



GRACE'S
HOUSE

Building a Better Future for The Valerie Fund Kids



Building a Brighter Future for The Valerie Fund Kids

Designer Showhouse at
950 Hillside Avenue, Plainfield, NJ
To benefit the Green Light Initiative

Opening Event Date: Thursday, April 25th

Tour Dates Begin: Thursday, April 25th – Sunday, May 19th

2019 DESIGNER OPPORTUNITIES

| THE VALERIE FUND |

Provide support for the comprehensive health care of children with cancer and blood disorders.

The Valerie Fund is a non-profit organization established by Ed and Sue Goldstein in 1976 in memory of their nine-year-old daughter, Valerie.

Each year, The Valerie Fund supports over 6,000 children and their families dealing with the social, emotional, developmental and physical challenges of pediatric cancer and blood disorders. We are one of the largest networks of specialized outpatient healthcare facilities in the nation.

Seven Valerie Fund Children's Centers are located in major hospitals in New Jersey, New York, and the Philadelphia area. Children battling life-threatening diseases receive top-notch medical care close to their homes.

FOUR STAR CHARITY DESIGNATION BY CHARITY NAVIGATOR



- St. Joseph's Children's Hospital
- New York Presbyterian – Morgan Stanley Children's Hospital
- Children's Hospital of New Jersey at Newark Beth Israel Medical Center
- Morristown Medical Center, Goryeb Children's Hospital
- Overlook Medical Center
- The Unterberg Children's Hospital at Monmouth Medical Center
- Children's Hospital of Philadelphia NJ Section of Hematology/Oncology Specialty Care Center



| HISTORY OF THE HOUSE |

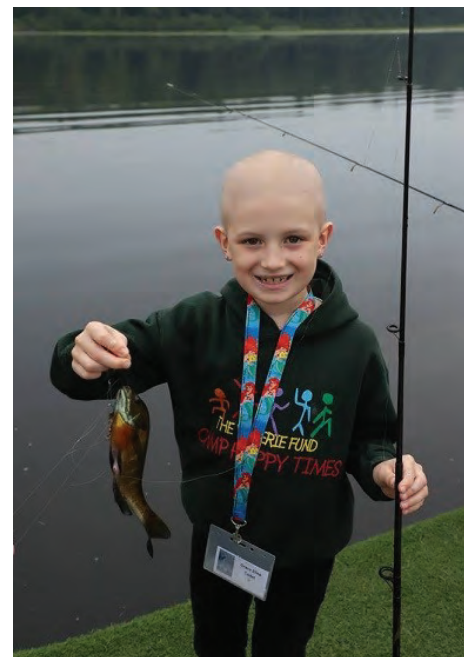
History of 950 Hillside Avenue, Plainfield, NJ: Built in 1893, the 7000+ square foot Colonial Revival features three floors of living space and is set on two acres. According to the Hillside Avenue Historical District, the homes on the street have remained mostly unchanged and feature some of the finest turn-of-the-century houses built in Union County. Once the railroad linked Plainfield to New York City, the former resort community evolved into a suburb of Wall Street—incredibly, by the 1890's over one hundred millionaires were living there!

Dan and Elizabeth Reichard of ER Development in partnership with Thomas and George Allen acquired the house in December, 2017. The Reichards are also the proud grandparents of nine-year old Valerie Fund patient, Grace. Since her diagnosis of a Germ Cell Brain Tumor in early May, Grace has received treatment—chemotherapy and radiation—at The Valerie Fund Center at Newark Beth Israel. Following an extraordinary fundraising effort at the Walk/5K Run in June, Dan was interested in collaborating further with the organization that is taking such good care of his granddaughter. The Designer Showhouse is an opportunity to feature local designers' expertise as well as an interesting way for the public to support The Valerie Fund's mission. *Building a Brighter Future for The Valerie Fund Kids* was born.

MEET GRACE

"Fighting my fight against Germinoma each day with the help from amazing friends and family like you...and with the amazing Valerie Fund staff at Newark Beth Israel on my side. Could not do this without you. I am strong and keep my strength to fight each day because of you. Thank you for that. Everyday I am in and out of the hospital with more strength and a smile! Please join me this March at **950 Hillside Avenue** *Building A Better Future for The Valerie Fund Kids Showhouse* and help raise money so we can find a cure for all childhood brain tumors!

