



Alan Dandron
@dandron.studio



The Clark Rogers House: A Historic Gem of Plainfield's Golden Age

Designer Showhouse at
831 Madison Avenue, Plainfield, NJ

Opening Event Date: Thursday, April 30th

Tour Dates: Thursday, April 30th – Sunday, May 24th

2026 DESIGNER OPPORTUNITIES

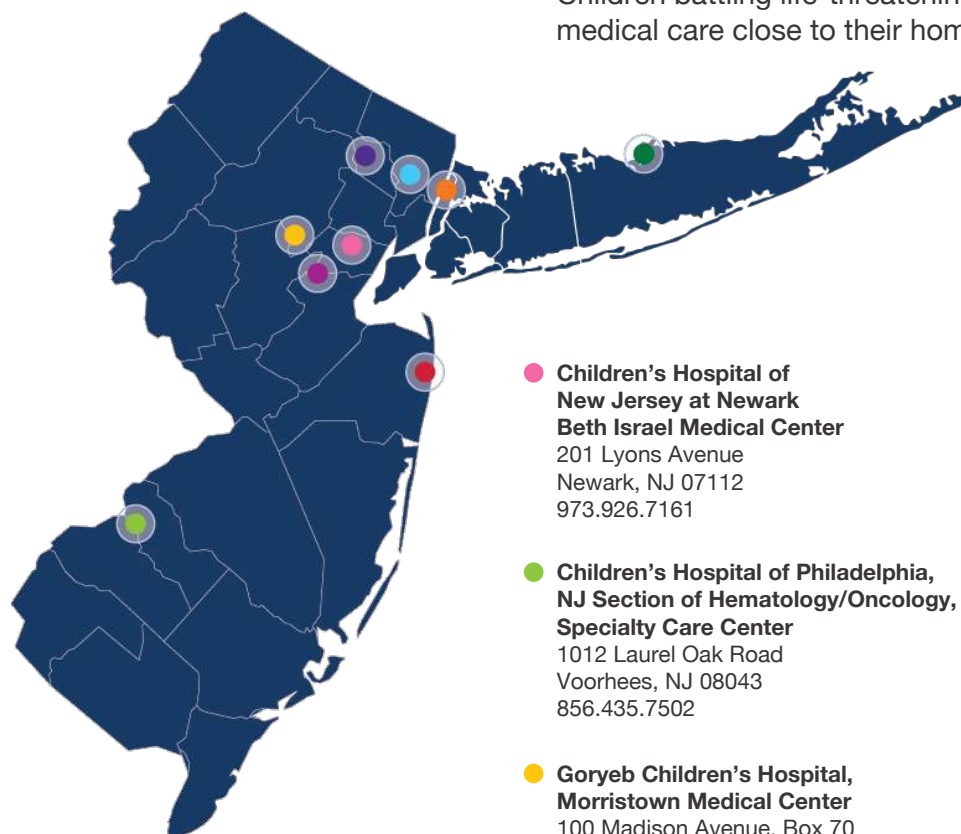
THE VALERIE FUND

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

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

Each year, The Valerie Fund supports over 6,500 children and their families dealing with the social, emotional, developmental and physical challenges of pediatric cancer and blood disorders. We are one of the largest networks of specialized outpatient healthcare facilities in the nation.

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



Children's Hospital of New Jersey at Newark Beth Israel Medical Center
201 Lyons Avenue
Newark, NJ 07112
973.926.7161

Children's Hospital of Philadelphia, NJ Section of Hematology/Oncology, Specialty Care Center
1012 Laurel Oak Road
Voorhees, NJ 08043
856.435.7502

Goryeb Children's Hospital, Morristown Medical Center
100 Madison Avenue, Box 70
Morristown, NJ 07960
973.971.6720

New York-Presbyterian Morgan Stanley Children's Hospital
Columbia University Medical Center
161 Fort Washington Avenue,
1P 7th Floor
New York, NY 10032
212.305.5808

Overlook Medical Center
11 Overlook Road, Suite 230
Summit, NJ 07901
908.522.2353

St. Joseph's Children's Hospital
736 Main Street
Paterson, NJ 07503
973.754.3230

Stony Brook Children's Hospital on Long Island
Lauterber Drive
Stony Brook, NY 11794
631.444.7720

