



THE JESTER & PHARLEY PHUND

Fanfare

Winter 2019-2020

800-9-JESTER

www.thejester.org



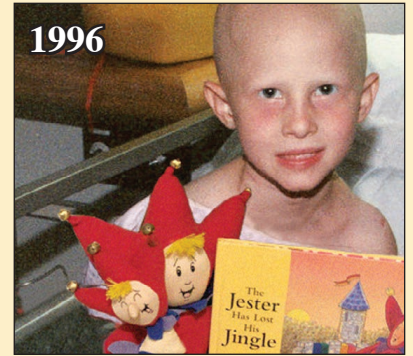
Helping Ill Children for 25 Years



1995



2019



1996



1997

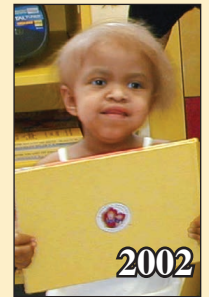


1998

Drew, 2½, shares a favorite moment from The Jester Has Lost His Jingle with twin Ayla, who is recovering from Wilms tumor. Like thousands of other children with serious illnesses, they regularly find healing laughter and hope in David Saltzman's award-winning book. Donations make it possible for The Phund to donate thousands of copies to children across the country.



2001



2002



2003



2004



1999



2000



2007



2008



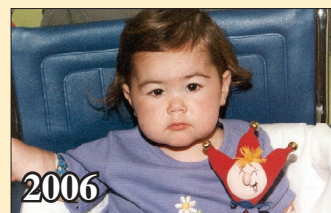
2009



2010



2005



2006



2013



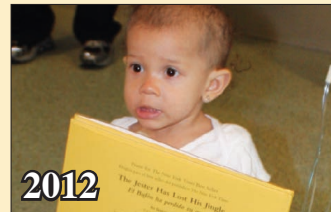
2014



2015



2011



2012



2018



2016



2017

'Somewhere I Have Touched a Life Not My Own...'

I wonder if I have touched someone's life and at this moment, they are thinking about me. Somewhere at the other end of the world I have touched a life not my own... I wonder who is thinking of me at this moment.

— From the Journal of David Saltzman Summer 1988

For nearly 25 years, thousands of children and adults have been thinking about David Saltzman.

And all because in the summer of 1988 he entered a classroom, made a silly joke and no one laughed. Or smiled. Or said hello. Or even looked up to acknowledge his existence. And his good mood changed from happy to sad.

Always sensitive to the world around him, David started doodling. He drew a sad-looking jester, and wrote the words next to it: "The jester has lost his jingle." He thought of himself as that jester, and wanted to turn those six words and that sorrowful little figure into a children's story.

When he returned to Yale to begin his senior year as an art and English major, he got permission for his book to be his senior project. Earlier, as a freshman, when he met *Where the Wild Things Are*

author-artist Maurice Sendak, he aspired to become an author-artist like his literary hero.

Diagnosed with Hodgkin's disease shortly after his senior year began, David found that working on his book helped him through all the chemo and radiation. Our family promised him before he died,



David Saltzman with author-artist Maurice Sendak at Yale, February 1986.

nine months after graduation, that his *Jester* would live on.

Five years and a second mortgage later, we published *The Jester Has Lost His Jingle* as David envisioned. It became a New York Times best-seller. *Good Morning America* filmed its debut at Yale, where I met 8-year-old Maureen Daly. She had sent me the first fan letter



Good Morning America videos 8-year-old Maureen Daly in 1995 at Atticus bookstore across from Yale as she talks about *The Jester Has Lost His Jingle* with Barbara Saltzman (*The Jester's Mom*).



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

I ever received from a child about *The Jester*. "You must have taken good care of David for him to know how important laughter is," she wrote in beautiful penmanship. "Thanks for making sure a lot of people heard David's message. David would probably be proud of you."

He probably would be. And I'm pretty proud of David, too. With 425,000 copies of *The Jester* in print, a lot of people have heard — and love — David's message. Youngsters who received the book when it was first released now buy it for their children. And now it's available in two bilingual editions, English/Spanish and English/Japanese.

'You must have taken good care of David for him to know how important laughter is.'

Response to the book resulted in the founding of the non-profit Jester & Pharley Phund. Generous support of our medical and literacy programs has made it possible for us to continue to raise the spirits of ill children and boost literacy with *The Jester*.

