

2021 Annual Report

IMPACTING OUR COMMUNITY

Monmouth Park Charity Fund



TABLE OF CONTENTS

- 1** Message from the President
- 1** Board of Trustees & Staff
- 2** Mission
- 2** History
- 3** Grant Programs
 - Traditional Legacy
2021 Grant Recipients
 - Accomplish More Together
2021 Grant Recipients
- 4** Grant Programs
 - Winners Circle Society
Transformational
2021 Agency Recipient
- 6** Events
 - Outdoor Concert
 - Inaugural MPCF Golf Invitational
- 9** Financials
 - Income
 - Expenses
- 9** In Memoriam
- 9** Join Us

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Debi Heptig
Director of Operations





MESSAGE FROM THE PRESIDENT

We again faced many challenges in 2021 as we continued to deal with the effects of COVID-19. We extend our thoughts and prayers to our family and community members who are or were ill, or who unfortunately passed away during the past year. However, we ended 2021 with a ray of hope as the workplace became more stable and children headed back to the classroom.

What we considered “normal” in our lives has considerably changed and forced us to examine how we, as a community, can remain resilient in the face of uncertainty. Change is expected in life and can often lead to creative ways of reimagining paths to obtain our goals. Monmouth Park Charity Fund (MPCF) remains optimistic that we will forge ahead into 2022 continuing our mission of raising and distributing much needed funds to non-profit organizations in our community that provide healthcare, at-risk and special needs services.

With the generous support of our past and current donors, the expertise and commitment from our Board of Trustees and amazing volunteers, MPCF, like so many other community non-profit organizations, continues to find innovative and strategic ways to live its mission of helping those in need.

One example of our determination to stay connected to our supporters and our commitment to raise funds during 2021 was to host a summer concert on the outdoor stage at the Blu Grotto. The concert featured Michael Ghegan, Quincy Mumford and David Alastre. Our guests enjoyed the soulful sounds and danced the night away!

In addition, we held our Inaugural Golf Invitational at Suneagles Golf Club in September where our supporters enjoyed a delightful round of golf honoring one of our local heroes, Dr. Stephanie Reynolds, for her tireless and compassionate work as an emergency room physician, especially throughout the profound challenges of the COVID-19 pandemic.

The success of these first-time events, as detailed in the following pages of our 2021 Annual Report, supported us to continue to live our mission to successfully distribute our Traditional Legacy and Accomplish More Together Grants. In addition, we distributed our second annual Transformational Grant, selected by the members of the Winners Circle Society. It was a difficult decision due to the number of well-deserving applicants.

As MPCF President, I am feeling incredibly empowered by the selfless acts of so many who believe in supporting those who depend on the kindness of others. We look forward to a successful 2022 as we approach our 75-year milestone on July 21.

Our fundraising season kicks off in high gear on May 7, 2022 with our 17th Annual Kentucky Derby Celebration at the Blu Grotto. We have waited two years to honor Anita Roselle, Jeremy Grunin, and BCB Bank. The success of our Inaugural Golf Outing has led to our second annual Golf Outing at Suneagles Golf Club in Eatontown on September 12, 2022 honoring Peter Cancro of Jersey Mike's Subs.

To learn more about our fun-filled events, or to make a donation to support our mission, as well as to join MPCF's Winner Circle Society, visit our website at mpcharityfund.org or follow us on Facebook.

On behalf of the MPCF Board of Trustees, I thank you for your support in making a difference for so many lives in Monmouth County.

A handwritten signature in dark ink, reading "Maureen Lloyd". The signature is fluid and cursive, with a large, stylized 'M' and 'L'.

Maureen Lloyd
President
Monmouth Park Charity Fund

MISSION

The mission of the Monmouth Park Charity Fund is to raise and distribute funds to non-profit agencies in Monmouth County, New Jersey that provide services for those in need of healthcare, those at risk in the community and those in need of special services.

