



# Our Mission

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 are centered around five key program areas benefitting 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.

# Five Pillars of Charity











Animal Welfare . Emergency Response Personnel . Individuals with Intellectual Disabilities or In Need . Major Illness . Military

# The Hometown Foundation, Inc. Team

Mackenzie Doyle
Cause Related Events & Marketing Manager

Kaitlyn Koch
Program & Development Coordinator

Jennifer Clark
Data Administrator & Donor Coordinator

Jamie Hughes
Relationship Manager

Caylee Richardson
Program Coordinator

Scott Smith
Special Projects Coordinator

Beth Wood

Marketing Coordinator

# A Message From Our Founder

Foundation Supporters and Partners,

Each year we take a moment to reflect on all of the positive things that were accomplished when people can come together for the common good. Last year is truly symbolic of those efforts. Our Foundation has continued to grow each year and that is a direct reflection of our community members, Foundation partners, and supporters. We wanted to take the time to thank everyone who has been a part of The Hometown Foundation's endeavors.

We work year round to serve our five pillars of charitable focus so that together we can build a stronger, happier, and healthier community. Everyone has the capability to give something, whether that be time, money, or product and each contribution makes the world of a difference.

Thank you for giving at any capacity. Your altruism is contagious and inspires others around you. We look forward to another promising year together, as we continue making a difference in the lives and communities of those who need it most.

With gratitude,

Michael A. Bozzuto

# **Board of Directors**

Michael Bozzuto, President & Director Bozzuto's Inc., Chairman & CEO

Bert Condren, Treasurer & Director Bozzuto's Inc., Vice President & Corporate Controller

Domenic Papa, *Director*Papa's Chrysler Dodge Jeep Ram,
Owner

Joseph Calvanese, Vice President & Director
The Aqua Turf Club, Owner

Juliana Esposito, Secretary
Bozzuto's Inc., Executive Assistant

Daniel DeSantis, *Director*McLaren Charlotte, Owner

# Our Year At A Glance



Police K-9 Units Donated

18,500

turkeys donated to individuals in need

Donated \$100,000 of essential medical equipment

40
Special
Olympics
chapters
supported

Assisted in the adoption of 300 animals

750 children in need given a holiday gift



**Donated** 

laptops to active duty soldiers

Donated meals to 150,000 individuals who suffer from food insecurity



# ANIMAL WELFARE

The Hometown Foundation, Inc. proudly supports the animal welfare community. We believe pets are family and every animal is deserving of 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 Hometown Foundation responds promptly to disaster-stricken areas to assist in the transportation of animals and to donate supplies needed by the animal welfare community. Our goal is to continue assisting animals in disaster stricken areas, while simultaneously working to pair them with a loving home. Alongside this, The Hometown Foundation hosts an annual Pet Adoption Center at the Dream Ride Experience to assist in animal adoptions and educate individuals on the needs of the animal welfare community.

- Assist in the adoption of 300 dogs and cats while working alongside our rescue partners
- Host our annual Pet Adoption Center during the Dream Ride Experience weekend
- Host weekly adoption events 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 funds to selected rescues through our May Pet Month Hang Tag campaign in partnership with local retailers
- Donate funds to rescues selected by the winners of our America's Cutest Pet digital marketing campaign







# EMERGENCY RESPONSE PERSONNEL

The Hometown Foundation, Inc. recognizes that emergency response personnel dedicate their lives and time to keeping our communities safe on a daily basis. 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 emergency response personnel 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. Additionally, on-site training is available for emergency response personnel to utilize at their convenience. All units have the opportunity to train in Bozzuto's Inc. warehouses and facilities.

- Donate 13 fully equipped Police K-9 Units to police departments in 9 states
- Donate 2,854 turkeys and non-perishable food items to individuals suffering from food insecurity alongside 12 police and 3 fire departments as a part of our HungerLESS Holidays program
- Support over 150 K-9 Units with equipment, training, and training aids
- Raise \$48,000 during our annual Police K-9 Awareness month through retailer fundraising programs
- Host our annual \$10,000 grant giveaway to promote the importance of Police K-9 Units across the country
- Host a motorcycle ride, A Hero's Ride, to support fallen New Haven Firefighters in June of 2021
- Host our annual Dream Ride Police K-9 Expo and Challenge inviting over 100 K-9 Units to learn and train with K-9 experts from across the country











# 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 creating inclusion and acceptance. The Hometown Foundation is also devoted to helping those who are facing challenges. Annually, we host our HungerLESS Holidays program as well as running our Holiday Toy Drive that both service individuals, families, and children in need.

