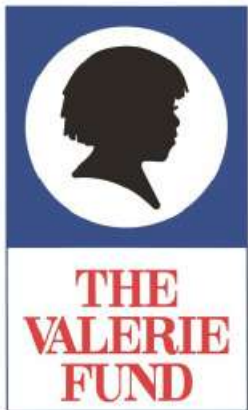




Alan Dandron
@dandron.studio



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

Designer Showhouse at
831 Madison Avenue, Plainfield, NJ

Opening Event Date: Thursday, September 24th

Tour Dates: Thursday, September 24th – Sunday, October 18th

2026 SPONSORSHIP OPPORTUNITIES

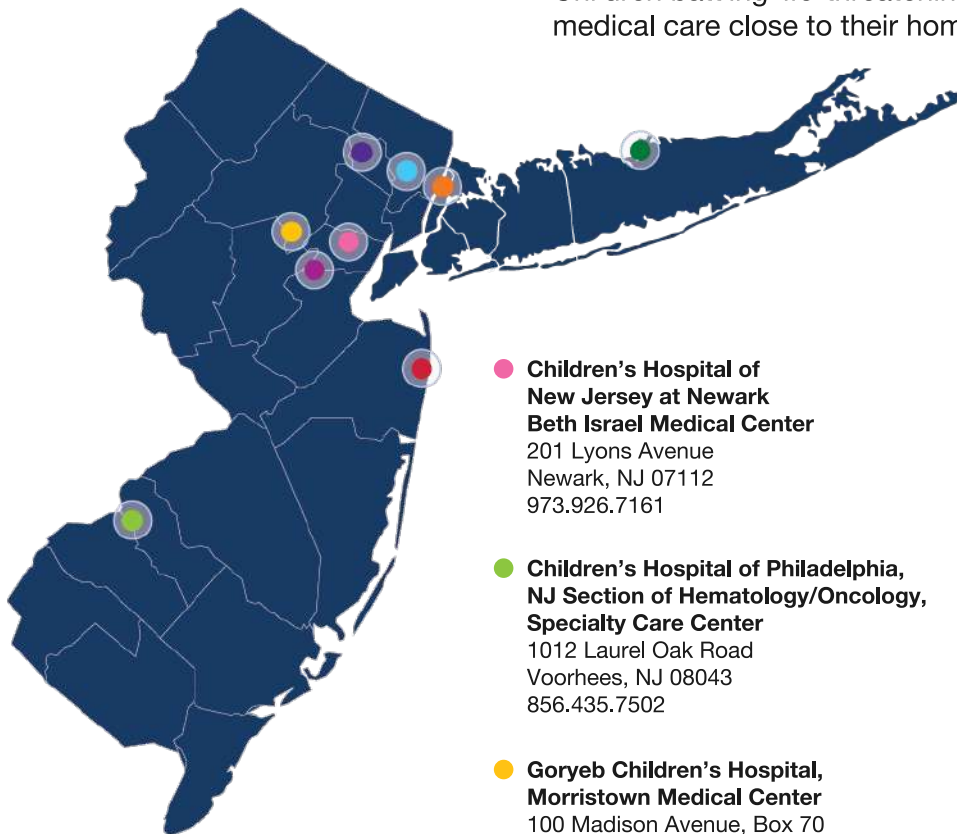
THE VALERIE FUND

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,
IP 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 Joseph M. Sanzari Children's Hospital at Hackensack University Medical Center**
Hackensack University Hospital
30 Prospect Avenue
Hackensack, NJ 07601
551.996.5437



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.

