

# THREE YEARS STRONGER

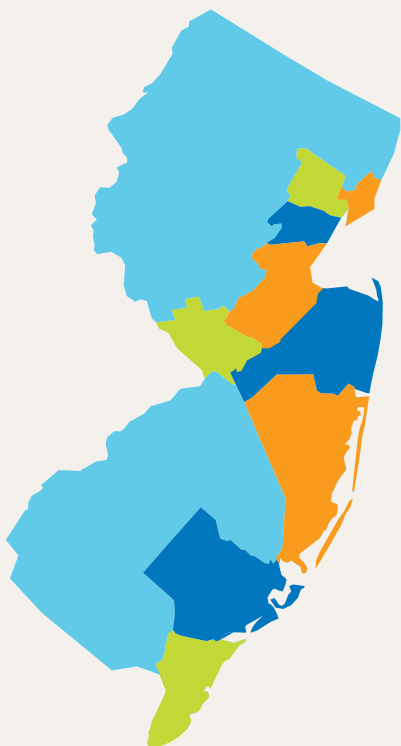
HURRICANE SANDY NEW JERSEY RELIEF FUND **DONOR REPORT**



## CONTENTS

- 1 Message from First Lady Mary Pat Christie
- 2 Relief Fund Milestones
- 4 Fund Finances
- 4 Fundraising Analysis
- 5 Grant Distribution Analysis
- 6 Relief Fund Impact
- 8 Grant Highlights
- 9 Who Did Your Gift Support?

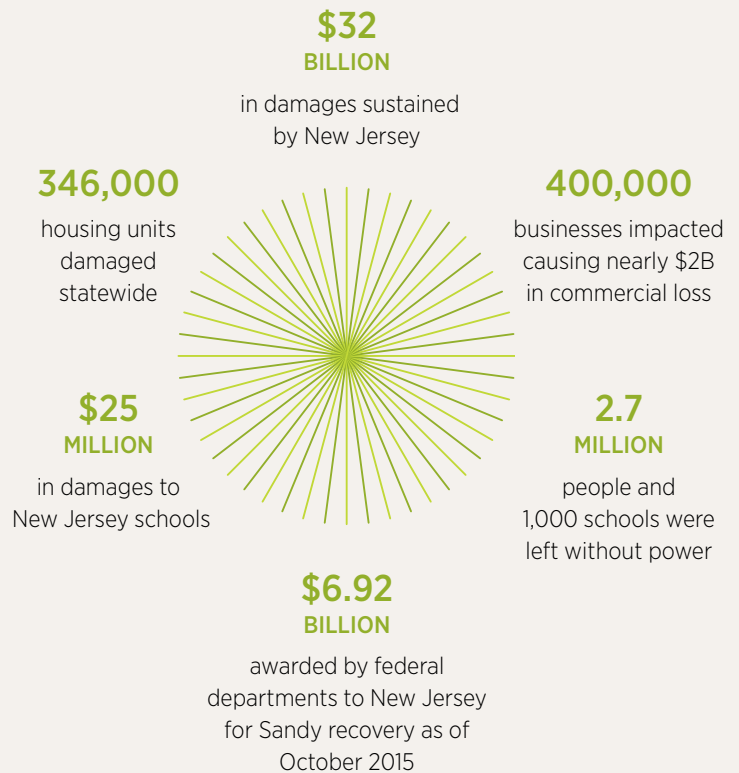
## REMEMBERING HURRICANE SANDY



**127** miles of New Jersey coastline impacted by Hurricane Sandy

**9** New Jersey counties deemed highly impacted by federal agencies: Atlantic, Bergen, Cape May, Essex, Hudson, Middlesex, Monmouth, Ocean and Union Counties

**8.9 MILLION** people living in New Jersey in 2012





## MESSAGE FROM FIRST LADY MARY PAT CHRISTIE

### DEAR FRIEND,

Hurricane Sandy brought destruction on a scale never before seen to the doorsteps of New Jersey's families, businesses and communities. Chris and I knew we had to act, and so—with guidance and input from fellow funders and organizations experienced in disaster relief and response—the Hurricane Sandy New Jersey Relief Fund was formed. Founding and chairing a nonprofit focused on recovery from a natural disaster was not something I had ever anticipated having to do, but it has been one of the most significant experiences I've had as First Lady of the great State of New Jersey.