- Invite over 250 Dream Riders, individuals with intellectual or developmental disabilities, to the 2021 Dream Ride Experience Weekend
- Donate 18,500 turkeys and over 100,000 pounds of produce to individuals and families suffering from food insecurity
- Donate over 750 gifts to children in need during the holiday season
- Support 40 Special Olympics Chapters nationwide
- Support 12 Special Olympics Unified Sports by providing a year-round facility for athlete training
- Provide 150,000 individuals suffering from food insecurity with fully sustainable meals including a protein and produce through our HungerLESS Holidays program







# 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 Hometown Foundation's existence, we have supported the medical community and those suffering from a major illness in our goal of creating a healthier community.

- Raise over \$315,000 to support the programs in our Major Illness pillar at our annual Birdies & Horsepower event
- Purchase and donate two Techoterm Neonatal units, an anesthesia machine, and an operating table to advance the neonatal unit of Connecticut Children's
- Raise \$24,000 to support research for rare diseases and breast cancer through our annual Fishing For A Cure event
- Host individuals with Duchenne Muscular Dystrophy to join our Fishing For A Cure event
- Host more than 25 individuals with a major illness to participate as a Dream Rider in the 2021 Dream Ride Experience











honored at the Dream Ride Experience

# **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 works year round to ensure a proper salute to our active military members and veteran community. Our Foundation provides emotional and physical support to the military community 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.

- Host 100 military families in conjunction with the USO at the 2021 Dream Ride Experience where they were honored and celebrated for their service alongside countless attendees and Dream Riders
- Host military families for polo matches at the Farmington Polo Club throughout the entire polo season
- Donate 10 laptops in partnership with local veterans to the USO for active duty military members



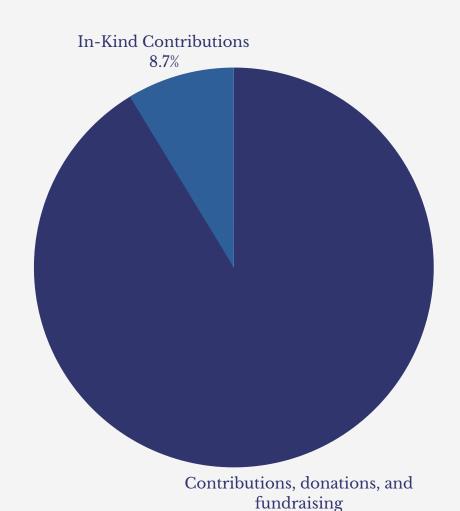




# Foundation Support

# REVENUE AND OTHER SUPPORT

Contributions, donations, and fundraising	\$2,700,746	91.3%
In-Kind Contributions	\$258,246	8.7%
Total Revenue and Support	\$2,959,154	



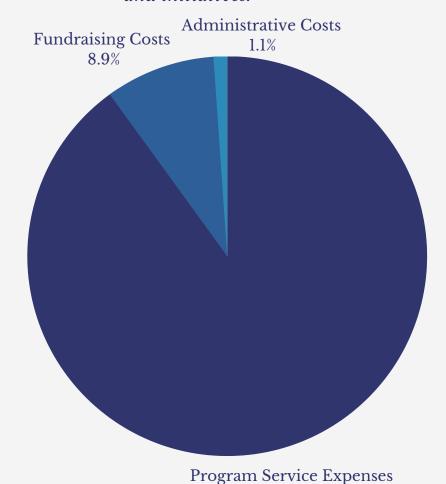
91.3%

# **Foundation Expenses**

## **EXPENSES**

Total Expenses	\$1,961,832		
*A majority of The Hometown Foundation's expenses are donated by Bozzuto's Inc.*			
Administrative Costs	\$21,769	1.1%	
Fundraising Costs	\$173,848	8.9%	
Program Service Expenses	\$1,766,215	90%	

\*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.



