



CELEBRATING SENIORS AND MAKING DREAMS COME TRUE

## Media Kit



### Twilight Wish - Mission

Our mission is to honor and enrich the lives of seniors through intergenerational Twilight Wish celebrations.

### Twilight Wish - Vision

Our vision is to make the world a nicer place to age, one Twilight Wish at a time.

### Twilight Wish - Tagline

Our tagline is “Celebrating Seniors and Making Dreams Come True.”

### Twilight Wish – History

Twilight Wish was founded by Cass Forkin in Bucks County, Pennsylvania in 2003 after a life-changing encounter with several elderly women in a diner the previous year. It was clear to Forkin, as the women were counting out their change that they could barely afford even a simple buffet lunch in a diner, so she anonymously paid their bill. The women insisted on knowing who treated them and approached Forkin’s table saying **“We didn’t know there were still people out there like you. We thought you had forgotten us.”**

Those comments and the women’s gratefulness for her simple gesture made her realize there was a genuine need for an organization that addressed the higher level needs of the elderly. Shortly

thereafter, Forkin filed the paperwork to establish Twilight Wish Foundation. On July 1, 2003, Twilight Wish was officially granted 501(c)(3) nonprofit status and became the first national senior wish-granting organization in our country.

Fast forward to January 16, 2004: Twilight Wish grants its very first wish to an 81-year-old nursing facility resident named Margaret who wished to have a tombstone for her deceased son who was buried in an unmarked grave. Since that first wish, Twilight Wish Foundation has granted over 3,260 wishes and celebrated another 1,000+ seniors in group celebrations. On average, we grant one wish every other day.

Twilight Wish enhances the quality of life for vulnerable, low-income elderly by granting needed or desired wishes that reduce isolation and inspire and uplift them, promoting improved mental health and overall well-being. By treating the elderly with compassion, we restore their dignity and bring them hope.

In the words of one of our wish recipients, Libby M., 79, who rode in Boscov's 2006 Thanksgiving Day Parade, "**Twilight Wish keeps the candle lit.**"

Twilight Wish Foundation gives seniors an unexpected "thank you" for the contributions they have made throughout their lives. Wishes are granted for senior citizens over age 65 with an income of less than 200% of the national poverty level, with the physical and cognitive ability to experience the wish, and a documented history of positive contributions to society.

Twilight Wish stories garner approximately \$250,000 in free media attention every year which helps to spread the awareness of our mission and vision. Our stories have led to other small local nonprofits forming across the country to grant wishes to their local seniors, thereby fulfilling our vision of making our world a nicer place to age, one wish at a time.

## **Twilight Wish Foundation Milestones**

**May 2003** Cass Forkin, founder, has lunch with her daughter at the Dublin Diner (Dublin, Pa.) and sees three women struggling to pay for their meal. Shortly thereafter, the idea for Twilight Wish is born.

**July 2003** Twilight Wish officially becomes the first national nonprofit senior wish-granting organization dedicated to the needs of the elderly

**January 2004** Twilight Wish grants its first wish to Margaret, a nursing facility resident, for a headstone for her son who died unexpectedly

**October 2004** Article in *Family Circle Magazine*

**April 2005** Awarded the Congressional Flag of Honor by former Congressman Michael Fitzpatrick

**June 2005** Twilight Wish begins granting veterans' wishes, fulfilling 200 wishes at the Philadelphia VA Medical Center

**November 2006** Featured in *USA TODAY*

**June 2007** The Pennsylvania House of Representatives declared June 2007 as Twilight Wish Month

**July 2007** Featured in *People Magazine*

**December 2007** Twilight Wish initiates its Dining Unexpected Thank You (DUTY) Program whereby seniors are unexpectedly treated to a meal to say thank you for paving the road before us

**January 2008** Twilight Wish officially launches its Intergenerational Education Program connecting younger generations with residents of nursing facilities

**November 2009** In collaboration with author Stanley Bronstein, Twilight Wish publishes its first book of wish stories, *Twilight Wish Moments*

**May 2010** Highlighted in *The Chronicle of Philanthropy*

**June 2010** The Pennsylvania House of Representatives again declared June as Twilight Wish Month

**June 2011** Twilight Wish grants its largest wish on record: Margarett's Truck Driving Mama Wish

**July 2011** Featured in *AARP The Bulletin*

**June 2012** After realizing that one-third of all wishes granted are for veterans, Twilight Wish formally establishes its Veterans' Program to acknowledge and thank veterans for their dedication and selfless service to our country