As a funder of New Jersey's long-term recovery from Hurricane Sandy, our objective went beyond the collection and distribution of philanthropic dollars. The Relief Fund endeavored to be a committed partner, an empathetic ear, and an advocate for the communities and residents navigating a path forward. The following report describes our experiences and insights meeting recovery challenges, raising funds, and awarding grants. In sharing our story, we hope to recount the obstacles we faced and illuminate the lessons we learned with the ultimate goal of helping similar organizations deliver effective relief.

As Chair of the Hurricane Sandy New Jersey Relief Fund, I'd like to thank you for standing with us. Whether you volunteered to rebuild a family's home, made a donation to our mission, or brought awareness to the ongoing rebuilding efforts, your compassion has been invaluable for the thousands of residents who found themselves in need of kindness, support and a helping hand in the wake of Sandy.

While I hope to never see a storm of this magnitude again, the outpouring of aid and the displays of solidarity I've witnessed since October 2012 give me both confidence and comfort in the strength of our State's resolve and in the resilient spirit of my fellow New Jerseyans.

Proud to be a New Jerseyan,

Mary Pat Christie  
First Lady of New Jersey  
Chair, Hurricane Sandy New Jersey Relief Fund

**“Our objective went beyond the collection and distribution of philanthropic dollars. The Relief Fund endeavored to be a committed partner, empathetic ear and an advocate for the communities and residents navigating a path forward.”**



## MILESTONES MADE POSSIBLE WITH YOUR SUPPORT

**10.29.2012**

Hurricane Sandy destroyed homes and businesses leaving millions without power. It was estimated by state officials that Sandy will cost New Jersey \$32 billion.



**03.2013**

First \$1 million in grants awarded to six county-based long term recovery groups.

**05.2013**

\$10 million awarded to 45 nonprofits.

**07.2013**

Accepted a \$4.5 million donation from the United Arab Emirates to help 30 public schools repair and enhance technological equipment.

Accepted \$1 million donation from Honorary Board Member Jon Bon Jovi.



**10.29.2013**

- One year after Sandy, the Relief Fund raised \$38 million, allocated \$25 million and partnered with 80+ nonprofits.
- Organized **Sandy Service Day**: Mobilizing 3,000 volunteers for two days of service in communities impacted by Sandy.



**11.2012**

The Relief Fund announced its Honorary Advisory Board including: US Senator Bill Bradley, Jon Bon Jovi, Bruce Springsteen, John Hess, Kelly Ripa, Kevin Jonas, Bono, Dr. Oz & Brian Williams.



**09.2013**

\$1.1 million awarded to six nonprofits.



**05.2014**

\$774,000 awarded to three nonprofits.



**06.2013**

**National Dine Out Day:**  
Over 2,000 restaurants across the country donated a percentage of sales to the Relief Fund.

**10.2013**

Convened first Grantee Summit bringing together 75 Relief Fund partners to discuss recovery efforts and promote collaboration.

**01.2014**

Attended Kickoff to Rebuild, a Super Bowl-sanctioned event. The Governor and First Lady helped move a Sandy-affected family into their new home constructed with Relief Fund grant dollars.



## 06.2014

- Cohosted Sandy Trauma & Resilience Conference with Robert Wood Johnson Foundation convening 50 mental health & recovery professionals.
- Welcomed home the first two families that participated in the Union Beach modular home project.

## 09.2014

Hosted Monmouth County Nonprofit Builders Meeting to promote partnerships and streamline the construction process.

## 06.16.2015

Convened final Grantee Summit focused on capacity-building, donor engagement and sustainability to equip Relief Fund partners with the resources and tools needed to continue their work.



## 07.2014

\$7.3 million awarded to 27 nonprofits.



## 10.29.2015

- \$37.8 million distributed to 109 nonprofits.
- Hosted a Partner Appreciation Reception to recognize the impact YOU'VE made in New Jersey.

## 07.2014

Opened the Sandy Housing Recovery Resource Center and its mobile office Winnebago providing housing counseling in Monmouth & Ocean Counties.

