

SUMMER / FALL 2015

# CHANGEMAKER

A CHARLES LAFITTE FOUNDATION PUBLICATION



**THE  
FOODBANK**  
of Monmouth and Ocean Counties

**The Arthur M. Goldberg Building**

## Kid's Corner

INSPIRING THE NEXT  
GENERATION

## Grant Impact

HELPING SMALL ORGANIZATIONS  
MAKE A BIG IMPACT

## The Power of Partnerships

MEET OUR MOST  
VALUABLE PARTNERS

## Hitting the Links

FOR COUNT BASIE THEATRE







Charles Lafitte Foundation Co-founders, Suzanne and Jeffrey Citron pictured with their children Noah and Kyra.

# Inside the CHARLES LAFITTE FOUNDATION

We are delighted to present the second edition of *Changemaker*, providing an inside look at the Charles Lafitte Foundation’s (CLF) grantees, events, and partners. We appreciate the dedication of our long-time supporters, all of whom greatly enhance the potential and impact of the Foundation.

Our family continues to aim high and proudly supports innovative organizations with transformative grants that help people help themselves. The Foundation continues to focus on our mission to support organizations with a concentration on programs that can become self-sustaining for a lasting impact in communities around the country.

The Foundation seeks to continue making a significant difference through our annual Charity Golf Classic, raising money to benefit organizations that improve the lives of many individuals. With the help of our magnificent partners, nearly \$5.5 million dollars has been raised for our Golf Classic beneficiaries.

It was an exciting year for Kid’s Corner, with new programs to help empower and recognize the next generation of leaders. The stories included here detail the launch of the Champions of Change and Junior Changemaker programs as well as the continuation of our popular essay contests.

Our family thanks you for your continued commitment to helping us improve our communities, allowing countless individuals to lead happier and healthier lives.

*The Citrons*



## The name behind the mission

Charles was not your conventional philanthropist – he was a black Labrador Retriever. The Citrons established the Foundation in his name with a simple mission: to help people help themselves and others around them to lead healthy, satisfying, and enriched lives. CLF does this by funding organizations in four main areas:

### EDUCATION

Learning is a lifelong quest and the foundation of all knowledge and skills. Through education, everyone can tackle larger social issues and foster responsible citizenship. CLF helps individuals gain access to schools, from preschool through college, by issuing grants and taking an active role in exploring new approaches to education.

### CHILDREN’S ADVOCACY

Improving the lives of children is central to CLF’s purpose. Ultimately, CLF’s goal is to help children reach their fullest potential, which means providing quality education, healthcare, shelter, and care. The Foundation sponsors programs that ease the hardship that confronts and impedes too many children. This means targeting issues like child abuse, adequate foster housing, literacy, and hunger.

### MEDICAL RESEARCH & INITIATIVES

Good health is a precious possession. That’s why CLF supports and encourages medical research and education, leading to better health care, disease prevention, and healthier lives. By educating the public about basic health and wellness issues, CLF can help people develop healthier lifestyles and habits. The Foundation looks for efforts that improve people’s quality of life, such as disease prevention and those that focus on specific groups with serious and neglected problems.

