



# HOLIDAY EXPRESS<sup>®</sup>



2018 YEARBOOK



*A Note from*  
**TIM McLOONE**

***Hello, Holiday Express family,***

Sometimes I feel like I should really stop doing this yearbook message, since it always seems to be the same thing: “This was the best season ever!” Well, I do think it was. I am convinced that militaries throughout the world could learn a lot from us about the movement of troops and materials in a very short period of time. I truly have no idea how everyone does it. All of those locations, many of them at the same starting time, over the course of just weeks...and yet it all went so well. And the people we see? Well, they seemed more enthusiastically receptive than ever before. And then, of course, there was Dr. Elmo onboard this season, delighting some of those we visited with very special renditions of his popular song, “Grandma Got Run Over by a Reindeer.”

Thanks to all of you for everything you did to make this a reality for the neediest of the needy.

***Tim McLoone***  
***Founder***

***Dear friends of Holiday Express,***

Our incredible team of elves has done it again! After months of planning, thousands of gift bags, hours of fantastic music, and an endless supply of smiles, the 26th season of Holiday Express is now history. Whether you played, sang, drove, packed, donated, danced, or served, you contributed to brightening the holiday season for 27,000 men, women, and children. Together you made the magic happen at 100 events in 50 exciting, exhilarating, and exhausting days in November and December.

How does Holiday Express do it? With the dedication of each one of you, that’s how. Day after day, the energy never diminished and the commitment never wavered. We realize that the holiday season is incredibly busy, and it often seems as though there are not enough hours in the day. But somehow Holiday Express volunteers find a way to make sure that those with the greatest need for the gift of human kindness are not forgotten. Your time, talent, and treasure are critical to our mission and do not go unnoticed. We are so grateful to each of you for your support.

We look forward to seeing you in 2019 as we embark on another record-setting season of 100 events. Please stop by to see us at our new home at 151 Industrial Way East in Eatontown. We would love to show you our great new warehouse!

***With appreciation,***  
***Lorrie Klaric***  
***Executive Director***



*A Message from*  
**LORRIE KLARIC**

# 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.*

## 2018 YEARBOOK COMMITTEE

### Graphic Design

Donated by  
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## LET'S KEEP IN TOUCH!

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**PHONE** 732-544-8010

**WEBSITE** [www.holidayexpress.org](http://www.holidayexpress.org)

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

# 2018 CALENDAR OF EVENTS

11/5 High Point School  
 11/5 Mental Health Association  
 11/6 PG Chambers School  
 11/6 Washington Elementary School  
 11/7 Cerebral Palsy League  
 11/7 Unity Place  
 11/7 Veterans Haven South  
 11/8 Larc School  
 11/8 Mt. Carmel Guild  
 11/9 Deron School  
 11/9 Daybreak  
 11/12 Ocean Mental Health  
 11/12 Catholic Charities Housing  
 11/13 Bright Beginnings  
 11/13 Spencer Miller School  
 11/13 Cheshire Home  
 11/14 CTC Academy  
 11/14 Spectrum for Living  
 11/14 HomeFront  
 11/15 NJEDDA Elementary School  
 11/15 Community Access  
 11/16 Developmental Learning Center  
 11/17 Mercy Home  
 11/18 Crystal Lake  
 11/18 Six Flags Great Adventure  
 11/19 LADACIN - Lehmann  
 11/19 Academy Learning Center  
 11/20 Woodbine Developmental Center  
 11/20 Ancora Psychiatric Hospital  
 11/20 Jersey Shore Rescue Mission  
 11/23 Red Bank Town Lighting  
 11/24 Turning Point  
 11/24 Friends to Friends  
 11/25 VA at St. Albans  
 11/26 CVR  
 11/26 Straight & Narrow  
 11/27 Center for Educational Advancement  
 11/27 Regional Day School  
 11/28 Norman A. Bleshman  
 11/28 Community Resources  
 11/28 Eva's Village  
 11/29 Medallion Behavioral  
 11/29 NJEDDA Adult Training  
 11/29 Preferred Behavioral Health  
 11/30 Children's Center of Monmouth County  
 12/1 Dawncil  
 12/1 Hudson Milestones  
 12/1 Children's Specialized Hospital - Mountainside  
 12/2 Bancroft  
 12/2 Matheny

