

A N N U A L R E P O R T

2024

**IMPACTING
OUR
COMMUNITY**

Monmouth Park Charity Fund

77 YEARS AND COUNTING...

Monmouth Park Charity Fund continues its tradition of raising and distributing funds to residents of Monmouth County through hundreds of local non-profit agencies. We are forever grateful to all those who continue to participate, contribute, and believe in our mission.

Our organization's rich history dates back to 1946. Through the support of the Board of Trustees, volunteers, and donors, MPCF remains unwavering in its commitment to help its neighbors. Our open grant application process provides well-deserving nonprofit agencies access to grant opportunities to continue to do what they do best - serve and assist those in need.

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Director of Operations
Casey Pioli

Fund Development Coordinator
Erica Bartels

MESSAGE FROM THE CO-PRESIDENTS

Dear Esteemed Supporters and Friends,



We continued to make an impact in 2024, marking 77 years of supporting our Monmouth County neighbors and residents through

numerous local nonprofit agencies. Our dedicated community remains committed to our mission, which is demonstrated by its support.

We are truly an "all hands on deck" organization. Each Board of Trustees member and our valued volunteers are engaged in sharing our story, raising awareness, and working to make Monmouth Park Charity Fund (MPCF) the "go to" for localized, community giving and philanthropy.

We offer multiple grant opportunities for our nonprofit partners to pursue funds to execute their critical and effective programs. All our grant programs, which include our Traditional Legacy, Accomplish More

Together, and Winners Circle, continue to reach record numbers of agency applications as we persist to expand our funding sources. Winners Circle Society attracted 16 additional members in 2024 as we diligently network to increase our membership.

We also want to share the organizational changes that took place last year. In May, we welcomed to our team a part-time Fund Development Coordinator, Erica Bartels. In December, our Director of Operations, Debi Heptig, decided to pursue other interests after 10 years of dedicated service. In turn, we began 2025 by introducing our new Director of Operations, Casey Pioli. Take a minute to read Erica's and Casey's bios, as well as our "thank you" to Debi.

We could not be more proud to continue the mission of our founders, some of whom are still with us today, along with our devoted Trustees, our dedicated volunteers, our passionate agencies, and our generous supporters.

Thank you for all you do, as well as your commitment to standing with us to assist our Monmouth County neighbors!

Maria Farhat Tanzola & Maureen Lloyd
Co-Presidents

MISSION

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

New Board Members



Ann Mohamadi, Board of Trustees Ann is an executive leader with a proven record of success, agility, strategic vision, and transformational impact. She is renowned for decisive action, including strategic risks, and creating unique, sustainable value while developing high-performance leaders.

Ann's unique and diverse background includes marketing, sales, finance, business development, advertising, and consulting across Pharmaceutical, Biotech, and Consumer Packaged Goods industries. She has excellent management, partnering, and interpersonal skills, with the ability to scale businesses and apply innovative strategies to drive growth. Ann is a strong, trusted leader with proven results in assuming challenging roles and consistently creating incremental value.



Holly Schult, Board of Trustees Holly is the Director of Operations for EZ Docks Mid Atlantic and EZ Docks Florida, working with a locally owned small business that has grown exponentially over the past 25 years. Previously, she spent 25 years in banking as the Branch Manager and Business Development Officer of BCB Bank Bayshore, where she had the opportunity to work with many Monmouth County businesses and nonprofit organizations.

A previous Bergen County resident, Holly spent the early years of her career volunteering in the North Jersey market with numerous nonprofits, including serving on the Board of Directors of the Greater Hackensack YMCA and as Assistant Governor with Rotary International. Holly moved to Monmouth County in 2012 and brought her passion for volunteering with her as she has spent time with SCAN, Bayshore Senior Center, RAINE Foundation, Hazlet's Hope Network, Bayshore Success Center, and many others. Holly remains a strong small business advocate as she served as the President of the Monmouth County Regional Chamber of Commerce and the Treasurer of the Hazlet Business Owner's Association.

New Staff Members



Erica Bartels, Fund Development Coordinator Erica has extensive experience in development and special events from her work with New York City-based nonprofits. She began her development career at The Mount Sinai Medical Center during its capital campaign, assisting in the creation of its annual fund and various giving societies. Erica also served on the editorial staff of Science & Medicine, a development magazine focusing on research, patient care, and philanthropy. She moved on to the Special Events team at the Madison Square Boys & Girls Club, where she executed over a dozen events a year, most notably, the Christmas Tree Ball, which netted \$1 million annually.