David, at this moment, we are all thinking about you and the thousands of lives you continue to touch. ■



David works on a favorite drawing for *The Jester* in his dorm room at Yale.

'That Book Has Changed My Life'

The Jester's Mom gave me *The Jester Has Lost His Jingle* in 1995 when I was 5 years old and in the hospital with cancer. That book has changed my life.

I've always wanted to meet David's mom. I looked for you everywhere — to thank you and David for making me happy and giving me the will to live.

Jesse Hernandez, 27
Torrance, CA



Jesse meets *The Jester's Mom* in 2017.

Loyola University Medical Center Children's Hospital, Maywood, IL

The Jester is such a fun character that is relatable to these children. I recently read the book to a patient — and before reading the book she was grumpy, wouldn't look at you or talk. After reading the book, she became playful and talkative.

Kerri Arvidson
Child Life Specialist

Pyles Elementary, Stanton, CA

When my students were asked to reflect on the most important thing they have learned in fifth grade, every one of them wrote about learning to help others in need and acquiring a love of reading. None of this would have been possible without your Jester & Pharley Read-A-Thon and David's book.

Laura Mirabella
5th Grade Teacher

River Oaks Baptist School, Houston, TX

I believe that everyone needs to laugh, no matter what bad things have happened to you. *The Jester Has Lost His Jingle* is the best medicine for anyone who is upset, sad or depressed.

Sarah
7th grade

'Thank you for helping with the healing process'

As parents of a chronically ill child with a life-threatening disease, receiving this great book and Jester & Pharley Doll goes so far in helping with the healing process.

Rich and Anne Gomez
Long Beach, CA

Edinburg Children's Hospital, South Texas

One patient I gave *The Jester* to was an 8-year-old boy battling acute lymphoid leukemia. I came back in the afternoon to see if he and his mother had a chance to read the book. They both smiled and said how much they enjoyed it. The patient's mother explained how much of a difference laughter makes in their day-to-day coping and this book served as a friendly reminder. I cannot wait to continue to give these books to our patients and see the joy they bring.

Brittany Horden
Child Life Specialist



Dear Ms. Barbara,
Thank you very much for the Jester book and the funny doll. My favorite part of the book is when the Jester does his funny tricks. I really love the way the doll jingles. It makes me laugh. It also makes my sisters giggle. I take the Pharley doll with me to the hospital. I like to hold the doll when I get my spinal taps. The doll and book make me feel better when I get chemo.

I love you,
Morgan Brien



Jack & mom look to the future, grateful for The Jester's positive impact.

'The Jester Brought a Jingle to My Life'

Today, Jack is eyeing colleges as a high school senior. The Jester's Mom, Barbara Saltzman, first met him when he was 10 and in the fourth grade. The Phund had just brought the Reading Makes A Difference literacy & outreach program to his school, Disney Elementary in Anaheim, CA.

"After David's mom Barbara Saltzman shared the incredible story of *The Jester Has Lost His Jingle*, I told my mom about the assembly and how touched I was," Jack said.

"The Jester brought a jingle to my life," Jack emailed. "When I was two, I was diagnosed with a brain tumor. I have had several surgeries to reduce the size of the tumor, went through chemo for many years and finally received IMRT radiation when I was nine. I still have the tumor but it is stable at this time. All through this experience I had kept my medical issues a secret from my classmates."

Jack told his mom that keeping his secret was "exhausting," and he didn't want to keep it private any longer. "Even though I thought that it would be difficult, I knew that this would be a great opportunity to educate other kids about cancer," Jack said. At the Jester Read-A-Thon Recognition Assembly, Barbara called Jack a "warrior" in his fight against cancer.



Jack & mom in 2011.

"Words cannot express my gratitude to David, whose amazing story will bring hope to so many children and their families," Jack's mom says. ■



Bethany turns to words from David Saltzman's journal for inspiration.

'I Want to Make a Sick Child Smile'

When Bethany began graduate school this fall to become a nurse practitioner, she knew all about hospitals, inside and out.

She first crossed paths with *The Jester* when she was 18. Bethany had begun treatment for a brain tumor at St. Jude Children's Research Hospital in Tennessee when she received a copy of *The Jester* donated by Phund supporters. She loved seeing that The Jester found his jingle in the heart of a little girl in the hospital. Author David Saltzman's optimism inspired her. And she inspired us.

Bethany had to receive her radiation treatment out of state so she moved to a Florida Ronald McDonald House with her mother. The Phund sent a case of *Jester* books and dolls for her to read and give to Ronald McDonald guests. Like Bethany, the RMH families related to David's story.

