



OCTOBER 2019 - SEPTEMBER 2020

High Hopes

www.hometownfoundation.org / 203.250.5661 info@hometownfoundation.org

#### **OUR MISSION**

Committed to supporting those in need through our pillars of charitable focus

The Hometown Foundation, Inc. is a public, non-profit charitable organization committed to supporting those in need in conjunction with Bozzuto's, Inc., its family of retailers and community business partners. The Hometown Foundation, established in 2002, raises money to support a broad range of programs that meet and assist community needs.

The Foundation's focus and commitment center around five key program areas: Animal Welfare, Emergency Response Personnel, Individuals with Intellectual Disabilities or In Need, Major Illness, and the Military. Our year-round programs are devoted to strengthening our local communities to create a more cohesive and inclusive society.









#### A MESSAGE FROM OUR FOUNDER

Foundation Supporters and Partners,

The year 2020 has truly been a challenging one that was unexpected. However, it can also be viewed as the year that made us all stronger. It was the year everyone decided to come together for the common good of those in need. As a Foundation, we found ourselves in a position to help those who were suffering the most as a result of the COVID-19 pandemic. All of our pillars of philanthropic focus are vital needs to address, however, when the pandemic hit we pivoted our efforts and centered our focus on the need of the greater good.

Although it has been a year of struggles, we are grateful for the progressive strides that were made during this time. Thank you to all of our partners, supporters, and community members who stood by our side during a time when our community needed it most. We celebrate and honor you for your bravery and commitment to assisting those in need by putting others first. We salute our heroes and first responders who put their lives on the line for our community. We celebrate the unity of humanity coming together. Thank you for your love and continued commitment. We appreciate you.



Sincerely,

Michael A. Bozzuto

#### OUR BOARD OF DIRECTORS

Michael Bozzuto, President & Director
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Corporate Controller
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Daniel DeSantis, Director
McLaren Charlotte, Owner

# Our Year At A Glance

Police
K-9 Units
Donated

Assisted in the adoption of 350 animals

11,000

masks donated to essential workers during the COVID-19 pandemic



100 children in need given a holiday gift Donated meals to

124,000

individuals who suffer from food insecurity

Special Olympics chapters supported

250 active soldiers assisted in Baghdad



15,500 turkeys donated during the holiday season to individuals in need

students educated through Project Blue Paw

# OUR PILLARS



## **Animal Welfare**

Dedicated to animal rescue and the adoption of animals to help find forever homes



## Emergency Response Personnel

Supporting those who keep our communities safe



# Individuals with Intellectual Disabilities or In Need

Breaking stereotypes for those with a disability, while assisting those in need



# **Major Illness**

Committed to assisting those fighting a major illness



# Military

Saluting the individuals who fight for our freedom













#### **OUR PROGRAMS**

#### ANIMAL WELFARE

- Facilitate the adoption of hundreds of dogs and cats annually
- Donate pet food, litter, and medical supplies to shelters and animal rescues
- Rescue animals from disaster-stricken areas
- Host our annual Dream Ride Pet Adoption Center to aid in the adoption of over 70 animals
- Educate and fundraise through our May Pet Month campaign
- Support an adoption room and puppy cabins to allow a safe delivery environment for pregnant female dogs at Big Dog Ranch Rescue in Florida

# INDIVIDUALS WITH INTELLECTUAL DISABILITIES OR IN NEED

- Host annual Dream Ride Experience celebrating individuals with disabilities, while advocating for inclusion
- Oversee our International Ambassador Program offering individuals the opportunity to travel overseas to experience new cultures, while expanding their education and leadership skills
- Host of Special Olympics Unified Exhibition Games during Dream Ride Experience weekend
- Host annual Thanksgiving Turkey Drive to donate thousands of turkeys and product to families in need suffering from food insecurity
- Host annual Holiday Toy Drive to donate toys to children in high poverty areas across
   Connecticut

#### **MILITARY**

- Provide donation boxes to local businesses for the collection of food and product donations to send to troops overseas
- Partner with Save-A-Suit to donate professional attire to active military and veterans to increase confidence during the employment process as they transition back to civilian life
- Support and partner with veteran job fairs to support veteran employment
- Donate service dogs to veterans or active-duty members with PTSD
- Honor fallen soldiers through the donation of Police K-9s named after the specific veteran

#### **OUR PROGRAMS**

#### EMERGENCY RESPONSE PERSONNEL

- Host annual fundraising events to support our police and fire departments, locally and nationally
- Donate Police K-9s, necessary equipment, and annual training to departments in need
- Host annual Police K-9 Challenge and Exposition for K-9 units nationwide
- Expand our Project Blue Paw Program, educating the youth on police occupation and behavioral conduct
- Host annual Firefighters Chili Cook-Off competition to benefit local fire departments at the Dream Ride Experience