## 10.29.2014

- Two years after Sandy, the Relief Fund raised \$40 million, allocated \$37.2 million and partnered with 106 nonprofits.
- Organized **Sandy Service Day**: Urging volunteerism and raising awareness of the ongoing need in New Jersey.

## 06.2015 - 10.2015

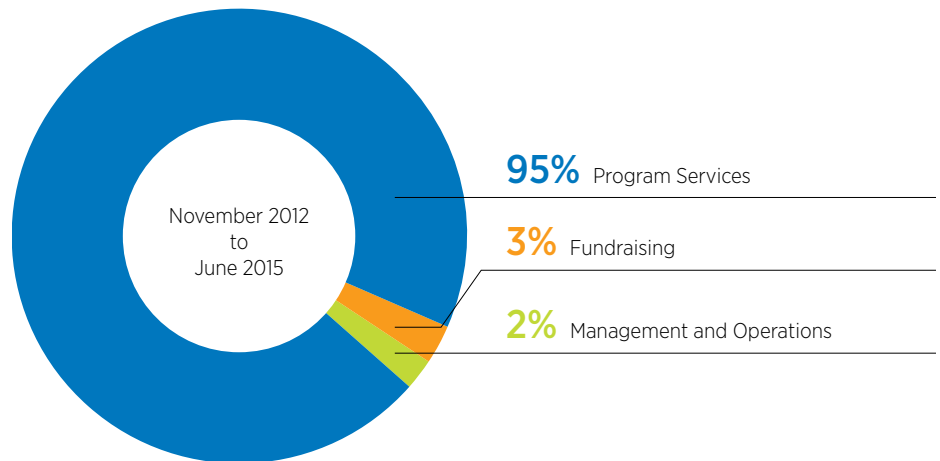
The Relief Fund is recognized for its partnership and support by Habitat for Humanity of Monmouth County, Preferred Behavioral Health, United Way of Ocean County, Affordable Housing Alliance, O.C.E.A.N. Inc. and St. Bernard Project.

## FUND FINANCES

**95 CENTS** of every **DOLLAR** directed to programming.

### HSNJRF AUDITED FINANCIALS

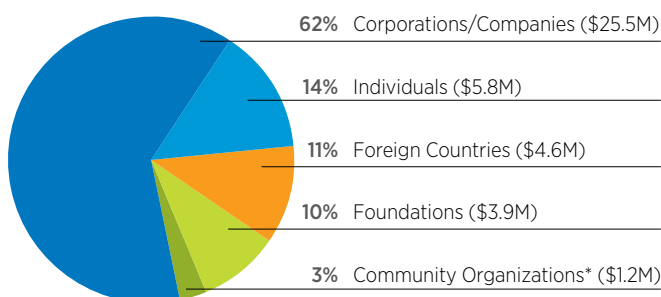
HSNJRF annually files required tax forms providing public disclosure and transparency of the organization's operations and activities. Annual audits are available to the public on our website [www.sandynjrelieffund.org](http://www.sandynjrelieffund.org).



## FUNDRAISING ANALYSIS

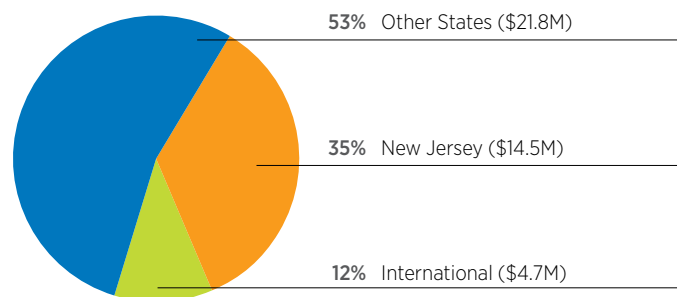
**\$41 MILLION** raised from **35,000 SUPPORTERS** worldwide.

### WHO DONATED



Corporations were by far our largest contributors, donating more than \$25.5 million and representing 62% of the total funds raised by the Relief Fund. Corporate philanthropy has become a central component to disaster response, credited with large donations, relevant in-kind contributions and increased awareness of social responsibility.