The University of Scranton graduate then elected to utilize her experience as Director of Special Projects for Catholic Charities of the Archdiocese of New York, where she led the Junior Board of over 900 young professionals who volunteered and raised funds for the organization. Erica was responsible for the group, creating faith-based service projects, planning stewardship, cultivating donors, and managing fundraising events.

In recent years, Erica has focused on raising her three children, being an active community volunteer, currently serving as PTO trustee for her children's school, a Girl Scout troop leader, and a volunteer cheerleading coach. She and her husband reside in Little Silver.



Casey Pioli, Director of Operations Casey is proud to have joined the Monmouth Park Charity Fund in 2025 as Director of Operations. With a deep passion for helping others, she brings extensive experience in non-profit management, special events, and production. Prior to this new position, Casey served as an Associate Producer of live events for George P. Johnson, the world's leading strategic experience marketing agency.

Originally from Bergen County, Casey relocated to Asbury Park in 2021, to begin her work with the Jon Bon Jovi Soul Foundation. She started as the Marketing & Program Manager, where she led the JBJ Soul Kitchen marketing team and raised public awareness of the foundation's mission. She was later promoted to Senior Communications Manager, where she cultivated strong community partnerships while overseeing fundraising initiatives and events.

As Director of Operations for the Monmouth Park Charity Fund, Casey is excited to continue her non-profit work and make a lasting impact on her community.

Outside of work, Casey enjoys life in her beautiful beach town, live music, traveling, practicing yoga, and spending time with her cherished family and friends.



MPCF was honored to receive a 2024 Monmouth County Chamber of Commerce "Beacon of Excellence Award" for making a positive impact on the citizens of Monmouth County through its service, leadership and achievements.

GRANT PROGRAMS

TRADITIONAL LEGACY GRANTS

Traditional Legacy Grants are the foundation for MPCF’s giving. Grant applications continue to increase annually, clearly indicating the need in Monmouth County.

The 2024 Traditional Legacy Grants were awarded on November 18 at the Annual Roberta O. Fox Agency Distribution of Funds Tea held at Monmouth Park Racetrack. Awardees have the opportunity to network among their peers and learn about programs throughout the County.

2024
BY THE
NUMBERS

Traditional
Legacy Grants
\$162,250

Distributed to
51 Local Nonprofit
Agencies

The 2024 Traditional Legacy Grant agency recipients are:

- 180 Turning Lives Around, Inc.
- Allaire Village, Inc.
- Asbury Park Music Foundation
- Big Brothers Big Sisters of Coastal & Northern NJ
- BloomAgain Foundation NJ
- Boys & Girls Clubs of Monmouth County
- Caregiver Volunteers of Central Jersey
- Center for Vocational Rehabilitation
- Clean Ocean Action
- Collier Youth Services
- Common Ground Grief Center
- Court Appointed Special Advocates of Monmouth County
- Family & Children’s Service of Monmouth
- Family Resource Associates, Inc.
- Fulfill
- Girl Scouts of the Jersey Shore
- HABcore, Inc.

- Handicapped High Riders Club (HHRC)
- Holiday Express, Inc.
- Homesharing Inc.
- Interfaith Neighbors, Inc.
- Jewish Family & Children’s Service of Monmouth County
- Konscious Youth & Development Services (KYDS)
- LADACIN Network
- Literacy New Jersey
- Love Lifts Us Up
- Lunch Break
- Mental Health Association of Monmouth County (MHAMC)
- Mercy Center Corporation
- Monmouth Arts
- Monmouth Council, Boy Scouts of America
- Neighborhood Connections to Health
- New Hope Integrated Behavioral Health Care
- New Jersey Blind Citizens Association, Inc.
- No Limits Cafe
- Parker Family Health Center, Inc.
- Project Write Now
- RallyCap Sports
- Samaritan Center, Inc.
- Senior Citizens Activities Network, Inc. (SCAN)
- Shore House
- Society for the Prevention of Teen Suicide, Inc.
- Spay, Neuter & Protect Strays, Inc. (SNAPS)
- Special People United to Ride (SPUR)
- St. Dorothea Conference, St. Vincent de Paul Society, Inc.
- The Beauty Foundation for Cancer Care

- The Center in Asbury Park, Inc.
- The Samaritan Center at the Jersey Shore
- Trinity Center for Community at Trinity Church
- We Are Loved
- YMCA of Greater Monmouth County

The Trustees would like to recognize the Distribution Funds Tea sponsors:

- Robin & John Klein
- New Jersey Natural Gas

Volunteer of the Year Award
2024 “Volunteer of the Year”
• Sue Richman
Parker Family Health Center

We congratulate all of those who were nominated by their agencies for the MPCF “Volunteer of the Year” award.