#### MAJOR ILLNESS

- Host annual Birdies & Horsepower Golf Tournament to raise funds to support the medical community and individuals battling a major illness
- Provide specialized medical transportation equipment to families in need who have a child battling a life threatening illness
- Donate medically necessary clothing to hospital patients receiving port treatments
- Partner with Go Baby Go to provide modified ride-on-cars for children with disabilities
- Host annual Fishing with Fisch event supporting charities who assist in major illness initiatives











# ANIMAL WELFARE

The Hometown Foundation, Inc. proudly supports the animal welfare community. We believe pets are family and every animal is deserving of being in a loving home. Our Animal Welfare Pillar works year-round to assist in the adoption of animals who are in search of a home. The Foundation also responds promptly to disaster-stricken areas to assist in the transportation of animals and the donation of supplies to the needs of that animal community. Our goal is to continue assisting animals in disaster relief, while then working to match them with a loving home. Alongside this, The Hometown Foundation hosts our annual Pet Adoption Center at the Dream Ride Experience to assist in animal adoptions and educate guests on the needs of the animal welfare community.



- Assist in the adoption of 350 dogs and cats while working alongside our rescue partners
- Host adoption sites at the Farmington Polo Club with our rescue partners
- Partner with Bozzuto's Inc. to assist their employees in adopting an animal during the holiday season
- Donate pet food and supplies to local animal welfare organizations
- Donate pet food and supplies to support our Bahamas Relief initiative







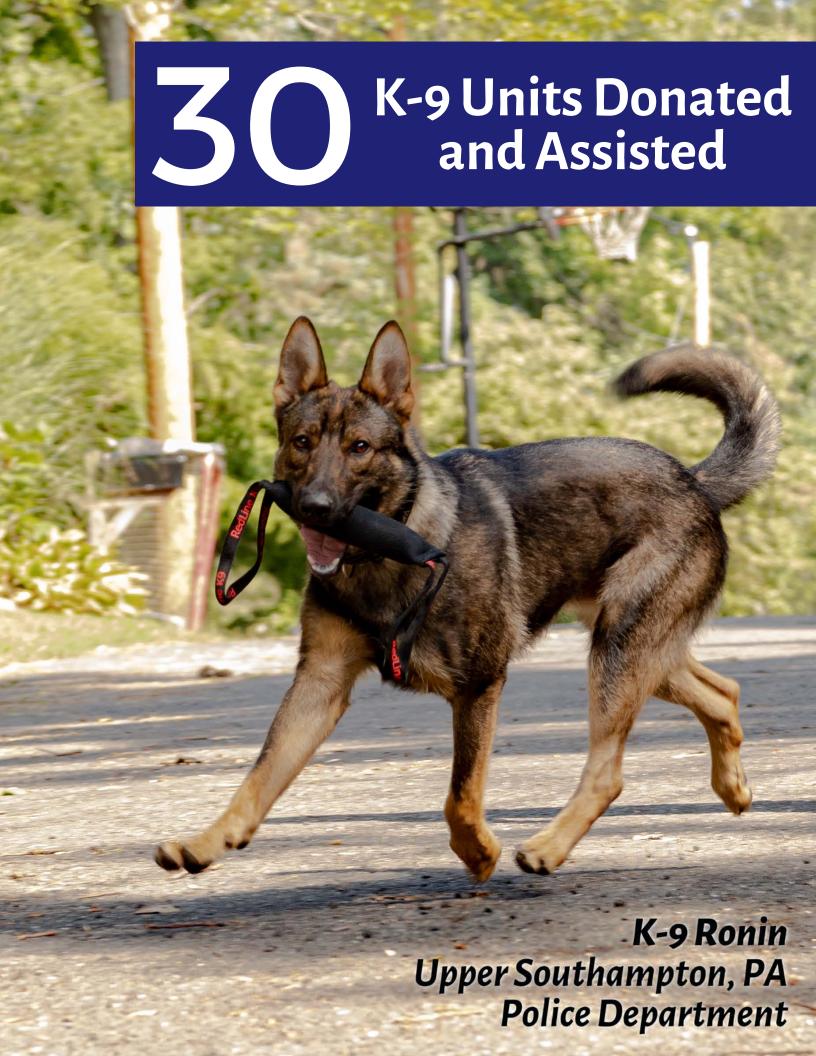
# EMERGENCY RESPONSE PERSONNEL

The Hometown Foundation, Inc. recognizes that our emergency response personnel dedicate their lives and time to keeping our communities safe daily. They are always there when we need them most, which is why it is a part of our mission to give back to them. As a Foundation, we fully support our first responders through monetary donations as well as supplying necessary equipment, training, attire, Police K-9s, and more. The Foundation provides educational programs and training opportunities for police and firefighters across the country through our expositions and programs. On-site training is provided in our warehouses and companyowned facilities for emergency response personnel to utilize and train at their convenience.

