

Volunteers Delivering the Gift of Human Kindness



Scott Longfield, Red Bank Town Lighting



“The essence of Holiday Express is that it is a celebration of life and all that is good in the world. It is as if all the daily challenges faced by our children are temporarily replaced by music, compassion, empathy, kindness, understanding, joy and hope. The challenges continue, but the spirit of these precious gifts remain in our hearts in anticipation of the return of our forever friends from Holiday Express.”

Anne Guteski,
Principal, Harbor School





Tim McLoone, President

Well, this is my annual “this was our best season yet” message but, I must say, that in 2010 it was really true. And I think the credit goes to the magnificent job all of our volunteers do in getting this huge undertaking – that has so many moving parts – literally on the road. Everywhere we went, no matter how difficult the circumstances, the events went off more smoothly than ever. All of that amazing preparation allowed us to just concentrate on entertaining all of the good people who had waited a year for us to arrive. I hope all of you who make us what we are enjoyed the experience as much as I did.

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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Donald Pignataro, Executive Director



This season Holiday Express surpassed its 700th event of delivering human kindness to those in need. Almost 14,000 special individuals, isolated from society, experienced the uplifting effect of live music and the warmth of human touch. The people we see – who may be estranged from their families and going through a difficult period in their lives, or those who had the misfortune of being born into a life with disabilities – are the reason Holiday Express has 1,600 volunteers who gave more than 10,000 hours of their time this past season. Our visits not only bring merriment and excitement

to isolated settings over and over again, but demonstrate how music has the power to open hearts and comfort souls. We are always grateful to the community of volunteers who make the season happen. The selfless giving of our musicians, gift bag packers and skilled and talented volunteers of all ages embodies the true spirit of the holiday season.

While the non-profit sector faced another challenging year, Holiday Express faced our own set of challenges financially. Adequately communicating the impact of our mission and asking potential donors to support a service that does not directly benefit them is a difficult task. We are not providing a physical product to touch and count, yet, what we provide – our service to those in need – has meaning. To grow Holiday Express, and to reach more deserving individuals in need, we simply must ask for additional support. Our donors historically have been very loyal and for that we extend our heartfelt thanks. However, national statistics show 70% of first year donors do not give again the following year. Thus, donor retention and relationship building are critical to our success. We must balance the importance of operating as a business without compromising the passion for those we touch. While that passion may be the reason someone donates to us, astute and generous donors want transparency and accountability if they are to fund our cause, and they want and deserve results. If the income goes down and the expenses go up, we may be forced to cut services – and that would have a domino effect on our mission.

This past year we received the benefit of a complimentary consulting service from Bohse & Associates, Inc. a nationwide leader in the field of nonprofit consulting. Pat Bohse provided valuable insight and direction helping us formulate a plan to achieve long-term vision and sustainability of the organization. We all extend our sincere gratitude to Pat and welcome her to the Holiday Express family.

We also thank Natalie Morales and her crew from NBC for spending a day with us, and broadcasting our story on Christmas Eve in the *Making A Difference* segment on the *NBC Nightly News with Brian Williams*, which put Holiday Express in the national spotlight.

As Holiday Express matures, we will remain steadfast to our mission. As always, thank you for helping us bring some joy and laughter into the lives of those who need it most.

PRICELESS...

By Ashley Hadar

“The difference between a helping hand and an outstretched palm is a twist of a wrist.”

Laurence Leamer, King of the Night

No person in the world has all the things they want, but everyone deserves to have chances and a little happiness. No matter how much or how little you give, helping people and knowing that you’ve had even a small impact in their lives is a really great feeling. You never know where you will find yourself in life, as a giver providing a helping hand, or the receiver seeking another’s helping hand.

Empathy is defined as “the ability to experience and respond to another person’s feelings.” Allowing yourself to help others will provide opportunities to identify with the situation that another person is going through. The feelings of compassion, benevolence, and kindness tend to push aside the negative emotions for both the giver and the receiver, and after a while the line between the two disappears and both become one.

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

On stage at the Count Basie: Melissa Chill sings “True Colors” with the Matheny Chorus



Many times if we do not go to visit some of these people, no one else will. We try to bring some happiness to someone who has to deal with great struggles on an every day basis. Most of those we see have very little or nothing, and have no one else to come and spend time with them.

Music is an extremely versatile and powerful means of communication and has the power to cause emotions to well up within us. It creates an emotional human connection between the listener and the performer. Music is a common bond that connects us all to one another and brings us together as a community.

“... I see your true colors shining through,
I see your true colors and that’s why I love you,
so don’t be afraid to let them show, your true colors,
true colors are beautiful like a rainbow.”

Billy Steinberg & Tom Kelly

Vocalist Melissa Chill’s crystal clear voice rises above the sound of the accompanying instruments played by the Holiday Express band. The song rises high above all the noise in the room and powerfully causes emotions to well up inside all its listeners and touches all souls. All the strength, resiliency, beauty, pain, suffering and hurt come together in one room. The Holiday Express elves are walking around the room, giving hugs and smiles, pushing wheel chairs, dancing, and spreading joy.

The sound of the music vibrates throughout the room, and within moments heads start bobbing to the beat. Bodies move in unison with the rhythm, joyful humming ensues. Spontaneously, some start dancing. The music playing in the room cuts through our carefully constructed defenses and liberates within us a deeper appreciation and acceptance.

A teenager sitting across the room catches my eye. He sits with the casual tranquility of an uncluttered mind. Ron is 16 years old. Like any other teenager he is, according to his caretakers, into music, movies, video games and girls. He is very bright and has a great sense of humor. What makes Ron not so typical is the fact that he was diagnosed with cerebral palsy as a baby, along with an assortment of other diagnoses.

Other than his left hand, Ron is bound to a wheelchair, and can’t move a muscle. His face does not express any emotions and other than a few grunts he does not speak at all. But Ron is a lucky kid, since he can hear, see and has a strong will to fight and live. He is a teenager trapped inside a dysfunctional shell.

Ron has a small book on top of his wheelchair. The book has assorted pictures of faces displaying all sorts of emotions. His posture fixes his eyes below the gaze of most. I came over and squatted down beside him and he grabbed my hand with his one good hand and placed it on

Elf Scott Levenson



Vocalist Pam McCoy



top of his book. He showed me that he wanted me to turn the page, which I did. He then started tapping with his finger, on the picture of a smiling face. He kept wanting me to alternate the pages between the smiling face and the picture that had a big heart and expressed the feeling of love. Ron’s face looked radiant and I seemed to sense a small smile escaping his lips, if only he could show emotions.

What is it about the simple touch of a hand that possesses the ability to soothe, reassure, and stimulate a sense of love, of connection and tenderness? During this moment between Ron and me, the universe presented to me in a very tangible and public way that the little, everyday things we worry about are truly nothing. Ron made me feel more connected to myself, and made my problems appear miniscule next to his.

Both Ron and I are the same in so many ways. We both have our troubles in life, but we are both lucky in so many ways. Ron added a sense of purpose and meaning to my life and made me question who was truly the giver here and who was the receiver. We both helped each other.

Every person is unique, and each of us has his or her own preferences, thoughts, desires, needs, abilities, worries and goals. “All the same” does not mean that we are all identical; it means that we are all one family. Each of us is an instance of the human race and of life itself. The places where life takes us can change in an instant.

Won’t you join me and the rest of the Holiday Express family and become a volunteer?

Holiday Express Making a Difference

14,000 individuals were touched by the power of live music and 1,600 volunteers believed that was important.

Within the nonprofit sector, there has been increasing attention to questions of impact and performance measurement, partly in response to the challenge from donors, trustees and the government. The role of measuring performance is used not only for assessing what we have achieved and providing accountability, but also for motivating continuous improvement.

Holiday Express does not have a diverse portfolio of products and services. We are not working towards solving societal issues or influencing public policy.

Adult Special Needs Programs

We shared the season with more than 2,000 adults at these events

These programs provide comprehensive mental health services that promote full participation in community life. Individuals and families living with depression, mental illness, substance abuse or disabilities that impact learning, receive counseling, support and many other services in a safe compassionate environment. These services provide hope for recovery and enables individuals with disabilities or special needs and their families to live, learn, work and play in their communities with equality, dignity and independence.

Spectrum for Living, River Vale NJ
Catholic Charities, Partners In Recovery,
Trenton NJ
Medallion Care, Clifton NJ
CPC Behavioral Healthcare, Aberdeen NJ

Easter Seals, Wall NJ
Ocean Mental Health, Bayville NJ
University Behavioral Healthcare,
Piscataway NJ
CVR, Eatontown NJ



Cerebral Palsy Sites

Over 700 adults and children showed their love of music at these sites

These programs provide education, therapeutic, social, residential and support services for people with cerebral palsy or other physical disabilities. They seek to maximize independence for individuals with developmental and multiple physical disabilities in the areas of communication, education, functional skills, social skills, vocational skills and employment. They offer leading-edge adaptive seating for mobility devices and customized voice output computer systems for students without speech capability.

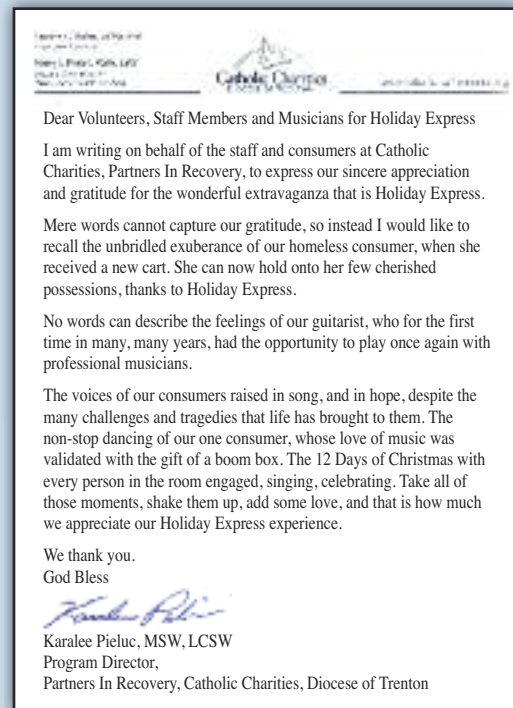
Passaic County Elks Cerebral Palsy
High School, Clifton NJ
Passaic County Elks Cerebral Palsy
Adult Training Center, Clifton NJ

Ladacin Network, Wanamassa NJ
Lakeview School, Edison NJ

The scale and scope of our mission does not enable us to exert control over complex theories of change; yet, we impact the lives of many. WE MAKE A DIFFERENCE.

Our work is so unique and context-specific that it cannot be readily measured in the traditional nonprofit metrics, yet, WE MAKE A DIFFERENCE.

We have a niche and that niche is important to the individuals who know us as Holiday Express. While our visit is brief, the feeling is long-lasting. The following pages portray our season's work, the types of locations we visit, the people we touch and the impact we have on an underserved, isolated population.



Schools For Children With Special Needs

At these schools we touched more than 1,400 students

The Students at these schools have various classifications which include but are not limited to: auditorally impaired, autistic, communication impaired, cognitively impaired, multiply disabled, other health impaired, specific learning disability, and traumatic brain injury. The schools serve children, adolescents and young adult students ranging in age from five to twenty-one and provide a safe and nurturing educational environment dedicated to the vision that individuals with disabling conditions are entitled to a full and meaningful life. The students receive comprehensive services in the areas of physical therapy, occupational therapy and life skills. The programs are highly individualized to meet the academic, functional, social, behavioral and transition needs of the most challenging students. Below is a list of the schools where we held events this year and the number of students (along with their families) staff and volunteers we touched.