"I was so touched when a nurse would go out of her way to do something to make me feel better and it made all the difference in my treatment," she said. "I want to be that nurse for other patients. I want them to know that I care. I want to make a sick child smile."

Now at 27 and on her way to her goal of becoming a nurse practitioner, she still takes inspiration from a quote in David's journal:

*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 alive.*

She created a striking graphic of the quote to keep herself positive.

"I like to keep inspirational quotes and encouraging pieces on my wall," she says happily.

Bethany looks forward to bringing smiles to her young patients with *The Jester Has Lost His Jingle*. "My experiences have only fueled that desire," she says. ■



Bethany in 2015.



Rena at 4 "reads" *The Jester* to a class of second graders in Philadelphia nine years ago, while being treated for kidney cancer.

Connected by The Jester & Pharley, Nine Years Apart

Rena fell in love with *The Jester Has Lost His Jingle* at 4, when she was a patient at Children's Hospital of Philadelphia (CHOP) being treated for cancer. Like so many thousands of other children, she received her copy donated by supporters of The Jester & Pharley Phund.



Rena at 13.

"Rena, who is currently undergoing treatment for Stage IV Wilms tumor, a pediatric kidney cancer, has totally latched on to *The Jester Has Lost His Jingle* and has memorized it in the two short months I've been reading it to her at night before bed," her mom emailed. "It's amazing how quickly she memorized this book, and how much it means to her, and to me."

Rena loved the story of The Jester & Pharley on a quest for laughter so much that she wanted to share it with the world. She insisted that CHOP child life specialists book her a gig at a nearby school.

So with an oxygen tube in her nose and a fetching, hand-knitted little pink cap on her bald head, Rena was ready. She sat in front of a class of second graders — twice her size and age. The students paid rapt attention as she "read" the story. Her mom turned the pages so the kids could enjoy the whimsical, colorful drawings. A video of her reading *The Jester* is on our website (www.thejester.org).

"I guess her early love of 'reading' with *The Jester* was a peek into her future," her mom says. "She is an avid reader and devours books whenever and wherever she can."

Now, at 13, Rena is a spectacular reader and award-winning middle school student. Like The Jester, she knows that "It's up to us to make a difference. It's up to us to care." And she does.



Drew at 2½ shows his twin Ayla, who was diagnosed with kidney cancer in May 2019, one of his favorite pages in *The Jester Has Lost His Jingle*.

When The Jester's Mom told Rena and her mom about Ayla, a 2½-year-old child just diagnosed with Wilms tumor, they wanted to help. Rena dug into the special drawer in which she saved her little cancer caps. She sent several to Ayla with a special note. "Enclosed are some of the hats that I wore when I fought my cancer battle...I know that I kept on smiling, and you should too...Wear these hats with pride, and don't be afraid. Everyone you know will be there for you. I believe in you. Keep fighting."

Like Rena, Ayla has undergone rigorous medical treatment for her cancer. She was diagnosed with bilateral Wilms tumor in May 2019 and had to have one of her kidneys removed.

Her twin brother Drew has been there for her every moment. They love *The Jester Has Lost His Jingle* and The Jester & Pharley Doll and love to share moments from the book with each other.

"Ayla and Drew love the *Jester* book because it captivates them, makes them laugh, and from it, they learn about how to bring light and laughs to the world," their mom says. "The Jester doll brings them lots of smiles from hearing the jingle bells."

None of this help would be possible without all our generous supporters.

"Thank your organization for making *The Jester* widely available to hospitals, child life specialists and social workers, so that we were able to obtain a copy," Rena's mom says. "David's story is inspirational and will remain a fixture in Rena's life. As will the doll." ■



Ayla at 2½.

Two Decades of Boosting Literacy While Helping Ill Kids

Young students at Elmhurst School in Elmhurst, RI, inspired the development of our literacy & outreach programs. In 1999 they decided to hold a weeklong penny a page read-a-thon to donate copies of *The Jester Has Lost His Jingle* and Jester & Pharley Dolls to Hasbro Children's Hospital. They read 13,978 pages and sent a check for \$139.78 to give the books and dolls to Hasbro patients. "The students at Elmhurst are richer for having shared The Jester's story," librarians Denise L. Dvorak and Gloria Schmitt wrote.