HISTORY

Monmouth Park Charity Fund, Inc. (MPCF) is a community-based 501(c)(3) nonprofit organization governed by its volunteer Board of Trustees. Its rich history dates back to 1946 when a group led by the late President of the Monmouth Park Jockey Club, Amory L. Haskell of Middletown, spearheaded the revival of Monmouth Park Racetrack.

Mr. Haskell, with his partner the late Philip H. Iselin, Treasurer, invited 15 friends and acquaintances to brainstorm a strategy to thank the residents of Monmouth County for making their dream of the revival of the Monmouth Park Racetrack a reality. The result was to establish a non-profit entity that would raise funds to be distributed to area human service organizations as their way to give back to their community.

On July 21, 1947 MPCF signed their official incorporation documents and became a 501(C)(3) non-profit organization. This fundraising committee, known as the "Charity Ball Ladies," successfully held the first Charity Ball and Carnival at the Racetrack in 1947. The initial charitable grants were distributed shortly after. The same year that MPCF was incorporated. Hence, and the "giving back to Monmouth County" tradition began, and continues to this day.

The New Jersey Sports and Exposition Authority purchased the Monmouth Park Jockey Club in 1986 and honored its tradition by providing office space for MPCF to support its fundraising activities.

Today MPCF, through the support of its Board of Trustees, volunteers and donors, raises the majority of its funds through events. Its signature event, the Kentucky Derby Day Celebration, is a tribute to those who established the non-profit organization and those who keep the tradition of "giving back" alive today.

MPCF reached a major milestone in 2021. Since its incorporation in 1947, MPCF has raised and distributed over \$10 million to Monmouth County non-profit agencies to assist those in need.

GRANT PROGRAMS

TRADITIONAL LEGACY GRANTS



Roberta O. Fox

The ability to fundraise in 2021 was extremely challenging as COVID-19 continued to plague and impact our communities. The MPCF Board of Trustees, its supporters and volunteers were determined to raise money to provide critically needed grants to local non-profit organizations as they faced surges of those in need of services.

The 74th Annual Roberta O. Fox Agency Distribution of Funds Tea was held in-person at the Turf Club at Monmouth Park Racetrack on November 18, 2021. MPCF and all the participants were thrilled to gather together to celebrate the grant recipients and the support they provide for those who continue to struggle in our county.

Staying true to its legacy, MPCF distributed its *Traditional Legacy Grants* to 17 local non-profit organizations in 2021, awarding \$63,500 in total. This was a 24 percent increase from 2020, even though MPCF had to once again cancel its signature fundraising event — the Kentucky Derby Day Celebration.

The Distribution Tea was sponsored by:

- New Jersey Natural Gas
- Anita and Joseph Roselle
- Linda and Tom Sirico

Additionally, MPCF reached a major milestone by surpassing the \$10 million mark in grant distributions since its incorporation in 1947.

2020 Grant Recipients

MPCF's Traditional Legacy Grant program serves as the core of its purpose and mission. Due to the

limitations of hosting in-person events, the Board of Trustees, once again, was forced to limit the number of grant recipients.

The 2021 Traditional Legacy Grant agency awardees are:

- Bloom Again Foundation NJ
- Caregiver Volunteers of Central Jersey
- CASA
- Common Ground Grief Center
- Food Justice at Trinity
- Monmouth Arts Council, Inc.
- Monmouth County Cotillion Committee, Inc.
- NJ Blind Citizens Association
- RallyCap Sports
- SNAPS
- Samaritan Center, Inc.
- Second Call Thoroughbred Adoption and Placement, Inc.
- Senior Citizens Activities Network, Inc.
- Society for the Prevention of Teen Suicide
- Special People United to Ride, Inc.
- St. Dorothea Conference, St. Vincent De Paul Society, Inc.
- The Samaritan Center at the Jersey Shore

ACCOMPLISH MORE TOGETHER GRANTS

In Partnership with New Jersey Natural Gas



MPCF and New Jersey Natural Gas embarked on a partnership in 2018 to offer \$5,000 competitive grants to agencies that collaborate on a program or project that is innovative and builds on each agency's strengths to increase service capacity.

