



Newsletter ♥ 2017

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



Upcoming Events 2017

8th Annual Read-a-Thon– 9/16 at Barnes & Noble, Tribeca, NYC

“A Celebration of Literacy and Hope”
on Saturday, September 16.

October Benefit – 10/19 at the Park Hyatt Hotel

Save the date for the fall reception – Thursday,
October 19, at the newly renovated Park Hyatt Hotel
on 57th Street. Cocktail Reception, Silent & Live
Auctions & More!



*Brooke's Cooks . . .
the 5K Run . . .
the Benefit . . .
and Brooke Packs
with Santa.*

MAKING A DIFFERENCE . . .
THE CHILDREN WE SERVE

7th Annual Read-A-Thon – Mr G, NY's Bravest, & the Voice of Dora

Wonderful all over again! The 7th Annual Brooke Jackman Foundation Read-a-Thon took place at Barnes & Noble, Tribeca, in September. This special event is our way to honor Brooke and all those who lost their lives on 9/11, by doing something positive and pleasing for the children of NY. NYC weatherman Mr. G of WPIX-11 hosted this year's event, bringing the magic of books to life.

Among best friends on hand to read to the children were New York's Bravest from the FDNY. NYC firemen provided

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Voices of September 11th

The Brooke Jackman Foundation shares this common belief – that we have a moral responsibility to support those affected by terrorism, and to advocate for reforms to hold those responsible accountable –

The bombing in Manchester, attacking children and their parents, was another visceral reminder of the unimaginable consequences of terrorism. The frequency of terrorist acts on innocent people going about their daily routines is unconscionable. As always, our thoughts and prayers are with those who suffered a loss of a loved one, and with the community who will be supporting them in their recovery.

As a family that has lost a loved one on 9/11 and in other attacks around the world that have occurred since, we understand firsthand the pain and suffering of these families. We also recognize the long journey they have ahead in rebuilding their lives and adapting to their new normal. Survivors understand the challenges in reconciling what they experienced in escaping, and responders recognize the difficulties in processing what they witnessed.

Please remember all those brave men and women who died in service to protect our country. We hope that you will also remember those innocent citizens from around the world who died in a war without borders – the victims of terrorism.

*Mary Fetchill,
Voices of September 11th*

The Brooke Jackman Foundation

Dear Friends,

“Believe you can and you’re halfway there.”

– Theodore Roosevelt

Everyone has dreams, and everyone deserves the chance to see their dreams come true. At BJJ we try to instill self-confidence and enhance self-esteem in children – so they reach their full potential and make their dreams become a reality. But how do we level the playing field to give all children the tools they need to succeed? Literacy is the beginning.

Imagine that you are a child struggling with reading. What would school feel like? How will you learn when learning depends more and more on reading? What choices will be open to you? What choices will you make?

Nearly two-thirds of children in low-income schools read below grade level by the end of third grade. Most never catch up. We know they are four times more unlikely to graduate from high school.

We at the Brooke Jackman Foundation hope to empower children with a life-long love of reading. We hope that reading opens up a world of possibilities – knowledge, joy, hope and adventure through our family literacy programs, Brooke’s Cooks program, BJJ libraries and Brooke Packs.



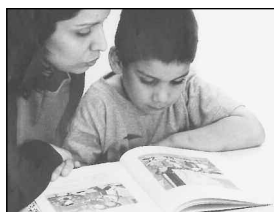
For the past sixteen years, since its inception, BJJ has believed that when you dream you should dream big, and then take the practical steps to make this dream a reality. We have turned countless dreams into realities through the important work we have engaged in, as highlighted in the following pages. We have made much progress in a short span of time, yet there is much more to be done.

On a personal note, our own family is expanding. As we go to print, we celebrate the birth of Erin and Ray’s first child – Ryan Jack Farrell was born on July 5, 2017 – and are collecting children’s books for his library. There is no greater joy than to share the love of reading with him.

We want to thank all of you for your ongoing support, partnership and shared commitment, and for choosing to be part of the BJJ family. With you as our partners we will continue to make dreams come true for many years to come.

Thank you from the bottom of our hearts.

*– With love, Barbara Jackman,
Erin, Ray, Iris, Ross, Blake, Elle and Ryan*



“When you read to me . . .”

7th Annual Read-A-Thon – Mr G, NY's Bravest, & the Voice of Dora *continued*

fire hats for those in attendance, and Broadway actors including Fatima Ptacek (voice of Dora the Explorer!) read to the hundreds of eager children present. Noted children's author Stephanie Calmenson was among celebrity readers. It was truly a celebration of the transformative power of literacy.

