



**HOLIDAY
EXPRESS®**



**2015
YEARBOOK**



A Message from TIM McLOONE

What a season we had in 2015! Perhaps THE highlight was the celebration of our once-unthinkable 1,000th event, which happened to be in Clifton at the NJEDDA High School. I guess I should not have been surprised, but the first musical strains of “Alone at Christmas” really touched me and I struggled to get out any sounds at all. If we consider what went into the prior 999 events, this was an amazing accomplishment.

It was an honor to be in that particular room, where these young people are showered with incredible love and support as they battle every day to overcome such severe physical disabilities. It was, in fact, the perfect location to experience such a milestone for Holiday Express. We also invited some of the “originals” who climbed onboard the “Express” that very first year and got it off to such a great start. I don’t know how the next 1,000 will go, but I can certainly guess...thanks to all of you.

Tim McLoone
Founder



Greetings from LORRIE KLARIC

Holiday Express exemplifies the genuine spirit of collaboration. So many of you came together in our 2015 season to share a common commitment to serve those less fortunate, at a time of year when most people don’t have an extra minute to spare. We are truly blessed to have extraordinary volunteers who are loyal supporters of our mission. We could not deliver the gift of human kindness without you, and together, all of you made the 2015 season a tremendous success!

And what an extraordinary season it was! On November 9, we embarked on a record-setting season of 81 fun-filled events, and 46 days later, on Christmas Eve, we closed out our 23rd season by sharing friendship and fellowship with our friends at three special soup kitchens: Trinity in Asbury Park, and St. John’s and St. Ann’s in Newark. Along the way, more than 20,000 men, women, and children experienced the special magic that only Holiday Express can bring. You touched lives in countless ways, bringing hope and happiness to those desperately in need and often forgotten.

“**Nobody Ought to be Alone, All Alone on Christmas**” rings true to each and every one of you. When you share your time, talent, and treasure with Holiday Express, you become directly invested in our mission to deliver the gift of human kindness to those who need it most. Rest assured that the impact of your thoughtful and generous investment is long-lasting. It is our promise to you that we will continue to serve those less fortunate in our society with integrity and assurance that they are not alone. We are grateful for the many partnerships, corporate supporters, in-kind donors, and grantors who support our mission and the good work that you entrust us to do.

Thank you all for bringing holiday joy and the healing power of music to those we serve. You make it possible for us to make smiles.

With heartfelt appreciation,
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.

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ON THE ROAD AGAIN...

During the 2015 season, Holiday Express hosted a record-breaking 81 events throughout New Jersey, plus locations in Brooklyn, NY and Philadelphia, PA, to personally deliver the gift of human kindness to those who needed it most, both children and adults alike. Our audiences included children's hospitals, homeless shelters, soup kitchens, psychiatric hospitals, addiction recovery programs, developmental centers, special needs schools, and more.

Nov. 9	Larc School	Bellmawr, NJ	Dec. 4	Children's Center of Monmouth County	Neptune, NJ
Nov. 9	Mental Health Association of Morris County - ICMS	Mountain Lakes, NJ	Dec. 5	Hudson Milestones	Jersey City, NJ
Nov. 10	Autism Continuum	Paramus, NJ	Dec. 5	Children's Specialized Hospital	Mountainside NJ
Nov. 10	PG Chambers School	Cedar Knolls, NJ	Dec. 6	Children's Specialized Hospital	Toms River, NJ
Nov. 11	Cerebral Palsy League	Cranford, NJ	Dec. 6	Covenant House NJ	Newark, NJ
Nov. 12	Mount Carmel Guild - Union County ICMS	Cranford, NJ	Dec. 7	A. Harry Moore School	Jersey City, NJ
Nov. 12	St. Joseph's School for the Blind	Jersey City, NJ	Dec. 7	CPC Behavioral Healthcare, Park Place, Booker Behavioral Health & Community Connections	Asbury Park, NJ
Nov. 13	Morris - Union Jointure Commission Developmental Learning Center	Warren, NJ	Dec. 8	NJEDDA Elementary School	Clifton, NJ
Nov. 13	Deron School	Union, NJ	Dec. 8	University Behavioral Health	Somerset, NJ
Nov. 14	Devereux	Rumson, NJ	Dec. 9	Community Care Behavioral Health	Freehold, NJ
Nov. 15	Veteran's Haven North	Glen Gardner, NJ	Dec. 9	Straight & Narrow	Paterson, NJ
Nov. 16	Ocean Mental Health	Toms River, NJ	Dec. 10	Hawkswood School	Eatontown, NJ
Nov. 16	Catholic Charities Housing Services	Jersey City, NJ	Dec. 10	NJPAC	Newark, NJ
Nov. 17	Bright Beginnings Learning Center	Piscataway, NJ	Dec. 11	Cerebral Palsy of North Jersey	Mountainside, NJ
Nov. 17	Cathedral Kitchen	Camden, NJ	Dec. 11	Alpha School	Jackson, NJ
Nov. 18	NJEDDA High School	Clifton, NJ	Dec. 12	Market Street Mission	Morristown, NJ
Nov. 18	Spectrum for Living	Rockleigh, NJ	Dec. 12	Eastern Christian Children's Retreat	Wyckoff, NJ
Nov. 19	The Children's Therapy Center	Midland Park, NJ	Dec. 13	St. Francis Inn	Philadelphia, PA
Nov. 19	Community Access Unlimited	Mountainside, NJ	Dec. 13	Hunterdon Developmental Center	Clinton, NJ
Nov. 20	Eden School	Princeton, NJ	Dec. 14	Ladacin Network - Schroth School	Wanamassa, NJ
Nov. 20	High Point School	Morganville, NJ	Dec. 14	Gateway School	Carteret, NJ
Nov. 21	Jersey Shore Rescue Mission	Asbury Park, NJ	Dec. 14	Audrey Hepburn Children's House	East Rutherford, NJ
Nov. 21	Mercy Home	Brooklyn, NY	Dec. 15	Trenton Area Soup Kitchen	Trenton, NJ
Nov. 22	Matheny Medical & Education Center	Peapack, NJ	Dec. 15	Trenton Psychiatric Hospital	West Trenton, NJ
Nov. 22	Crystal Lake Healthcare & Rehabilitation	Bayville, NJ	Dec. 16	Oasis - A Haven for Women and Children	Paterson, NJ
Nov. 22	Great Adventure - Christmas in the Park	Jackson, NJ	Dec. 17	Easter Seals	Lincroft, NJ
Nov. 23	Ladacin Network - Lehmann School	Lakewood, NJ	Dec. 17	Count Basie Theatre	Red Bank, NJ
Nov. 23	Catholic Charities - Partners in Recovery	Trenton, NJ	Dec. 18	Blythedale Children's Hospital	Valhalla, NY
Nov. 24	Woodbine Developmental Center	Woodbine, NJ	Dec. 18	Harbor School	Eatontown, NJ
Nov. 24	Ancora Psychiatric Hospital	Ancora, NJ	Dec. 19	Lunch Break	Red Bank, NJ
Nov. 27	Red Bank Town Lighting	Red Bank, NJ	Dec. 19	New Lisbon Developmental Center	New Lisbon, NJ
Nov. 28	Turning Point	Paterson, NJ	Dec. 20	Vineland Developmental Center	Vineland, NJ
Nov. 29	Covenant House PA	Philadelphia, PA	Dec. 20	Lyons House - Center of Recovery & Hope and Jespy	Lyons, NJ
Nov. 30	CVR	Eatontown, NJ	Dec. 21	The Phoenix Center	Nutley, NJ
Nov. 30	Trinitas Regional Medical Center - Brother Bonaventure Residents	Elizabeth, NJ	Dec. 21	Red Ribbon Academy	Wayne, NJ
Dec. 1	Center for Educational Advancement	Flemington, NJ	Dec. 22	Lakeview School	Edison, NJ
Dec. 1	Regional Day School at Jackson	Jackson, NJ	Dec. 22	Joseph's House	Camden, NJ
Dec. 2	Norman A. Bleshman Regional Day School	Paramus, NJ	Dec. 24	St. John's Soup Kitchen	Newark, NJ
Dec. 2	Eva's Village	Paterson, NJ	Dec. 24	Trinity Church Soup Kitchen	Asbury Park, NJ
Dec. 3	NJEDDA Adult Training Center	Clifton, NJ	Dec. 24	St. Ann's Soup Kitchen	Newark, NJ
Dec. 3	Medallion Behavioral Health	Clifton, NJ			