All recipients of a Traditional Legacy Grant are invited to apply for Accomplish More Together and Winners Circle Society Grants.

A Heartfelt Thank You to Debi



The Board of Trustees found it fitting to pay tribute to their Director of Operations, Debi Heptig, who served MPCF for 10 years, in front of the agencies, supporters, and volunteers she supported throughout her tenure. Co-Presidents Maureen Lloyd and Maria Farhat Tanzola presented Debi with flowers and thanked her for her hard work, dedication and commitment in helping MPCF continue to grow.

Maureen expressed a heartfelt thank you, “I am very sad to see Debi leave our organization, but I am happy for her as she moves on to her next chapter. She has not only been a pleasure to work with, but I consider her a lifelong friend who will continue to be there for me when I need her. I will miss her reassuring, positive nature and wish her all the best.”

A Heartfelt Thank You from Debi

Teary-eyed, Debi expressed her gratitude to the Trustees, agencies, and supporters, stating, “Monmouth Park Charity Fund will always have a special place in my heart.” She selflessly expressed that she was so thankful to have the opportunity to serve the Trustees, agencies, supporters, and volunteers, as well as to have the privilege of getting to know many who were in attendance. Debi also applauded all for their dedication to serving those in need in Monmouth County.

10,156
Monmouth County
residents served by our
Traditional Legacy Grants
in 2024.



Above:
Volunteer of the Year
Sue Richman
Parker Family Health Center



Right:
Volunteer of the Year
Nominees

ACCOMPLISH MORE TOGETHER GRANTS

In Partnership with New Jersey Natural Gas (NJNG)



The *Accomplish More Together* grant program launched in 2018 for agencies that collaborate on a project that builds on each other's strengths to increase service capacity. A reception was held in February at NJNG headquarters in Wall to spotlight the 2024 grantees and provide them the opportunity to present how they are working together to serve those in need in Monmouth County.

Since 2018
57 local nonprofits
19 collaborative projects
\$125,000 in NJNG funding

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

Interfaith Neighbors
Coordinating with Community Food Connection coalitions which involve 13 additional charities, to connect food pantries in order to eliminate nutritional insecurity.

Monmouth Arts Partnering with HABcore to bring its Creative Expressions Arts and Wellness program to be part of HABcore's Adult Congregate Living Program in Red Bank and Asbury Park for homeless individuals and veterans.

Mental Health Association of Monmouth County Together with Konkret Comics creating an educational comic book series focusing on mental health for high school students.



STANDING - Interfaith Executive Director Paul McEvilly is joined by Senior Development Officer Stephanie Ferrier, Fern Lucas, Co-Executive Director Chip Craig, Marketing & Development Coordinator Christie Cancro, NJNG COO Pat Migliaccio, Derek Blackwell and NJNG Director of Customer & Community Relations and MPCF Board of Trustee Tom Hayes. SEATED - MPCF Director of Operations Debi Heptig and MPCF Board of Trustees Linda Sirico and Jeanne Wall.



STANDING - NJNG Director of Customer & Community Relations and MPCF Board of Trustee Tom Hayes, MHA Vice President of Youth Services Ashley Lobbato, Pat Migliaccio, and representatives from the Monmouth County Diversity Alliance (MCDA), Konkret Comics CEO and Founder Derek "Lonzo Starr" Allen, Amber Koko Allen, Tanya Hornsby and Godday Hornsby. SEATED - MPCF Board of Trustees Linda Sirico, Jeanne Wall and MPCF Director of Operations Debi Heptig.



STANDING - NJNG Director of Customer & Community Relations and MPCF Board of Trustee Tom Hayes, HABcore Director of Events & Engagement Marta Quinn, Pat Migliaccio, and Executive Director of Monmouth Arts Teresa Staub. SEATED - MPCF Director of Operations Debi Heptig and MPCF Board of Trustees Linda Sirico and Jeanne Wall.