A little more about my journey...April 9th a mass was detected in my brain after an MRI. From there I had many doctors appointments, scans and tests...May 2nd the diagnosis of a Germ Cell Brain Tumor was made. I began chemo on May 7th. I will do 4 rounds of chemo and then a month of radiation. It is hard not to be able to do my gymnastics and softball activities anymore but I am meeting great people and know I will be back to everything soon thanks to all my helpers at the Valerie Fund in Newark. They are the best for me and for my family! We are very thankful to have them with us on this journey."



Grace at Camp Happy Times



SHOWHOUSE TO BENEFIT



THE GREEN LIGHT INITIATIVE

The Old Reality Cancer in children had always signaled a hard stop – a red light to young lives in motion. For parents, diagnosis meant learning a new vocabulary, adopting a radical schedule, and shaking up nearly every minute of ordinary family life. As cancer threatened futures, it was a journey with few detours.

The Road Ahead A diagnosis of cancer or a blood disorder will always be devastating, but today, there is greater hope. With new treatment options, children spend more time receiving care that will move them toward a cure. These treatment options also mean children will need more Valerie Fund in-clinic support and survivorship programs. This is why we have created the *Green Light Initiative*.

GO FORWARD The Valerie Fund supporters are turning red lights green. Be a part of The Valerie Fund's historic \$7,000,000 effort, The Green Light Initiative, to extend next generation care to thousands fighting cancer.

THE GREEN LIGHT INITIATIVE DIFFERENCE

- 1. Expand Current Services by 50%** **\$3.8 million**
New educational liaison + expanded palliative care + late effects screenings
- 2. Launch The Valerie Fund at St. Joseph's** **\$2 million**
 - 1,500 new patients served
 - 6,000 patient visits each year
- 3. Conduct Research on Program Effectiveness of Psychological and Social Services** **\$600,000**
Telling the story of the positive impact of psychosocial services.
- 4. Increase Scholarships for Former Patients** **\$600,000**
 - Expanding undergraduate education scholarships for current and former patients.
 - Helping The Valerie Fund alumni pursue graduate degrees in medicine and psychosocial care.



DESIGNER PARTICIPATION & BENEFITS

Interior and Landscape Designers participating in this Showhouse will have the opportunity to be a part of a very special project conceived by Dan and Elizabeth Reichard of ER Development, grandparents of a current Valerie Fund patient, Grace. Your support of this Showhouse will benefit the 6000 Valerie Fund Kids treated each year.

We invite you to share your talent and vision to bring this very special home back to it's former glory. You and your firm will receive exposure from our advertising journal designer showcase, Showhouse tour visitors and The Valerie Fund community of supporters.

This nearly 7000 square foot Colonial Revival house offers over 20 rooms to showcase your concepts and imagination.

Participation as a designer gives you exposure in all media coverage:

- Showhouse Journal will include a section for each room and designer
- Designers are able to giveaway branded items at the Showhouse
- Designer logo included on Valerie Fund Showhouse marketing pieces
- Logo Recognition and Link on The Valerie Fund Showhouse website
- Recognition on The Valerie Fund Showhouse social media post and email updates to 25,000 supporters
- Designers logo on sign board located at The Valerie Fund Showhouse
- Inclusion in press releases
- Invitations to the Opening Event
- Tour Tickets

**Join us on our Preview Days at 950 Hillside Avenue in Plainfield
Friday, October 26, 1-3pm with Benjamin Moore Presentation at 2pm, or by appointment
Tour the house and select the rooms you wish to transform.**

First Floor Rooms: 10' Ceilings

Covered Porch	13.4 x 9.8
Entry Foyer & Staircase	14 x 24.6
Livingroom	13.9 x 24.6
Livingroom/Sunroom	20.10 x 15.7
Library	21 x 16.6
Kitchen	19.1 x 13.1
Dinette	10.7 x 9.4
Office	12.9 x 8.9
Butler Pantry	15.1 x 8.9
Pantry	4.4 x 8.9
Enclosed Porch	
Dining Room	21.10 x 18.6
Bath	4.1 x 11
Rear Covered Porch	22 x 13.8

Second Floor Rooms: 9' Ceilings

Hallway	8 x 20.11
Master Bedroom	19.5 x 18.6
His Walk-In Closet	9.2 x 13.1
Master Bath	9.7 x 10.6
Her Dressing Room	11.8 x 10.6
Princes Suite	13.9 x 24.6
Attached Bath	6.3 x 10.6
Bedroom	13.10 x 16.6
Hallway & Stairs	13 x 2.11
Bedroom/Exercise	14.1 x 9.2
Bedroom/Office	17.6 x 9.3
Bath	5.7 x 9.2