- Donate masks, hand sanitizer, and cleaning products to seven police and three fire departments to assist them in staying safe during the COVID-19 pandemic
- Donate 1,740 turkeys and non-perishable food items alongside ten police and three fire departments as a part of our HungerLESS Holidays Initiative
- Donate four fully equipped K-9 Units to selected police departments
- Support over 26 K-9 Units with equipment, toys, and training
- Educate 75 students through our Project Blue Paw Program
- Raise \$20,000 during K-9 month through our retailer involvement initiatives











# INDIVIDUALS WITH INTELLECTUAL DISABILITIES OR IN NEED

The Hometown Foundation, Inc. began with a mission to raise money for individuals with intellectual and developmental disabilities. To date, The Foundation has raised millions of dollars for individuals with intellectual and developmental disabilities and individuals in need. Through our signature event, The Dream Ride Experience, we bring individuals together from across the globe to break stereotypes, while celebrating inclusion and acceptance. The Foundation is also devoted to helping those who are facing challenges. Annually, we host our HungerLESS Holidays campaign as well as running our Holiday Toy Drive that services individuals, families and children in need.

- Invite hundreds of Dream Riders to join the 2020 Virtual Dream Ride Experience
- Donate 15,500 turkeys to individuals suffering from food insecurity
- Donate 100 gifts to children in need during the holiday season
- Support 12 Special Olympics Unified Sports
- Provide 145,000 individuals with fully, sustainable meals during the holiday season
- Sponsor 11 athletes for the 2021 Dream Ride Australia







## **MAJOR ILLNESS**

The Hometown Foundation, Inc. is committed to helping those affected by major illnesses. We understand the stress and pain that coincides with a diagnosis; which is why we run our year-round Major Illness initiatives.

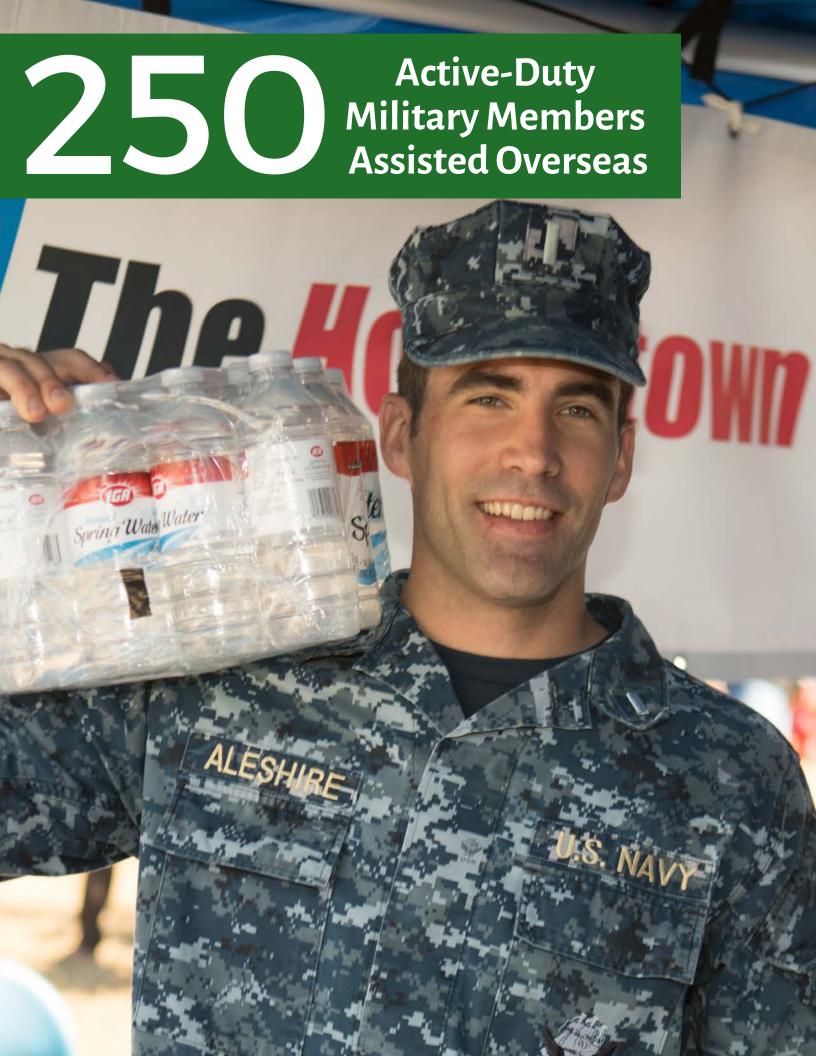
Illness, both chronic and acute, can take its toll on many families. We are proud to support individuals, organizations, programs and research that assist in various areas of care. Throughout the Foundation's two decades, we have supported the medical community and those suffering from a major illness in our goal of creating a healthier community.

