

## Upcoming Events 2015

### 6th Annual Read-a-Thon – 9/12 at Barnes & Noble, Tribeca, NYC

“A Celebration of Literacy and Hope” on Saturday, September 12.

### October Benefit – 10/15 at the Mandarin Oriental

Please save the date for the fall reception – Thursday, October 15, at the Mandarin Oriental Hotel, New York City. Guest Chefs, Silent & Live Auctions, & more!

**Brooke  
Jackman** Building a Legacy of Literacy  
& Learning for Children in Need  
**FOUNDATION**

P.O. Box 354 • Mill Neck, NY 11765  
a public 501 (c)(3) charity  
[www.brookejackmanfoundation.org](http://www.brookejackmanfoundation.org)

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*“Books are the quietest and most constant of friends;  
they are the most accessible and wisest of counsellors,  
and the most patient of teachers.”*

– Charles W. Eliot



*“Dear Ms Erin Jackman – The Lord bless you and your  
family. People like you are what we need in this world.”*

– Diancarlos





Newsletter ♥ 2015

## Brooke Jackman FOUNDATION

Building a Legacy of Literacy  
& Learning for Children in Need



“Children are the world’s  
most valuable resource and  
its best hope for the future.”

– John Fitzgerald Kennedy

“Alone we can do so little,  
together we can do so much.”

– Helen Keller



*The children we serve . . . the 5K  
Run . . . Bob Jackman Freedom  
Award . . . newest BJF book.*

*“We really liked this program  
because of the special moments we have  
lived in our lives. And we had books  
every week. One show was acting about  
the 3 pigs and the big bad wolf.”*

– Merey, Steven and Kelsey

## MAKING A DIFFERENCE . . . THE CHILDREN WE SERVE

### Spotlight on What's New

### Brooke's Cooks Expands!

**BJF**'s newest initiative is the Brooke's Cooks program – which aims to advance literacy skills among at-risk children through cooking workshops and demonstrations. In its first year, Brooke's Cooks has touched the lives of nearly 300 children and their families. The program is expanding to six new locations for 2015.

The children and their families within the new BJF Brooke's Cooks program have attended nutrition information workshops, and learned how to make salads and homemade vinaigrette with fresh ingredients. They've learned how to cut and chop safely, and what it means to eat seasonally and



*continued on page 3*

## From the Mayor . . .

*"In 2014 you partnered with the Mayor's Fund to Advance New York City . . . with your help, we launched an unprecedented mobilization effort that more than doubled the number of children in full day pre-kindergarten, opened the doors to the fourth Family Justice Center serving victims of domestic violence and their children, and funded over 1,000 internships and summer employment opportunities for NYC youth. . . . On behalf of our fellow New Yorkers who benefited from your generosity and efforts, thank you for your support."*

– Mayor Bill deBlasio,  
Chirlane McCray



## The Brooke Jackman Foundation

Dear Friends,

*Bright copper kettles and warm woolen mittens  
Brown paper packages tied up with strings . . .*

Have you heard the Rodgers & Hammerstein song "My Favorite things?" The narrator's tastes are simple – copper kettles, warm mittens, "brown paper packages tied up with strings. . . ."

At BJF our mission is much like that song. Among our favorite things is giving something amazing to the vulnerable children and families that we serve: the gift of hope. An old Chinese proverb notes that if you give a man a fish you feed him for a day, but if you teach a man to fish, you feed him for a lifetime. We offer children the tools to see that change is possible, the confidence to begin creating better futures and leading richer, fuller lives.

What could be better than giving a child the gift of literacy? The world of books and reading is an absolute joy. One of our favorite things is giving children a book that transports them to an island of adventure without ever leaving the room. In the BJF literacy program – now in eleven sites in the metropolitan area – children not only learn literacy skills but are transported to this island of adventure. No matter who you are or what you do, reading will unlock untold opportunities, mysteries and passions. When you have a book, you gain access to the universe of others' imaginations.