VOLUNTEERING IS SEEING WITH THE HEART

Holiday Express volunteers never cease to marvel at the countless ways in which our events not only affect those we visit, but how they have lasting impacts on their own lives.

♥ One “Holiday Express moment” in particular stood out at the Lyons VA. A Korean War vet was one of the raffle winners, and he stood up proudly when I brought his gift to him. Our brilliant band leader asked what branch of the military he had served and he proudly told us, “Army” – at which point the band spontaneously played the Army’s song. The vet started crying and the volunteers surrounding him quickly did, too. He was just so touched that he was being honored in this way. The band then played each of the songs of the Navy, Marines, and Air Force. The vets from each branch applauded, smiled, and teared up with pride. It was a touching, amazing tribute that was all the more powerful due to its spontaneity and impact on the vets. This truly may have been the happiest, most memorable moment for many of them this year.

♥ Becoming an “elf” is one of the most fulfilling things that I’ve done in a very long time. When I first thought about becoming involved, I thought, “No way; I will never have time to do this during the holiday season.” But I was wrong. I manage to “make time” because I want to. I know very well that what we do at these events really helps to lift people’s spirits, but it lifts mine even more and I can’t imagine why I waited so long.

♥ On the bus on the way to a new venue, we watched a video so we could see what they were all about. It brought tears to my eyes. The word that comes to mind is hope. This is not



only a refuge for people with addictions, but a chance for a better life. We saw that firsthand as we danced and listened to the voices of both alumni and current occupants. It was joyous. I won’t ever just walk by that place without pausing and thinking of all those faces and what it has done for them and continues to do. This is the gift that Holiday Express gives to the volunteers.

♥ I don’t know anyone from Holiday Express that leaves an event without their face hurting from smiling and their heart overflowing!

♥ What struck me the most was not the way the music and characters magically animated these young patients, who often appeared otherwise nonresponsive in their wheelchairs and hospital strollers, nor the way the Holiday Express volunteers circled the room to hold hands or kneel down into seemingly faraway eyes. It was the sweet

caregivers from the hospital, who essentially serve as the only family many of these kids will ever know. I noticed how the kind and capable nurses referred to the young patients. Not as “the children” – but as “our children.” We later learned, after commenting about how lovely and handsome all the children looked in their holiday finest, that one kind and generous healthcare aide had purchased all of the dresses and outfits. This isn’t the stuff that comes from job responsibilities or state funding. This is the stuff that comes from the hearts of people with a true calling for the work they do, every day and night of the year, and long after Holiday Express dances out the door after a brief afternoon of music and magic.

♥ As they say, I don’t know who is saving who here. The joy that I receive from giving is so great that I almost feel guilty. Thank you for letting me be part of this wonderful organization.

♥ I was given one of the greatest moments this afternoon with a stunning little child whose eyes were so much like mine, some thought she was my own. I painted the most beautiful tiny Christmas tree that I could on her cheek. When she looked in the mirror, her smile reached from ear to ear and her eyes lit up, and her tiny voice said, “Thank you.” In all this wretched mess of a world, there is ALWAYS room for good. Always. Thank you Holiday Express for being one of those great reminders. Keep good in your heart. Do good for others. Be good to yourself.





♥ My eyes still tear up when I think about one particular woman. She arrived with her shoulders hunched over and her hair hanging in front of her eyes, and seemed so alone and sad. Watching her slowly respond to the kindness of the volunteers who served her lunch and visited her table through the evening warmed my heart. The moment I cherished most was when one of our volunteer musicians placed his hand on her shoulder as he sang. She sat so still.

Not only myself, but all those around me sat mesmerized by the beauty of his voice and her expression of pure joy. I got the honor of handing out the Holiday Express gift bags at the end of the night. When she reached me, she gave me a hug and whispered, "You don't know what this means to me." She is right, I don't. But for a moment, I got to be a part of making her feel accepted and no longer alone. Thank you to everyone at Holiday Express for allowing me to join your family.

♥ Holiday Express is living proof of positive energy and music truly making a difference. When we arrived the room was somber, but when we left it was alive and the joy was palpable. I would be totally remiss if I did not mention the aides that take care of these children every day; a totally different type of positive energy, but believe me...they have it and they are amazing.



NOTES FROM THE ROAD

by Elf Matt S.

The 2015 Holiday Express season marked our most ambitious schedule yet. Eighty-one events between November 9 and Christmas Eve? CRAZY! But it also clearly shows how many places need our merry group of volunteers to spread some holiday cheer.

Here are just a few highlights from this season's ongoing elf blog:



St. Francis Inn

St. Francis Inn helps homeless or extremely impoverished people in the Philadelphia area get back on their feet. It always breaks my heart to see kids among this clientele because without this little party, many of them wouldn't have received anything for Christmas this year. One of the more understated but extremely impressive things about Holiday Express is that after all the noise and singing, everyone leaves with a gift from Santa. That's around 20,000 gift bags that are customized to each event and are as diverse as the people we see. All this packing and wrapping happens behind the scenes at the warehouse and the mountains of finished gifts are transported to arrive at the same time that the corresponding event takes place. It's a monumental task, requiring careful coordination and considerable volunteer power, but to the small children we saw, the only thing that mattered was Santa, who always makes an appearance at our events to say hello. And when he came out...well, happy doesn't even come close to describing it. The kids don't know about the Herculean efforts of the volunteers behind the scenes to ensure that moment happens and that they go home with gifts. To them, it's just magic. Then again, I do know about all that...and it's still magic to me every time.