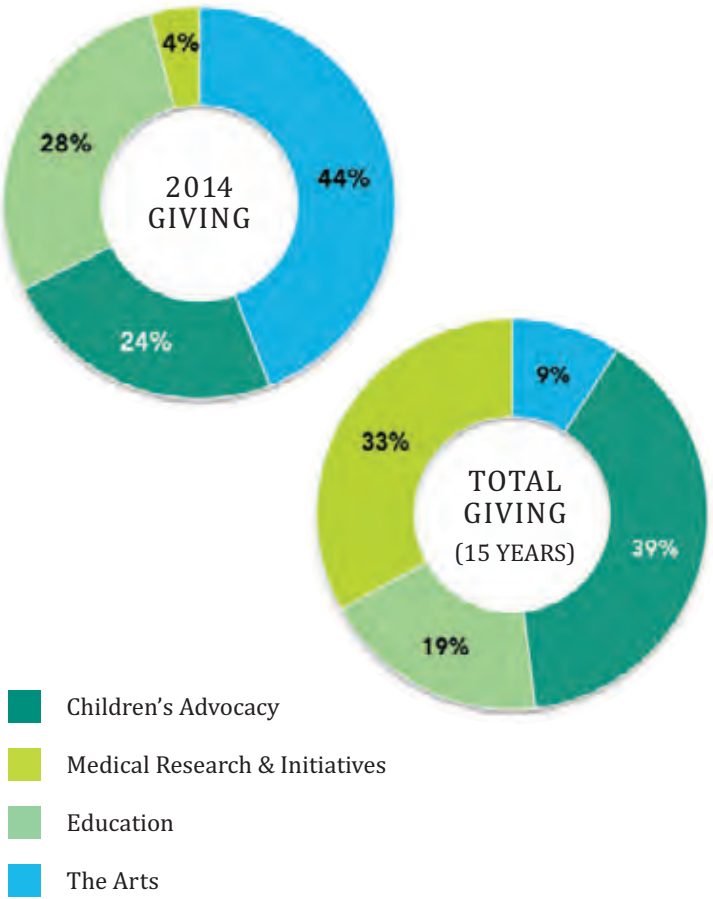
### THE ARTS

Exposure to the arts is vital to fostering and sustaining healthy communities. With diminished civic support and declining patronage, most arts organizations are increasingly challenged. Innovation, creativity, initiative, and risk taking are intrinsic to artistic expression, inspiring audiences to dig deeper into their personal potential and freeing their minds to contemplate dreams. From music and theatre to painting and dance, CLF supports efforts that cultivate the arts.

“We believe in the power of the individual. One person can inspire a group and then a community to realize even greater goals.”

– JEFFREY CITRON

The Charles Lafitte Foundation is the family foundation for Jeffrey and Suzanne Citron. Since 1999, CLF has given to more than 200 organizations and granted almost \$12 million in support.





# Helping small organizations make a big impact

Each year, the Charles Lafitte Foundation receives grant requests from hundreds of great organizations across the country. While it is often difficult to choose, it is always such a pleasure to see the incredible work that nonprofits do. Here's a look at a few of this year's grant recipients...



## LIBERTY SCIENCE CENTER /\$35K

Liberty Science Center (LSC) in Jersey City, NJ provides an interactive learning experience, helping individuals of all ages catch the excitement and promise of science and technology. But for less fortunate students, access to educational opportunities outside of school is often limited.

Enriching children through education has always been a core value of the Charles Lafitte Foundation. In that spirit, CLF gifted Liberty Science Center with a grant of \$35,000 in support of Community Evenings, exclusive events that give thousands of students, teachers, and families from “at risk” communities the chance to experience all LSC has to offer at no cost. This one-of-a-kind opportunity enables them to discover the Science Center’s themed exhibition galleries, revel in the excitement of IMAX films and RealD 3D shows, live demonstrations, and hands-on activities. These events allow learners of all ages to discover how science truly influences their everyday lives.

By making interactive science and technology education available to people of all income levels, LSC is inspiring people to understand the continuing connection between scientific advances and how it impacts our lives.

## ANGEL FLIGHT NORTHEAST /\$25K

Angel Flight Northeast (AFNE) is a nonprofit organization that provides free transportation to patients in need of critical care outside of their geographic location. AFNE has helped transport more than 65,000 patients to 189 healthcare facilities in 33 states. The organization consists of 1,000 volunteer pilots who not only enjoy flying, but also find delight in helping people in need. AFNE serves all of New England as well as New York, New Jersey, and Pennsylvania.

AFNE’s mission is to save the lives of adults and children by providing free transportation to quality, life-saving medical care. Forty percent of AFNE’s patients are children, suffering from life-threatening diseases including cancer, severe burns, or crippling conditions. This organization also allows family and traveling companions on these flights and has never refused transportation to anyone in need. There is no limit to the number of flights provided to a given patient.

A \$25,000 grant from CLF supported AFNE’s technology upgrades to help with patient and flight coordination which will result in connecting more patients to long-distance medical treatments. Including previous grants, the Foundation has donated a total of \$75,000 to help AFNE change lives, one flight at a time.

## OASIS – A HAVEN FOR WOMEN AND CHILDREN /\$10K

Based in Paterson, NJ, Oasis works to break the cycle of poverty for women and children, with compassionate programs that help feed, clothe, educate, and empower. Oasis goes beyond providing basic needs – it provides the resources for individuals to live to their fullest potential and inspires them to become independent and successful. Women at Oasis are able to take Adult Education classes to advance their literacy levels, improve their language skills, and hone their job skills so they are better prepared to meet today’s challenges. Children are able to participate in Youth Development programs which include an after-school program and a summer camp where they are taught respect, teamwork, and tolerance for one another. Oasis truly lives up to its name: a safe and peaceful haven in the midst of difficult times.

