



CELEBRATING SENIORS AND MAKING DREAMS COME TRUE

## Media Kit



### Twilight Wish - Mission

Our mission is to honor and enrich the lives of deserving seniors through wish granting celebrations that connect generations.

### Twilight Wish - Vision

Our vision is to make the world a nicer place to age, one 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. Only 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 1,940 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 68 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

# **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 deserving seniors through wish granting celebrations that connect generations. We make our world a nicer place to age, one 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 68 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 1,940 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 68, 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
Fun wishes	Lifelong wishes

### **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 570 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 and Chairwoman of the Board 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 ext. 102, or e-mail [volunteerdirector@TwilightWish.org](mailto:volunteerdirector@TwilightWish.org).

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

The mission of Twilight Wish is to honor and enrich the lives of deserving seniors through wish granting celebrations that connect generations. Our vision is to make our world a nicer place to age, one 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 Doylestown, Pa. We also currently have active chapters in Pittsburgh, New Castle and Erie, Pennsylvania; Dallas and Fort Worth, Texas; Arizona; Santa Monica and Barstow, California; Missouri; West Virginia; Washington; Louisiana; Illinois; Indiana; New Jersey; New Hampshire 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 5-year 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**

### **Cass Forkin, Chairman of the Board and Interim Executive Director**

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. Ten years later, Twilight Wish has established 17 chapters throughout the U.S. and has granted nearly 1,940 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 new companies: aEONRG (pronounced "eon-ergy), 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.

### **Jennifer Ellsworth, Vice Chair of the Board**

Jennifer Ellsworth has an extensive and varied background in nonprofits, eldercare, and radio and television broadcasting. She received her B.S. in Mass Communications, Television Major/Theater Minor, from Emerson College in Boston, Mass. She taught at the Connecticut School of Broadcasting and lectured at Lehigh University. She is currently the C.E.O. of JPE Home Care LLC which provides medical and non-medical home care services, and a member of the Society of Certified Senior Advisors.

Ellsworth is also the CEO of Frog Pond Productions, a private non-profit educational communications network specializing in providing video and multimedia production services to nonprofit organizations. Ellsworth has served on several advisory boards for nonprofits and is currently the President of the Board of the Mount Amwell Project. In 2006, Ellsworth was recognized as a "Hometown Hero" by the Intelligencer Newspaper (Doylestown, Pa.). Ellsworth lives in Bucks County, Pa., with her family and pets.

### **Lisa Mach**

Lisa Mach is a partner and bookkeeper for Adult Assisted Living Referral and Placement Service, Inc. in Tucson, Arizona. Mach has 25 years of bookkeeping experience and recently completed board member training from the United Way Inclusion Council in Arizona. She also started the Tucson, Arizona chapter of Twilight Wish Foundation in 2008 with her mother, Rose Muzzy. She resides in Tucson with her daughter, Gabriella.

### **Carol Thomson, Treasurer**

Carol Thomson began her career with Coopers and Lybrand (now PWC) and has been a CPA for over 25 years. Thomson also worked at ADP Corporation, Verizon Corporation and Verizon Wireless where she held various positions in corporate finance. After leaving Verizon Wireless in 2005, Thomson worked as a consultant and controller for various clients. She graduated with a B.S. from LaSalle University and an MBA in Finance from the University of Kentucky. Thomson resides in Warrington, Pa.

### **Barbara Traub, Treasurer**

Barbara Traub has worked for 40 years at Holland Enterprises as a job supervisor, secretary, and handled job costing duties. She directed a construction crew and met with customers to develop plans to customize their homes. In addition, Traub worked at Freedom House as a payroll and financials secretary. She served as a board member and stand-in C.E.O. for the C.W. Schrenk Family

Foundation, through which she twice traveled to help rebuild the homes of Hurricane Katrina survivors. Traub is involved in her community with the D.A.R.E. program and Camp Discovery. She currently resides in Doylestown.

## **Advisory Board**

### **Catherine Scott Asplen**

Catherine Asplen is a resident of Chalfont, Pa., and has over 30 years' experience in the senior housing and health care professions in operations, marketing and development. She has spent her career as an advocate for senior citizens, working to influence the regulatory and legal environments to provide more choice and better reimbursement for seniors nationally. Asplen is currently the President and COO of New Dawn Assisted Living Management Company of Chalfont, Pa. Prior to her position at New Dawn, Asplen served in executive management and marketing roles with Sunrise Assisted Living, Presbyterian Homes of New Jersey and the Assisted Living Federation of America. In addition, Asplen is a nationally recognized speaker who has presented at numerous state and local conferences, conducted countless training sessions and published articles in Assisted Living Today magazine. She received an MBA in Health and Medical Services Administration from Widener University in Chester, Pa.

### **Stephen Brown**

Stephen Brown is the Director of Photography for Bucks and Montgomery Living Magazine and owner of Looking Glass Photography in Perkasio. Brown has had his photography published in many local and national publications including People and US Magazine, and has been featured on *Entertainment Tonight*, The E Channel, and on the Wedding Channel. He recently photographed the wedding of Justin Guarini and Reina Capodici for People magazine. In addition, Brown works with many community charities including CB Cares, Alex's Lemonade Stand, and the Susan G. Komen Breast Cancer Foundation. Brown resides in Doylestown.

### **Andrew D. Cotlar, Esquire**

Cotlar earned his J.D. from the Dickinson School of Law, Pennsylvania State University, Carlisle, Pa., in 1999. In addition, he graduated from the University of Wisconsin-Madison, with an M.A. in Philosophy and received his B.A. from Vassar College, Poughkeepsie, NY. Mr. Cotlar has been practicing law since 1999 and is currently an attorney with the Law Office of Steven A. Cotlar in Doylestown, PA. He is currently a member of the District of Columbia Bar Association, the Pennsylvania Bar Association, Federal Communications Bar Association, and the American Bar Association. Mr. Cotlar currently resides in Doylestown, PA.

### **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.

### **Lori Woodard**

Lori Woodard has been a sales and marketing professional in the senior housing industry since 1992 and is currently Senior Vice President of Sales, Marketing & Public Relations for ACTS Retirement Life Communities. She is a past board member of the New Jersey Assisted Living Council and a past committee member of the New Jersey Association of Not-For-Profit Homes for the Aging. She lives in Yardley, Pa. with her family.

## **Twilight Wish Foundation**

### **Staff Members**

**Michelle Bowren, Director of Wish Management, [WishDirector@twilightwish.org](mailto:WishDirector@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 10 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 and two children.

**Robin Kardane, Director of Office Administration, [Robin@twilightwish.org](mailto:Robin@twilightwish.org), ext. 100**

Robin Kardane received her B.B.A. in Accounting from Temple University in 1991. She has over 20 years' experience as an auditor, comptroller, and individual and corporate accountant. As the Director of Finance and Administration, Kardane oversees the fiscal and administrative activities for Twilight Wish. Kardane has been with Twilight Wish since January 2007. She resides in Buckingham with her husband and two sons.