- Raise \$12,500 to support research for rare diseases through our Annual Fishing with Fisch event
- Donate necessary medical clothing for children receiving port treatments
- Invite 10 individuals with Duchenne Muscular Dystrophy to join our Fishing with Fisch event
- Donate two pallets of non-perishable food, masks, cleaning supplies, and hand sanitizers to those working in the medical field fighting COVID-19











# MILITARY

The Hometown Foundation, Inc. recognizes the importance of our military and we appreciate their dedication to our country. They help keep us safe every day and we can never thank them enough for their dedication and commitment. The Hometown Foundation provides emotional and physical support by honoring our fallen heroes through the donation of Police K-9s as well as donating PTSD dogs to veterans.

We continue to support our active-duty members, veterans, and their families through our fundraising events and year-round initiatives. We continuously work towards increasing our involvement with the military community to help support those who serve our country daily.

- Send supplies to Baghdad to assist 250 active soldiers overseas
- Partner with Save A Suit to equip veterans with confidence to achieve job security in the civilian workforce
- Participate in the country's largest veteran's job fair, Vets Rock
- Honor those who served in WWII by hosting a parade and ceremony throughout Cheshire, CT with three 100 year-old veterans as honorary guests





#### **OUR COVID-19 IMPACT**

The Hometown Foundation, Inc. began its COVID-19 Relief Initiative this year when responding to the unexpected pandemic. Our goal was to assist essential medical staff, first responders, and emergency response personnel working tirelessly fighting COVID-19 to keep our communities safe. The initiative targeted servicing essential staff working in high-risk areas across Connecticut and the Northeast who had the highest numbers of COVID-19 cases.

The Hometown Foundation knew it was pertinent to provide masks, hand sanitizer, cleaning products, and non-perishable food items to essential staff to keep them, along with their work areas, clean and sanitized. Additionally, it was vital to keep our essential staff who are working around the clock, fully sustained. During the long days, it is difficult for essential employees to make food or find the time to purchase food. Our goal was to provide them with nutritious snacks that kept them satiated during the long work hours. The Hometown Foundation supplied essential medical professionals and emergency response personnel with the necessary tools needed to allow success in eradicating this pandemic.

















Through this initiative we were able to donate over 11,000 PPE medical masks, 500 bottles of hand sanitizer, cleaning supplies, and two pallets of non-perishable food items to assist essential workers across 31 entities in the state of Connecticut.

#### OUR DONATIONS

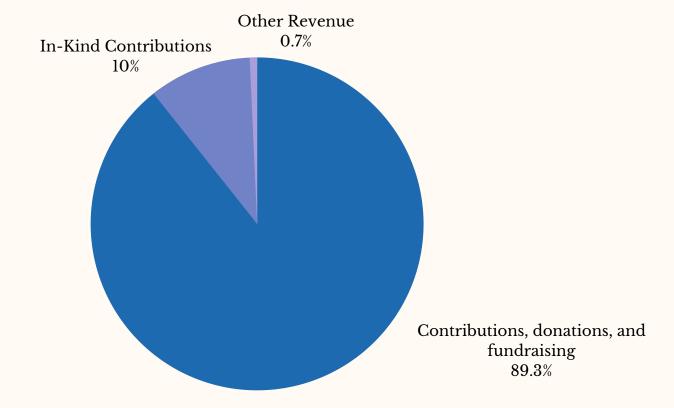
ARC of Greater New Haven Arden House **Avon Police Department** Beacon Brook Health Center Bride Brook Health & Rehabilitation Cassena Care at Stamford Connecticut Food Bank Connecticut State Police Countryside Manor of Bristol East Hartford Police Department Farmington Police Department Fresh River Healthcare Hamden Fire Department Hamden Police Department Hartford Hospital Litchfield Woods

Meriden YMCA
Milford Health & Rehabilitation
Montowese Health & Rehabilitation Center
Newtown Rehabilitation & Health Care
Norwalk Fire Department
Parkway Pavilion Health & Rehabilitation
Plainfield Police Department
Saint John Paul II Center - Danbury
Shady Knoll Health Center
Silver Springs Care Center
Southington Care Center
Southington Police Department
Westside Care Center
West Stafford Fire Department
Yale New Haven Hospital

## FOUNDATION SUPPORT

#### REVENUE AND OTHER SUPPORT

Contributions, donations and fundraising	\$1,888,581	89.3%
Grants & In-Kind Contributions	\$210,949	10%
Investment Income	\$15,136	0.7%
Total Revenue and Support	\$2,114,666	