Market Street Mission

It is amazing to watch crowds transform from unsure individuals to supportive families, singing the words to their favorite holiday songs to each other and making the "many" become "one." Nothing drove this point home like our event at the Market Street Mission, an organization that helps the homeless, in Morristown. What started as a hesitant group of adults who weren't sure about this new group of people coming to see them became one of the more memorable events of the year. The band was upstaged by a great group of a cappella singers, whose spiritual hymns really struck a chord. The group's raw performance opened the floodgates, and soon everyone in the room was up and dancing together. The moment of transformation had happened again. After the show, there were plenty of hugs and expressions of gratitude going around. But for me and any Holiday Express volunteer, it's enough to just be in the presence of great moments like that.



Children's Specialized Hospital

At Children's Specialized Hospital, there was a small group of severely disabled young children, the majority of whom we were told were non-verbal. But that doesn't mean they don't understand when you're talking to them, and it certainly doesn't mean they don't enjoy music. We played a much softer and more tender show, but many of the children rocked in their chairs along with the music like they were at a high-octane rock concert. There were magical, personal moments, like the young girl who didn't look at me but smiled a little when I greeted her by name, or the boy who I let hold my bass guitar for a few seconds while he strummed and laughed happily and then gave me a hug before he left. After the show, a few of us in the rhythm section admitted to messing up the end of the last song, because watching the singers interact with the kids caused us to choke up and forget the next chord. Just another event, getting caught up in that warmth again.





Covenant House

Many words come to mind when thinking about the kids of Covenant House, an organization in Philadelphia dedicated to helping homeless youth. Shy certainly isn't one of them. From the incredible enthusiasm of all our raffle winners ("I needed some socks!"), to the singers who happily stood up in front of their peers, to the best round of dancing Disco Santas I've ever seen, it's hard to pinpoint one great moment. We also had the first rapper that I can remember sit in with the band. I was talking to him before the show and learned that he was motivated by a desire to start a positive movement among his peers and drew on real experiences from his life. His performance was intense and passionate, and it was incredible to see how the crowd reacted to him. They had lived his experience, too. It also became clear that the power behind the enthusiasm of the kids of Covenant House was its amazing counselors, who simultaneously demanded respect and authority while still creating a nurturing and positive environment. It was great to know as we were leaving that the kids are in good hands.



Turning Point

You know it's a good day when people demand to see the Grinch again. It's not a request we usually get, but it seemed like a natural among the people of Turning Point, an organization dedicated to helping those suffering from addiction. Everybody was so supportive and inclusive of everyone around them, it only made sense that they welcomed our most (jokingly) vilified character into their circle. I think when you've been through some of the worst, you need the support and understanding of those around you who have similar experiences, and it forms a very special bond. These people were a family and it was great to be a part of it for a few hours. As we closed out the show, bandleader Jim asked the crowd to take care of each other this year. They promised they would, and I have little doubt of that.



Veteran's Haven North

Veteran's Haven North is located at the top of a large mountain in Glen Gardner. This serene facility is dedicated to helping homeless vets get back on their feet, encouraging a drug-free environment and offering shelter and educational opportunities to its residents for up to two years. These were people who had sacrificed for their country, been through the worst, and were now working their way back. It was exciting to be there with them, and it's always amusing when we play for a predominantly adult audience. They walk in and are greeted by balloons and costumed volunteers and have skeptical expressions on their faces, but Holiday Express always gets them in the end. After an emotional "God Bless America," the band kicked into some good old-fashioned rock 'n roll and the room was up and dancing in no time. The biggest thing I took away from this event was the concept of family. Those who serve in the armed forces have a special bond, but the great people of Veteran's Haven had more than that. You could tell by the way they sang and danced together, teased each other, and laughed. It was terrific to be able to thank these vets in our own way.



And on to the next...

It was an amazing year with Holiday Express. In the beginning of the season, the sheer amount of events we had committed to doing seemed overwhelming. How were we going to visit 81 different places before Christmas Eve AND ensure that each person got that authentic Holiday Express experience we've come to be known for? But when the dust settled and it was over...we had done just that. I've noticed over the years that there are a few different kinds of events. There's wild ones, subdued ones, and ones where our group of jingle-bell-and-Santa-hat-wearing volunteers get incredulous looks from people who don't know what's about to happen. One thing all these events have in common is the feeling of warmth that permeates the room. It comes from the genuine love of the caregivers for the people they serve, and it rubs off on all of us.



I could wax poetic about so many wonderful moments this year, but I have another idea. Reading about it is one thing, but I've always said it's best experienced for yourself. Eighty-one events (and more than 20,000 people) was a massive undertaking, but the need for what we do exceeds that by far. Next year, there will be even more events and we will need your help. Calling all face painters, costumed character enthusiasts, dancers, food preparation experts, musicians, and anyone who believes in the power of human kindness! Sign up with Holiday Express and I promise the meaning of the season will change for you forever. Trust me.

THE GIFTS *that keep on* GIVING



Long after the shows have ended, we are always delighted to hear from the special people we've visited!

From Harbor School, Eatontown: This event has become a pivotal point in our school year. It is always a challenging task to put our thanks into words, so we decided to ask the students and staff to help do this. Our grateful feedback to you follows: happy, awesome, merry, exciting, outstanding, kind, jolly, amazing, generous, sweet, grateful, giving, stupendous, tasty, great band, fun, humble, cool, nurturing, and pure joy. We hope these words help you to understand how important your work is, not only to the Harbor School but to all those whose lives you touch. Holiday Express remains a beacon of hope in a very uncertain world.

From Bright Beginnings Learning Center, Piscataway: The children and staff had so much fun dancing to the music and enjoying all the special activities of the day. It had been an especially difficult period just prior to the Holiday Express event, and we all welcomed the cheer brought to us by the volunteers. I was especially impressed with how smoothly the many components of Holiday Express

came together to produce an extraordinary event. You did, indeed, deliver the gift of human kindness!

From Hudson Milestones, Jersey City: Our clients had the best time, and words such as "joy" and "love" were used to describe the event by the staff that attended. As always, all of the volunteers were personable, attentive, and caring. You should be very proud of them and what Holiday Express means to those who are touched by your generosity and kindness. We saw more milestones again this year from our clients throughout the day that were truly heartwarming.