90%

# Foundation & Corporate Donors

### **TOP PARTNER**

Bozzuto's Inc.

\$250,000+

**Harvest Properties** 

\$100,000 - \$149,999

Adams Hometown Markets
The Garden of Eden Foundation
Iron Legacy Motorcycle Club

\$50,000 - \$99,999

Arizona DryWall Co., Inc. Boston Volvo Village Tomz Corporation

\$25,000 - \$49,999

Ferrari of New England Fifth Generation, Inc. KidSanctuary Campus Lamborghini Greenwich Papa's Dodge Inc.

\$15,000 - \$24,999

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\$5,000 - \$9,999

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Aetna

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\$5,000 - \$9,999

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America, N.A., Trustee

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Valley Community Foundation

Wells Fargo Bank, N.A.

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\$2,500 - \$4,999

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\$2,500 - \$4,999

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Carrier Transicold of Southern New England

Catholic Institute of the Food Industry

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Federman, Lally & Remis, LLC

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Fitzgerald's Foods

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Perley Industries, Inc.

Richard Chevrolet

SageNet

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# Foundation & Corporate Donors

\$1,000 - \$2,499

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ATP Industries, LLC

Bakery Boys LLC

Black Top Yacht Club

Botticelli Foods

**Bozzuto Bros** 

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Casel's Supermarket

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D'Ottavio Produce

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Hartford Distributors Inc.

Herr Foods Inc.

Home Market Foods

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JBS Beef

JF Hughes LLC

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Lime Rock Park, LLC

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\$1.000 - \$2,499

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Smith Brothers Insurance LLC

Sunlight International Sales, Inc.

Sunshine Bouquet/Connectaflor

Ted's IGA

Utz Quality Foods, LLC

Westfield Egg Farm

\$500 - \$999

Arla Foods

Atlantic Fish & Seafood

Benemark, Inc.

Big E's Super Market

Bob's Red Mill Natural Food

Bubba Burger

Caraluzzi's Markets Fund

City of New Haven

Cooked Perfect

CT Health Foundation, Inc.

**Dunns Corner Market** 

Enforcers MC Lacka Chapter

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Gabriel's Super Markets

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Hartford Foundation for Public Giving

Hatfield

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iHeartMedia |

Imperial Distributors, Inc.

Lenox Jewelers

Limerock Motors LLC

\$500 - \$999

Main Street Grocery, LLC

Montalvo-Stewart LLC

Oakhurst Dairy

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Old Lyme Gourmet Company

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The Richmond Shops IGA

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\$250 - \$499

Amazon Smile

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Elmer IGA, Inc.

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First National Bank of PA

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Premio

Sherman IGA Inc.

Trantolo & Trantolo, LLC

Val's Vittles, LLC

Webster Bank, N.A.

Windham IGA

Winner Charitable Fund

Woodland V

# **Individual Donors**

### \$50.000+

David & Debbie Anderson

### \$25,000 - \$49,999

David & Leann Cesario

Jordan Frecka

Joseph McCluskev Jr.

Eric & Megan Weinberger

### \$15,000 - \$24,999

Robert LaBonne Jr.

Tom Matulaniec

Geoffrey & Nancy Thornton

### \$10,000 - \$14,999

Stanley Cohen

**Edward Demmer** 

Ronald Faibusch

Kristina Harris West

James McCaffrey

Max McPhee

Chuck Reimel

Russell Swift

### \$5.000 - \$9.999

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Joseph DiMauro

Frederick Graul

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Sean Kelly

Paul & Ani Krajnenko

Robert LaBonne Sr.

