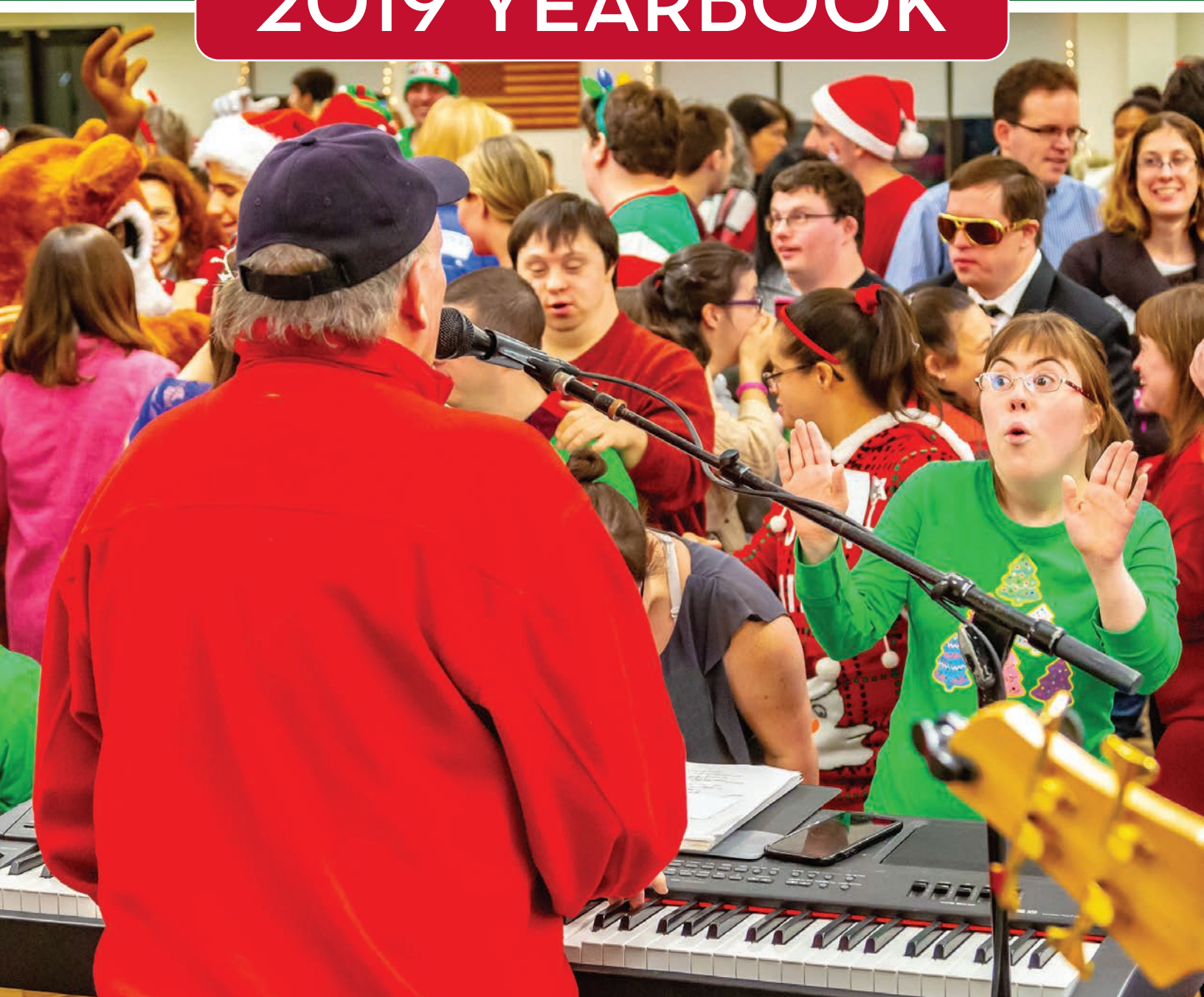




# HOLIDAY EXPRESS<sup>®</sup>

2019 YEARBOOK



## A Message from **TIM McLOONE**



### ***Hello, all!***

I have a tendency to minimize the effect we have on the people we visit, but I must say that this year, we were overwhelmed by the most effusive praise we have ever received. However, I know that is not why we do what we do. Sometimes I worry that we are not healing diseases or constructing buildings, but then I hear from everyone we meet that the effect we do have on the people we visit lingers long after we are gone.

I cannot imagine not doing Holiday Express and I presume you all feel the same way. I propose that we rededicate ourselves to making our next season the best we have ever done and that we let our “clients” know that someone cares...really cares.

**Tim McLoone**  
**Founder**

## A Note from **LORRIE KLARIC**



### ***Dear Friends of Holiday Express,***

The 27th season of Holiday Express may now be just a fleeting memory, but what stays with us all year long are the smiles and hugs that are a part of another successful holiday season. We continue to meet the challenge of holding 100 events with barely a moment to catch our breath in November and December. But we wouldn't have it any other way. It is just what we do at Holiday Express.

The secret to our success is our fantastic team of volunteers that joins us every day in the warehouse, in the band, and on the dance floor at schools, shelters, and programs across the region to fulfill our mission. As you look back at the 2019 season, I'm sure you will think of a personal Holiday Express moment (or two or three) that will make smile. Thank you to our talented musicians, hardworking elves, and generous supporters for being a part of our Holiday Express family. We couldn't deliver the gift of human kindness without you!