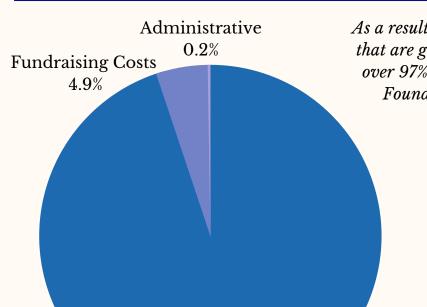
## FOUNDATION EXPENSES

#### **EXPENSES**

Program Service Expenses	\$1,756,700	94.9%	
Fundraising Costs	\$90,425	4.9%	
Administrative Costs	\$4,649	0.2%	
**A majority of the Foundation's expenses are donated by Bozzuto's Inc.**			

#### **Total Expenses**

\$1,851,744



As a result of our minimal administrative costs that are generously donated by Bozzuto's Inc., over 97% of funds raised go directly towards Foundation programs and initiatives.

Program Service Expenses 94.9%







# FOUNDATION & CORPORATE DONORS

#### **TOP PARTNER**

Bozzuto's Inc.

\$100,000+

**Harvest Properties** 

\$50,000 - \$99,999

Adam's Hometown Markets

Garden of Eden Foundation

Iron Legacy Motorcycle Club

**Tomz Corporation** 

\$25,000 - \$49,999

Arizona DryWall

McLaren Boston

Steinger, Greene, & Feiner

\$15,000 - \$24,999

Bozzuto's Inc. Employees

Coast to Coast Produce

Ferrari-Maserati of New England

KeyBank National Association

The Michael Fux Foundation, Inc.

Papa's Dodge Inc.

\$10,000 - \$14,999

Cohen, Burns, Hard & Paul

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Joey Logano Charitable Foundation Inc.

JRC Transportation

Lamborghini Greenwich

Levitetz Family Foundation, Inc.

Morgan Stanley

Pagani Automobili America, Inc.

Tito's Handmade Vodka

Tri-State Kenworth

\$5,000 - \$9,999

Aetna

APW Brands, LLC

Better Val-U

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The Brand Partners

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\$2,500 - \$4,999

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IGA USA, Inc.

JOH Specialty

J P Morgan Chase

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Ken's Food

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Perley Industries, Inc.

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SageNet LLC

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Turnpike Motors Autobody

Westfield Volunteer Fire Department

\$1,000 - \$2,499

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Atlantic Fish & Seafood

Bark U LLC

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Botticelli Foods

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Caraluzzi's Markets Fund

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Westfield Egg Farm

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\$10,000 - \$19,999

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APW Brands, LLC

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Blessed Boutique

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Mr. Brandon Boterf

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Brio

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Cannabis Defined Beauty

The Capital Grille

Carmine's Market

Carolyn Mackenzie LLC

**Cheney Brothers** 

Clearlake Animal Hospital

Coca-Cola

Cod & Capers Seafood

The Cooper Craft Kitchen & Bar

Cruise Planners - The Traveling Buddies

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DNA Surface Concepts Inc.

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DV8

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Elite Auto Detailing LLC

Elite Island Resorts

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Joseph's Market

Jungle Queen Riverboat Cruises

Juno Shoe Girl Boutique

**Jupiter Fitness** 

Kennedy Space Center

Kind

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Lotus Gunworks

The Loxahatchee Club

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MDR Home Products

Miami Dolphins

Miami Marlins Foundation

The Michael Fux Foundation, Inc.

Mohawk Mountain

Mr. Mark Murphy

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Nestle Purina PetCare

New Wave Industries, Inc.

Nobu Miami Hotel

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Ocean Properties

Mr. Michael Oria

The Palm Beach County Sheriff's Foundation

Palm Beach Plastic Surgery

Palm Beach Zoo

Mr. Domenic Papa

Papa's Chrysler Dodge Jeep Ram

Pelican Cafe

Peterbrooke Chocolatier Palm Beach

PGA National Resort & Spa

Play Therapy Supply

Provident lewelers

PUR<sub>2</sub>0

Pure Bliss Day Spa

Rapids Water Park

Rocco's Tacos

Ms. Margie-Lee Rodriguez

Saito's Japanese Steak House

Saks Fifth Avenue

Salty Chiq Salon

Salute Market

Sequin Palm Beach

Shark Wake Park

Starboard Yacht Services

**Stetson University** 

Mr. Mark Stevens

Stone Age Rock Gym

Style So Chic

Texas Gun Experience

Theaology Salon

Ms. Lisa Thiesfeldt

Ms. Tracy Tinker

Tito's Handmade Vodka

Toff & Tallulah

Total Wine & More

Touchstone Crystal by Swarovski

Trish McEvoy

The Tux Shop

**United Airlines Houston** 

Vagabond Apparel

Van Dell 1ewelers

The Wine Safe

Woody Michleb Beauty Salon

Zoological Wildlife Foundation

#### SHOOT FOR THE STARS

#### Friday, October 4, 2019

The Hometown Foundation, Inc. hosted our 2nd Annual Shoot for the Stars Charity Clay Shoot at Quail Creek Plantation in Okeechobee, Florida on October 4, 2019.

