

Fanfare

THE JESTER & PHARLEY PHUND

800-9-JESTER

www.thejester.org

'The Jester Brought Our Family Together'

The Jester's timeless message reaches across time to change lives.

In 2018, 18-year-old Hope Feltenberger discovered how *The Jester Has Lost His Jingle* came into her hands when she was hospitalized at 5. And three young adults discovered how their heartfelt generosity as children changed the life of that little girl 13 years ago.

"I spent my first five birthdays in the hospital due to Respiratory Syncytial Virus (also known as RSV), which causes infections in the lungs and respiratory canals," Hope recalled. "My final time in the hospital was one of

'To trace exactly where our contribution went is quite moving.'

my favorite times, thanks in large part to *The Jester*. I remember my mother handing me the book the nurse brought in for me. To this day, *The Jester Has Lost His Jingle* is one of my favorite children's books."

As Hope told her story to guests gathered for The Phund's summer fund-raiser, many dabbed at their eyes. Hope held up her treasured copy of *The Jester* with a bookplate that reads: "This gift of laughter donated by Troy, Trevor & Tori Tesselone."



Three-year-old Mason – #Bigboystrong – proudly takes his donated copy of *The Jester* and Jester & Pharley Doll everywhere he goes.



Eighteen-year-old Hope Feltenberger hands a \$100 donation to Phund President Barbara Saltzman at The Phund's summer fund-raiser. She happily displays her treasured 13-year-old copy of *The Jester Has Lost His Jingle*. She was in the hospital at 5 when she received the book donated by the Tesselone children of Redondo Beach, CA – Troy, Trevor and Tori.

Now young adults living on both coasts, the three siblings look back happily on their good deed. "To find out years later that we can trace exactly where our contribution went is quite moving," Tori said. "I mean, how often do people get to make donations and see the result?"

The hope given young Hope by the young Tesselones continues to move forward.

"My family and I have always cherished this book because it brought us together when things seemed to be falling apart," Hope recalled. "I would like to show my appreciation for everything The Jester & Pharley Phund does and donate \$100 in order to provide *Jester* books to other children," she said as fund-raiser guests rose to their feet. ■

Coming Full Circle – A Story of Giving and Receiving



THEN – Trevor Tesselone, 14, left, joins Barbara Saltzman, “The Jester’s Mom,” sister Tori, 11, and Blair Contratto, Chief Executive Officer of Little Company of Mary, in 2002 to donate Jester books.



NOW – From left, the Tesselone siblings today – Trevor, 30; Tori, 27, and Troy, 32. “Thank you for all you have done over the years to give children hope and laughter!” Trevor noted with a generous 2018 donation.

‘It Seemed Like the Least I Could Do’

When The Jester & Pharley Phund was founded in 2000, three young siblings from Redondo Beach, CA, resolved to give *The Jester Has Lost His Jingle* to pediatric patients in their community.

Touched by author-artist David Saltzman’s struggle with cancer and his whimsical story of laughter and self-empowerment, Troy, Trevor and Tori Tesselone determined to give his story to children with cancer and other serious illnesses.

“When the chance came to donate to The Jester & Pharley Phund, my brothers and I jumped at the opportunity,” said Tori Tesselone, now 27. “The thought of providing any light to those going through the unimaginable appealed to me and seemed like the least I could do.”

Parents Tim and Trudi Tesselone remember their children’s act of kindness with pride. “We had talked to our kids when they were young about the concept of giving back,” they recalled. “When they learned about The Jester program, it resonated with them and they felt it would be a relevant opportunity for them to do something. So they took the initiative to donate some of their own money to help other kids.”

The children told their parents that they wanted to forego Christmas presents to raise as much money as they could to give *The Jester* to hospitalized patients. They kept at it for two years, including raiding their own piggy banks.

“Despite being young at the time, I recall thinking how cool it would be to donate to such a great charity and hoped it would make even the smallest of an impact,” Tori said.

“We were proud that they did this and, more importantly, they felt good about doing it,” the Tesselone parents remember. “Not only a lesson learned, but some children in need were helped.”