WINNERS CIRCLE SOCIETY TRANSFORMATIONAL GRANT



The Winners Circle Society (WCS) serves as the sustaining foundation of the MPCF mission through the members' collective donations and their participation in the decision-making process. Members influence innovative transformational funding pathways to meet the changing needs of Monmouth County residents.

The Winners Circle Society held its 2024 Transformational Grant reception in late August at the Sea Girt home of Board of Trustee, Maria Farhat Tanzola. Each of the three finalists, The ARC of Monmouth, Girl Scouts of the Jersey Shore, and Mercy Center had the opportunity to present their innovative program and explain how it will impact Monmouth County residents.

50 years of service!

The Board of Trustees, along with their guests, celebrated and paid tribute to Honorary Trustee Sandy Mullaney for her 50 years of dedication, commitment and service to the organization.

MPCF Co-President Maureen Lloyd & Honorary Trustee Sandy Mullaney

To Date
5 Grants • 4 Agencies
Total Grants
\$100,475

2024 Winners Circle Society Members

Co-Chairs

- Sandra Mullaney
- Anita Roselle

Members

- Leslie Allain
- Denise & Bob Anderson
- Jennifer M. Anderson
- Vincent Apice
- Patricia K. Bailey
- Nona Balaban
- Leslie L. Barlow
- Marguerite Cavalero
- Mary Ellen Cositore
- Raymond R. Curnew, Jr.
- Glen Dalakian
- Warren Diamond Foundation
- Tim, Jen, Jaiden & Dakota Diehl
- Tom Donovan

- Judy McClennan Falese
- Abbey Feiler
- Charlotte Foster-Schneider
- Bob & Laura Garrett
- Karen Goldblatt
- Gerard & Lynn Greco
- Lt. Governor Kim Guadagno
- Trinae Hall
- George & Ruth Harms
- Tom & Regina Hayes
- Marc Hesse
- Tim & Elieen Hogan
- Matt & Lauren Holman
- Laura Huderwitz
- Hope Jones
- Inserra Supermarkets
- Peter & Lillian Kemmerer
- Robin & John Klein
- Kevin J. Leahy
- Dylan Lloyd
- Maureen Lloyd
- James & Heidi Maggs
- Peggy Martin
- Patty Micale
- Ann Mohamadi
- Valerie & Frank Montecalvo
- H. William & Sandra Mullaney
- Ann & Dr. Ken Nahum
- Brian & Lisa Neuwirth
- Teri O'Connor
- Geri & Stephen Pagano
- Gina Petillo
- Erin Pirl

- Maggie Riker
- Anita & Joe Roselle
- Barbara & Robert Rumsby
- Holly Schult
- Barry Shapiro
- Linda & Tom Sirico
- Elizabeth Snevily
- Vincent & Maria Farhat Tanzola
- Frances & Paul Turner
- Philip J. Villapiano
- Terence & Jeanne Wall

2024 WINNERS CIRCLE SOCIETY RECIPIENT

Girl Scouts of the Jersey Shore
Grant = \$22,000

This grant will fund the creation of the "New Jersey Women's History Museum and Cultural Center" (NJWHCC) located at the Girl Scouts Farmingdale Campus. This center will offer rotating exhibits to engage girls and the community to learn about the incredible accomplishments of the women of New Jersey.

We welcome you to join us! To become a Winners Circle Society member or if you are an agency wishing to apply for this grant, contact MPCF Fund Development Coordinator, Erica Bartels at (732) 571-5321 or email ebartels@mpcharityfund.org.



Left: Finalists - Mercy House, Executive Director, Kim Guadagno; The Arc of Monmouth, Development Specialist for Grants & Stewardship, Jill Van Tuyt; & Girl Scouts of the Jersey Shore, CEO, Heather Coburn & Chief Development Officer, Carla Scarabino

Above: Winners Circle Reception Attendees



Above, Left: Former Lt. Governor Kim Guadagno, Mary Spano Gleckner & MPCF Trustee Gina Petillo

Above, Right: Honorees Lauren & Matt Holman

EVENTS

KENTUCKY DERBY DAY CELEBRATION

MPCF and over 400 guests celebrated its 19th Annual Kentucky Derby Celebration on May 4, held at the Blu Grotto Outside Garden at Monmouth Park Racetrack, honoring:

- Lauren & Matt Holman
- Ann & Dr. Kenneth Nahum
- Cyndi & Glen Dalakian

2024 Kentucky Derby Celebration Sponsors & Underwriters

Event Sponsor

Hackensack Meridian Health

Mint Julep Sponsors

- CSAV Systems
- Maureen Lloyd
- Ann & Dr. Kenneth Nahum
- Mary Ann Larkin
- Carol Stillwell
- Stillwell-Hansen, Inc.

