

We deeply appreciate your generosity – without it, Holiday Express could not deliver.



968 Shrewsbury Ave.  
Tinton Falls, NJ 07724  
www.holidayexpress.org



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Volunteers Delivering the Gift of Human Kindness

Newsletter

Season 16 Fall 2008

# Help Us Deliver the Gift of Human Kindness!



The generous support of many, many people over the past fifteen years has enabled us to touch lives that are often forgotten during the holiday season, as Bill expresses poignantly in his letter...

Unfortunately, as the economy continues to weaken, we are experiencing a decline in donations just like many other charity organizations. We rely on financial donations to cover the costs of the 50 free holiday events we will put on this season, and we rely on product donations to fill the gift bags we will give to over 16,000 people this year. Holiday Express does not receive any governmental funding. Our income comes entirely from private donations, foundations, corporate sponsors and our own fundraising events.

Historically, we have been dependent on the seasonal generosity of our supporters and this year we are asking you to consider a donation by check before December 31 to qualify for a charitable contribution on your 2008 tax return. You can also make a donation on our website: [www.holidayexpress.org](http://www.holidayexpress.org).

We understand there are many worthwhile and deserving causes asking for your help. With less charitable dollars available this year, it is critical that donations go to charities that maximize the use of every dollar. Charity Navigator, the nation's largest and most utilized evaluator of charities which provides guidance for intelligent giving, reports that the most efficient charities spend

at least 75% of their budgets on programs and services with the remaining 25% spent on administrative and fundraising costs. Last year, Holiday Express spent 85% of our income on programs and services with 15% spent on administrative and fundraising costs.

As our 16th Season moves forward, we extend our sincere appreciation to all our supporters who have grown with us. Your donation of any amount will help us successfully meet the continuing and escalating needs of those we

visit. I wish every one of you could see the joy we see – nothing compares to the awkward grin of a challenged individual when Santa holds their hand.

With my warm and heartfelt gratitude, enjoy a healthy holiday season.

Thank you.

Donald Pignataro  
Executive Director

## HAGEDORN PSYCHIATRIC HOSPITAL

*"Your show at Hagedorn Psychiatric Hospital was one of the best things to happen at our place in a long time. To see our patients interact and enjoy as they did was a great thing for me. I saw some of my patients connect with the reality of the season at your show more than they have connected with anything else in many months. To see the smiles on their faces and the dancing in the aisles made my holiday season. God bless you for what you do and looking forward to seeing you again for the people in our care.*

Thanks,  
Bill

## Gift Bag Wish List

The depth of services Holiday Express is able to provide depends on the support of many generous people. Each year Holiday Express fills over 16,000 gift bags for the people we visit. Our warehouse or "Grinchville" as it has fondly become known, is a flurry of activity Santa would be proud of. Boxes, bags, pallets, carts, trucks and constant phone calls all contribute to a semi-organized environment where each event is prepared, staged for loading and delivered to the location.

We are looking for corporations, businesses or individuals who can provide large quantities of items for our 2008 gift bags.

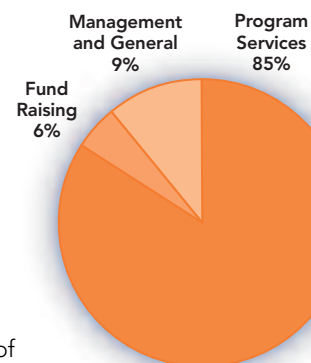
Our greatest need is for **blankets and throws, and large/extra large ski gloves/mittens**. Additionally, our 16,000 2008 gift bags can always use personal care products, books, warm hats, mittens, gloves, scarves, socks or other appropriate stocking stuffers.

Kindly contact the office if you can help.

## Holiday Express Financial Information

Holiday Express, Inc. is a non-profit, registered 501(c)(3) organization, with a mission 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. Contributions to Holiday Express, Inc. are deductible for Federal tax purposes.