To celebrate #GivingTuesday, a global day of giving back, CLF announced a special \$10,000 grant for Oasis’ educational support services that lead to independence and self-empowerment.



## HARING CENTER – EXPERIMENTAL EDUCATION UNIT /\$25K

Located on the University of Washington’s Seattle Campus, the world-renowned Haring Center’s Experimental Education Unit (EEU) provides inclusive educational opportunities for students of all development levels. From birth to six years, the EEU provides typically developing children and those with developmental delays or disabilities with side-by-side learning opportunities. All EEU programs use the best practices to aid in the development of children’s cognitive, motor, and communication skills.

The Foundation recently provided a \$25,000 grant to support the EEU’s summer camp program, where children with and without disabilities can learn, play, and strengthen the friendships they developed during the school year.

With multiple grants totaling \$190,000, CLF continues to support the Haring Center’s dynamic programs that help all children learn, grow, and thrive together.







# FOODBANK OF MONMOUTH AND OCEAN COUNTIES /\$250K

The FoodBank of Monmouth and Ocean Counties (FBMOC) works to eliminate hunger by distributing more than 10 million meals each year through hundreds of feeding programs. Among the FBMOC’s most successful programs is its Backpack Program, which provides hungry children with the nutrition they desperately need on the weekends when school lunch is not available. During each week of the school year and before vacations, children in need receive a backpack of nutritious and easy-to-prepare food to keep them nourished and healthy.

In just five years, the program has seen a tenfold increase in the number of children in need of weekend food. CLF was moved by this increased need and provided a \$250,000 multi-year grant to ensure the FoodBank’s ability to provide food to children in Monmouth and Ocean Counties.

“The Program serves a critical role in addressing the weekend food gap for children, and we are delighted to help continue feeding hungry kids.”

– JEFFREY CITRON



# RANNEY SCHOOL

Located in Tinton Falls, NJ, Ranney School provides a warm ‘home away from home’ environment for students from Pre-Kindergarten through Grade 12, who receive individual attention from an inspiring faculty, administration, and support staff.

With multiple grants totaling almost \$1.5 million, CLF has helped the Ranney School continue to provide a world-class education for today’s students, while also preparing for the future. To accommodate a growing enrollment, CLF awarded a \$1 million grant to the school to build a new Lower School Academic Complex. This 40,000 square foot facility is now home to nearly 300 students in grades one through five. The new complex includes a 450-seat performing arts center, 20 classrooms, dedicated computer and science labs, SMARTBoard technology in every classroom, and more.

The Foundation has also supported the school’s professional development program to prepare its faculty for 21st century teaching. These programs have inspired immediate curriculum enhancements, including a school-wide Robotics program that has earned national honors.

“Education is one of the hallmark areas of giving for the Foundation,” said Suzanne Citron. “We are thrilled to continue supporting this educational institution that provides the latest advancements in learning, and assists students in all of their personal and professional pursuits.”



# A makeover for Hope Lodge NYC

Living with cancer is difficult, and traveling far from home to receive treatment makes the ordeal even harder. Recognizing this, the American Cancer Society embarked on building a Hope Lodge in New York City, to eliminate barriers to treatment and make the cancer experience more tolerable.

Having been long-time supporters of the American Cancer Society’s Relay for Life events and other initiatives, Suzanne and Jeffrey Citron knew immediately that the Charles Lafitte Foundation would help build a Hope Lodge in Manhattan.

“Hope Lodge NYC provides a real home away from home and a warm environment for both patients and relatives.”

– JEFFREY CITRON

The Foundation initially donated \$1 million to Hope Lodge NYC, on West 32nd Street in Manhattan, which now serves as the flagship

Hope Lodge for the entire country. Hope Lodge serves as an oasis for both patients and caregivers who enjoy a supportive environment with educational services, a 24-hour toll-free call center, and website with comprehensive on-site libraries to help them make informed medical decisions.

Since the original grant, six years ago, Hope Lodge has been treasured by patients and their families visiting the many comprehensive cancer centers in New York City. Recently, the kitchen was in need of upgrades and CLF continued to support the cause with additional funding.