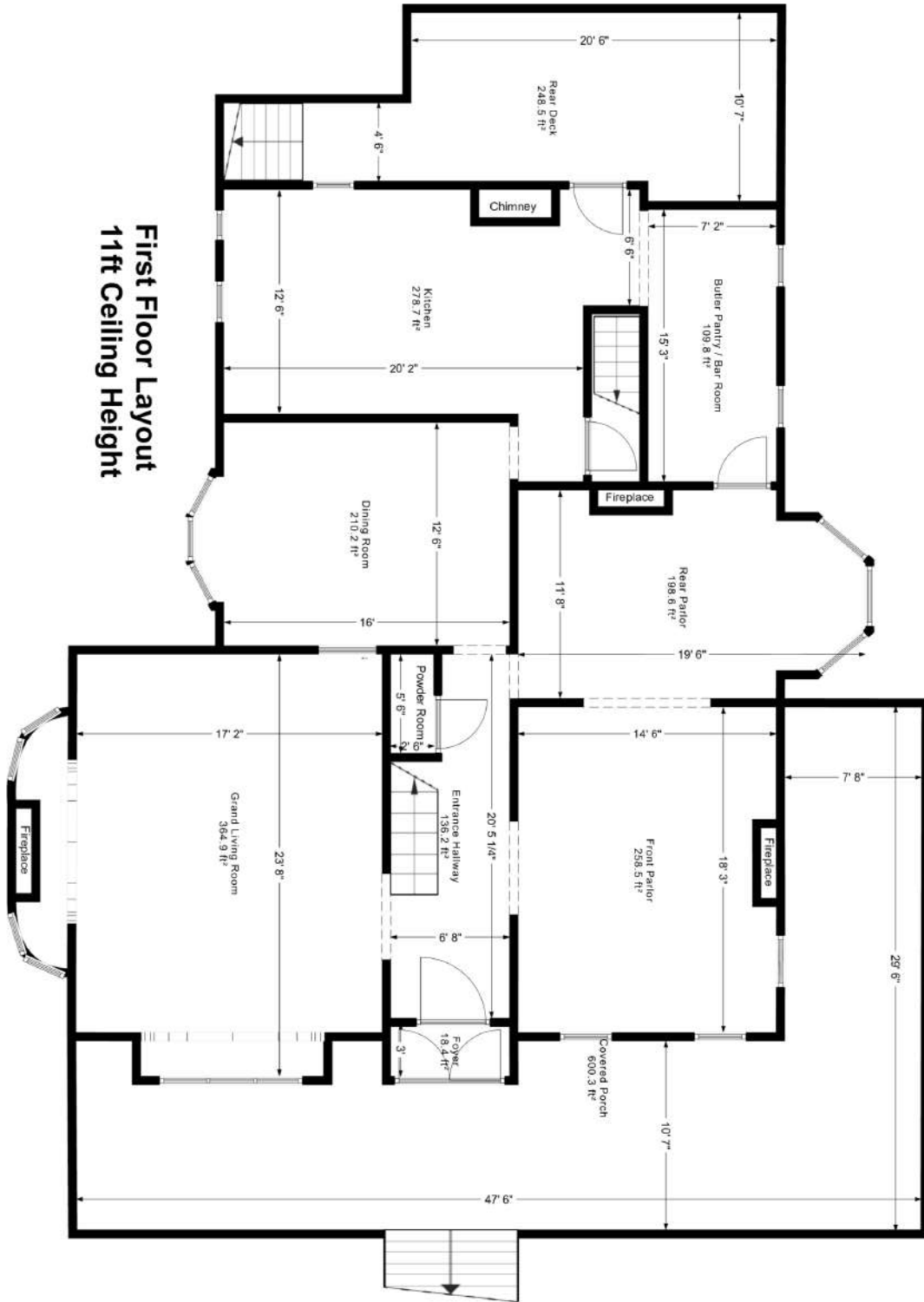
Tiffany also feels empowered by the medical team when it comes to making decisions about Kace's care. "They take the time to make sure you fully understand what's happening. They want you to feel confident navigating your child's health and working with the team to make the best decisions."

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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2101 Millburn Ave. Maplewood, NJ 07040 | 973.761.0422 | www.thevaleriefund.org