12/2 Vineland Developmental Center  
 12/3 DCF Regional School  
 12/3 A. Harry Moore School  
 12/3 CPC  
 12/4 Community Care  
 12/4 NJEDDA High School  
 12/4 Veterans Haven North  
 12/5 Midland School  
 12/5 CSPNJ  
 12/5 FRA J  
 12/6 University Behavioral Health  
 12/6 Regional Day School  
 12/6 Acacia Women's Shelter  
 12/7 Paramus Adult Training Center  
 12/7 Alpha School  
 12/8 Market Street Mission  
 12/8 Children's Specialized Hospital - Toms River  
 12/8 Eastern Christian  
 12/9 Benefit Concert at Ocean County College  
 12/9 OCC Event for ARC, 21 Plus, OCEAN  
 12/10 The Phoenix Center  
 12/10 St. Joseph's School  
 12/10 Independence360  
 12/11 Trenton Area Soup Kitchen  
 12/11 Trenton Psychiatric Hospital  
 12/12 LADACIN - Schroth  
 12/12 ARC of Essex  
 12/12 Joseph's House  
 12/13 Sisters Academy  
 12/13 Lakeview School  
 12/14 Blythedale Hospital  
 12/14 Gateway School  
 12/14 Mental Health Association  
 12/15 Thank-A-Vet  
 12/15 New Lisbon Developmental Center  
 12/16 St. Francis Inn  
 12/16 Lyons House & Jespy  
 12/16 Hunterdon Developmental Center  
 12/17 Hawkswood School  
 12/17 Count Basie Theatre  
 12/18 Harbor School  
 12/18 Count Basie Theatre  
 12/19 Easter Seals  
 12/19 New Hope  
 12/20 Red Ribbon Academy  
 12/20 NJID Adult Program  
 12/21 The Shore Center  
 12/22 St. John's Soup Kitchen  
 12/24 Trinity Church Soup Kitchen  
 12/24 St. Ann's Soup Kitchen



**“VOLUNTEERS DON’T GET PAID,  
NOT BECAUSE THEY’RE WORTHLESS,  
BUT BECAUSE THEY’RE PRICELESS.”**

— SHERRY ANDERSON



*The enthusiastic team of Holiday Express volunteers is made up of countless unsung heroes; tireless elves and musicians who come from all walks of life, with a variety of backgrounds and experience, and an array of skills. Many of them have been part of the Holiday Express family for years, dedicated to helping to deliver the gift of human kindness. We'd like you to meet some of them here.*



**BETH McLOONE**



**Beth** As they say, behind every great man is a great woman! Beth McLoone is not “just” a volunteer, but also our founder Tim McLoone’s wife. She has been an event manager, head of arts and crafts, warehouse volunteer, auction chair, golf outing volunteer, and event volunteer, and she sits on our board.

“I joined Holiday Express in 1994. What I love about Holiday Express is the uniqueness in what we do. The few hours a year we spend with people last them all year long. Music, food, gifts, people to dance with and interact with all make for a great party.

I love to hear the caretakers tell us that their clients start asking when Holiday Express is coming back. Sometimes we haven’t even gotten on the bus when they start asking. Others tell us that it starts in the summer. My first year volunteering, we were at Better Beginnings in Connecticut. A mom, who was a teenager, needed a break from her infant daughter. While the mom ate, danced, and got her face painted, I held her daughter for almost two hours. It gave her mom the ability to be a kid, even if just for a short time. She was laughing and having a great time. She was so appreciative to have that time.”



**PAT WOTTON**

**Pat** is a member of the Holiday Express Board of Trustees, warehouse volunteer supervisor, event manager, and merry-making elf for more than 15 years. “Holiday Express held a concert for the families of 9/11, which is when my husband was killed. I had two babies, my husband had just passed away, and I needed to distract myself from the holidays. I clearly joined Holiday Express for selfish reasons, but I would go to the warehouse and help pack gift bags, and my involvement soon grew because there is so much joy and gratitude in the organization. It’s the only one I’m involved with where my uniform is a Santa hat and necklaces made out of bells and Christmas lights! I’ve had many “aha!” moments with Holiday Express, but the one that stands out most was visiting a facility where the patients are locked in and no one visits - ever! They were so happy to see us. We may not be curing their problems, but during our visit, they were forgetting them. I benefited from the gift of human kindness and learned to give it back, as well.”



**ARNE WENDT**

**Arne** is a keyboard player for the Holiday Express band. "I started in 2008. I love the clients, I love the people I work with, and the sense of purpose, union, and brotherhood that comes with this work. The holiday season can be tough for anyone, so to be a part of something so overwhelmingly positive is very rewarding to me. There are special moments at every event. You get to know some of the clients over the years, so there's sometimes a shared joke or hug or laughter. We go into some very serious places and do our best to give people something else to think about for a fleeting moment. What's really special to me is how I feel compelled to do this. I'm grateful for it!"



**JEANNE RYAN**

**Jeanne** serves as a singer, crafter, and party starter for Holiday Express. "I've been with Holiday Express for 23 years. I love having the chance to make people happy with music and the gift of human kindness. When I think of special moments, A. Harry Moore always comes to mind. The children and staff are truly amazing. In recent years, we have also had the pleasure of meeting Jersey Shore Rescue Mission and Market Street Mission folks. This is a great group of people helping others at the worst times in their lives. The Asbury Park event was so emotional this year I had to leave at the end because my heart couldn't take it."



**DOTTIE COOPER**

**Dottie** has worn several hats through the years, but is currently a face painter and, of course, always an elf. "I've been involved since 2005. I love that we make a difference in the lives of the people we visit, even if only for one day. I also enjoy the camaraderie with my fellow volunteers in the organization. We have become like a family because we know that we all have the same values and enjoy bringing happiness to others. Each season, I have what I call my "Holiday Express moment" and there are so many. But the one that stands out the most for me was during my first season at Trenton Area Soup Kitchen. Since I was so new, I was standing on the sidelines. The band was playing "And So This is Christmas." Two of the clients came up and put their arms around me and we swayed to music. When the song was over, we embraced and they went on their way. Later, when we were leaving on the bus, I saw them pushing their shopping carts, which held all their worldly possessions, down the street. I will never forget that moment and whenever I hear that song, I immediately think of them."



