



## 5K Run May 16 In Oyster Bay

*After a week of rain the day promised sun, for the 4th Annual Run for Literacy held May 16. Just as over 150 runners were set to take off, rain arrived and held the race for five minutes. No one was deterred! Kids Fun Run participants in face painting and games, walkers in a 1 mile walk, runners in the 5K course – all agreed it was a fantastic day. ★ The BJF Run for Literacy again served as the opening festivities in the 6th annual Health and Fitness Fair, sponsored by Senator Carl Marcellino and the Oyster Bay Chamber of Commerce. Tee shirts and plentiful food pleased all. We thank our sponsors for this amazing day. Check out the winners posted on [www.brookejackmanfoundation.org](http://www.brookejackmanfoundation.org).*

## For the Love of Reading...

★ The National Center for Educational Statistics 2007 “Reading Report” finds that a staggering 33 percent of all U.S. fourth-graders still cannot read at even the basic level. These deficient readers run higher risks of failure in personal, professional, and social areas.

★ Richard Wagner, a Yale-educated researcher, states that if you’re a poor reader in second grade, you’re likely to remain a poor reader. Reading problems translate into trouble with school overall – that between 60 and 70 percent of dropouts had poor reading skills in the third grade.

★ Third Grade scores are used by the federal government to project

## Thank You ... We Welcome Your Help

Thank you ... to each and every person who contributed to the Foundation’s success in its first seven 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.brookejackmanfoundation.org](http://www.brookejackmanfoundation.org).



the amount of prison space that will be needed in the future.

★ Thirteen percent of 17 year olds are functionally illiterate. The number jumps to 40 percent among minority youth.

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 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)

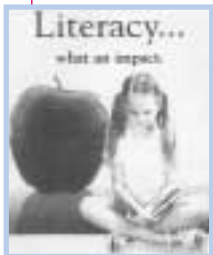
*Matching gifts* – The BJF is a public 501 (c)(3) charity under the Internal Revenue Code, and welcomes matching funds from corporations.

## Board of Directors 2009

Christopher Bender, Tom Burke, Michael Deutsch, Daniel Delahanty, Stephen K. M. Gourlay Jr, Paul Heuwetter, Sandra Hoffman, Barbara Jackman, Erin Jackman, Iris Jackman, Robert B. Jackman, Ross Jackman, Joseph Kasper, Robert Katz, Mike Klein, Daniel Keating, David Kushner, Ilana Levy, Jan Rozenveld, Jude Rozenveld, Jack Salomon, Karen Samnick, Jeffrey Selden, Charles A. Steinberg, Gayle Steinberg, Glenn Steinberg, Wayne Steinberg, Gillian Tepper, Erin Jackman, *Executive Director*

★ Approximately half of youths with a history of substance abuse have reading problems.

– from *diverse literacy reports, 2008-09*





### Upcoming Events

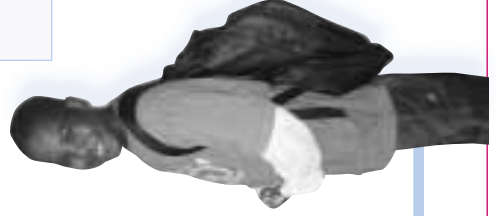
## October Benefit – New York Palace Hotel

Please save the date for the fall reception – our Eighth Annual Benefit on Thursday, October 00, 2009, 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).



*“You have adopted a river of kids, tossing them  
lifelines, books that will nourish the minds and  
unlock iron doors to the imagination. Books that will  
make them think. Thinking that will lead to dreams.  
Dreams that will flourish into successful lives.”*

– Denis Hamill, author and Daily News columnist



# B

Newsletter ♥ 2009

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

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*“The gift of reading that you are giving to  
the children of our city is something that will outlive us all  
and soar higher than the vanished towers.”*

– Denis Hamill, author  
and Daily News columnist

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## The Brooke Jackman Foundation

Dear Friends,

E. B. White, the famed children’s book author, wrote a classic tale of friendship and miracles in *Charlotte’s Web*. He knew the power of the small, yet profound, human gesture, the tender mercies extended from one person to another in need. He suggested that in the realm of human relations, only one metaphor really mattered: the web.

We are all bonded to one another, as if to a web, tied by invisible and perhaps mystical strands. As Charlotte’s days are coming to an end, she manages to save Wilbur the pig from slaughter, and to lay her egg sac. In a magical passage, Charlotte tells Wilbur, “We’re born, we live a little while, we die. By helping you, perhaps I was trying to lift up my life a trifle. Heaven knows anyone’s life can stand a little of that.”