The newest gift from CLF included a complete remodel for the kitchen on the sixth floor. Just as the kitchen serves as the centerpiece of a home where the entire family gathers, the communal kitchen at Hope Lodge provides comfort, nourishment, camaraderie, and support. With a new look and layout, Hope Lodge NYC is poised to continue serving its brave patients and their families as they take on the fight of their lives.

“Facilities like Hope Lodge are so important,” Suzanne Citron said. “Cancer treatment takes such a toll, both physically and emotionally, you need support and no one should have to go through it alone.”

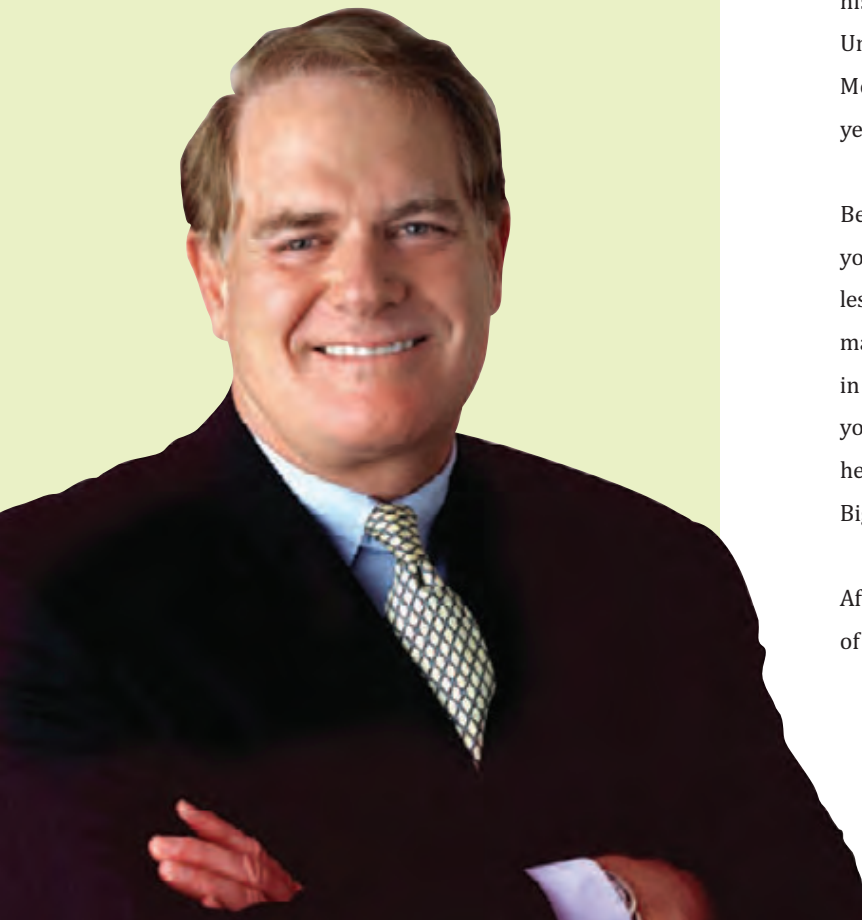


# The Power of Partnerships:

## MEET OUR MOST VALUABLE PARTNERS

“I started the Moglia Family Foundation in 2006 to fund the institutions that I believe in.”

– JOE MOGLIA



### CHAMPION PARTNER

#### JOE MOGLIA: MOGLIA FAMILY FOUNDATION

Joe Moglia is not your average CEO, nor is he your average football coach. After all, not many football coaches oversee a multibillion-dollar enterprise as chairman.

After working in business for Merrill Lynch and as CEO of TD Ameritrade, Moglia has returned to his football roots, investing his time and energy in leading the athletes at Coastal Carolina University. Since leaving his full-time position in the boardroom, Moglia remains chairman of the brokerage firm he led for seven years.

Beyond a successful career in financial services and helping young athletes develop on and off the field, Moglia invests in those less fortunate. In the spirit of giving back to organizations that truly make a difference, he established the Moglia Family Foundation in 2006. Since its inception, Moglia's foundation has supported youth education and health organizations that are close to his heart including Make-A-Wish® Nebraska, the Arthritis Foundation, Big Brothers Big Sisters, Salvation Army, and American Red Cross.