Third Floor Rooms: 9' Ceilings

Hallway	14 x 20.11
Bedroom	16.3 x 18
Attached Bath	6.3 x 14.1
Bedroom	13.10 x 17
Bedroom	11.7 x 17.4
Attached Bath	11.7 x 6.7
Walk-In Closet	6.9 x 14.1



| SHOWHOUSE TIMELINE |

Preview Designer Day: Friday, October 26th, 1pm-3pm with Benjamin Moore presentation at 2pm
Or by appointment

Early Deadline for Designer Concepts and Sketches: Monday, November 26th

Selection of Designers: Monday, December 3rd

Designers Notified: Tuesday, December 4th

Extended Deadline for Designer Concepts and Sketches: Wednesday, December 5th

Designers Notified: Friday, December 14th

Designers Meeting to Confirm Room Design, Paint and Room Measurement at the Showhouse: Monday & Tuesday, December 17th & 18th

Designers Painter Orders to Benjamin Moore: Friday, January 4th

Designer Commitment Signed and Returned with Fee: Friday, January 4th

Delivery of Paint: Mid-January

Painting Begins: As the Paint arrives

Designer Stories and Journal Ads Due: Monday, March 11th

Tiling, Carpeting and Painting Completed: End of March

Designers to Begin Work on Rooms: Beginning of April (days will be specified)

Designer Rooms Completed and Submit Inventory List of Items in Room: Friday, April 12th

Media Preview Event: Wednesday, April 24th

Showhouse Opening Event Date: Thursday, April 25th

Showhouse Tour Dates Begin: Thursday, April 25th – Sunday, May 19th

(Deadlines are subject to change based on construction and weather)



DESIGNER AGREEMENT

Designer Agreement:

The fee for designer participation is \$1000, and must accompany the designer's signed agreement by Friday, January 4th. Fifty percent (50%) of the fee will be refunded if all standard criteria of the agreement is fulfilled.

Designers must meet all deadlines as outlined below.

- Designers agree to utilize their social media channels of FaceBook, Instagram and Twitter, in addition to sending emails and Blogging to their proprietary data base. Content should include participation in the Showhouse project, design and progress to their followers.
- Designers' social media posts to include tastefully designed templates provided by The Valerie Fund to announce project markers for designers' news feed monthly from October to January. Weekly posts in February and March to include progress shots and videos from the Showhouse, inviting followers to attend the Showhouse self-guided tours.
- Submit ad journal information and business advertising by Monday, March 11th.
- Designers are expected to represent themselves in their Showhouse room during tours for a minimum of four hours each day, for three weekends.
- Designers to complete the supplied inventory list of items used in their room, including price and sale status by Friday, March 8th.
- Designers agree to donate 15% of sales of any item sold, as a result of the Showhouse tours or events to The Valerie Fund.
- Designers agree to select paint sponsored by **Benjamin Moore** and provide paint orders by the designated timeline.
- Designers agree to utilize deep discount provided by **Worldwide Flooring** as a resources for flooring and tile unless other arrangements have been made.

(Deadlines are subject to change based on construction and weather)

Please email your Hi Res JPG logo to befchak@thevaleriefund.org

Should the Designer be selected to showcase its work/services in Grace's House, the Designer acknowledges that the ability to showcase its services and the Designer Participation Benefits are adequate consideration for this Agreement

To the fullest extent permitted by New Jersey law, the Designer agrees to indemnify and hold harmless the Valerie Fund, and any of its directors, officers, agents, employees and consultants from and against any claims, damages, losses and expenses, including attorneys' fees, arising out of or resulting from performance of the services and/or work by the Designer, but only to the extent caused by the acts or omissions of the Designer, anyone directly or indirectly employed by them or anyone for whose acts they may be liable.

I have read the Designer Agreement and Timeline and accept the terms and conditions stated herein.

Designer

Date



2018 DESIGNER SHOWHOUSE APPLICATION

I would like to support children with cancer and blood disorders by designing a room in Grace's House, 950 Hillside Avenue, Building a Better Future for The Valerie Fund Kids
I would like to submit plans for the following rooms:

Designer Name/Business: _____ hereinafter "Designer"

Phone: _____
Business Cell Website

of Social Media Followers:  _____  _____  _____

Your reason for applying to participate in the Showhouse:

Indicate the rooms you wish to redecorate below in order of preference. (Each designer will be selected for one (1) room.) If accepted, you will be notified which room you will be redecorating. Please include a brief statement about the concept for each room you wish to redecorate and include a sketch for those rooms with your application.