**July 2012** Twilight Wish Foundation celebrates its 9<sup>th</sup> anniversary

**September 2012** Featured on CNN's *Leaders with Heart*; CNN's *Impact Your World*; & in *USA TODAY*

**April 2013** Twilight Wish grants more than 1,940 wishes to date

**May 2013** Twilight Wish featured in *Woman's World*

**July 2013** Twilight Wish celebrates our 10<sup>th</sup> anniversary

**June 2014** The Pennsylvania chapter of FBLA selects Twilight Wish as its 2014/2015 state project

**June 2015** Cass Forkin and Mae Krier present to 5,000 students and teachers at the PA FBLA annual conference in Hershey, PA

**July 2014** Twilight Wish featured in *The Huffington Post*

**January 2015** Twilight Wish grants more than 2,205 wishes to date

**January 2016** Twilight Wish celebrates 13<sup>th</sup> anniversary of granting our first wish

**November 2016** Twilight Wish featured in CNN/HLN's *Impact Your World*

**January 2017** Twilight Wish celebrates our 14<sup>th</sup> anniversary of granting our first wish

**March 2017** Twilight Wish is instrumental in having a national day of recognition designated for the Rosie the Riveters of World War II on March 21, 2017

**May 2017** Twilight Wish launches inaugural "Week of Wishes" during National Nursing Home Week with the goal to have elder care facilities granting wishes to seniors and with a social media contest to bring senior wish granting into the grassroots communities around our country to honor and thank those that paved the path and change the way society views aging

**May 2017** Cass Forkin presents to Pennsylvania Assisted Living Association in Harrisburg, PA

**May 2018** – Twilight Wish celebrates second "Week of Wishes."

**July 2018** – Twilight Wish celebrates the 15<sup>th</sup> anniversary of our founding

**July 2019** – Twilight Wish celebrates the 16<sup>th</sup> anniversary of our founding

**January 2020** – Twilight Wish celebrates the 16<sup>th</sup> anniversary of our first wish granting

## **Frequently Asked Questions**

### **1. What is Twilight Wish Foundation?**

Twilight Wish Foundation is a 501(c)(3) non-profit organization that honors and enriches the lives of seniors through intergenerational Twilight Wish celebrations. We make our world a nicer place to age, one Twilight Wish at a time. Twilight Wish acknowledges and thanks the elderly living at or below poverty who have served others throughout their lives, by granting individual wishes for those who qualify. Twilight Wish Foundation also engages younger generations to be philanthropic toward older generations through our Intergenerational Education Program (IEP). This program specifically addresses the needs of those elderly living in nursing or assisted living facilities. IEP directly matches schools with nearby nursing facilities, benefiting both students and seniors in a wish-granting program. By raising awareness of the issues that elders face on a daily basis, we create a better understanding of aging through education and hands-on experience. Our goal is for younger generations to continue to honor senior citizens and grant Twilight Wishes well into the future.

### **2. What types of programs does Twilight Wish Foundation provide to the elderly?**

Twilight Wish Foundation has four (4) innovative programs, each created to meet a specific need of the elderly:

- Wish Granting Program

- Intergenerational Education Program (IEP)
- Dining Unexpected Thank You Program (DUTY)
- Veterans Program

First and foremost, Twilight Wish provides individual wish fulfillment through our Wish Granting Program. We grant wishes to seniors 65 and older, who earn less than 200% of poverty level or who live in a nursing facility and cannot make their own wishes come true. Since our founding, we have granted over 3,260 individual wishes to those who deserve it and need it the most, our often forgotten elder generation.

Our Dining Unexpected Thank You (DUTY) program evolved from the personal experience of our founder at the diner that led to the beginning of Twilight Wish. Our DUTY program directly involves the community in reaching out and thanking seniors directly by treating them to a meal on the spot. The program is simple: if a diner sees an elderly person eating out and would like to treat them to a meal, they hand the DUTY card to a server and pay that person's bill. In turn, the server presents the card to the recipient as a thank you for everything they have done over the years. It's up to our sponsors whether or not they wish to remain anonymous. The end result is the elderly person is acknowledged and thanked by younger generations, bringing them comfort, happiness and joy. DUTY cards can be printed directly off the website or requested from the Twilight Wish headquarters.