**PAM McCOY**

**Pam** has been a singer with Holiday Express since 1996. “We see those with no idea where they’ll sleep, or eat, or find comfort from their woes any given day, and children so profoundly disabled or ill that it is hard to get through a song. I am beyond fortunate, because I get to be out among as many as I can touch, speak to, hug, and dance with. One time, I was told after singing with a young boy who came up to me at an at-risk school that our show was the first time his teachers had heard him speak since he arrived three months prior. At Audrey Hepburn, I had a young girl come up and join me, and she was amazing. Her parents were in tears. They said she had severe autism and hadn’t spoken in two years until she sang with me. There are no words to capture the enormity of emotion for me in those moments. It is a privilege to belong to Holiday Express, and to contribute to someone’s life, even for a priceless moment.”



**PHYLLIS PETERSON**

**Phyllis** volunteers as a Holiday Express event elf (and is a pro at tattooing), assistant event manager, member of the clambake auction committee, co-chair of the very successful bingo fundraisers, and assists in the office on an as-needed basis as well as with the annual golf outing. “I’ve been with Holiday Express since 2009. My husband Eric was also a Holiday Express volunteer before he passed away and we did many events together in our own special way. He always said the Holiday Express volunteers have no hidden agendas. We all do this because we want to show people that there is still a ton of kindness, goodness, and happiness in the world. Any volunteer will tell you, and I believe it, that we get more out of this than the clients do. The volunteers and the many friendships I have formed because of this fantastic organization is what I love most about Holiday Express.”



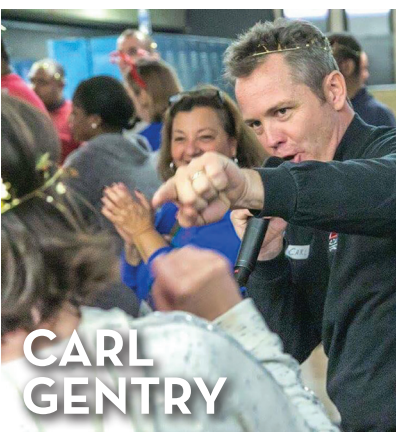
**LEE SANDERSON**

**Lee** is a Holiday Express musician who plays saxophone, a box mover, and, when called upon, a master bicycle assembler. “I began volunteering in 1994. Experiencing the true power and magic that music has on the people we see, plus meeting so many happy positive volunteers along the way, is what I love most. The moment that touched me most happened at Vineland Developmental Center. As I walked in the door, a female resident walked up to me, held my arm, and asked if I was her family. I told her I was and that she was part of the Holiday Express family and that we come to visit every year. I believe it made her day. Not knowing who her family is, she is such a good example of why what we do is so important to those who don’t have family to celebrate the holidays with.”



**BETHANNE CLAYTON**

**BethAnne** sings with Holiday Express and sometimes leads the show. “I have been involved with Holiday Express for 16 years. I love how everyone is so willing to give their time and talents. I love how it brings out the kindness, generosity, and love that each and every one of us possess. Holiday Express gives us the opportunity to do what we’re all on this earth to do. Looking through so many photos of the many years I’ve had the pleasure of participating with Holiday Express has made me realize how many special moments, people, and places there are. Each event has its own special moments and a takeaway feeling that fills your heart.”



**CARL GENTRY**

## Carl

As rhythm section coordinator, Carl has the responsibility of organizing the bands for the events. He also serves as a band leader, keyboardist, and singer. “I joined Holiday Express in 2009. I love making our clients happy and giving them a party

that they hopefully will remember and look forward to each year. Just an example of music and friendship: At Joseph’s House in Camden one year, I was given the assignment of hosting a dinner table of homeless guests. I got to talking to a guest named Joe who lost his job as a car salesman five months before. He was as regular and as nice as anyone could be, but truly down on his luck. To see him smiling ear to ear and dancing the night away later on as the band played was truly awesome.”



**AL & ELAINE CANGIARELLA**

## Al & Elaine

Husband and wife volunteers Al and Elaine are dedicat-

ed, self-described warehouse “grunts,” doing whatever is necessary there and also participating in the various events and shows throughout the year. “We’ve going into our fourth season as volunteers. We love that we are able to participate in an activity that brings so much joy to people who are so deserving of our help. Also, we are grateful for the new friends we have made at Holiday Express. We have been touched by every person we have encountered at the facilities we have visited. The joy and appreciation they exhibit when we visit is priceless. When we started, we thought we would be doing something to enrich the lives of others, but what we found was that it was our lives that were enriched by the experience.”



**VALERIE DOWD**

## Valerie

is a singer in the band and pitches in with every-

one else at events to do what’s needed. “I joined Holiday Express in 1999. Seeing the joy on the faces and in the eyes of the people we see every season is the thing I love the most. But I love my Holiday Express family of friends just as much. I can’t imagine Christmas without them. Wow - there have been so very many special moments over the years. My first season, a little girl at the Trenton Soup Kitchen brought two of the balloons she’d just been given. That got me. It was my “Holiday Express moment.” Last season, there was an elderly veteran who sang “Have Yourself a Merry Little Christmas” with me. The way his face lit up! The soup kitchens and the veterans’ homes have the biggest effect on me.