1st Room: _____ Floor: _____

Paint: Wall: _____ Ceiling: _____ Trim: _____

2nd Room: _____ Floor: _____

Paint: Wall: _____ Ceiling: _____ Trim: _____

3rd Room: _____ Floor: _____

Paint: Wall: _____ Ceiling: _____ Trim: _____

I will be painting my room I want the contractor to paint my room

**Please email your application and PDF sketches
to befchak@thevaleriefund.org by Monday, November 26, 2018
or Extended Deadline Wednesday, December 5th.**

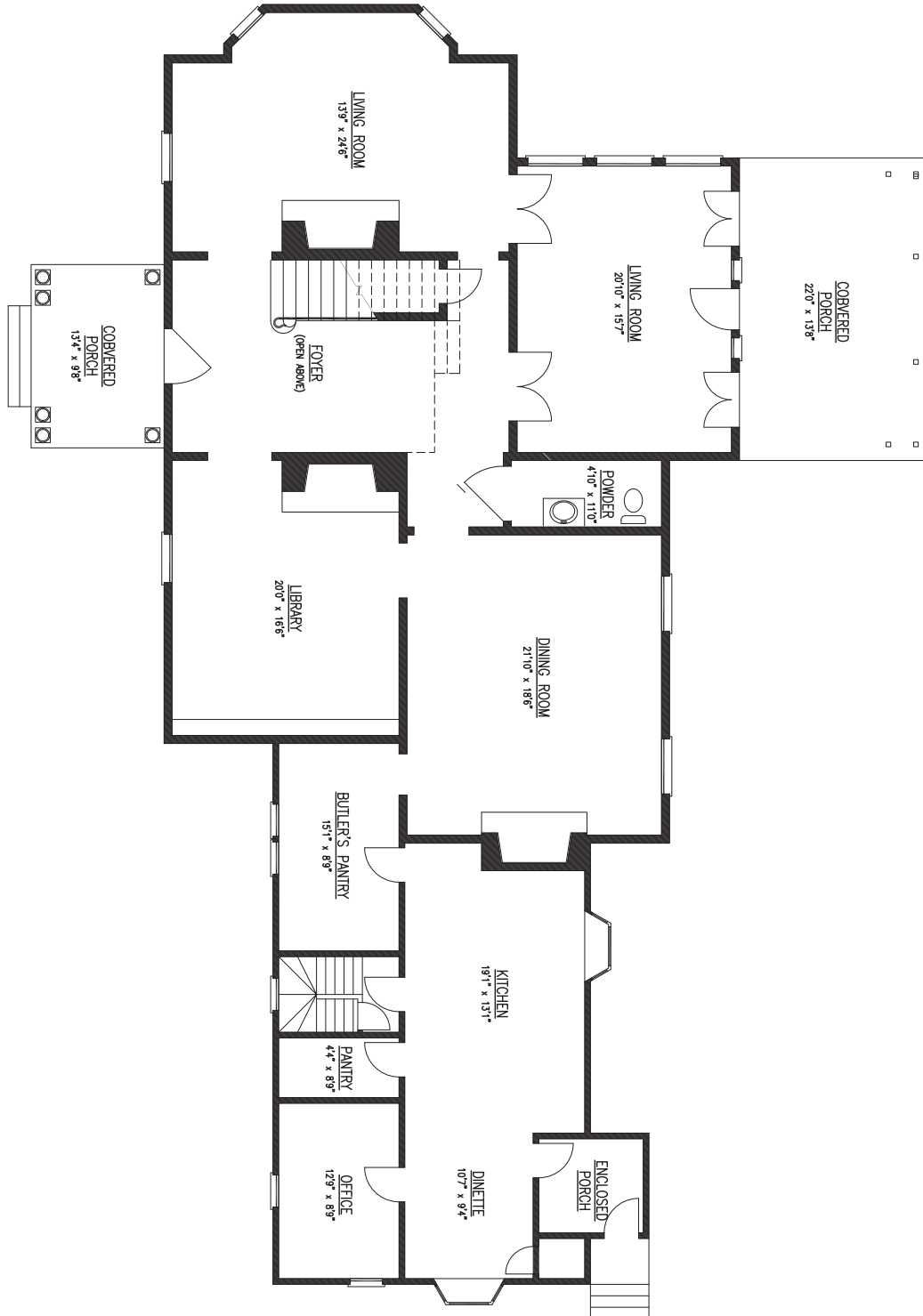
For Gift-in-Kind sponsorship please list item and value: _____