Brooke Packs Touch Lives In Wonderful Ways

As we enjoy the summer, it is a fitting time to celebrate our many accomplishments from this past year and look ahead to the future. Children who go to school without the necessary supplies can be at a disadvantage right from the start. At BJF we want each child to have the best possible experiences, and we seek to level the playing field by giving kids the tools they need to succeed. Some beautiful letters and pictures tell the story . . .

★ *From Little Sisters of the Assumption Family Health Service* – Dear Erin: On Friday, August 26, Little Sisters of the Assumption Family Health Service, Inc. (LSA) was gifted 89 Brooke Packs, ranging in colors from blue to red to black, from the Brooke Jackman Foundation. They came stuffed with items such as homemade knit hats, colored pencils, crayons, glue sticks, pens and a Brooke Book.

LSA provides programs and services to at-risk children and their families in the East Harlem community, most of whom live below the federal poverty level, and many of whom are immigrants. Your generous gift will carry Brooke's legacy forward, helping the children we serve to develop a deep love of reading. LSA is proud to have the opportunity to continue that tradition in partnership with the Brooke Jackman Foundation.



★ *From Women In Need* – Dear Erin: On average, parents spend nearly \$500 on back-to-school supplies, and obviously a homeless mother does not have that kind of money. Not only does your contribution help prepare students, it

Featured Contributions 2016-17

Holiday Books, Special Thanks, & a Yankees Star!

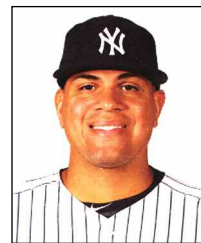
■ *Barnes & Noble, Tribeca* – collected books again for the December-long BJF Holiday Book Drive, to support our literacy programs.

■ *NYBDC (New York Business Development Corporation)* – a donation citing BJF for making a meaningful difference in the quality of life for the less fortunate in communities throughout New York. Special thanks to Thomas Goldrick for his continued friendship and support.

■ *Cantor Fitzgerald* – invited BJF to join the Cantor Fitzgerald Charity Day, an amazing event supporting charities worldwide. New York Yankee Dellin Betances was BJF Celebrity Ambassador – we were so excited to spend the day with such a renowned athlete! The Cantor Fitzgerald



Relief Fund was established in the wake of the 9/11 WTC attacks, and provides financial support to victims of



terrorism, emergencies and natural disasters.

■ *Baylis PTA* – Book Drive for BJF in Woodbury, LI, in May. Special thanks to Gillian Tepper.

Thank you so much for the generous supply of backpacks and school supplies. It was heart warming to see the smiles on the children's faces when they got a chance to pick a brand new book bag.

You all make a huge difference in our WIN children lives.

Thank You
-Kelyam
teacher/recreation

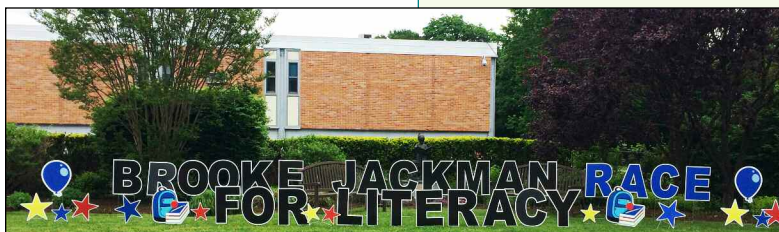
alleviates a financial stress and allows our parents to focus on what's important – finding work and permanent housing. Your generosity provides WIN

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Congratulations to **Overall Men's Winner Alex Tosi**, finishing at 16 minutes, 7 seconds and **Overall Women's Winner Caroline Lefrak**, finishing at 17 minutes, 50 seconds.



12th Annual Race for Literacy – 5K Run & Kid-Friendly Times!

More than 250 runners gathered May 20th in Oyster Bay – to race in memory of Brooke, and to support our continued efforts to help enhance the literacy of children in the Metropolitan area. The race brought our local community together to share their love for literacy with families and friends.

This year's 5K Race raised nearly \$20,000 and took place at the Theodore Roosevelt Elementary School. The route again covered a USA Track and Field Certified Course through scenic Oyster Bay and Oyster Bay Cove. It was a fun day for children too – a day full of kid-friendly activities, with the 5K Run, awards and delicious refreshments.

