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a public 501 (c)(3) charity

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### Upcoming Events

#### **2nd Annual Read-a-Thon – World Financial Center**

Save the date – Saturday, September 10, downtown  
in Manhattan's World Financial Center.

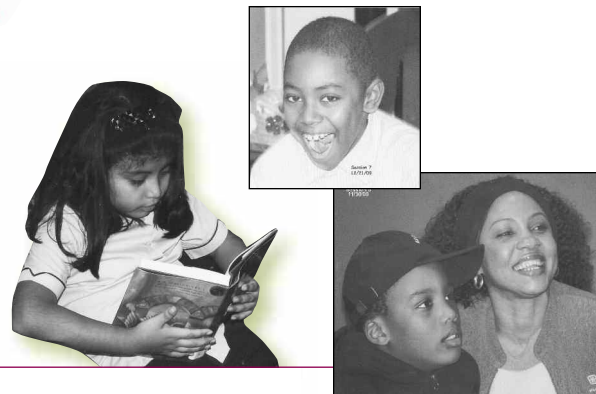
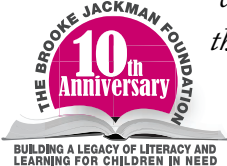
#### **Special 10th Anniversary Benefit – Palace Hotel**

Please save the date for the fall reception – our  
Tenth Annual Benefit on Thursday, October 27,  
at the New York Palace Hotel.

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### ***The Brooke Jackman Foundation Turns 10 in 2011!***

*Celebrate this landmark year with us as we continue turning tragedy into triumph . . . As the Brooke Jackman Foundation enters its 10th year, we continue to honor Brooke's legacy by improving literacy for thousands of at-risk children throughout the greater New York area. The year 2011 looks to be our most exciting year with many upcoming signature events and celebrity readings.*



# B

Newsletter ♥ 2011

## 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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*Bob’s dedication to giving back to children and honoring your daughter’s legacy was truly inspiring. He was a tremendous leader, and I know he will be dearly missed by his colleagues and everyone at the Foundation. No words are adequate to express the loss you and your family have suffered, but I hope you will continue to find strength in Bob’s incredible courage and compassion.*

– Michael R. Bloomberg, Mayor

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## The Brooke Jackman Foundation

Dear Friends,

It is something difficult to believe – that this coming year marks the 10th anniversary of the terrorist attacks on the World Trade Center. We at BJF are extremely proud of the work we have done thus far and of our unwavering commitment to pursue Brooke’s dreams through the gift of reading. What is most miraculous is that even after all these years, we remain passionate in our determination to give the forgotten children a chance in this world.

Looking to the future, we are gratefully aware of the support and friendship that so many of our dear friends provide, enabling us to make wonderful dreams come true and bring light into the lives of children and their families. We are grateful for the countless memories and the triumphs, large and small, in which you have played so vital a part in this first decade.

The year 2011 will not be easy. In December, we lost our loving founder and leader, Robert B. Jackman (Bob), after a courageous ten-year battle with cancer. Bob gave true inspiration and leadership and a “can do” attitude. It was important for him to keep us strong, together, to carry on Brooke’s legacy. He did this with love and compassion. What we do know is that we will make a difference again this year, face our challenges with hope for the future – a future that believes education is an investment, not only in each child’s future, but in our country’s future. Education is a gift you unwrap the rest of your life.

We have many exciting programs planned for 2011 that you will read about in this newsletter. Our progress is evidence of what can be achieved with you by our side. In the Academy Award-winning movie *The King’s Speech*, the King says, “I have a voice.” Let us raise our voice.