Yes, I'm interested in advertising in the Showhouse Ad Journal _____

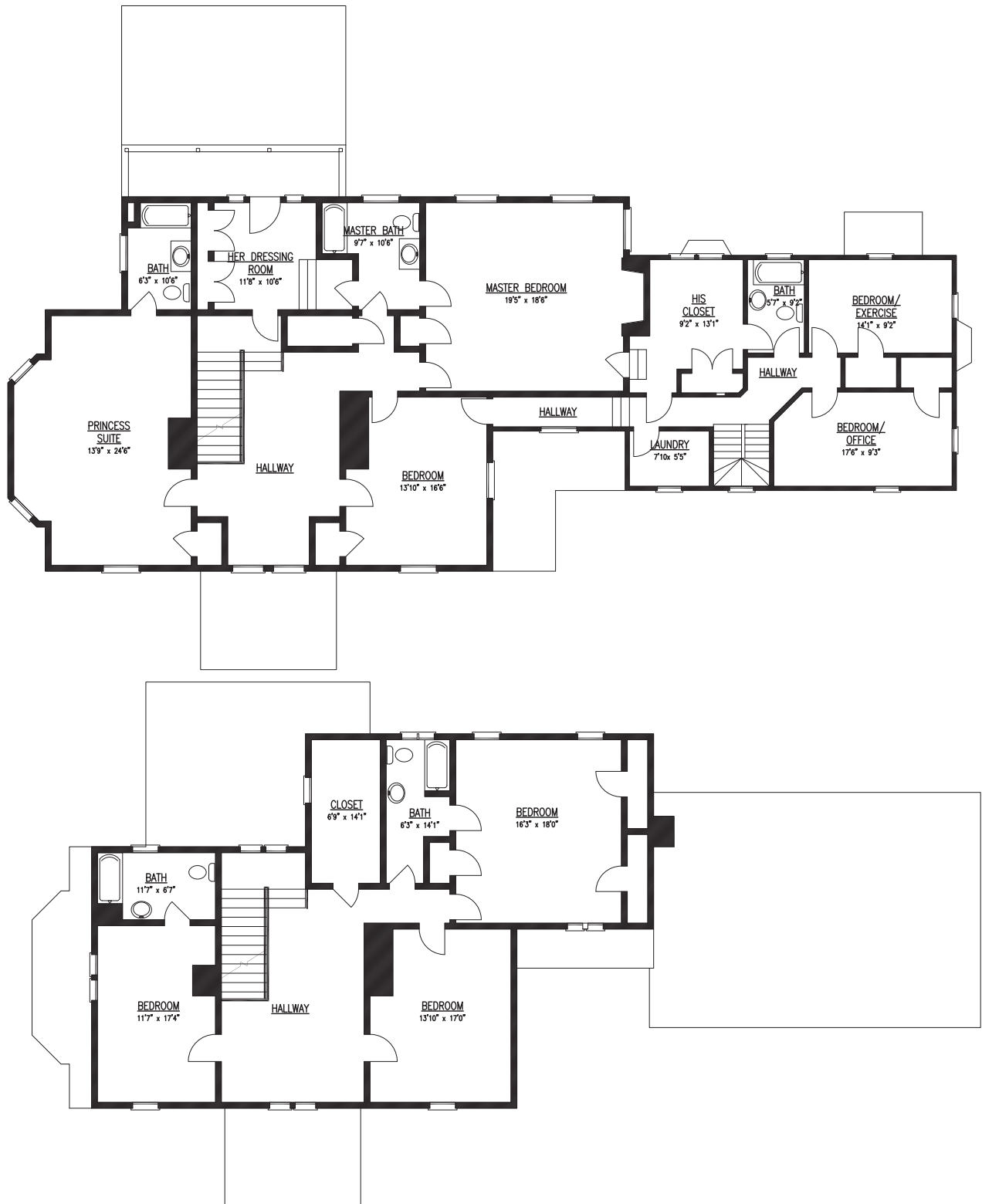


SHOWHOUSE LAYOUT

FIRST FLOOR



SHOWHOUSE LAYOUT SECOND & THIRD FLOOR



INVENTORY

Item _____ Description _____

Price _____ For sale? Yes No _____

Item _____ Description _____

Price _____ For sale? Yes No _____

Item _____ Description _____

Price _____ For sale? Yes No _____

Item _____ Description _____

Price _____ For sale? Yes No _____

Item _____ Description _____

Price _____ For sale? Yes No _____

Item _____ Description _____

Price _____ For sale? Yes No _____

Item _____ Description _____

Price _____ For sale? Yes No _____

Item _____ Description _____

Price _____ For sale? Yes No _____

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