# “THE REWARD FOR WORK WELL DONE IS THE OPPORTUNITY TO DO MORE.”

— JONAS SALK



*The feeling of admiration and appreciation between Holiday Express and the groups that we visit is certainly mutual. The reciprocal joy that we share at every event is what keeps us going back to many places year after year. We are humbled by the thanks we receive and grateful to those who welcome us!*

**MONICA WALSH DETURO, ALPHA SCHOOL >>>** I am overwhelmed by what you and your volunteers provided for us this year. From the moment that all of your volunteers came through our doors, we felt their warmth and excitement about being with us. The food that was given for lunch was delicious and the music that you played was wonderful, but the best part of the whole day was spending time with all the wonderful people you bring to us. I have one student who looks at his Holiday Express pictures every day. The minute you leave, he is already asking when Holiday Express is coming again. There have never been kinder souls than yours. Holiday Express will always hold a special place in my heart.

## **LINDA LUCAS, THE ARC OF ESSEX**

**>>>** I wanted to personally thank you for the incredible holiday party you threw for us. From the start, our staff raved about how lovely your organization was to work with, and I saw that with my own eyes at the event. Your volunteers went above and beyond. They interacted with our consumers in such a sweet and genuine way that was touching to see. The band provided an immersive experience, getting right on the dance floor with the crowd. The roving characters were giving high fives and hugs, and the face painting was a huge hit. To top that all off, you sent everyone home with a fantastic present. Thank you for making this day so magical.

**MARISA LIONE, HUDSON MILESTONES >>>** Our clients had a great time. As always, the volunteers were personable, attentive, and kind. You should be very proud of them and what Holiday Express means to those who are touched by all you do. Our clients love to dance and sing and indulge in the sing-along segment of the day! We saw lots of milestones, as we do each year, from our clients that were very endearing and meaningful. Many treasured memories were made and will last a lifetime.



## **JACKIE KULSICK, NEW LISBON DEVELOPMENTAL CENTER >>>**

Thank you for once again bringing the best holiday experience to our folks. We truly appreciate all of the time and energy you put into planning and executing such a massive event. Holiday Express is the most looked forward to event we have and when it's over, it's the most talked about. I love when the guys come into my office smiling from ear to ear and share their experience with me, some still carrying their duffel bag. With this extreme cold, I have seen everyone with their new hat and gloves on. Who can warm your heart and literally keep you warm? Holiday Express, that's who! I don't think there is more caring, giving, compassionate, talented, and generous group out there.





**MIGUEL TORRES-CASTRO, MERCY HOME >>>** Holiday Express is the gift that keeps on giving. For the rest of the year, the individuals know the volunteers and Tim on a first-name basis and await their next visit and the joy, laughter, talent, and Christmas spirit they bring. Holiday Express is truly a remarkable organization that is an absolute gift to all the communities it serves. Thank you!

**TONI FIORITO, CPC BEHAVIORAL HEALTHCARE >>>** For my clients, this party may be the only time they will be surrounded by friends, music, and fun during what can be the most lonely, difficult time of the year. It is a cherished time that is talked about and revisited among themselves for weeks after.

**PETE DOBBS, ST. JOHN'S SOUP KITCHEN >>>** Now that I have experienced my second season with Holiday Express, I completely understand how important and appreciated this event is by all the residents of Newark. By the beginning of November, a lot of our regular guests are asking the specific date that the event will be held so they can make plans to attend. Everyone was especially touched by one moment in the tent, when the children of the guests began singing. Just then, the holiday spirit filled the room, and everyone dined with a smile on their face. Holiday Express brought the spirit of Christmas back to those who need it most, and for that we cannot thank you enough.



**MICHELLE PALMER, COLLABORATIVE SUPPORT PROGRAMS OF NJ >>>** The majority of clients we service are homeless and looking for housing, so they are all in need of the items you give. When some of them looked in the bags, their faces lit up. For a few clients, tears came to their eyes because they didn't have a toothbrush, washcloths, warm blankets, etc. Seeing their faces was the best part of the entire experience and I'm grateful to Holiday Express for making that happen! I've even had staff come and ask how they can get started volunteering with Holiday Express because they had such a great time at the party and were so impressed by you all!

**MICHELLE SMITH, LYONS VA NJ >>>** During the planning stages for this year's event, I heard a veteran tell another, "You need to sign up for the Holiday Express party; they are great, they are fun, and they love us. When I think no one cares about me, I remember dancing with the Grinch and realize they do love me and care about me and they come as a holiday gift." Holiday Express is truly the spirit of Christmas, Hanukkah magic, and Kwanzaa love all rolled together.

**PENNY GOLDSTEIN, LAKEVIEW SCHOOL >>>** Holiday Express is exceptional. Tim and his team do everything in their power to involve everyone in the room, regardless of their disability, medical condition, or physical restrictions. We can't wait to have them back again!