From Oasis, A Haven for Women and Children, Paterson: We were, as always, awed and touched and moved by the joy on the faces of our children - children for whom life is not always filled with happiness. We can only say that the Holiday Express team truly embodies the spirit of Christmas, giving unselfishly to those who have little to give in return. We are so grateful for your generosity,

for the music, the food, and gifts. But what we are most thankful for is the spirit in which you give, a spirit that brings so much joy to our children who face so many challenges.

From Ocean Mental Health Services, Bayville: Thank you to all the wonderful, dedicated Holiday Express performers, volunteers, and those behind the scenes who work relentlessly throughout the year to bring the true meaning of the holiday season. The positive, therapeutic value the Holiday Express performers have on our consumers is unbelievable.

From P.G. Chambers School, Cedar Knolls: What a very special day we will not soon forget! Every last detail was so well planned, and of course the music was phenomenal! What stood out the most for everyone was the very kind and caring interactions between your volunteers and our students. We are eternally grateful for your generosity and kindness, for taking your time and giving from your hearts.





From A. Harry Moore School, Jersey City: Another year has gone by and you have provided so much to our students and staff. This year, we even had the wonderful experience of watching one of our own students, Julio Ramos, sing and perform onstage with Holiday Express. Every year, I try valiantly to put into words how meaningful it is for our entire school to be involved in Holiday Express. Let it simply be said that the positive energy and good will you bring to us truly does last throughout the year. The older I get, the more I realize that our most valuable possessions in life are not things that have a monetary value, but things that remind us of the good times we had. That is what you give us: positive, wonderful memories that truly last a lifetime and even beyond.



From Covenant House, Philadelphia: I didn't really know what to expect, but I was truly awestruck by the level of organization, precision, and professionalism your team of volunteers employed. But it was the friendliness, warmth, and kindness that each individual volunteer showed our youth and the absolute commitment of everyone to filling the day with joy that blew me away. It was such a gift. Please extend our deepest appreciation to everyone who made that day a memory our youth will never forget.



From St. Ann's Soup Kitchen, Newark: You have all outdone yourselves once again. I guess you can truly say you not only raised the roof, but you blew the roof right off! I have heard nothing but compliments about how much the guests of St. Ann's Soup Kitchen enjoyed themselves with their families. It seems like each year gets better and better! I love the saying "Love isn't put in our hearts to stay...Love isn't love until you give it away" and everyone involved with Holiday Express personifies these words.



Lessons from JULIO: NO LIMITS

By Tim McLoone

Some years ago, there was a movie entitled “No Limits” that was the story of the great American distance runner, Steve Prefontaine. After meeting Julio Ramos this year when we visited the A. Harry Moore School in Jersey City, and then witnessing his exploits at our benefit concerts, I am beginning to think that movie was really more about Julio. “No limits,” indeed.

Comment from a concert-goer:

The young boy who came out and sang stole our hearts and stole Tim’s show. An emotional moment for all of us. His performance made us all understand what and why you guys do what you do.

the concert audiences we were allegedly there to entertain, made me feel quite inadequate. No matter what their circumstance, some people are just born to greatness as entertainers...and so it is with Julio and the Matheny Choir. What a blessing for us to be allowed to be their “backup band,” as it turned out.

Over the course of our season, we meet thousands of people and their caregivers, and we are always amazed at the efforts that are made to maximize the abilities, not disabilities, of the most “disabled” in our society. Well, Julio took this to a whole other level entirely. Knowing his backstory, and then seeing him own



Grooving with the Disco Santas



Anyone familiar with Holiday Express events has probably witnessed the fun and craziness of a Disco Santa dance party, but for the uninitiated, here is a brief history.

In the late 1990s, Holiday Express founder Tim McLoone updated the lyrics of the Village People’s disco-era classics “Macho Man” and “Y.M.C.A.” to the more holiday-ish “Disco Santa (Santa Claus/N-O-E-L).” Instead of the familiar Y-M-C-A refrain, the chorus now spells out N-O-E-L. While the song is unfolding, there are five “Disco Santas” dancing in front of the band - with each individual Santa getting a moment in the spotlight and a chance to show off his or her dance moves.

According to Donna Edington, who has been wrangling Disco Santas since the beginning, the song made its debut at the annual fundraising dinner-dance at the Shore Casino. Holiday Express members Jim Celestino, Scott Payden, Phil Rizzo, and Roger Gardella were the inaugural Disco Santas, dancing to Kathryn Barnett’s original choreography. The song and the Disco Santas were such a hit, it was decided to incorporate them into the regular event schedule, with both clients and caregivers

stepping into the Disco Santas’ dancing shoes at the events!

Donna explained that by including clients and caregivers as participants in the song, the party goes from Holiday Express performing FOR the audience to the clients performing WITH Holiday Express. It’s that sense of inclusion that can change the whole vibe of a party and bring it to the next level. “It’s always great when a Disco Santa is a caregiver or administrator who is well-known to the clients at the facility and has a big personality. Everyone recognizes that person and just gets sucked into it and sees it’s alright to have fun,” she said. “The amazing thing is the difference from when the participants are getting dressed in the Disco Santa outfit and when they come back into that room afterwards; everyone is smiling and happy and exhilarated. It’s a great icebreaker and can really turn an okay party into something much more.”

Through the years, there have been hundreds of Disco Santas. One thing the Disco Santas, Frosty, The Grinch, and Rudolph all have in common is the ability to put a smile on everyone’s face long after the party has ended!

Head to the Greens and Hit the Beach for **HOLIDAY EXPRESS**

While nearly all of the Holiday Express events are private visits, there are a few opportunities each year for the public to lend their support while enjoying the kind of uniquely fun and festive day that only Holiday Express can provide. Besides the annual benefit concerts performed during the holiday season, two of those fundraising events are the annual Holiday Express Golf Classic and the Sunset Benefit Clambake.

The 14th Annual Holiday Express Golf Classic will be held on Monday, July 18 at the lovely Manasquan River Golf Club in Brielle, NJ. The cost is \$450 per player, which includes green fees, cart, golfer's gift, on-course refreshments, special gourmet treats at the halfway house, lunch, cocktail reception and awards dinner, gift auction, and entertainment. A forecaddie will be provided for each foursome. For non-golfers who would like to attend only the cocktail reception and dinner, the cost is \$75 per person. Sponsorship opportunities, at various price points and with assorted amenities, are also available and greatly appreciated to help make the event a success. What could be better than the chance the capture the holiday spirit in the middle of summer?