The *Accomplish More Together Grant* program is a unique funding opportunity that invites agencies, who provide services to residents of Monmouth County, to work

together on service projects to collaborate and partner to find new solutions to challenges to expand services for those in need. To date, eleven *Accomplish More Together Grants* have been awarded totalling \$55,000.

The two 2021 Accomplish More Together Grant recipients received \$5,000 for their innovative partnership programs:

180 Turning Lives Around & The ARC of Monmouth

180 Turning Lives Around is developing and administering a domestic and sexual violence educational curriculum for clients and staff members of The ARC of Monmouth. This curriculum will be delivered in the form of virtual presentations and include supporting materials which will also be available digitally.

The presentations and materials will be tailored specifically for the intellectually and developmentally disabled as this population is at high risk of being abused and violated. The curriculum will also be pertinent for the staff who serve them.

Jewish Family and Children's Services of Monmouth County & From Jersey With Love

This project will expand upon a collaboration that was formed during the COVID-19 pandemic between Jewish Family and Children's Services (JF&CS) its sister food pantries, "Nourish Asbury" and "Let's Eat." This partnership will streamline JF&CS' comprehensive food programs to include ancillary services such as clothing, job readiness training, as well as information and referral services.

This collaboration will bridge the gap between the residents of Asbury Park neighborhoods and agency service providers.

WINNERS CIRCLE SOCIETY



The Winners Circle Society (WCS) serves as the sustaining foundation of the MPCF mission while influencing creative funding pathways to meet the changing needs of Monmouth County residents. Members of the WCS are individual donors who make an annual contribution.

The dollars raised through the WCS are split into two revenue streams - half of the funds raised are allocated to sustain MPCF and the other half are allocated to provide a *Transformational Grant* to a local agency. WCS members participate in determining who receives the annual Transformational Grant.

MPCF presented its 2021 *WCS Transformational Grant* in the amount of \$21,500 to the Riding High Farm, Handicapped High Riders Club, during the Awards Reception Ceremony at its inaugural MPCF Golf Invitational, held at Suneagles Golf Club in Eatontown on September 20.

Riding High Farm, incorporated as the Handicapped High Riders Club, Inc., is a 10.5 acre farm, indoor riding facility and stable. Its mission is to maintain the highest standards of care, safety and instructional benefits for special needs riding. The organization is committed to provide these riders with recreational and therapeutic instruction.

The *Transformational Grant* dollars will fund required facility and equipment upgrades to assure that the arena is safe for all riders, as well as transform Riding High Farm's ability to increase service capacity for

special needs riders.

In addition, Riding High Farm extends programs to the community providing individual therapeutic riding and group lessons to school districts that require physical education for special needs students. Inclusivity and the integration of able-bodied riders with special needs riders in Riding High's summer camp programs provide an opportunity for key social skills development.

MPCF received 23 grant applicants and the WCS members selected three finalists who presented their agencies at an outdoor reception at the home of President Maureen Lloyd. In addition to the awardee, 180 Turning Lives Around and Interfaith Neighbors were finalists and each received a \$1,000 grant from OceanFirst Bank.

2021 Winners Circle Society Members

- Denise Anderson
- Jennifer M. Anderson
- Patricia K. Bailey
- Nona Balaban
- Leslie Barlow
- Barbara Black
- Ray & Elsie Catena
- Marguerite Cavalero
- Raymond R. Curnew, Jr.
- Diane M. Cusa
- Thomas Donovan
- Arlene & Phil Fina
- Charlotte Foster
- Ron & Kathy Gillaspie
- Gerard & Lynn Greco
- Jeremy Grunin
- David Gruskos
- Lt. Gov. Kim Guadagno
- Marta & Juan Guittierez
- George & Ruth Harms
- Tom & Regina Hayes
- Matt & Lauren Holman
- Laura Huderwitz
- Larry Insera, Jr.
- Hope Haskell Jones
- Peter & Lillian Kemmerer
- Robin & John Klein
- Abbey Feiler-Kober
- Kevin J. Leahy
- Maureen & John Lloyd
- Lisa & Rick Loshiovo
- Holly Lyttle
- Heidi & James Maggs

“A HUGE Thank You to Monmouth Park Charity Fund for their very generous \$5,000 grant award! As part of their Accomplish More Together Grant Program, Senior Citizens Activities Network (SCAN) and Caregiver Volunteers of Central Jersey were awarded this grant to support, nurture and grow volunteerism in Monmouth & Ocean Counties. On behalf of everyone at SCAN and Caregiver Volunteers, we thank you for this amazing award!”