The Unterberg Children's Hospital at Monmouth Medical Center
300 Second Avenue
Logn Branch, NJ 07740
732.923.7455

Valerie Fund Pediatric Pain and Palliative Care Program at Joseph M. Sanzari Children's Hospital at Hackensack University Medical Center
Hackensack University Hospital
30 Prospect Avenue
Hackensack, NJ 07601



Contact: Bunny Flanders, bflanders@thevaleriefund.org or Leah Del Piano, ldelpiano@thevaleriefund.org
2101 Millburn Ave. Maplewood, NJ 07040 | 973.761.0422 | www.thevaleriefund.org

HISTORY OF THE HOUSE

Nestled at the corner of Madison Avenue and West Ninth Street in Plainfield, New Jersey, the **Clark Rogers House** stands as a testament to the city's rise as a commuter haven and cultural hub during the 19th century. Built in the 1860's for retired merchant, Clark Rogers, the house is listed on the National Register of Historic Places and remains one of Plainfield's finer surviving examples of Victorian Italianate and Queen Anne-style architecture.

The house has retained the many features that make this style distinctive include the decorative cross gables, cornice, and incised millwork along the frieze. The Victorian "gingerbread" trim sets off the clapboard siding, with pronounced segmental-headed windows and a three-bay leaded glass window on the main floor. The double-leaf paneled oak door is framed in an ornate segmental-arch and provides a welcoming entrance from the decorative wraparound porch. The Queen Anne style is reflected in the decorative turret and bay windows.

Today, the Clark Rogers House stands not only as an architectural treasure but also as a window into the vibrant, aspirational spirit of 19th-century Plainfield—a city shaped by trains, industry, civic pride, and timeless craftsmanship. Just steps away from the once-famous Millionaires' Row, this house continues to tell the story of Plainfield's rise and evolution.



Kace

11 years old

Sickle Cell

Diagnosed at Birth

Atlantic Health System's
Goryeb Children's Hospital,
Morristown Medical Center

MEET KACE A Valerie Fund Patient from Plainfield

A Lifeline of Care: Kace's Journey with The Valerie Fund

Diagnosed with sickle cell disease at birth in 2013, Kace has been receiving treatment at The Valerie Fund Children's Center. His mother, Tiffany, is deeply grateful for the continuity of care and the longstanding relationships they've built with the same dedicated team of doctors and nurses over the years.

"The Valerie Fund has been like a family to Kace and me," says Tiffany. "They've helped us understand sickle cell disease and the support systems available to us. The staff have always been welcoming and incredibly knowledgeable, with programs that help families like ours navigate a disability with limited support."

During Kace's hospital stays, Kristin, the Child Life Therapist, lifts Kace's spirits with fun and engaging activities—from cooking days and "Christmas in July" celebrations to BINGO with the Calling All Kids Network and visits from therapy dogs. "There was always something going on to take Kace's mind off why he was in the hospital," Tiffany recalls.

Tiffany also feels empowered by the medical team when it comes to making decisions about Kace's care. "They take the time to make sure you fully understand what's happening. They want you to feel confident navigating your child's health and working with the team to make the best decisions."

Shannon, the center's Hematology Nurse Navigator has been a vital resource, helping the family secure appointments with outside specialists. Kace also has access to therapeutic services to help him cope emotionally with his condition, providing a safe space to process his feelings. When health challenges keep Kace from school, The Valerie Fund's Educational Liaison, Caitlin, steps in organizing tutoring to keep him on track academically.



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DESIGNER PARTICIPATION & BENEFITS

Interior and Landscape Designers participating in this Showhouse will have the opportunity to be part of a very special project supporting the 6,500 Valerie Fund Kids treated each year.

This 3,644 square foot house offers 20 spaces to showcase your concepts and imagination.

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

- Showhouse Journal will include a section for each room and designer
- Designers are able to giveaway branded items at the Showhouse
- Designer logo included on Valerie Fund Showhouse marketing pieces
- Logo Recognition and Link on The Valerie Fund Showhouse website
- Recognition on The Valerie Fund Showhouse social media post and email updates to 30,000 supporters
- Designers logo on sign board located at The Valerie Fund Showhouse
- Inclusion in press releases
- Invitations to the Opening Event
- Opening Night Tickets

Premium Package: Designers are invited to submit designs for our premium spaces.