Regional Day School at Jackson, Jackson NJ
Norman A. Blesman Regional Day School,
Paramus NJ
Somerset Hills Residential Treatment Center,
Warren NJ
Alpha School, Jackson NJ
Millburn Regional Day School, Millburn NJ

A. Harry Moore School, Jersey City NJ
Hawkswood School, Eatontown, NJ
(formerly School for Children),
Children's Center of Monmouth County,
Neptune NJ
Gateway School, Carteret NJ
Harbor School, Eatontown NJ

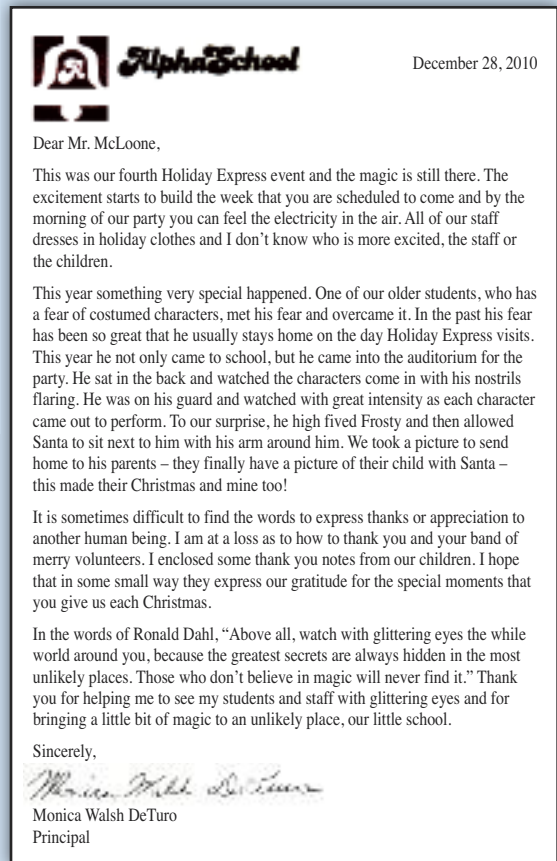
Soup Kitchens

Over 2,000 people enjoyed a hot meal and a holiday party each season

Feeding all who come hungry and in need is the main mission of these soup kitchens, yet they do much more. Services have expanded to include outreach programs such as adult education, computer training, medical services, women and children centers, health care counseling, screening and referrals, social services, children's activities, food pantries and arts and crafts.

Trenton Area Soup Kitchen, Trenton NJ
Trinity Church Soup Kitchen, Asbury Park NJ

St. John's Soup Kitchen, Newark NJ



Saturday Soup of Asbury Park Last Resort Food Pantry

Dear Don & Friends,
On behalf of all of the guests here at Saturday Soup and the Last Resort Food Pantry, I want to thank you and the employees and volunteers of Holiday Express for the wonderful event that you hosted at Trinity Church on Christmas Eve morning. It seems that every year I am put in the position of saying, "This seemed like it was the best year ever!" And I will say it once again this year! The weather was perfect, the food delicious and the band and atmosphere was unbeatable. Most importantly, our guests were treated to a day of holiday fun that they cannot get in their everyday lives.

I know that the joy from this event lasts in the hearts and minds of our guests all throughout the year. They look forward to it every Christmas. The love and care that you show to every person is evident on the faces of both your volunteers and our guests. It offers our guests a chance to forget their struggles for a few hours and to know that there are those who care about their happiness and well-being.

We pride ourselves on offering a welcoming, safe place for members of our community to come and receive the help that they need and we strive to treat each of them with the dignity that they deserve. We are so pleased that we have been able to partner with Holiday Express as an extension of that welcome.

Please also make sure to pass along our thanks to the Giving Partners, The Denny Family and the Gartz family. We are grateful to you all in so many ways!

Peace,
Jill Osis, Administrator
2/10/11

Holiday Express Making a Difference



Medical, Educational, Behavioral, Residential and In-Patient Facilities

We saw more than 700 adults and children at these facilities

These facilities support a wide range of individuals with disabilities throughout all stages of life. A full continuum of care is offered for adults, children, adolescents and their families, as well as for those with various addictions. Services provided include medical and educational treatment for children and adults with medically complex developmental disabilities and associated clinical conditions. Many require custom seating and mobility devices, from the most basic manual wheelchairs to the most sophisticated power mobility and power seating systems, designed to optimize function and minimize deformities for individuals with severe physical impairments. Other mental health services provided are consultation, evaluation, and treatment for a variety of issues that can impact the emotional well-being of the poor and vulnerable. Residential and inpatient programs focus on all aspects of the resident's development, including educational, emotional, medical, social, and spiritual needs.

Crystal Lake Healthcare & Rehabilitation,
Bayville NJ

Matheny Medical & Education Center,
Peapack NJ

The Lyons House, Center of Recovery,
Lyons NJ

Trinitas Medical Center, Elizabeth NJ
Eastern Christian Retreat, Wyckoff NJ

Developmental Centers

We celebrated with more than 2,500 adults at these facilities

New Jersey Developmental Centers are home to approximately 2,700 individuals. Residents have intensive needs related to their developmental disabilities, and many also have co-occurring mental health, behavioral and/or medical needs. The average age is 51 and more than 80 percent of the residents have lived in a developmental center since childhood. Many residents are non-ambulatory and must use a wheelchair for mobility.

Woodbine Developmental Center,
Woodbine NJ

Woodbridge Developmental Center,
Woodbridge NJ

Vineland Developmental Center, Vineland NJ

New Lisbon Developmental Center,
New Lisbon NJ

North Jersey Developmental Center,
Totowa NJ

Hunterdon Developmental Center, Clinton NJ

Programs for Critically Ill Children & Their Families

500 kids and their families enjoyed the party atmosphere

These programs give hope, strength and joy to children with life-threatening medical conditions. Children and their families receive a comprehensive package of emotional support, counseling, and advocacy services when facing the challenge of caring for a child with cancer.

Make-A-Wish, Union NJ;

Emmanuel Cancer Foundation, Wall NJ



“... your unique ability
to ‘connect’ with our
students and staff
makes you a
truly special group
of people.”

Ralph Lotierzo, Principal
Manchester Township Public Schools
Regional Day School at Jackson



As photographers, Lakeview School was the most challenging Holiday Express event that we attended. It felt much harder to reach the many kids with severe disabilities. We ran around with the cameras trying to capture the best we could.

Most of the kids were wheelchair bound. The room was packed for two back-to-back shows, and there was no dance floor.

THEN – what was really amazing – was actually seeing some of the photos we brought home and how much Holiday Express really did reach these kids!

Richard and Lake Steiger
A Great Image Photography

Children's Hospitals

175 children experienced the musical therapy

These hospitals serve infants, children and young adults affected by traumatic brain injury, spinal cord dysfunction and injury, premature birth, autism, developmental delays, and life-changing illnesses. They are dedicated exclusively to the diagnosis, care and treatment of children with complex medical and rehabilitative needs.

Children's Specialized Hospital - Mountainside NJ

Children's Specialized Hospital - Toms River NJ
Blythedale Children's Hospital, Valhalla NY

Multiple Services Programs for the Needy and Addicted

Almost 800 clients attended the events for some cheer of the season

These programs provide a wide range of services for the poor in New Jersey, including food, shelter, substance abuse treatment, primary medical and dental care and a variety of transitional and permanent housing options. Additional supportive services include, parenting classes, play therapy, personal finance workshops, job training and placement. Adult and adolescent clients attend critical residential, outpatient and methadone treatment programs and receive a variety of counseling and case management services.

Eva's Village, Paterson NJ

Straight & Narrow, Paterson NJ



“... created are smiles
and memories
that are held in
lonely hearts
for the entire year.”

Rosemarie Newberry,
New Lisbon Developmental Center



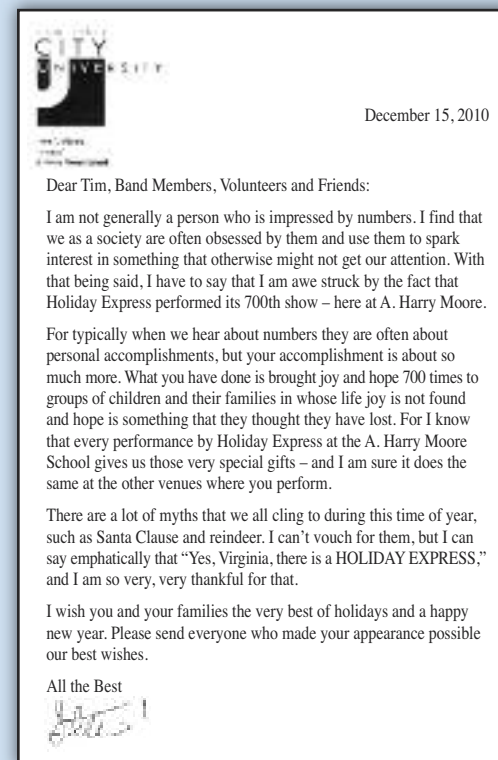
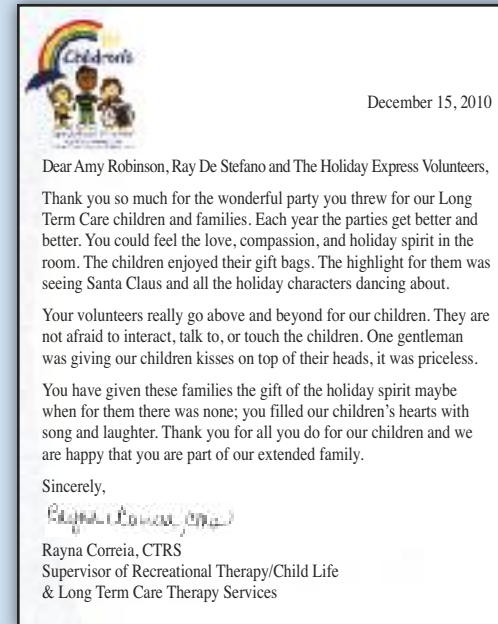
Psychiatric Hospitals

1,300 patients enjoyed the music and fun

These hospitals serve a designated New Jersey population. They provide quality comprehensive psychiatric, medical and rehabilitative services that encourage maximum patient independence and movement towards community reintegration within an environment that is safe and caring. These are adult inpatient facilities that offer a multidisciplinary team approach to development and implementation of care. They meet the needs of mentally ill clients with individualized and guided care by stage of illness and functional status.

Ancora Psychiatric Hospital, Hammonton NJ
Trenton Psychiatric Hospital, West Trenton NJ

Hagedorn Psychiatric Hospital,
Glen Gardner NJ



Harbor School and Holiday Express: A Story of Friendship

by Anne Guteski, Principal, Harbor School

The magic began back in December 2005, when a group of volunteers from Holiday Express arrived on the doorstep of the Harbor School. A friend of ours, Jane Denny – a Holiday Express Board Member – had connected us with this organization and once we met, it seemed as if we had always known each other.