***With heartfelt appreciation and gratitude,***  
**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.*

## 2019 YEARBOOK COMMITTEE

### Graphic Design

Donated by  
Debbie McKenna -  
MLE Graphics

### Editor

Joanne Colella -  
Colella Communications

### Committee Members

Joanne Colella  
Ashley Hadar  
Debbie McKenna  
Phyllis McQuillan

### Contributors

BethAnne Clayton  
Joanne Colella  
Dottie Cooper  
Friends of Holiday Express  
Laura Gentry  
Ashley Hadar  
Lorrie Klaric  
Debbie McKenna  
Tim McLoone  
Eileen Moon  
Phyllis Peterson

### Photographers

Kate Beckett  
Joanne Colella  
David DeScenza  
Ashley Hadar  
Gina Kerr  
Scott Longfield  
Larry Nelsen  
John Posada  
Jill Segerman

### 2019 Holiday Express Board of Trustees

Tim McLoone - *Founder*  
Terel Cooperhouse - *President*  
Jane Denny - *Vice President*  
Amy Broza - *Secretary*  
Jeff Fraller - *Treasurer*  
Peter DeMarco  
Joseph Gervasi  
Eileen Higgins  
Paul Huegel  
John Maglione  
Beth McLoone  
Phil Perricone  
Jeffrey Rich  
Richard Spengler  
Maureen Staub  
Patricia Wotton

### Holiday Express Administration

Lorrie Klaric - *Executive Director*  
Robert Martin - *Director of Development*  
Amy Robinson - *Director of Operations*  
Ashley Hadar - *Coordinator of Business Office & Social Media*  
Steven Spahr - *Warehouse Manager*  
Phyllis Peterson - *Program Coordinator*

## LET'S KEEP IN TOUCH!

FACEBOOK  
TWITTER  
YOUTUBE  
INSTAGRAM

 @Holiday-Express/68926419219

 @HolidayExpress

 @HolidayExpressElf

 @holidayexpresself

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

**PHONE** 732-544-8010

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

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

# 2019 CALENDAR OF EVENTS

11/4	CTC Academy
11/4	High Point School
11/5	PG Chambers School
11/5	Washington Elementary Program (Autism Continuum)
11/6	Cerebral Palsy League
11/6	Veterans Haven South
11/7	High Point Partial Care
11/7	Mt. Carmel Guild - Union County ICMS
11/8	Deron School
11/8	Daybreak Treatment Care
11/11	Ocean Mental Health
11/11	Celebrate the Children
11/11	Catholic Charities Housing Services
11/12	Bright Beginnings Learning Center
11/12	Cheshire Home
11/13	Spectrum for Living
11/13	HomeFront
11/14	NJEDDA Elementary School
11/14	Community Access Unlimited
11/15	Developmental Learning Center - Warren Morris Union Jointure Commission
11/15	PrimeTime
11/16	Mercy Home
11/16	Children's Specialized Hospital - Mountainside
11/17	Crystal Lake Healthcare & Rehabilitation
11/17	Six Flags Great Adventure - Christmas in the Park
11/18	Ladacin Network - Lehmann School
11/18	Academy Learning Center
11/19	Trenton Area Soup Kitchen
11/19	Trenton Area Psychiatric Hospital
11/19	Middletown Schools Multiply Disabled Program
11/20	ARC of Essex County
11/20	CSPNJ
11/20	Veterans Haven North
11/21	Center for Lifelong Learning
11/21	Unity Place
11/21	Alliance Center for Independence
11/22	NJID Adult Program
11/22	Larc School
11/23	Children's Specialized Hospital - Toms River
11/25	Lifestyles for the Disabled
11/25	Unity Place of Atlantic
11/25	Mental Health Association of Morris County - ICMS
11/26	Woodbine Developmental Center
11/26	Ancora Psychiatric Hospital
11/26	Jersey Shore Rescue Mission
11/29	Red Bank Town Lighting
11/30	Turning Point
12/2	The Phoenix Center
12/2	Norman A. Blesman Regional Day School
12/2	CPC Behavioral Health

12/3	Regional Day School of Jackson
12/3	CVR
12/3	Eva's Village
12/4	St. Joseph's School for the Blind
12/4	DCF Regional School - Ocean Campus
12/4	Preferred Behavioral Health Group
12/5	Inroads to Opportunities
12/5	NJEDDA High School
12/5	Family Resources & Associates (FRA)
12/6	Children's Center of Monmouth County
12/7	Dawncil
12/7	Hudson Milestones
12/8	Bancroft
12/8	Vineland Developmental Center
12/9	Community Resources
12/9	Straight & Narrow
12/10	Community Care Behavioral Health
12/10	Paramus Adult Training Center
12/10	Independence360
12/11	Sisters Academy
12/11	Piscataway Regional Day School
12/11	Acacia Network - The Stadium Women's Shelter
12/12	Medallion Behavioral Health
12/12	NJEDDA Adult Training Center
12/12	Joseph's House
12/13	Red Ribbon Academy
12/13	Gateway School
12/14	Market Street Mission
12/14	Eastern Christian Children's Retreat
12/15	St. Francis Inn
12/15	Hunterdon Developmental Center
12/16	Hawkswood School
12/16	Harbor School
12/16	Count Basie Center for the Arts
12/17	Ladacin - Schroth School
12/17	Count Basie Center for the Arts
12/18	Easter Seals
12/18	Midland School
12/19	Lakeview School
12/19	Alpha School
12/20	Blythedale Children's Hospital
12/20	The Shore Center for Students with Autism
12/20	A. Harry Moore School
12/21	New Lisbon Developmental Center
12/22	Lyons House - Center of Recovery & Hope and Jespy House
12/22	New Hope
12/24	St. John's Soup Kitchen
12/24	Trinity Church Soup Kitchen
12/24	St. Ann's Soup Kitchen



## A LOOK BACK AND A LOOK AHEAD IN THE FACE OF COVID-19

Each year, our Holiday Express family – which includes our volunteers, our supporters, and the groups that we visit – anticipates seeing our annual yearbook. It allows all of us the opportunity to look back and remember the magical “Holiday Express moments” of the past season and to offer our appreciation to everyone who helped make those moments possible. It also reminds us of the season ahead and the events, both public and private, that we look forward to with high hopes in the coming months.