- #1 Covered Porch and Rear Deck
- #6 Grand Living Room
- #8 Kitchen with Bar Room and Pantry
- #10 Primary Suite 1 with Primary Bath 1
- #13 Primary Suite 2 with Primary Bath 2

These prominent spaces will give designers a chance to shine, showing their creativity. Premium rooms are a \$3,500 designer fee with \$1,000 being returned to the designer once they have removed all items from house and complied with all items outlined in the designer contract. \$2,500 is a donation to The Valerie Fund.

Standard Package

Standard rooms are a \$2,500 designer fee with \$1,000 being returned to the designer once they have removed all items from house and complied with all items outlined in the designer contract. \$1,500 is a donation to The Valerie Fund.

First Floor Rooms:

11' Ceilings

#1 Covered Porch	47' 6" x 10' 7"
	29' x 6" x 7' 8"
#1 Rear Deck	10' 7" x 20' 6"
#2 Foyer	3' x 6' 8"
Entrance Hallway	20' 5.25" x 6' 8"
#3 Powder Room	5' 6" x 2' 6"
#4 Front Parlor	18' 3" x 14' 6"
#5 Rear Parlor	11' 8" x 19' 6"
#6 Grand Living Room	23' 8" x 17' 2"
#7 Dining Room	12' 6" x 16'
#8 Kitchen	12' 6" x 20' 2"
#8 Butler Pantry / Bar Room	15' 3" x 7' 2"

Second Floor Rooms:

10' Ceilings

#2 Sitting Room	12' 6" x 16'
#2 Hallway	12' 6" x 3' 6"
#9 Primary Suite 1	21' 2.75" x 17' 2"
#9 Primary Entrance	8' x 6' 8"
#10 Master Bath	12' 6" x 9' 4.625"
#11 Walk in Closet	12' 7" x 13' 10"
#12 Laundry	7' 9" x 9'
#13 Common Bath	15' 3" x 7' 2.25"
#14 Bedroom 2	12' x 19' 6"
#15 Bedroom 3	14' 9.375" x 14' 6"

Third Floor Rooms:

8.5' Ceilings

#2 Landing	8' 6" x 11' 8"
#16 Bedroom 4	12' 6" x 17' 6"
#17 Bathroom	9' x 5'
#18 Playroom	30' 6" x 11'

Exterior:

#20 Front & Side Yards	95' x 27'
	25' x 45'
#20 Rear Yard	95' x 70'

**Join us on our Preview Days at 831 Madison Avenue in Plainfield
Tuesday, October 7, 10:00am-2:00pm with Benjamin Moore Presentation at 10:30 am,
or by appointment. Tour the house and select the rooms you wish to transform.**



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SHOWHOUSE TIMELINE

OCTOBER 2025

- Tuesday, October 7th: Designer Open House
- Wednesday, October 21st: Designer Open House #2
- Wednesday, October 29th: Kitchen/Bathroom Designer Submissions Due

NOVEMBER 2025

- Monday, November 3rd: All Other Designer Submissions Due
- Wednesday, November 5th: Designer Selection Committee Meets
- Wednesday, November 12th: Designers Selected and Notified

FEBRUARY 2026

- Monday, February 16th: Kitchen and Bathroom Install Begins
- Thursday, February 26th: Deadline for Journal – Designer Information and Logo Due

MARCH 2026

- Monday, March 16th: Designer Installation Begins for All

APRIL 2026

- Thursday, April 30th - Sunday, May 3rd
 - Opening Event at 7:00pm on April 30th
 - Thursday & Friday: 10am to 3pm
 - Saturday & Sunday: 10am to 4pm