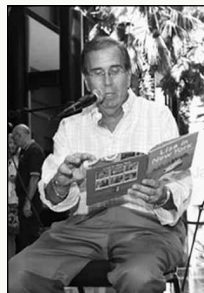
*“When you read to me . . .”*

– With love, Barbara, Erin, Iris, Ross,  
Blake and Elle Jackman, July 2011



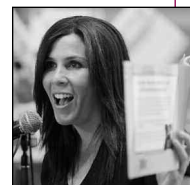
## In Memoriam Robert B. Jackman

Bob Jackman, 65, devoted husband, father, and Papa, passed away on December 10, 2010, from lung cancer after a ten and one-half year battle that he fought bravely and valiantly with his family at his side. Bob, who spent over 38 years at the former Bear, Stearns & Co., was a retired senior managing director in charge of municipal bond trading, short-term trading and retail trading. He retired from the firm in early 2006. ★ A Vietnam Veteran who was awarded the Army Commendation Medal for meritorious service in Vietnam, Bob served in the army from 1965-67. He was past president of the Municipal Bond Club of New York, a member of the Shawnee Indian Bond Club and a recipient of the "Blue Chip" award from the Wall Street Charity Fund. This fall, he was tapped to serve on the Municipal Securities Rulemaking Board. ★ Bob founded the Brooke Jackman Foundation in memory of his 23-year-old daughter Brooke, who died in the World Trade Center during the September 11, 2001, terrorist attacks. ★ Bob's reputation throughout the Municipal Bond Community was that of the rare gentleman who was a highly respected industry leader known for his professionalism, leadership, kindness, loyalty and uncompromising sense of doing what was right. He was a beacon of honesty and integrity. Bob Jackman was also a civic minded person. He served as a coach of PBC sports, director on the board of the Oyster Bay-East Norwich Youth Council and president of the Oyster Bay-East Norwich School Board for five years. He was also honored by the Oyster Bay Jewish Center for his fundraising efforts. In May 2011 he received a Lifetime Achievement Award (Posthumous) from the Municipal Forum of New York. He was honored for his commitment and contribution to the municipal securities industry, as well as for his dedication to nurturing future finance professionals. ★ His family, friends and community will never forget his extraordinary principles, kindness and strength. He was loved and cherished and will be dearly missed.



## Spotlight on What's New Brooke's Books & Second Annual Read-a-Thon, 9/10/11

The "Brooke's Books" initiative was created to celebrate what would have been Brooke's 30th Birthday (August 28, 2008). Each year, nearly 10,000 disadvantaged children throughout the New York area receive a gift of a new book to honor this day. This year at the Second Annual Read-a-Thon – again in conjunction with our Brooke's Books birthday giveaway – we will have special guest readers reading to the children on September 10, 2011, in the World Financial Center's Winter Garden. □ This second Brooke Jackman Foundation Read-a-Thon: a Celebration of Literacy will gather a cultural cross-section of our tremendous, resilient city – from firefighters and police officers to teachers and students, political leaders to entertainers, literacy experts to children's authors and, of course, lots and lots of children – to read aloud in a celebration of literacy and as a



*The first Brooke Jackman Foundation Read-a-Thon, held on September 7, 2010, in the World Financial Center's glistening Winter Garden, was a memorable success. Participants included the Jackman family, Foundation board members, Broadway actors, children's authors and Mayor's Office, Fire Department, Police Department and*

*EMT representatives – as well as the wonderfully behaved children. Shown here – children's author Katie Davis (at r) . . . Commissioner Yolanda Jimenez of the Mayor's Office to Combat Domestic Violence reads a proclamation to the Jackman family (at l).*



tribute to Brooke and all the others who so tragically lost their lives on 9/11. □ The two-hour event will be a continuous reading of treasured children's books selected by the Foundation's newly appointed Advisory Committee of celebrated actors and authors.



## Featured Contributions 2010-11 Festivals, Storybooks & Birthdays

■ *Blake Jackman and Dylan Siegel, both age 8* – donated \$9 from their lemonade stand.

■ *Italian American Citizens Club of Oyster Bay* – donated money from St. Rocco Festival 50-50 raffle.

■ *Breanna Corbin, Bridgeport, CT* – worked on a school project about September 11, and made a donation to BJF in honor of her 13th birthday.

■ *Barnes & Noble, Tribeca* – made BJF beneficiary of its 2010 Holiday Book Drive, while publicizing our work.

■ *Author Monique F. Rea* – donated 100 signed copies of her fantasy storybook, *The Original Story of Toulouse the Moose and His Friends*.

■ *Halloween Costume Fundraiser* – held at the home of Melisa and Alan Geller in Sea Cliff, became our second biggest fundraiser. Alan donated wigs, costumes, and Halloween decorations. Special thanks for love and support from Melisa, Robin Steinberg, and Lisa Blumenthal Steinberg. As one woman wrote: “I went both yesterday and today and bought costumes for my five kids. I recently was laid off from my nursing job after thirteen years; this sale came at just the right time. It made Halloween much more affordable for my family this year while raising money for the Foundation. I have decided that each year we will do all our Halloween shopping at your sale.”

■ *Stars of Tomorrow* – Wendy Taubman presented the musical revue *Sing for Charity* to benefit BJF, on November 7. Wendy and her cast were spectacular. Kudos to students, parents, staff, and friends of Stars of Tomorrow.