Brooke knew that an outstretched hand can make all the difference, that our destinies are inextricably linked, that the human spirit, when ignited, knows no bounds. In September 2001 we made a 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. As you read through this newsletter, you will see how we are all just humble weavers; you will see how the BJJF is clearly doing something to touch children’s lives in good and positive ways.

This past year has indeed been one of achievement and productivity, wherein we initiated new ventures and strengthened existing bonds. We are committed to giving the forgotten child a chance in this world. What better way than to nourish a young mind! We look forward to your continued support to help us make their lives, and the world, a little brighter. Even during these challenging times, your involvement signifies to these children that someone truly cares. Thank you again for your generosity and support.



– With love, Barbara and Bob Jackman, Erin,  
Iris, Ross, Blake, and Elle Jackman  
June 2009



*“When you read to me . . .”*



# Making a Difference... The Children We Serve

## New Brooke's Books Annual Celebration Honors Brooke's Dreams for Children

August 28, 2008, would have been Brooke Jackman's 30th birthday. To mark this day, the Foundation began an annual two-week celebration to honor her dreams on behalf of children. In this first year, nearly 10,000 disadvantaged children throughout the New York area received the gift of a new book. This inaugural event kicked off with a special guest reader at Brooklyn's PS250 with children's author Jill Santopolo, and continued at Manhattan's PS111 with Emmy-award winning actor Alec Baldwin – who not only read to the children but also had them act out the story. This celebration of dreams culminated with a reading by the noted "In The Heights" creator and star Lin-Manuel Miranda on September 11 in Washington Heights. It was a beautiful beginning...



## Literacy Workshops Thrive in City-wide Sites

The Brooke Jackman Family Literacy Workshops, which engage parents and children in literacy based activities, have touched the lives of over 1,500 participating families since the program's incep-

*continued*

*"Thank you for the book. I love that book. I read it by myself. I read it like ten times. My dad read the book too and my mom read the book too. My uncle read the book too. . ."*

– Jose



## Remembering Brooke...

- ★ Sanctuary doors at the Oyster Bay Jewish Center, donated in memory of Brooke.
- ★ At Theodore Roosevelt Elementary School, Oyster Bay, a beautiful light now shines on the statue of a girl reading a book.
- ★ Town of Oyster Bay Memorial Ceremony on September 10, 2008, remembered Brooke and other victims who had lived in the town of Oyster Bay.
- ★ On February 26, Bob and Barbara Jackman presented the second Tribute Center Teacher Awards to four metropolitan area teachers who commemorated September 11, 2001, in their classrooms.

## Browsing Welcome @ Our New Website!

Visit [www.brookejackman-foundation.org](http://www.brookejackman-foundation.org) and click around browsing our new website. You'll find past-present-future BJJF events, videos and quotations from the children we serve, the latest Foundation projects, and carefully prepared descriptions of each of our literacy and outreach programs.

## 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.

## Spotlight on What's New

### \$10+ Change Campaign a Success!

Our goal is close and we'll meet it for sure. The request for our first-ever \$10 + Change campaign: "Our urgent mission is to provide 5,000 books in 50 days to New York kids in need, and we need your help."

And help you did. From May 16 to July 4, 2009, BJJ friends said yes to our invitation: "Your gift of just \$10 can help buy a book and change a young person's life. . . ." Among the recipients – underserved children in the tri-state area. Thank you, to each of you who helped in this first year of \$10 + Change! We are grateful as well for the National Children's Book and Literacy Alliance, for mentioning our new program on their website.



### Literacy Awards Received by BJJ

**W**e are deeply grateful for these awards received by the Foundation in 2009 –

- ★ The Courage Award from A Caring Hand, the Billy Esposito Bereavement Center.
- ★ Family & Children's Assn award for Back to School Supply Drive.



### Literacy Workshops Thrive in City-wide Sites

*continued*

tion in January 2004 – and are thriving this year as well. In each session, families receive take-home literacy packages, age-appropriate books, and concrete strategies to support their child's learning both during the workshops and at home. Among the program's eleven sites for 2008 were those in Williamsburg, Greenpoint, Washington Heights, and Inwood. Graduates of the Brooke Jackman Family Literacy Workshop Series each receive our signature Brooke Packs, designed to foster bedtime bonding between parent and child.

New this year, Jackman Family Literacy graduates at the Y in Washington Heights and Inwood have met once a month on Saturdays to maintain their literacy skills. They are strengthening these

skills, and now take field trips to museums, libraries, and other cultural arts venues.



