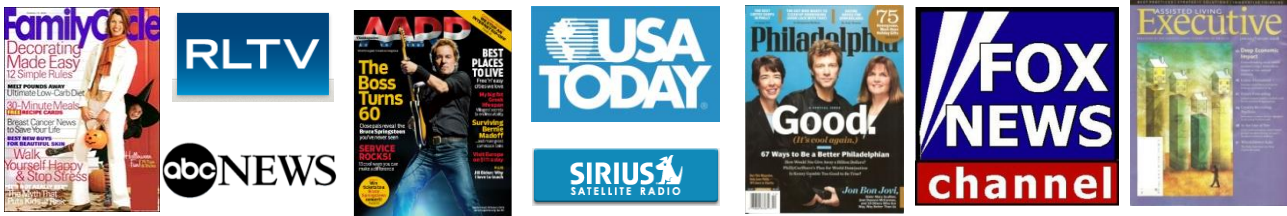




CELEBRATING SENIORS AND MAKING DREAMS COME TRUE

## 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 5,300 wishes and celebrated another 4,000+ 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 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: Margarete'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

**January 2021** – Twilight Wish celebrates the 17<sup>th</sup> anniversary of our first wish granting

**December 2022** – Twilight Wish reaches milestone of granting 4,700 wishes

**January 2023** – Twilight Wish celebrates our 20<sup>th</sup> anniversary

**April 2023** – Twilight Wish grants 5,000<sup>th</sup> wish

**August 2023** – Founder Cass Forkin named one of L'Oreal Paris Women of Worth for 2023

## **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.

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

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 5,300 individual wishes to those who deserve it and need it the most, our often forgotten elder generation.

## **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

Hot air balloon ride  
Attend a ball game  
Meet a celebrity  
Have a birthday party

### 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 1,700 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. 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, Fayette County, Mercer County, Washington County, and Westmoreland County, Pennsylvania; Arizona; California; Colorado; Connecticut; DC Metro area; Michigan; New Jersey; New York; Oregon; Rhode Island; Massachusetts; Knoxville, Tennessee; Louisville, Kentucky; Florida; western North Carolina; Houston, Texas, and Washington state. 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, Instagram 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**

### **Cass Forkin, Chairperson of the Board**

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. 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.

### **Kim Arnold**

Kim Arnold is currently a commercial relationship manager with Meridian Bank, specializing in professional services such as architects, law and consulting firms. Prior to joining Meridian Bank in 2021, Arnold was a relationship manager with PNC before being recruited to join the PNC Wealth team as a private banker.

Arnold currently serves on the boards of the Central Bucks Chamber of Commerce and the Quintessence Theater. Her extensive board experience also includes nine years of service on the board of the Bucks County Opportunity Council, a social services organization serving the residents of Bucks County. Arnold served as board chair for two years of her term and remains actively involved in the organization today. Arnold also serves as a member of the business advisory committee for the Heritage Conservancy, a historical and land preservation organization. In addition, she has been a member of the Doylestown Rotary Club for over thirteen years and enjoys coordinating speakers and planning events for both fundraising and education. Arnold attended Gwynedd Mercy University and graduated summa cum laude with a degree in Business Administration. She currently resides in Doylestown.

### **James Ciervo, Vice 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.

### **Lisa Graham**

Lisa Graham has many years of experience in both the corporate and nonprofit worlds and started her entrepreneurial career as co-owner of Tumbling Dice Entertainment with her husband in 1992. Author of the Healing Hearts book series for children, Graham launched Empower Kids, LLC, seven years ago to empower children through her picture books and support stuffed animals. In addition, Graham founded Empower Kids for Literacy in 2021, a nonprofit whose mission is to promote literacy and mental health in underserved communities. She is also a motivational speaker and the producer and host of the podcast series "Tell Me" which celebrates one's power and our ability to create moments that can change lives for the better. Graham graduated from Rutgers University with a B.A. in Journalism/English and lives with her family on a farm in New Jersey.

### **Andrea Hoisl**

Andrea D. Hoisl is currently the Director of the Office of Faith Events for the Diocese of Norwich, Connecticut. Her office oversees RCIA, Evangelization, Family Life Office, Youth, Young Adult and Adult Formation, Catholic Scouting and Ministry for the Disabled in the Diocese. Hoisl is currently President of DLENE (Diocesan Leader of Evangelization in New England) and previously served as Vice

President. Her responsibilities include overseeing the annual budget, providing vision and guidance to the membership of DLENE, strategic planning, and implementation of New England Convocation for Catechetical Leaders & Catechists.