The 9th Annual Holiday Express Sunset Benefit Clambake will take place on Sunday, September 18. Look for the enormous tent on the beach at McLoone's Pier House in Long Branch, NJ, where hundreds of guests will gather for this incomparable celebration to bring the summer season to a close. The wildly popular annual clambake is considered one of the best fundraising events in the area, where guests are invited to kick off their shoes and party on the sand in a beautiful oceanfront setting. Ditch the tuxedos and gowns, because sandals, shorts, and sundresses are the order of the day for this casual yet lavish event. Watch the sunset while feasting upon a delectable buffet of lobster, filet mignon, raw bar, and much more. There will be a premium open bar and dancing to outstanding musical entertainment by the many



talented musicians of the Holiday Express Band. Attendees will also enjoy vying for a remarkable assortment of live and silent auction items - all available via online bidding both prior to and during the event - and a generous 50/50 raffle. Upon arrival, just step out of your car and join the fun - there will be convenient valet parking, too.

Tickets for this gala event are \$250 per person.

Various sponsorship opportunities for the clambake are available, as well as ad space in the event journal. Donations for the live and silent auctions are gratefully welcomed. Don't miss this wonderful end-of-summer soiree!

Please contact Holiday Express at 732-544-8010 or www.holidayexpress.org for information on reservations, sponsorships, or donations for the 14th Annual Holiday Express Golf Classic and the 9th Annual Holiday Express Sunset Benefit Clambake. Proceeds of both events will benefit the Holiday Express mission of delivering 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.





HOLIDAY EXPRESS TIMELINE

November 15, 1993

- First meeting. Tim McLoone shared with friends his vision of visiting those less fortunate and centering it around music.
- The name Holiday Express is chosen. The Travelling Jingleberries was the runner-up!

December 5, 1993

- First-ever event at Better Beginnings in Stamford, CT, a safe haven for very young single mothers.

December, 1993

- Ten events with approximately 15 volunteer musicians and 15 support members.
- The Center in Asbury Park, NJ, a support service for people living with AIDS/HIV and their caregivers, is a fun yet emotional party.
- Wrapped gifts are given.
- The first fundraising concert is held at the Tradewinds in Sea Bright, NJ.
- First visit to a psychiatric hospital - Marlboro Psychiatric Hospital in Marlboro, NJ.

1994 SEASON

- Schedule expands to 17 locations, with 30 musicians and 20 volunteers.
- Gift bags are given out instead of wrapped gifts.
- Delicious Orchards in Colts Neck, NJ donates apple cider and donuts as feeding the guests becomes an essential part of every event.
- Bruce Springsteen joins us onstage at the Tradewinds during a fundraiser.
- First Red Bank Town Lighting appearance.

1995 SEASON

- 20 events.
- Holiday Express becomes a registered 501 (c)(3) organization.
- First "warehouse" - a trailer parked in the Rum Runner parking lot in Sea Bright, NJ.
- 1,200 gift bags packed.
- The group performs for more than 5,000 handicapped children in a Continental Airlines hanger at Newark International Airport for a program called Community Mayors, where Santa pulls into the hanger in a 747 jet.
- First soup kitchen - the Trenton Area Soup Kitchen.

1996 SEASON

- 26 events.
- Weekend Today Show appearance, our first national television exposure.
- First time the "12 Days of Christmas" is performed by Holiday Express, at the Sea Bright, NJ Tree Lighting.

1997 SEASON

- 27 events.
- First CD, *Holiday Express: Delivered*, is released.
- First visit to a homeless shelter - St. Paul's in Paterson, NJ, with approximately 50 men in attendance.
- Performed on WPLJ radio at Blythedale Children's Hospital for the first time.
- First fundraising dinner-dance at the Shore Casino in Atlantic Highlands, NJ.
- Comcast broadcasts Tradewinds Concert.

1998 SEASON

- 34 events, 35 musicians, 50 volunteers.
- Moved to warehouse located near the Red Bank, NJ train station.
- Junior volunteers join the gift bag packing ranks.
- Summer "Americana" program to build awareness.
- The Corporate Partners Program, now known as the Giving Partners Program, begins.
- Release of second CD, *Holiday Express: Greatest Hits*.
- Debut of "The Full Santa" - a.k.a. Disco Santa at the dinner dance.
- First of three performances at the Rockefeller Center Christmas Tree Lighting in NYC, broadcast live on NBC.
- The first benefit concert at the Count Basie Theatre in Red Bank, NJ is held.

1999 SEASON

- 34 events.
- New warehouse and operations on Newman Springs Road in Red Bank, NJ.
- Jersey Mike's Subs comes onboard and a long partnership - that continues today - is born.
- For the first time, local schools are asked to donate leftover Halloween candy to go into gift bags.
- Holiday Express performs for more than 1,000 NJ Special Olympians and their families at the Raritan Center in Edison, NJ.
- The single "Disco Santa" - a reworked version of the Village People's classic, "Y.M.C.A." - receives national radio airplay.
- Visit to St. John's Soup Kitchen for the first time.
- Travel to Littleton, Colorado to perform for the families affected by the tragic Columbine High School shooting.

2000 SEASON

- 39 events and growing.
- Another warehouse and operations, located on Haddon Avenue in Shrewsbury, NJ.
- Scholarship Program established, with Lauren Townsend Scholarship awarded to a graduating high school senior from Collier High School.
- First employee hired - Amy Robinson, as Director of Operations.
- Benefit concert at the Continental Airlines Arena in NJ.
- The Grinch makes his first appearance.
- First visit to a New Jersey Developmental Center in New Lisbon, NJ.

2001 SEASON

- 48 events with 60 musicians and 500 adult and junior volunteers.
- A documentary about Holiday Express - *Rock and a Heart Place* - is produced by Mike Sodano and Nancy Sabino and filmed during the season.
- *Holiday Express Live* CD is released.
- 11,000 gift bags packed.
- An event is held at Christian Brothers Academy in Lincroft, NJ for the families of the 9/11 World Trade Center tragedy.
- Moved into a 3,000-square-foot warehouse in Tinton Falls, NJ.
- Performed at the Count Basie Theatre in Red Bank, NJ for "A Celebration of America" benefiting the Alliance of Neighbors.
- Families affected by the events of September 11th were special guests at the Continental Airlines Arena benefit, where Bruce Springsteen, Gary U.S. Bonds, Joe Piscopo, the boy band Element, and cast members from The Sopranos joined us onstage.

2002 SEASON

- 50 events.
- First Big Joe Henry Show at Jenkinson's in Point Pleasant, NJ with Southside Johnny, Gary U.S. Bonds, and many others.
- First Sickles Wine and Cheese benefit.
- Last Tradewinds concert.

2003 SEASON

- 50 events.
- A new CD, *Home for the Holidays*, is released.
- Benefit concert at Convention Hall in Asbury Park, NJ.
- First Holiday Express Golf Classic is held at Manasquan River Golf Club in Brielle, NJ.
- First visit to Ancora Psychiatric Hospital.
- Feed the Hungry Concert at the Stony Pony in July.
- Purchased the official Holiday Express van.