### WHERE OUR DONORS ARE FROM



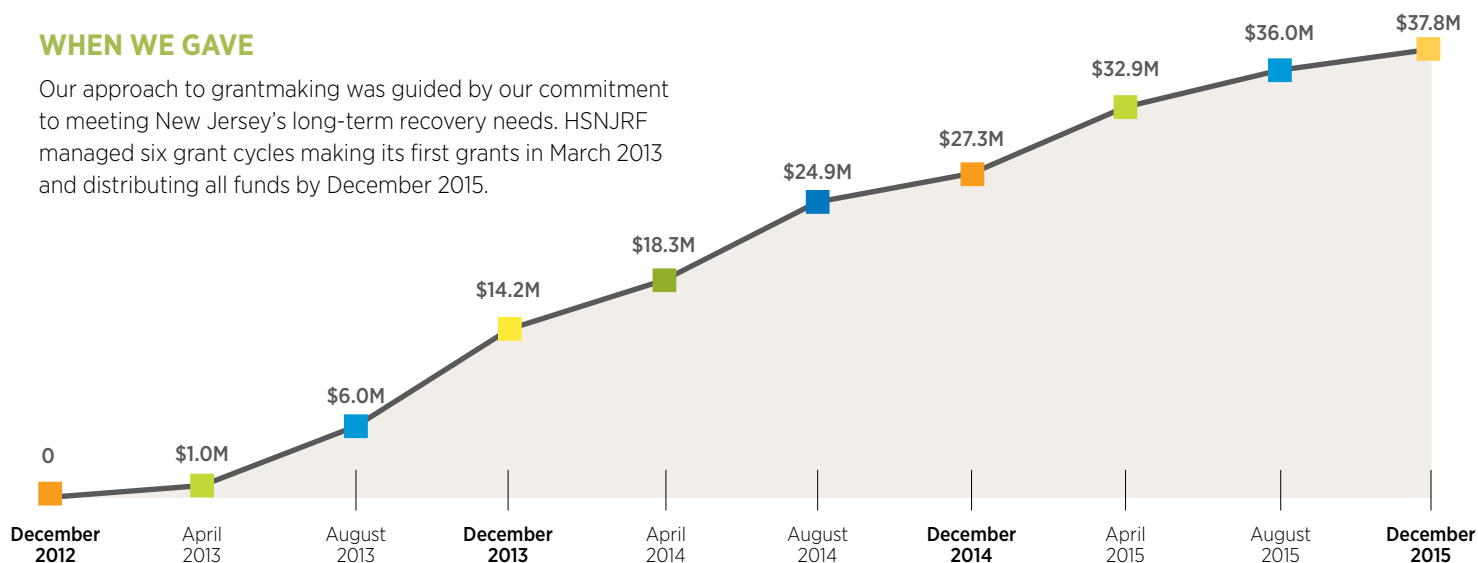
Individuals and corporations located in New Jersey gave the most to help their neighbors recover from Sandy. In a show of solidarity, generous donors from all 50 states and 25 countries contributed to the Relief Fund's efforts.

# GRANT DISTRIBUTION ANALYSIS

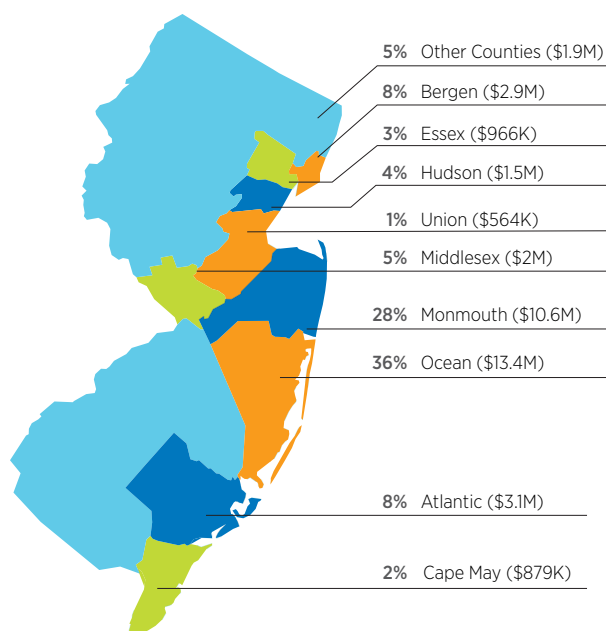
**\$37.8 MILLION** distributed to  
**109 NONPROFIT** organizations.