In 2002, Barbara Saltzman, “The Jester’s Mom,” invited the Tesselone siblings to join her at Little Company of Mary

Hospital in Torrance to present their gift of 50 *Jester* books to hospitalized children. A bookplate saying, “This gift of laughter donated by Troy, Trevor & Tori Tesselone” was affixed to each book. One of the books came to 5-year-old Hope Feltenberger when she was hospitalized at Little Company, now Providence Little Company of Mary Medical Center, in Torrance, CA.

“Looking back on it,” Hope, now 18, says, “I see how receiving *The Jester Has Lost His Jingle* has changed my life.” She has just begun her college journey and wants to become a rocket scientist.

“I’m inspired by Hope and her aspirations and can’t wait to hear the next step in her journey,” Tori said in admiration of the young girl who benefited from the siblings’ generosity and compassion. ■



A Story of Hope

Judi Feltenberger of San Pedro, CA, remembers how hard it was to see her little girl in the hospital. “Hope was an active 5-year-old. She loved people, animals and Justin Bieber’s music,” she recalls. “But no one could convince me that my child would be OK with each additional day in the hospital.”



Hope at 5, when she received The Jester from the three Tesselone children.

“At 5, she had already dealt with hospital stays several times before and we always looked for ways to divert our thoughts from what she was experiencing. When she felt well enough, we would travel to the playroom at Little Company of Mary Hospital.”

But this time, things were a bit different.

“This was our first introduction to *The Jester Has Lost His Jingle*, Judi remembers with a smile. “They had a cardboard theater with The Jester & Pharley Doll. Hope enjoyed playing with The Jester & Pharley and reading the story.

“Then, when Hope was scheduled to leave the hospital, she was given a copy of the book donated by the Tesselone children. We read the book many, many times as it brought her joy and reminded her of the fun puppet theater.”



With mother Judi and father Wayne at The Phund’s summer fundraiser. Hope at 18 still treasures her Jester gift. As a volunteer for The Jester & Pharley Phund, she bolsters the spirits of other children coping with illness.

Now 18 and an engineering major in college, Hope still cherishes her much-read copy of *The Jester Has Lost His Jingle* given her by the Tesselones.

“Not only has *The Jester Has Lost His Jingle* given me a positive outlook on most situations, but it also gives me hope that things will always get better.



Hope Feltenberger displays the copy of The Jester Has Lost His Jingle donated to her by the Tesselone children of Redondo Beach, CA. The gift bookplate made it possible to discover who the donor was.

“Struggling with illness as a child is something that is hard on an entire family, so to have this book as one piece of joy was a blessing,” Hope continues. “My family and I have always cherished this book because it brought us together when things seemed to be falling apart.

“The happiness it has given me is something I can never forget. *The Jester Has Lost His Jingle* not only plays a big part in my family but also in my life. The sense of love and hope exemplified in the book is something that I think gets lost many times in life. The Jester & Pharley will always be there to remind me that through struggle comes strength and happiness.

“I cannot imagine my life without this book.” ■



Bringing the joy of giving full circle, Hope now donates copies of The Jester Has Lost His Jingle to other children coping with illness.

David's Book 'Fills Me Up With Joy'

How do you measure success? Sometimes an inch at a time. Sometimes by reaching definitive goals. Sometimes quite unexpectedly...

For the last 23 years, my late son David's *The Jester Has Lost His Jingle* has achieved success by any measure.

Before David died of Hodgkin's disease in 1990, our family promised him that his children's book would not die with him. It took us five years, a second mortgage and a lot of faith in the power of David's story.

In its first year, David's Yale senior project reached the New York Times Best-Seller List, brought smiles to 10,000 children in the U.S. diagnosed with cancer, inspired educators and motivated students around the country.

We began the nonprofit Jester & Pharley Phund to extend the book's reach, especially to seriously ill children and low-income students. Today, there are more than 425,000 copies of the book in print. Over 200,000 have been donated to ill children and in support of literacy, 40,000 of which are bilingual, English/Spanish. In 2019, 5,000 copies of a new English/Japanese bilingual edition will be donated to the Red Cross Society of Japan for distribution to its hospitals and schools.

Based on grass roots response, The Phund's literacy programs continue to grow in number and impact.

In the coming year, we will expand our Reading Makes A Difference literacy program by 50% — from 20 low-income elementary schools to 30. And with additional donor support, we hope to provide a copy of *The Jester* to each of the 15,700 children now annually diagnosed with cancer.