MAY 2026

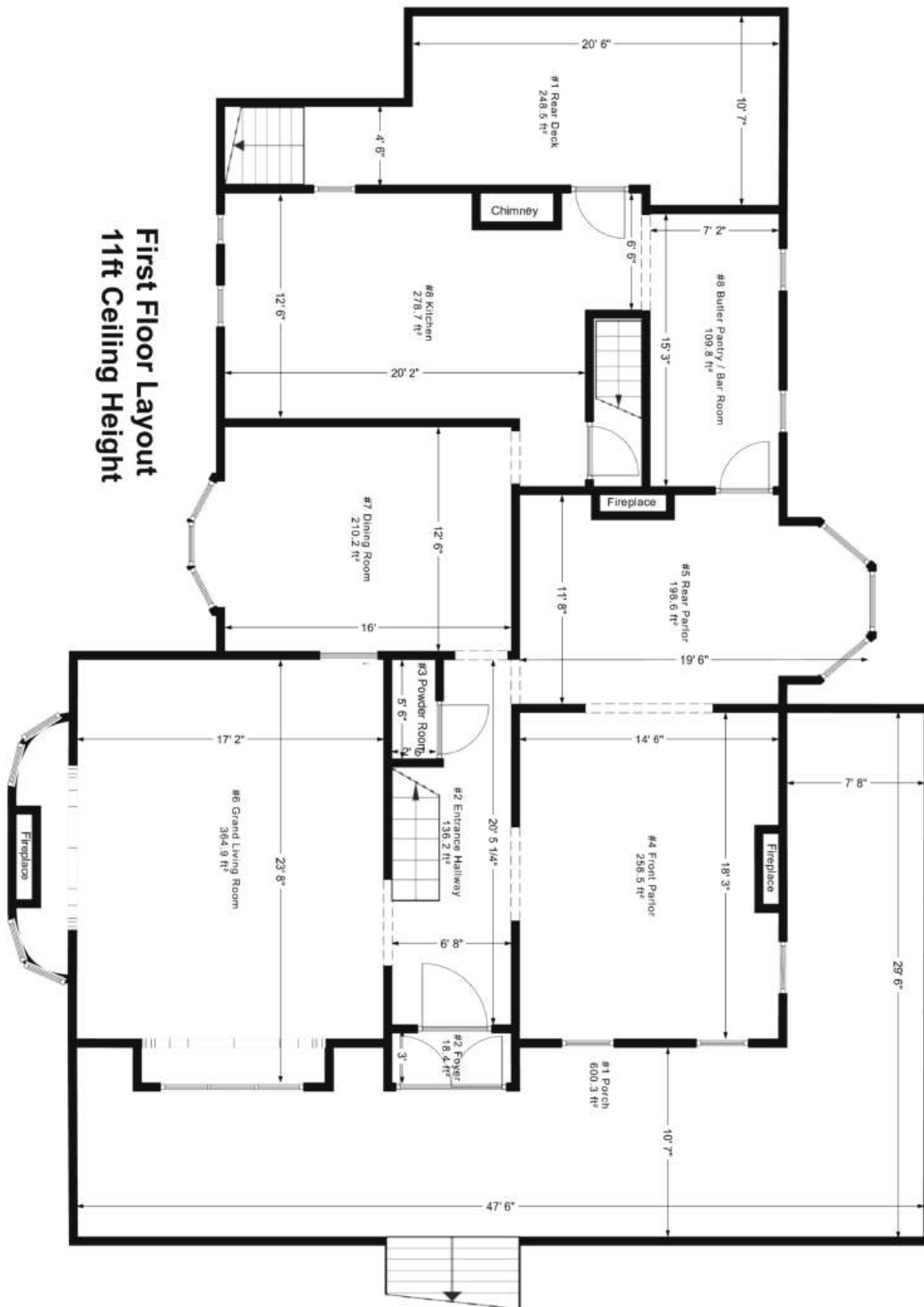
- Thursday, May 7th - Sunday, May 10th:
 - Thursday & Friday: from 10am to 3pm
 - Saturday & Sunday: from 10am to 4pm
- Thursday, May 14th - Sunday, May 17th:
 - Thursday & Friday: from 10am to 3pm
 - Saturday & Sunday: from 10am to 4pm
- Thursday, May 21st - Sunday, May 24th:
 - Thursday & Friday: from 10am to 3pm
 - Saturday & Sunday: from 10am to 4pm
- Sunday, May 24th: Tours End