For the fiscal year ending April 30, 2008, Holiday Express Inc.'s support and revenue totaled \$1,559,099. Of that amount 85% was available to support the organization's mission. Fund-raising costs for the year were 6% of total income and 9% of income went to Management and General.



## Save The Date

**7th Annual Golf Classic  
Manasquan River  
Golf Club  
Monday, July 20, 2009**

**2nd Annual  
Sunset Clambake  
Sunday,  
September 13, 2009**



2008 Sunset Clambake Sponsors





I must say that it is always astonishing how quickly a year goes by since, as you read this, we will be in the midst of Holiday Express Season 16. It should also be obvious to everyone, however, that with the country in the midst of a huge economic downturn, the people we visit may be the most harshly affected of all. That is why it is all the more important that we dedicate ourselves to the service of these "most needy of the needy." As we rejoin them a year later, I am sure we will all, once again, be struck by the sense of "there but for the grace of God go I." Our mission is to deliver the gift of human kindness to those in need, and through the kindness and generosity of countless "elves," we are making all of this possible.

**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.**

**Newsletter By**

Donald Pignataro, Editor; Jill Weiss Graphic Design

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 Christina Liccardi, Office Manager

Holiday Express is a volunteer, non-profit, non-sectarian, registered 501(c)(3) organization.

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**Update/Don Pignataro  
 Holiday Express Executive Director**



"Bringing the Gift of Human Kindness to Those in Need" is a phrase we use to sum up what we do. While our volunteers and supporters sing our praises, we still are referred to as "the best kept secret in town" by first timers. Our goal is to promote the Holiday Express BRAND.

Branding Holiday Express is an ongoing process and "you" – our loyal supporters – are our best Brand Ambassadors. Your

devotion is very important to convey a clear and consistent message by providing answers to questions such as: who we are, what we do, how we do it and why should anyone care enough to support us? Notwithstanding the economic hard times we are all facing, our commitment to building lasting relationships with clients, volunteers and supporters is the foundation of Holiday Express. We are committed to managing our organization cost effectively and with oversight from our Board of Trustees. Over 600 volunteers augment our staff of four. "We" are very passionate about our mission – "we" focus on helping others – yet, we understand the value of running a business. Our brand reflects everything about our organization, it is a lot more than a tagline, and it represents the quality of the Holiday Express extended family.

On behalf of the more than 16,000 people we will visit this season, please accept my appreciation for your continued support. We need you to help raise the visibility of our organization and look forward to sharing the "gift of human kindness" this holiday season. We are committed to working together with our best asset, "you."

**Kudos to our Junior Fundraisers!**

By Jane Denny

It is always very special when we are the beneficiaries of a fund-raising effort that is unanticipated – but even more so when it comes from children.

Two 5th graders at The Rumson Country Day School, Emma Gill and Lizzy Small, have birthdays that are only a few weeks apart. This year, they put their heads together and planned a special event that would not only be a birthday celebration, but would do something special for others at the same time. They invited all of their classmates to join them for a joint party at Keansburg Water Park in August. They requested that in lieu of a gift, guests bring a donation for Holiday Express. The party was a huge success!



After school began in September, I invited the girls for a tour of the warehouse and to join me for lunch. Emma and Lizzy got the royal treatment from our staff: Executive Director, Don Pignataro; Director of Operations, Amy Robinson DeHays; and our Office Manager, Christina Liccardi. The best moment came when the girls presented their check for \$1,200, which was the total amount of the donations raised at the party. Needless to say, the Holiday Express staff was very appreciative and impressed by our junior fundraisers.

Maybe we should put them in charge of the 2009 Clambake!

**First Annual Holiday Express Clambake Raises \$170,000**



Nearly 400 people attended the First Annual Holiday Express Clambake in September at Merri-Makers at the Water's Edge in Sea Bright. An estimated \$170,000 was raised to support the mission of Holiday Express.

Attendees were treated to a balmy evening of ocean breezes, bare feet, a lavish buffet, dancing galore, and all-night entertainment by several bands from within the Holiday Express musician roster. The lighthearted night of fun was a huge success made possible by generous individuals and companies who donated money, time and auction items.



