



THE  
**WILLOW**  
SCHOOL

**Philanthropy  
Report 2018-19**

# The Willow School Mission

## Learn with purpose. Lead with character.

The Willow School helps children discover who they are, the joy of learning, and the wonder of the environment around them. Our purpose in doing so is to develop people who make meaningful contributions to others and to the world in which they live.

At Willow, every aspect of our Preschool to Grade 8 program is intentionally designed to help children develop into their best selves. With the support of our teachers and a truly innovative, challenging academic program, Willow students grow into passionate, self-motivated learners with integrity. At Willow, students develop strong communication, critical thinking, social-emotional, and leadership skills. These are the skills that will help children develop an ethical approach to all relationships, realize their full potential, and believe in their power to effect positive change.

## It's All Thanks to You

Like independent schools all across the country, tuition alone does not cover the complete cost of a Willow education. The Willow School depends on supporters, like you, to help us fulfill our mission through a tax-deductible donation to The Willow Fund. Thank you for donating during the 2018-19 school year! Your gift demonstrates that you value an education that focuses on community as well as the ethical and intellectual development of each child.

With your support in the 2018-19 school year, we raised

**OVER \$903,400**





# Letter of Gratitude

Dear Parents, Grandparents, Alumni, Parents of Alumni, and Friends of The Willow School,

Thank you for your philanthropic giving for the 2018-2019 School Year. As a new member of the Willow family, I have been amazed by all of the ways our community contributes to the success of the school, including your financial support.

As many of you know, independent school tuition only covers a portion, about 70%, of the total operating expenses of the school. Your additional support helps us close this gap and continue to provide a phenomenal, life-changing education for each of our students.

In the last year, your support has helped us accomplish the following:

- We completed an extensive market analysis and rebranding.
- We used data and recommendations from this study to launch the school's first-ever digital marketing campaign, reaching more families in our area than ever before.
- We have significantly grown enrollment across all grade levels, welcoming 54 new students to Willow in the last year, including doubling the size of our preschool.
- We provided high-quality training for our teachers with a focus on implementing the Columbia Teachers College Writer's Workshop.
- We have added exceptional new faculty, including the addition of a Reading Specialist and a Writing Coach.

These are just the highlights of some of the many changes and improvements your financial support has enabled. Willow has been at the cutting edge of combining challenging, experiential academics with a robust virtues curriculum, in a nurturing environment that honors the joys and wonder of childhood. Your contributions and generosity allow us to keep evolving and improving our program to ensure that every student at Willow thrives, and that we can continue to provide this world-class educational experience to new students.

I am so deeply appreciative of your past and on-going support! On behalf of the entire Willow community, I sincerely thank you for your continued generosity.

With gratitude,

**Francisco Ayala**  
Head of School





## Celebrating the strength of our community

The Willow Community may start in the classroom, but it extends far beyond. We are so thankful for our exceptionally involved, exceedingly generous teachers, parents, grandparents, alumni, and friends. Thank you for your contributions!

### The Willow Community of Donors

#### Wonder

CAPE Branch Foundation/  
Gretchen & James Johnson

Anne & John Duffy

Betty Wold Johnson

Pearl Johnson

Kalkin Family Foundation

Peter R & Cynthia K.  
Kellogg Foundation

Jennifer & Kamran Rafieyan

Dominique & David Wolfe

#### Hope

Cynthia & Andrew Richards

#### Wisdom

The Homestead Foundation

Jan Cailles & Glenn Likus

Tracy & Blake Silverman

Roberta & Saul Wolfe

#### Responsibility

Jackie & Scott Alfieri

The Boye Foundation, Inc.

Bette & Eric Donofrio

Jennifer & Joseph Duke

Leslie Plumeri

Skoloff & Wolfe, P.C.

#### Stewardship

Cathy & Blake Ellman

Noelani & Mary Scotton

#### Loyalty

Armstrong, Doyle & Carroll, Inc.

Kate Riordan & Francisco Ayala

Phuong Ngo & Brian Chin

The Christian Joseph Plumeri  
Foundation

Chubb Corporation

Casey Conti

The John D. & Eleanore Carifa  
Foundation

Jocelyne Blanc & Adam Kalkin

Michelle & Wayne King

Rosalia & Richard Libretti

Judit Duran & Eduardo Llanas

Jin Ryu & Samir Sherif

Special thanks to our generous  
2018-19 Willow Fund donors!