Looking back on the early days in becoming acquainted with the Holiday Express organization, we are so very grateful to have been connected to such a dedicated group of individuals. Here we were, a small school serving children with special needs, and somehow this wonderful group of people found us.

Our children sometimes go unnoticed and may seem hidden from the world. Holiday Express changed this when they saw our need and reached out with a helping hand. The promise of an event with live music, food and gifts had never been offered before. But more importantly, we were going to be a part of a celebration with people who just wanted to give us their time, attention and unconditional acceptance.



It is difficult to pinpoint the most memorable moment with our Holiday Express friends, but it probably occurred during the first event that we had here when our students simply rushed the stage with excitement. It was the music that triggered this response, as if they were greeting an old friend that they hadn't seen in a long time.

The essence of Holiday Express is that it is a celebration of life and all that is good in the world. It is as if all the daily challenges faced by our children are temporarily replaced by music, compassion, empathy, kindness, understanding, joy and hope. The challenges continue, but the spirit of these precious gifts remain in our hearts in anticipation of the return of our forever friends from Holiday Express.



Impact on New Lisbon

by Rosemarie Newberry, MDiv Chaplain

In December 2010, the New Lisbon Developmental Center (NLDC) celebrated the 10th anniversary of a visit from Holiday Express. It is **the** event of the season at NLDC. And, for many of the individuals that live at NLDC, it is **the** event of the entire year. Shortly after the visit, they start asking "When is Holiday Express coming?" You can see many Holiday Express ball caps on our residents all year round. Ask someone about it and you hear a long story about how much they love Holiday Express. Besides the caps, the Holiday Express Live CD is part of the music collection of many people who live on our campus and the carols can be heard all year long.

An employee at NLDC connected us to Holiday Express. Diana Wheeler, in the Fiscal Services Department, has a cousin, Buck Kelly, who is a guitarist and vocalist in the band. Diana told Claudette Keegan, Community Relations Department, about Holiday Express and the rest is history. And what a wonderful history!

It is not just the music, the gift bags, the dancing, Santa, the craft tables and the subs that make the event so wonderful. What is most important is the friendships. Holiday Express Volunteers know the names of residents and recognize their faces. For many folks that have no, or few, visitors during the year, these friendships are precious. Some NLDC residents even think that they are part of the band. It is wonderful that Tim McLoone knows them and invites them onto the stage so they can sing along. Created are smiles and memories that are held in lonely hearts for the entire year.

Through the years, the Holiday Express Giving Partners Program has been responsible for providing the Center with some important and expensive equipment. This year, the Pignataro Family donated a therapeutic massage recliner for the Teaberry Cottage. It will be used by people who will strongly benefit from this therapy. In previous years, Comcast has donated ten Hewlett Packard printers and an Impedence Bridge (used in screening and detecting middle ear infections in people with poor communication skills.)

We have loved having Holiday Express visit each year for the past decade and we look forward to the next ten years!

Connie Strange

loves her name and knows how to have fun with it! She is an effervescent woman who loves life, is a singer and performer, is aware of her personal mission – and who arrived in New Jersey last December to soak up a week's worth of Holiday Express.



After attending a high school band reunion in Marion, Indiana, last year, Rick Brunermer (Holiday Express horn player), began to share with me about a charity he was part of that gave their time and talents to the less fortunate during the Holiday Season. Rick's passion and excitement just grabbed me! I longed to be a part of what he described, but I live far away from the State of New Jersey!

Each time we would chat, Holiday Express was the main topic and I felt myself getting hooked! Then I asked Rick what he thought it would take for me to start a group like this in Indiana? Without hesitation, he invited me to New Jersey to experience Holiday Express for myself! That was all it took... a week later I booked a flight and on December 11, 2010, I was on my way!

What an adventure! I was welcomed by the most wonderful group of people! The first day we boarded the bus to travel to an event, Rick stood up and introduced me to all. Everyone was so kind and openly shared excitement about my being there. It didn't take long for me to feel that I was a part of the group. All the volunteers were very helpful and showed me what I needed to do. They also

shared their own experiences of Holiday Express, and had a glow of love for every event we would be going to. Each new day I met more new people – what a gift and what a great experience! I indeed made new friends and will always cherish my time with them.

I have been in musical entertainment myself for many years, and am not new to special needs homes, VA hospitals, or even the county jail chapel services. I must say, Holiday Express is managed differently from anything with which I have ever been

involved. The logistical organization was amazing! Once the bus stopped, it did not take long for everything to be in place and the party began!

Words are hard to find to explain how happy it made the children and adults of the facilities we went to. As you would look into each one's eyes, you would see love and the thrill of being loved come over you. As they would sing into a mic, be hugged by an elf, or win a prize, your heart and eyes would swell with tears of joy. It just doesn't get better than this!

It is my passion to bring this type of Holiday Express experience to the needy in Indiana. With the help of a few friends, we did enjoy sharing in three programs during the 2010 Holiday Season. We hope to continue sharing the vision of Holiday Express. If we can make one room of people happy and have joy, it will be a success. We are hopeful for a bright future.



“The members of Holiday Express bring light to many who live within the shadows of mental illness.”

Ed Dillon



Shining a Light on Ancora

by Ed Dillon, Ancora Section Chief

It seems that the holiday season has become a time to display every kind of light. We see simple candles in a window, icicles of light hanging from roof tops and lights that “dance” with musical accompaniment. It can be a sensory overload but we seek to overcome the darkness of the season and shorter days.

This is much of what Holiday Express has become for the patients and staff of Ancora Psychiatric Hospital in Hammonton, NJ. The members of Holiday Express bring light to many who live within the shadows of mental illness.

Many of the hospital's patients, unfortunately, do not have holiday visitors; and many do not get a chance to go home and spend the holiday with their families. For the past seven years Holiday Express has been one of our few visiting groups.

The patients now look forward to the Tuesday before Thanksgiving because the great party will be arriving. After a tree-lighting ceremony, some two hundred patients fill the gym. Some have been there for some or all of the shows, for others this is their first. They start with apprehension but quickly move out of their shell and within minutes they are singing, dancing, eating and smiling. You can hear a pin drop when the sacred hymns are sung.

Though patients are given holiday gifts, the Holiday Express gift bags are special treats. It is amazing how important a “fancy” deodorant can be for some ladies or a cap or shirts for a man. Playing cards with the Holiday Express logo are found in every dayroom.

We are most grateful for the gift of Holiday Express and those men and women who fill our minds and hearts with thoughts of peace, hope and love through the gift of music and friendship. These gifts allow our patients to live in a brighter light for weeks and months.

Giving Partner Program

Untracht Early Pursues the Perfect Match



Fr. Lou Bihr, Tony and the Giving Partners from Untracht Early

Untracht Early LLC, a mid-size accounting firm in Florham Park, NJ was introduced to Holiday Express in 2008 when employee Lori George volunteered at Eva’s Village, Paterson, NJ with her husband’s company, Wells Fargo Advisors, a long-time Giving Partner for Sister Gloria Perez and Eva’s Village.

Lori was so moved by her experience that she decided to share her story with Untracht Early’s Managing Principal, Tracey Early, who immediately contacted Holiday Express to volunteer as a Giving Partner for 2009.

During the 2009 holiday season, Untracht Early co-sponsored the Holiday Express event at Eva’s Village, and many of our employees and their families volunteered their time and service at the event. The experience at Eva’s Village was so positive and eye-opening that we knew we would continue to participate the following year.

In 2010 wanting to give more, we chose to sponsor Straight & Narrow, a non-profit

organization that is part of Catholic Charities, based in Paterson, NJ, whose goal is to provide help to those in need and create hope for the future. They were hoping for a Giving Partner and it seemed to be a perfect match for Untracht Early, as we were looking for an organization with which to develop our own long-term relationship.

As the Giving Partner, the firm was given the facility’s Wish List. On December 14, employees from Untracht Early volunteered at the event, and presented Fr. Lou Bihr with a folding stage and set of stairs. During the event our volunteers also assisted in serving dinner and dessert, singing, dancing and playing with the children. We also handed out the raffle prizes and distributed Holiday Express gift bags to everyone at the end of the event.

Employee Julissa Cruz describes her most memorable moment, “When the young men came out to do the Disco Santa parody, I stood there and watched the joy on their faces and felt just how much they were enjoying themselves as they performed. I thought to myself how this might have been the very first time in years that they were able to forget the dark reality of what they are going through in their daily lives and just enjoy actually being a teenager for once. I was moved to tears.”

Untracht Early believes in the importance of giving back and not only makes contributions to charitable organizations as a firm, but also encourages employees to donate their time and resources to various charities and community organizations throughout the year. We also believe that participating in charitable activities as a group is a great way to build bonds among employees and promote an altruistic atmosphere.

It is easy to see how participating in Holiday Express events positively affects not only the organizations that benefit from this program, but also our employees who volunteer. Those who have volunteered look forward to volunteering the next year and recruit others at work and at home to join them. When asked to describe her experience, Lori George said, “There are no words to describe the feeling when someone hugs you and says ‘God Bless You’ for volunteering. Bringing a few hours of happiness to the people in these facilities is indescribable.”

Our experience with Holiday Express is best summed up by Julissa Cruz. “I want to thank Holiday Express for making a difference in so many people’s lives. There are not enough words to express gratitude to such a gracious organization. I will always be thankful to Lori George and Untracht Early for giving me the opportunity to participate in these events because it truly has been a life changing experience and I look forward to being part of it for many years to come.”

Always in our Hearts

by Rick Brunermer, Holiday Express Horn Player



Our Friend Tom...

Holiday Express experienced a great loss last May 17, when our effervescent, vivacious baritone sax player, **Tom Makowiecki**, passed after a two-year battle with cancer. I now understand what people mean when they call someone a “being of light,” because Tom had the ability to light up any room he entered. It seemed that light and positive energy just beamed out of him. Never at a loss for words, he made everyone feel special. If you knew him, you loved him.

Tom had the gift of being interested. He was interested in everything and everybody. He was interested in you, and what was happening with you, and he always had a good thing to say in response. He enjoyed talking about any topic you liked, and he knew enough about whatever the subject was, to be able to comment, whether it was music, politics, food, sports, science, philosophy, the universe, or anything mysterious.

To say Tom loved life is understating the fact. He loved everything about his life; his wonderful wife and four children, music, playing his horn and piano, being a teacher, cooking a meal. I never saw anybody get so much pleasure from eating a fresh tomato from the garden and putting a piece of cheese on it! He could go on about it for five minutes! That’s just the way he was.

He was the consummate teacher. Always eager to impart a lesson, either in his career as a band director in public school, or in life, he carried that attitude into Holiday Express. In fact, Holiday Express was a perfect vehicle for someone as giving of himself as Tom. He particularly enjoyed the children’s shows, and loved giving individual performances on the mighty baritone sax to each child in the room, as the band was setting up. Many times, he and I worked the room together, rewarded by the smiles of the beautiful children, delighted that we had singled them out.

He and I once saw Fred Wesley’s band (the trombone player for James Brown), and there was a young band which opened for them. They played the kind of music Tom liked; funk with lots of horns. After their set, he corralled each member individually, and gave them a brief critique on their performance, covering everything from practice habits to song selection to staging. He even contacted them again through their website, and their manager offered him a job as producer! The band had been talking about him since the show, and wondering who he was!

