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## Newsletter of the Brooke Jackman Foundation ♥ 2007

*Making a difference  
in the lives of children . . .*

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



*“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 Brooke Jackman Foundation

Dear Friends,

*The more that you read,  
The more things you will know.  
The more that you learn,  
The more places you’ll go.*

– Dr. Seuss

We know, given the latest research, that when children are not prepared to succeed in school, this has an impact on society. There are direct correlations between education, poverty, and crime. The BJF helps lessen the achievement gap so each child can reach his or her potential.



We feel both proud and privileged to share with you our achievements over the past year. Commitment starts in the heart. We made the commitment not only to honor Brooke’s memory but to fulfill her dreams and carry on her legacy. Brooke had a deep love of reading and a profound interest in helping children. She would be excited to

see how we are changing the world one life at a time. Always, we are inspired by her spirit and humbled by her example to give the forgotten child a chance in this world. Together, we can change the future.

This year the Foundation began a new phase. We are prepared for an amazing journey as we expand our areas of service. With this growth, the new position of executive director was created to coordinate the programs that we sponsor. We thank Marquis Jet for donating the space for our new office. As you read this newsletter, you will see examples of the caring and support that allow us to continue our mission affecting people’s lives in good and positive ways. By sharing our cause, you foster our belief that in the midst of human hurt, hope and compassion abound.

We are truly grateful for your shared belief in the people whose herculean efforts help nurture our nation’s most precious resources – our children.

– With love, Barbara and Bob Jackman,

Erin, Iris, Ross, Blake, and Elle Jackman, June 2007

*“Life’s most persistent and  
urgent question is, what are  
you doing for others?”*

Martin Luther King, Jr.



*“When you read to me . . .”*

## Making a Difference ... The Children We Serve

*"Children who are read to during the first years of life are much more likely to learn to read on schedule."*

### St. Nicks – Brooke Jackman Family Literacy Series

This series offers parent-child literacy activities both in-program and at home. It is designed to enhance parental awareness of how children learn and give parents tools and techniques to support their children's learning in the home – with opportunities for practicing these new techniques in a supportive environment. Children learn to associate books with parental love and attention. The program began in January 2004 with 100 families of children in grades K-5 in one site in Williamsburg. Today it serves 750 families at six sites throughout Williamsburg.



### Holiday Presents 2006

This year, the BJF gave Barnes & Noble gift certificates to 55 children in two of our holiday programs (the Family and Children's Association's HCBS program servicing emotionally disturbed children) and 40 children in the McDonalds Reading Program in Washington Heights.



### OBHS Scholarships



Each year the BJF awards a scholarship to an Oyster Bay HS senior who is compassionate, kind, and involved in community service – qualities that embody Brooke's spirit. This year's scholarship recipient is Allison Dando, who helped organize the Relay for Life in the spring to raise money for cancer research.

Brooke's high school friends also present an annual award – this year's Friends of Brooke Jackman award went to Cindy Navarro, who is concerned with the deplorable conditions of child labor in South America and India.

*"How wonderful it is that nobody need wait a single moment before starting to improve the world."*

– Anne Frank

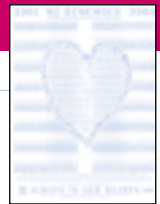
### "Creature Features" at Cold Spring Harbor Fish Hatchery & Aquarium



Our pilot-program grant provides books for the Hatchery's weekend nature books reading program, and for environmental education programs for students in underserved districts in both school and group visits.

In the Saturday Stories nature books program, staff members read "Creature Feature" stories with related art activities based on the "creature of the month." Participating schools may keep the books for their libraries, thus supporting the connection to the live exhibits well beyond the program.

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### Remembering Brooke –

## 5th Anniversary & The White House

Brooke was one of those remembered in the "We Remember – Always in Our Hearts" design created for the fifth anniversary of September 11, 2001. In addition, after reading an article in *Family Circle* Magazine about the Foundation, First Lady Laura Bush wrote to the Jackman family regarding the BJF's work, saying of Brooke "How wonderful that you have found a way for her love of reading and concern for others to be shared in so many ways."