Another one of our favorite things is the Brooke Packs donated each year in time for school – most recently 4,500 Brooke Packs to children in shelters and to other at-risk kids. Thus far we have donated over 30,000 Brooke Packs – each filled with school supplies and new books. We believe that getting these backpacks into the homes of children is a powerful tool in preparing them to enter school feeling confident.

A fairly recent favorite program of BJF is Brooke's Cooks – which teaches children how to cook healthy meals and, in general, live a healthy life. One mother at the Family Justice Center in Brooklyn said "We are so appreciative of the program . . . I can't believe that BJF cares so much about myself and my children." Read more, page 1.

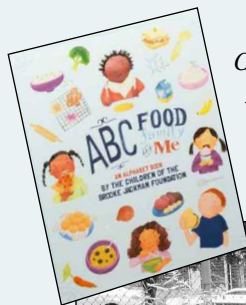
Our mission of improving the lives of kids throughout the community is an ambitious one. We often wonder what Brooke would say . . . *Thank you for working tirelessly to fulfill my dreams, or Thank you for continuing to have a positive impact on tens of thousands of children for years to come.* We are always inspired by Brooke's dreams and aspirations, her good deeds, love and compassion.

As we turn the next page in a new year, we invite you to be part of our next chapter. Whether you volunteer, attend an event or donate to support our programs, your involvement is an investment in the lives of others. We are humbled by the generosity you have shown to BJF. Thank you for all the ways you make a profound difference to our children and their families.

– With our love, Barbara, Erin, Iris, Ross  
Blake and Elle Jackman

locally. And more: they learn about healthy snacks, and how to prepare them. Throughout the program, children use their literacy skills to read recipes and tell stories about their experiences.

And more! Brooke's Cooks participants demonstrated their healthy-salad skills at October's Annual Benefit at the Mandarin Oriental in NYC!



*Children from throughout the City have participated in Brooke's Cooks, the new BJF program that began last July. Health salads, nutrition workshops and recipe reading highlight family demonstrations.*



## Featured Contributions 2014-15 Funds, Lemonade & Knitting Gifts

■ *New York Business Development Corporation (NYBDC)* – acknowledged our meaningful impact on the communities we serve with a generous contribution. Our thanks to Thomas Goldrick.

■ *The Baylis School PTA in Woodbury* – collected books for BJF.

■ *Shawnee Indians* – a generous contribution in support of BJF's mission. We are so grateful for this continuing support.

■ *Our Blake and Elle Jackman and their friends* – sold delicious lemonade to neighbors and passersby, and donated proceeds to BJF.

■ *The Tepper Family* – mom Edra, dad Jonathan, Hanna, Madden and Isla – in lieu of birthday gifts, each girl asked for donations to BJF. And the entire family participates in our 5K Race. They never cease to amaze us! Also, Hanna wore her race shirt to school on Memorial Day to tell her classmates about Brooke and the BJF.

■ *Allstate Agency Hand in the Community* – a generous grant thanks to the efforts of long-time BJF volunteer Jeannine Izzo.

■ *Clubhouse Kids, East Norwich* – donated proceeds from their October book of the month sales to BJF. Thanks to owners Edra Tepper and her sisters!

■ *The Stars of Tomorrow* – students along with teachers Wendy Taubman and Stefanie Rosenblum presented a spectacular show called "Free to Be" – the 14th year of support for BJF. Our own Elle Jackman was one of the stars.

*continued on page 4*

## Featured Contributions 2014-15 Funds, Lemonade & Knitting Gifts *continued*

■ *Family member Emily Kushner and friends* – sold yummy lemonade to raise \$100 for BJF. Emily and friends, thanks for this gift!

■ *Northeast Women in Public Finance* – collected children's books to donate to BJF. Many of these women had worked with our Bob for several years.

■ *Care to Knit* – under the able leadership of Inez Basso Glick and Lainie Bloom of Bayville Hooks and Needles – sent knitted items for the children receiving Brooke Packs. These wonderful knitters of hats, gloves, mittens and scarfs will keep many children warm this winter.