# “THE BEST WAY TO FIND YOURSELF IS TO LOSE YOURSELF IN THE SERVICE OF OTHERS.”

— GHANDI

**ASHLEY HADAR >>>** What a wonderful evening, filled with music, dancing, and lots of hugs, partying with my fellow volunteers. At the end of the party, a gentleman approached me to say thank you and give me a hug. He asked if he could give me an Irish blessing as a thank you for all the fun he had. I told him I would be honored and he recited word for word a famous Irish blessing: “May your troubles be less and your blessings be more and nothing but happiness come through your door. God bless all of you.”

**LAYONNE HOLMES >>>** For years, these people have been donating their time and talents, ideas and innovations, love and compassion, money and resources, humor and humility, all to make others’ burdens a little lighter, lives a little brighter. Over the years, we’ve shared hills and valleys, friends move away and some pass on, others grow their families, and along the way we welcome new members who bring their special gifts to the group. I’ve learned so much from these people and from those we serve. I couldn’t ask for a better bunch of folks to volunteer with.

**JIM STAGNITTO >>>** Thank you for yet another fun, soulful, and deeply satisfying Holiday Express season. I really enjoy playing with truly stellar musicians of your caliber, the

easy camaraderie that you each generate and generously share, and for the true gift of an opportunity to help plant a smile on the face of a stranger or two who are dealing with unthinkable difficult circumstances. I find that my annual Holiday Express journey gives me balance and perspective that I might not otherwise have; it reminds me of things that I have to be thankful for. Pretty heady stuff, and a seemingly impossible byproduct of musically backing Grinch and Frosty in a bunch of cafeterias. Playing with such talented and shameless optimists is what makes the impossible happen for me.

**ROBERT STERLING >>>** The warehouse elves are amazing. I attend the events and am rewarded with the smiles and hugs of those we serve. Hundreds of these volunteers spend hours making sure that all is ready, but seldom get the payback that I get from seeing our guests enjoying what the warehouse teams make possible.

**THOMAS MANCUSO >>>** Christmas Eve was the last Holiday Express Show for the 2018 season and my first season with this group. What can I say? These musicians are some of the best the Jersey Shore and beyond have to offer, and performing with them was nothing short of amazing! All the volunteers give 110 percent at every event to make each and every person in attendance feel special! It’s been an amazing ride that flew by in the blink of an eye. Looking forward to Holiday Express Tour 2019!



# “THERE IS SOUL MUSIC, SOUL FOOD, AND SOUL LOVE.”

— DALAI LAMA



The mission of Holiday Express is to deliver food, music, and friendship – and we serve up big helpings of all three to those we visit! Thousands of the meals we distribute are generously donated by sponsor restaurants and food establishments, some of whom joyfully bring their own staff members to roll up their sleeves, dish out the food, and join in the merriment with our special guests.



## Many thanks to our Event Food Donors:

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Joe Leone's Italian Specialties & Catering  
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Vrola - Center of the Plate Specialists  
Windmill Hot Dogs



# TEE OFF ON THE GREENS AND DANCE IN THE SAND TO BENEFIT HOLIDAY EXPRESS

There are two fabulous opportunities to enjoy festivities with Holiday Express during the warm weather months! This year, the 17th Annual Holiday Express Golf Classic will be held on Monday, July 15 at the beautiful Manasquan River Golf Club in Brielle, NJ. Two months later, the 12th Annual Holiday Express Sunset Benefit Clambake will take place on Sunday, September 15 on the beach at McLoone's Pier House in Long Branch, NJ. Both of these hugely popular events serve to raise awareness about Holiday Express and are major fundraisers for the organization, with all proceeds going to support everything that we do during the holiday season. Each event sells out, with hundreds of guests attending what is always an exciting and entertaining celebration open to all.

Registration for the Golf Classic is \$450 per player, which includes green fees, cart, a forecaddie for each foursome, golfer's gift, on-course refreshments, gourmet goodies at the halfway house, a delicious lunch, a delectable cocktail reception and awards dinner, silent auction prizes, and entertainment. Non-golfers are invited to attend the cocktail reception and dinner, and various sponsorship opportunities are available to showcase the support of your business or organization throughout the day.

Tickets for the Sunset Benefit Clambake are \$250 per person, and include a lavish buffet with a seafood raw bar, lobster, filet mignon, and premium open bar, plus an array of outstanding auction prizes and a cash raffle. No formalwear is required for this shoreline soiree; attire is beach casual chic, so you can party in shorts, sundresses, and sandals to live musical entertainment by the amazing Holiday Express Band. Sponsorships and ad journal spaces are offered and auction item donations are needed to help make this farewell to summer a great success.

For reservations, donations, sponsorships, or more information on the 17th Annual Holiday Express Golf Classic or the 12th Annual Holiday Express Sunset Benefit Clambake, call 732-544-8010 or visit [www.holidayexpress.org](http://www.holidayexpress.org). Deepest thanks go to our major 2018 benefit event sponsors, listed here. Thanks, also, to all of our numerous Clambake auction and ad journal contributors, and our many Golf Classic Tee Sponsors and auction donors!

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New Jersey Natural Gas

Railroad Construction Company, Inc.