Prior to her current role, Hoisl worked at Xavier High School in Middletown, Connecticut for over 28 years. There, she taught religion for four years and was then Director of Campus Ministry for 24 years. She also served as Director of Faculty Formation, Religion Department Chair, XBSS Retreat Coordinator, Faculty Spiritual Life Committee Chair and Founder and Moderator of the Environmental Club. Hoisl is currently the Chapter Director for the Connecticut chapter of Twilight Wish Foundation. She graduated with a BA in Religious Studies from Salve Regina University in Newport, Rhode Island. Hoisl then received her Master's in Education from St. Joseph College in West Hartford. Hoisl has three adult children: Matthew, Rebekah and Sarah. She resides in West Hartford with her husband of 34 years.

### **Matthew Hoisl**

Matthew Hoisl graduated with a B.S. in Accountancy and a B.S. in Business Management from Providence College in 2015. He started his career in corporate taxation at a Big 4 accounting firm focusing on corporate compliance, accounting for income taxes, and multi-state taxation. After joining Edelstein & Company LLP in 2018, Hoisl now provides consulting, accounting, and tax advice to privately-owned businesses, individuals, and trusts. He works closely with his clients to ensure they always receive the highest level of customer service and support. Hoisl strives to help his clients however he can, whether it is tax advice, planning, budgeting, or advice on day-to-day operations. He has worked with clients in several different industries including healthcare, retail, construction, investment management, rental real estate, technology, and many more. Hoisl resides in Boston with his fiancé and enjoys golfing, watching football, and spending time with his friends and family.

### **Kenneth Leith**

Ken Leith has over 40 years of experience in the wealth management and financial advisory field working with family business owners to improve performance for their financial assets, operating companies and intergenerational estate plans. He currently is a Principal at Asymmetric Business Ventures and also is owner of a financial planning and advisory firm, Leith Group. Philanthropic planning, with an emphasis on sustainability, has been a strong focus in his work with his clients. Mr. Leith has been involved with the Boards of over 40 charities and is active in advising charitable organizations of all sizes. He received his B.A. in Economics and International Relations from Swarthmore College and a master's in finance from the American College.

### **Jane Leopold-Leventhal, Esquire**

Jane Leopold-Leventhal, Esquire, currently serves as Chief Legal Counsel to all of Bohler Engineering's office locations. Bringing more than 32 years of legal experience to Bohler, Leopold-Leventhal began her career as a Law Clerk to the Honorable Phyllis W. Beck of the Superior Court of Pennsylvania. After her clerkship, she worked in the litigation department of Duane Morris' Philadelphia office before joining the law firm of Eastburn & Gray in Doylestown.

During her tenure at Eastburn & Gray, she managed complex commercial transactions, construction litigation, commercial and residential construction litigation, and real estate, employment and business matters. For two decades, Leopold-Leventhal also represented various suppliers in the construction trade and clients within the architectural, engineering and healthcare sectors. In addition, after becoming a Partner/Shareholder at Eastburn & Gray, Leopold-Leventhal served for several years on the firm's Management Committee.

After serving as legal counsel to Bohler's Pennsylvania's offices for several years, Leopold-Leventhal accepted a position as their general counsel in 2012. There, she is responsible for oversight of commercial litigation, contract negotiations, all lease negotiations and employment matters. After several years with Bohler, Leopold-Leventhal was promoted to Chief Legal Counsel. In 2018, she was awarded the Women of Influence Award by the Real Estate Forum Magazine.

Leopold-Leventhal graduated magna cum laude with a B.A. in English from the University of Pennsylvania and received her J.D. from Temple University School of Law, also magna cum laude. While at Temple, she served as staff writer and editor for the Law Review. Leopold-Leventhal resides in Buckingham, Pennsylvania with her husband of 37 years.

### **Jonathan Miller**

Jonathan Miller began his insurance career in the mid 1980s as a captive agent in the senior market of long-term care and Medicare supplements for Life & Health Insurance Company of America (LHA), advancing from Regional Manager to Vice President/Operations Manager. While at LHA, he developed the agency of Management Underwriters (MU) which provided supplemental products to the existing LHA sales force. In 2016, Miller co-created a new company, Longevity Income Solutions (LIS), which challenges long-held ideas on how to pay for senior care, especially when a medical crisis occurs. LIS offers a revolutionary annuity solution to protect assets and cap the cost of care, addressing the concerns of both those needing care and those providing care. Because of this groundbreaking approach at supporting the care journey, LIS and Genworth Financial, a leading long-term care insurance carrier, formed a strategic alliance to promote their educational resources in the Greater Philadelphia, Florida and Chicago areas. LIS is currently developing annuity products to create guaranteed monthly income to families experiencing a care journey.

Miller currently serves as a Board Member on the U.S. Committee Sports for Israel, a nonprofit entity working to build Jewish pride and community strengthening through sports. He has also served on the Board of Boystown Jerusalem, a school for underprivileged refugee children relocating to Israel as well as the Board of the Albert Einstein Medical Center. Miller and his wife currently reside in Plymouth Meeting, Pennsylvania with their three children.