Dennis & Teri Silva

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### \$2,500 - \$4,999

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Ionathan Bonanno

Nathan Boucher

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Linda Calvanese

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Janice Pacheco

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# **Individual Donors**

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Stanley Rosenzweig Samar Saha Shubhro Saha **Keith Saunders** Heather Selvaggio Lauren Simmons Michael Smith Craig Spitzer Marc Stevens Erin Sykes

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**Brett Day** 

\$250 - \$499 \$250 - \$499

Derrik Demone Madison DiBella Joseph DiGiovancarlo Stephanie Dominello Heather Dougherty John Eshoo **Justin Faust** Alexander Feder **Conor Fenelly George Ferris** Emma Forrester Joseph Frattaroli Ali Garten Fernando Gaviria Adam Ge Deane Gilmore Kimberly Gordon Katie Greaves Cody Griffin Patricia Guarantano Alli Guinan Jennifer Hajjar John Hall Travis Hancock Erik Hansen

Michael Holland George Hoxha Alex Jafry Erik Johansson Andrew Johnson Zane Johnson Mary Beth Jordan Nat Kennedy James Killelea Sarah Kisner Eric Kist Kaitlyn Koch Harold Kritzman Kshitij Kumar **Bob LaFontaine** Linda Lane Sal Laudano Theo Lena Peter Leon

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**Bryan Trundley** 

Tatiana Vaccaro

Taha Zaidi

# In-Kind Donors

Aero All-Gas AKC. Ltd. Auto Geek Bozzuto's Media Bozzuto's Inc. The Capital Grille Chabaso Bakery Creedon and Co. Inc. CWPM, LLC DG Graphics, LLC duPont Registry Effem Element 119/System X

Ernst Benz Watch Company Everbridge, Inc. **Everglades Farm Equipment** The Farmington Club FreshBev LLC

Hill-Stead Museum **Hunt Auctioneers** Jamie's Junk Show JPMorgan Chase Kennel Zo Slovenskeho Dvora

LEGOLAND New York Resort Lightsey Family Ranch Lotus Gun Works

> Maffe Financial Group Mazzotta Rentals, Inc.

> > McLaren Boston

Mobile Air and Power Rental Monster Energy Company MPBF Services, Inc.

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Norcom CT

Revelation Productions

Rods by Dru

Simple Life Medical

Spark Virtual Racing, LLC

TD Bank

Touchstone Crystal by Swarovski Van Dell Jewelers Wells Fargo Capital Finance **XPO Express** 

# **Shoot For The Stars**

# Friday, October 16, 2020

The Hometown Foundation, Inc. hosted our 3rd annual Shoot For The Stars Charity Clay Shoot at the OK Corral Gun Club in Okeechobee, Florida.

The single day event included a friendly sporting clay competition with 17 teams of four shooters that enjoyed a continental breakfast and lunch alongside live and silent auctions. While enjoying the food and auction, guests enjoyed an awards ceremony and special presentations by guest keynote speakers, the Horse Soldier Bourbon Team.









# HungerLESS Holidays

# November 2020 - December 2020

During the 2020 HungerLESS Holidays program, The Hometown Foundation, Inc. donated and distributed 18,500 turkeys and over 100,000 pounds of produce across 9 states. Our annual HungerLESS Holidays program is devoted to donating fully sustainable meals including protein and produce to individuals and families in need who are suffering from food insecurity.

Turkeys and produce were distributed to towns with high food insecurity rates in Connecticut, Florida, Maine, Massachusetts, New Jersey, New York, Pennsylvania, Rhode Island, and Texas. The Hometown Foundation, Inc. in partnership with local retail supporters, 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 2020

The Hometown Foundation, Inc. partnered with Bozzuto's Inc., Carabetta Cares, and our supporters to collect and donate over 750 toys to children in need across Connecticut. During the holiday season, donation boxes were set up across Bozzuto's Inc. offices alongside receiving donations through various fundraising avenues. In 2020, The Hometown Foundation supported children in need residing in towns across Connecticut including, Bridgeport, East Hartford, Hartford, Meriden, Moosup, New Britain, New Haven, New London, Plainfield, and Waterbury through the Hometown Holiday Toy Drive.



# **Toasting Dreams**

# April 1, 2021 & April 15, 2021



The Hometown Foundation, Inc. in partnership with Penfolds Wine, hosted a private dinner series offering guests the opportunity to enjoy an intimate dinner and wine pairing that featured a charitable cause. The dinner series was generously hosted at Waxin's and The Capital Grille restaurants in Palm Beach Gardens, FL. The evening included a three course meal with Penfolds wine pairings. Alongside dinner, guests were able to make a donation in support of our Police K-9 Awareness Program. As a result of the generosity, funds were raised to purchase and place 16 K-9s in select police departments across the country.