Our Intergenerational Education Program (IEP) matches local high school students with residents at nearby nursing facilities. IEP gives students the grassroots experience of fundraising, planning events, and directly granting wishes. The IEP benefits both the seniors and the high school students in many ways. The direct interaction between the students and the seniors reduces the isolation and loneliness of the nursing home residents, while the students gain a respectful understanding of aging and aging issues. In addition, the wish granting experience uplifts the seniors, improving their dignity and self-esteem. The students learn the value of volunteerism and philanthropy, not just to the seniors, but to themselves as well.

Lastly, our Veterans Program provides a meaningful "thank you" to our service men and women for their dedication and selfless service to our country. Wishes can fall into any of the Twilight Wish categories mentioned below in #7.

### **3. Who qualifies to have wishes granted by Twilight Wish Foundation?**

Wish candidates are seniors over age 65, with an income of less than 200% of poverty level, or who are permanent residents of a nursing facility and cannot make their own dreams come true. Wish recipients should have a documented positive history of giving back to the community, and be cognitively, emotionally, and physically capable of communicating and experiencing the wish.

### **4. What documentation must be included in the wish application?**

All wish applicants must include proof of age, income, residence (if eldercare facility), and U.S. citizenship. Photos are not required but encouraged.

### **5. Are there limitations to the types of wishes that can be fulfilled?**

The wish recipient must not have previously received an individual wish fulfillment from Twilight Wish. Twilight Wish Foundation (TWF) grants qualifying wishes as funding and resources are available. We accept wish applications from seniors and their representatives but not from organizations that charge seniors to process their applications. TWF NEVER charges the senior anything to apply for a wish granting celebration. TWF reserves the right to deny requests for any purpose in conflict with the mission of TWF. TWF will deny the following types of wishes: political, illegal or dangerous in nature; housing construction; bill payments or requests for cash; surgical or pharmaceutical items; and physical assets including houses, autos, boats, planes, etc.

## **6. What is the wish approval process?**

The Wish Committee meets on a monthly basis to review new applications and determine eligibility of wish applicants and wish requests. The wish applicant must meet all of the wish requirements (see question #3), understand the wish restrictions (see question #4), and include complete documentation with their application. Some wishes are restricted and cannot be granted as they are not in alignment with our Twilight Wish core values. Twilight Wish grants qualifying wishes as funding and resources are available. TWF reserves the right to deny requests for any purpose in conflict with the mission of TWF. TWF will respond in writing to all requests within 60 days.

## **7. What type of wishes does Twilight Wish grant?**

Twilight Wish has four Wish Granting Programs. Big or small, all wishes are significant to the recipient as we show them we remember and care.

### **Simple Needs Wishes**

Food	Heaters
Clothing	Wheelchairs
Tombstones	Lift Chairs
Televisions	Mattresses
Stoves	Hearing Aids
Air Conditioners	Dentures
Visual Aids	Refrigerators

### **Celebrating a Life Wishes**

Visits to hometowns or places of comfort & joy  
Family reunions  
Returning to a favorite job or career once again

### **Living Life to the Fullest Wishes**

Ride in a hot air balloon	Ride on parade float
Publish a book	Meet a celebrity
Attend a ball game	Dance on Broadway
Travel	Fly in a fighter jet

## **Veterans' Wishes**

At Twilight Wish, we feel it is our privilege and duty to help fulfill the wishes of our elderly American veterans. Since 2003, we have honored more than 850 veterans. In fact, one-third of all the wishes we grant are for veterans. Sometimes a wish fulfills an immediate need. Sometimes it is a last wish or a lifelong dream. Large or small, all wishes provide a meaningful "thank you" to our veterans for their dedication and selfless service to our country.

### **8. How can I contribute?**

Twilight Wish seeks individuals, organizations, and corporations to "Help make our world a nicer place to age, one wish at a time." Our **Do Good, Feel Good** fundraising program is an easy way to make a difference in the lives of elders on a monthly basis. Donation levels begin at \$11 monthly, but can be customized for each individual. Donors can sign up to have their monthly donation automatically deducted from a credit or debit card, simplifying the giving process. Individual donations can also be made on a one-time basis through our secure website at [www.twilightwish.org](http://www.twilightwish.org) or mailed to P.O. Box 1042, Doylestown, PA 18901. Twilight Wish representatives are available to present to your organization by contacting Cass Forkin, Founder at 215-534-0402.