Mike Ciavolino
Executive Director
Senior Citizens Activities Network (SCAN)



- Peggy & Bob Martin
- Richard & Debbie Maser
- Nancy & Dominick Mazza
- Valerie & Frank Montecalvo
- H. William & Sandra Mullaney
- Stephen Pagano
- Denise & Vincent Puma
- Margaret Riker
- Joseph & Anita Roselle
- Barbara & Robert Rumsby
- Barry Shapirio
- Linda & Tom Sirico
- SOURCE
- Vincent & Maria Farhat Tanzola
- Lisa Van Cleve
- Philip J. Villapiano
- Kenneth Nahum & Ann Marie Walsh
- Terence & Jeanne Wall
- Warren Diamond Foundation
- Deborah DiLeo Zaborowski

1. Rev. Chase Danford from Food Justice at Trinity Church in Asbury Park.
2. Executive Director, Michael Ciavolino from Senior Citizens Activities Network (SCAN) received an Accomplish More Together Grant.
3. The 74th Annual Distribution of Funds Tea sponsors included Linda Sirico (left), Anita Roselle (right), both members of the Board of Trustees, and New Jersey Natural Gas.
4. (Left to right) Director of Operations, Debi Heptig, Board of Trustees Anita Roselle, Sandy Mullaney, Maureen Lloyd (President), Linda Sirico, Raymond Curnew, Jr., Jeanne Wall, Barry Shapiro (2nd Vice President), and Stephen J. Pagano.
5. Mrs. Grayson represented the Monmouth County Cotillion Committee (MCCCI) to receive a Traditional Legace Grant. MCCCI is a 71-year-old, all-volunteer organization established to motivate and manifest the idea of achieving higher education in minority youth, to contribute scholarship funding to deserving senior students, as well as to promote moral, spiritual and academic growth in young people.
6. Dennis Kahn and Robert Orsetti of the Riding High Farm Handicapped High Rider Club were presented with the Monmouth Park Charity Fund Winners Circle Society Transformational Grant by Board President Maureen Lloyd and Board Vice President Maria Farhat Tanzola (left to right).

EVENTS

LIVE OUTDOOR CONCERT AT THE BLU GROTTO BIERGARTEN FEATURING MICHAEL GHEGAN, QUINCY MUMFORD AND DAVID ALASTRE

Listening and dancing to the soulful sounds of Michael Ghegan, Quincy Mumford and David Alastre made the concert goers, full of MPCF supporters, friends and volunteers, feel like life was back to normal again. The live music was as hot as the August evening, but no one minded, because for a moment it was all about catching up with friends and enjoying the melodies.

This first-time event raised \$43,000! MPCF could not have done it without its Sponsors and Concert Committee.

A Special Thanks to the Concert Sponsors

- BCB Bank
- Fortune Title Agency
- Grunin Foundation
- Hackensack Meridian Health
- Holt Construction
- Robin & John Klein
- Maureen & John Lloyd
- Anita & Joey Roselle
- Vince & Maria Farhat Tanzola
- Linda & Tom Sirico

A Thumbs Up to Our MPCF Concert Committee

Co-Chairs - Robin Klein and Thomas Donovan

- Raymond Curnew, Jr.
- Jennifer Diehl
- Evie Hass
- Maureen Lloyd
- Anna Mayer
- Jessica Schwartz
- Linda Sirico
- Maria Farhat Tanzola
- Jeanne Wall

INAUGURAL MPCF GOLF INVITATIONAL AT SUNEAGLES GOLF CLUB HONORING DR. STEPHANIE REYNOLDS

Monmouth Park Charity Fund held its first golf fundraiser in September 2021 at the newly renovated Suneagles Golf Club in Eatontown. Dr. Stephanie Reynolds was honored for her tireless and compassionate work during the peak of the COVID-19 pandemic, overcoming many of the daily challenges. It was a picture perfect day and the 108 golfers helped raise \$100,000!

