



THE JESTER & PHARLEY PHUND

Fanfare

Winter 2020-2021

800-9-JESTER

www.thejester.org



'I'm Never Alone When The Jester & Pharley Are With Me'

*Whenever I feel like crying,
I smile hard instead!
I turn my sadness upside down
And stand it on its head!©*

– The Jester in *The Jester Has Lost His Jingle*

Who would have thought that after a quarter of a century, *The Jester Has Lost His Jingle* would be more appreciated today than ever?

For 25 years, David Saltzman's posthumously published children's story has boosted the spirits of families everywhere, including children with cancer and those coping with loss, illiteracy, loneliness and more. But helping children – and adults – find laughter and hope through a pandemic? That's a remarkable story.

Isolated kids and adults nationwide have been turning to David's whimsical tale of finding laughter inside ourselves to get through days that have been lonely, sad, upsetting and just plain confusing. David's optimism, hope and love of life in the face of life-threatening illness continue to help families cope with uncharted territory.



Young patient in a lonely hospital room finds joy in Jester book and doll.



Pre-K students social distancing at Adventist Health White Memorial Rainbow Center in East Los Angeles find learning fun with Jester books and dolls during COVID-19.

Medical professionals report that *The Jester* book and doll are especially appreciated by their patients now. One child told us, "I'm never alone when The Jester & Pharley are with me."

Notes Dr. Niloufar Tehrani, director of Harbor-UCLA Medical Center's Primary Care Clinic in Torrance, CA, "The books are treasured by our patients and families, many of whom are either hospitalized for chronic diseases and/or who face a myriad of socioeconomic challenges, especially during times of crisis as posed by the current pandemic. The beautiful story and message from *The Jester* can greatly encourage a child who is dealing with a significant illness."

Adds Harmony Jackson, lead child life specialist at Valley Presbyterian Hospital in Van Nuys, CA, "Our patients are often hospitalized for days at a time and endure several procedures, surgeries and tests. During this time of COVID-19, many of our young patients are unable to have in-person visits from their brothers and sisters and friends. Having *The Jester* book and doll provides humor, laughter, normalization, increases patient coping and encourages patients to read. When a school-age child is admitted to the hospital they will find a *Jester* book and Jester & Pharley Doll on their bed." ■

The Jester & Pharley and the COVID-19 Pandemic

We never would have guessed it. We knew that David's story had been brightening the days of thousands of ill children since *The Jester Has Lost His Jingle* was published 25 years ago. But we had no idea how important its self-empowering message of hope and laughter would be to families dealing with this massive pandemic.

Today, The Jester & Pharley are there for kids who are hospitalized for cancer treatment and other diseases and injuries when only one parent can be by their side. Strict COVID-19 rules mean no best friend, no sibling.

Today, The Jester & Pharley also are there for kids isolated in their homes, away from their schools, their friends, their playgrounds. They are there for children who only communicate with the outside world by computer or cell phone. They are there for a child crying alone in their room because they do not understand why they have to stay home.

Today, The Jester & Pharley also are there for our staff who are working remotely from home. They are dedicated to ensuring that thousands of young patients nationwide receive *Jester* books and dolls when they check into the hospital. And they keep our virtual literacy programs humming.



Dr. Waseem Alhushki at Cure 4 the Kids in Las Vegas gives a Jester book to patient Zariyah W.

Together, we are working to share David's optimism with more families facing difficult circumstances at home as well as in hospitals. Requests always outpace the funds we need to fulfill them.

Your generous donations mean that we can give these children, as Ronald McDonald House executive Shannon Gianola in Portland, OR, put it, "a small taste of normalcy in the midst of difficulty."

On behalf of all those children – and families – who've had their lives so disrupted, thank you for giving them support, encouragement and hope with *The Jester*. We could never do any of this without you.

When our family promised David before his passing at 22 in 1990 that his *Jester* would reach thousands of ill children in need of joy, we barely realized what that would entail.

Now, 25 years after David's story rolled off the press and into the hands of all 10,000 kids in the U.S. then diagnosed with cancer, we know how very much we have to thank you – our many donors – for your ongoing generosity.