■ *Sam Fastenberg* – collected books for BJF as part of his Bar Mitzvah project this past year. We are so grateful for the wonderful books collected for the BJF kids

### Thank You . . . We Welcome Your Help

We thank each and every person who contributed to the Foundation's success in its first thirteen and a half years. □

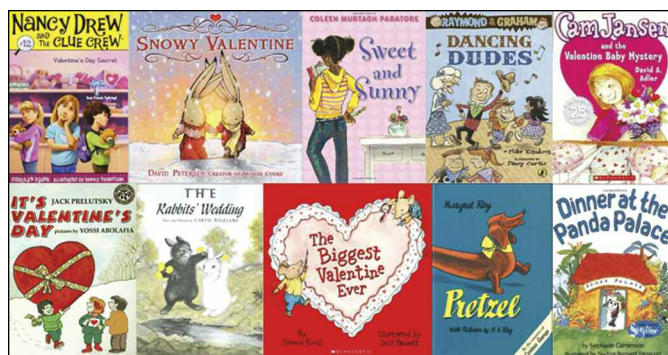
If you would like to celebrate a joyous occasion, honor the accomplishments of friends, family or loved ones, or

honor the memory of someone you love, we would welcome your donation – the Brooke Jackman Foundation, PO Box 354, Mill Neck, NY 11765. Please visit our website for details – [www.brookejackman-foundation.org](http://www.brookejackman-foundation.org).



## Remembering Brooke . . .

The 9/11 Tribute Center celebrated its 8th annual Teacher Awards on February 26th, in remembrance of the 1993 World Trade Center terrorist attack. In the Teacher Awards, educational projects created for students – to help them understand the events of 9/11 – are recognized for inspiring them to remember and to improve the world. Projects focus on the historical and humanitarian aspects of 9/11 history. The Brooke Jackman Foundation has consistently sponsored a teacher for the Tribute Center Teacher Award Program. Jennifer Adams, CEO of the 9/11 Tribute Center, stated: "The Brooke Jackman Foundation is a strong example for others to emulate in supporting the unique educational projects that make the lessons of 9/11 tangible to students." BJF supports this important project each year in memory of Brooke. ★ Two scholarships are presented annually at Long Island's Oyster Bay High School – one by BJF and the other by the Friends of Brooke Jackman. Recipients are students actively involved in their community, and who exemplify the ideals that Brooke lived by – compassion, kindness and community service. This year, BJF's award went to Nicole Hauser, and the Friends of Brooke Jackman Award was presented by Michael Oziel – one of Brooke's oldest and dearest friends – to Matthew Palczewski. Congratulations to both recipients!



## Brooke's Best Books for Valentine's Day 2015

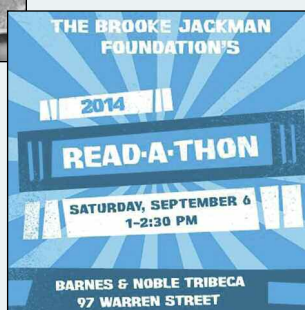
We are happy to announce this year's sweet selections, chosen by the BJF Advisory Committee: *Valentine's Day Secret* by Carolyn Keene, *Snowy Valentine* by David Petersen, *Sweet and Sunny* by Coleen Murtagh Paratore, *Raymond and Graham*, *Dancing Dudes* by Mike Knudson, *Cam Jansen and the Valentine Baby Mystery* by David A. Adler, *It's Valentine's Day* by Jack Prelutsky, *The Rabbit's Wedding* by Garth Williams, *Pretzel* by H. A. Rey, *The Biggest Valentine Ever* by Steven Kroll, *Dinner at the Panda Palace* by Stephanie Calmenson.