This year, just as we were working on the 2019 Holiday Express yearbook, the world began battling COVID-19 and our lives were upended. The impact has been felt by our staff, our volunteers, and our donors. The population served by Holiday Express and those who care for them are more vulnerable than ever before, and the need for help is even more urgent. Despite the uncertainty in our community today, Holiday Express remains fully committed and dedicated to our mission in 2020: to deliver the gift of human kindness to those who need it most, however possible, while keeping in mind our main priority of protecting the safety of those we visit and our volunteers.

While we don't yet know what the circumstances will be in November and December at the 100 places we plan to visit this year, we are working on a creative approach to our 28th holiday season. Whether our events are “live”

or “virtual,” or if our warehouse operations are subject to social distancing, we are prepared to adapt and will be ready to serve!

As situations continue to change, we remind you to please pay close attention to our website, emails, and social media to see any updates – including any revisions or additions to our important fundraising events, which may have a different look and feel this year. If you're not already getting emails from us, please be sure to go to the Holiday Express website and add your email address.



Our team is strong, devoted, and hopeful, and we're grateful to have you as a part of our Holiday Express family. We have the most incredible volunteers – musicians, warehouse workers, truck drivers, event elves, costume characters, special event supporters, and fundraising ambassadors – that give their all during the season and throughout the year. We have a league of generous financial supporters who believe in what we do and invest in our mission, which enables us to serve nearly 30,000 individuals each season. We need all of you now more than ever before and we hope that you will continue to support us however you can to ensure that the 2020 season is a success.

Thank you for believing in us and for supporting us as we look toward our future. We hope that there will be brighter, safer days ahead for those we serve and for all of you and your families!



# EXPRESS COLLABORATION



The amount of support that we receive throughout the year comes in many forms. Every effort, every collection, and every dollar is precious and tremendously appreciated. Some of the most helpful initiatives for the Holiday Express mission are provided by our **collaboration** with various businesses and companies. Corporate sponsorships offer substantial support of our signature fundraising events. Matching gift programs that are available at many larger companies allow employees' monetary donations to be doubled. Staff members at various office locations may conduct festive monthly fundraisers, organize collection drives for the items we need for our Holiday Express gift bags, or pool their resources to become a group Giving Partner for a particular event. Some companies – such as Travelers, a wonderful longtime partner for Holiday Express – offer grants to nonprofits, which are earned by the amount of hours that their employees volunteer with related programs. And of course, corporate groups are always a welcome sight in our warehouse, working as teams alongside our other volunteer elves to help pack the tens of thousands of gift bags that will be distributed to those we visit at our 100 events.

Holiday Express has also benefited from other unique projects that have proven successful, thanks to the collaborative efforts of the entire community. These have included our annual Super 50/50 raffle and our hugely popular series of Bingo Nights, held at our warehouse.





# EXPRESS WONDER

**D**uring a Holiday Express event, there is nothing more magical than seeing someone's eyes light up in **wonder** as they absorb the celebration that has been brought to them. Sometimes, it is a patient in a children's hospital or a rehabilitation center when they catch sight of Santa. Other days, it's a young family at a soup kitchen while being seated and served a hot meal. It might be a homeless veteran in transitional housing or a resident in a group home for the developmentally disabled as they're handed a duffle bag filled with gifts just for them. Perhaps it's a troubled woman at a shelter who joins the band for her favorite song. In the swirl of music and merriment and emotional moments all around, that light of astonished wonder appears in the eyes of our volunteer elves and musicians, as well.

Some volunteers take on the roles of the beloved costume characters - including Rudolph, Frosty, Elmo, Cookie Monster, Santa, and Mrs. Claus - who interact with our guests. We've witnessed countless times how some individuals who are non-responsive, non-verbal, or otherwise aloof are somehow captivated and energized when a costume character enters the room. When a volunteer is hidden inside a costume, they have the unique opportunity to feel the fierce hugs, return the high-fives, hear the whispered greetings, and see, from the other side of their mask, the beaming smiles as both adults and children rush up and swarm around them. It is a privilege to witness that transformation in those we visit.





# EXPRESS SURPRISE

You never know who is going to turn up at a Holiday Express event to perform with the band, whether it's at the private events that are held at 100 different places we visit or at the annual benefit concerts staged at the Count Basie Theatre in Red Bank. But it's always sure to be a fun *surprise* - especially when the special guest is the beloved Dr. Elmo, performing his holiday hit song.

A couple of years ago, a guitar-toting, spangled-costumed 82-year-old champion runner and veterinarian from San Francisco joined the musical cast at one of the benefit concerts. It happened when Holiday Express founder and band-leader Tim McLoone pretended that he was inviting a random member of the audience up to sing "Rudolph the Red-Nose Reindeer" with the band. In reality, Dr. Elmo Shropshire was a ringer, with more than a half century of performing behind him.