Tom was my best friend – but I am not alone in making that statement. Many people I know called him their best friend as well. We have expressed to each other in the best way we can, how we all feel; but in the end, our verbalizations have fallen short. Language simply is not capable of expressing the depth of our sorrows, and our insignificant tributes are like tapping out crude rhythms on a cracked kettle with a wooden spoon, when we long to make music that will melt the stars.

Mom’s Legacy

by Layonne Holmes, Holiday Express Vocalist



This Holiday Express season was bittersweet, the first without my sweet Mom, **Delores Holmes**, riding beside me. Many of you probably know a lot of her history, she was a special lady indeed.

Mom was proud of her Matawan, NJ, upbringing as well as her musical family roots. Her mother was church choir director; her aunts well-known songstresses. Mom was the first Black majorette at Matawan High School, an honors student, and sang in choirs and girl groups throughout her life. After school she went to work, married and had me. One would think that would be the start of a typical family life, but music was still tugging at her heart and soul.

After seeing an ad in the Asbury Park Press, Mom auditioned and joined the Bruce Springsteen Band. It wasn’t the most popular decision with some of the family, but this was just one of the chances she would take in her lifetime – chances that allowed her to tour, meet all kinds of people, and grow as a person, mother and artist. She later joined other bands, a theater company, became a session vocalist, taught voice, worked day jobs – and through it all, always taking me along. She also brought me to Holiday Express, taking a chance on her friend Tim’s beautiful idea.

I wondered just what the word “legacy” really means: “a gift or something received from an ancestor or predecessor or from the past.” There are so many gifts Mom left to me: a love of music, a good work ethic, a weird sense of humor and an open mind. She also left that inclination to take a chance and see what happens. I still feel her encouragement beside me now.

What she left to all of us was often just by example. So many of you have spoken of the inspiration received from her and how she touched so many lives. Her perseverance while she dealt with her illness, the fact that she continued to go out and sing all the way through, is a testament alone. There was a comfort and wisdom from this woman who always had an open ear and nurturing heart. As a child I’d get frustrated waiting for Mom to have those personal moments with people – she had them often. As an adult, I learned to appreciate the need to let that happen. They are the most important moments of life - the ones we remember, the ones that help us make life-altering decisions, the ones that renew our faith and give us strength to go forward. Sometimes you only get one of those moments, and sometimes the last time you had that moment was the last time forever. We were blessed to have that often and yet I miss it every day.

Please accept my sincere gratitude, for every little thing done to make Mom’s life all the richer. May we all carry her legacy forward, and enjoy whatever new experiences life has in store.

Please sign our online guest book at, it will be made into a book of cherished memories and your thoughts are appreciated:

http://www.legacy.com/guestbook/app/guestbook.aspx?n=delores-holmes&pid=142054363&eid=viewgb_51610

Thank You (and Rock On!)

2010 Giving Partners

Ansell, Grimm & Aaron, PC
Avis Shore Rentals
Frank & Linda Belmont
Kate Brannan
Burrell, Regenstreich & Booker
Buttonwood Drive Neighborhood
Christine’s Hope for Kids
Ray DiStefano
The Eyres Family
Frank & Joanne Colella
Cowan Guteski & Co.
Jane & Dick Denny
Falcetano & DeConca
The Falcetano Family
The Fallon Family
The Ford Family
The Gartz Family
Hutchins, Farrell, Meyer & Allison, P.A.
The Hadar Family
Housen Financial Group
Melissa Marshall & Friends
McLoone’s Asbury Grill
McLoone’s Pier House
McLoone’s Rum Runner
McLoone’s Woodbridge Grille
Don Chamberlain
Merrill Lynch, Red Bank

The Meserlin Family
Morgan Stanley Smith Barney, Red Bank
Morgan Stanley Smith Barney, Shrewsbury
Otsuka America Pharmaceutical, Inc.
The Pignataro Family
Barry Pollack
Doug Raynor & Maggie Dorato
RK Johns & Associates
Rumson Country Day School
Student Council
Salon du Monde
Philip San Filippo
Stafford Smith Realty
The Staub Family
Sunnymeath Asset Management
The Totland Group,
RBC Wealth Mgmt.
Travel Leaders
Untracht Early
Vitt & San Filippo LLC
The Wallach Family
Wells Fargo Advisors
Pat Wotton

2010 Gifts Given to Facilities

\$1500 in Donation Checks
\$1950 in Gift Cards
\$900 in Movie Passes
3-Season Tent (1)
Adaptive Scooter
Adaptive Toys
Basketball Court Pole
Bedding
BlueClaws Picnic Package
Bouncing Chair for Handicapped Children
Calculators (3)
Camcorder (1)
Canon PowerShot Cameras (3)
Clothing
Coffee Urn
Combined Punch/Binding Machine
Commercial Refrigerator
Communication Devices for the Handicapped (2)
Computers (3)
Convection/Toaster Oven
Cookware
Dishes
Double Boiler
Etching Press

Exercise Bikes (2)
Flatware
Hand-Held Electronics Games
Inflatable Outdoor Movie Screen System
Interactive Games
iPads (2)
iPods (2)
Karaoke Machine
Luggage
Massage Recliner
Microphone
Netflix (12-month Subscription)
Pedometers (25)
Playstations (2)
Portable Stages (2)
Printers (3)
Radio/CD Player
Shade Canopies (2)
Sports Gear
Stereo System
Tilt Table
TVs (2)
Wardrobe Cabinet
Wii Game Consoles (5)
Wii Games (10)

Tim McLoone's Notes From the Road



Disco Santas at Alpha School



Vocalists Hollis Cooper, Karen Credle, Tarika Jean-Pierre, Corey Wagar



Volunteer Tony Cosentino takes the lead!



Corey Wagar and Carl Gentry serving at Straight & Narrow



Elf Maria Baptist



Linda Wallin at Eva's



Kathie Sterzinar at Straight & Narrow

Spectrum For Living

We hit the road today heading way up the Parkway to Rockleigh, NJ, and a beautiful county club that was host to the Spectrum For Living group, a first-time event for Holiday Express. This was our first event of the year and #681 overall as we started season #18.

And what a group they are. As Amy Robinson said, "these are our peeps." When we arrived (Fred drove the bus!), the hallways were jammed with what is now a familiar sight to us: wheelchairs and other conveyances transporting about 250 seriously disabled adults who were attending their 27th annual Thanksgiving party. What a scene.

We always come away from these events unbelievably impressed by the social workers and other staff who are so dedicated to these people who bring with them a myriad of physical and mental issues. To be somewhat indelicate, there was a heartbreaking scene in the men's room I came upon. A client just suffering so much from embarrassment... another indignity in what I am sure is a long line/life of indignities.

There were other incidents of a similar nature on the dance floor as the party progressed, but we had a truly great time. There was a woman there named O'Brien whose two adult children (of her 13) were clients in the audience. Her daughter, Mary, was celebrating a birthday and her brother came up and played "Happy Birthday" on the piano to kick things off.

Kathie Sterzinar was at her best as our Event Manager, and we had a lot of new

volunteers on the floor and in the band. Bob Bandiera, with a couple of days off from Bon Jovi land, played bass, and the whole band sounded really good for our first time out. We were totally upstaged, however, by a moving version of "Silent Night" by the clients led by another client named Margaret. All of a sudden there was a group in front of us singing with their arms around each other... and that's what it's all about.

Catholic Charities

Event #2 brought us to Hightstown, NJ, for what turned out to be a terrific party. Since we were close to Trenton, we saw some familiar faces from the Trenton Soup Kitchen. We were in a small church basement which, as Amy Robinson pointed out, was very reminiscent of the early days of Holiday Express.

The organizers here provide psychiatric services to these clients, many of whom have been released from nearby Trenton Psychiatric Hospital, or have left group homes, or are just living on the street. They try to reevaluate their clients and get them new prescriptions for their meds and offer them other services. It was a wonderfully warm place. The party began with their "choir" serenading us with a few songs concluding with "Hey Jude." When they reached the "na-nana-na na na na" part, we all joined them onstage and it was great. Very heartwarming.

We had a bunch of new people in the band and this was their first Holiday Express experience. It was a good one.

Passaic County Elks Cerebral Palsy High School

We have been to some locations for many years now, but some of them never cease to touch our hearts. Such a place is Passaic County Elks Cerebral Palsy High School in Passaic. In some cases we have actually followed some of these young people from their time in grammar school, thru high school, and then to the adult party (Passaic County Elks Cerebral Palsy Adult Training Center). Having a CP nephew myself, I know the difficult situations all of these families find themselves in. One of the things that always attracted us to this location was the genuine caring and loving affection shown to these teens by their caregivers. The patience they show in caring for their students is overwhelming.

We had a big brass section at this one and the show was loud and fun. Newbie Sheldon knocked them out with "Lean On Me" and the student/staff "Disco Santas" were hysterical. So was the "Twelve Days." We may get tired of some of these bits but our audiences clearly have not. Gee, 4 down and only 46 to go.

Passaic County Elks Cerebral Palsy Adult Training Center, Medallion Care

OK, so every time I think I have gotten used to what we do – after all, today's events were #690 and #691 – and I think I have heard every story – well, another Holiday Express moment pops up.

Today was a 'split' squad (for all you baseball fans) with half going to Medallion Care and the other to see the CP adults, with both shows up the Parkway in Clifton. After a little confusion about who should be in which band, things went great. The CP group always stuns us with THEIR generosity, making a donation of \$1,000 to Holiday Express collected from their staff and other supporters. They even made holiday pillows for all of our volunteers. Incredible.

Meanwhile, over at Medallion Care, we had our most festive event there in the 12 years we have been with this great bunch of people. Most of them are releasees from psychiatric facilities and

living in group homes. They come to Medallion for social services, some schooling, therapy, help with their finances, etc. And as Ari, the wonderful man who runs the facility said, more than 80% of them have no contact at all with their families. So, Medallion is it. Ari was over-the-top proud that two of their 'alumni' are now in college. One woman was released from Greystone, went to Medallion, and is now studying nursing in college while another man is also on his way to getting a degree.

Well, we had the best time with them. Chris (a client) sang "What'd I Say"; our newbie, Sheldon, dazzled with "Oh Holy Night"; and we had a spirited version of

"The Twelve Days." But it was a woman with the best smile who was having the time of her life, and encouraging everyone else to sing and dance and just have a wonderful time, who caught our attention. I spoke with her and found out that today was not only her birthday but also marked exactly one year of sobriety. Turns out, she was mainlining heroin, working the street as a prostitute and had been arrested 17 times. She had lost contact with her children and ended up at Medallion – and got clean. She said she owed it all to God. Although we also pointed out that she owed a lot of it to herself as well. She's looking to work in the health field and was a true inspiration to all of us. What a day!

Straight & Narrow

by Jane R. Denny, Event Manager



The event at **Straight & Narrow** has become a personal favorite of mine and many other Holiday Express stalwarts! Father Lou and Tony welcomed us with open arms as did the rest of the staff and the guests. This Catholic Charities organization has been working with the community in Paterson since 1954 to combat the effects of addiction and treat those with HIV/AIDS in a compassionate and caring environment.