### 5th Annual Read-a-Thon Sept 6 At Barnes & Noble Tribeca, Manhattan

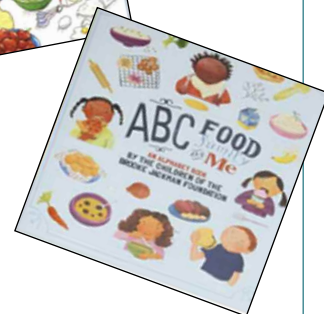
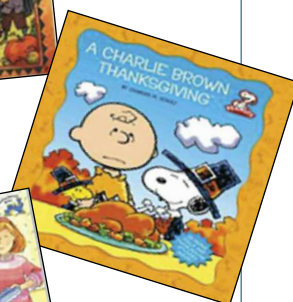
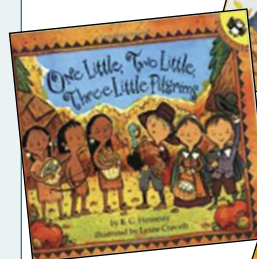
Dignitaries galore read to two hundred families and children at September's Read-a-Thon '14! Celebrating "the positive and transformative power of literacy" for at-risk children, guest readers included City officials New York Fire Commissioner Daniel Nigro, and Commissioner of the Mayor's Office to Combat Domestic Violence Rosemonde Pierre-Louis. The two were joined by celebrated children's author Stephanie Calmenson and Broadway actors Gisela Adisa, Nicole Riding and Jeff Johnson. ABC News Radio's Cheri Preston was MC for the day.

Special thanks for help with this most rewarding of days – to Barnes & Noble Tribeca, SAG Foundation BookPALS and each of our guest readers!



### Brooke's Best Books for Thanksgiving 2014

With delight, we list this year's selections at a time of gratefulness – *Happy Thanksgiving Biscuit* by Alyssa Satin Capucilli, *One Little, Two Little, Three Little Pilgrims* by B. G. Hennessy, *Charlie Brown Thanksgiving* by Charles M. Schulz, *Thanksgiving Is for Giving Thanks* by Margaret Sutherland, *The Night Before Thanksgiving* by Natasha Wing, *ABC Food, Family and Me* by The Children of the Brooke Jackman Foundation.



## Did You Know? Research Confirms . . .

The implications are clear: literacy has a profound impact on the individual and the community. Research confirms these facts . . .

*Nationwide . . .*

45% of third-grade students read below grade level.



74% of students who fail to read proficiently by the end of third grade falter in the later grades, and often drop out before earning a high school diploma.



High school drop-out rates for low income youth are four times greater than for high-income students.



More than half of America's high school seniors are not proficient in reading, and 75% can't do math.



80% of prison inmates are functionally illiterate. Third-grade reading scores are used by the government to project the amount of prison space that will be needed in the future.



*In NYC public schools . . .*

Of 257 NYC public schools, fewer than 1 in 10 students read at grade level.



At 501 schools, more than 80% of students read below grade level.



Only 25 City schools have more than 80% of students reading at or above grade level.



In recent tests, 60% of NYC kids scored below proficiency in math and English standardized tests.

## 10th Annual Race for Literacy – Oyster Bay & Melville Yield the Winners!

And a grand sunny Sunday it was, for more than 250 runners in the 10th Annual Brooke Jackman Race for Literacy in Oyster Bay. Beneficiaries of the funds raised – BJJF's many literacy initiatives that benefit children in need throughout the New York area.

Justin Nakrin, a 23-year-old from Oyster Bay, was overall men's winner in 17 minutes and 48 seconds. Nicole Schwartz of Melville, age 28, won overall women's with a time of 20 minutes, 20 seconds. Congratulations!

The day began with family activities – with kid's arts and crafts preceding the 1/4 mile Fun Run for future Olympians age 8 and under. There was plenty of excitement as each runner crossed the finish line. With sunshine, joy, and abundant refreshments, all had a fine day!

We have so many to thank: all our runners, our sponsors both corporate and individual and our in-kind donors for enthusiastic participation and eleven years of support. You make this race so special!



*Swift runners of all ages  
on a sunny day . . . face  
painting . . . smiles and  
celebratory medals.*



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*"There is nothing impossible to him who will try."*

– Alexander the Great



## Special Recognition for BJB

- ★ UJA Federation Supplies for Success – Certificate of Appreciation for contributing Brooke Packs for underprivileged children on Long Island.
- ★ Educational Assistance Corporation – letter of thanks for our donation of Brooke Packs and for our continuous generosity and friendship.
- ★ WIN (Women in Need) – Certificate of Appreciation for making a difference in the lives of families.