### Back to School With Brooke Packs

Since 2002, BJJ volunteers have distributed more than 6,250 backpacks to underprivileged children, including many in homeless shelters, in the NY metropolitan area and beyond! In September 2008 BJJ distributed more than 2,000 Brooke Packs, and gifts of 2,500 more are planned for the start of school in September 2009. Each backpack is filled with age-appropriate books, books on tape, complimentary Walkman, AA battery packs, pencils, pens, rulers, erasers,



crayons, markers, and notebooks: all to enhance that first day of school and each day thereafter.

♥  
**BJF Scholarships –  
 Honoring Compassion  
 & Care**

Kara Gibbons – this year’s BJF scholarship recipient – is a voracious reader who also gives time unselfishly to help others. The scholarship is awarded each year to an Oyster Bay High School senior who is “com-

passionate, kind, and involved in community service – qualities that exemplify Brooke’s spirit.”

In addition, Brooke’s high school friends presented the annual Friends of Brooke Jackman Award in May to OBHS senior Alexandra Reckert.

♥  
**S.C.O.P.E. Campership –  
 School & Camp as Partners**

Each year since 2003, BJF has provided camp scholarships to inner-city children who would benefit



most from Summer Camp Provides an Edge (S.C.O.P.E.). As an important supplement to school camp can help children gain self-esteem and social skills in a safe environment. We are proud to note that all camper-

*“Each year I learn something new, I grow and learn about myself and about others.”*

– S.C.O.P.E. Camper

ships went to students in our BJF supported programs, thus keeping their literacy focus going throughout the year.

♥  
**Special Gift to Clarence  
 Rogers School**

This winter, BJF contributed books to the Clarence Rogers School in New Haven, CT, for their Book Drive – where their students, who are disadvantaged, may shop at no charge.

**Featured Contributions  
 – 2008-09**

**Lemonade, Birthdays,  
 & Generous Grants**

■ *Blake’s good friend Dylan Siegel, age five* – raised \$8 at a lemonade stand before the Race for Literacy.

■ *Bloomington’s Charity Day* – “Give a little, Get a Lot” day with proceeds to BJF.

■ *Care to Knit* – children’s hats and mittens/gloves for Brooke Packs. Thanks to Ines Basso Glick.

■ *Caps for Kids campaign at Blackrock* – knitted caps for Brooke Packs.

■ *Halloween Costume and Decoration Sale* – proceeds from 1,000 costumes sold at the Geller-Mindich home with help from Melisa, Lily, Willow, Robin, Sammy, Ryan, Lisa, Zoe, Teddy, Gail, Ross, Iris, Blake, and Elle. Thanks to Alan for the gift of costumes and decorations.

■ Matching funds from *Exxon Mobile Foundation* (thanks to Charlotte Rogato) and *Capital Group Companies* (thanks to Mary Sheridan).

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

*continued*

*“To know even one  
 life has breathed easier  
 because you have  
 lived. This is the  
 meaning of success.”*

– Ralph Waldo Emerson



*Featured Contributions*  
– 2008-09

**Lemonade, Birthdays,  
& Generous Grants**

*continued*

■ *Stars of Tomorrow* – proceeds from “A Musical Revue” in November. Blake Jackman, age five, was among star performers. Kudos to producer and singer Wendy Taubman.

■ *Old Brookeville Police Benevolent Assn* – a gift to the Run for Literacy.

■ *Agency Hand in the Community grant* – Allstate Foundation. Thanks to Jeannine Izzo.

■ *Elliot Atlas’s 50th birthday celebration* – in lieu of presents BJJ received a wonderful gift from guests.

■ *AcuPort, Acupuncture and Wellness Center in Port Washington* – links to BJJ website in Wellness of the Soul.

■ *Drew and Laura Broffman* – books collected as part of their Bar and Bat Mitzvah projects.

■ *Kristina Piper Kuebler* – prize for third place in an Apple Pie Baking Contest, donated to BJJ by Brooke’s childhood friend.

■ *Sarah and John Lubeley* – books to BJJ in lieu of traditional first birthday presents to their son Jack.



*“Our progress as a nation can be no swifter than our progress in education.”*

– John F. Kennedy



*New BJJ Library and Literacy Center.*

♥  
**Barnes & Noble –  
Holiday Gifts ’08**

This year for the holidays, BJJ gave \$20 Barnes & Noble gift certificates to children in two of our programs – to each of 55 children in the Education & Assistance Corp. Foster Care Mentoring Program and Child Advocacy Center, and to 40 children in the Dyckman House After School Reading Program, in Washington Heights.