Special thanks to our enthusiastic participants, volunteers, supporters and sponsors: The Steinberg Family, Del's Bar & Grill, Bagel Boss Cafe of East Norwich, Blake and Elle Jackman, Dunkin Donuts, Air Stream Foods, Old Brookville PBA, Musu, The Borgia Family, Merch Direct, Pumpkin Pie Foundation, Fragrance.com, Clubhouse Kids, Hanna, Madden & Isla Tepper, Prism



Visual Software, Lorraine Communications, Bonanza Ices, The Allstate Foundation, Jeannine J. Izzo Agency, Party with ESP, OBEN Teachers Association, 2nd Police Precinct, Oyster Bay Fire Company No. 1. How generous you are!

And, last but not least – thanks to our amazing Race Committee: Michael DelColle, Lynn Keating, Rosemarie Licamelli, Mario Baldino, Jen Iles, Erin Murcott, Michael Mikulski and Jeannine Izzo. We couldn't have done it without you.

Now, we give hearty congratulations to our Overall Men's Winner (2016 Winner also!) Alex Tosi, finishing at 16 minutes, 7 seconds. And to Overall Women's Winner Caroline Lefrak, finishing at 17 minutes, 50 seconds. To these two stellar runners, hooray and thank you. To every participant and supporter, you played an essential role in helping BJJF make great strides in its mission of enhancing the lives of at-risk children through literacy.



Brooke Packs Touch Lives In Wonderful Ways *continued*

moms the relief of knowing their children will be prepared and on track for a successful year.

Children often tell us about being bullied because they are “shelter kids.” What you do for us allows WIN kids to start the school year with the supplies they need; they feel like they’re entering school like their peers and are more confident in class. On behalf of all of us, thank you for helping to keep the excitement for education alive!

★ *Hanukkah Book Drive – JFK Rotary Kid’s Christmas Party* – On a special Sunday early last December, Congregation L’Dor V’Dor in Oyster Bay partnered with BJB to pack 400 backpacks for those less fortunate. Our thanks to Rabbi Steven Moskowitz, who spearheaded this drive. In Rabbi Moskowitz’s words of invitation to all –

“I hope you will join us in these important and sacred efforts of giving to others, reaffirming the virtue of reading, and giving life to Brooke’s memory.”

Within days, Brooke Packs filled with brand new books, hand knitted hats and scarves and school supplies were distributed to disadvantaged children in the NYC area at JFK Rotary Kid’s Christmas Party at Jet Blue Hangar 81.

#Giving Tuesday – Beautiful Tradition

This past November, BJB partnered with #Giving Tuesday – now a tradition for giving on the first Tuesday after Thanksgiving – by promoting the #Toy Boat Challenge. The challenge raised nearly \$4,000 to provide books to kids in need.

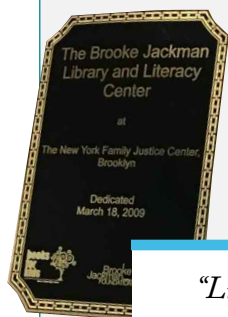
Family Literacy

Literacy is the key to a child’s education, to that child’s well-being, to that child’s future. We know that families play a critical role in building a love of reading and learning, so we at BJB include resources and activities for parents to use at home. A recent letter from Mayor Bill de Blasio and Chirlane McCray – see For the Love of Reading, this issue – reiterates the importance of BJB literacy programs.

We are so grateful for these words from the Mayor and his wife – “On behalf of all New Yorkers, thank you for your continued commitment to strengthen our great city.”

*“Literacy is the key to
a child’s education,
to that child’s well-being,
to that child’s future.”*

– Barbara Jackman



Featured Contributions 2016-17

Brooke Packs, Mittens & Hats, Principal for a Day!

continued

■ *UJA Federation Supplies for Success* – Certificate of Appreciation for BJB’s Brooke Packs program for underprivileged children.

■ *Allstate Agency Hands in the Community* – a grant to BJB, with thanks to Jeannine Izzo.

■ *Care to Knit, Bayville Hooks and Needles & Linda Lissman* – a gift of hats, scarves and mittens for our Brooke Packs for children in shelters. Special thanks to Inez Basso Glick, Lainie Bloom and Linda Lissman.