Dr. Elmo had never sung "Rudolph" in concert before, he said. But once he was onstage, there was no turning back. The audience surprise came as he donned his spangled jacket, grabbed his guitar, and launched into "Grandma Got Run Over by a Reindeer" instead of "Rudolph." The crowd loved it.

You see, Dr. Elmo Shropshire is the man responsible for recording the silly Christmas song back in the 1980s. Fans everywhere soon learned the wryly humorous lyrics, singing along with, "Grandma got run over by a reindeer walking home from our house Christmas Eve. You can say there's no such thing as Santa, but as for me and Grandpa, we believe."

2019 marked the 40th anniversary of the debut of the song, which some people considered so bad when they first heard it that they called their local radio station to complain. There was something pretty catchy about it, though - so catchy, in fact, that Dr. Elmo's recording of "Grandma" knocked Michael Jackson's "Thriller" off the charts in 1982 and outsold Bing Crosby's "White Christmas" - if only for the month of December, he humbly points out.

It was Holiday Express vocalist Layonne Holmes who first encountered Dr. Elmo while she was performing at the Paramount Theatre in Asbury Park a few years ago. "I told him, 'If you ever want to perform for charity, let me know,'" she recalls. When the holiday season came around the following year, Dr. Elmo was ready - although he didn't quite know what he was in for. When he and his wife Pam arrived at the Count Basie Theatre for the annual Holiday Express benefit concert, they



were completely taken by surprise. And after a few trips with the band to the homeless shelters, long-term care centers, veterans' organizations, and children's hospitals where Holiday Express brightens the holidays for people in need every year, Dr. Elmo and Pam were all in.

Forty years after its release, "Grandma" still makes the rounds at Christmastime, a holiday classic of sorts. And Dr. Elmo has enthusiastically joined in at many of the season's events and the benefit concerts, to the surprised delight of all kinds of audiences. And despite the fact that most of them come from a wide range of challenging circumstances, their eyes light up and cheers erupt when Tim McLoone introduces Dr. Elmo and his hallmark song. It is a sight to behold when these very special groups laugh and sing along together with a fun song that they clearly remember

and that has brought them such joy.

During all of the performances, the childlike exuberance of this energetic octogenarian is unmatched. And of course, in a comedic touch that only Holiday Express could provide, he often finds himself singing alongside Grandma's nemesis, Rudolph.

"I plan to play as many Holiday Express things as they allow me to," he says. "I never had as much fun playing music in my life. Pam and I are absolutely overwhelmed by the organization. All of the people connected with Holiday Express have so much talent and such great, good vibes. We love being around them."







# EXPRESS LOVE

Amid the many gifts that Holiday Express gives and receives throughout the season, the greatest of all is *love*. It is the reason behind our mission and propels the work we do. It is the feeling exchanged between us and those we visit. It is the connection among our volunteers. And we count ourselves fortunate to have known many people who exude pure love in everything they do. Sadly, we lost two of those dear friends this past year, just before and after our 2019 season of events. Their passing left a tremendous void, but their legacy of love lives on.



In January 2020, the Holiday Express family lost our friend and accomplished musician, BethAnne Clayton. She was beloved for her incredible talent as a singer and songwriter, as well as her beautiful compassion, kindness, and friendship. She provided all that in the face of great adversity as she courageously fought a ferocious four-year battle with cancer, leaving behind a teenage son who inherited both her talent and her heart. BethAnne volunteered with Holiday Express for seventeen years and was the first person that Tim McLoone entrusted with leading the band at an event - which she continued to do even while fighting her illness. Her belief in the healing power of music also led her to write a song about cancer, "Get Out, Stay Out," which she performed in a video with her son, Paulie, to whom she was completely devoted.



Several years ago, BethAnne spoke about what Holiday Express meant to her, saying, "As each season comes and goes, I am constantly reminded how blessed I am to be part of this organization. I am privileged to carry out God's desire for each of us to demonstrate human kindness, using the gifts I've been given to deliver a happy time everywhere we go. As performers, we are used to 'applause,' but at these events, you may just get a loud unfamiliar noise or observe a jerking rocking motion that lets you know people are responding to the high energy in the room. With confirmation from the directors, teachers, caretakers, and families, it is gratifying to know it is usually 100% joy we're seeing. Thank you, Holiday Express. You mean more to me than you'll ever know!"



Last June, several months before our 2019 season began, we lost a wonderful friend and colleague - Joseph Capriotti, our hardworking warehouse manager who joined our staff team after volunteering for several years. A devoted family man who was married to the love of his life and doted on his grandkids, Joe was known to one and all for his warm smile, quiet demeanor, and great sense of humor. His diligent efforts never failed to make our warehouse operations run smoothly, with his favorite music always playing in the background. Surrounded mostly by women, he referred to his female coworkers as his "Holiday Express sisters" and was the best brother anyone could ever ask for, always there to lend a hand for anything that was needed.



What some people did not know was that this Holiday Express hero was a hero to many others in the community, as well. Joe was a proud member of the Middletown Police Department for almost thirty years before retiring as a detective lieutenant in 2011. He often spoke of how much he loved having time to volunteer with Holiday Express before he, too, lost his battle with cancer. But during his lifetime, he provided incredible strength and comfort to countless others. After the 9/11 attacks, Joe was charged with a daunting responsibility that earned him the title of "Keeper of the List" - a task he performed with honor, grace, and love. It was his duty to go to the families of the thirty-six Middletown residents who lost their lives to inform them of the heartbreaking news. Looking after them and fighting on their behalf for years afterward, he forged deep friendships with many of those families, some of whom are also Holiday Express volunteers. He is deeply missed by all those who knew, loved, or worked with him and were blessed with his kindness and friendship.