### **9. How can I volunteer?**

Volunteers are the backbone of Twilight Wish Foundation. Only through the commitment, time, and generosity of our volunteers are we able to grant wishes to deserving seniors as well as continue our growth and expansion across the U.S. To date, we have logged well over 10,000 volunteer hours with a fair market value per the independent sector of over \$400,000. Volunteers are always needed and appreciated, and we currently have opportunities in many areas including event planning, grant writing, administrative services, wish granting, fundraising, committee involvement, and starting a chapter. For more information on how you can help, please call 215 230-8777.

### **10. What is Twilight Wish Foundation's mission and vision?**

The mission of Twilight Wish is to honor and enrich the lives of seniors through intergenerational Twilight Wish celebrations. Our vision is to make our world a nicer place to age, one Twilight Wish at a time.

Twilight Wish focuses on the women and men who have paved the way for generations to follow: veterans, teachers, nurses, foster parents, civil servants, and grandparents. They have simple wishes, but getting by on a low-fixed income makes the smallest of treats difficult and many of our deserving seniors wonder if anyone out there truly cares. That's why Twilight Wish acknowledges our elders' importance to society: to show them we remember their works, influence, and kindness toward us.

### **11. Where is Twilight Wish Foundation located?**

Our national headquarters is located in Jamison, Pa. We also currently have active chapters in Allegheny County, Butler County, Mercer County, Washington County, Westmoreland County, and

Erie, Pennsylvania; Alabama; Arizona; Barstow, California; Indiana; and New York. In addition, we have Twilight Wish ambassadors throughout the country.

**12. What are your plans for expansion?**

Twilight Wish is growing! We continue to add chapters nationwide at regular intervals. Our long-term goal is to establish a chapter in all 50 states. Future plans include expanding internationally.

**13. Are you qualified as a 501 (c)(3) organization?**

Yes.

**14. Are monetary donations tax deductible?**

Yes. As a 501(c)(3) charity, we can accept contributions and offer donors a tax deduction for their gifts which are fully tax-deductible to the fullest amount allowed by law. Your personal tax bracket and how you file your taxes (individually, jointly, as a corporation, etc.) determines the deduction for your charitable contribution. Please consult with your financial adviser for more details.

**15. What media has Twilight Wish been featured in to date?**

Twilight Wish attracts ongoing local, regional, and national media attention with poignant, heartwarming stories of wish-granting events. The value of this media is not calculated on the financials; however, comparables place it in excess of several hundred thousand dollars per year in raising public awareness. Twilight Wish has been featured nationally in media including Family Circle, USA Today, People, National Enquirer, AARP The Magazine, Chronicle of Philanthropy, Woman's World, CNN, CBN, ABC, and NBC. Locally, Twilight Wish has been featured numerous times in The Philadelphia Inquirer, The Intelligencer, Courier Post, Northeast Times, and the Bucks County Courier Times, and seen on WPVI, KYW, WCAU, and Fox29. These stories inspire millions of people across the country and encourage them to do philanthropic acts of kindness toward seniors, fulfilling our vision to make our world a nicer place to age, one wish at a time. In addition, we have a strong online presence on several blogs, Facebook, Twitter, and LinkedIn. Although standard accounting practices do not allow placing the publicity value of media on the financials, the true value is priceless.

**For more information:**

We encourage you to visit our website at [www.twilightwish.org](http://www.twilightwish.org) to find out more about starting your own chapter, becoming a sponsor, making a wish, and learning about our future wish-granting events. There is nothing more rewarding than the smile of gratitude. Please help us bring those smiles to the elders who have contributed positively to society throughout their lives.

## **Twilight Wish Foundation** **Board of Directors**

### **James Ciervo, Chairman of the Board**

James Ciervo holds an AAS in Recreation Therapy and Leadership, Phi Theta Kappa, from Suffolk Community College and a B.S. in Human/Community Service from Empire State College. Ciervo started his career as a Therapeutic Recreation Aide at Smithtown Healthcare Facility in the early 1990s. Most recently he worked for over 16 years as Therapeutic Recreation Director at Water's Edge Nursing and Rehabilitation Center in Port Jefferson, NY. Ciervo has served on boards and committees on Long Island for over 20 years including serving as Planning Director for Intergenerational Strategies (NYSIGN); Planning Committee Member, Port Jefferson Chamber of Commerce; Member of the Board of Trustees, Smithtown Historical Society; and Past President, Therapeutic Recreation Association of Suffolk County. Ciervo's life goal of enhancing the quality of life for the aging is ongoing. His continued pursuit of higher education in this field and his endeavors to create community awareness regarding the increase of memory-impaired individuals is not only an asset, but a welcome gift to his colleagues and those who benefit from his knowledge. In his spare time, Ciervo explores the Northeast on two wheels with his motorcycle club and travels the world, eager to learn about new cultures.