## The Virtue of Giving: Giving Circles

Thank you for participating at any of the following levels. Your gift benefits our community and inspires others to give!

|                     |                   |
|---------------------|-------------------|
| Wonder.....         | \$50,000+         |
| Hope.....           | \$25,000-\$49,999 |
| Wisdom.....         | \$10,000-\$24,999 |
| Responsibility..... | \$5,000-\$9,999   |
| Stewardship.....    | \$3,000-\$4,999   |
| Loyalty.....        | \$1,500-\$2,999   |
| Courage.....        | \$500-\$1,499     |
| Service.....        | \$250-\$499       |
| Gratitude.....      | up to \$249       |

### Courage

Marla & Lawrence Bentley  
 Mark Biedron  
 Cindy & Neil Flanagan  
 Susan Kittenplan & Scott Fulmer  
 Gail Kittenplan  
 Jessica & Jason Levy  
 Lois & Richard Libretti  
 Andrea & Steve Mayer  
 Pyramid Consulting Group, LLC  
 Swiftwater Foundation  
 Kelly & Mark Traudt  
 Suzanne & Roger Witt

### Service

Andrea & Rowland Dickens  
 Hilary LaForge & Kevin Duffy  
 Sarah Miller & Jay Gaussoin  
 Jennifer Huff  
 Kori & Jonathan Kalafer  
 Mary & Brad Kaplan  
 Jacqueline Glass & Joseph LoFaro  
 Karina & Thomas Lucid  
 Ellen & Todd Malosh  
 Jazz & Chris Merton  
 Olivia & Atilla Paladi  
 Tracy & JW Pierron  
 Pfizer Inc.  
 Gary & Shary Skoloff  
 Deborah Herman & Jeffrey Steinhorn

### Gratitude

Matthew Adriance  
 Rebecca Cain & Sam Baldwin  
 Jane & Herb Bardavid  
 Nicole & Nick Cabral  
 Nancy Carson  
 Stephanie & Thomas Catalli  
 Jodi & Matt Coleman  
 Gayle DiGioacchino  
 Reyhaneh Nikzad & Farid Fayazbakhsh  
 Erin & Jason Frigerio  
 Jessica & Steve Graff  
 Anna & Allan Grinshtein  
 Nancy Wolff & Neil Grossman  
 Karen & Kurt Hilde  
 Art Hopper  
 Robert Iati  
 Lori Jones  
 Ann & Carl Klemme  
 Catherine Luborsky  
 Tina Mastrodomenico  
 Lauren & Rob Morse  
 Frederick Mueller  
 Kerri O'Malley  
 Julia & John Osborne  
 Pam Nardone & William Paladini  
 Susan Palmer  
 Stacy & Robert Reiber  
 Tina Rivera

Alison & Adam Scherr  
 Barbara & Tom Thuren  
 Denise Touhey  
 Lori & Adam Wagshul  
 Thomas Williams  
 Samantha Witt  
 Alicia & John Zurlo

### Classroom Support

Emily Carifa  
 Reyhaneh Fayazbakhsh  
 Jes Golumbeski  
 Jamie Lee Leong  
 Rosalia Libretti  
 Jennifer Marinelli  
 Christine Meyer  
 Jin Ryu  
 Barbara Thuren  
 Kerry Torrico  
 Lori Wagshul

### Gift-in-Kind Donations

Megan & Bob Clark  
 G.S. Likus LLC  
 Skoloff & Wolfe, P.C.  
 Tree Tech  
 Denise Touhey  
 Lori & Adam Wagshul  
 Dominique & David Wolfe  
 Lee & Chris Wolfe  
 Thomas Williams



# Annual Green Gala

The Green Gala is Willow's biggest fundraiser of the year! Thank you to all who attended and donated.