2004 SEASON

- 50 events.
- Moved to larger warehouse at 968 Shrewsbury Avenue in Tinton Falls, NJ.
- Jon Bon Jovi performed with Holiday Express at Blythedale Children's Hospital, which is aired live on WPLJ's Scott & Todd Show.

2005 SEASON

- 55 events and 15,000 gift bags.
- First benefit concert at NJPAC in Newark, NJ.
- St. Mark's Soup Kitchen in Keansburg, NJ receives "Makeover" by Holiday Express volunteers.
- In the wake of Hurricane Katrina, Holiday Express visits areas in Louisiana and Mississippi devastated by the storm.

2006 SEASON

- 50 events.
- First visit to Friends House, a home for the homeless living with AIDS in NYC.
- The Trenton Psychiatric Hospital added to the schedule.
- 500th performance, held at Eva's Village in Paterson, NJ.

2007 SEASON

- 54 events. More than 600 volunteers sing, pack, and give hugs.
- First Holiday Express performance at Bonnie Brae.
- Three proms held outside the season for Matheny, CP Passaic, and Millburn.
- Trinity Church Soup Kitchen in Asbury Park, NJ added on Christmas Eve.

2008 SEASON

- 53 events.
- Event for the New Jersey National Guard families of those deployed to the Middle East, held at Convention Hall in Asbury Park, NJ.
- The first-ever Holiday Express Clambake is held on the beach in Sea Bright, NJ and raises \$170,000 on a picture-perfect, late summer night.

2009 SEASON

- 47 events.
- First visit to Children's Specialized Hospital in Mountainside, NJ.
- Performed for the NJ National Guard troops at Sovereign Bank Arena in Trenton at their homecoming.

2010 SEASON

- 50 events.
- 700th performance, held at A. Harry Moore School in Jersey City, NJ.
- NBC Nightly News spotlights Holiday Express on the "Making a Difference" segment reported by correspondent Natalie Morales.

2011 SEASON

- 55 events.
- *Happy Holidays*, our fourth CD, is released.

2012 SEASON

- 60 events.
- A third Christmas Eve location added: St. Ann's Soup Kitchen in Newark, NJ. This joins St. John's in Newark and Trinity Church in Asbury Park.
- The 20th anniversary season ends with the 817th performance of Holiday Express.

2013 SEASON

- 63 events in 43 days.
- 5 new organizations visited.
- Jersey Mike's Subs continues their support, donating 4,410 subs.
- McLoone's Restaurants donated more than 2,500 "sit-down" holiday meals.
- Musical events performed in 7 states to date.

2014 SEASON

- 68 events in 43 days.
- 8 new organizations.
- Ben E King join us for both our NJPAC & Count Basie concerts for his last public performances before passing away.

2015 SEASON

- 81 events in 46 days.
- 13 new organizations visited.
- Served 13,000 meals and traveled 20,000 miles.
- Celebrated our 1,000th Holiday Express event, with many of our "old-timer" volunteer elves and musicians in the house.



EVERY LITTLE BIT HELPS!

And You Can Help, Too!



It's hard to believe, all these years and more than 1,000 events later, that Holiday Express began as a humble idea with grassroots support. That's why it's only fitting that so much of the work we continue to do is made possible through many other grassroots initiatives throughout the community, all year long. Individuals, families, neighborhoods, scouts, schools, sports teams, volunteer organizations, civic groups, and businesses, both big and small, are sure to find inspiration from some of the following fundraisers held by others, all to benefit Holiday Express. Contact the office if you would like advice on how to coordinate any of the following types of events.

Collection Drives: Drives are a great way to introduce others to Holiday Express, and they help us keep expenses down. Tens of thousands of items are needed to fill the well-stocked canvas duffel bags given to each and every person we visit - more than 20,000 in all! Each personal Holiday Express gift bag includes a warm blanket, personal care products like toothbrushes, toothpaste, shampoo, soap, wash cloths, and deodorant, plus hats, gloves, scarves, and socks and other things tailored to the adult or child recipients. These items can be used not only during the holiday season, but in the months to follow.

Raffle Gifts: At Holiday Express events, guests are thrilled to receive special surprise raffle prize packages. These are usually giant gift bags, overflowing with all sorts of new, donated items such as winter jackets, hoodies, winter hats, gloves, socks, fleece blankets, pajamas, sweatpants, men's flannel shirts, women's sweaters, children's clothing, slippers, wallets, gift cards, music CDs, pro and college team sports apparel, toys, and more. Look for clearance sales in your favorite stores to help us add to the raffle prizes that bring such delight to the happy recipients!

Garage Sales: Have a family or neighborhood garage sale, with the

proceeds earmarked for Holiday Express. What a great chance to clean out your home...and help those who may not have a home of their own!

Potluck Office Lunch: Organize a potluck lunch at work, with a donation box for Holiday Express. Everyone brings in a dish to share and donates a set amount. The company may opt to provide additional help by matching the amount of the total funds collected.

Pretzel, Donut, and Cupcake Sales: Buy some of everyone's favorite treats in bulk and sell them for a fixed price or an at-will donation amount at your next office event or club meeting. Or what about a Dress-Down Friday, when employees can go casual and wear jeans to work in exchange for a \$5 donation?

Host a House Party: Gather some friends together to enjoy a festive lunch, dinner, or cocktail party. Make it a potluck, or have guests bring the beverages while the host provides the munchies. Some choose to make it a cooking party, with a chance to try out new recipes, and others participate in "cookie swaps." Attendees make an agreed-upon donation of funds, gift bag items, or raffle prizes for Holiday Express. Or maybe you'd like to have a home sales party for kitchenware, jewelry, or candles, with part of the proceeds going to Holiday Express. A great idea for enlightening entertainment that's sure to fit the theme? A viewing of some Holiday Express videos, available on YouTube, or music from a Holiday Express CD.

Silent Auction Basket: Ask your company or organization for products and swag to put together a special auction basket for employees or club members to vie for, with proceeds of the ticket sales going to Holiday Express. Or donate a prize basket to Holiday Express, to be part of our silent auctions at the annual Golf Classic or Sunset Benefit Clambake.

holidayexpresself A HUGE Thank you to Shamus, Tyler and all the RAT crew + their listeners for collecting so many great items for our Holiday Express gift bags. 95.9 The Rat ROCKs!!! <http://wrat.com/>

holidayexpresself Thank you so much to Ava & Liv from #toastytoes for collecting 6000 socks and donating them to #holidayexpress You ROCK!!! Thank you for #helping #holidayexpress deliver the #gift of human #kindness www.holidayexpress.org

holidayexpresself Thank you to Barnes & Noble at Holmdel, NJ and all of your amazing customers for Helping Holiday Express deliver the gift of human kindness. 550 books and this is only the first week? WOW!! Thank you!!! <https://stores.barnesandnoble.com/event/9780061738622-6>

holidayexpresself Thank you to Junior elf Jack and all of his elves friends for collecting so many toothbrushes for us. This is a project that Jack had started for Holiday Express 5 years ago. He recruited his friends and up to today has collected up to 8000 toothbrushes for us and so many toothpastes as well. Great job guys! Thank you for helping #holidayexpress deliver the gift of human #kindness www.holidayexpress.org

More ways to help...