"The message that we all harbor the potential to rediscover inner joy, no matter how bleak things may at first appear, is positive and uplifting," Dr. Gerald P. Koocher, Executive Director of the Linda Pollin Institute of Harvard Medical School, wrote us before the book's release. "I am looking forward to having this new tool as a means of offering support, encouragement and hope to the children and families we care for."

For over two decades, David's "new tool" has been brightening the days of



The Jester & Pharley bring smiles to adults and toddlers at Adventist Health White Memorial in East Los Angeles.

thousands of ill children and boosting literacy among thousands of low-income elementary students.

Whenever there has been a new need for David's book – the homeless, the dispossessed, victims of natural and man-made disasters – you have been there to help us get *Jester* books and dolls where they are needed most.

'The message that we all harbor the potential to rediscover inner joy is uplifting.'

**– Dr. Gerald P. Koocher
Harvard Medical School**

And never in our lifetimes, have we seen a greater need than what we are witnessing today. Adults as well as children need The Jester & Pharley more than ever. And we pledge to you, that with your support, we will do all we can to help. ■

*Love,
Barbara Saltzman*

'This Book Is About Being Happy'



Alanna, above, at 8 and, below, at 6.



Natalie, above, with mom Julie at 13 and, below, at 7.

For over two decades, we have been hearing from children with cancer who have rediscovered joy with *The Jester Has Lost His Jingle* and *The Jester & Pharley Doll*. Two of those fans first met *The Jester & Pharley* through donations from our supporters given to MemorialCare Miller Children's Hospital Long Beach, CA. We share their stories below.



ALANNA'S STORY 'A Special Place in Our Hearts' By Dr. Stephen Watson

The Jester came into our lives during a time when it seemed we had very little to smile about. Our 6-year-old daughter Alanna had made very little progress in therapy before coming to Miller Children's. Her previous medical center didn't offer the kind of intensive therapy she needed.

Yes, there was every indication that our daughter would survive cancer, but we were facing the very real possibility that she would never walk straight, never speak clearly and never eat solid food again. That was the battle we were at Miller's to fight – no longer a fight for her life so much as one to get her body and mind back as much as we could.

We had been watching her body and spirit dwindling for months. She now had no energy to play, no will to make her uncooperative body do what she wanted it to do. By coming to Miller's for treatment, we very abruptly lost our temporary home near Alanna's previous hospital. We had every reason to be afraid for our future.

The story of *The Jester* touched us deeply as a reminder that even in these darkest of times, we need to find reasons to laugh, to smile, to hope. Stuffed toys can be hard to come by in a cancer ward, so *The Jester & Pharley Doll* came to have a special place in our hearts.

The smile she gave as she held that little doll was a rare gift.

While we have accumulated many other books since then and crates of stuffed animals, the story of *The Jester & Pharley* continues to be one of the first we turn to when things seem dark. ■

Dr. Stephen Watson is a psychologist and board member of the Teddy Bear Foundation in Santa Barbara, CA.



NATALIE'S STORY 'The Jester Comes Full Circle' By Julie Martinez

I vividly remember sitting in the Miller Children's Hospital playroom in 2014 where my scared, newly diagnosed 7-year-old Natalie was given a copy of *The Jester Has Lost His Jingle*. Along with the amazing book, she was given a little *Jester & Pharley Doll* that she clutched while turning the pages.

I was introduced to Joe and Barbara Saltzman, the parents of David Saltzman, *The Jester's* extraordinary author. And they shared David's incredible story and battle with cancer with me. I remember their smiles and upbeat demeanor. At that time, very early in our journey, I couldn't grasp how they were even standing after all they went through, let alone smiling and happy?

Little did I know at that time that I would learn the same lessons that their wise son David taught them through *The Jester* – to try to find happiness in every situation and to live each moment to its fullest. "This book is about being happy and kind when everything might be hopeless," Natalie said recently.

As the days, months and years went on, I was continually in awe and inspired at how Natalie, just like *The Jester* in David's story, was able to find happiness and light through all the darkness and pain she had to endure.