### HOLE-IN-ONE PRIZE

Seacoast Chevrolet

### MUSIC PROVIDED BY

Bob Boyd Trio

### PRIZES & AWARDS

Athlete's Alley

Manasquan River Golf Club

Avis A. Rentals

### ON-COURSE TASTINGS

Birravino - Red Bank

Coffee Corral

McLoone's Restaurants

PepsiCo

Shore Point Distributing Company

Tito's Handmade Vodka

## 2018 SUNSET CLAMBAKE SPONSORS

### PLATINUM SPONSORS

CWR Electronics Corp.

Christopher Center for  
Mental Health and Wellness

Shore Point Distributors

### GOLD SPONSORS

Hackensack Meridian Health

J. Fletcher Creamer and Son, Inc.

The Jay and Linda Grunin Foundation

Robin Jill Schneider, Esq.

Saker ShopRites

Anne and Sheldon Vogel

### SILVER SPONSORS

Jan and Tom Kirwan

Jorgensen Family

Paras, Apy and Reiss

The Martin Group and Project Zeddo

Vrola - Center of the Plate Specialists

Wakefern Food Corp./ShopRite

### AUTO SPONSOR

World Auto Group

### BRONZE SPONSORS

Ansell Grimm & Aaron, PC

Bayshore Family of Companies

Chryssa Yaccarino, Esq.

Cooperhouse Family

Dawn and John Reinhardt

Genova, Burns, LLC

HealthSouth Rehabilitation

Hospital of Tinton Falls

Inserra ShopRite Supermarkets

Monmouth Medical Center

Nascent Enterprises, LLC

New York Giants

RKS Associates

The Walter R. Earle Memorial  
Foundation

Two River Community Bank

Van Winkle Associates

**“WE MAKE A LIVING  
BY WHAT WE GET.  
WE MAKE A LIFE  
BY WHAT WE GIVE.”**

— WINSTON CHURCHILL



*The Holiday Express mission is to deliver music, food, gifts, financial support, and friendship to those with the greatest need for the gift of human kindness – at no expense to the groups we visit. With no government funding, we rely upon the generosity of our supporters who assist us in the following ways.*



**Raffle Prize Gifts >>>** Many Holiday Express charitable events have a “raffle” where a few lucky winners receive a special, customized gift in addition to the gift bags that everyone is given. The most requested items for these raffles are warm clothing for men and women. Your donation to this important part of our program will help us provide extra gifts at our 100 events in 2019. We accept donations of the following items all year round, and all items must be brand new: winter coats in sizes L, XL, and XXL; winter jackets in fleece, wool blends, and windbreaker styles; and warm pajamas for men and women. And when shopping on Amazon Smile, Holiday Express also receives some of the proceeds if you go through <https://smile.amazon.com/ch/22-3470019>. Items can be sent directly to Holiday Express at 151 Industrial Way East, Building A, Eatontown, NJ 07724.

**Bright Lights >>>** Our “Bright Light” donors shine all year long! You can become a “Bright Light” by pledging to make a monthly donation to Holiday Express. Every dollar makes a difference, no matter how large or small your monthly gift may be, and helps to provide everything from warm hats and gloves for the homeless to toiletry and personal care items for veterans to soft, cuddly toys for critically ill children.

**Matching Gifts >>>** If your company has a matching gift program, it can double the impact of every donation you make. Some companies also offer monetary donations or grants in return for their employees’ volunteer hours. Check with your human resource department to find out if these options are available for your firm to lending a helping hand to Holiday Express.

**Sponsor a Holiday Express Fundraising Event >>>** Holiday Express presents just a few public events each year to raise sorely needed funds as well as to raise awareness of our mission throughout the community. Sponsorship opportunities are available for the very popular Holiday Express Golf Classic in July, the Sunset Benefit Clambake in September, and two benefit concerts at the Count Basie Theatre in December. This is a chance to put your name in the spotlight as a generous supporter!

**In-Kind Donations >>>** Each year, we rely upon the wonderful in-kind donations provided by others to provide meals, truck rentals, generators, toiletries, boxes, tents, bottled water, beverages, blankets, media coverage, graphic design work, printing, and other supplies and services. These help to keep our operating costs low and we gratefully welcome these partnerships with Holiday Express.

**Collection Drives >>>** Each and every one of the nearly 30,000 people we visit receives a Holiday Express gift bag, filled with things such as toothbrushes, toothpaste, wash cloths, socks, gloves, hats, and more, all personalized to meet their needs. Collection drives of those items are a perfect project for students, scouts, neighborhoods, civic organizations, congregations, and businesses and are enormously helpful in allowing us to fill so many gift bags with love.

**Special Donations >>>** A gift to Holiday Express can make a thoughtful way to honor someone for a birthday or other special occasion, a caring way to remember a loved one and a life well lived, or a meaningful way to leave behind a legacy of your own. Donors will receive a grateful acknowledgement for their generosity. Will you consider making a gift that keeps giving?