An unexpected drawing and simple words reveal how I measure success — through the eyes of a child whom *The Jester* reaches and inspires.

When the book was first released, I only had a few sample copies when I told David's story to a fourth grade class in South Los Angeles, so I had none to leave with the class. But a few days later, I received a note from the teacher about one of her students: "James (not his real name) has a terrible home life, he is not interested in school, he never does homework, he never reads. But your son's story touched him deeply."

The note came with a drawing: Simple pictures of a child populated the page from left to right — drab, gloomy and sad at the start, slowly brightening in color and disposition as they moved across the page. Then the last child appeared — sunny and bright and smiling. Under the unassuming



Phund President Barbara Saltzman with late son, author-artist David Saltzman at Yale, 1988.

drawing were the words: "I love your book. It fills me up with joy."

No review of *The Jester Has Lost His Jingle* has touched me more.

But as I was writing this, I unexpectedly received a heartfelt email from a young woman whose family was affected by tragedy. The subject line read: "An Inspiration to Our Family Since 2001." Her deeply moving message is printed below.

These two unexpected moments attest to *The Jester's* success. From 1995 through today, we have heard from countless families, teachers and health providers about *The Jester's* power.

It is clear that we need to expand David's reach many times over. We need your help to empower more children with *The Jester Has Lost His Jingle* — to "fill them up with joy." ■

A \$10 Donation Will

- Give a *Jester* book to a hospitalized child
- Support a low-income student in our literacy program

Today we are trying to send something to my friend to give her a hug across the miles and I pray it heals her family like it has done ours. In our search for the words of comfort when none seemed to be enough my mom read this:

The best we can do is live life, enjoy it and know it is meant to be enjoyed — know how important and special every time ... moment ... person is. And at the end of the day, say, "I have enjoyed it, I have really lived the moment." That is all. All is that. Is. Is is such a powerful word. It's not was or will be. It is IS: Is is alive.

— From David Saltzman's Journal, 1988

From my family to you — thank you and your son for sharing this gift of trying to find a lost jingle. I hope my friend and her mom find comfort in this book and David's words.

I am 18 myself and this book is healing and I wanted you to know a bit of our story. ■

'A Wonderful Book for All Ages'

Miller Children's & Women's Hospital Long Beach has had the honor and privilege of partnering with The Jester & Pharley for nearly 25 years. We have given thousands of *The Jester Has Lost His Jingle* books and Jester & Pharley Dolls to our pediatric patients. *The Jester Has Lost His Jingle* is a wonderful book that serves as a positive inspiration for pediatric patients of all ages.

And now, with the bilingual English and Spanish book, we are able to share The Jester's story and laughter with many more of our patients.

Rita Goshert

Clinical Operations Manager
Miller Children's Hospital, Long Beach, CA



Edgar, 3, shares a laugh with *The Jester & Pharley* and Miller's Rita Goshert.

'Jester & Pharley Help Children Process Complicated Emotions'

The Jester books and dolls provided by The Jester & Pharley Phund not only bring a smile to many faces, but they also help these children process the complicated emotions that come hand in hand with having a critical illness in one's family. Your contribution goes such a long way to support families with children facing critical illness.

Kelly McGahan
There With Care, Boulder, CO

'The Book Brightened a Difficult Day'

Thank you for providing our daughter with a copy of *The Jester*. We enjoyed reading it while we waited between appointments. She enjoyed the pictures and laughed as I read to her. It definitely brightened a difficult day.

A New St. Jude Family
St. Jude Children's Research Hospital
Memphis, TN



Alanna, 6



Diego, 7

'An Inspiration to Our Family'

By Mikaylan D.

I am writing to order a personalized book for my friend.

She has been diagnosed with serious cancer. She is 19 years old and a junior at Champlain College in Vermont.

The first copy of *The Jester Has Lost His Jingle* came into our home in 2001 and has been an inspiration to our family ever since. I was one year old and my dad had died from a car accident. My mom was so heartbroken and all the therapy and sympathy cards in the world did not help. It was this book and your son's way of thinking about life which carried us through.



Mikaylan graduating kindergarten at 4, and high school at 18.