# EXPRESS **EXCITEMENT**

Throughout the season - and long after the season has ended, as well - we are thrilled to receive enthusiastic feedback from the very special groups that we visit. The happy **excitement** that leaps off the pages of the comments they share is the motivation that keeps Holiday Express running year after year.



*"Thank you, Holiday Express, for 27 great years and your special gift of human kindness that you share every day to each and every one." – Carol S.*

*"You not only made all of us happy at NJEDDA High School, but you make people happy everywhere you go!" – Ida S.*

*"Thank you for making it special for every place you visit! You guys are amazing and have a place in my heart!" – Curt B.*

*"Thanks for coming to Eva's Village. You truly filled all the kids and parents with joy and hope." – Marie C.*

*"What an amazing group you are! We will always love you." – Diana W., Camp Columbine*

*"Wow - thank you, everyone! The Alliance Center for Independence members had a great time at the party!" – Carole G.*

*"The love that we experienced here at Jersey Shore Rescue Mission was absolutely amazing and I know that they bring that love to whatever function they go to. Thank you for bringing joy to everyone." – Kevin C.*

*"Today was magical and our students loved every minute!" – Hawkswood School*

*"Thank you so much for sharing your amazing talents and true love for what you do! All the volunteers and people who are a part of Holiday Express made this the most amazing day of the year for all of the students, adults, and staff!" – Children's Center of Monmouth County*

*"Holiday Express has been coming to my son's special needs school for years. He looks forward to singing, dancing, and hugging the characters. I can't say enough how amazing they are and how much we love them! Please keep up your amazing work and the music, joy, and love that you spread. Thank you!" – Jennifer B.*

*“On November 7, I attended a Holiday Express party in Scotch Plains with my ICMS worker. I really enjoyed it. Due to my severe social anxiety, I didn’t partake in the activities but I had a great time watching everyone. It was a magical experience. My favorite part was the “12 Days of Christmas,” when there were hilarious screw-ups and corny music. Thank you, Holiday Express. You are the best!” – Kenneth Q.*

*“I am still just overwhelmed by the amazing day that we had yesterday! I cannot thank you enough for everything. The response in real time yesterday, as well as last night from teachers, paraprofessionals, administrators, and students was nothing but positive! Everyone asked if we will do it again next year!” – Kristyn C., Middletown School District Multiple Disabilities Program*

*“Thank you, Holiday Express, for bringing joy to my son’s school at Academy Learning Center today. He loved the music and enjoyed dancing. Also, thanks for the Jersey Mike’s sandwiches. Finally, many thanks for the duffel bag filled with so many goodies. So very generous of you!” – Mabel C.*

*“The Holiday Express extravaganza today at the Developmental Learning Center-Warren was exceptional! Your enthusiasm, terrific energy, and heartfelt acceptance of our students were wonderful to see. Our students and staff look forward to this event each year and I cannot begin to describe the wonderful impact of this event on our students. It is a day that we all remember throughout the year. May you each have a wonderful holiday season and feel proud of the difference you are making in the lives of our students.” – Developmental Learning Center - Warren*

*“We are forever grateful for the kindness and joy that an afternoon with Holiday Express brings to our residents. It becomes a resident, staff, and family event in unity. Thank you!” – Linda D.*

*“A big thank you from Inroads! Everyone is still talking about the party! You all rock!” – Liliana F.*

*“Thank you all. The Red Ribbon Academy event was joyous! To all who came, you are looked upon as the greatest people ever.” – Marisa T.*





# EXPRESS HUMILITY

Holiday Express volunteers often remark that they first joined the organization with the intention of helping others, but were surprised to find how much the experience actually changed their own lives, as well. In the midst of the busy holiday season, it is a lesson in *humility* to spend time serving those who need not only basic necessities, but also the simple gift of human kindness.



*“What a privilege and wonderful experience to be a small part of Holiday Express. It made my holiday season more meaningful. Thank you!”*  
– Deborah W.

*“Thank you for the wonderful opportunity to be part of such an amazing group of elves each year. Holiday Express all the way! See you in 2020!”* – Kathy M.

*“Here’s to another wonderful season of beautiful people sharing love and joy with folks who really appreciate it. I wish you all a very happy new year, with many new adventures with old friends and new friends.”* – Pam E.

*“So grateful to have had the opportunity to volunteer with this wonderful group of people. I’ll be back next year!”* – Mary C.

*“I want to thank all the wonderful people who invited us into their lives. As a volunteer elf, I always feel like I get much more than I give at our events. A smile and a hug all add immeasurably to the meaning and enjoyment of the season.”* – Robert S.

*“Holiday Express is magic in the making; it’s love in action!”* – Susan K.

*“Excellent job by all the elves, musicians, singers, and of course, Tim. See you in 2020!”*  
– James L.

*“Great job, everyone! Sorry to see the season is ending. Bless all you wonderful people.”* – Ali F.

*“So lucky to be a small part of it. Every volunteer is amazing!”* – Maureen W.