## WHEN WE GAVE

Our approach to grantmaking was guided by our commitment to meeting New Jersey's long-term recovery needs. HSNJRF managed six grant cycles making its first grants in March 2013 and distributing all funds by December 2015.

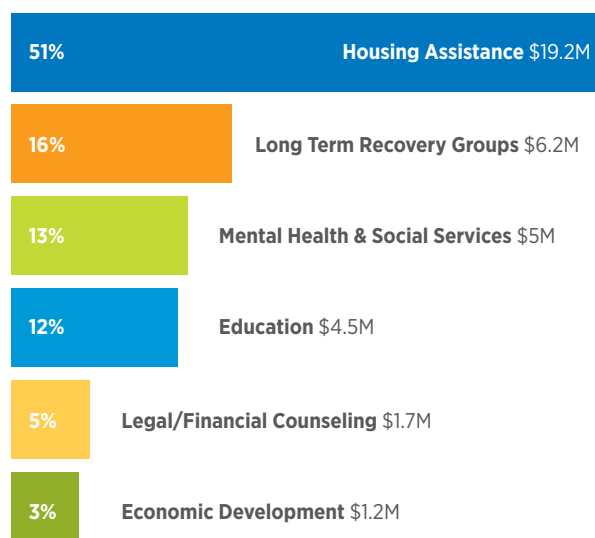


## WHERE WE GAVE



Federal and State agencies declared Monmouth and Ocean Counties to be the two most-impacted counties. Accordingly, they received the most support from the Relief Fund.

## HOW WE DISTRIBUTED DONATIONS



Housing assistance was, and continues to be, the most significant need across the state. Thousands of homeowners have encountered construction delays, rebuilding complications and an average gap of \$35,000 or more between costs associated with compliance and available resources.



## RELIEF FUND IMPACT ON NEW JERSEY

### HOUSING

**82** LIFTS OR RAMPS  
Installed



**2,265**  
HOME REPAIRS  
& Reconstructions Completed

### SOCIAL SERVICES



**3,060**  
HOUSEHOLDS  
Provided Mental  
Health Support



**2,300**  
CHILDREN  
Received Counseling  
& Emotional Support Services

### ECONOMIC ASSISTANCE

**31,275**  
RESIDENTS  
Received Financial Counseling

**1,127** SMALL BUSINESSES  
Provided Loans



Your Dollars Made a Difference in the Lives of Over **250,000** New Jerseyans.



**127,500**  
NEW JERSEYANS  
Assisted with Unmet Needs  
(including rent, utilities, appliances,  
furniture and more)

**80,500** VOLUNTEERS MOBILIZED



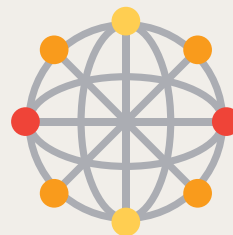
**26,000** PEOPLE  
Received Disaster Case Management Services



**2.5**  
MILLION  
MEALS  
Delivered



**2,050**  
CLIENTS  
Assisted with Legal Counseling



**20,473**  
STUDENTS  
in 30 Schools Benefited from  
Technological Enhancements



## GRANT HIGHLIGHTS

Each of our grantees is worthy of high praise for their commitment day in and day out. This section features programs that warrant particular merit due to their innovation, high impact and potential to be replicated.



### GAP FUNDING INITIATIVE (GFI)

**Grantee:** New Jersey Community Capital

**Program Impact:** 798 households representing 1,680 residents

**How it Works:** GFI is a collaborative program, receiving \$10 million from the American Red Cross and \$6.7 million from the Relief Fund to help homeowners fill the gap between the total cost to repair a home and available resources including private insurance, State grants and philanthropic assistance. GFI benefits homeowners enrolled in New Jersey's Reconstruction, Rehabilitation, Elevation and Mitigation (RREM) Program by providing grants of up to \$30,000 to help homeowners complete repairs and obtain a certificate of occupancy.