'Our Entire Hospital Sees the Impact'

We are grateful to be able to positively impact the lives of our pediatric patients and their families with the Jester & Pharley. The children love playing with the doll as his bells chime and patients can be heard reading the book at nighttime when hospitalized. Children enjoy the smiles and laughter that Jester & Pharley bring to their lives.

The Jester & Pharley Dolls have been such a nice addition to the book and our patients have really loved getting a doll and book to enjoy in the hospital and at home! The English/Spanish edition has been really helpful. Our entire hospital has been able to see the impact of your donation when they are able to give a child something new and exciting to take home. Please continue to keep our patients and families in mind for future donations.

Andrea Colliton

Director of Child Life Services, Floating Hospital for Children at Tufts Medical Center, Boston, MA



Phund Executive Director Amy Hastings gives third grader Hannah a *Jester Has Lost His Jingle* book and Jester & Pharley Doll to help keep her smiling. With them is Hannah's Granada Elementary teacher Lena Chui in Alhambra, CA.



Phund Executive Director Amy Hastings admires "Positivity" Jester sign made by Read-A-Thon enthusiasts at Schmitt Elementary in Westminster, CA.

Wendy Miyares of Harbor-UCLA Medical Center congratulates Meyler top reader with a high-five.



Giving Low-Income Students 'Wings to Soar'

Those big and little hands high-fiving each other have lots of reasons to do so.

They all enthusiastically turned page after page after page in book after book after book as part of The Jester & Pharley Phund's Reading Makes A Difference Read-A-Thons.

During the past school year 9,744 students at 20 low-income schools read a total of 3,070,861 pages in The Phund's donor-funded, award-winning RMD literacy program. The students at each school read for three weeks, tracking the pages they read to give *Jester* books and dolls to hospitalized children.

"You've helped make this year incredibly memorable and special," wrote kindergarten teachers Veronica A. Lindsay and Kat Brennan of Fenton Charter Leadership Academy in Sun Valley, CA. "Our students and staff will never forget the happiness your team brought our school."

Added National Distinguished Principal Marcia Sidney-Reed of 186th St. School in Gardena, CA: "Since our school is a Title I school and faces an 86% poverty index, we are working diligently to help the children see a brighter side to life and dream big. This active learning experience gave us wings to soar." ■



Happy students line up to high-five a visiting Jester at Carver Elementary's Jester Read-A-Thon Recognition Assembly in Santa Ana, CA.



Students at 186th St. Elementary in Gardena, CA, cheer their reading 188,584 pages in three weeks to give Jester books and dolls to sick kids.



St. Agnes students in Los Angeles love making and wearing Jester hats.



PreK top reader Raymah Carlos races up proudly with Grandpa Ray Carlos at 2nd Street Elementary in L.A. to receive her top reader award.



Fenton Charter Leadership Academy students in Sun Valley, CA, can't stop reading *The Jester Has Lost His Jingle*.



In Los Angeles, Norwood Elementary top reading 5th grader proudly displays his Jester Jingle certificate.

TO BRING A PHUND LITERACY PROGRAM to your favorite school or to help support one at a Title I school, please call 310-544-4733.

A Tale of Two Elementary Schools



Benjamin, 1st grade:

"I love to read a lot and visit different libraries. I wanted to be part of The Jester & Pharley challenge because I want to help the children in the hospital get *Jester* books and dolls. Hospitals are not fun and books will make them happy."



Margaux, 1st grade:

"Thank you for letting me participate in the Read-A-Thon. I'm happy to help ill children by reading. Everyone needs a friend when they are sick to help them feel better."



Trent, 5th grade:

"I'm 10 years old. I started learning my ABC's when I was 1, and I started reading when I was 2. Reading was never a problem. I started reading in the Jester & Pharley Read-A-Thon in third grade, but lost [being named the top reader in my grade], and in fourth grade I also lost [reading the most pages in my grade]. But NOW in fifth grade, I WON!!!. Yayyyyyyyyy!!!!"

'I Want to Help Children in the Hospital'

Don't ever count kids out, especially when it comes to reading. When The Jester & Pharley Phund first brought its motivational Reading Makes A Difference (RMD) literacy program to Jefferson Elementary in Compton in 2012, students read a remarkable 82,624 pages in three weeks. Their goal: to give copies of *The Jester* book and doll to young patients at Miller Children's Hospital Long Beach.