### **Mary Mannix Meister, Secretary**

Mary Mannix Meister is a retired public utility safety professional. A lifelong political activist, Meister founded an advocacy group credited with the successful passage of the Family and Medical Leave Act. This activism led to her producing and hosting a local radio program for work/family issues that was honored with an AIR Award. Meister's volunteer involvements include Habitat for Humanity, serving as a local director for the Miss America Organization, and as a trustee for her local library. She also currently serves on the Board of the Upper Moreland Education Foundation.

### **Jack Regan**

Jack Regan worked as a Probation Officer for the City of Philadelphia for over 20 years. After his retirement from this position, he worked in sales for another twelve years until fully retiring ten years ago. Since then, Regan has been involved with numerous nonprofits, primarily working with at-risk children and young adults. In addition to his volunteer work at Twilight Wish, Regan is involved with Angels Flight East, Wrapping Presence and Ivy Hill Therapeutic Riding Academy. He resides in Chalfont with his wife.

### **Annabella Wood**

Reverend Annabella Wood is an ordained interfaith minister, physicist, inventor, speaker, and handywoman. Wood volunteered her time and talent to become instrumental in the granting of Twilight Wish Foundation's biggest wish, the "Truck Driving Mama" wish for Margarette Kirsch.

Wood helped negotiate the legal hurdles involved in bringing this wish to fruition and volunteered her time as the truck driver on this wish.

## **Advisory Board**

### **Mae Krier**

Mae Krier, one of the original Rosie the Riveters from World War II, had her wish to attend the American Rosie the Riveter Association's (ARRA) reunion granted by Twilight Wish in June of 2015. Krier worked on B-17s and B-29s for Boeing in Seattle and helped build the 5 Grand, the 5,000<sup>th</sup> B-17. While in Seattle, she met her husband on the dance floor at the Service Man's Center there. They were married nearly 70 years and raised two children before he passed away. Krier has four grandchildren, eight great-grandchildren and three great- great grandchildren. A great-great granddaughter is named Rosie in honor of Krier's Rosie the Riveter past. Thanks in great part to Krier's efforts over the years; lawmakers passed a Congressional Resolution designating March 21, 2017 and 2018 as "National Rosie the Riveter Day." She continues to work tirelessly to have this day become an annual day of recognition to honor the vital contributions that were made by countless American women during WWII. Krier has spoken to countless organizations and has made numerous radio and television appearances including Harry, a talk show hosted by Harry Connick, Jr.

### **Jerry Rothkoff, Esquire**

Jerry Rothkoff holds a J.D. from Widener School of Law and is a graduate of Syracuse University. He has been practicing law since 1993 and started the Law Offices of Jerold E. Rothkoff in 2000. Rothkoff specializes in elder and disability law practice concentrating in areas of long term care planning, asset protection, guardianship, disability planning, estate planning, and advocacy for the elderly and disabled. He is a member of the National Academy of Elder Law Attorneys, the Camden County Bar Association Committee on the Elderly and Guardianship Committee, Philadelphia Bar Association Elder Law Committee, Pennsylvania Bar Association (Elder Law Section), Delaware Valley Stroke Council, New Jersey State Bar Association (Elder Law Section Officer), Association of Trial Lawyers of America, Nursing Home Litigation Group.

### **Barbara Traub**

Barbara Traub worked for 50 years at Holland Enterprises, Inc., for her father, C.W. Schrenk, a builder and developer in Bucks County and the surrounding areas. She handled multiple duties including secretary, job supervisor, directing of construction crews and meeting with customers in customizing the home of their dreams. At the end of 2017, the business came to a close and she retired, to a point. Traub is a very involved person and has also worked at Freedom General Contracting since 2008 as a payroll and financial secretary. She currently serves as a Board Member on The C.W. Schrenk Family Foundation which is a tri-state foundation is helping to better the lives of children and families who are physically, mentally, socially, financially and religiously deprived for reasons beyond their control. In October of 2006, Traub received a House of Representatives Citation and Governors Award as an outstanding citizen recognizing her volunteer service with the Pennsylvania

Commission on Crime and Delinquency. In addition, she also traveled twice to Mississippi to assist with rebuilding efforts after Hurricane Katrina and to help the survivors put their lives back together. Traub has served on the Twilight Wish board since early 2010. She has lived in the Doylestown area for 41 years.