The day included 17 teams of four shooters that enjoyed a continental breakfast and lunch alongside live and silent auctions. Florida Congressman Brian Mast and PGA World Golf Hall of Fame handicapped golfer Dennis Walters joined the event as guest speakers.

It was an exciting day filled with fun and good sportsmanship to raise funds and awareness for The Hometown Foundation, Inc. and the pillars we support.











#### ANNUAL THANKSGIVING TURKEY DRIVE

Saturday, November 23, 2019 - Sunday, November 24, 2019

In November of 2019, The Hometown Foundation, Inc. donated and distributed 15,500 turkeys across Connecticut, Massachusetts, New York, Pennsylvania, and Rhode Island. Our Annual Thanksgiving Turkey Drive is devoted to donating turkeys to families and individuals in need who are suffering from food insecurity.

Turkeys and thousands of pounds of produce were distributed in the Bronx, Brooklyn, Harlem, Yonkers, Boston, Hartford, Philadelphia, Fairfield County, New Haven County, and Windham County. The Hometown Foundation, Inc., in partnership with local retail partners, community leaders and local businesses, came together to create dedicated distribution centers for those in need during the holiday season. Our goal is simple, we strive to bring communities together to ensure no family is left hungry or in need during the holiday season.









#### HOMETOWN HOLIDAY TOY DRIVE

#### December 2019

The Hometown Foundation, Inc. partnered with Bozzuto's Inc. to distribute boxes throughout its offices to collect toy donations for in-need children attending Wexler Grant Community School in New Haven, CT. Each child in Kindergarten, First, and Second Grade classrooms received a donated gift for the holidays. Each child was extremely appreciative of the gift they received and The Foundation left an impactful message on the importance of giving to others. The Holiday Toy Drive initiative taught the children that there are people who are giving and willing to share what they have. One special gift from a caring heart shares the gift of giving with children.



#### MILITARY DONATION DRIVE

#### December 2019 - January 2020



The Hometown Foundation, Inc. appreciates those who support and protect our freedom. It is no easy feat being thousands of miles away from home, therefore, giving the soldiers a sense of comfort is the least we could do. Over several weeks, The Hometown Foundation hosted a donation drive to collect supplies for our military men and women stationed overseas in Baghdad. We were able to collect items such as beef jerky, snacks, soap, body wash, books, baseballs, baseball bats, socks, and more to donate to the units overseas.









#### CARS & COCKTAILS

#### Saturday, February 8, 2020

The Cars & Cocktails Gala is one of The Hometown Foundation, Inc.'s largest annual fundraising events that takes place in Palm Beach Gardens, Florida. The evening's festivities begin with our Dream Cruise, where Dream Riders are escorted through PGA National Resort in a luxury, classic, or exotic car. The Dream Riders are greeted at the end of the cruise with a red carpet arrival at the PGA National Resort & Spa for a celebratory night in the grand ballroom.

Dream Riders and esteemed guests come together to enjoy a night representing inclusion, acceptance, and community which is all made possible from the generous contributions and funds that are raised year long. This year, Cars & Cocktails was adorned with a "James Bond" theme featuring energizing live entertainment, enticing auction items, delectable food, and good company. The memorable night raised funds for The Dream Ride Experience and warmed the hearts of all individuals in attendance.

#### CHESHIRE COMMUNITY PARADE

Tuesday, May 12, 2020

In the midst of the pandemic, The Hometown Foundation, Inc. partnered with the Cheshire Police Department and local community leaders for a community parade to honor our essential workers. The procession made its way through Cheshire, Connecticut beginning at Bozzuto's Inc. and saluted essential workers at St. Mary's Urgent Care, Trinity Ambulance, Big Y, and Elim Park Health Care & Rehabilitation along the way. The entire community of Cheshire came together with smiling faces to support our essential employees and those on the front lines.