## Green Gala Paddle Raise

**Raised \$57,000 at this year's Gala**

Jackie & Scott Alfieri  
Kate Riordan & Francisco Ayala  
Marla & Lawrence Bentley  
Mark Biedron  
Phuong Ngo & Brian Chin  
Casey Conti  
Andrea & Rowland Dickens  
Bette & Eric Donofrio  
Hilary LaForge & Kevin Duffy  
Cathy & Blake Ellman  
Susan Kittenplan & Scott Fulmer

Sarah Miller & Jay Gaussoin  
Gretchen & James Johnson  
Pearl Johnson  
Kori & Jonathan Kalafer  
Mary & Brad Kaplan  
Michelle & Wayne King  
Rosalia & Richard Libretti  
Jan Cailles & Glenn Likus  
Jacqueline Glass & Joseph LoFaro  
Karina & Thomas Lucid  
Jazz & Chris Merton

Olivia & Atilla Paladi  
Tracy & JW Pierron  
Leslie Plumeri  
Jennifer & Kamran Rafieyan  
Cynthia & Andrew Richards  
Noelani & Mary Scotton  
Jin Ryu & Samir Sherif  
Tracy & Blake Silverman  
Skoloff & Wolfe, P.C.  
Dominique & David Wolfe  
Roberta & Saul Wolfe

## Green Gala Sponsors

### Diamond Sponsors

Cynthia & Andrew Richards  
Skoloff & Wolfe, P.C.

### Gold Sponsors

Lowenstein Sandler

### Silver Sponsors

Gretchen & James Johnson  
Jocelyne Blanc & Adam Kalkin  
Sherry Mattison

### Bronze Sponsors

Hidden Hollow Acres

### Green Sponsors

ConnectOne Bank  
Cathy & Blake Ellman  
Erbach Communications Group  
HFF  
Lisa & Reuben Richards  
Jin Ryu & Samir Sherif



# Green Gala Auction Item Donations

A Maker's Circle  
Adventure Aquarium  
Asethetiq  
Annie's Playhouse  
Ant and the Grasshopper  
ARTSi Studio  
Association of Zoos & Aquariums  
Attiva  
Francisco Ayala  
Baby Crossing  
The Bernards Inn  
BEX Eatery & Catering Co.  
Mark Biedron  
Krissy Binder  
Black River Roasters  
Bluemercury  
Cafe Azzuro  
Cafe Saporini  
Camden Aquarium  
Caroline Campion  
Cetenary University Theater  
Phuong Ngo & Brian Chin  
Claremont Distilled Spirits  
CideRoad  
CocoLuxe Fine Pastries  
COR Medspa  
Casey Conti  
Kyle Conti  
Linda & Nat Conti

Nathaniel Conti  
Craft Hair Studio  
Czig Meister Brewery  
Delbarton School  
Delicious Heights  
Desiderio Tranquility Horse Farm  
Gayle DioGioacchino  
Doggy Styles  
Don Pepe  
Judit Duran  
Erin Kiernan Photography  
F. Gerald New  
Four Seasons Resort Orlando at Walt Disney  
Four Sisters Winery  
Fox Chase Nails  
Fox Run Storage Sheds  
Fresh Press Juice Co.  
G Fitness Training Studio  
Jim Gast  
The Garden Cottage  
Garden Goat Soap  
Glow Yoga  
Andre Golumbeski  
Jes & George Golumbeski  
Jessica Graff  
Anna Grinshtein  
Gus & Bucky's Car Wash  
Hamilton Farm Golf Club

Karen Hilde  
Hollister Construction Services  
Suzanne Holmes  
Hone & Associates/Architects  
David Horowitz  
Jennifer Huff  
Erica Hummer  
Integrated Landscape Mgmt  
Intercontinental New York Times Square  
Christy Johnson  
Jocelyne Blanc & Adam Kalkin  
Jessica & Andrew Katchen  
Julie Kim  
Anna Kintis  
The Land Conservancy of New Jersey  
Gina Lefferts  
Jamie Lee & David Leong  
Gretchen Lerach  
Let It Grow  
Jessica and Jason Levy  
Jan Cailles & Glenn Likus  
Liliana Lisbao  
Jacqueline Glass & Joseph LoFaro  
Catherine Luborsky  
M&M Perrotis Prepared Foods & Butcher Shop  
Keith Mann  
Judith Marchand



## Gala Auction Item Donations, continued

Mars Essex Horse Trials  
Matt's Red Rooster Grill  
Mayo Performing Arts Center  
Meadowbrook Country Day Camp  
Metropolitan Seafood Gourmet  
Cynthia Meyer  
Sarah Miller  
Marissa Mizeski  
Lauren & Rob Morse  
New Jersey Natural Medicine  
Ninety Acres  
Kerri O'Malley  
Orange Theory Fitness  
Ort Farms  
Olivia & Atilla Paladi  
Paradise  
Dr. Priti Patel  
Plainfield Country Club  
Pottersville Volunteer Fire Company  
Andrew Pruzick  
Quantum Floats  
Raritan Valley Community College Arts  
Redstone American Grill  
Cynthia & Andrew Richards  
Aneta Sakowski  
Alison Scherr  
Schiff Natural Land Trust, Inc.