After six-and-a-half years of battling leukemia and a relapse, Natalie was impatient recently for a joyous event – the removal of her portacath as she finally reached the end of treatment.

My eyes flooded with tears as Child Life Specialist Rose Mills came in to ask Natalie if she had a copy of *The Jester Has Lost His Jingle*. Natalie and I looked at each other and smiled as I tearfully told the story to sweet Rose, who agreed that *The Jester* had come full circle! ■

Julie Martinez is a kindergarten teacher in San Pedro, CA.

The Jester & Pharley Go Virtual

'The Perfect Book for This Time'

Like dedicated educators across the country, The Jester & Pharley have Zoomed into virtual education with gusto. The pandemic rudely shut down The Phund's onsite spring 2020 literacy and outreach programs. But with great enthusiasm, the optimistic duo joined forces with our staff and board to find new ways virtually to inspire students to read and care more than ever.

After an Introductory Assembly, students read as many pages as possible during a three- to six-week Jester Read-A-Thon to donate *Jester* books and dolls to local hospital patients.

"The Read-A-Thon has been such an exciting event at our school in years past," reminisced Fenton Academies kindergarten teacher Veronica Palazzola in Sun Valley, CA. "Students look forward to reading with their families and discovering new books together! The students at Fenton are thrilled to take part in our first ever virtual Read-A-Thon."

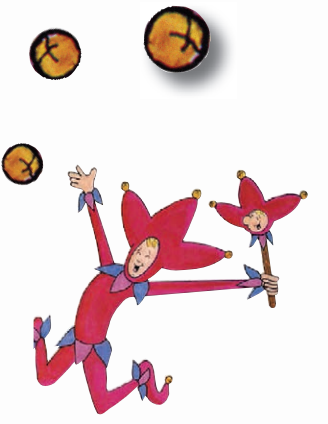
"The Read-A-Thon comes at a very uncertain and sometimes unstable time in our families' and students' lives," Palazzola added. "We look forward to bringing the Read-A-Thon to our families virtually to be able to give them an opportunity to spend some quality time together. We hope that



Fenton students in Sun Valley, CA, love reading *The Jester Has Lost His Jingle* along with lots of additional books to donate David Saltzman's uplifting story to young hospital patients.

this emphasis on literacy and the aspect of friendly competition will bring our students some positivity and excitement. Although we aren't together as a school in person, our school community and culture will continue to thrive as we take part in this shared virtual Read-A-Thon experience!"

The Phund's virtual literacy programs are available to elementary schools and community organizations across the country. Please call 310-544-4733 for more information or email Executive Director Amy Hastings (Amy@thejester.org). ■



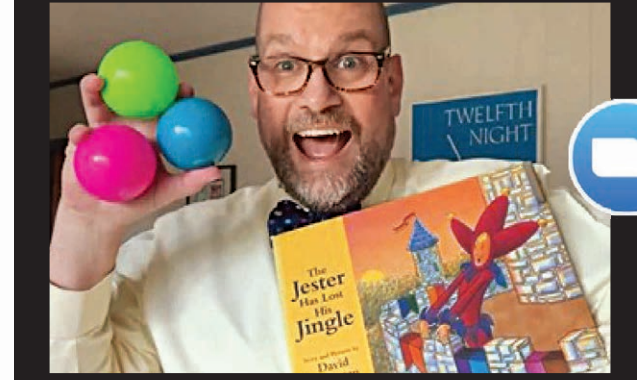
Vermont Elementary students enthusiastically wave Pharleys they made at a Reading Makes A Difference program sponsored by USC Good Neighbors.

As soon as COVID-19 shuttered schools and kids began studying at home, educators nationwide took *The Jester* online. Here is a sampling of their Zoom readings:



“When I was a child, my grandmother read this wonderful book to me when I would go visit her. I asked for it to be read over and over. It's one of my personal favorites, with a beautiful message of hope and joy. I hope that it helps more children find joy during these difficult days.”

– Michaela George, Graduate Student, Children's Literature Centre at Frostburg State University, MD



“I thought that *The Jester Has Lost His Jingle* would be the perfect message to share – letting students know that it's OK to 'find what's hiding inside of them' and let out a smile or laugh.”