#### CINEMA UNDER THE STARS

Friday Evenings May 2020 - September 2020



Every Friday evening, The Hometown Foundation, Inc.
partnered with the Farmington Polo Club to host
Cinema Under The Stars, a drive-in, socially distanced
movie night for families and friends to enjoy. The
Farmington Polo Club opened their facility to host a
drive-in movie and ticket proceeds benefitted The
Hometown Foundation, Inc. The movie nights allowed
friends and family to come together, in a safe way, to
enjoy a movie outside as well as enjoying food from
the Farmington Polo Club's multiple food truck
offerings. Before the movie showing, the Club's polo
players and horses would offer a meet and greet with
guests and participate in a practice match. The Cinema
Under the Stars brought the community together in a
safe and socially distant way!

#### BARRE CLASSES

#### June 2020 - Thursday, September 17, 2020

Throughout the summer months, The Hometown Foundation, Inc. partnered with Barre44 of Avon, Connecticut to host barre classes on Sunday mornings at the Farmington Polo Club, culminating the summer class series with our Sunset Barre Class on September 17, 2020. A portion of proceeds from registrations for each barre class was donated to The Hometown Foundation, Inc. to support our year-round programs and initiatives. During our Sunset Barre Class, guests enjoyed a workout on the beautiful grounds of the Farmington Polo Club followed by a private shopping experience, a gourmet dinner, and enjoying Veuve Clicquot.



#### F1 & BREAKFAST

#### Sunday Mornings June 2020 - September 2020



The Hometown Foundation, Inc. partnered with the Farmington Polo Club to host F1 & Breakfast every Sunday morning throughout the summer. Car enthusiasts, owners, and spectators came together at the Farmington Polo Club to enjoy a morning of cars, breakfast, and F1 racing, broadcasted on the Jumbotron. Donations accepted at the gate raised funds to benefit The Hometown Foundation, Inc. Alongside a great breakfast and large car display, select Sunday mornings were partnered to host Cars & Coffee with the New England Supercar Club.

#### THE DREAM RIDE EXPERIENCE

Friday August 21, 2020 - Sunday, August 23, 2020

The Dream Ride Experience is more than just a weekend event; it is a year-round movement of making dreams come true through #DreamRide365.

The Dream Ride Experience is the signature fundraising event of The Hometown Foundation, Inc.
This year, we celebrated 20 years of advocating for inclusion and acceptance.

Despite all the challenges presented with the COVID-19 pandemic, we were able to persevere in holding a modified Dream Ride Experience following all safety guidelines. We enforced social distancing and required attendants to wear masks to ensure health and safety guidelines were followed. For those individuals who were unable to join us in person, we provided a virtual viewing and participation experience for Dream Riders around the globe to participate in the event through Google Meets and Youtube Live.

Over the years, the Dream Ride Experience has evolved into a year-long community commitment to celebrate the achievements of our Dream Riders and support the five pillars of charitable focus of The Hometown Foundation, Inc. The Dream Ride Experience honors our Dream Riders, who are men, women, and children living with intellectual and developmental disabilities from over 25 states and 6 countries.





















Throughout the 2020 Dream Ride Experience weekend, attendees enjoyed our Concert Under the Stars, shopped in our vendor village, visited our Pet Adoption Center, and enjoyed the Dream Ride World Cup Polo Match. Attendees also had the opportunity to participate in a car cruise, dinner under the stars, Dream Show: Car & Motorcycle Edition, and a motorcycle rally, all while our virtual event occurred simultaneously.

This year, The Hometown Foundation persevered and spread joy to our athletes in attendance as well as those who joined us around the world, virtually. The dedicated support from our growing community is the driving force that makes a difference in every Dream Rider's life. The Dream Ride Experience relies on our supporters to continue allowing the growth of our community to advocate for inclusion and acceptance for all in our society.

#### FISHING WITH FISCH

#### Tuesday, September 8, 2020

The Hometown Foundation, Inc. partnered with The Connecticut Charter and Party Boat Association and The River 105.9 to host our annual Fishing with Fisch event. This fundraising event brings together friends and family to fish along the Connecticut Coastline with David Fisch from The River 105.9!

Fishing with Fisch offers a charter boat experience for guests, along with an afternoon meal, raffles, and prizes. Twenty charter boats departed from three ports to embark on a four hour fishing trip along the Connecticut Coastline to fish for charity. Proceeds from this event benefitted The Hometown Foundation, Inc., Cure Rare Disease, and Special Olympics of Connecticut. During the event, David Fisch was aboard one of the party boats along with individuals affected by Duchenne Muscular Dystrophy. This year, with the support of our sponsors and participants, we raised \$20,500!













#### ADAM J. BOZZUTO MEMORIAL CHARITY CLASSIC

#### Monday, October 5, 2020

This year, we celebrated the 43rd anniversary of the Adam J. Bozzuto Memorial Charity Classic held in partnership with The Hometown Foundation, Inc. and Bozzuto's, Inc.