Unused Gift Cards: Have some gift cards that you won't be using, or that you've only partially spent? We can use them to purchase items for those we visit.

Make a Birthday Wish: Perhaps you have a birthday coming up, and you've got everything you need. Or you're looking for a new way to celebrate company birthday parties. Consider asking party guests to make a donation or bring a needed item for Holiday Express instead of the usual birthday gift.

Invite Holiday Express to Your Company Event, Health Fair, or Expo: We always welcome the opportunity to come out and meet past, present, and future supporters and volunteers, and to share the story of Holiday Express! Let us know if you'd like to have a Holiday Express representative come and speak to your group.

Emails and Social Media: Help us spread the good news about Holiday Express! Send out emails about upcoming Holiday Express volunteer orientations, training sessions, Golf Classic, Sunset Benefit Clambake, benefit concerts, and other events. Share Holiday Express website, Facebook, and Twitter posts with your friends and followers. Let people know about ways they can easily support Holiday Express, such as through www.Smile.Amazon.com, the OceanFirst Challenge, or other online crowdfunding initiatives.

Volunteer: Invite family, friends, and coworkers to join you in volunteering at our warehouse and events! For the 2016 Holiday Express



season, we plan to host an astounding 90 events from early November through Christmas Eve, and there will be opportunities to volunteer on weekdays, weeknights, and weekends. Are you a scout leader or school advisor? Holiday Express is a great way for scout and student groups to earn community service hours while providing vital assistance packing bags at our warehouse. Adults, teens, youngsters...workers and retirees...stay-at-home parents and college students: there is something for everyone to do, and we welcome your skills! Of special note: please let us know if you, or someone you know, can speak sign language, translate Spanish, or drive a box truck. These are all particularly helpful for many of our events.

GIVING PARTNER PROGRAM OFFERS *Personal Touch* by Maggie R.



Do you remember carefully writing your Christmas list in a letter to Santa? The Giving Partner Wish Lists that we receive from all the places that we visit are a lot like that - although in these cases, the wishes are not necessarily toys, but items that are really needed for the clients or students at each venue, and simply don't fit in their budget. Every year, as soon as these lists come in, we begin our search for Giving Partners. Exactly who is a Giving Partner? Giving Partners can be individuals or a family, a neighborhood or a local organization. It can be a business - large or small. This year, we even had two local cross country track teams. Many of our Giving Partners are repeat donors from previous years, for whom a particular location holds a special place in their hearts. The wishes they fulfill are diverse and cover a range of price points.

Something special and unique happened this year that was very moving. We were contacted by a mother, Jayne, who said that her son Jake did not want any Christmas gifts this year, since he had enough "stuff." He wanted her to donate what would have been his Christmas present money to someone who really needed a gift. They chose to donate to Jersey Shore Rescue Mission in Asbury Park through its relationship with Holiday Express. The gift was 39 sets of thermal underwear for the

homeless. The following week, we received a call from a friend of Jake's mother, Joe. He also wanted to be a Giving Partner - as a Christmas gift to Jake! Together, we selected Children's Specialized Hospital in Toms River. The gift was a special aromatherapy device used to soothe and comfort the critically ill children who are cared for there.

Both recipients of these gifts were absolutely thrilled. They were especially touched when they learned about Jake. He and his mother came to visit us at the warehouse after Christmas. It was a pleasure to meet such a generous and thoughtful young man who cares more about others than he does about himself, and hopefully his example may serve as an inspiration to "pay it forward."

The Giving Partner Program offers a unique opportunity for anyone to be a Santa. Any gift - no matter how large or small - makes a real difference for the clients and staff of every venue we visit. And when Giving Partners are able to attend the events for which they are the donors, they get to see and feel the joy and appreciation that "the gift of human kindness" can bring. Look for Giving Partner details and Wish Lists on the Holiday Express website under "How to Help" at the start of each season. Enormous thanks to all who have so generously participated and we hope to partner with you this season!

DONORS, SUPPORT

Sincerest thanks to all of these, to our Giving Partners, and to

IN-KIND & OTHER SUPPORTERS

Asics American Corporation
Athlete's Alley
Atlantic City Casinos
Barnes & Noble - Holmdel, NJ
Blanket Depot
Budget Truck Rentals
Circle of Love bracelets makers at Easter Seals
Coastal Jersey Parrothead Club
Craft Makers at Equesta
Craig Kiely and Darryn Murphy Designs
DMC Corporation
Down to Basics
GNI Products
Guest Supply - Sysco
Kathryn Barnett School of Dance & Allegro Dance Academy
Komar
L'Oreal
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Macy's
McMann Systems
MLE Graphics
Ronstan Paper & Packaging
Shore Point Distributing Company
Shore Rentals DBA Avis
Six Flags Great Adventure
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Toasty Toes
Travelers
United Rentals
WRAT Radio

GOLF CLASSIC July 20, 2015

Cocktail Reception Sponsor
Shore Point Distributing Company

Gold Sponsors
J. Fletcher Creamer & Son, Inc.
Jersey Shore University Medical Center Foundation
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Thank you to 54 Tee Sign Sponsors

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Special Amenities
Massage Therapy by Gerri Weber
Massage Therapy by Paula Phillips, Willow Massage
Music Provided By:
Bob Boyd - Lunch
Andy McDonough - Dinner

Prizes & Awards
Athlete's Alley
Manasquan River Golf Club

On-Course Tastings
Avis Shore Rentals
CJ McLoone's Pub & Grill - Tinton Falls
Birravino - Red Bank
Shore Point Distributing Company

EVENT FOOD DONORS

DeMarco's
Frito-Lay
Jersey Mike's Subs
Joe Leone's
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McLoone's Restaurants
Merri-Makers Caterers of NJ
Pepsico
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Robinson Ale House
Salt Creek Grille
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Sickles Market
The Windmill
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ERS *and* SPONSORS

many others whose generosity helps make our season possible

CLAMBAKE **September 20, 2015**

Platinum Sponsor
Shore Point Distributing Company

Extraordinary Support
McLoone's Restaurants

Gold Sponsors
Alice & Leonard Dreyfuss Foundation
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Monmouth Medical Center
Trudy & Charlie Parton
RKS Associates
Two River Community Bank
Peggy Weil & Travel Leaders

SIX FLAGS **GREAT ADVENTURE** **November 22, 2016**

Thank you for letting Holiday Express join the festivities of "Holiday in the Park" as it was transformed into a winter wonderland, with over a million glittering lights, dazzling entertainment by Holiday Express, delicious seasonal treats, and much more!