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

### Celebrity Readings

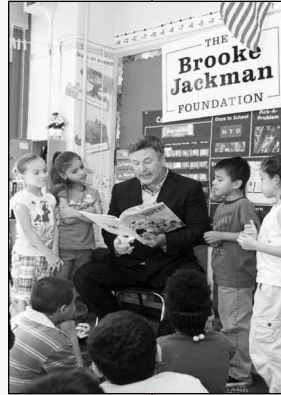
**A**s BJF gratefully states, “Reading aloud to children ignites their imagination and builds the foundation for a lifelong love of reading.” The Celebrity Reading series began in late 2009, when award-winning actor Alec Baldwin and children’s authors Jon Schieszka and Stephanie Calmenson led engaging readings for local children in selected BJF programs. This year, BJF confirms that among the next events in the series will be Tony Award-winning actor Ben Vereen, bringing his charismatic style to a reading benefiting the Foundation. Details of this and other 2011 Celebrity Readings will soon be announced!



### BJF Program Updates

*Family Literacy* – The Brooke Jackman Family Literacy Workshops are designed to engage parents or guardians and their children in literacy-based activities. Each participant receives take-home literacy packages and age-appropriate books to support

their work at home. Parents learn concrete strategies to keep up their child’s learning during the workshops and at home. It is our hope that the magical world of books will promote reading aloud together each night. The program began with 100 families and today welcomes more than 1,000 families for children ages 5-12. All participants are offered a nourishing meal for the families. Graduates of the BJF Literacy Workshop Series each receive our signature Brooke Pack – another tool designed to foster bedtime bonding between parent and child.



*“Some of these kids are living in shelters, and you can’t imagine their joy as they immediately ‘dove’ into their Brooke Packs and discovered all the amazing items inside. One boy said it was like a treasure chest!”*

– Of children receiving Brooke Packs, Charley Bednarsh, Federal Justice Center Program, Brooklyn

After successful programs in Williamsburg and Greenpoint, BJF expanded the workshops to Washington Heights and Inwood. They were so well received that we continued our expansion into the NYC Family Justice Centers in Brooklyn, Queens



and the Bronx. These Family Literacy Programs were also added throughout the summer as requested by participating families and as graduate programs for families completing prior programs. Bilingual Family Literacy Workshops were so successful that they are planned again for fall.

*Back to School with Brooke Packs* – Since 2002 BJJ has distributed, mainly to homeless shelters, more than 10,000 backpacks to underprivileged children in the metropolitan area and beyond. In September 2010, BJJ distributed 3,700 Brooke Packs to children in need in time for the first day of school. Brooke Packs will be distributed again in September 2011.



Oftentimes this backpack is a child's one personal possession. Each backpack is filled with age-appropriate books, pencils, pens, rulers, erasers, crayons, markers and notebooks. A treasure trove of school supplies!

*BJJ Libraries* – The four NY area BJJ Libraries, the first of which opened in 2005 in partnership with Books for Kids Foundation, are thriving. The Brooke's Books After School Program held at the Brooke Jackman Library at PS 111, is "designed to encourage growth of literacy and expressive communication skills of children in grades K-12."

Among program components –

*continued*

## Advisory Committee – Newly Joined by Jamie Lee Curtis – Selects "Best Books" for 2011

BJJ executive director Erin Jackman is pleased to announce that actress and best-selling children's author Jamie Lee Curtis has joined the Advisory Committee, itself newly formed in 2010. Ms Curtis joins Reading Rainbow creator Twila Liggett, Emmy award-winning actor Alec Baldwin, literacy expert and author Dr Gay Su Pinnell, and renowned children's authors Stephanie Calmenson and Katie Davis. The committee seeks to gain expertise in selecting the most appropriate books, with the greatest appeal, for the thousands of children that the Foundation reaches each year.

To this end the Foundation's newest initiative – "Brooke's Best Books for City Kids" – lists twelve outstanding books selected by the Advisory Committee. Each book in the first annual top book list "conveys invaluable lessons about hope, loyalty, and individuality."

"I am honored to have worked with each member of this remarkable committee selecting books that will not only entertain, but also resonate with urban kids," says Erin. "I know my sister Brooke would have loved every one of these wonderful stories and would have been proud to share them with many children."