From Family & Children's Association  
A Sincere and Grateful



To Erin Jackman and  
The Brooke Jackman Foundation for **10**  
years of backpacks and school supplies to



Back to school wouldn't be the same  
without you! Thank You!

- ★ Family & Children's Association – letter of thanks for our contribution of Brooke Packs, school supplies and books as a welcome source of hope and help.

*"Education is the most powerful weapon you can use to change the world."*

– Nelson Mandela



*BJF Big Shot...*

## Holiday Cheer In Literary Form!

**B**ooks starred in December's three BJF holiday events – Brooke Packs filled with books for JFK Rotary Kid's Christmas Party at Hangar 81 for 400 children! ... Holiday Brooke's Cooks workshop for 50 boys and girls at Manhattan's Family Justice Center ... and special holiday gift packages of the BJF children's three amazing books: *ABC My Family and Me*, *ABC What Help Means to Me* and *ABC Food, Family and Me*.



## MAKING A DIFFERENCE contd.

### ABC Food, Family and Me

BJF's third compilation of children's writings was published in September, inspired by the Foundation's new healthy living initiative Brooke's Cooks. First responses? Delight! Copies are available at [BrookeJackmanFoundation.org](http://BrookeJackmanFoundation.org).



### *BJF in the News –* **NBC and PIX on BJF**

Erin Jackman appeared on NBC News speaking with Roseanne Colletti about Brooke's Cooks! She spoke of one of BJF's special events in March, in which children from throughout the City gathered at the Family Justice Center in Brooklyn – to learn how to make a salad and homemade vinaigrette with fresh ingredients.

Erin spoke also on Pix 11, telling Mr. G about BJF's Bilingual Family Literacy Program at the New York City Family Justice Center in Manhattan – where families with young children participate in a BJF Bilingual Family Literacy Workshop. Blake and Elle Jackman helped gift each child with a new book to go home with as well.



## The Benefit – 13th Annual Gala: Fun & Funds For Literacy, NYC

**T**he Brooke Jackman Foundation celebrated its 13th successful year of bringing the love of reading to children throughout New York, at October's BJF Benefit at the Mandarin Oriental, Manhattan. What a wonderful night it was!

The event raised more than \$400,000, which will play a vital role in our mission to enhance literacy among at-risk children in the Metropolitan area. The night featured highlights from the Foundation's work during 2014.

It was a fine evening of restaurant tastings from some of New York's finest chefs – including our very own Brooke's Cooks serving up salads and sharing their nutrition expertise!

We were proud to honor screenwriter and producer Scott Rosenberg – an ardent and longtime BJF supporter – with the Bob Jackman Freedom Award, so well deserved.

Live and silent auctions delighted all comers! Auctioneer



*"No one has ever become poor by giving."*

– Ann Frank

extraordinaire Elyse Luray – certified appraiser, licensed auctioneer and popular culture historian – served engagingly and successfully again. Among live auction items: a Napa Valley trip for wine aficionados, a table at Raos, an adventurous Hollywood package with tickets to The People's Choice Awards, and a trip to sunny Mexico.

Silent auction highlights – hot Broadway tickets, fabulous jewelry, sports tickets and great golf experiences – including New Jersey's

*BJF Gala guests for 2015 (clockwise from top) – Erin Jackman and special guests... Auctioneer Elyse Luray with Brooke Pack admirers... Bob Jackman Freedom Award recipient Scott Rosenberg... Barbara Jackman with special guests. Below (from left) the Jackman family... Brooke's Cooks participants at work!*

famed Baltusrol. Not to mention a dinner with a private chef in your own home, a private cocktail party for twenty, children's items and selected special experiences.

We thank each fine restaurant contributing to our decadent food tastings – Art-O-Polis Bakery, Five Napkin Burger, Karloff Restaurant, SD26, Stumptown Coffee, Zio Ristorante – as well as generous friends for their gifts, trips and treats. Special, very special, thanks to the children of the Foundation who celebrated this special day with us.



## Check Us Out...

Join us on our **Facebook Group** and **Cause**. Literacy lovers are also tweeting and talking about the Brooke Jackman Foundation all over **Twitter**.