JUNE 2026

- Friday, June 5th: Deadline: All Items to be Removed by Designers

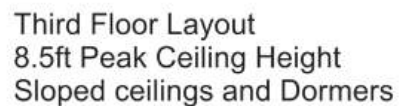


SHOWHOUSE LAYOUT

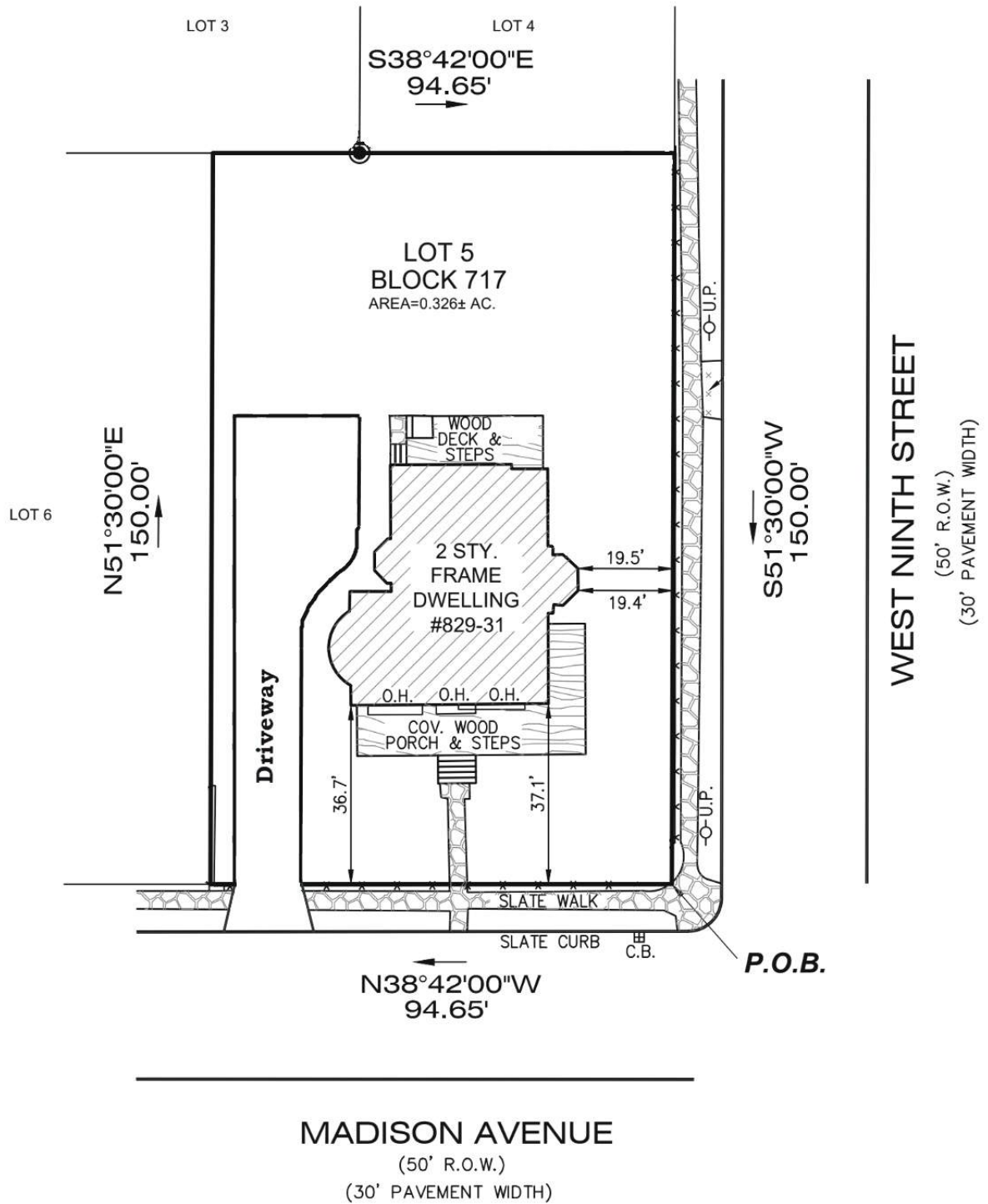


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SHOWHOUSE LAYOUT



DRIVEWAY SURVEY



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2026 DESIGNER SHOWHOUSE APPLICATION

I would like to support children with cancer and blood disorders by designing a room in the Clark Rogers House, 831 Madison Avenue, Painfield, NJ.