**"To have grants available and have assistance is overwhelming. I am so grateful. If it wasn't for GFI, I would have had to walk away. I wouldn't have been able to rebuild at all."**

DONNA F.  
HOMEOWNER, LITTLE EGG HARBOR



### SANDY HOUSING RECOVERY RESOURCE CENTER (HRRC)

**Grantee:** Affordable Housing Alliance

**Program Impact:** 800 clients

**How it Works:** The HRRC offers HUD-certified housing counseling to help clients make informed decisions about whether it is in their best interest to replace, rebuild or relocate. A Winnebago, transformed into a mobile office, enabled the HRRC to bring its services where the needs were greatest. HRRC workshops and services include: individual budget assessments, mortgage modifications, foreclosure prevention, managing construction contracts, understanding State programs and more.

**"The HRRC staff has been extremely helpful and responsive. Working with them has helped to clarify and expedite what until now has been a confusing and arduous process."**

HRRC CLIENT  
HOMEOWNER, ATLANTIC HIGHLANDS



### REBUILDING UNION BEACH

**Program Impact:** 12 Modular homes and two traditional stick-built homes designed, installed and completed—impacting 14 families.

**How it Works:** A comparative home demonstration project designed to return Union Beach families to durable, storm-resilient homes via a cost-effective, demolition-to-reconstruction model. The project provides a blueprint for homeowners and towns interested in building smarter and more resilient homes. Rebuilding Union Beach received numerous awards and recognition for its innovation and commitment to sustainability. It was funded in large part by a HSNJRF grant of \$1.67 million and an additional \$770,000 from the Robin Hood Sandy Relief Fund.

**"When Sandy devastated the Tri-state area, the Robin Hood Sandy Relief Fund was honored to join with the First Lady's Fund to support the rebuilding of communities. Rebuilding Union Beach offered an opportunity not just to help families return home, but to serve as a model for how reconstruction could be done."**

SUSAN SACK  
ROBIN HOOD

# WHO DID YOUR GIFT SUPPORT?

Your donation helped bring these families,  
and many more, home.

**\$37.8 Million** Awarded to **109 Nonprofit** Organizations

## ECONOMIC DEVELOPMENT

Dress for Success Mercer County  
Intersect Fund Corporation  
UCEDC

## FINANCIAL & LEGAL COUSLING

Legal Services of New Jersey  
Operation HOPE  
United Policyholders  
Volunteer Lawyers for Justice

## HOUSING

A Future With Hope  
Affordable Housing Alliance  
Alliance Center for Independence  
Atlantic City Rescue Mission  
Bayonne Economic Opportunity Foundation  
Catholic Charities, Diocese of Trenton  
Catholic Family & Community Services  
Church of the Visitation  
Churches Improving Communities  
Coastal Habitat for Humanity  
Community Loan Fund of New Jersey (NJ Community Capital)  
Family Promise of Monmouth County  
First Baptist Church of Manasquan  
First Presbyterian Church of Matawan  
Gateway Church of Christ  
HABcore  
Habitat for Humanity in Monmouth County  
Habitat for Humanity International  
Ironbound Community Corporation  
Jewish Family Service of Atlantic County  
Lutheran Social Ministries of New Jersey  
Newark Emergency Services for Families  
Northern Ocean Habitat for Humanity  
O.C.E.A.N., Inc.  
Point Pleasant Presbyterian Church  
Portlight Strategies  
Princeton Area Community Foundation/Rebuilding Union Beach  
Rebuilding Together Bergen County  
Rebuilding Together Jersey Shore  
Room In Our Hearts  
St. Bernard Project  
St. Francis Community Center, LBICC  
United Way of Northern New Jersey  
United Way of Ocean County  
Volunteer Center of Bergen County

## LONG TERM RECOVERY GROUPS

Atlantic City LTRG  
Atlantic County LTRG  
Bergen County LTRG  
Cape May County LTRG  
Cumberland County LTRG  
Essex County LTRG  
Middlesex County LTRG  
Monmouth County LTRG  
Ocean County LTRG  
Southwest LTRG  
Union County LTRG