■ *Hanna Tepper* – as an ardent young BJB supporter, spearheaded a \$1,300 raffle fundraiser benefiting BJB with her Student Council at West Side School, Cold Spring Harbor. Her raffle prize? Chance for a West Side Student to be Principal for a Day! We are so proud of Hanna and the amazing Tepper Family.

Brooke Jackman Foundation Fundraiser:
PRINCIPAL FOR A DAY!

Dear West Side Families,

This month Student Council will be raising money for The Brooke Jackman Foundation. Their mission is to create and support programs enhancing the literacy skills of disadvantaged children and their families in and around the New York area. The Family Literacy Program, Brooke Packs, and Brooke's Books are among the projects they sponsor that help thousands of children in diverse city, agency, and school programs. Please visit their website: brookejackmanfoundation.org for more information.

In order to raise money for this wonderful organization we are going to be selling tickets that will be put in a raffle for a West Side Student to be principal for a day! The tickets that are purchased will be put in a container and one lucky winner will be chosen to be principal. The raffle drawing will be held on Friday, May 26th. Once we select our winner, Mr. Simon, the lucky student, and the student's teacher will figure out a perfect day to make this happen.

Ticket choices:

1 dollar = 1 ticket	5 dollars = 5 tickets
10 dollars = 10 tickets	20 dollars = 24 tickets

Thank you!

Student Council

If your child wants to participate, please fill out the form and send it back in to school in an envelope with cash or check made out to The Brooke Jackman Foundation. Please put Mrs. Ryan or Ms. Santoro's name on the envelope.

My child's name: _____

My child's class: _____

I enclosed \$_____ for _____ tickets.

For the Love of Reading From the Mayor –

Dear Ms Jackman: Thank you for The Brooke Jackman Foundation's generous contribution to the Mayor's Fund in support of the Brooke Jackman Family Literacy Program at the New York City Family Justice Centers. ★ As you know, the Family Justice Centers provide a safe place and centralized services for victims of domestic violence and their children. With your contribution, we are able to provide resources including books for children, art supplies, public transportation fare, and nutritious meals for participating families. ★ On behalf of all New Yorkers, thank you for your continued commitment to strengthening our great city.

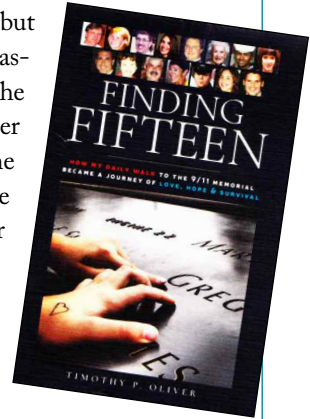
– Bill de Blasio,
Chirlane McCray

Remembering Brooke ...

Timothy P. Oliver's book *Finding Fifteen* is about how his daily walk to the 9/11 Memorial became a journey of love, hope and survival. He honors the lives of fifteen innocent Americans caught up in the largest terrorist attack in the history of the United States. Chapter 3 is about our Brooke. He starts the chapter with the Maya Angelou quotation, "My mission in life is not merely to survive but to thrive, and to do so with some passion, some compassion, some humor and some style." The book's words capture Brooke's spirit, her compassion and passion for life. ★ The new 9/11 Tribute Center will encourage people to do something good in honor

of lives lost that day, in response to the stories they can hear in the exhibits about the way people have given back in response to 9/11. The BJF is among the family foundations to be highlighted, including some quotations about our mission and what we have accomplished, as well as photographs of our programs. ★ For ten years, the 9/11 Tribute Center has been honoring remarkable teachers who bring the subject of 9/11 into their school community. Each year BJF supports an award to a deserving teacher in memory of Brooke. This year, BJF supported an award to Todd Nussen from Oceanside High School. ★ "How we honor my cousin's memory" is the title of Emily Kushner's beautiful article published in *Newsday*. Emily states that the events of September 11, 2001, changed America in many ways, and adds, "Unfortunately, this tragic day affected my family." She writes of Brooke's huge love for literacy and children, adding "so a foundation was started in her memory."

Emily ends her article with these words: "Every day we think about and miss Brooke, but honoring her in these ways helps my family remember her." We are so touched by this article. ★ 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. Brooke's friends have been presenting this award for sixteen years. Recipients are students actively involved in their community, and who exemplify the ideals that Brooke lived by – compassion, kindness and community service. This year's BJF award went to Emily Moore. ★ BJF's Barbara Jackman read names for the 9/11 15th Anniversary Remembrance. At the ceremony she read with Evelyn Berry, who lost her husband, Joseph Berry, that same day 15 years ago.