## Featured Contributions 2010-11 Festivals, Storybooks & Birthdays

*continued*

- *Our Redeemer Nursery School, Seaford* – generous donation of books.
- *Morgan Stanley Foundation* – generous donation on behalf of BJJ board member Joseph Kasper.
- *Allstate Foundation* – "Agency Hands in the Community" grant. Special thanks to Jeannine Izzo.
- *Auntie Anne's First Book Marketplace* – generous gift of books. Thanks to Dan Margolis for making this happen.
- *Rosemarie Rich and Tom Licameli* – in lieu of favors at their beautiful wedding in March, a donation to BJJ in memory of Tom's father.
- *Rose Weiner and friends* – bags of hand-knitted hats and mittens to be placed lovingly in the Brooke Packs.
- *Edra and Jonathan Tepper* – requested donations to the Race for Literacy in lieu of birthday gifts for their daughter Hanna, age 3. At such a young age, Hanna is learning to give back and is very proud of this.
- *Care to Knit* – under the able Ines Basso-Glick, donated knitted items for the Brooke Packs. We are so grateful to them.
- *The Shawnee Indians from members of the Municipal Bond Industry from New York, Boston and Philadelphia region* – a generous gift.
- *Erin Egan and Paul Murphy* – gift in lieu of favors for their upcoming wedding.
- *A. P. Willits Book Fair* – generous gift of books.
- *Jewish Reconstructionist Society of the North Shore, Plandome* – Funds collected for the Foundation.



## Special Recognition Received by BJF

We are deeply grateful for the special recognition received by the Foundation in 2010-11 –

- ★ C-Span2 interviewed executive director Erin Jackman on 9/11.
- ★ NY1 reported on BJF's two-hour Read-a-Thon for children, in honor of Brooke.
- ★ *Hampton Magazine*, August, reported on the Read-a-Thon uniting authors and celebrities who volunteered to read to children.
- ★ Missionary Wayne Carty, Community Methodist Church, East Norwich, took 15 boxes of Brooke Packs to Haiti – with school supplies for children where the need for survival has made education a distant second priority.
- ★ Certificate of Appreciation award from UJA Federation of New York-Long Island, for our support of Supplies for Success – sending impoverished children on Long Island back to school with new backpacks.
- ★ Clyde Haberman's NY *Times* article – a tribute to Brooke and the work of BJF.
- ★ *View From the Edge* and *The Chronicle of Philanthropy* articles on how BJF and other organizations will continue life-changing work for years to come.
- ★ *Daily News* article on the Queens Justice Center highlights the literacy programs funded by BJF for mothers and their children: "It is an opportunity to explore books and learning, and works wonders for those who have experienced domestic violence."

homework help, reading, art, and movement. Children work together to create masks based on favorite characters from books, enjoy improvisational theater games, and present selected stories for their families, teachers, and classmates. Grant Street Settlement Child Care Center in lower Manhattan and two at the Federal Justice Center in Brooklyn are active BJF Library sites as well.



### S.C.O.P.E Campships – School Skills + Self-Esteem = Brighter Tomorrow

Since 2003, BJF has provided more than 130 camp scholarships to at-risk inner-city children who would benefit most from Summer Camp Provides an Edge (S.C.O.P.E.) programs. These children receive the promise of a summer away at camp and a measure of hope that maybe, just maybe, tomorrow might be a better day. The literacy-based camp program offers the

*"I enjoyed swimming,  
biking, hiking, solo time . . .  
I enjoyed making new  
friends and meeting the  
counselors – they help  
a lot and keep me safe."*

– Jerrell Wright,  
Trailblazers 2010

possibility that each camper can achieve brighter tomorrows by striving to do so, staying in school, and maintaining the literacy skills learned throughout the school year by attending camp. As this important adjunct to school, camp offers an antidote to the despair and cycle of failure rampant in underperforming communities – by helping children develop self-esteem and social skills in a safe environment.



### OBHS Scholarships Honor Brooke's Ideals of Service

Each year, two scholarships are given out at Long Island's Oyster Bay High School. The BJF honored Vienna M. Ziatek, and the Friends of Brooke Jackman honored Robert Crawford. The two students – both scholars actively involved in community activities – exemplify the ideals that Brooke lived by: compassion, kindness, community service.

- ★ *Dan's Papers*, June 2011, headlined Alec Baldwin and Jamie Lee Curtis, with other Advisory Committee members, for selecting Brooke's Best Books summer reading recommendations.

- ★ *Wall Street Journal's Katie Rossman's* Tweet about Brooke's Books – how Alec Baldwin's favorite book was *The Five Chinese Brothers*, because it was like his own family.

- ★ *Daily News* – colorful two-page spread about Brooke's Best Books, encouraging summer reading by all.