I arrived early to greet our partners from Rick Bott's Merri-Makers who provided an excellent turkey meal with all the trimmings. The women guests came in early and immediately helped to set up the room. By the time the bus came, we were completely set up and ready to go! Everyone was anxious for the music to start and the band did not disappoint! We sang and danced and cheered the Disco Santas, who were some of the most exuberant young men in the program. Sheldon's version of "O Holy Night" brought tears to the eyes of many and earned a rousing standing ovation. I think all of us would agree that watching the children



embrace Frosty, the Grinch and Santa with expressions of joy was the highlight of the night – and these little guys never stopped dancing! This community needs our help as they face the financial cutbacks that threaten to cripple their ability to restore dignity, health and self-sufficiency to the people they serve. Every man and woman that I spoke to wants to be able to stand on their own and help others – many asked if they could volunteer for us! This community is a perfect fit for Holiday Express – they love us and we certainly love them!



(1) An excited raffle winner at the Eastern Christian Luau; (2) After the Count Basie concert, a happy guest with Santa (Russ Pangborn) & Mrs. Claus (Jeanne Cosentino); (3) Golf outing winners, Domenick Servodio, Joseph Caldeira, Ashley Hadar, Paul Gluck, Rusty Martensen; (4) The Grinch & Summer Santa take a break during the golf outing at Manasquan River Golf Club; (5) Marilee Celestino helping junior volunteers in the warehouse; (6) Carol Stillwell buying auction tickets from Roey Hadar at the Clambake; (7) Jill Weiss & her hand puppets; (8) Posing with the Grinch, Charles Moran, Peter Reinhart, Gary Puma & James Antonucci; (9) Carl Gentry & Debbie Sfraga; (10) Sue Wilson, Maria Baptist, Lindsay Reuter, Judy Chaiet & Roey Hadar at St. John's; (11) Loren Lewin; (12) Hannah McLoone & Mary McCrink on stage at Count Basie; (13) Dianne Meserlin with a happy elf client; (14) Matt Scuteri with Santa; (15) Ashley Hadar with Scott Krissow; (16) Tim McLoone with scholarship recipient Nick Hlinka; (17) Keyboard player, Arne Wendt; (18) Pat Wotton and Santa; (19) Bob Bandiera at the Red Bank Town Lighting; (20) Board of Trustees members Paul Huegel, Maureen Staub, Terel Cooperhouse, Donna Edington, Amy Broza, Bill Ralph with Executive Director, Donald Pignataro; (21) Vocalists Corey Wagar, Anya Schildge & Amy Broza at the Red Bank Town Lighting; (22) Kathryn Barnett Dancers; (23) Kathy Dorn Severini & Karen Credle



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.



“There are no words to describe the feeling when someone hugs you and says ‘God Bless You’ for Volunteering. Bringing a few hours of happiness to the people in these facilities is indescribable.”

Lori George, Untracht Early Giving Partner



Scott Longfield, Red Bank Town Lighting

Collection Drives Provide Needed Items and Build Awareness

Harmony School Drive Supports Holiday Express

by Darlene Margulis, Harmony School, 4th Grade Teacher

My story with Holiday Express began in the early 1990s when this energetic band of volunteer musicians played benefits at Tradewinds in Sea Bright each December. I can remember looking forward to the event each winter, each time planning to go with more and more friends! The night became a tradition for many of us, and while we knew we were there to support the cause, we were also immersed in positive energy having the time of our lives.

My family and I also shopped for character fleece blankets for needy children which became a yearly event for my son and daughter. And meeting friends at the Holiday Express Concert at the Red Bank Town Lighting each November has been a family tradition for the last 11 years.

In 2010, my Holiday Express story took a different path with my students. I am a fourth grade teacher at Harmony School in Middletown. In October, each fourth grader participated in an integrated community service project, with Holiday Express designated as the beneficiary. The students made handmade posters and computer-generated signs to persuade the Harmony Community to support our "Toothbrush and Beanie Baby Drive." The response from the community was amazing.

As the donations came in, the students had daily jobs collecting, counting, and displaying data. They made charts, line graphs, adjusted or confirmed predictions, brainstormed additional ways to get more people involved, and learned how to create Excel spreadsheets and charts. The energy in the school was contagious, as our giant line graph in the hallway made with two different colors of yarn, displayed the collection data each day. Even our 5th grade news crew from the *Harmony News* got involved and announced our totals each morning.

The energy from the students was immeasurable. They took that energy and created beautiful trivets made out of tiles donated by Home Depot, Hazlet. Mrs.

May Fiore, Harmony School PTO President, provided the footwork and planning for the sale of the students' unique creations. Along with teachers, Mr. Brady, Mrs. Carey, and Mrs. Ermides, Mrs. St. Jean, many paraprofessionals and many PTO parents, students created not only trivets, but also dazzling clips and unique Perler Bead key chains to sell at the Harmony School Book Fair!

The original plan was to use profits from the sales to purchase "Build-A-Buddy" Bears from The Bear Factory. However, May Fiore worked her magic once more and the "unstuffed" animals were also donated when The Bear Factory heard what our "GRAND PLAN" was! On the morning of "Halloween Day" at Harmony School, our fourth graders dressed up in costumes, and actually stuffed a "Build-A-Buddy" with friendship, hope, and love. Inside each adorable plush animal was placed a decorated wooden heart with a special message for a special friend.

Each project phase connected to the curriculum in meaningful ways. However, the final phase reached out of our classrooms and into the homes of their families. Fourth graders and their families were invited to become Holiday Express Elves. After school, students and their families met at the Holiday Express Warehouse. We were given a tour and set up at various "stations" to unpack items, remove tags, bag candy, create cards and whatever else was requested.

Throughout each phase of this project, the fourth graders learned and practiced skills taught in class through meaningful and real life experiences. While we were learning the curriculum, we were really learning lifelong skills and making a difference in the lives of others.

Eighty-one Harmony School students participated in this program. The final amount donated to Holiday Express was more than \$500! Plus, for the gift bags, we collected 471 toothbrushes, 140 Beanie Babies and 81 "Build-A-Buddy" Bears.

Schools, churches, offices and countless other groups hold drives and collections for the things we need to fill our gift bags. These gift bags are given to each person we visit and in many instances it may be the only gift they will receive during the holiday season – that's why individual gift bags are an essential part of a Holiday Express event. These drives go beyond providing items – they build awareness of the needs of those less fortunate.



In the end, we've helped Holiday Express a ton. We've learned a ton in math. All of that learning even helped the needy. We had fun, but most of all we were a big help. That truly is "Delivering the gift of human kindness!" – Raymond



When we put up the signs up, it became a ripple effect. We collected a lot more Beanie Babies and Toothbrushes than we ever predicted! Our community project was a huge success. We helped the needy and learned at the same time. I learned that if you help someone you would feel good in side. I also learned that you could help a lot if you donated a small amount. – Matthew



Having a group leader champion our mission is very important to the success of the message and highlights the significance of uniting those caring contributors towards helping others.

The following kind words were shared by Chris Hoye, Principal at Gateway School, Carteret, "Not to mention all the presents!! We can't thank you enough for the wonderful gifts that you so generously provide for all the students here. The gifts of

hats, gloves, toiletries, blankets and backpacks are practical, useful and wonderful presents that many of our students so dearly need and appreciate. The parents are overwhelmed by your generosity".

We have so many stories about the caring people who conducted drives on our behalf that it would be impossible to recognize them all. Below are just a few examples of rewarding experiences from this past season.



Ranney School

by Joy Brandt

**Ranney School Parents' Association Executive Board Member
Community Service Liaison**

Ranney School Headmaster Lawrence S. Sykoff, Ed. D. and Parents' Association President Sue Grosso (pictured top right) had a mission: to help Holiday Express and get everyone involved in doing so. That's just what they did. Whether it was parents, faculty members or students, Ranney made sure that anyone who wanted to help could. What transpired was nothing less than amazing.

Led by the Parents' Association, volunteer trips to the Holiday Express warehouse began in Fall 2009. Ranney families and teachers spent their Saturday mornings assisting in bagging items, moving boxes and anything else that was needed. Each time, more Ranney parents, students and teachers came to lend a hand.

Ranney Upper School Student Activities Coordinator Adam Materasso arranged weekday visits to the warehouse for the high school students to volunteer. Middle School teacher and Community Service Club advisor Cheryl Fricchione rallied the students to collect socks and also purchased hundreds of additional pairs with money raised from dances.

Not to be left out, Lower School students helped spread the word, making posters to highlight the need Holiday Express had for selected items. Students collected scarves, socks and toothbrushes, while the school's Brownie troop visited the warehouse and

donated all of their Halloween candy to the group. The Parents' Association also organized a holiday bazaar, allowing elementary-aged children to help too, with a portion of sales given to Holiday Express.

Additionally, for the past two years, the school has hosted a sell-out concert featuring the Holiday Express band and collected financial donations for the organization. To date, the Ranney community has given more than \$33,000 in financial contributions alone to the organization.

Proving that everyone can do something, the Ranney community has embraced Holiday Express with all its heart and looks forward to many more years of making a difference for this incredible organization.

(1) Parents' Association President Sue Grosso presents check to Tim McLoone; (2) Joseph M. Tweed, Assistant Head of Upper School with Gladys Bryant; (3) Dancing with Joe Petillo and the Holiday Express band; (4) Tim McLoone plays on as Byron Smith and Dr. Lawrence S. Sykoff tune their guitars.

“Nobody
can do everything,
but everyone
can do something.”

Author Unknown



Holiday Express 2010 Benefit Clambake



AGreatImage



(1) Honorees Phil & Marilyn Perricone with Tim McLoone; (2) Greg Steinhauser, Crystal Star Award winner accepts congratulations from Donald Pignataro, Executive Director; (3) Ann Robinson, displays her Donna Edington "Volunteer Recognition" Award; (4) Laurie Vilardi, Diane Baldwin and Jana Beal, Auction co-chairs along with Donald Pignataro; (5) Toby Husserl presents the Dennis Husserl Award to Fr. David Stout and Jill Osis of Trinity Church, Asbury Park; (6) Holiday Express vocalists,



Kathy Severini, Hollis Cooper, Karen Credle, Valerie Dowd, Mary McCrink and Maureen McCrink-Gribbroek; (7) Christine Magyarits, Wakefern Food Corporation accepts the Mary T Robinson Award from Amy Robinson, Director of Operations and Tim McLoone; (8) Jill Green and Paulette Roberts get a smile with Tim; (9) Holiday Express musicians Rob Dye, Jim Mizell and Carl Gentry enjoy the warm evening; (10) Mary Ann Larkin and her sister Carol Stillwell laugh it up on the beach with Marilyn Perricone and Gina Petillo; (11) Leah & Tony Thornton, Ed Flego, Joyce DeJohn & Holly Flego of presenting sponsor, Shore Point Distributing Co. (12) Valerie Fornelius, Jill Green and Holly Flego join the love train; (13) Big Joe Henry 101.5, Amy Broza Board Member and vocalist and Carol Stillwell; (14) Dottie Cooper helping with set up; (15) Committee members Doug Raynor and Maggie Dorato.



Work Hard and Play Hard!

by Maggie Dorato

Look out over the sea of partygoers who attended the 2010 Holiday Express Annual Benefit Clambake. You will see the faces of loyal donors, new contributors, dedicated musicians and singers and also many, many happy faces of volunteers who worked tirelessly to make this an evening for one and all to remember.