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- Shorepoint Distributing
- The John H. & Katherine J. Wieland Foundation

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- Karen Goldblatt
- New Jersey Natural Gas
- Phil Perricone
- UBS Private Wealth-
Maria Farhat Tanzola

Paddock Sponsors

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Medical Center

- Robin & John Klein
- Lorenzo's Outdoor Service

Invitation Underwriter

- Anita & Joseph Roselle

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- Jersey Mike's Franchise Systems, Inc.

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- Manasquan Bank

Decor Underwriters

- Comfort Keepers
- Fulfill
- Torcon

Photo Booth Underwriters

- Fortune Title Company
- Holman Frenia Allison, P.C.

Mobile Bidding Tech Underwriters

- Boraie
- EPS Corporation

Thank You for Your Support of Our Signature Event!



Above, Left: It's All About the Hats!



Above, Right: MPCF Trustee Ray Curnew, Jr., Carol Stillwell, Honorees Dr. Kenneth & Ann Nahum, & MPCF Co-President Maureen Lloyd



Above, Left: Winners Circle Member Kevin Leahy & MPCF Co-President Maria Farhat Tanzola

Above, Right: Sabrina & Jeremy Grunin and Heather Barbieri & Rich Fenush



Above, Left: Girls Scouts of the Jersey Shore Chief Development Officer, Carla Scarabino & CEO, Heather Coburn
Above, Middle: Krista Dibsie Sharing the Special Day with Her Friends
Above, Right: MPCF Co-President, Maria Farhat Tanzola, Honoree Greg Olsen, Ph.D., Dr. Olsen's Daughter, Krista Dibsie & MPCF Co-President, Maureen Lloyd

4TH ANNUAL GOLF INVITATIONAL AT SUNEAGLES GOLF CLUB

Golfers teed off at 10 a.m. and enjoyed a variety of fun activities including a cigar rolling station, an ice cream truck and a silent auction. MPCF and its golfers honored Greg Olsen, Ph.D., a distinguished scientist, space traveler and philanthropist.

Dr. Olsen was honored at the afternoon reception followed by the Winners Circle Society's presentation of its Transformational Grant to the Girl Scouts of the Jersey Shore in the amount of \$22,000.

A Special Thanks to the Golf Sponsors

Breakfast Sponsors

- Holman Frenia Allison, P.C.
- Monmouth Medical
- Riker Danzig, LLP

Lunch & Awards

Reception Sponsor

- Hackensack Meridian *Health*

Golf Cart Sponsor

- New Jersey Natural Gas (NJNG)

Golf Towel Sponsor

- Anita & Joseph Roselle

Golf Ball Sponsor

- The Lloyd Family

Driving Range Sponsor

- Suneagles Golf Club

Putting Green Sponsor

- Vincent & Maria Farhat Tanzola

Hole In One Sponsor

- Larson Ford

Longest Drive Sponsors

- Inserra Supermarkets
- Tillinghouse

Closest to the Pin Sponsor

- Ember & Eagle

Ball Launcher Sponsor

- Petrick

Cigar Roller Sponsors

- Bayshore Family of Companies
- First American Title
- Jag Servicing

Ice Cream Truck Sponsor

- Warren Diamond Foundation

FINANCIALS

2024 Statement of Activities: Budget vs. Actual



\$10.7 million
raised to date
and distributed
to Monmouth
County nonprofit
agencies.

77 years
serving those
in need in
Monmouth County
through nonprofit
agencies.

A Round of Applause
for All Our Sponsors and Community Volunteers
for Their Support and Dedication to Ensure
the Success of Our MPCF Events!

VISIT [MPCHARITYFUND.ORG](https://mpcharityfund.org) TO LEARN MORE!

YOU CAN ALSO CONTACT CASEY PIOLI

DIRECTOR OF OPERATIONS

AT CPIOLI@MPCHARITYFUND.ORG

OR CALL (732) 571-5325!

JOIN US!

Mark Your Calendar for the 5th
Annual MPCF Golf Invitational at
Suneagles Golf Club on Monday,
September 8, 2025.

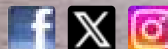
JOIN US!

- ☐ Volunteer
- ☐ Attend Our Events
- ☐ Donate

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