Their grassroots effort resulted in our Reading Makes A Difference and Reading To Give literacy & outreach programs, which have taken place from California to Wyoming, from Massachusetts to Texas. ■



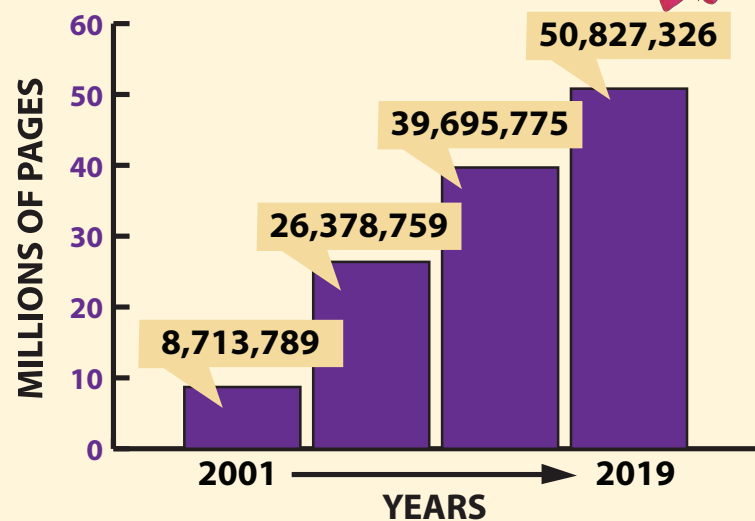
How Our School Programs Work

Young students read as many pages as possible during a three-week Read-A-Thon to donate *Jester* books and dolls to a hospital or special-needs agency in their community.

Low-income elementary schools benefit from our literacy & outreach programs supported by grants from businesses, foundations, community organizations and individuals. All donated books and dolls acknowledge the donor.

To bring a Jester & Pharley Phund literacy program to your favorite school, please call (310) 544-4733

Over 50 Million Pages Read by Elementary Students in Our Literacy & Outreach Programs in the Last Two Decades



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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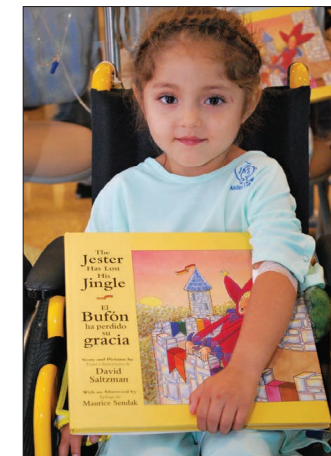
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and in support of over
230 literacy & outreach programs

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Jester Jubilee Jingles to Help Ill Children

Hundreds of Kids Benefit from Summer 'Phund-Raiser'

Over 750 copies of David Saltzman's *The Jester Has Lost His Jingle* and over 750 Jester & Pharley Dolls went into the hands of children with cancer from the July Jester Jubilee. The annual summer "phund-raiser" brought guests from throughout the South Bay to Los Verdes Golf Club for the event featuring a popular silent auction and raffles. Primary sponsor of the phund-filled event was Providence Little Company of Mary. Other sponsors included Adventist Health White Memorial; City of Hope/South Bay; Jonathan Jaques Children's Cancer Institute of Memorial Care Miller Children's Hospital; Orthopaedic Institute for Children; Dr. Norman and Robin Panitch; Torrance Memorial; Malaga Bank; Smart & Final, and April May Associates. ■

Photos Courtesy of Jonathan Pascual



Primary sponsor Providence Little Company of Mary guests include Kathy Marafino, Fere Pirayesh, Weston Winn and Eileen Carpo.



Carolyn & Pascal Finkenbeiner.



Autumn and Erik Milanez.



Gidget Cato, Ho Chung, Sonia Rolland and Cindy Carter.



Conversation, food, fun and laughter fill the festive room.



Marc and Judy Tillman.



David Odaka, Steve Anisaka and Darrin Tanisaka.



Roger Morrell, Lindy Murrell, Harvey Diamond, Avra Diamond, Marilyn Altamura, Stanley Howard, Cathy Lewis and Kellie Hunter.



Kristen Ghilardi and Jenna Owens.



The Phund team, Connie Lopez, Amy Hastings, Nikie Hamilton, Barbara Saltzman and Joe Saltzman.



Amy and Mike Forte.



First Bilingual English/Japanese Jester Presented to Japan's First Lady

First Lady Akie Abe of Japan happily received the first copy of the bilingual English/Japanese edition of *The Jester Has Lost His Jingle/Warai wo nakushita dokeshi Jester* in April.