## MENTAL HEALTH

180 Turning Lives Around  
Cape Counseling Services  
Community YMCA  
CPC Behavioral Healthcare  
Mental Health Association of Monmouth County  
Ocean Mental Health Services  
Preferred Behavioral Health of New Jersey  
The Children's Home Society of New Jersey  
Visiting Nurse Association of Central Jersey

## SOCIAL SERVICES

Big Brothers Big Sisters of Ocean County  
Caregiver Volunteers of Central Jersey  
Caregivers of New Jersey  
Community Health Law Project  
Community Services of Ocean County  
Foodbank of Monmouth and Ocean Counties  
Habitat for Humanity of Trenton  
Jersey Cares  
Lunch Break  
Mental Health Association of New Jersey  
People's Pantry  
Puerto Rican Association for Human Development  
St. Marys by-the-Sea  
Table to Table  
The Salvation Army  
Your Grandmother's Cupboard

## CAPACITY BUILDING

Long-Term Recovery Support- TCC Group

## EDUCATION

30 New Jersey Public Schools



# SPECIAL THANKS

Your decision to give made a difference,  
and New Jersey thanks you!



[www.sandynjrelieffund.org](http://www.sandynjrelieffund.org)

## GOVERNANCE

### OPERATING BOARD

Eileen Kean  
Howard Kaminsky  
Jerry Zaro  
John Lumpkin  
Mary Pat Christie, (Chair)  
Rich Bagger  
Roberto Mignone  
Wendy Lazarus  
William Palatucci

### GRANTS COMMITTEE

Eileen Kean  
Jerry Zaro  
Paula Luff  
Roberto Mignone  
Sallie George  
Wendy Lazarus

### HONORARY ADVISORY BOARD

Al Leiter  
U.S. Senator Bill Bradley  
Bono  
Brian Williams  
Bruce Springsteen  
Greg Brown  
John Hess  
Jon Bon Jovi  
Kelly Ripa  
Kevin Jonas  
Martin Perez  
Dr. Mehmet Oz  
Nick Mangold  
Bishop Reginald T. Jackson  
Sugar Ray Leonard

## MAJOR SUPPORTERS

(\$500,000 and above)

AT&T  
Bank of America Charitable Foundation  
Bon Jovi Band  
Coca-Cola Foundation  
Embassy of the United Arab Emirates  
FirstEnergy Foundation  
Hess Corporation  
News America Corporate Foundation  
Prudential Foundation  
Toys "R" Us Children's Fund

## MAJOR SUPPORTERS

(\$100,000 - \$499,000)

Accenture LLP  
Allison & Roberto Mignone  
American Express  
Angelo, Gordon & Co.  
Barclays  
BASF Corporation  
Betty Wold Johnson  
Bio References Laboratories, Inc.  
Burlington Stores, Inc.

C.R. Bard Foundation, Inc.  
Campbell Soup Company  
Canadian Pacific Railway  
Chubb Federal Insurance Company  
Conair Corporation  
Eisai U.S.A. Foundation, Inc.  
Ferring Pharmaceuticals, Inc.  
Fournier Family Foundation, Inc.  
GlaxoSmithKline  
Goldman Sachs Gives  
HealthSouth  
Horizon Foundation for New Jersey  
ICAP North America  
Johnson & Johnson  
JPMorgan Chase  
Leandro P. Rizzuto  
Mars, Inc.  
Mayor's Fund To Advance New York City  
Merck Foundation  
Morgan Stanley  
New York Daily News  
New York Football Giants  
New York Jets, LLC  
New York Red Bulls  
Newport Associates Development Company  
Novo Nordisk, Inc.  
Operation Hat Trick  
Pepco Holdings, Inc.  
Pfizer Foundation  
Premio Foods, Inc.  
PSE&G Foundation  
Rite Aid Foundation & Customer Donations  
Sanofi Foundation for North America  
Taipei Economic & Cultural Office  
The Agnes Varis Trust  
The Bayview Fund  
The Tommy Hilfiger Corporate Foundation  
The Trip Advisor Charitable Gift Foundation  
Town of Palm Beach United Way, Inc.  
Travelers Companies, Inc.  
UBS AG  
United Healthcare of New Jersey  
United Way of Northern New Jersey -  
Novartis Employee Giving Program  
Verizon New Jersey, Inc.  
Wakefern Food Corporation  
Wal-Mart Stores, Inc.  
Wells Fargo Foundation  
Wilf Family Foundations

## MAJOR SUPPORTERS

(\$25,000 - \$99,000)

A.J. Perri, Inc.  
Altadis, Inc.  
Arkansas Community Foundation  
Azeez Foundation  
Bank of America  
Becton Dickinson and Company  
Benihana  
Berkowitz II Foundation  
BioNJ, Inc.

