Sheldon and Anne Vogel

SILVER SPONSORS

Sharon Jorgensen
Kenneth Nahum and Ann Marie Walsh
David and Catherine Strader
Vrola
Wakefern Food Corp.

BRONZE SPONSORS

Bayshore Family of Companies
Coastal Title Agency, Inc.
Inserra ShopRite Supermarkets
Maser Consulting
Tom and Carolyn Miller
Monmouth Medical Center
RWJ Barnabas Health
Stillwell-Hansen, Inc.
Van Winkle Associates
Ronald L. Reisner (Ret) and
Chryssa Yaccarino, Esq.

PATRONS

Amy Broza
Gallo Wines
Joseph and Freya Gervasi
Toby Husserl
Frank and Virginia Mazza
New Jersey Natural Gas
Elmo and Pam Shropshire

FRIENDS

Anna Bauder
John and Amy Brogan
Peter and Elise Brophy
Al and Elaine Cangiarella
Colella Communications, LLC
Terel and Lynn Cooperhouse
The Corbett Family
Michael and Joyce DeJohn
Ronald DeLuca
Debra Harmady
Kieran and Eileen Higgins
Robert and Kim Honecker
Paul Huegel
Joseph and Susan Kyrillos
Robert MacPherson
Pamela McCoy
Mark Murphy
Larry and Gail Nelsen
Anthony and Erin Perruso

Red Bank RiverCenter
Nicholas and
Kathleen Scerbo
Richard and
Karen Spengler
Timothy and
Peggy Sullivan
Susan Wilson
Cindy Zipf

2020 BENEFIT CONCERT SPONSORS

SANTA SPONSOR

Stillwell-Hansen, Inc.

SOUND AND LIGHT SPONSORS

Jay and Linda Grunin Foundation
Friends of Holiday Express

CURTAIN SPONSORS

Bayshore Family of Companies
Investors Bank
Wakefern Food Corp.
Bill and Kathleen Ward

PATRON SPONSORS

James and Karen Dolan
ELLAVOZ Impact Capital
Giordano, Halleran & Ciesla
K. Hovnanian Companies
John and Valerie Maglione
Maser Consulting
New Jersey Natural Gas
Dr. Joseph O'Connell
SIMI Wine
Greg and Peggy Steinhauer
Richard Swan
Messina Mimnaugh Wealth
Management Group of Wells Fargo

FRIENDS

Jana Beal
Amy Broza
Al and Elaine Cangiarella
Coast Cities Equipment Sales
Terel and Lynn Cooperhouse
Donjon Marine Co.
Richard and Suzanne Gottuso
Kieran and Eileen Higgins
Eric and Michele Leiner
Pamela McCoy
James and Jenice McGinley
Mark Murphy
Larry and Gail Nelsen
Donald and Patricia Pignataro
Red Bank RiverCenter
Sue Shea
Rich and Karen Spengler
Springpoint Senior Living, Inc.
Thomas Tarantin and
Tarantin Industries
Joseph and Patricia Taylor
John Waltz

2020 FOOD DONORS

FritoLay
Jersey Mike's Subs
McLoone's Restaurants
PepsiCo



GRANT AND FOUNDATION SUPPORT

First Energy Foundation
Kroon Foundation
Manasquan Bank Charitable Foundation
OceanFirst Foundation
Sandy Hill Foundation
Travelers Foundation