Participants received event cigars hand rolled by Rob Menaker, beer stations on the course compliments of Shorepoint Distributors, and the sound of local singer, songwriter Meg Cullen, during the barbecue dinner.

A Special Thanks to the Golf Sponsors

Title Sponsors

- Hackensack Meridian Health
- Investors Bank
- Maureen & John Lloyd

Golf Cart Sponsors

- Davison, Eastman, Muñoz, Paone P.A.
- Dunkin'
- OceanFirst Bank
- Ray Catena

Breakfast Sponsors

- Center for Vocational Rehabilitation
- Fortune Title Agency, Inc.
- Holman, Frenia, Allison, P.C.
- Holt Construction
- Local Union 400 IBEW
- UBS Financial

Refreshment Cart Sponsors

- Glenmede
- Montecalvo and Bayshore Family of Companies

Golf Towel Sponsor

- EPS Corporation

Driving Range Sponsor

- World Subaru

Closest to the Pin Sponsor

- Dunkin'

Longest Drive Sponsor

- Johnathan & Allison Schultz

Cigar Roller Sponsor

- Travis David and Chris Miller - Family First Funding

Golf Ball Sponsor

- Maureen & John Lloyd

A Hole-in-One for the MPCF Golf Committee

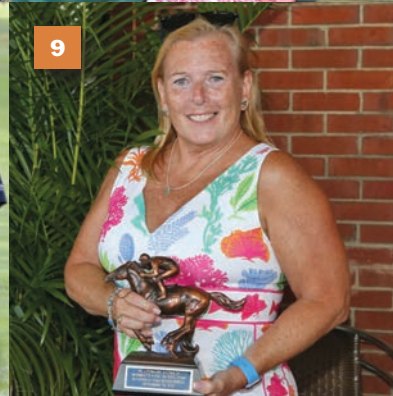
Co-Chairs - John Klein & Anita Roselle

- Denise Anderson
- Raymond Curnew, Jr.
- Jennifer Diehl
- Maureen Lloyd
- John Lloyd
- Dylan Lloyd
- Nancy Mazza
- Sandy Mullaney
- Stephen Pagano
- Ceilie Reynolds
- Joseph Roselle
- Peter T. Roselle
- Barry Shapiro
- Maria Farhat Tanzola

**THANK YOU
to all
Event
Volunteers!**



1. A happy group of MPCF supporters at the live concert held on the outdoor stage at the Blu Grotto Biergarten.



5. Board of Trustees (left to right) Raymond Curnew, Jr., Anita Roselle, Maureen Lloyd (President), Warren Diamond, Jennifer Diehl, Maria Farhat Tanzola (Vice President), Matt Holman (Treasurer), Stephen Pagano.

6. Board of Trustee Jennifer Diehl (middle) takes a minute for a quick photo before teeing off!

7. Co-Chairs of the Inaugural MPCF Golf Invitational, John Klein and Anita Roselle

8. Inaugural MPCF Golf Invitational Foursome (left to right) Raymond Curnew, Jr., Nicole Timpanaro, Chris Miller, Travis David

9. Inaugural MPCF Golf Invitational Honoree, Dr. Stephanie Reynolds.

“CASA of Monmouth is incredibly thankful for your funding - it will ensure our program of advocacy for foster children will continue to serve our most vulnerable. Our partnership with MPCF enables these children to feel hope and comfort, and most importantly safe.”

Cindi Van Brunt
Executive Director
CASA of Monmouth

“Connecting students and parents with Behavioral Health Toolkits is a critical first step in ensuring that parents have the tools needed to discuss mental health with their children before reaching a point of crisis. Thank you for this gift and for all that you do for the community.”