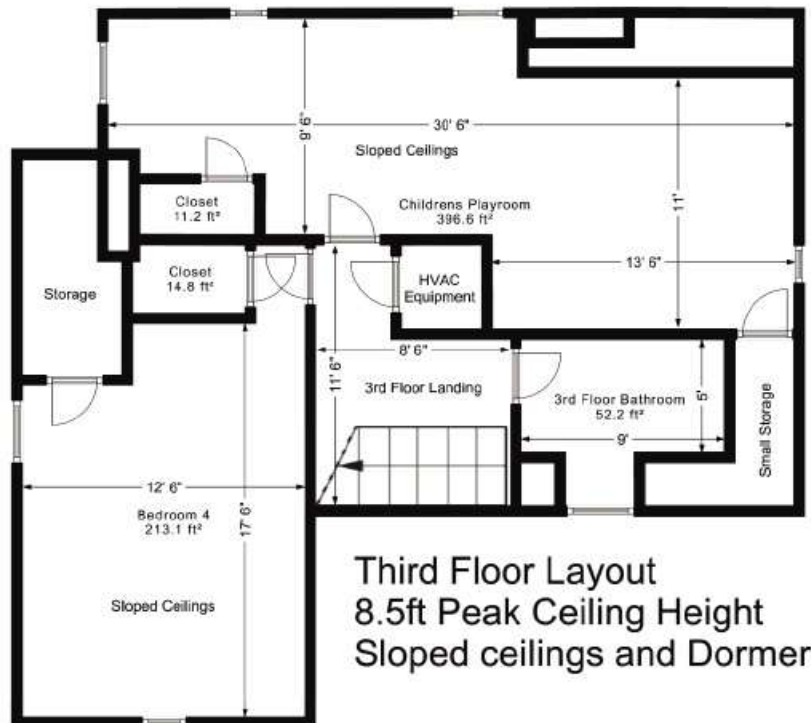
SHOWHOUSE LAYOUT



SHOWHOUSE LAYOUT



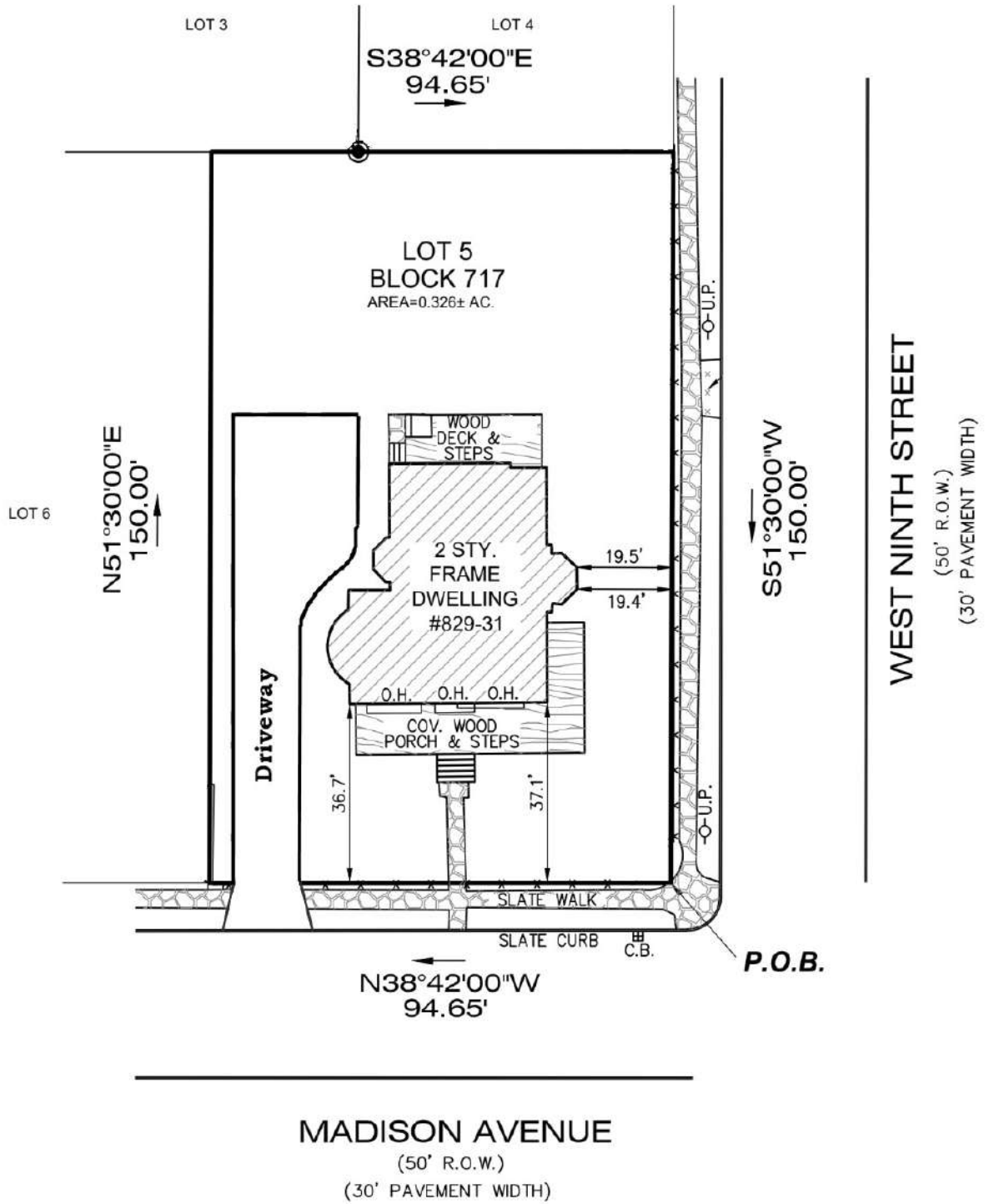
Second Floor Layout
10ft Ceiling Height



Third Floor Layout
8.5ft Peak Ceiling Height
Sloped ceilings and Dormers



DRIVEWAY SURVEY



2026 SHOWHOUSE SPONSORSHIP OPPORTUNITIES

Level Name <i>Sponsor Investment</i>	Platinum \$50,000	Gold \$20,000	Silver \$10,000	Bronze \$5,000	Copper \$2,500	Friend \$1,000	Neighbor \$500
Exclusive naming rights to the event	★						
Category exclusivity	★	★					
Opportunity to host evening event for sponsor invitees at the Showhouse	★	★	★				
Presenting sponsor designation in all media coverage	★	★	★				
Showhouse Journal full color ad	2 full page	2 full page	1 full page	1 full page	1 full page	1/2 page	1/2 page
Room Sponsor	★	★	★	★			
Logo recognition and link on The Valerie Fund Showhouse website	★	★	★	★	★		
Recognition on The Valerie Fund Showhouse social media post and updates during the project	★	★	★	★			
Logo on sign board located at The Valerie Fund Showhouse	★	★	★	★	★		
Logo acknowledgment in correspondence emails to donors in database (over 30,000 people)	★	★	★	★	★	★	
Company exposure from tours and street signage	★	★	★	★	★	★	★
Press releases	★	★	★	★			
Invitations to event	30	20	10	6	4	2	2
Tour tickets	30	20	10	6	4	2	2