Six years and seven RMD programs later, Jefferson Jaguars have lived up to their name. In their program last semester, they devoured 474,728 pages in three weeks. Now part of the school's DNA, the program stirs up excitement even before it starts. "Throughout this event, students start checking out books more than they usually do. Classes start coming in to the library early because they finish their books so fast. They not only read to beat their own record but also to give back. Even when the event ends, the students still continuously check out books and like to test themselves on how much they can read," said Assistant Principal Susana Miranda.

"We are glad this has been a part of our scholars' lives because it not only encourages reading but also awareness of patients in the hospital. Hopefully, we can participate in this event for many more years to come."

Former principal Mario Marcos (now director of elementary education services for the Compton Unified School District) credits the program with helping the school achieve National Blue Ribbon and California Distinguished School honors.

At the Recognition Assembly last February, two first graders and a fifth grader stood in front of the whole school, to tell fellow students how much the program means to them. ■



Jefferson teacher and students celebrate their reading achievements with high-fives all around.



Vermont Elementary 5th graders, Donovan, left, and Enzo tell fellow students how they read more than ever in the Jester Read-A-Thon.



Vermont student enthusiasts: "We love to read to help kids in the hospital."

'Your Reading Program Makes a World of Difference'

Vermont Avenue Elementary, part of USC's University Park Family of Schools, takes reading and caring to new heights with The Jester & Pharley Phund.

"The Reading Makes A Difference program sponsored by the USC Good Neighbors Campaign has made a world of difference at Vermont Avenue," says Principal Patricia Ferguson. "We really love the RMD program here. It has inspired all our students to want to read. All our students — from pre-K through 5th grade — are developing a love for learning.

'Your support makes it fun with no extra burden on the school.'

"It is beautifully interrelated with our curriculum for reading and social-emotional development. It really helps students feel good about themselves. It helps them develop self-esteem and empathy for others," she adds. "They learn at a young age that they have to give to others to make this world a kinder place to live. It gets parents and kids talking about reading. It also inspires our teachers that the kids are so excited about reading."

At recent Jester assemblies kicking off the fourth RMD program, two fifth graders came forward to talk about how much the program has meant to them.

Said Enzo proudly: "The Jester reading program encouraged my friends and me to read more than we ever did! It was great to know that because our school read so many pages,

we were able to help a lot of the children in the hospital."

Added his friend Donovan, smiling: "I am so glad to have had the Jester reading program at Vermont Avenue. I will never forget the story and how much it has helped me."

At the end of the Read-A-Thon, Enzo — who read 3,708 pages in three weeks — won the award as the top reader in the fifth grade. Altogether, Vermont students read 235,462 pages.

Principal Ferguson praised the program for how smoothly it runs: "You make sure that you are there to support us and that there is no extra burden on the school. Your support makes it fun and worthwhile and that's why we welcome the program here year after year.

"It helps our students, our teachers and our community." ■



Principal Ferguson: "The program has inspired all our students to read."

**With Profound Gratitude for
All Your Support and Generosity**

Thank you to the many generous foundations, companies, civic groups and individual donors for all your support. You make it possible for us to continue helping children in special need of The Jester's optimism, joy, hope and laughter.

On these pages, we list individual donations in honor of and in memory of loved ones. For a complete list of donors please visit our website, www.thejester.org.

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Joe & Barbara Saltzman



Phun-Raising to Give The Jester's Joy

We love giving these wonderful books out to our patients, from little ones to teens. They all benefit from it immensely," said Shari Ottenstein, child life activity coordinator at Harbor-UCLA Medical Center in Torrance, CA. Melissa Hebron-Abo, director of child life services, concurred. Both thanked attendees at The Phund's summer fund-raiser for making it possible for them to give copies of *The Jester* to their many patients. "Being able to give the English/Spanish bilingual copy of *The Jester* to families is so valuable, as many are not native English speakers," Hebron-Abo added. Harbor-UCLA is one of many hospitals whose patients are receiving over 850 *Jester* books and over 425 *Jester* & Pharley Dolls from proceeds of PhunNight at the Comedy Club in March and A Taste of the South Bay Soiree and Jester Doubles Tennis Tournament in July. Soiree/tennis sponsors included The Original Red Onion, City of Hope/South Bay, Providence Little Company of Mary Medical Center, Big 5 Sporting Goods, Smart & Final and Malaga Bank.