Dawn Doherty
Executive Director
Society for the Prevention
of Teen Suicide

“There have been for years efforts across the non-profit sector to increase collaboration between organizations. Accomplish More Together is the needed, focused philanthropy that brought two organizations* closer together.”

Paul B. Freedman, ACSW
Executive Director
Jewish Family and Children's
Service of Monmouth County

IN MEMORIAM



Diane Marie (Fornicola) Cusa, 77, passed away on Sunday, May 9, 2021 at Jersey Shore Medical Center. Diane gave of herself to Monmouth Park Charity Fund for over 20 years. Throughout her tenure, she served as a Charity Ball Lady, a member of the Monmouth Park Charity Ball Committee, and the MPCF Kentucky Derby Day Celebration Committee, as well as being a one of the founding members of the Winners Circle Society. There was never a task too small or too big for Diane. She always lent a helping hand.



Denise Ely-Palaia, 65, of Red Bank, passed away on February 10, 2021 at home. Denise joined MPCF as a member of the Kentucky Derby Day Celebration Committee. Inspiring everyone as a survivor of a liver transplant and an avid spokeswoman for Transplant Donation, she helped to draw guests and sponsorships for MPCF's signature fundraiser. Denise was a passionate supporter of MPCF.

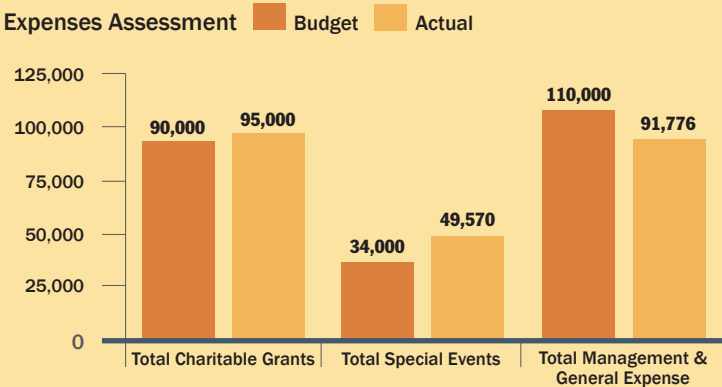
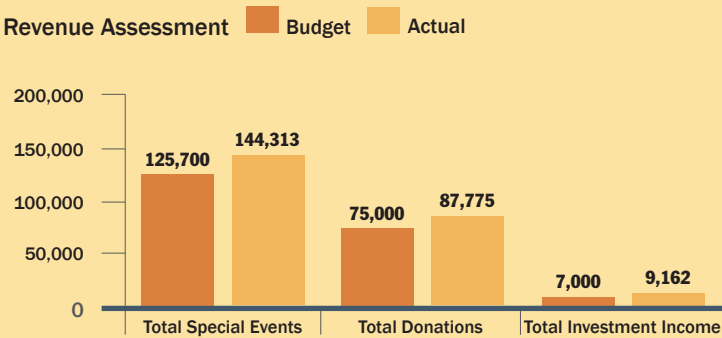
MARK YOUR CALENDAR
for the Second Annual MPCF Golf Invitational at Suneagles Golf Club on Monday, September 12, 2022.

JOIN US!

- ✓ Volunteer
- ✓ Attend Our Events
- ✓ Donate

FINANCIALS

2021 Statement of Activities: Budget vs. Actual



VISIT MPCHARITYFUND.ORG TO LEARN MORE! You can also contact Debi Heptig, Director of Operations, at monmouthparkcharity@gmail.com or call (732) 571-5325!

Monmouth Park Charity Fund, Inc. (MPCF)
175 Oceanport Avenue
Oceanport, NJ 07757
732-571-5325

mpcharityfund.org
monmouthparkcharity@gmail.com

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[linkedin.com/in/deniseandersonphd](https://www.linkedin.com/in/deniseandersonphd)

Brochure Design: Diane Cuddy/dianecuddydesign.com
Front/Back Cover Photography: Diane Cuddy/sandandseagraphics.com