Highlights of the evening included an extremely generous donation of nearly \$40,000 made by Holiday Express friend and sponsor, Carol Stillwell. Stillwell's contribution included underwriting the cost of the event, various auction items, and a cash donation.



Shore Point Distributing Company created a signature drink for the evening called a "Startini" using Jaguar vodka. Decorations and centerpieces were donated by volunteers Andy and Susan Edelman of Trimco.

A record setting \$26,000 was raised through the live auction. Top items bid on included: a week in St. Maarten, a week in St. John's, a Ruby Heart designed and donated by Michael Gomez – and the always popular opportunity to sing on stage with the Holiday Express band. The entertainment for the evening included Andy McDonough, Jeannie Westendorf, Joe Petillo, Koka, Alan Grant & Primitive Soul, BethAnn Clayton – and Tim, along with many accomplished Holiday Express band members!

*Please join us for the Second Annual Sunset Clambake on Sunday, September 13, 2009!*

**2008 Schedule**

Sunday, Sep. 14	<b>*First Annual Clambake, Sea Bright</b>
Monday, Nov. 24	Greystone Park Psychiatric Hospital
Tuesday, Nov. 25	Green Brook Developmental Center Ancora Psychiatric Hospital
Friday, Nov. 28	<b>*Red Bank Town Lighting, 7 pm</b>
Sunday, Nov. 30	HolEx I
Monday, Dec. 1	Passaic County Elks CP Treatment Center High School North Jersey Developmental Center
Tuesday, Dec. 2	Medallion Care Passaic County Elks CP Adult Treatment Center Special Olympics of Staten Island
Wednesday, Dec. 3	School For Children <b>Norman A. Blesman Regional Day School</b> Bonnie Brae
Thursday, Dec. 4	Institute of Applied Human Dynamics Bowery Residents' Committee Woodbridge Developmental Center
Friday, Dec. 5	Millburn Regional Day School CPC Behavioral Health
Saturday, Dec. 6	New Lisbon Developmental Center Woodbine Developmental Center
Sunday, Dec. 7	<b>Fort Dix/NJ National Guard Families</b>
Monday, Dec. 8	A. Harry Moore School CPC Residential, Park Place, TASP, Habcore
Tuesday, Dec. 9	Somerset Hills Residential Treatment Center Hagedorn Psychiatric Hospital
Wednesday, Dec. 10	Easter Seals
Wednesday, Dec. 10	<b>*NJ PAC, 7:30 pm, Presented by PSEG</b>
Thursday, Dec. 11	University Behavioral Health St. Paul's Homeless Shelter
Friday, Dec. 12	Lakeview School
Saturday Dec. 13	Eastern Christian Retreat HolEx II
Sunday, Dec. 14	Matheny Medical and Education Center Crystal Lake Healthcare & Rehabilitation
Monday, Dec. 15	Trenton Area Soup Kitchen Trenton Psychiatric Hospital
Tuesday, Dec. 16	Harbor School Ladacin Network
Tuesday, Dec. 16	<b>*Count Basie Theatre Christmas Show, 7:30 pm Presented by THE D.G.S. GOOD GROUP</b>
Wednesday, Dec. 17	Gateway School Eva's Village
Thursday, Dec. 18	Children's Center of Monmouth County
Thursday, Dec. 18	<b>*Count Basie Theatre Christmas Show, 7:30 pm, Presented by Citi</b>
Friday, Dec. 19	Alpha School CVR
Saturday, Dec. 20	Vineland Developmental Center Hunterdon Developmental Center
Sunday, Dec. 21	<b>Straight &amp; Narrow</b>
Monday, Dec. 22	Blythedale Children's Hospital Rivington House
Tuesday, Dec. 23	Friends House
Wednesday, Dec. 24	St. John's Soup Kitchen Trinity Church Soup Kitchen

\*Indicates Public Performance  
 Please note that the events listed in bold are new this year