# Par For The Stars



# Friday, April 30, 2021

The Hometown Foundation, Inc. hosted our first annual Par For The Stars Charity Golf Tournament in West Palm Beach, FL at The Preserve at Ironhorse. The day included breakfast and lunch for all participants, a round of golf, and a day of fun! During the golf tournament, guests enjoyed features by local vendors throughout the course, engaging raffles, and team prizes.

Golfers were joined by Dream Riders and Special Olympics athletes for a day on the greens. We were honored to be joined by two teams of firefighters, two teams of Sheriff Officers, and two teams of veterans to enjoy a day on the greens to show our gratitude as we thanked them for their service.











# Birdies & Horsepower

# June 17, 2021

Birdies & Horsepower is one of The Hometown Foundation, Inc.'s largest annual fundraising events benefitting our Major Illness pillar hosted in Farmington, CT. The day begins with a golf tournament at the Farmington Country Club where business owners, industry professionals, and charitable individuals come together with the primary goal to give back to the community and have fun. Golfers enjoyed welcome cocktails, a catered lunch, and a beautiful day out on the greens of the Farmington Country Club. After the morning tournament, golfers rallied over to the Farmington Polo Club and were met by their guests to enjoy a polo match, car display, cocktails, dinner, evening presentation, live auction, and entertainment.

This year, Birdies & Horsepower raised over \$315,000 to support The Hometown Foundation's Major Illness pillar that highlights the dedicated contribution of the medical field for the enhancement of research and advocates for patient quality care for individuals who are fighting a major illness. Through this year's event, The Hometown Foundation had the opportunity to donate \$100,000 worth of medical equipment, which included two Tecotherm Neo Units, an operating table, and an anesthesia machine to Connecticut Children's Neonatal Intensive Care Unit.









# A Hero's Ride

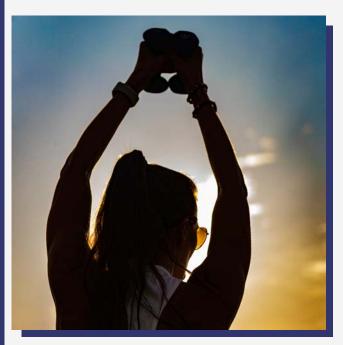
# June 27, 2021

This year, The Hometown Foundation, Inc.
hosted A Hero's Ride that honored and
benefitted the brave men and women of the
New Haven Fire Department. The Hometown
Foundation honored firefighters and heroes,
Ricardo Torres Jr., Samod Rankins, William
McMillian, and the New Haven Fire Department.
The police escorted motorcycle ride departed
from Bozzuto's Inc. in Cheshire, CT and rode to
the New Haven Fire Department to honor the
heroes before returning to Cheshire. All funds
raised benefitted the New Haven Fire
Benevolent Fund which supports the families of
these heroes.



# Babe At The Barre

July 27, 2021



The Hometown Foundation, Inc. partnered with Barre44, Babe Rose, and Hartford Distributors to host Babe At The Barre, a sunset barre class and evening event to benefit The Hometown Foundation's Animal Welfare pillar. Guests enjoyed an evening barre class taught by Danielle Srb, owner of Barre44, on the beautiful grounds of the Farmington Polo Club. After an incredible work-out, guests enjoyed a private shopping experience while sipping Babe Rose overlooking the sunset, followed by a dinner under the stars. This exclusive ladies' night allowed guests to enjoy a great time to support The Foundation's Animal Welfare pillar!

# The Dream Ride Experience

Friday, August 20, 2021 - Sunday, August 22, 2021

The Dream Ride Experience is a year-round movement of making dreams come true through #DreamRide365, culminating in a weekend long event dedicated to celebrating inclusion and acceptance.

The Dream Ride Experience is the signature fundraising event of The Hometown Foundation, Inc. This year, we celebrated 21 years of highlighting our Dream Riders' determination and willingness to persevere.

Over the years, the Dream Ride Experience has evolved into a year-long community commitment to celebrate the achievements of our Dream Riders, the true heart and soul of our event, and to support the five pillars of charitable focus of The Hometown Foundation, Inc. The Dream Ride Experience honors our Dream Riders, who are individuals living with intellectual and developmental disabilities, battling a major illness, or in need. Dream Ride, this year, welcomed Dream Riders from 40 states and 6 countries.



