*"It was a great season! It is a terrific team that totally rocks! I was sad today putting away my HolEx gear - but only until next year!" – Laura G.*

*"Another great Holiday Express season has ended. Now what will I do with myself? I absolutely love spending time with my fellow elves and the many people we visit. I wish we could do this all year! There is no better medicine for grief and sadness then to spend time at an event, seeing the smiles and sharing in their happiness. I wish everyone a very happy, healthy, and safe holiday. Looking forward to next year!" – Barbara F.*

*"I got laid off/retired in September and was wondering what to do next. Then Dan Corboy and Sheldon Edmond suggested I try out for Holiday Express. I had the wonderful opportunity to play bass for some of the Holiday Express shows over the last two months. What a wonderful organization, bringing joy to those in need. The group of musicians is amazing, very supportive, and helpful! Thanks, everyone, for a life-changing experience!" – Dave B.*

*"At every single show, I see how the Holiday Express party lights up the faces of so many individuals in need of a happy moment. I am blessed to be involved in this wonderful organization!" – Dawn H.*

*"Holiday Express: what a wonderful group of people bringing joy and kindness to so many during the holiday season. Such an amazing experience being with great group of musicians and volunteers, as well as all the people we got to see." – Michael S.*





# EXPRESS SUPPORT

At Holiday Express, our mission is all about *support*. We rely upon the support of others so that we, in turn, can support those who need it most - not just during the holiday season, but throughout the year. Our organization receives no government funding and our extraordinary mission relies solely upon the dedication and generosity of many volunteers and donors. No act of kindness and no contribution is too small and there are many ways to help.



## BRIGHT LIGHTS

Our Bright Light donors illuminate our efforts through their thoughtful recurring monthly donations to Holiday Express. You can make a pledge for any amount. Contact our office or visit our website to become a Bright Light.

## COLLECTION DRIVES

Each season, Holiday Express visits nearly 30,000 people. Every one of them receives the gift of a large tote bag that has been lovingly packed by our warehouse volunteers with items like toothbrushes and toothpaste, wash cloths and body wash, hats and gloves, socks, and blankets. Collection drives of these items make a terrific project for students, scouts, neighborhoods, congregations, organizations, and businesses.

## IN-KIND DONATIONS

In-kind donations are a tremendous help in keeping our operating expenses low. These generous partnerships provide us with meals, truck rentals, generators, toiletries, boxes, tents, beverages, blankets, media coverage, graphic design work, and more. Do you have supplies or services that you can offer?

## MATCHING GIFTS

Many companies have matching gift programs, which can double the impact of every donation you make. Some businesses also offer monetary donations or grants in return for their employees' volunteer hours. Ask your human resources department if these programs are provided by your employer and make your donation count even more!

## RAFFLE PRIZE GIFTS

At many of our events, we are able to provide our guests the chance to "win" a special raffle prize bag filled with custom-

ized gifts that they sorely need - which is usually warm clothing for both men and women. Throughout the year, we welcome donations of brand new items in sizes L, XL, and XXL that include winter coats and pajamas, and other items as listed on our website. Items can be brought or shipped directly to the Holiday Express warehouse. Please consider the Amazon Smile program link and naming Holiday Express as your charity of choice if shopping online.

## SPECIAL DONATIONS

The mission of Holiday Express is to deliver the gift of human kindness. Wouldn't it be wonderful, then, to make kindness part of someone else's legacy? Perhaps you can make a gift to Holiday Express in honor of a birthday, anniversary, or other special occasion. Donations may also be made in memory of a loved one - or to create a legacy of your own that will provide a lasting gift. Donors receive a grateful acknowledgement of their generosity, with a note sent to their honorees, as well.

## SPONSORSHIP FOR HOLIDAY EXPRESS FUNDRAISING EVENTS

Holiday Express presents amazing public events each year to share awareness of the organization while raising a significant amount of the funds we need to continue our mission. Traditionally, these events include the Holiday Express Golf Classic, the Sunset Benefit Clambake, and two benefit concerts at the Count Basie Center for the Arts. Sponsorship opportunities for each of these hugely popular events are a great way to showcase your business and your generous support.

# EXPRESS PARTNERSHIP

There are two important programs that offer unique opportunities to support specific Holiday Express events and become a *partner*, in a very personal way, to the guests we visit on those dates.

## ADOPT AN EVENT

Each one of our charity events costs an average of \$6,000 - depending upon the size of the group we're visiting - which includes the expenses for supplies, food, musical equipment, transportation, and the gifts we bring for each and every guest. Businesses, organizations, and individuals that participate in our Adopt an Event initiative provide the funds to cover those expenses for an event of their choice. Additionally, they also automatically become a Giving Partner for that event, with some of the donated funds going to supply an item from that facility's "wish list."

To learn more about how to adopt an event, contact the Holiday Express office at 732-544-8010. We are greatly appreciative to those who so generously adopted events this past season.

## GIVING PARTNERS

For those who would love the chance to fulfill wishes for specific items for the venues we visit, we offer the Giving Partner Program. Every year, we invite the groups we support to send us a "wish list" of items they cannot afford that would assist their clientele. The requests we receive cover a wide range of price points and every variety of need. The list is uploaded and continually updated on the Holiday Express website so potential Giving Partners can choose something they'd like to provide, either by purchasing it themselves or donating the funds so that we can purchase it on their behalf. This is an ideal opportunity for families, friends, organizations, or businesses to make a meaningful, tangible gift. And Giving Partners are invited to attend the event to personally present their beautifully wrapped gift and see the joy it brings.

Thank you to all the generous Giving Partners for our 2019 season that are listed on our website!