South Bay "Junior Jester" Sophia Muratsuchi, daughter of Hiroko Higuchi Muratsuchi and California Assemblymember Al Muratsuchi, made the official presentation of the first book at a special ceremony. Attending were Mrs. Ayako Higuchi, Sophia's grandmother and president of the Tokyo Global Rotary Club, and Hiroko Higuchi Muratsuchi, volunteer project coordinator for The Jester & Pharley Phund.



First Lady Akie Abe of Japan receives first edition of English/Japanese *The Jester Has Lost His Jingle* from "Junior Jester" Sophia Muratsuchi.

Mrs. Abe also joined in the presentation of 5,000 copies of the new edition to the Japanese Red Cross Society. The charity has been giving the book to young patients and newborn babies cared for in Japanese Red Cross Society hospitals throughout the country.

"We are delighted to make this donation to provide emotional support, laughter and hope to these children," said Mrs. Ayako Higuchi. She and Mr. Kazuhiro Iida and other members of the Tokyo Global Rotary Club commissioned the

translation and generously made the donation to the Red Cross Society in celebration of the club's fifth anniversary.

Etsuko Kihara, esteemed translator for the former empress of Japan, translated the new English/Japanese bilingual edition. "I am sure that Japanese children and adults who read this uplifting picture book — no matter what hardship they may face — will be inspired by author-artist David Saltzman's message: 'to live life, enjoy it and know that it is meant to be enjoyed.' David will help all of us understand how smiles and laughter can heal and support everyone," Tadateru Konoe, president of the Japanese Red Cross Society, wrote to The Phund's Barbara Saltzman. ■



Smiles all around accompany the donation of 5,000 copies of *The Jester Has Lost His Jingle/Warai wo nakushita dokeshi Jester* to the Red Cross Society of Japan. Flanking First Lady Akie Abe, center, on left are donors Kazuhiro Iida and Ayako Higuchi, president of the Tokyo Global Rotary Club, with Red Cross Executive Hiroyuki Onoo and Jester Volunteer Project Director Hiroko Higuchi Muratsuchi.

Jester Program Jumps to Rhode Island

From west to east, large to small, The Jester & Pharley are jumping 'cross country. This summer, The Phund joined forces with The Empowerment Factory of Pawtucket, RI, to bring a joint Jester & Pharley Phund Reading Makes A Difference program to low-income students.

Children from two schools participated in a Jester-Empowerment Read-A-Thon to donate copies of the bilingual English/Spanish *Jester* to cancer patients at Hasbro Children's Hospital in Providence, RI. The Pawtucket Credit Union underwrote the program.

"The project offered the concept that reading matters and extends this to children," said Jennifer Rigley, a school



Top reader in summer Rhode Island program, left, and The Jester get to mix it up at Paw Sox game where The Empowerment Factory was honored at "Pause for a Cause" Night.

coordinator. "I feel the children were able to find new pleasure in reading."

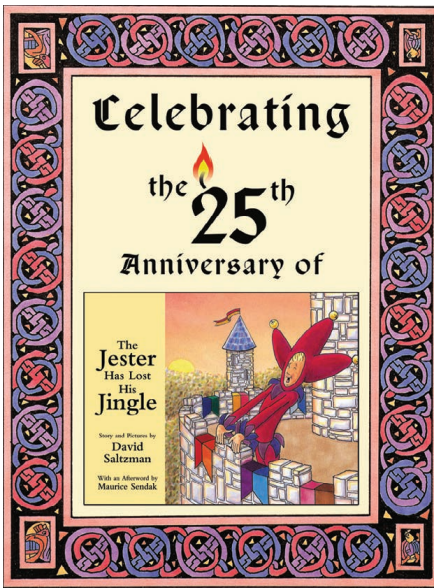
Program Directors Gail Ahlers, Empowerment Factory founder, and Wendy Fachon, Empowerment Factory coordinator, were delighted by the enthusiasm students showed. They provided fanciful craft projects to spark their imaginations. Students made their own Jester & Pharley stick puppets and "Sunshine Cards" for patients, along with their reading activities.

"This was the truest and most sincere form of kids helping kids,"

said Lisa Abbenante, executive director of the Tomorrow Fund at Hasbro Children's Hospital, in thanking students for helping raise the spirits of young patients. ■

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Our Mission

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*.



A \$10 donation will give *The Jester* book to a hospitalized child.

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