### **Jason Parks**

Jason Parks is the founder of The Media Captain, a marketing and web design firm based in Columbus, Ohio. The Media Captain was voted as a Top 1% Agency in the U.S. by UpCity and Clutch. TMC works with hundreds of clients across many verticals to help them improve their web presence. In addition to founding The Media Captain, Parks co-founded DermWarehouse, one of the largest dermatologist-backed skincare & beauty sites in the U.S. with over 400,000 customers. Parks is a trusted expert in the marketing sphere. He's been a contributor for Entrepreneur.com, Ohio State's

Fisher School of Business, and quoted in many well-known publications, such as the New York Times, Forbes & Search Engine Watch.

### **Daniel Stephens**

Daniel Stephens is Senior Vice President for the CHAP (Community Health Accreditation Partner) Center for Excellence. Prior to CHAP, Stephens was Vice President of Business Development for Amedisys for nearly 14 years, leading a large sales team across 15 states to quadruple annual revenue. He has extensive experience in business development and sales leadership in the healthcare industry, focusing on DME/respiratory, home infusion, home health, hospice and palliative care. In his current role, Stephens works with community-based healthcare advocates to increase their impact and ability to help more patients receive the care they need.

Stephens graduated with honors from Liberty University with a focus in healthcare management. When he's not working, he enjoys volunteering at his church and spending time with his wife and two sons.

### **Ruth Anne Wood**

Ruth Anne Wood is the founder of Scripting for Success, a leadership training and production company. For over 20 years, Wood has helped many professionals with book and product creation, goal achievement and executive leadership training. Along with her husband, Jason, Wood has been a donor to Twilight Wish for many years, attending many fundraising events. She also served as a volunteer helping to grant several wishes for seniors who wished to publish their books. Wood resides in Doylestown with her husband.

## **Advisory Board**

### **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**

**Peter Stinson, Executive Director, [Peter@twilightwish.org](mailto:Peter@twilightwish.org), ext. 101**

Peter Stinson graduated with a B.A. from St. Joseph's University in 2007. He has many years of nonprofit experience including serving as Senior Director with Operation Homefront, a national military veteran's organization where he oversaw operations throughout the Northeast for over ten years. Most recently, Stinson was Executive Director of Greater Harleysville and North Penn Senior Services, a nonprofit that operates two senior adult activity centers in Montgomery County. It was during his tenure at Operation Homefront that he first learned of Twilight Wish while taking part in a wish granting for a World War II veteran who wished to attend the reunion of the Sixth Marine Division one more time. Stinson currently volunteers his services on the Executive Committee for Delaware Valley Veterans Consortium, an organization that unites military and veteran service organizations. In addition, he has taught CCD to 7th and 8th graders at Our Lady of Mount Carmel for over 14 years. He resides in Doylestown with his fiancé. In his spare time, Stinson enjoys being with his family and friends, working out and volunteering at his local parish, Our Lady of Mount Carmel.

**Beth Bready, Chief Financial Officer, [CFO@twilightwish.org](mailto:CFO@twilightwish.org), ext. 102**

Beth Bready recently joined Twilight Wish as Chief Financial Officer. She has over 20 years of experience managing several medical practices where her responsibilities included all billing, purchasing and human resources. In addition, Bready currently runs her own business providing maintenance and management services to clients.

**Cheryl Gustafson, Director of Wish Management, [Cheryl@twilightwish.org](mailto:Cheryl@twilightwish.org), ext. 104**

Cheryl Gustafson recently joined Twilight Wish as Director of Wish Management. She is responsible for all aspects of our wish granting program and assisting our chapters. Gustafson received her B.A. in Communications from California State Fullerton and has over 10 years of experience working for nonprofit organizations in Pennsylvania. She lives in Furlong with her husband and two dogs. When she isn't granting wishes, she enjoys cooking with her husband, getting together with her family and friends, and watching ice hockey.

**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 20 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, Director of Business Development, [Donna@twilightwish.org](mailto:Donna@twilightwish.org), ext. 107**

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 joined Twilight Wish in April of 2019, is responsible for increasing donor engagement by communicating with donors and building relationships to benefit Twilight Wish. She resides in Furlong with her husband.

**Randie Duretz, National Chapter Director, [Randie@twilightwish.org](mailto:Randie@twilightwish.org)**

Randie Duretz joined Twilight Wish in January of 2021 as National Director of Chapters. She has over 35 years of experience as an Activities Director in several long-term care facilities and most recently was Activities Director at Luther Woods Nursing & Rehabilitation. During her time there, Duretz collaborated with Twilight Wish to grant wishes to several of her residents there. In both 1998 and 2018, she was voted Activities Professional of North America by the National Association of Activity Professionals. Duretz, a resident of Ocala, Florida, will be responsible for overseeing chapter management and growth.