SHOWHOUSE TO BENEFIT ALL ABOUT THE KIDS! Campaign

Over the past 10 years, The Valerie Fund has significantly expanded its hallmark psychosocial care for children with cancer and blood disorders and their families at Valerie Fund Children's Centers in New York and New Jersey. The care we provide begins at diagnosis, continues throughout childhood and adolescence, and even into adulthood for childhood cancer survivors.

In 2026, The Valerie Fund will launch its second-ever capital campaign, the ALL ABOUT THE KIDS! Campaign, coinciding with the 50th anniversary year of The Valerie Fund.

The \$5 million raised through this campaign will provide for two major initiatives:

1. The Valerie Fund Pediatric Pain & Palliative Care Program at Joseph M. Sanzari Children's Hospital at Hackensack University Medical Center Inaugural three years of a brand new program for pediatric patients in oncology, hematology, and other specialty areas
 - *Psychology* • *Social Work* • *Child Life/Creative Arts*
 - *Nurse Navigator* • *Clinical Pain Specialist* • *Nurse*
2. Support expansion of 10 specialties across our network of Valerie Fund Children's Centers
 - *Psychology* • *Educational Support* • *Child Life Services*
 - *Survivorship* • *Social Work* • *Hematology Nurse Navigator*
 - *Oncology Nurse Navigator* • *Translation* • *Recreation & Art Therapy* • *Adolescent & Young Adult Support*

These two initiatives comprise both the creation of a new program that will extend The Valerie Fund's impact northward to children treated in Bergen County who are undergoing a variety of complex treatments, including bone marrow transplants and gene therapy for children with cancer and blood disorders; and ensure The Valerie Fund's hallmark services are sustained across the expanded Valerie Fund network.

Background:

In 2022, an eighth Valerie Fund Children's Center, located at Stony Brook Children's on Long Island, extended The Valerie Fund standard of care to children treated there, which required an initial commitment of \$3 million for its first five years. This Center built upon The Valerie Fund's previous period of expansion that was funded by donors to our first-ever capital campaign called the Green Light Initiative.

The Green Light Initiative brought to fruition our seventh Valerie Fund Children's Center at St. Joseph's Hospital in Paterson in 2016. It also increased the reach and array of psychosocial services at the existing Valerie Fund Children's Centers and significantly enhanced our scholarship program and emergency fund — because The Valerie Fund donor community understands that raising a critically ill child places serious financial and emotional strains on families that can reverberate for years.

The quality of care available across these eight Centers means that more and more families are choosing The Valerie Fund Children's Centers because they can receive top-notch care for their children closer to their homes. Care close to home was the operating principle that drove Ed and Sue Goldstein to create The Valerie Fund in 1976 in memory of their daughter Valerie. Before the creation of The Valerie Fund, the Goldsteins and other New Jersey families had to shuttle back and forth to New York City or Philadelphia to receive critical pediatric oncology and hematology care.

Today, The Valerie Fund Children's Centers are equipped to address young patients' medical needs and simultaneously care for their full range of emotional, developmental, educational, and psychological needs, while also providing family support. Valerie Fund teams of social workers, child life specialists, psychologists, and art and recreation therapists, as well as the nurse navigators who coordinate the often complex care are among the specialized caregivers who become "second families" according to our moms, dads, and patients. But our care does not stop at the end of treatment; rather The Valerie Fund offers scholarships to current and former patients, and survivorship clinics well into adulthood.



I would like to support children with cancer and blood disorders by sponsoring

Showhouse, 831 Madison Avenue

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

WITH MY GIFT OF:

Platinum Sponsor	_____	\$50,000
Gold Sponsor	_____	\$20,000
Silver Sponsor	_____	\$10,000
Bronze Sponsor	_____	\$5,000
Copper Sponsor	_____	\$2,500
Friend Sponsor	_____	\$1,000
Neighbor Sponsor	_____	\$500

Please include Hi Res JPG logo or camera ready artwork by **Wednesday, August 5th.**

Organization: _____

Name: _____
(position)

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____
Business Cell Home

Email: _____

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

_____ Enclosed
is a check

Please charge: Amex MC Visa

Name on card: _____

Card number: _____

Expiration date: _____ Security Code (CSC): _____