## ADOPT AN EVENT

A vitally important program that we have recently established is the opportunity to “Adopt-an-Event” with Holiday Express. Each of our charity events costs an average of \$6,000, with the funds going entirely for the supplies, transportation, food, musical equipment, and gifts that we bring. When you adopt an event, you not only provide the funds needed for all of those expenses, but you also automatically become a Giving Partner, with some of the funds covering the cost of a “wish list” item for that event’s facility. (Keep reading for more about the Giving Partners program!) Will your family, organization, or business consider being a participant in the Holiday Express “Adopt-an-Event” program this season?

## GIVING PARTNERS

If you are not able to adopt an entire event, the Holiday Express Giving Partners Program is an option available to those who would like to make a very personalized gift to a group that we visit. Each season, we ask the groups that we visit to provide us with a “wish list” of items, at various price points, that they could not otherwise afford to assist their clientele. The entire season’s list is uploaded and continually updated on the Holiday Express website so that individuals, organizations, or businesses can view them and select something they’d like to provide. Giving Partners are always invited to come to the event to present their gift and to see for themselves the joy that it brings. Thank you to all of the kind and generous 2018 Giving Partners that are listed on our website, and please look for the updated wish list as we head into the 2019 holiday season!

## ADOPT-AN-EVENT DONORS

Karl and Barbara Brand	VETERANS HAVEN NORTH
Cartier Family	FRA
Christopher Center for Mental Health & Wellness	LADACIN - SCHROTH SCHOOL
Cohen Family	EVA'S VILLAGE
Maryann Larkin and Carol Stillwell	EASTER SEALS
Moonlight CGF	LYONS
Trudy and Charlie Parton	ALPHA SCHOOL
Provident Bank Foundation	UNIVERSITY BEHAVIORAL HEALTH CARE
Westfield Foundation	MT. CARMEL GUILD
Renee and Justin Branning	GIFT BAGS FOR VETERANS HAVEN SOUTH
Mary Cohen	GIFT BAGS FOR JERSEY SHORE RESCUE MISSION
Margaret Fisher	SOUND SYSTEM FOR HAWKSWOOD SCHOOL



**“LUCK IS WHEN OPPORTUNITY  
KNOCKS AND YOU ANSWER.”**

— ANONYMOUS



# An Opportunity to Get Lucky **WITH THE HOLIDAY EXPRESS**



## **SUPER 50/50 RAFFLE**

**WIN UP TO  
\$25,000**



**Drawing April 28, 2020.**

**Call the office to get your ticket 732-544-8010.**

Why worry about missing out on the latest winning lottery ticket? Here is a chance to win that offers much better odds, plus the opportunity to help Holiday Express. We are once again offering a fabulous Super 50/50 Raffle, with the chance for one lucky winner to come away with 50% of the amount sold - up to \$25,000! Tickets are \$100 each and only 500 tickets will be offered for purchase, available now and continuing through next spring. Proceeds will be used to benefit the mission of Holiday Express - and perhaps change the luck of those we visit during the holiday season.

Our excited winners from the past two years were thrilled that they decided to try their luck and buy a ticket. This year, it may be your turn to win the Holiday Express Super 50/50 Raffle! To purchase your tickets, call Holiday Express at 732-544-8010. The drawing will take place at Holiday Express, 151 Industrial Way East, Building A, Suite A-4, Eatontown, NJ at 7:30 p.m. on April 28, 2020. Participants need not be present to win.



# “GRATITUDE IS NOT ONLY THE GREATEST OF VIRTUES, BUT THE PARENT OF ALL THE OTHERS.”

— MARCUS TULLIUS CICERO

We are tremendously grateful for the myriad of supplies, services, and sponsorships provided by a diversity of generous donors who give in a variety of ways – from moving boxes, rental trucks, electrical equipment, blankets, and paper goods to publishing and design services, fundraising merchandise, corporate partners, media outlets, and sponsors who help stage our benefit concerts, plus countless others. Heartfelt thanks to everyone whose contributions make it possible for Holiday Express to continue its mission throughout the season. Your support is music to our ears!

## IN-KIND AND OTHER SUPPORTERS

Avis Budget of the Jersey Shore Car and Truck Rentals  
Athlete’s Alley  
Barnes & Noble of Holmdel, NJ  
Circle of Love bracelet makers at Easter Seals  
Colella Communications  
Criterion Chocolates  
Down to Basics  
GNI Products  
Komar  
Lowy’s Moving Service  
McCann Systems  
MLE Graphics  
Ronstan Paper & Packaging  
Shore Point Distributing Company, Inc.  
Sickles Market  
Six Flags Great Adventure  
Sysco Metro New York  
Tiffany & Co.  
Tito’s Handmade Vodka  
Travelers  
United Rentals  
Wakefern  
WRAT Radio

## 2018 COUNT BASIE HOLIDAY EXPRESS BENEFIT CONCERTS

### PRESENTING SPONSORS

Investors Bank  
Stillwell-Hansen

### SANTA SPONSORS

Anthony and Pamela Diaco  
Friends of Holiday Express  
Ray Catena Auto Group

### SOUND AND LIGHT SPONSORS

Robert and Joanne Hutchins  
Monmouth Medical Center & Foundation  
New Jersey Natural Gas  
PNC Wealth Management