### **Lori Woodward**

Lori Woodward is Senior Vice President of Sales & Marketing for Acts Retirement-Life Communities, the largest not-for-profit owner/operator/developer of continuing care communities in the United States. In her leadership position, Woodward is responsible for the direction and implementation of marketing and sales strategy for Acts and its 23 communities. As a member of the Acts senior management team, she is an integral part of the achievement of strategic product development and growth plans. Woodward has held a series of leadership positions in the senior living industry, including serving as CEO of Hamlyn Senior Marketing and as corporate vice president of marketing and sales for Springpoint Senior Living in New Jersey. She has also held regional and corporate positions in sales and marketing for Sunrise Senior Living and Presbyterian Homes of New Jersey.

Woodward earned a BA in English and Business from Millersville University and an MBA in Marketing from LaSalle University. She has been a speaker for past national and regional conferences within the senior living industry, including Leading Age NJ, Leading Age PA, Leading Age FL, and Healthcare Association of NJ. In addition to serving on the Twilight Wish advisory board, Woodward volunteers with Boys & Girls Club of Philadelphia.

## **Twilight Wish Foundation** **Staff Members**

### **Cass Forkin, Chief Visionary Officer**

Cass Forkin is both a passionate visionary and a businessperson who gets things done. Forkin founded Twilight Wish Foundation in 2003 and served as Executive Director until July of 2011. She started the Foundation with just \$711 and a small, but dedicated group of people who believed in the cause. Sixteen years later, Twilight Wish has established 15 chapters throughout the U.S. and has granted over 3,155 wishes to deserving seniors.

Forkin holds an MBA in healthcare administration and a bachelor's in accounting, both from LaSalle University in Philadelphia, PA. Her career spans more than 30 years as an entrepreneur and executive in nonprofit organizations, healthcare administration, practice management, restaurants, and banking. Most recently, Cass and husband, Bill Belknap, have launched two companies: aEONRG which focuses on renewable energy resources, and Eonian Publications, a publishing company.

Forkin is a pioneer of charitable causes and is the national public speaker for Twilight Wish Foundation. She is the recipient of many academic, political, business, and community awards, and was voted a national Top Ten Business Woman for the American Business Women's Association. Forkin has been featured on television shows including "Seeking Solutions with Suzanne," "Living the Life," and numerous radio programs including Bill Bradley's "American Voices" on Sirius Satellite radio. She has been written about in various print media articles including People magazine's "Heroes Amongst Us," USA Today, Women's Day, National Enquirer and Family Circle magazine. In 2012, Forkin was featured on CNN's "Impact Your World" and HLN's "Leaders with Heart." Forkin and her husband reside in Downingtown, Pa.

### **Michelle Bowren, Director of Wish Management, [Michelle@twilightwish.org](mailto:Michelle@twilightwish.org), ext. 104**

Michelle Bowren graduated from West Chester University with a B.S. in Education. She has over 20 years' experience working with children as a preschool teacher, director of a day care center, and as a per diem substitute with the Central Bucks School District. Bowren is currently the Director of Wish Management for Twilight Wish responsible for all aspects of our wish-granting program. She has also served as the Communications Director on the Our Lady of Mount Carmel Home & School Association School Board for two years and volunteered with Meals on Wheels. Bowren has been with us since February 2011. She resides in Buckingham with her husband and two children.

### **Mary Farrell, Director of Community Relations, [Mary@twilightwish.org](mailto:Mary@twilightwish.org), ext 103**

Mary Farrell received her B.A. in Advertising from Temple University in 1989. She has more than 17 years' experience in advertising and public relations. Farrell volunteered for Twilight Wish for one year before becoming a part-time employee. She is currently the Director of Community Relations responsible for public and media relations, grant writing, and social media for Twilight Wish

Foundation. Farrell has been with Twilight Wish since March 2007. She resides in Buckingham with her husband.

**Donna DeQuila, Financial/Office Manager, [Donna@twilightwish.org](mailto:Donna@twilightwish.org), ext. 102**

Donna DeQuila received her B.S. from Wagner College in 1979. She has over 30 years of experience as an accountant and office manager, most recently with the Law Offices of William J. Courtney, LLC. DeQuila, who recently joined Twilight Wish, oversees the fiscal and administrative activities for the foundation. She resides in Furlong with her husband.