## ADOPT-AN-EVENT DONORS

**Baker Family**  
SISTERS ACADEMY

**Christopher Center**  
LADACIN NETWORK - SCHROTH SCHOOL

**Friends of No Limits Café**  
FRA

**Kenneth Nahum and Ann Marie Walsh**  
NEW HOPE

**Maglione Family**  
CHILDREN'S SPECIALIZED HOSPITAL - TOMS RIVER

**Mike and Maryanne Cohen**  
EVA'S VILLAGE

**Moonlight CGF**  
LYONS HOUSE CENTER OF RECOVERY & HOPE

**OceanFirst Foundation**  
BANCROFT

**OceanFirst Foundation**  
CVR

**Stillwell-Hansen**  
EASTER SEALS

**Trudy and Charlie Parton**  
ALPHA SCHOOL





# EXPRESS **FULLFILLMENT**

We work hard at each Holiday Express event to bring joy and friendship to every one of our attendees. For many of the places we visit, there is no greater satisfaction than the **fulfillment** that comes with a good meal that is carefully prepared and personally served to them with love, compassion, and dignity – feeding them in both body and soul. Each year, thousands of those meals are made possible by the generous restaurants and other food establishments that donate them - and whose staff members often donate their own time, as well, to join us in serving our special guests.

## **Thank you to our 2019 Event Food Donors:**

- Anjelica's Restaurant
- Birravino
- Frito Lay
- Iron Whale
- Jack Baker's Lobster Shanty
- Jersey Mike's Subs
- Joe Leone's Italian Specialties & Catering
- McLoone's Boat House
- McLoone's Pier House
- McLoone's Rum Runner
- Merri-Makers Caterers
- Patricia's of Holmdel
- PepsiCo.
- Taliercio's Gourmet Deli & Catering
- The Robinson Ale House - Asbury Park
- Val's Tavern
- Vrola - Center of the Plate Specialists
- Windmill Hot Dogs







# EXPRESS CELEBRATION

During the months of November and December, Holiday Express brings a memorable, magical, musical party to every group that we visit. We also host several important annual fundraising events where many of our volunteers and supporters jubilantly come together in camaraderie and celebration.

Traditionally, our two biggest fundraisers are the Annual Holiday Express Golf Classic and the Sunset Benefit Clambake, which sell out every year. Please mark your calendar and be sure to check our website, emails, and social media for details and updates about this year's special events.

And thank you, as always, to all of our generous 2019 event sponsors, auction donors, and journal advertisers!

## 2019 GOLF CLASSIC SPONSORS

**PRESENTING SPONSOR**  
Hackensack Meridian Health

**FORECADDIE SPONSOR**  
Jenkinson's Boardwalk

**COCKTAIL RECEPTION SPONSOR**  
Shore Point Distributing Company

**GOLFER GIFT SPONSOR**  
Springpoint Senior Living, Inc.

**LUNCHEON SPONSOR**  
PepsiCo

**HOLE-IN-ONE SPONSOR**  
OceanFirst Foundation

**BREAKFAST SPONSOR**  
Saker ShopRites, Inc.

**CART FLEET SPONSOR**  
Investors Bank

**GOLD SPONSORS**  
CWR Electronics Corp.  
J. Fletcher Creamer & Son, Inc.  
Local Union 400 IBEW  
Monmouth Medical Center  
Barnabas Health/Monmouth  
Medical Foundation  
The Perricone Family's  
Christopher Center for  
Mental Health & Wellness  
Two River Community Bank

**REFRESHMENTS SPONSOR**  
Paras, Apy, & Reiss, P.C.

**PUTTING GREEN SPONSORS**  
Center for Vocational Rehabilitation  
New Jersey Natural Gas  
Railroad Construction Company, Inc.



## 2019 SUNSET CLAMBAKE SPONSORS

### PLATINUM SPONSORS

The Perricone Family's  
Christopher Center for Mental  
Health & Wellness at Hope Tower  
Shore Point Distributing Company

### EXTRAORDINARY SUPPORT

McLoone's Pier House

### GOLD SPONSORS

J. Fletcher Creamer & Son, Inc.  
Jay and Linda Grunin Foundation  
Tom and Janet Kirwan  
Robin Jill Schneider, Esq.  
Sheldon and Anne Vogel

### PREMIUM SPONSOR

CWR Electronics Corp.

### SILVER SPONSORS

Sharon Jorgensen  
Investors Bank  
Luneau USA  
OneTeam Financial, LLC  
Paras, Apy, & Reiss, P.C.  
Vrola Meats - Tidal Seafood  
Wakefern Food Court/ShopRite

### BRONZE SPONSORS

Ansell, Grimm & Aaron, P.C.  
Bayshore Family of Companies  
Cooperhouse Family  
Genova Burns, LLC  
Hackensack Meridian Health  
Inserra ShopRite Supermarkets  
Monmouth Medical Center  
Barnabas Health/Monmouth  
Medical Foundation  
Kenneth Nahun and AnnMarie Walsh  
New York Giants Football  
John and Dawn Reinhardt  
RKS Associates: Alpha, Harbor,  
Gateway Schools  
Two River Community Bank  
Van Winkle Associates  
Chryssa Yaccarino, Esq.

### AUTO SPONSOR

World Subaru and World Jeep  
Chrysler Dodge Ram





# EXPRESS **GENEROSITY**

We are continually humbled and grateful for the many ways in which our supporters share their generosity through funding, materials, and services that allow us to continue the Holiday Express mission. Thank you to all those who assisted us throughout our 2019 season by providing everything from blankets, electrical equipment, moving boxes, paper goods, and rental trucks to corporate partnerships, design and publishing services, fundraising merchandise, media coverage, sponsorships for our benefit concerts, and so much more. The extent of your generosity is matched only by the depth of our gratitude!