Melissa Hebron-Abo of Harbor-UCLA Medical Center thanks Phund President Barbara Saltzman for Jester book and doll donations.



Linda Nanji and Paul Montgomerie



Lisa and Rich Bejerano, with Anne and Steve Granick



Barbara Saltzman and Avi Zamani, sponsor City of Hope/South Bay liaison



Deborah Ford, Courtney George, Rebecca Clites and Heidi Grimm



Fundraiser attendees peruse the many fantastic items offered for silent auction.



Phund Board Member Amy Forte and Mike Forte



Phund staff Amy Hastings, Nikie Hamilton and Connie Lopez



Phund Co-founders, Joe and Barbara Saltzman, as they greet arriving guests.



Division A winners Betsy Dobson and Kaitlin Tsue receive trophies from event chair Heidi Grimm.

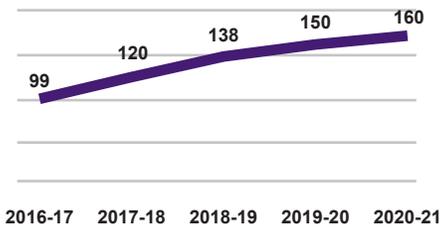


Heidi Grimm hands trophies to Division B winners Barry Simon and Larry Styza.

Growing Phund Programs

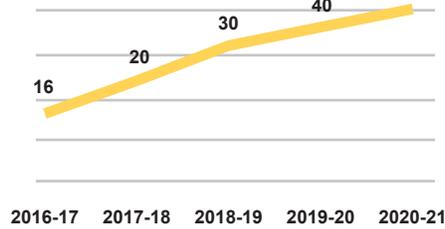
HOSPITALS RECEIVING BOOKS

Goal: 300 annually



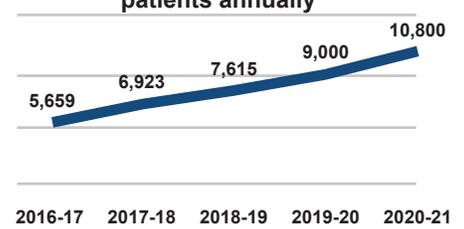
LITERACY PROGRAMS

Goal: 75 annually



ILL KIDS RECEIVING BOOKS

Goal: 15,700, to all new cancer patients annually



Phund Programs ... By the Numbers

David Saltzman's *The Jester Has Lost His Jingle* has been making a big difference in thousands of lives for 23 years.

- 48,304,065** Total pages read by students in Jester & Pharley Read-A-Thons to give *Jester* books & dolls to ill children
- 3,070,861** Pages read by students in the 2017-18 school year
- 474,728** Most pages read by one school in the 2017-18 school year — Jefferson Elementary, Compton, CA
- 27,570** Most pages read by one student in the 2017-18 school year — Jefferson Elementary, Compton, CA, 3rd grader
- 148,612** Total students participating in Jester & Pharley Read-A-Thons
- 9,744** Students participating in Jester & Pharley Read-A-Thons in the 2017-18 school year
- 199,711** Total *Jester* books & dolls donated to hospitals and schools nationwide
- 51** Jester & Pharley Smile Cart activity centers in hospitals and other facilities nationwide
- 2** 50-foot tall Jester & Pharley parade balloons — in Oakland and Dallas

Our Mission

To empower ill and economically disadvantaged children facing serious challenges by sharing the universal message of hope, joy and resilience with *Jester* book and doll donations to hospitals and with literacy programs inspired by *The Jester Has Lost His Jingle*.

BOARD OF GOVERNORS

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Save the Date!

July 12, 2019

THE JESTER JUBILEE

At Los Verdes Golf Club, Rancho Palos Verdes, CA

TO CONTACT US

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www.thejester.org
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The Jester & Pharley Phund is a non-profit 501(c)(3) tax-exempt organization. Federal Tax ID #95-4785834.

Your tax-deductible donation supports our programs benefiting ill and special-needs children and literacy.

FOLLOW US ON



- Give a *Jester* book to a hospitalized child
- Support a low-income student in our literacy program