After meeting Jeffrey Citron in 2002, Moglia has been a vital supporter of CLF, whose goals align with his own philanthropic philosophy.



### CHAMPION PARTNER

“In giving back, I try to use a combination of talent, time, and treasure to make a difference.” – ANTHONY DIVALERIO

#### ANTHONY DIVALERIO: MORGAN STANLEY

Anthony DiValerio not only believes in giving back, he believes in leading by example. In support of those less fortunate, DiValerio donates generously and invests sweat equity into charitable causes for maximum impact on people and organizations in need of help.

DiValerio is passionate about cancer research and cancer support organizations. As a board member for Bringing Hope Home, he puts his heart into the organization that helps cancer patients by paying their household bills.

DiValerio began supporting the Charles Lafitte Foundation after meeting the Citrons in 2002 and learning about the transforming

grants CLF provides. As Managing Director of Private Wealth Management at Morgan Stanley, DiValerio has enlisted the support of the Morgan Stanley Foundation to match his personal contributions to CLF.

Since 2003, Anthony DiValerio has been a valued partner for CLF. On the links for the Annual Charity Golf Classics, he has established hole sponsorships on behalf of the Morgan Stanley Foundation in addition to his own contributions. He truly embodies the characteristics of a Champion Partner and CLF is proud to have him as a part of its team.





Kid's Corner

# Inspiring the next generation to make a difference



“Reading makes a difference – it helps us learn, grow, and ignite creativity.”  
— KYRA CITRON

The Charles Lafitte Foundation’s Kid’s Corner believes in the power of the individual to make a difference and inspire others. Founded in 2011 by Kyra Citron, Kid’s Corner continues to provide a voice and an active role for children to improve their communities.

From raising awareness about the harm of bullying, promoting children’s literacy, and bringing joy to hospitalized children during the holiday season, Kid’s Corner is instrumental in making our communities stronger. With multiple ways for children to get involved, Kid’s Corner aims to drive the next generation of leaders.

Kid’s Corner remains the Foundation’s flagship initiative to advocate for and support at-risk and underserved children and provide youth with a venue to discover their role in helping the community. Over the past year, Kid’s Corner has introduced exciting new programs to encourage and inspire kids.

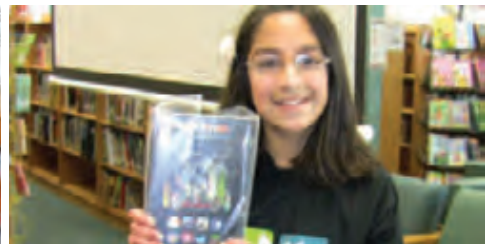
“Kid’s Corner is all about empowering kids to make a difference in their community and Champions of Change is our mission in action.”  
— KYRA CITRON

## CHAMPIONS OF CHANGE

Capitalizing on its belief in the power of the individual and that each and every kid can help change the world, Kid’s Corner launched a new program to help youth become Champions of Change, providing children with a voice and an outlet to make a positive difference in their own communities.

The first initiative for Champions of Change helps empower kids to run their own book drive for a nonprofit organization of their choice. A toolkit available on the Foundation’s website includes a step-by-step guide to plan and execute a successful drive. From selecting a beneficiary and finding a drop-off location, to collecting and distributing the books, Kid’s Corner supplies an easy guide that will enable kids all over the country to make a difference and become Champions of Change in their communities!

Beyond donating books, Champions of Change invites youth to become a grant maker, and tell the Foundation about a nonprofit organization that could use their help. Recognizing the creativity of children, Kid’s Corner invites all of its Champions of Change to share any ideas on how to make the world a better place by sending an email to [kidscorner@charleslafitte.org](mailto:kidscorner@charleslafitte.org).



## EDUCATING THROUGH ESSAYS

Over the past year, Kid’s Corner has expanded its successful essay contest program with opportunities throughout the year for kids to read, write, and learn valuable lessons. Winning writers received a Kindle Fire and a \$1,000 donation for their school library, extending the gift of reading to an entire school. Over the past five years, Kid’s Corner has donated a total of \$21,000 to school libraries across the country.

From essay contests encouraging students to read over summer, winter, or spring vacation, to celebrating National Bullying Prevention Month, each contest provides a different lesson for kids to examine while reading and writing their essay. “The many insightful essays we received over the course of the year showed the power of kids to relate to one another, a key ingredient in understanding the world around us,” said Kyra Citron.