The setup alone took a herculean effort – there was quite an audience observing the tent go up during the two days beforehand. People watched us from the boardwalk by McLoone's Pier House checking us out as we arranged dining tables and chairs, aligned the auction tables, placed the food tables and located the bars. Raw bars with seafood galore and bar bars for thirsty party goers! There was something for everyone! Just ask anyone who attended.

What could be better than to eat, drink and dance the night away with your feet in the sand at the Jersey Shore? This event is the major Holiday Express fundraiser for the year but it has



evolved into much more than that. We'd like to think that this is the premier event of the season for the Monmouth and Ocean County area. Our goal as Holiday Express volunteers is to make sure that everyone who has purchased a ticket or has sponsored this event on any level feels that this is the most wonderful night of the entire summer. We want everyone to experience and share a Holiday Express moment!

Save the Date: 4th Annual Sunset Benefit Clambake Sunday, September 18, 2011

September 30, 2010

Dear Tim, Don and Amy,

As you may know, my son Rodney was born a few days after his father was missing in the 2001 terrorist attack. I say "missing" because originally my husband was listed as "Accounted For But Missing." We searched for Rod and were hopeful, but as the date of our son's birth arrived, I realized I would be delivering without him. To complicate matters, after Rodney was born he was in intensive care for a few months during which time he almost lost his life. Needless to say, every year the celebration of Rodney's birthday is bittersweet for me. It is a day of "what ifs."

This year, however, was entirely different because Rodney's 9th birthday was celebrated at the Holiday Express Clambake. It was such a happy occasion for my family, and Rodney was thrilled to have 400 people sing Happy Birthday to him! Thank you so much!

I first became a volunteer with Holiday Express more than 8 years ago after Tim and the band held a concert for the grieving September 11 families. To hear music at that time in my life was so painful, but somehow Tim broke through and that was the beginning of the long healing process for me. I've been "paying it forward" ever since then. So please know that although our mission is to bring a little happiness to others, there are those within the group who have benefitted from the Holiday Express gift of human kindness.

Thank you for making Rodney's 9th birthday a happy occasion and thanks for allowing me to be a member of an inspiring organization.

Pat Wotton



After several years of discussion, this crazy clambake idea morphed out of what used to be our big Holiday Dinner Dance. The original gala actually kicked off each season's tour of shows in November. It was no small feat to pull off such a big event around Thanksgiving – and then roll right into our typical schedule of 50 shows in 30 days delivering the Christmas spirit to those who need it most. Kind of a tall order for a troupe of volunteers who get pretty stretched to our collective and individual limits during the month of December. We all started out exhausted! Not that there were any complaints. In my seven years as a Holiday Express volunteer I have never met a more dedicated, selfless, hard-working bunch of folks. Most everyone's attitude is "let's do whatever it takes to get the job done."

Once the decision was made to go with a first-class clambake instead of a Dinner Dance the only thing left to decide was when. We chose mid-September, after Labor Day when all the summer crowds have gone home. Of course, we forgot to consider that this is also a popular time for hurricanes along the Jersey Shore. Well, three years later the weather has cooperated and we haven't looked back – except to remember what a spectacular event we created! In spite of the fact that these days times are tough when it comes to fundraising, our 2010 Sunset Benefit Clambake was a smashing success. With the help of our supporters and a nod from Mother Nature, we can continue to break records for fundraising and for fun on the beach at the Jersey Shore!!



Helping Holiday Express Deliver Volunteer Spotlights

Gary and Mike Schwartz

Father and son, Gary and Mike Schwartz, along with their family, have been supporters of Holiday Express since the mid-90s. These days, the duo are active volunteers. Mike is often on stage with the band while Gary is either working in the Warehouse or Elfing with clients. The day before our Clambake, these dedicated men were on site too. Mike worked with Don Pignataro and his crew on the physical setup – while Gary was on the boardwalk educating strollers about Holiday Express and our mission!

Mike...

"...Comprised of more than 1,600 volunteers – including 100+ professional musicians..." (I'll come back to this later).

Our family (Mike and Tina, Kate and Alyssa) first became aware of Holiday Express when Jim and Marilee Celestino got involved.

Jim and I have been friends since high school, played in some bands together, and the four of us owned a 3-family house together in Red Bank, where we lived in the early 80s. When Jim started playing in the Holiday Express band, our family (including my Mom and Dad) went to almost every public event; the Red Bank Tree Lighting, Tradewinds, the Meadowlands show, the Count Basie 9/11 benefit.



I'm not sure what year it was –

I think 2004 – some events were snowed out and re-scheduled after Christmas. Jim called and asked if I wanted to take a bus ride and play at a Holiday Express event. Having attended lots of Holiday Express shows, it certainly sounded like fun.

In a truism that continues still, no public show or explanation of Holiday Express prepares you for experiencing an actual Holiday Express event. This one was Eastern Christian, which is now held in a beautiful new YMCA building; back then it was held in the old and very small Elmwood Park firehouse. As I set up to play, volunteers and care-givers were bringing in some ambulatory people, while many were in wheelchairs and rolling beds. The band was about ten feet from the front row of people, and while this was my first-ever Holiday Express event, it was still one of my best Holiday Express moments. Right in front of me was a small girl, maybe 10 or 11, with her mother sitting next to her. She did not speak or make any motions that I noticed during the entire show, even when her mom sang along to her. Then Tim announced Santa Claus, who entered from the back and walked to the front row. The little girl stood up from her chair and got in front of Santa, who knelt down when he got to her. She pulled his beard, put her arms around him and hugged him as hard as she could, while appearing to sing along with "Santa Claus is Coming to Town." As her mother started to cry, it was all I could do not to, along with some other band members.

Gary...

While Mike was playing in the band, he kept telling us what Holiday Express was all about. We were still coming to all the public events; Marilee and I started talking about working in the warehouse and she invited me to come by and check it out. Once

I did, the hook was in. I started working in the warehouse in 2006, and now I can't imagine how I'd fill my time without it!

I attended my first event, Woodbridge Developmental Center, in 2007. Even after being in the warehouse and listening to the stories about events, it was still eye-opening to see what Holiday Express does at an event.

My best Holiday Express moment had to be at the 2007 National Guard event in Asbury Park. We

were serving food and helping the families who were attending; a woman came up and gave me a big hug while telling me "thank-you" over and over.

Mike...

Back to "...Comprised of more than 1,600 volunteers – including 100 professional musicians..."

I'm clearly not one of Tim's "professional musicians" – I would barely call myself an amateur. I'm lucky that I make my own schedule and can make so many daytime events. I am in total awe of the musicians and all the talented people in Holiday Express. It is so amazing to be a part of a band that plays every part you hear in your head, and sings every part. We are as much in awe of all the volunteers who do so much at every event and in the warehouse. We all are in awe of many of the people we meet at our client events; where some simple things – like a blanket or wallet – can make someone so happy.

I get to play in the band, my dad gets to work in the warehouse, Tina has been a Disco Santa. We have made many new friends, and helped in a very small way to make people happy. It would not be a true Christmas season if there wasn't a Holiday Express season to be involved in.

Thanks to the entire Holiday Express family.



Kathy Dorn Severini

A smile on her face and a twinkle in her eye. That's Kathy. You just feel good every time you see her walk into the room. And when you hear her sing, and watch her weave her way through the crowd at one of our Holiday Express events, you get to see of how she passes those gifts on to the faces of everyone she meets.



I believe my friend Scott Longfield was there at the beginning of Holiday Express. He frequented Dorn's, our family's photo shop, and kept telling me I had to get involved with this group of musicians (many were friends to me and my husband, George) who did shows for people in need, and how great it was, and how I'd love it. He was so enthusiastic. It sounded a little like "Up with People" – right up my alley. But I worked in retail and "Christmas is our busiest time of the year," I kept telling Scott, "I'd love to, but..."

Then, Kathryn Barnett, a RiverCenter member in charge of the Red Bank Tree Lighting, heard a Christmas song by George and wanted to feature her dancers and the song at the tree lighting. It was the first time Holiday Express played at the tree lighting. I got to sing George's song with the Holiday Express band and the Kathryn Barnett dancers. It was a magical night and I'll never forget the great feeling. I really was in awe of the singers and players, and I still am.

I started volunteering with Holiday Express in 1995, singing with the band. I missed 1996, but then from 1997 to the present I have been part of "the family." I've done a little gift-bag stuffing, since I wanted to get the whole Marilee/Joan fun team experience. I'd like to do that more, and if I could, I'd go to every client show, because they're so awesome.

I can't think of life without Holiday Express – period. It's like an extended family (without the fighting). There are no words to really explain or express the depth of love and friendship in the organization. When people ask me what Holiday Express is all about, I just tell them they have to get involved and go to a show to find out.

I've been married for more than 33 years to my best friend George Severini, a professional writer, painter and songwriter. I have him to thank for expanding my love for music and art. Our daughter, Kaitlin, the love of our lives, copyedits young adult and children's books at Macmillan Publishing Company. George and Kaitlin give me their full support so I can take time away from family without feeling guilty... lol.



I was a professional photographer/darkroom technician and manager in the family photo retail business Dorn's Photo Shop and Dorn's Photography Unlimited for more than 35 years. Now, I work at Riverview Medical Center as the film librarian in the Women's Diagnostics Mammography Department. I also run our business, Dorn's Classic Images, with George. I'm a potter. I throw on the wheel, get clay all over the place, and produce functional stoneware pieces. Besides my family, my friends and "singing with my friends,"

throwing pots is right up there with what I love doing most.

My most memorable Holiday Express moment? Can't remember the venue, but a young man at one of the large psychiatric hospitals came up to me with such a light in his eyes, told me how much he loved us, and how everyone has to love each other and be kind to each other and take care of each other. He said this while we were holding each other's hand, and then he said, "You won't forget me. You'll remember me?" looking me right in the eye. I told him I'd never forget him...and I never did. I felt like I was looking into the face of God. How do you forget something like that? I think many of us in Holiday Express have been fortunate to have moments like that.

I'm honored to be a part of Holiday Express. Thanks, Tim.

Perceptions



Joe Capriotti

For many years my wife, Joan, and I had been fans of Holiday Express, having taken our children to several Count Basie Theatre shows. And like many we thought it was “such a nice thing they do.” In 2010 we had the opportunity to become a part of the Holiday Express family of volunteers and experience firsthand, the Holiday Express phenomenon.

Nothing could have prepared us for what was about to come when we filled out our volunteer questionnaires in September. During the week prior to the first event, I spent hours in the warehouse and was astounded at the size of the operation. We were moving pallets of donated goods around and organizing the warehouse



under the guidance of Ann Robinson, who seemed to know the personal history of every one of the thousands of boxes of goods.

November 17 was the first event of the season, for Spectrum for Living, and it was hosted by a country club in Rockleigh, NJ. Although it was still a week before Thanksgiving, and the country club was a far cry from a soup kitchen, the clients shared the same enthusiasm that we would come to see over and over again in the next five weeks.

After Thanksgiving the event schedule became daily and I was fortunate to be a part of many events. Donna Edington drafted me in to a variety of roles, from the Grinch (photo above) to Santa Claus to the Gingerbread Man. This provided a hands-on look at what Holiday Express means to so many people who eagerly anticipate their return each year. The exuberance and deep down genuine joy of each person kept every event fresh and alive.