– Steve Muise, Orchestra Teacher, Mt. Blue Middle School, Farmington, ME



“*The Jester* is the perfect book for this time. It is a story that has touched my heart for many, many years and one that I can't wait to share with the students and families at Fairmont Charter.”

– Greg Moffitt, Principal, Fairmont Charter Elementary, Vacaville, CA



Charles City Schools Superintendent David Gaston read *The Jester* to students just beginning to shelter at home. The Richmond Times-Dispatch featured his reading on Page 1.

– David Gaston, Superintendent Charles City Schools, Richmond, VA

**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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Photo Courtesy of Alan Mittelstaedt

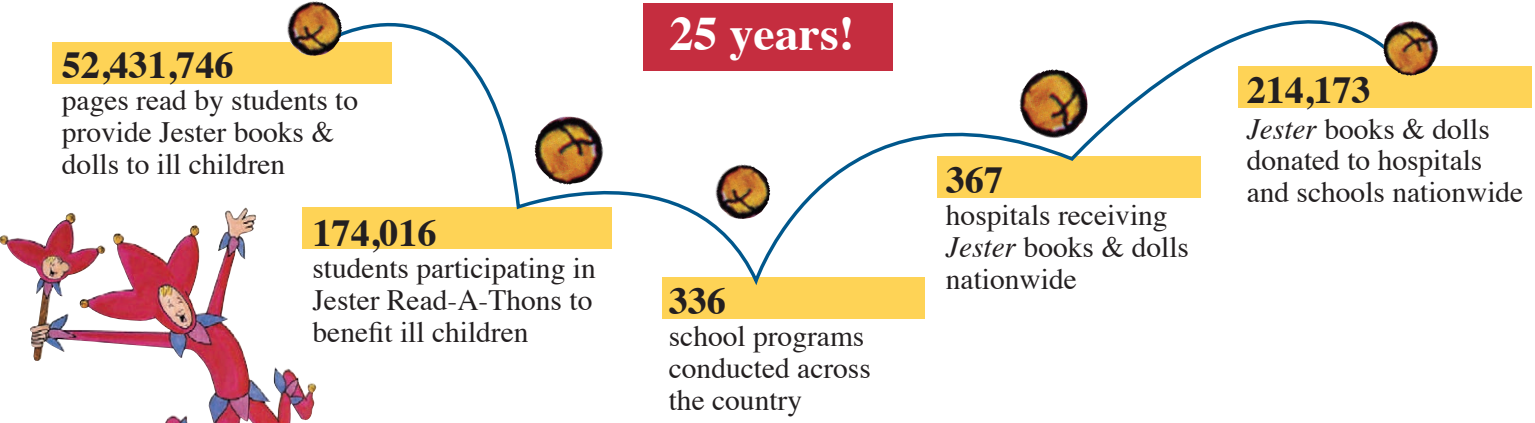
Over 150 former students, colleagues, friends and relatives came from far and near, then and now to celebrate Phund co-founder and USC Annenberg Professor of Communication and Journalism Joe Saltzman's 80th birthday. The party benefiting The Phund took place at USC's University Club just before sheltering at home took effect. Several generations of former and current students traded memories as they posed for a memorable photo with their professor, center. Proceeds resulted in 2,165 *Jester* books and 240 *Jester & Pharley* Dolls donated to hospitalized children.



One of many ill children happily receiving a Jester book and a Jester & Pharley Doll from Joe Saltzman's birthday fundraiser.

By the Numbers

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



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\$20
GIVES
2
hospitalized
children a
'Jester' book

\$60
GIVES
2
hospitalized
children a
'Jester' book &
doll

\$100
SUPPORTS
10
students
in a 'Jester'
literacy program

\$250
BRINGS
25
'Jester' books
to a hospital

\$1,000
GIFTS
30
'Jester' books
& 30 dolls to a
hospital via our
literacy program

\$5,000
BRINGS
a complete
literacy program
to a low-income
school

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To empower ill and economically disadvantaged children facing serious challenges by sharing the universal messages 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*.



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