The Benefit –

Our Annual Gala: BJF's 15 Years Of Gratefulness!

At October's grand Gala at the beautiful Mandarin Oriental Hotel, NYC, we celebrated 15 amazing years! Guests recalled the very beginnings of the BJF – in our photographs and art, stories and poignant testimonials. The theme was “15 Years of Gratefulness” to all those who helped us work toward our mission. Over 400 guests came for the celebration.

The night was gala indeed, highlighting the Foundation's work with Brooke Packs, literacy programs, Brooke's Cooks and reading corners in all the BJF Justice Centers and much more. Among heartwarming moments – children from our literacy programs were on hand to discuss their favorite books. Former Mayor Rudy Giuliani served once more as honorary event chair – thank you to this BJF friend! Auctioneer extraordinaire Elyse Luray served engagingly and successfully again.

Among popular live auction items: a table at Raos, a trip to the Napa Valley with passes to Silver Oak's highly sought-after



*“We celebrated 15
amazing years!
Guests recalled the very
beginnings of the BJF...”*



Able MC for the evening was Ross Jackman, with friends and family of all ages in festive attire, and – present in mind and heart – Brooke and the children we serve.

wine release party, a hotel stay at the Westin Verasa Napa, and wines that would delight anyone's palate. Trips also to the Gansevoort in the Turks and Caicos with breakfasts, dinners and wines, an unbelievable Hawaiian Island vacation in Maui, Kona and Kauai complete with golf and round-trip vouchers courtesy of Jet Blue and still another luxury vacation – donated by KPT Travel and Janet Fabrizi. The final live auction package? House seats to the Broadway sensation *Hamilton*, dinner at Blue Ribbon Sushi Bar & Grill and an overnight stay at the Mandarin Oriental!

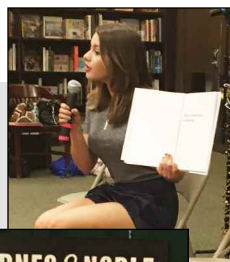
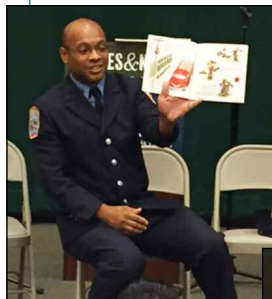
Silent auction items were just as incredible:

4 Jingle Ball tickets, Billy Joel premiere tickets at the Garden, theatre tickets for *On Your Feet* and *School of Rock*, golf experiences, jewelry, People's Choice Award tickets, sports tickets and so much more. What an unforgettable evening!

Thanks to each friend for gifts of time, and to the generous sponsors and donors who support our work. Thanks also to all who attended and made the night such a heartwarming success. We are forever grateful for your friendship and support.



H i g h l i g h t s



Read-
a-Thon



Brooke Packs



*"Everyone has dreams, and everyone
deserves the chance to see their dreams come true."*

— Barbara Jackman

Brooke's Cooks – What a Delicious Start to the Year!

The BJB kicked off 2017 with two Brooke's Cooks events hosted on February 7th and March 1st at the Family Justice Center in Brooklyn, and P.S. 125 in Morningside Heights. With nearly double the attendance of previous years, the BJB was overwhelmed with support. We treasured this

chance to meet with children and families that we serve, to promote literacy and learning while encouraging healthy living.

Attendees spoke about eating locally sourced ingredients and the benefits of nutrient-rich foods. Children then learned how to properly measure and safely cut ingredients. Together, the group followed a recipe to create a salad with colorful, fresh vegetables and herbal dressing. Every child also received a copy of author

Lauren Child's popular book *I Will Never Not Ever Eat a Tomato*, and a handbook of delicious, healthy recipes to make with their families.

The Brooke Jackman Foundation will continue inspiring children to live a healthy, literate life through the Brooke's Cooks program - which, to the delight of all, is a special event for BJB programs throughout the year.

*"The greatest thing you can do for
your children is to cook and share food with them.
The precious moments you spend
together around the family table go way beyond
the food itself; they lead to an understanding
of the benefits of healthy eating and are the
basis for good family relationships."*

– Jacques Pépin, for Spoons Across America

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., 1302 Royal Court North Hills, NY 11040.

www.brookejackmanfoundation.org

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

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New Address for BJB!

Please note our new address
–Donations can be mailed to
Brooke Jackman Foundation, Inc.
1302 Royal Court
North Hills, NY 11040