*"Education is the movement from darkness to light."*

– Allan Bloom



*"The smallest act of kindness is worth more than the grandest intention."*

– Oscar Wilde



*"Thank you for this program. I like it here because we play games but educational games, and they are fun well sometimes. Also we can do stuff... My sister likes to read here because it is fun."*

– William, Mom, Patricia

**"READING UNLOCKS UNTOLD OPPORTUNITIES, MYSTERIES, PASSIONS."**

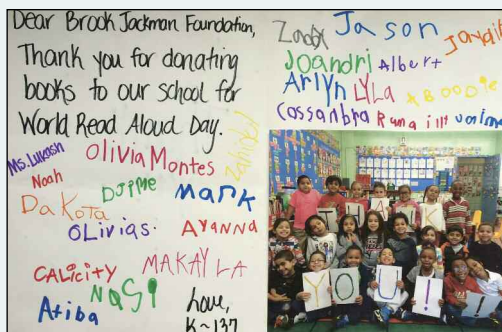


*"When you read to me..."*

## Brooke's Books & Brooke Packs – Strong Start to School

For nearly fourteen years, the Brooke Jackman Foundation has been working to advance literacy and instill a love of reading in at-risk youth through programs that support the whole child – and enhance their lives in life-changing ways. In its Brooke's Books program alone, BJF has given 250,000 books to at-risk children and families since its founding in 2001.

And thus far BJF has given out over 30,000 Brooke Packs in August, at the start of the school year! Our gift helps assure that kids who lack basic school supplies and backpacks can start school with the tools necessary for success.



## Family Literacy – City Wide & Growing!

BJF Family Literacy Workshops began more than a decade ago with close to 100 families in their first year. Today, the program welcomes more than 1,000 families with children ages 5-12 each year. Parents or guardians and their children participate actively together in literacy-based activities – learning concrete strategies to advance their child's learning during the workshops and at home, while also receiving a nourishing meal.

Currently BJF presents its literacy programs in Williamsburg, Washington Heights and Inwood, and at the NYC Family Justice Centers in Manhattan, Brooklyn, Queens and the Bronx.



## Read Across America 2015 - Erin and Legendary Weatherman Mr G Celebrate the Day!

In the early March celebration of Read Across America Day, Erin Jackman helped Mr G read to Kindergarteners at PS 142 on Manhattan's lower east side. They were joined by actors from SAG BookPals reading to children, and BJJ gifted the children in PS 142 with brand new books.

Read Across America is a National Education Association program celebrated annually across the country. It began on March 2, 1998, to encourage reading excitement for children of all ages. March 2 is the birthday of beloved children's author Dr Seuss!



*"There are many little ways to enlarge  
your child's world. Love of books is the best of all."*

– Jacqueline Kennedy Onassis



*"Thanks so much for bringing the reading and  
healthy eating event to the Williamsburg Community  
Center! . . . Family literacy is a defining means to  
engage and support limited literacy families."*

– Michael Rochford, St Nicks Alliance

The Brooke Jackman  
Foundation



### The Brooke Jackman Foundation

The Brooke Jackman Foundation is a public 501 (c)(3) charitable organization created in October 2001 in response to the World Trade Center attack that claimed the life of Brooke Jackman, age 23. Its mission is to honor Brooke's legacy – a deep love of reading and a profound interest in helping children – by helping to create and support programs enhancing the literacy and self-esteem of children in and around New York City. Project Brooke, Brooke Pack, and Brooke's Books™ are among projects offered to children in diverse city, agency, and school programs.

Inquiries and offers of help are welcome – The Brooke Jackman Foundation, Inc., P.O. Box 354, Mill Neck, NY 11765.

[www.brookejackmanfoundation.org](http://www.brookejackmanfoundation.org)

*Matching gifts* – The BJJ is a public 501 (c)(3) charity under the Internal Revenue Code, and welcomes matching funds from corporations.

### Board of Directors 2015

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### Brooke's Books Advisory Committee

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Stephanie Calmenson, children's author  
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