The Kid’s Corner Summer Reading Adventure Essay Contest is back in 2015, with students in grades 3-12 invited to read one of the books for their grade level and tell Kid’s Corner how the main character’s adventure personally influenced them. To learn more, visit [charleslafitte.org/kids-corner/essay-contests](http://charleslafitte.org/kids-corner/essay-contests).

## JUNIOR CHANGEMAKER

Children all over the country do amazing things each day to help change the world. To recognize the achievement of outstanding young people, Kid’s Corner launched the Junior Changemaker Award in 2014. Junior Changemaker award recipients are selected by a team led by Kid’s Corner Director Kyra Citron. Each recipient receives a \$5,000 grant for the charity of their choice, which helps the Junior Changemakers continue their philanthropic efforts. “There are so many inspiring stories of kids serving as agents of change, proving that we can make a difference in our community regardless of our age,” Kyra Citron said.

Meet Maria Keller, the inaugural recipient of the Junior Changemaker award. This 14-year old from Plymouth, Minnesota, started her very own nonprofit organization, Read Indeed, at the age of eight, hoping to donate one million books by the time she turned 18. Maria not only reached her goal, but she did it with five years to spare. With more than 1.4 million books already donated to kids in need, she is well on her way to reach her new goal of donating two million books by her eighteenth birthday! Maria received \$5,000 for Read Indeed, which like CLF, continues to inspire others to make a difference for those who are less fortunate.



## Kid's Corner



### KYRA HONORED AT HUMANITARIAN FOODBANK GALA

This past spring, Kyra Citron was honored with the Junior Humanitarian Award at the FoodBank of Monmouth and Ocean Counties' (FBMOC) annual fundraising event – the Boots and Bling Humanitarian Gala.

CLF visited the FBMOC and saw just how many people rely on the organization for daily nutrition. Among the hundreds of feeding programs that serve 10 million meals each year, there was no program that struck a chord with Kyra as much as the FBMOC's Backpack Program that provides weekend food packages for children who rely on school lunches for nutrition.

**“Supporting the FoodBank’s Backpack Program is exactly the kind of cause we are passionate about at Kid’s Corner – helping our peers and ensuring that no kids have to go hungry and wait until Monday for their next meal at school.”**

– KYRA CITRON



### BRINGING HOLIDAY CHEER TO SICK CHILDREN

For the fourth consecutive year, Kyra and Suzanne Citron visited sick children at The Unterberg Children's Hospital at Monmouth Medical Center in Long Branch, NJ, and K. Hovnanian Children's Hospital at Jersey Shore University Medical Center in Neptune, NJ.

Dressed as Santa's Helper, Kyra brought much needed joy to the children recovering in the hospitals over the holidays by delivering presents to the young patients.

“It’s never a good time to be sick, and the hospital is usually the last place kids want to be during the holidays,” said Kyra Citron. “I look forward to these visits each year, knowing that I can make a difference, bringing a smile to kids who really need one.”

# Spreading the Good News

Beyond its direct philanthropic efforts, the Charles Lafitte Foundation aims to motivate others to join us in helping to make the world a better place for our children for generations to come.

To increase awareness about the wonderful organizations supported by the Foundation and encourage others to join us in supporting these worthy charities, CLF makes a concerted effort to share impactful stories with the media about the Foundation's philanthropic efforts.

From an *NJBIZ* piece on last year's Charity Golf Classic, a feature article on this year's Charity Golf Classic beneficiary in the *Asbury Park Press* and articles on grants, essay contests, and new Kid's Corner initiatives in local media, CLF continues to publicize the Foundation's work and invite others to make a difference in their own communities.

## FOLLOW CLF ON SOCIAL!

There's no need to wait for the next edition of *Changemaker* to keep up with all of the activity from the Charles Lafitte Foundation – follow us on Facebook and Instagram!

For the latest information on the life-changing organizations we support and special announcements such as our #GivingTuesday grant, our Kid's Corner essay contests, Junior Changemaker, and the Annual Charity Golf Classic, 'like' us on Facebook where we will share photos and other updates, which will appear on your News Feed.



Come back frequently to see photos of our visits to organizations that we support, Kid's Corner activities for National Bullying Prevention Month, and much more throughout the year. Over the last year, our Facebook page has reached a milestone with more than 500 likes!