## Thank You ... We Welcome Your Help

Thank you . . . to each and every person who contributed to the Foundation's success in its



first five and a half years. □ If you would like to celebrate a joyous

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



## Foundation Receives Literacy Awards

**W**ith gratefulness, we note that the BJF received these awards for its work in 2006 and early 2007 –

- ★ Myrtle Wreath Achievement Award, from the Nassau Region of Hadassah (see photograph)
- ★ St. Nicholas Neighborhood Preservation Corporation Award
- ★ EAC Award from the Education & Assistance Corporation on Long Island
- ★ UJA Federation “Supplies for Success” Citation
- ★ Family and Children’s Association “Community Champion Award”

## 5 K Run June 2 in Oyster Bay



*The second annual Brooke Jackman Run for Literacy takes place June 2, as the starting event for the 4th Annual Health and Fitness Fair sponsored by the Oyster Bay Chamber of Commerce and Senator Carl L. Marcellino. Details – [www.brookejackmanfoundation.org](http://www.brookejackmanfoundation.org).*

## MAKING A DIFFERENCE contd.

### Reach Out and Read of Greater New York

This pediatric-based program trains physicians and nurses to introduce reading to children and parents during well-child visits, and secures books for hospitals and clinics to engage toddlers in pre-literacy activities. Designed to promote early literacy among low-income, at-risk families.

### Theater & Puppetry With Brooke’s Books After- School Program

This program seeks to enrich children’s language development through the voices of characters, to increase children’s oral and written vocabulary, and to convey the joy of storytelling and role playing. Children read favorite stories, make puppets of favorite characters, and perform short plays based on the stories.

### YM&YWHA of Washington Heights & Inwood

The McDonalds Literacy program through the Y has expanded to a second location

thanks to BJF funding over the past two years. The program is a positive alternative to the ever-increasing number of youth who “hang out” in the after-school and evening hours.

Children and their parents read books, share literacy activities, and host guest readers. The program serves at-risk youth ages 5-9.

### Vacamos Programs for Youth

Provides comprehensive educational and recreational services in both urban school and rural camp environments for over 5,000 children annually.

### OBEN Soccer Club

Provides a recreational and competitive soccer program for children and young adults of Oyster Bay, East Norwich, and neighboring towns. The club’s environment enhances confidence in its players and instills the values of teamwork and cooperation. The BJF grant supports children otherwise unable to afford program costs and registration fees.

*“After reading your write-up and wishing I had met Brooke myself, I planned our school’s June project – a book drive of gently used books for your NYC children. As an elementary teacher of 17 years I know the value of helping children learn to read, but first the love of books and sometimes ownership is just as important as instruction.”*

– Holly Bockes,  
Rural Retreat, VA

*Reading at  
McDonalds.*



♥  
**READ**

Provides one-on-one reading instruction to economically disadvantaged children in grades K-1, identified by their teachers as struggling with learning to read. READ recruits, trains, and employs teen tutors to teach reading skills to help these children learn to read.



*"Reading to and with children is one of the most important things parents can do to help their children learn to read."*

♥  
**Fifty Volunteers  
& 850 Brooke  
Packs!**

For two days in late August 2006, 50 volunteers came to St. Jeanne Baptist School in Manhattan to assemble 850 Brooke Packs. Care-to-Knit Inc. donated 210 hats



*"The capacity to care gives life its deepest significance."*

– Pablo Casals



*Proud Brooke Pack Back-to-School Program participants.*



*Education & Assistance Corp. president Lance Elder receives Brooke Packs from Barbara Jackman, at the start of the school year.*

and 30 pairs of gloves and mittens, which joined school supplies, books, a Walkman, and books on tape in each Brooke Pack. Brooke Packs were then donated to children in three NYC shelters and on Long Island, including Family and Children's Association, Education & Assistance Corp., F.E.G.S., and St. Dominic's School.

*Featured Contributions –*

**Charity Day, Chef,  
& Donna Karan**

■ *Bloomington's Charity Day* – proceeds from "Give a Little, Get a Lot" Charity Day, October 28.

■ *Celebrity Chef Dinner* – held at the Ballen Isles Country Club in Palm Beach Gardens, November 29, dinner and wine auction for 200 hosted by Chef Extraordinaire Mike Vogel (see photograph).