Noelani & Mary Scotton  
Seasons 52  
Jin Ryu & Samir Sherif  
Shooting Stars  
Shoprite  
Tracy & Blake Silverman  
Simple Coffee  
Alexis Smith  
Stanton Ridge Golf & Country Club  
Tar Heel Total Pet Care  
Stephen Taylor  
Tewksbury Fine Wine & Spirits  
Bill Tol-plitz  
Tons of Toys  
The Toy Tamer  
Denise Touhey  
Toys with Love  
Jill & John Turpin  
Turtle Back Zoo  
Urban Cottage  
Valley Shepard Creamery  
Adam Wagshul  
Zach Wagshul  
Wegmans  
The Westin New York at Times Square  
Willow Grove Farms  
Alicia & John Zurlo

## Tuition Assistance

Armstrong, Doyle & Carroll, Inc.  
ConnectOne Bank  
Cathy & Blake Ellman  
Erbach Communications Group  
HFF  
Hidden Hollow Acres  
Gretchen & James Johnson  
Jocelyne Blanc & Adam Kalkin  
Lowenstein Sandler, P.C.  
Sherry Mattison  
Cynthia & Andrew Richards  
Lisa & Reuben Richards  
Jin Ryu & Samir Sherif  
Stephen Simonelli  
Skoloff & Wolfe, P.C.

## Giving Tree

Susan Stevenson & Jeffrey Bravstein  
Emily & William Carifa  
Casey Conti  
Cathy & Blake Ellman  
Courtney & Jason Freund  
Anna & Allan Grinshtein  
Marcella & Keith Holmes  
Jennifer Huff  
Jocelyne Blanc & Adam Kalkin  
Mary & Brad Kaplan  
Sandy & Michael Keegan  
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Christine & Jack Meyer  
Daria & Nicholas Minhall  
Cynthia & Andrew Richards  
Jin Ryu & Samir Sherif  
Tracy & Blake Silverman  
Dominique & David Wolfe







**Thank you to the following donors who have contributed for the last five years, or more, consecutively:**

Jackie & Scott Alfieri  
Jane & Herb Bardavid  
Mark Biedron  
Emily & William Carifa  
Casey Conti  
Linda & Nat Conti  
Gayle & Greg DiGioacchino  
Hilary LaForge & Kevin Duffy  
Anne & John Duffy  
Meagan Coy & Mitchell Epstein  
Betty Wold Johnson  
Gretchen & James Johnson  
Pearl Johnson  
Jessica & Jason Levy

Jessica & Andrew Katchen  
Jan Cailles & Glenn Likus  
Catherine Luborsky  
Julia & John Osborne  
Jennifer & Kamran Rafieyan  
Cynthia & Andrew Richards  
Lisa & Reuben Richards  
Aneta Sakowski  
Deborah Herman & Jeffrey Steinhorn  
Barbara & Tom Thuren  
Suzanne & Roger Witt  
Nancy Wolff & Neil Grossman  
Dominique & David Wolfe

## **Special Thanks to The Willow Parents Association**

Willow's Parents Association gives of their time, talent, and treasure for the benefit of the entire school community every year. We want to especially thank the PA for these gifts in 2018-19:

- Back to School Night refreshments
- Grit spreader for walkways
- Wiggle seat cushions for classrooms
- Bat and bird box supplies for Architecture
- Pottery wheels for the art room
- Harvest Soup supplies and funding
- Family Fun Night funding
- Beautification of campus
- Enhanced library selections



## Make a Difference in 2019-20

Join our giving community in the new school year. Your gift will directly support Willow's outstanding academic program, virtues curriculum, professional development for teachers, tuition assistance for families in need, and more.

You can donate anytime online at [willowschool.networkforgood.com](http://willowschool.networkforgood.com), or send a check in the enclosed donation envelope. Thank you for your continued support!

## **Board of Trustees** 2018-19 School Year

David Wolfe

**President**

Kamran Rafieyan

**Vice President & Treasurer**

Leslie Plumeri

**Secretary**

Pearl Johnson

Glenn Likus

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Francisco Ayala

**Head of School**

THE  
WILLOW  
SCHOOL

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[willowschool.org](http://willowschool.org)