I would like to submit plans for the following rooms:

Designer Name/Business: _____
hereinafter "Designer"

Phone: _____
Business Cell Website

of Social Media Followers:  _____  _____  _____

Your reason for applying to participate in the Showhouse:

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

1st Room: _____ Floor: _____

Paint: Wall: _____ Ceiling: _____ Trim: _____

2nd Room: _____ Floor: _____

Paint: Wall: _____ Ceiling: _____ Trim: _____

3rd Room: _____ Floor: _____

Paint: Wall: _____ Ceiling: _____ Trim: _____

☐ I will be painting my room

☐ I want the contractor to paint my room

**Please email your application and PDF sketches
to bflanders@thevaleriefund.org by Monday, October 26, 2025**

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

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



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INVENTORY

Item _____ Description _____

Price _____ For sale? ☐ Yes ☐ No _____

Item _____ Description _____

Price _____ For sale? ☐ Yes ☐ No _____

Item _____ Description _____

Price _____ For sale? ☐ Yes ☐ No _____

Item _____ Description _____

Price _____ For sale? ☐ Yes ☐ No _____

Item _____ Description _____

Price _____ For sale? ☐ Yes ☐ No _____

Item _____ Description _____

Price _____ For sale? ☐ Yes ☐ No _____

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THEME

Modern Day Manor House

Whispering Woods 1012	Gilded Ballroom CSP-980	Dried Basil 1510	Woodlawn Blue HC-147
Wynwood 1231	Fox Run 1229	Fairview Taupe HC-85	Van Courtland Blue HC-145
Nicolson Red CW-270	Sedona Clay 2174-30	Shady Lane 497	Cushing Green HC-125
Coffeehouse Chocolate CW-165	Toasted Chestnut 2174-10	Mediterranean Olive 2142-10	Salamander 2050-10
Wenge AF-180	Chestnut 2082-10	Windsor Green CW-505	Blue Note 2129-30

DESIGNER AGREEMENT

DESIGNER AGREEMENT TO PARTICIPATE IN THE CLARK ROGER HOUSE SHOWCASE 2026

THIS AGREEMENT between THE VALERIE FUND, its representatives, employees and those acting on its behalf (hereinafter referred to as "THE VALERIE FUND") and the undersigned DESIGNER (hereinafter referred to as "DESIGNER") is intended to state the rights and obligations of both parties and the terms and conditions for their participating in THE CLARK ROGER HOUSE SHOWCASE (the "Event"), an exhibition of designer rooms to be held during the period of April 30, 2026 through May 24, 2026 under the sponsorship of THE VALERIE FUND and to support the mission of THE VALERIE FUND.

THE VALERIE FUND will sponsor a fund-raising event which is known as THE CLARK ROGER HOUSE SHOWCASE which will be held at _____ Plainfield, New Jersey (the "Home"). The Event will be open to the public from April 30, 2026 to May 24, 2026, during the hours 9:30 a.m. to 4:30 p.m. Thursday through Sunday. DESIGNER wishes to participate in the Event to showcase his/her work. THE VALERIE FUND shall be entitled to all proceeds from the admission fees charged for viewing the exhibition. Entrance to the Event will be restricted to persons ten years of age or older. The Home is not handicapped accessible.

DESIGNER agrees to pay the sum of _____ (\$_____) dollars to THE VALERIE FUND to participate in the Event. THE VALERIE FUND agrees to return one-half of the fee to the DESIGNER if the DESIGNER complies with all of the terms and conditions contained in this Agreement.

DESIGNER agrees to decorate and furnish at his/her sole expense the room or area designated as Space # _____ (the "Designer's Area") in a highly professional manner. DESIGNER will submit a written design plan of his/her plans for the assigned space to the Event Design Committee Co-Chairs (the "Committee"). Any major changes in the submitted concept must be acceptable to the Committee and approved to in writing signed by the Committee.