■ *Donna Karan Event* – cocktails and shopping benefit hosted by *W* Magazine and Donna Karan at the Americana Manhasset, to promote the launch of "Donna Karan Gold," the newest fragrance from Donna Karan (see photograph).



■ *Jeannine Damiani-Jones Memorial Foundation* – a generous donation.

■ *Miracle Day* – generous contribution from CIBC World Markets on December 6, in furtherance of their mission of "improving the health, education, or welfare of children at risk."

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## Featured Contributions –

### Charity Day, Chef, & Donna Karan

■ *Mario and Jen Baldino* – a generous gift in honor of their beautiful NYC wedding in October, in lieu of favors. Mario knew Brooke starting in childhood, and has helped with BJJ benefits and the 5K Run.

■ *Stars of Tomorrow* – wonderful donation thanks to long-time friend, director, and “Wicked Witch” cast member Wendy Taubman, from performances of “The Wonderful Wicked Wiz of a Wizard of Oz,” held in October. We thank Wendy and her entire cast.

■ *Lauren Egan Clonan* – a generous gift from one of Brooke’s closest friends, in lieu of gifts at her wedding last summer.

■ *OBHS Class of '96* – a generous gift from their ten-year reunion.

■ *The Shawnee Indian members of the Municipal Bond Industry from NY, Boston, and Philadelphia region* – a generous gift.

■ *North Shore Synagogue Nursery School* – a thoughtful donation from their Ladies Night fundraiser in May.

■ *Deer Park High School Community Club* – 400 books for Brooke Packs in May.

■ *OBHS Interact Club* – a generous gift and wonderful assistance from the 5K Run.

■ *Nassau County Bar Association* – a generous grant, for the second year, from their “We Care Fund” for the Brooke Packs for September '07.

### Summer Camp Opportunities Provide an Edge

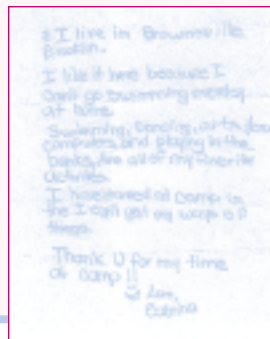
Another 15 children – totaling 90 – will go to summer camp for an extended four-week program through S.C.O.P.E. Each child is chosen for attributes of leadership, respect, enthusiasm, compassion, and kindness. This year, children selected from other BJJ-supported programs will be among the campers. S.C.O.P.E. offers inner-city children a safe, well-supervised,

and enriching summer camp experience that fosters self-esteem, self-confidence, and social skills.



*“Camp has changed my life in such a big way. As a child I used to make choices and decisions and live life only for that day because tomorrow was never promised. Thanks to the opportunities Vacamas as well as the S.C.O.P.E Program have blessed me with, I now make different choices and decisions. . . .”*

– Fernando, S.C.O.P.E. staff member and former camper



*“I give you thanks for the beautiful book bag and everything inside it.”*

– Taishali

## The Benefit – “Wine Experience” At the Palace Hotel

Six hundred guests enjoyed themselves raising more than \$300,000 for the Foundation’s literacy programs and Brooke Packs for New York’s forgotten children. At this fifth annual benefit – held at the New York Palace Hotel – guests sampled wines from 27 different wineries while enjoying delicious food and bidding generously on live and silent auction items. Our website [www.brookejackmanfoundation.org](http://www.brookejackmanfoundation.org) celebrates each wonderful contributor of wines, auction prizes, and sponsorships. Thank you so much!

MC for the live auction were NBC Broadcasters Perri Peltz, Jonathan Dienst, and David Ussherly, who also spoke about the work of BJJF and introduced a video about what the literacy program means to families in Williamsburg, Brooklyn. Friars Club comedienne Jill Moray conducted the auction itself in lively fashion. Excitement filled the room!

Among the evening’s highlights was presentation of the Brookster Award to two long-standing members of the BJJF board: Jan and Jude Rozenveld. Both helped to form the Foundation, coordinated each benefit reception we’ve held, assembled irresistible auction packages, and this year flew in from their new home in Miami to set up the auction itself.