RED BANK **TOWN LIGHTING** **November 27, 2015**

Jersey Mike's Subs

NJPAC **December 10, 2015**

Presenting Sponsor
Investors Bank

Santa Sponsors
Friends of Holiday Express
McCarter & English, LLP
New Jersey Natural Gas
PNC Wealth Management - Millburn
The KRE Group
The MCJ Amelior Foundation
Wakefern Food Corporation

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NJ Advance Media - The Star Ledger

COUNT BASIE THEATRE **December 17, 2015**

Presenting Sponsor
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A.J.D. Construction Company
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Kathleen & Bill Ward

We are especially grateful for the items so generously supplied by the following companies:

Trucks —

AVIS BUDGET

Blankets —

KOMAR

Paper Goods —

RONSTAN PAPER

Boxes —

LOWY'S

MOVING SERVICE



Trucks generously supplied by Avis Budget



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Paper goods generously supplied by Ronstan Paper



Boxes generously supplied by Lowy's Moving Service



Thank You to Everyone FOR ALL OF YOUR SUPPORT!

Founded in 1993 by area philanthropist and restaurateur Tim McLoone, Holiday Express has brought joy, comfort, and hugs to those who need it most: the homeless, the isolated, the hungry, the physically and mentally challenged, and children with serious illnesses. Our music and personal interaction has brought smiles to tens of thousands of faces. More than that, we also supply the basic necessities of human dignity, including financial support, meals, warm clothing, and essential personal items.

We could not deliver the gift of human kindness without your help! As we look back on having celebrated our 1,000th event in 2015 and look ahead to the coming season and then our 25th season in 2017, we continue to be amazed, grateful, and humbled by the fans, followers, volunteers, donors, and financial supporters who allow us to pass along the gifts of music, friendship, and human kindness. We hope you will consider making a one-time or recurring donation to Holiday Express to help us continue those efforts.

Perhaps you would like to designate a

thoughtful gift in memory or honor of someone whose life reflects our mission. Holiday Express will promptly send a note to the honoree or family, acknowledging your gift.

In-kind donations of goods and services are extremely valuable to us. Anything with a value is income for a charity and tax deductible for the donor. The gift bags we give away to each individual we visit is one of our largest expenses, and our goal is to have all items for those 20,000+ bags donated. All items must be brand new, and no quantity is too big or too small!

Auction items are needed for our annual Golf Classic and Sunset Benefit Clambake fundraisers, where guests can vie for a wide variety of silent and live auction prize baskets. Items are also needed for the free raffles that we conduct for residents at the places we visit. And of course, with so many new events added each year, we are always in search of additional participants in our Giving Partner Program.

Does your company match your charitable gifts? Employee matching gifts, also known

as matching funds, are grants an employer makes to match its employees' charitable contributions. Employee matching gifts are often dollar-for-dollar, but some companies will give double or even triple the original donation. Some may also give matching gifts in return for employees' volunteer efforts. Please check and see if your company will consider matching your gift to Holiday Express, and make your generosity go even farther!

Holiday Express is a registered 501(c)(3) organization, and all donations are tax deductible. We can accept online donations using any major credit card or a PayPal account at our website, www.holidayexpress.org. Your payments are made using a secure connection and your credit card information is safe. Please provide your email address when you make a donation so we can email you a receipt for your tax records. You may also donate by phone with a credit card; call our office at 732-544-8010. In addition, you may send a check or credit card information to us at: Holiday Express, 968 Shrewsbury Avenue, Tinton Falls, NJ 07724.



HOLIDAY EXPRESS UNIVERSITY *is Now in Session!*

Truck drivers, event managers, musicians, ambassadors, face painters, food servers, table captains, dancers, raffle coordinators, giving partners, special event workers, donors, warehouse elves, crafters, fundraisers, and board members: thank you all for delivering the gift of human kindness. You ensure no one is alone during the holidays.

With our volunteers involved in such a variety of activities, we are often asked if there are training sessions available. Both new and longtime helpers have expressed an interest in expanding their range of skills. So we have added something new this year: the Holiday Express University. We are in the process of offering a range of training sessions leading up to the 2016 season, which

will cover topics from corporate involvement to managing events to face painting and making crafts. Would you be interested in helping to teach one of the trainings? Is there something you are interested in learning? If so, please contact us!



MAKING IT COUNT *with* HOLIDAY EXPRESS

EXPENSES

TOTAL: \$1,293,219

\$169,398

Performances
Special Events

13%

FUNDRAISING

\$119,877

Administrative
Insurance
Technology
Utilities
Supplies

9%

MANAGEMENT
& GENERAL

\$1,003,944

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

78%

PROGRAM

Served
13,000
MEALS

Traveled
20,000
MILES

Volunteered
250,000
HOURS

ESTABLISHED
IN
1993 | USING
1,700
VOLUNTEERS ANNUALLY

DISTRIBUTING MORE THAN
320,000
GIFT BAGS SO FAR

RECEIVING
NO

GOVERNMENT FUNDING,
DUES, OR FEES

PERFORMING MORE THAN
1071
MUSICAL EVENTS IN
7 STATES
TO DATE | SERVING AN
UNDERSERVED
POPULATION-
THOSE WITH A
DIVERSITY OF
SPECIAL NEEDS-
FOR FREE

2015
81 IN **46**
EVENTS | DAYS

20,000
ENTERTAINED AND FED

13 NEW
ORGANIZATIONS

REVENUE

TOTAL: \$1,217,410

14%

PERFORMANCES

\$173,228*

Count Basie
NJPAC
Red Bank Tree Lighting

18%

SPECIAL EVENTS

\$214,431*

Golf Outing
Clambake
Other

31%

IN-KIND

\$377,616

Gift Bag Items
Supplies
Food & Beverages
Advertising

37%

DIRECT
PUBLIC
SUPPORT

\$452,135

Financial
Donations
Grants
Foundations
Awards

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

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



HOLIDAY EXPRESS®

968 SHREWSBURY AVENUE
TINTON FALLS, NJ 07724

WWW.HOLIDAYEXPRESS.ORG

SAVE THE DATES!

7.18.16 – ANNUAL GOLF CLASSIC



**SIX FLAGS
GREAT
ADVENTURE**
“Holiday in the Park”

NOVEMBER 20

**RED BANK
TOWN
LIGHTING**

NOVEMBER 25

**COUNT BASIE
BENEFIT
CONCERTS**

DECEMBER 19 & 20

9.18.16 – SUNSET BENEFIT CLAMBAKE



DELIVERING THE GIFT OF HUMAN KINDNESS

VISIT US ONLINE AT WWW.HOLIDAYEXPRESS.ORG

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