IN-KIND DONORS AND OTHER SUPPORTERS

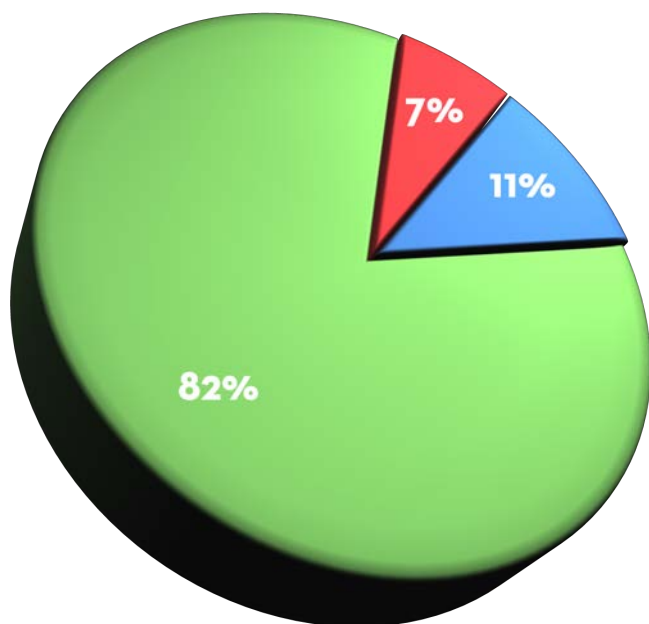
Athlete's Alley
Avis Budget Group
Beachside Productions
Bombas Socks
Cinecall Soundtracks & Productions
Coffee Corral
Colella Communications, LLC
Down to Basics
GNI
Komar
Lowy's Moving Service
Sharon Midgett
MLE Graphics
Parametrix Productions, LLC
Ronstan Paper & Packaging
Anthony Setaro
Sickles Market
Tito's Handmade Vodka
WRAT Radio

Special thanks to all the volunteer elves, musicians, and others who outdid themselves by working in the warehouse, recording videos, filming concerts, conducting fundraisers, organizing collections, dropping off or sending product donations, making daily trips to pick up event subs, and more to support Holiday Express and our mission during this extraordinary year!



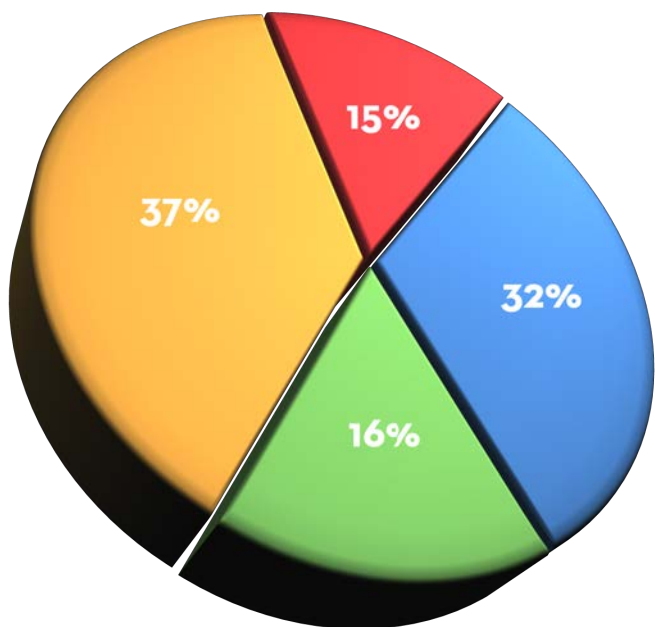
MAKING IT COUNT *with* HOLIDAY EXPRESS

2020 EXPENSES



TOTAL \$1,398,424
MANAGEMENT & GENERAL \$155,981
PROGRAM \$1,150,429
FUNDRAISING \$92,014

2020 REVENUE



TOTAL \$1,373,485
IN-KIND SUPPORT \$442,631
PERFORMANCE \$223,927*
DIRECT PUBLIC SUPPORT \$501,919
SPECIAL FUNDRAISING EVENTS \$205,008*

ESTABLISHED IN 1993 | USING 2,500 VOLUNTEERS ANNUALLY

DISTRIBUTING MORE THAN **452,000** GIFT BAGS SO FAR

PERFORMING MORE THAN **1,530** MUSICAL EVENTS IN **7** STATES TO DATE

SERVING AN UNDERSERVED POPULATION - THOSE WITH A DIVERSITY OF SPECIAL NEEDS -

FOR FREE

— 2020 —
100 IN **51**
 VIRTUAL EVENTS ... DAYS

27,000 ENTERTAINED VIRTUALLY

VOLUNTEERS CONTRIBUTED OVER **10,500** HOURS

VALUED AT OVER **\$290,850**

*net of direct costs

Source: Audited Financials, IRS Form 990 Fiscal Year Ending 04/30/2020



151 INDUSTRIAL WAY EAST • BUILDING A • SUITE A4
EATONTOWN, NJ 07724

SAVE THE DATES!



Please check our website for the latest event updates!

VISIT US ONLINE AT WWW.HOLIDAYEXPRESS.ORG AND ON