This past year we also launched our Kid's Corner Instagram page. On Instagram, Kyra Citron and the rest of the Kid's Corner team share interesting photos and inspiring messages. To follow us, search for CLF\_KidsCorner in the app on your phone and tablet, or visit [instagram.com/CLF\\_KidsCorner](https://www.instagram.com/CLF_KidsCorner) on the web.





# Hitting the Links for Count Basie Theatre

The Charles Lafitte Foundation's 12th Annual Charity Golf Classic will be held on Monday, June 29, at the beautiful Baltusrol Golf Club in Springfield, NJ.

All proceeds from the event will benefit Count Basie Theatre, a world-class arts and entertainment venue in Red Bank, NJ, that fosters an understanding and appreciation for the power of the performing arts and creates opportunity for cultural enrichment for people at all economic levels.

In keeping with our tradition over the past 12 years, CLF will match every donation, dollar for dollar. This year, donations raised through the Golf Classic will create an endowment for arts and education outreach at Count Basie Theatre. The endowment will help provide Count Basie with continued funding to provide its enriching educational offerings in perpetuity.

"The potential for the arts to have a positive impact on children for a lifetime of cultural enrichment is why Count Basie Theatre's mission is so significant for our community," said Jeffrey Citron.



"Every child should be exposed to the arts. With an endowment for Count Basie Theatre's educational programming, we can help make that happen for children at all socioeconomic levels for years to come."

No matter the result on the course, all golfers will leave knowing they spent the day in support of a valuable cause, providing an opportunity for generations of young children to experience the arts.

**"As beneficiaries of the Charles Lafitte Foundation Golf Classic, we are being given a unique opportunity to secure a lifeline for the community as a whole and provide difference-making programs for years to come."**

**— ADAM PHILIPSON  
PRESIDENT & CEO, COUNT BASIE THEATRE**



## THANKS TO OUR 2015 GOLF CLASSIC SPONSORS

CLF would like to give a special thanks for the generosity of an anonymous donor, who helped fund this event, as well as our lunch partners:

**THE JILL & ERIK  
MASCHLER  
FOUNDATION**

**MIKE KRUPKA &  
ANNE KUBIK**



# Golf Classic Raises \$375K For CASA



For children who have had to be removed from their families as a result of abuse or neglect, the foster care system can be a lonely and scary process leaving them unsure about who will care for them.

In 2014, the Charles Lafitte Foundation's 11th Annual Charity Golf Classic helped provide a voice for these children, raising \$375,000 in support of Court Appointed Special Advocates (CASA) of New Jersey. A nonprofit, volunteer-based organization that assists the court and child welfare systems to ensure the safety and well-being of children, CASA currently reaches about 3,000 children a year. Its volunteers advocate exclusively on behalf of a child's best interests in court and work tirelessly to ensure each child has a caring environment where they can thrive. As with each CLF Annual Charity Golf Classic, every dollar raised was matched by the Foundation, dollar for dollar.

"With this generous gift from CLF and its supporters, we will be able to increase our reach to help children all over the state who do not have the family support and resources they need," said the Honorable Thomas H. Dilts, J.S.C., CASA of NJ.

The funds raised at CLF's Charity Golf Classic supported the implementation of CASA's Peer Coordinator Model. This model uses seasoned volunteers to support, coach, and supervise advocate volunteers without having to significantly increase staff and budget, and exponentially increase the number of children served.

"It's a terrible reality, but many children in our own communities do not have a loving family to care for them," said Jeffrey Citron. "Every child needs someone to advocate and look out for them. The funds raised in support of CASA will help make that happen."

CASA joined a roster of Charles Lafitte Foundation Golf Classic beneficiaries that has included inspiring organizations such as the Society for the Prevention of Teen Suicide, Comfort Zone Camp, Parker Family Health Center, Big Brothers Big Sisters, Jersey Battered Women's Service, and Camp Merry Heart.



# Kid's Corner Invites Every Child to Become a Champion of Change!



## Start your own Book Drive to benefit a local nonprofit.

Running a book drive is a great way for kids to get involved and help others. Collecting and donating books reinforces the importance of reading and giving back. Kid's Corner presents the opportunity for youth to positively impact a nonprofit organization and enables them to become Champions of Change in their communities.



Check out our step-by-step guide at [www.charleslafitte.org/kidscorner](http://www.charleslafitte.org/kidscorner)