Bloomin' Brands  
Boiling Springs Saving Bank  
Bregal Investments  
Bristol-Myers Squibb Foundation, Inc.  
Buona Sera Restaurant and Bar  
Carter Center, Inc.  
Celgene Corporation  
CH2M Hill  
Cofra Foundation  
Coventry  
Cozen O'Connor Foundation, Inc.  
Craigslist Charitable Fund  
CVS Caremark Charitable Trust  
DaVita Healthcare Partners  
Delta Dental of New Jersey  
Devils Care Foundation  
Employees of Infosys  
FedEx  
Ferreira Construction Company, Inc.  
Firebirds International, LLC  
Foley Inc.  
Friends of the Shore  
Gambrinus Company / Shiner Beers  
George Harms Construction Co.  
Government of Ireland  
GTech  
HMS Business Services, Inc.  
Horiba Instruments, Inc.  
HQ Nightclub  
IAC  
ITOCHU International, Inc.  
Jersey Mike's Subs  
KRE Property Management Company, LLC  
Laborers' District Council of Ohio  
Marsh & McLennan Companies  
Matrix Service Company  
MB Financial Bank  
McCarter & English, LLC  
Meridian Health  
MillerCoors, LLC  
Minnesota Vikings Football, LLC  
Mr. & Mrs. Lewis M. Eisenberg  
National Apartment Association  
New Jersey Natural Resources  
New York Shipping Association, Inc.  
Nisource Charitable Foundation  
Nurses of Morristown Medical Center  
Opici Family Distributing  
Parsons Corporation  
Pearson Charitable Foundation  
PIXII  
Principal Life Insurance Company  
Proskauer Rose LLP  
Quick Chek Corporation  
Red Nucleus  
Robert & Linda Fetch  
Rock Talk Farm  
Rutgers, The State University of NJ -  
Division of Intercollegiate Athletics  
Shore Point Distribution Co., Inc.  
South Jersey Industries

Steven D. Black  
Summit Medical Group  
Synchronoss Technologies, Inc.  
The Freed Foundation  
TIB MOLBIOL, LLC  
Time Warner Cable  
Tory Burch, LLC  
UA Local Union 322 Plumbers & Pipefitters  
United States Amateur Baseball League  
United States Maritime Alliance, Ltd.  
W.R. Berkley Corporation  
Walgreens Corporation  
Welsh, Carson, Anderson & Stowe  
WFAN Radio  
WWE, Inc.

## IN-KIND CONTRIBUTORS

Coca-Cola  
CyberGrants  
Gibbons P.C.  
IBM  
Jamestown Associates  
McKinsey & Company, Inc.  
Mercury  
Outfront Media  
The Hampshire Companies  
WithumSmith+Brown

## KEY NEW JERSEY GOVERNMENT PARTNERS

Department of Community Affairs  
Governor's Office of Recovery and Rebuilding  
Governor's Office of Volunteerism  
Office of the First Lady and Protocol

## HSNJRF HEROES

Anita Bhatt  
Bill Hildebrand  
Casey Mahoney  
Christina Egea  
Emary Aaronson  
Emily D'Albarto  
Erin Mortenson  
Gail McGovern  
Kevin Feeley  
Nina Stack  
Peter Ulrich  
Susan Sack

The HSNJRF staff has been honored  
to work with such an outstanding  
group of committed partners to help  
our neighbors recover and make  
New Jersey communities stronger.

With gratitude,  
Cam Henderson, Kim Frawley,  
Mary-Kate Fisher, Amy Johnston,  
Eileen Lofrese