## **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  
WRAT Radio

## **GRANT AND FOUNDATION SUPPORT**

BlackRock Gives  
Bundy Family Foundation  
Coldwell Banker Residential Brokerage  
Freed Foundation Inc.  
Jay and Linda Grunin Foundation  
The Kroon Foundation  
Manasquan Bank Charitable Foundation  
Monmouth Park Charity Fund  
OceanFirst Foundation  
Princeton Area Community Foundation  
St. George's by-the-River  
TD Charitable Foundation  
Travelers Foundation  
The Wawa Foundation  
Wells Fargo Foundation

## **2019 COUNT BASIE HOLIDAY EXPRESS BENEFIT CONCERT SPONSORS**

### **PRESENTING SPONSORS**

Investors Bank  
Stillwell-Hansen

### **SANTA SPONSORS**

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

### **SOUND AND LIGHT SPONSORS**

Commvault Systems  
The Martin-Rizzo Group at Morgan Stanley

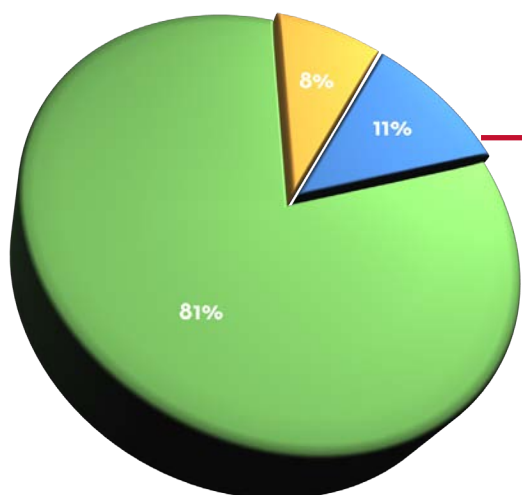
### **CURTAIN SPONSORS**

Karen and James Dolan  
Messina-Mimnaugh Wealth Management Group of  
Wells Fargo Advisors  
Monmouth Medical Center  
Monmouth Medical Center Foundation  
Kenneth Nahum and Ann Marie Walsh  
New Jersey Natural Gas  
PNC Wealth Management  
Kathleen and Bill Ward

### **PATRON SPONSORS**

Bayshore Family of Companies  
Barbara B. Black  
Donjon Marine Co., Inc.  
EPS Corporation  
Giordano, Halleran & Ciesla, P.C.  
K. Hovnanian Companies  
Maglione Family  
Two River Community Bank

# MAKING IT COUNT *with* HOLIDAY EXPRESS



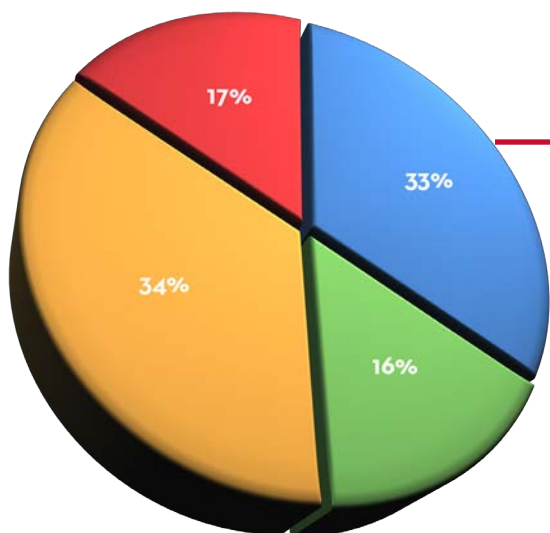
## 2019 EXPENSES

TOTAL \$1,418,538

MANAGEMENT & GENERAL  
**\$165,886**

PROGRAM  
**\$1,142,916**

FUNDRAISING  
**\$109,736**



## 2019 REVENUE

TOTAL \$1,504,165

IN-KIND SUPPORT  
**\$504,168**

PERFORMANCE  
**\$242,687\***

DIRECT PUBLIC SUPPORT  
**\$503,088**

SPECIAL FUNDRAISING EVENTS  
**\$254,222\***

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

DISTRIBUTING MORE THAN  
**425,000**  
GIFT BAGS SO FAR

RECEIVING  
**NO**  
GOVERNMENT FUNDING,  
DUES, OR FEES

PERFORMING MORE THAN  
**1,431**  
MUSICAL EVENTS IN  
**7 STATES**  
TO DATE | SERVING AN  
UNDERSERVED  
POPULATION -  
THOSE WITH A  
DIVERSITY OF  
SPECIAL NEEDS -  
FOR FREE

— 2019 —  
**100** IN **51**  
EVENTS ..... DAYS

**27,000**  
ENTERTAINED AND FED

**9 NEW**  
ORGANIZATIONS

## VOLUNTEERS CONTRIBUTED

OVER  
**21,800**  
HOURS

VALUED AT OVER  
**\$518,000**

SERVED  
**17,000**  
MEALS

TRAVELED  
**25,000**  
MILES

\*net of direct costs

Source: Audited Financials, IRS Form 990



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

## EXPRESS *ANTICIPATION*



AUGUST 31  
ANNUAL GOLF CLASSIC



SEPTEMBER 13  
SUNSET BENEFIT CLAMBAKE



DECEMBER 14 & 15  
COUNT BASIE BENEFIT CONCERTS

*Please check our website for the latest event updates!*

VISIT US ONLINE AT [WWW.HOLIDAYEXPRESS.ORG](http://WWW.HOLIDAYEXPRESS.ORG) AND ON