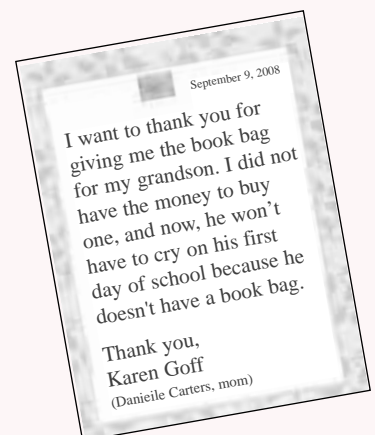
**BJJ Library Initiative –  
Newest Site Is Brooklyn’s  
Family Justice Center**

Thousands of books now line the children’s play area shelves in the Brooklyn Family Justice Center – the area now called the Brooke Jackman Library and Literacy Center. The Library opened in March 2009, and invites children who have experienced violence and turmoil to explore the magical world of reading, in a safe and comfortable environment. Brooklyn District Attorney Charles J. Hynes – who

*“Most of the children have never been in a bookstore. Your kind generosity will go a long way to help a child who faces so much adversity each and every day.”*

– EAC president/CEO  
Lance Elder

had opened the Family Justice Center for domestic violence victims and their children – welcomed all at the Library’s opening, noting that “By having a place to read that’s welcoming to children, fewer of these children will be involved in crime when they grow up.” Another BJJ library will open in September 2009, just in time for school.



# The Benefit – Gifts, Wines, & Thanks At the Palace, for BJJ

The seventh annual cocktail reception and wine experience took place on Thursday, October 23, 2008, at the Palace Hotel. More than twenty wineries participated! Among our much admired 135 silent auction items and 5 live auction items – a night at the American Idol Finale at L.A.’s Kodak Theatre via JetBlue with a \$500 gift certificate . . . a table for four at the legendary Rao’s restaurant with five exquisite bottles of 2004 vintage wines . . . a seven-day Hawaiian vacation with airfare . . . a walk-on role in the ABC television series Life on Mars . . . and two tickets to the People’s Choice Awards in L.A., including two tickets on JetBlue. The array of prizes received enthusiastic bids and raised vital funds for our programs.

*We were honored to have Rudy Giuliani as honorary event chair!* Keynote speaker Byron Pitts shared his own incredible story of turning struggle into strength

*“Literacy is the most basic currency in this knowledge economy we are living in today.”*

– Senator Barack Obama



and inspired us to reach for our dreams: Mr Pitts was illiterate until age 12 and had a constant stutter. He was raised by a single mother in a working-class neighborhood in Baltimore. Today, Pitts is a network television news reporter and has covered many of the nation’s biggest stories of recent years. He was an embedded correspondent covering the Iraq war and received an Emmy for his coverage of the September 11th attacks on the World Trade Center.

Jill Moray – actress, stand-up comic, and singer – was auctioneer and Bethenny Frankel, from the “Real Housewives of NYC,” was MC. This year’s Brookster Award recipients were Jack Salomon and Tom Burke, both on the BJJ board of directors. Tom prepares our financial statements and is always on hand to answer any and all tax questions. Jack has been a long-time board mem-

*At the Gala Benefit (clockwise from top left) – BJJ board members Ilana Levy, Jeffrey Selden and wife Debra with auctioneer Jill Moray and her fiancé . . . Bob and Barbara Jackman with guest speaker Byron Pitts . . . Silent auction bidder . . . Erin Jackman with emcee Bethenny Frankel. ★ Below (clockwise from top left), wine tasting – evening highlight! . . . Ross and Iris Jackman . . . Cheerful crowd enjoys the evening . . . Bob Jackman with Brookster Award recipients Tom Burke (l) and Jack Saloman.*

ber, accountant extraordinaire, and a fervent supporter of the Run for Literacy. A touching video featured grateful parents praising the BJJ for making a difference in their children’s lives by helping them learn to read, a golden key for opportunity. Foundation director Erin Jackman delivered a beautiful letter about her younger sister Brooke, ending with, “I hope that the 10,000 children who received these books love them as much as Brooke loved hers.”

We so appreciate the many sponsors for this event, the wineries who participated, and the donors of auction prizes and myriad in-kind gifts. Sincere thanks as well to Catherine Buss, Sara Bonesteel, and Illana Levy – who helped the event run so smoothly. It was a beautiful night!