DESIGNER will be given access to the Home for the purpose of room planning and measuring on dates designated by the Committee. DESIGNER will have access to the Designer's Area prior to commencement of the Event at times designated by THE VALERIE FUND solely for the purpose of decorating and furnishing the Designer's Area. DESIGNER agrees to complete all demolition, construction and sanding in the Designer's Area by April 23. DESIGNER agrees to complete all painting and wallpaper installation in the Designer's Area by April 23, 2026. DESIGNER agrees to have Designer's Area completed and ready for exhibition and any photography by April 26, 2026. All photography must be completed by April 26, 2026.

A list of individuals to be allowed "ready access" to Designer's Area must be provided to the Committee not later than March 16, 2026. Anyone not listed will not be allowed free entry on behalf of the DESIGNER. Only those people directly connected with the preparation of Designer's Area are permitted to visit the Home before the opening gala, due to THE VALERIE FUND's insurance requirements.

DESIGNER agrees to provide THE VALERIE FUND with instructions as to how Designer's Area should be displayed by April 23, 2026. In addition, DESIGNER agrees not to rope off any rooms or areas without the written permission of THE VALERIE FUND. No substitutions are permitted and articles cannot be removed from any of the lists submitted as provided herein.

DESIGNER agrees that he/she shall not make any changes to the Designer's Area after the commencement of the Event unless expressly agreed to by the Committee in writing. All adjustments or modifications approved by the Committee must be made before or after the Event hours, subject to availability of the Home.



DESIGNER AGREEMENT

DESIGNER agrees that he/she shall be responsible to remove all furnishings fixtures installed in the Designer's Area immediately upon the conclusion of the Event, but not later than June 5, 2026. In the event DESIGNER does not remove all personal property and fixtures installed by the DESIGNER by that date, any personal property and fixtures which remain in the Home after shall be deemed abandoned, and the Committee shall dispose of the personal property and fixtures in its sole discretion, at the sole cost of the DESIGNER.

DESIGNER agrees to promote the Event in their social media channels, including Facebook, Instagram and Twitter, in addition to sending emails and blogging to their proprietary database. All content should include acknowledgement that the DESIGNER is participating in the Event and shall continue to promote the Event prior to and throughout the time of the Event. The DESIGNER's social media shall include tastefully designed templates provided by THE VALERIE FUND to announce the Event. The DESIGNER shall announce project markers monthly from October to January and weekly beginning February 1st and until the commencement of the Event.

DESIGNER shall submit ad journal information and business advertising not later than March 2, 2026.

DESIGNER shall provide an inventory list of items to be used in its room, including price and sale status not later than April 10, 2026.

DESIGNER agrees to donate to THE VALERIE FUND fifteen (15%) percent of the gross amount, not including sales taxes, of any items sold from the Home at the Event during the term of the Event.

DESIGNER agrees to use Benjamin Moore paints as a part of the design of their space.

DESIGNER waives any and all claims that DESIGNER may have against THE VALERIE FUND, the owner of the Home (the "Owner"), their parent and affiliates, subsidiaries, officers, directors, agents, employees, partners, volunteers, successors and assigns (collectively, the "Indemnities"), and agrees to hold the Indemnities harmless and release them from any and all liability or responsibility for any and all claims, causes of action, liabilities, injuries, damages, losses and expenses (including reasonable attorneys' fees), now or in the future relating THE VALERIE FUND, the Owner and the Event. DESIGNER further agrees to indemnify Indemnities for DESIGNER'S negligence or misconduct, in whole or in part, or at or relating to the Event. Furthermore, the DESIGNER hereby agrees to hold harmless, and forever waives and releases, THE VALERIE FUND, the Owner, their parent and affiliates, subsidiaries, licensees, successors and assigns, and volunteers, and their respective officers, agents, employees and contractors of the foregoing (the "Releasees") from any and all actions, claims, demands, liabilities or expenses that the DESIGNER may have, now or hereafter, relating to any injury, accident, illness, death and/or any loss or damage to personal property, tangible or intangible, DESIGNER may incur during, or resulting from, DESIGNER'S provisions of services, including but not limited to, claims arising out of any negligence of the Releasees.

IN WITNESS WHEREOF, the Parties hereto have duly executed this Agreement as of the date written below.

DESIGNER

THE VALERIE FUND

Date: _____

Date: _____