*"Something as simple  
as reading a book in a quiet  
place is priceless."*

– Yolanda Jimenez, Mayor's Office  
to Combat Domestic Violence

# The Benefit – 9th Annual Gala Wines, Auctions, & Rudy At the Palace

In October 21 the Ninth Annual Cocktail Reception and Auction was again held at Manhattan's elegant Palace Hotel. The Gala's Wine Experience presented wines from around the world accompanied by silent and live auctions. Rudy Giuliani again served as the honorary event chair.

BJF presented its first Legend of Literacy Award to Dr. Twila C. Liggett – BJJ Advisory Board member, creator of the acclaimed TV series Reading Rainbow, and lifelong writer and advocate of literacy. Erin Jackman, the Foundation's executive director, was excited to both honor and work with Dr. Liggett.

The evening's live auction included a trip to the Dominican Republic, American Idol season finale tickets, and dinner at the legendary Raos Italian eatery. This year's auctioneer extraordinaire was Elyse Luray, one of the hosts on PBS History Detective Series. She has also been an appraiser on "The Longest Yard Sale," appeared on the Nate Berkus show, and "If Walls Could Talk." The audience of over 500 guests enjoyed the lively bidding.

Ross Jackman presented the Brookster award to Lee Tepper. Lee has donated T-shirts for the Race for



Among Gala highlights (far l) Katie Davis presents Legend of Literacy Award to Dr Liggett . . . and (above r) Ross Jackman presents Brookster Award to Lee Tepper.

*"She's a pioneer who shined a national spotlight on the importance of children's literacy."  
– Erin Jackman, of Dr Twila Liggett*



Literacy since its inception. In the past, he has worked on the gala invitations and save-the-date cards.

We thank our donors, both corporate and individual, and also those who gave auction prizes and myriad in-kind gifts. Special thanks go to the auction committee, Ilana Levy, Steve Gourlay, and Jeffrey Selden. We couldn't do this without you.



*"It was so generous of you to provide Brooke Packs full of educational goodies and 'fun stuff' which left a smile on each of our children's faces"*  
– Karen Leader, Cooper Park Community Center, Brooklyn

## Thank You . . . We Welcome Your Help



We thank each and every person who contributed to the Foundation's success in its first nine 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).



## 5K Race for Literacy – Gala Day in Oyster Bay, May 14

*The BJF held its Sixth Annual 5K Race for Literacy on Saturday, May 14, just prior to the annual Health and Fitness Fair in Oyster Bay. With perfect running weather, the event drew over 300 people. A 3/4 mile Kids Fun Run preceded the 5K Run start with children loving the face painting and games. The 5K race course takes runners on quite a challenging run. This year's winner – Austin Huminsky. ★ Long Island's own WBAB was there playing everyone's favorite music. Dozens of prizes were awarded to winners in all age categories, and each participant received a commemorative T-shirt and water bottle to remember the event. ★ Our thanks to all the sponsors, to those who provided delicious food, and to the hard-working Race Committee. We could never achieve this without you! ★ Shown here: Kids Fun Run and painting and games participants . . . Ross Jackman receives high five from his daughter Blake, at awards ceremony.*



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 2011

Christopher Bender, Tom Burke  
Michael Deutsch, Daniel Delahanty  
Melisa Geller, Stephen K. M. Gourlay Jr  
Paul Heuwetter, Sandra Hoffman  
Barbara Jackman, Erin Jackman  
Iris Jackman, Ross Jackman  
Joseph Kasper, Robert Katz  
Mike Klein, Daniel Keating  
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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*

## Remembering Brooke . . .

The New York State Museum in Albany featured two victims from the September 11 attacks in the FACES exhibit. Charles Mauro, 38, from Brooklyn is featured alongside our Brooke. If you are in the Albany area, drop by the museum and see the exhibit.

A new 9/11 memorial was built in Jerusalem, Israel, in memory of Brooke and all the people who lost their lives in the terrorist attacks. The monument is a 30-foot-high bronze sculpture that commemorates the event and honors the victims with a waving American flag transformed into a memorial flame. One part of the base comes from the Twin Towers.



A letter written by Brooke's mom Barbara is to be published by Penguin this fall in the September 11 tenth anniversary book project, *The Legacy Letters*.

The 4th Annual Tribute Center Teacher Awards were presented on February 25, 2011. Five teachers received Certificates of Merit for exemplary educational projects that explore the impact of September 11, 2001. The awards were presented by NYS Education Department Regent Betty Rosa. Evan Madin, a journalism teacher at Queens Gateway to Health Sciences secondary school in Jamaica, Queens, explored September 11 as a way to motivate students to understand media and the power and art of the written word. This award was made possible by the BJF.



### 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**.