The first charity classic, originally the Bozzuto's Sports Charity Classic, was held 42 years ago on September 26, 1978, where 148 golfers, 24 tennis players, and eight bocce players gathered at the Farms Country Club in Wallingford, Connecticut. When Adam started the Bozzuto's Sports Charity Classic, his goal was to bring everyone together in a day of fun and camaraderie to raise funds for those in need living in the communities in which we live and work.

In honor of the late, philanthropic Adam J. Bozzuto, the Sports Charity Classic was renamed the Adam J. Bozzuto Memorial Charity Classic in 2003. The popular and highly anticipated event is regarded as the gold standard for industry fundraising events.

This year, the tournament took place on two premier Connecticut golf courses: The Farmington Country Club and The Golf Club of Avon. The day began with a breakfast, shotgun start, lunch served along the course, and food tastings along the way. After the tournament, participants and guests were invited to the Farmington Polo Club for hors d'oeuvres, dinner, live music, polo, local beer and wine tastings, raffles, and prizes. This year the Adam. J Bozzuto Memorial Charity Classic raised \$136,060 to benefit The Hometown Foundation, Inc.











#### RETAILER INVOLVEMENT

#### October 2019 - September 2020

The Hometown Foundation, Inc. aids surrounding communities in conjunction with Bozzuto's, Inc. and its partnering retail stores. Without the generous support of our retailers, we would not have the opportunity to create such a positive impact on our communities.

Each retail store has the opportunity to participate in our Hang Tag programs, Retail Round-Ups, and In-Store Promotions throughout the year. At the point of purchase, each customer has the opportunity to donate to a selected campaign by purchasing a Hang Tag or rounding up their transaction to the nearest dollar. Retailers also aid in expanding awareness by placing promotional materials in their stores and inviting The Hometown Foundation Team to visit their storefront for in-store promotions. This year, The Hometown Foundation partnered with 54 stores across the Northeast to raise \$99,411 in support of The Foundation's year-round programs.





















#### ANNUAL RETAILER PROGRAMS



#### BOZZUTO'S BUILDING FUND

The Bozzuto's, Inc. Building Fund is a fund allocated towards the building of The Hometown Foundation's 'Dream House' Project. The Building Fund was developed in the late 1970's by Adam J. Bozzuto, who had a dream to offer Special Olympics athletes and those with a disability a place where they would be able to come together, while feeling safe and included, at the 'Dream House.' The goal of the Dream House is to create a world-class facility where those with disabilities, major illnesses, Special Olympics athletes, and veterans will come together to build friendships and be a part of a supportive community. Funds are donated annually towards the building fund on behalf of private donors and dedicated Bozzuto's, Inc. employees. The anticipated goal is to raise \$10,000,000 to cover building expenses and development. The Dream House is an ongoing initiative with the hope of breaking ground in the near future.



#### EQUINE THERAPY



The Hometown Foundation, Inc. partners with The Farmington Polo Club to offer a year-round Equine Therapy Program. The program offers individuals with an intellectual, developmental, or physical disability the opportunity to therapeutically interact, engage, and communicate with horses through a variety of equine activities. The program promotes physical, occupational, mental, and emotional growth in individuals with disabilities. Equines have the innate ability to sense emotions and are able to respond to human emotional cues.

Our interactive Equine Therapy program offers a professional hands-on experience that focuses on improving lives for those with disabilities from diverse backgrounds in an enriching, inclusive environment.















#### REACH AND IMPACT



- Page Reach: 2.07M
- Post Reach: 1.72M
- Ad Reach: 846K
- Ad Engagement: 118K

18.8K Followers

• Page Reach: 470K

• New Profile Visits: 5K

• Post Likes: 36K

Post Shares: 5.4K



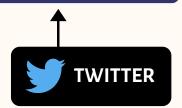




- Page Impressions: 96.7K
- Video Views: 18.4K

MORE THAN 6.2 THAN 6.2 MILLION MILLION REACHED

- Tweet Impressions: 168K
- Profile Visits: 1.4K
- Tweet Engagements: 2.1K



# TELEVISION PROMOTION

- Comcast Commercial Reach -Hartford and New Haven: 500K
   Northern Fairfield County: 200K
- Time Spent Viewing: 20.1K min

BILLBOARD EXPOSURE

- Hartford: 1.7M Impressions
- 37,244 impressions per day

#### THE HOMETOWN FOUNDATION TEAM



Mackenzie Doyle
Cause Related Events & Marketing Manager



Jamie Hughes Relationship Manager



Kaitlyn Koch
Program & Development
Coordinator



Caylee Richardson

Program Coordinator



Jennifer Clark

Data Administrator & Donor

Coordinator



Scott Smith
Special Projects Coordinator



Beth Wood

Marketing Coordinator



Megan Weinberger
Development & Special
Events Coordinator



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