We give special thanks to Will DeMotta, Marisa Corrado, Jeffrey Selden, Steve Gourlay Jr, Mike



At October’s gala Palace Hotel benefit (counterclockwise from above) – Brookster Award recipients Jan and Jude Rozenveld . . . Live Auction MCs Perri Peltz and David Ussherly of NBC . . . generous bidders . . . Silent Auction participants . . . the Jackman family – Ross, Iris, Erin, Bob, Barbara.



*“Example is not the main thing in influencing others. It is the only thing.”*

– Albert Schweitzer



*“What wisdom can you find that is greater than Kindness?”*

– Rousseau



Deutsch, and to our in-kind donors – Floralties, Inc., Hank Lane Music, Lanco Promotions, Unimac Financial, Harold Hechler Associates, GSS Security Services, Tate’s Bake Shop, Zagat, Martha Stewart Organization, Fiji Water, Bi-

County Mailing, and A. V. Imports, to our program sponsors, benefit committee, and friends, and to all who helped make the “Wine Experience” at the Palace Hotel so memorable and so successful in raising funds for the Foundation’s work.

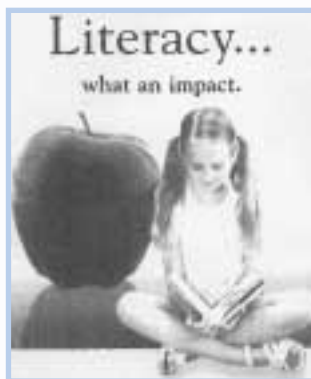


*“Books are the quietest and most constant of friends;  
they are the most accessible and wisest of counselors,  
and the most patient of teachers.”*

– Charles W. Eliot

## Literacy Facts –

- ★ “The more education you have, the less likely you are going to live in poverty.” – *Linda Gibbs, Deputy Mayor of NYC’s Dept. of Health and Human Services*
- ★ As a mother’s education increases, the likelihood that her child will be read to increases. – *Digest of Educational Statistics*
- ★ The education of the parent is the single greatest predictor of whether a child will be raised in poverty.” – *U.S. Dept. of Health and Human Services*
- ★ Reading aloud is one of the most important things parents can do to help their children learn. Studies show it is the single most important factor in children’s later reading success.
- ★ Children who live in print-rich homes and who are read to during the first years of life are much more likely to learn to read on schedule.
- ★ Parents of children living in poverty may lack the money to buy books, may not have easy access to good children’s books, and may not themselves have been read to as children.
- ★ Reading aloud to children improves language development which is critical to school readiness.
- ★ Children with better language skills are better prepared for school and less likely to have problems later on.
- ★ Research shows that reading difficulty contributes to school absenteeism, school failure, and school dropout. This increases the risk of juvenile delinquency, substance abuse, and teenage pregnancy – all of which perpetuate the cycles of poverty and dependency.



The Brooke Jackman  
Foundation



## The Brooke Jackman Foundation

The Brooke Jackman Foundation is a not-for-profit 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 the 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).

### Board of Directors 2007

Christopher Bender, Joelle Boucai  
Tom Burke, Michael Deutsch  
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Paul Heuwetter, Sandra Hoffman  
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Charles A. Steinberg  
Gayle Steinberg, Glenn Steinberg  
Wayne Steinberg, Gillian Tepper

\*Honorary

## Spotlight on What’s New

### “Public Status” & Matching Funds

The BJJF is now a public charity and has terminated private foundation status under the Internal Revenue Code. We are thus now eligible to receive matching funds from corporations!



## The Brooke Jackman Foundation

P.O. Box 354 • Mill Neck, NY 11765  
[www.brookejackmanfoundation.org](http://www.brookejackmanfoundation.org)

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### Upcoming Events

#### October Benefit – New York Palace Hotel

Please save the date for the fall reception – our Sixth Annual Benefit on Thursday, October 11, 2007, at the New York Palace Hotel. Enjoy a “Wine Experience” featuring wines from around the world . . . bid on irresistible silent and live auction items. ★ Summertime reminders will reach each of you, with invitations to follow. Updates meanwhile – [www.brookejackmanfoundation.org](http://www.brookejackmanfoundation.org).



*Brooke Pack recipients –  
see page 5.*

*“Your Brooke Packs help kids start  
school with the basic necessities that the  
other students have. Thank you so  
much for your compassion . . .”*

– Mindy Richenstein, Supplies for  
Success, F.E.G.S.