



Warren Residents Pledge to raise \$100,000 to support The Valerie Fund

Mission: Energize Warren Township community pride to come together and support The Valerie Fund, a 501(3c) charity that helps children with cancer and blood disorders, founded in 1976 by Warren residents Sue and Ed Goldstein.

Background:

- More than 35 years ago, Warren residents Sue and Ed Goldstein founded The Valerie Fund after their daughter; Valerie succumbed to cancer in 1976 at the age of nine. The Goldstein's wanted Valerie's courage to be memorialized in a meaningful way. During her six years of treatment, Valerie and her parents would travel several hundred miles a week to hospitals in New York City, the only place where Valerie could receive the most advanced care. The Valerie Fund was born in the Goldstein's basement by a group of benevolent friends supporting the Goldstein's wish that no family should have to endure what they had during Valerie's treatment. The idea was simple: To provide families with outpatient treatment centers at top pediatric hospitals within an hour's drive of most of the state's population.
- Today The Valerie Fund assists over 5,000 children and their families through eight centers in NJ, NY, and PA annually deal with the emotional and physical challenge of pediatric cancer in a safe, comfortable environment close to home.
- In 2009, Money Magazine named Warren one of the top ten places to live. People with the leadership, drive, compassion, and empathy similar to the Goldstein's make the community Warren Township has become so desirable.
- Currently there are several Warren children being treated in local Valerie Fund Centers.

Objectives:

- Decentralized approach to a common objective
- Help the Valerie Fund continue their support of parents and children battling pediatric cancer and blood disorders through effective fundraising.
- Provide Warren Township students an opportunity to learn they can make a difference in their community by joining together to support a very worthy charity that assists their peers.
- Energize Warren residents, businesses, civic groups, and places of worship rally together during the month of May to celebrate Warren pride by supporting a Warren Charity
- Solicit the leadership support of Warren Township leadership to rally Warren pride
- Honor and highlight the contributions of Sue and Ed Goldstein
- Have fun!

Initiatives:

<u>Focus Area</u>	<u>Lead</u>
Warren Township School PTOs	Beth Richmond , Ellyn Draikiwicz & fellow PTO Chairpersons
Township Comedy Night	Deputy Mayor Vic Sordillo
Town Dine & Donate / Dine around	Kerin Sidlowski
Grocery stores checkout donation	Dominic DBari
Change cans	Ellyn Draikiwicz
Direct ask letters	Vic Sordillo