From the joy of those served, to the extraordinary commitment of so many volunteers, our first year with Holiday Express was a moving and powerful experience.

Sheldon Edmunds



I first met Tim McLoone after he heard me perform at a benefit/fundraiser for a local youth

ministry, Asian. I told him I had been part of a group, Westside Christian Academy, that had received tickets for the concert at Count Basie the year before – and how much I had enjoyed the performance that evening. Tim then suggested I audition for the Holiday Express band.

In September I attended a volunteer orientation – and eventually began working in the warehouse. Once I had auditioned *and been accepted* as a vocalist in the band, I began touring with Holiday Express. (ed note: Sheldon has a flexible work schedule and delighted us by signing up for *all* the events!)

The impact Holiday Express has had on me far surpasses my expectations – which is due to the love of service and giving to those who need to know that someone cares when they are going through rough times.

I’m the eldest of eight children. We are very rich in the love of music coming from both sides of the family. I currently work part-time for Westside Christian Academy as maintenance supervisor with the rest of my time divided between concerts, performing and recording as a solo artist.

There is *no* way to single out my most memorable moment because there are already too many. So I’ll just pick one of the many I cherish. We were doing an event at a school in Eatontown. A little girl came up to me to say, “I’m your buddy and I love you and want to come home with you!” Enough said!

For me, Holiday Express is a handful of opportunities to say to one – or one thousand – I care! Thank you Holiday Express for this most incredible journey!



Jacklyn Koza-Rublowitz



Now in our 18th year, Holiday Express is old enough – and fun enough – to appeal to several generations among families and groups of friends. Jack Koza (left) has been with us for ten years; and now his daughter Jackie (right) has joined the fun and brought along her friends from work!



I became familiar with Holiday Express a few years ago though my father, Jack Koza, who has been providing the audio at the Holiday Express events since 2001. I volunteered a few events, including St. John’s Soup Kitchen in Newark, and at a group event held at Rumson Country Day School.

In 2010, my co-workers and I were talking about doing something together to “give back” and my first suggestion was for us to volunteer at the Holiday Express Warehouse. I told them about the charity and we all watched the documentary, Rock and a Heart Place. We decided to volunteer as a group at the Holiday Express Warehouse.

Every Wednesday morning, we visited the Warehouse. Our assignments included organizing, stuffing care packages, coordinating hat, glove and scarf sets. We could not believe the overwhelming amount of items that had been donated to Holiday Express for their gift bags. We had such a great time working together, as well as with the warehouse staff and all the other volunteers. We were all in it together... doing something for our community.

One very exciting day we were volunteering at the warehouse and News12 New Jersey arrived to do an interview – *and we were on television that evening!* What a great feeling we all had leaving the warehouse knowing that we were able to help those in need – and have so much fun too.

I have come to realize that no matter how awful we may think we have it at

times, there is always someone whose challenges are bigger than ours – and we were grateful to be able to give our time and assist in any way, big or small.

After viewing the photos from the events which were displayed at the Wrap Party, and knowing that we contributed to all of those smiles, laughter and camaraderie, it gives me a heartfelt feeling inside. I am so glad that we were able to bring joy to all of those people especially during the holiday season.

My co-workers and I continue to look forward to the next season and being able to volunteer more with Holiday Express! I thank you for the experience!

Holiday Express thanks Jackie’s employer, Andy Calicchio of Home Source Magazines, who approved the Warehouse volunteering for his employees. Andy’s sentiments echoed Jackie’s...

“We were overwhelmed with an incredible sense of satisfaction from our Wednesday sessions. It felt so good and was nice for our group to contribute and to do something together outside the office environment.

“I believe 2010 is just the beginning of a long relationship between Home Source and Holiday Express because it gave us the ability to be involved with something that felt so right and so good and maybe we even contributed slightly to a much bigger cause.”

Scholarship Student Comes Full Circle

by Kristen Baldino

After having trouble integrating into a public high school, I began attending Collier High School. The staff at Collier allowed me to come out of my shell and deal with underlying issues that were preventing me from excelling at school.

I had decided that I wanted to pursue an education in science, either veterinary science or nursing. While I was completing my senior year of high school, I heard about the Holiday Express scholarship opportunities through staff members at Collier. Worried about how I would pay for college, I filled out a scholarship application. I continued on with the school year, almost forgetting about the scholarship application.

When I graduated from Collier in 2004, I was surprised and overwhelmed to learn that I had been chosen as a scholarship recipient. Immediately after receiving the scholarship, I felt as though I had been adopted by the Holiday Express “family,” and that a weight had been lifted off my shoulders. Because of the scholarship, I didn’t need financial aid or loans, which allowed me to fully concentrate on school.

I attended Brookdale Community College in the Fall 2004 as a biology major. After a rough start, I realized that nursing was my calling. I always felt the support of Holiday Express, and they certainly supported me in this decision. After being waitlisted for the nursing program for two years, I finally was accepted into this very vigorous program. I graduated with a 3.95 GPA from Brookdale in May 2009, and passed my nursing boards in July. I immediately began working as a registered nurse in home care for patients with mental and physical disabilities.

This past December I was finally able to see what Holiday Express really provides to the community: joy, love, and happiness. I currently work as a private duty nurse for a young boy with cerebral palsy who attends the Lakeview School in Edison. I was excited to hear that Holiday Express would be bringing its holiday show to the school, but I never expected it to be so amazing. I attended the show and was overwhelmed at the sight of my patient – who is normally quiet – laughing and waving his arms along to the songs. Although he is unable to speak, his actions spoke volumes, and he was happy. Just by being there, the volunteers made the children feel special and loved. At that moment I realized how blessed I am to have Holiday Express in my life.





Sickles Wine & Cheese Tasting

by Bob Sickles

Sickles Market began fundraising for Holiday Express several years ago with our Annual Apple Pie Contest. We would auction off the winning Apple Pies and direct the money towards Holiday Express. A few years later, we decided to create something bigger and out of it came our Wine & Cheese Tasting Benefit.

We know Holiday Express always needs a burst of financial support to start their season, and the timing is perfect for Sickles Market – right before the holiday rush of Thanksgiving and Christmas. I have always appreciated the hard work Tim McLoone and his team of volunteers put forth; we know the huge effort that is put into their shows from Thanksgiving to Christmas Eve, and I believe in their mission to help the community and deliver the gift of human kindness to those less fortunate.

It is natural for us at Sickles to want to do more for Holiday Express. Their volunteers give, give, and then give some more – and don't ask for a thing back, or even a thank you. This is why we have continued to support them since 2000. Through this benefit I have been able to bring all kinds of people together: wine connoisseurs, foodies, friends, family, supporters of the non-profit, and people who have never heard of Holiday Express. We really want to show the good work that Holiday Express contributes to New Jersey and the Tri-City Area.

It is important to me, when throwing a party, that the attendees are comfortable. I wanted the event to be “jeans casual,” with excellent food and wine, and of course FUN! In 2010, we had the opportunity to have the Holiday Express Band play during the event. It was quite a treat and could put any Scrooge into the Christmas spirit! How can you resist the sweet holiday songs performed by Tim, the vocalists and the musicians on stage? It's impossible not to have a good time.

On November 5, 2010, Sickles held its annual Wine & Cheese Tasting for Holiday Express. The generosity of guests, staff, and the team at Holiday Express was beyond what anyone expected. One of our favorite auction items, a progressive wine crawl, hit its highest bid yet at \$10,000 dollars. Over the years, these events have raised more than \$300,000, all of which is donated directly to Holiday Express! I am already looking forward to next year's event on November 4, 2011...

(1) Sickles Market greenhouse transformed for the event; (2) To the crowds delight, Carol Stillwell ups her bid during the live auction; (3) The greenhouse filled with guests; (4) Holiday Express Development Director, Chris Mosher with Tim; (5) Holiday Express Director of Operations, Amy Robinson with vocalist Maureen McCrink and Yearbook Designer/Editor, Jill Weiss; (6) Joe & Anita Roselle with Christine Burke-Eskwitt; (7) Dianne & Bob Meserlin with Larry & Paulette Roberts; (8) Leslie, Bob & Tori Sickles sing along with Jeanne Westendorf; (9) Carol Stillwell & Marilyn Perricone; (10) Bob Sickles with Frank and Pat McCann; (11) Amy Robinson, Ashley Hadar, Jeanne Westendorf, Dianne Meserlin, Michele Macchia; (12) Tim with Phil Perricone (13) Tori Sickles

Save the Date: Sickles Market Wine & Cheese Tasting, A Benefit For Holiday Express Friday, November 4, 2011



A special thanks to McCann Systems for their generous donation of the stage, sound and audio visual equipment at the Sickles event, and for the use of their equipment at our Clambake and in our warehouse.

2010 Highlights

March 12

The Friendly Sons of Saint Patrick of the Jersey Shore honored Tim McLoone with the Irishman of the Year Award. Tim was recognized for his many years of tireless, dedicated, charitable and humanitarian endeavors on a national basis, most notably through Holiday Express.

May 3

During the Ocean County Law Day celebration, Tim McLoone was honored with the 2010 Citizenship Award, presented by Claire Calinda from the Ocean County Bar Association.

May 13

Matheny Medical and Educational Center Prom. About 100 students and patients attended the annual Prom. High school students from Ridge High School in Basking Ridge, Bernards High in Bernardsville, Colts Neck High and Red Bank Catholic were among the volunteers. In addition to the high school volunteers, parents, siblings, teachers and therapists all joined in the dancing to the music of Holiday Express.

June 3

The Rotary Club of Long Branch held its annual Recognition Dinner to benefit Holiday Express. \$7,000 in proceeds from the evening was donated to Holiday Express.

Greater Monmouth Area Chamber of Commerce recognized Tim McLoone and Holiday Express with the Circle of Excellence Award for community service.

June 7

Kathryn Barnett. On May 8th, the Kathryn Barnett Traveling Troupe competed at the Power of Dance in Bridgewater, NJ. The competition gives studios an opportunity to, as their awards accumulate, win money to donate to a charity of choice. The Troupe was able to raise \$1,625 and donated it Holiday Express.

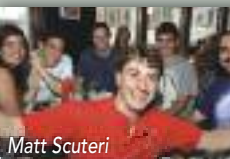


July 19

Golf Outing. 115 golfers enjoyed a perfect day at Manasquan River Golf Club and helped raise \$55,000 towards the Scholarship Program.

July 25

Wonder Bar. Volunteer Matt Scuteri put together a “friend-raiser” – an afternoon of music to benefit Holiday Express. Four bands, Elevator Art, The Fullers, Mercer Avenue, and Roland Eckstein and the Rum Runners took the stage and helped raise awareness and funds.



December 21

WPLJ 95.5 radio Scott and Todd broadcast from Blythedale Children's Hospital. Tim McLoone spoke of the Holiday Express mission and the band performed several holiday favorites live at this annual event.

December 24

NBC Nightly News “Making a Difference” segment featured a story about Holiday Express. Correspondent Natalie Morales spent a day with the volunteers in the warehouse and at the Eva's Village event. They recorded and aired our story about a rotating cast of professional musicians who takes their show on the road, donating their time and talents to make sure others – who need it most – have a chance to share in the holiday spirit.