### CURTAIN SPONSORS

Giordano, Halleran & Ciesla, P.C.  
Hackensack Meridian Health, Inc.  
McCarter & English, LLP  
Kenneth Nahum and Ann Marie Walsh  
Wakefern Food Corporation  
Wells Fargo Advisors Messina -  
Mimnaugh Wealth Management Group

### PATRON SPONSORS

Barbara B. Black  
Donjon Marine Co. Inc.  
EPS Corporation  
Florham Realty Group  
Industrial Cooling Corporation  
K. Hovnanian Homes  
Monmouth University  
OceanFirst Foundation  
Railroad Construction Company  
Spengler Family  
TD Bank  
The Martin Group  
Kathleen and Bill Ward





*We've been able to partner with Holiday Express, a group that has allowed our employees to see how we can participate in doing great things for others and how we can help other individuals when they might need help the most. When we got involved in Holiday Express, we learned that it was something different. It was giving back, but in a different way. It was giving back in a sense of bringing happiness to individuals that might not always have those opportunities.*

**Sean King - Marketing Director,  
NJ Market, Pepsi**

*I first heard about Holiday Express probably about 20 years ago. They spread joy and they make people feel like they matter - all people.*

**Carol Stillwell -  
President & CEO,  
Stillwell-Hansen**

*I always say,  
"Why else are we here?"  
We're here to help one another,  
and that's what we do.*

**Stephan Lowy - Owner,  
Lowy's Moving Services**

**CORPORATE DONORS**

*Holiday Express is one of the favorite causes that we support at the bank, which is why I got involved personally. We have a saying at the bank that it's about time, treasure, and talent. As a banker, I talk about returns all the time. When you see the smiles on the faces of these children, it's personal and rewarding to know you helped bring that about.*

**Richard Spengler - Executive VP,  
Chief Lending Officer,  
Investors Bank**

# MAKING IT COUNT *with* HOLIDAY EXPRESS

## EXPENSES

TOTAL: \$1,292,577

**\$131,683**

Performances  
Special Events

**10%**  
FUNDRAISING

**\$138,119**

Administrative  
Insurance  
Technology  
Utilities  
Supplies  
Rent

**10%**  
MANAGEMENT  
& GENERAL

**\$1,022,775**

Mission Goods  
and Services  
Gift Bag Items  
Transportation  
Sound  
Food  
Warehouse Space  
Scholarships

**80%**  
PROGRAM

Served  
**17,000**  
MEALS

Traveled  
**25,000**  
MILES

Volunteered  
**27,000**  
HOURS

ESTABLISHED  
IN  
**1993** | USING  
**2,500**  
VOLUNTEERS ANNUALLY

DISTRIBUTING MORE THAN  
**398,000**  
GIFT BAGS SO FAR

RECEIVING  
**NO**

GOVERNMENT FUNDING,  
DUES, OR FEES

PERFORMING MORE THAN  
**1,331**  
MUSICAL EVENTS IN  
**7** STATES  
TO DATE | SERVING AN  
UNDERSERVED  
POPULATION-  
THOSE WITH A  
DIVERSITY OF  
SPECIAL NEEDS-  
FOR FREE

2018  
**100** IN **50**  
EVENTS | DAYS

**27,000**  
ENTERTAINED AND FED

**7** NEW  
ORGANIZATIONS

## REVENUE

TOTAL: \$1,388,888

**20%** **\$279,017\***

PERFORMANCES Count Basie  
Red Bank Town Lighting

**16%** **\$224,892\***

SPECIAL EVENTS Golf Outing  
Clambake  
Other

**29%** **\$409,566**

IN-KIND Gift Bag Items  
Supplies  
Food & Beverages  
Advertising

**35%** **\$475,413**

DIRECT PUBLIC SUPPORT Individual  
Donations  
Corporations  
Foundations  
Grants

OVER  
**\$494,000**

VALUE OF SEASONAL  
VOLUNTEER HOURS AT  
EVENTS AND IN THE  
WAREHOUSE

\*net of direct costs  
Source: Audited Financials, IRS Form 990

Thank you for helping us deliver the priceless gift of human kindness!



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

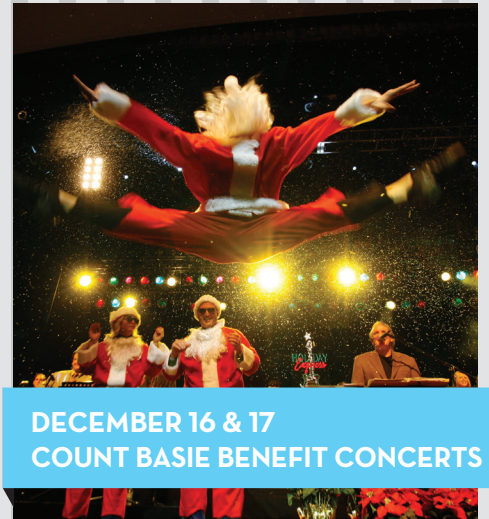
# SAVE THE DATES!



JULY 15  
ANNUAL GOLF CLASSIC



SEPTEMBER 15  
SUNSET BENEFIT CLAMBAKE



DECEMBER 16 & 17  
COUNT BASIE BENEFIT CONCERTS