December 30

Ryan Celestino and Brooks Robinson hosted a benefit concert at McLoone's Rum Runner to support Holiday Express featuring The Rum Runners, Eric Reitz, Matt Scuteri and the Dukes of the Sun.

EVENT SPONSORS

Special thanks to our 2010 Event Sponsors and Patrons for their generous support.

Holiday Express Concert And Red Bank Town Lighting
November 26, 2010

Presenting Sponsors
Jersey Mike's Subs
Shore Point Distributing Co.
Coors Light & Holly Crest Wines

Reception and Hospitality
Tiffany & Company

Holiday Express Benefit Concert Count Basie Theatre
December 15, 2010

Stage Sponsor
Ameriprise Financial Services

Sound & Light Sponsor
Michael Del Priore

Curtain Sponsor
Dr. & Mrs. Ken Nahum

Patron Sponsors
ASA Apple
1-800 Doctors
Mrs. Barbara Black
PNC Bank

Holiday Express Benefit Concert Count Basie Theatre
December 16, 2010

Presenting Sponsor
Citi

Stage Sponsors
A.J.D. Construction Company, Inc.
Mr. & Mrs. Anthony Diaco

Curtain Sponsors
Birdsall Services Group, Inc.
Comcast
K. Hovnanian Homes
Windels Marx Lane
& Mittendorf, LLP
WithumSmith+Brown

Patron Sponsor
Abco Diecasters

Holiday Express Benefit Concert New Jersey Performing Arts Center
December 21, 2010

Presenting Sponsor
Donjon Marine Co., Inc. and
Arnold Witte

Sound & Light Sponsor
Clean Venture, Inc.
McCarter & English, LLP
MCJ Amelior Foundation
Wakefern Food Corporation

Curtain Sponsors
Shipowners Claims Bureau, Inc.
Investors Savings Bank

Patrons
Birdsall Services Group, Inc.
Brinks Construction
Buzzi Unicem USA
Foley, Inc.
Frenkel & Co.
Hoffman International, Inc.
The Horizon Foundation
for New Jersey
Hughes Brothers, Inc.
Neslo Petroleum Products
Peerless Beverage Company
Procomp Benefit Resources, Inc.
Railroad Construction Company, Inc.
Village Super Market, Inc.
WJ Casey Trucking

Media Sponsor
The Star-Ledger

Holiday Express Performance at Blythedale Children's Hospital
December 21, 2010

New York Mercantile Exchange
Charitable Foundation

Marketing Partnership
Holly Crest Wine sales benefit
Holiday Express



Vocalist Sheldon Edmunds mesmerizes the crowd at Straight & Narrow

Holiday Express Financial Information

Balancing the Mission Checkbook

The impact of our mission – and how we accomplish it – can be found in our numbers.

18 years of serving an underserved population – those with diverse special needs

Performing 730 Holiday Musical Events in 7 states since 1993

Distributing more than 230,000 gift bags since the beginning

Using 1,600 volunteers annually

We place a high priority on being faithful stewards of our revenue. We believe in transparency, accountability and accuracy.

Fiscal Year End April 30	2010	2009
Total Revenue	1,133,032	977,847
Total Expenses	1,098,346	1,133,337

(Includes non cash)

As the pie chart indicates, 41% of our income comes from direct public support (financial donations, grants, foundations) 44% from in-kind contributions (gift bag items/goods/services/printing/food/space), 8% performances (concerts), 6% fundraising (special events) and other.

Our money is spent through functional expenses with 78% directed toward program costs, (goods and services to fulfill our mission – gift bags, transportation, sound, food, scholarships, warehouse space), 11% fundraising costs (special events, campaigns, development) and 11% management and general costs (administrative, technology, insurance, supplies, utilities, accounting)

We hope you will consider how much every single contribution – both financial and in-kind – helps us do what we do for the places we visit and the people we see. Holiday Express receives all our income through charitable contributions, we receive no dues, fees, or government funding.

Secure donations can be made through our website, www.holidayexpress.org or by using the enclosed envelope.

We Love Networking! It's Easy to Find Us!



http://www.holidayexpress.org

Join our email list

Season 2010 By The Numbers

- 50 Events in 29 days – nearly 14,000 special needs individuals touched
- 3 New Locations
- 21 Days Had Two Events Per Day
- 8 Days were Singles
- 5 Public Performances
- Buses & trucks traveled over 8,000 miles

NUMBER OF LOCATIONS BY TYPE

- 10 – Schools for Kids with Special Needs
- 8 – Adult Special Needs Programs
- 6 – Developmental Centers
- 5 – Medical and Educational Facilities
- 4 – Cerebral Palsy Sites
- 3 – Psychiatric Hospitals
- 3 – Soup Kitchens
- 3 – Children's Hospitals
- 2 – Shelters
- 1 – Program for Critically Ill Children and their Families

VOLUNTEERS

- More than 10,400 volunteer hours
- More than 1,600 volunteers, including 100 musicians
- 500 adults and 1,100 junior

Warehouse

- More than 1,500 adults and youths volunteered 4,400 hours
- 1,100 youths volunteered more than 1,600 hours
- There were 70 youth organizations who brought 850 youths; 250 youths volunteered independently
- 400 adults volunteered more than 2,800 hours
- There were 14 corporate groups who brought 210 employees and family members and another 200 adults who came on their own

Events

- More than 30 volunteers per event, including musicians, volunteered 6,000 hours

GIFT BAGS

- 11,915 total gift bags plus thousands of other items distributed from separate requests
- 5,318 men
- 3,488 women
- 620 boys
- 30 girls
- 2,186 unisex
- Total estimated value is over \$600,000

RAFFLES

- Gave out more than 900 items in 200 gift bags for 26 events
- Gifts valued at more than \$6,000
- Gifts included: three bikes, DVD players, boom boxes, watches, iPod, personal CD players, electric guitars and amps, guitars, drum set, sports equipment, sports jerseys and hats, jewelry, pocket-books, complete makeup kits, spa kits, winter coats, fleeces, sweaters, sweat and lounging outfits, pjs, toys and art supplies, books, CDs & DVDs, bedding sets

Maximize Your Donation to Holiday Express

By Barbara Willis

Mailboxes are filled with solicitation letters all year, especially in a tight economy when needs are greatest. You, the prospective donor, often have to make some tough decisions. And Holiday Express is always grateful when it is on your giving list.

After you write and mail your check or click "submit" for your online donation, you may think you're done. But wait! If you're currently working, it's important to check with your employer regarding a matching gift. Some companies even match charitable donations made by retirees. If Holiday Express meets the criteria of your company's program, we urge you to take a moment to submit a matching gift request. Even some small "mom and pop" businesses may want to lend their support once they learn more about Holiday Express' mission

According to a recent article in Philanthropy Journal, one in ten gifts to nonprofit organizations is typically eligible for a company match. However, only about two percent of Holiday Express' individual donors submit matching gift requests to their employers. Significant untapped funds may be available through this often unused benefit of employment.

Some companies also provide grants to nonprofit organizations when employees volunteer their time. "The average grant is a few hundred dollars," says Executive Director Don Pignataro. "However, in one case, Holiday Express received \$5,000 from a corporation as a grant when an employee volunteered 50 hours with us."

Whatever the amounts, all grants and matching gifts make a difference toward what Holiday Express can accomplish. So when you're contributing to Holiday Express or adding up your volunteer hours, explore with your employer possible ways to support your passion for our cause.

As the old saying goes, "It can't hurt to ask!"

An Extraordinary Community of Donors

It is our great privilege to thank all of you who expressed your support this past year with a financial gift or a product donation, by sharing your time and talents through volunteering and the many, many other ways people showed their generosity. There are so many fantastic supporters who held drives for us and collected gift bag items, organized events on our behalf and donated the proceeds or championed our cause and raised funds at work, school or in their neighborhood. We offer our sincere gratitude to the funds, foundations and corporations for their generous investments in our work, they all help. We would like to thank all of you who attended our fundraising events and we extend special thanks to those anonymous donors. There are so many to thank and we do not want to miss anyone, please accept our blanket THANK YOU! If you gave, you know it and you did it for the right reason.

A Heartfelt Thanks to So Many – Thanks to You, Our Work Continues

Honoring Loved Ones With Donations

We all have people we want to recognize, and there's no better way than to support Holiday Express in their names.

You can honor someone living or make a gift to remember lost loved ones. When sending a check, include a note with the name of the person to be honored and contact information so Holiday Express can send an acknowledgement to the person named or to the family in the case of a memorial gift. Starting May 1, 2011, you will also be able to add a note to your online donation. For more information, contact Don Pignataro at dpignataro@holidayexpress.org

December 25, 2010

From: cficchi@alumni.duke.edu
To: dpignataro@holidayexpress.org
Subject: Donation

Don,

I am not sure if Joy told you that I lost my dad suddenly before Christmas last year. The last time I actually saw him was at the Holiday Express concert at Ranney. He was a former councilman in Jersey City and always put others first. Therefore, in lieu of exchanging gifts this year we decided to donate to a worthy cause.

My family and I truly believe in the mission of the organization and are happy to help in even the smallest of ways. Please accept our \$500 contribution in my dad's honor. I sent the payment via PayPal earlier today.

Merry Christmas!
Cheryl Fricchione

TRADEMARK REGISTERED!

Holiday Express® is officially registered, as of October 26, 2010, with the United States Patent and Trade Mark Office. After strongly objecting to Toys"R"Us using our name – and proudly expressing ownership of our brand since 1993 – we have prevailed: Toys"R"Us abandoned their trademark application on August 2, 2010.

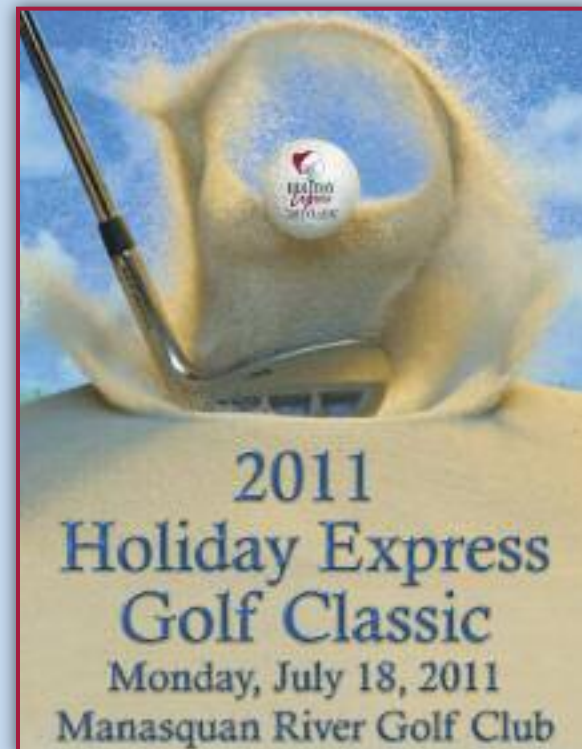
The degree of outrage expressed by our many loyal volunteers and fans accentuates the passion within the Holiday Express family towards our mission. Thank you to all who wrote letters, sent emails and championed our cause in the press.

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



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

Volunteers
Delivering
the Gift
of Human
Kindness



2011 SPECIAL EVENTS

Golf Classic
July 18

Clambake
September 18

Sickles
Wine & Cheese
November 4

Count Basie
December TBA

NJPAC
December TBA