Throughout the 2021 Dream Ride Experience weekend, attendees enjoyed the Dream Ride Gold Cup Polo Match, shopped in our vendor village, visited our Pet Adoption Center, and cheered on our Dream Riders as they participated in Unified Activities. Attendees also participated in our Dream Cruise, where drivers were paired with Dream Riders for a cruise through the Farmington Valley, as well as watch our Police K-9 Challenge, enjoy live music, entertainment, and our speaker series, "In The Fast Lane: Conversations with Jaguar, Koenigsegg, and McLaren."

This year, The Hometown Foundation persevered despite Tropical Storm Henri moving into Connecticut on Sunday, August 22, 2021. The dedicated support from our community allowed the Dream Ride Experience and Hometown Foundation team to adapt and continue to host Dream Ride on both Friday and Saturday. Shifting events to these two days allowed our Dream Riders to fully enjoy the weekend experience while staying safe.



# Fishing For A Cure

# Tuesday, September 7, 2021

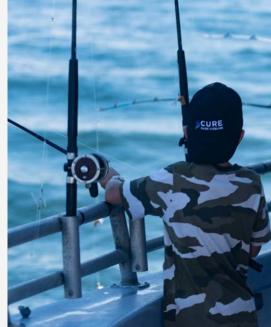
The Hometown Foundation, Inc. partnered with The Connecticut Charter and Party Boat Association and The River 105.9 to host our annual Fishing For A Cure event. This fundraising event brings together friends, family, and fisherman to fish along the Connecticut Coastline!

On Tuesday, September 7, over 15 charter boats departed from three different Connecticut ports to embark on a 4-hour fishing trip to fish for charity. During the fishing trip, guests were joined by Kerry Collins from The River 105.9 as well as members of Cure Rare Disease. Attendees had the opportunity to charter a private boat or board a party boat to fish for top prizes. Upon return, all guests were invited to a catered dinner, final weighin, raffles, prizes, and entertainment. Proceeds from this event benefitted The Hometown Foundation, Inc., Cure Rare Disease, and Breast Cancer Awareness. This year, with the support of our sponsors and participants, we raised \$24,000!









# Adam J. Bozzuto Memorial Charity Classic



# Monday, October 5, 2021

This year, we celebrated the 44th 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 named the Bozzuto's Sports Charity Classic, was held 43 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 Bozzuto 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.

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 on 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, a polo match, local beer and wine tastings, raffles, and prizes. This year, the Adam J. Bozzuto Memorial Charity Classic raised \$160,000 to benefit The Hometown Foundation, Inc.











# Retailer Fundraising Programs

The Hometown Foundation, Inc. has created turn-key quarterly fundraising campaigns focused on benefitting the communities in which our valued retailers call home. Our goal is to provide retailers with the ability to plan charitable fundraising campaigns and directly benefit from working alongside The Foundation as their fundraising partner.

Each participating 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 instore promotions. This year, The Hometown Foundation partnered with 65 stores across the Northeast to raise \$169,000 in support of The Foundation's year-round programs.













# Participating Retailers

Thank you to our generous retailers who participated in our Annual Retailer Programs!

Adams Hometown Market - Adams Adams Hometown Market - Deep River Adams Hometown Market - Milford Adams Hometown Market - Monson Adams Hometown Market - Portland Adams Hometown Market - Shelton Adams Hometown Market - Terryville Adams Hometown Market - Thomaston Hurley's Fresh Market - North Towanda Teddy's Stores - Manchester Adams Hometown Market - Watertown Bantam Market

Better Val-U - Canterbury Better Val-U - Lisbon

Better Val-U - West Warwick

Big E's Supermarket Casel's Supermarket

**Dublin IGA** 

East Center Market

East Hampton IGA

Elmer IGA

Fitzgerald's Foods

Fort Salonga Market

Frenchtown IGA

Geissler's Supermarket - Agawam Geissler's Supermarket - Bloomfield Geissler's Supermarket - East Windsor Geissler's Supermarket - Granby

Geissler's Supermarket - Somers

Geissler's Supermarket - South Windsor Teddy's Stores - Cheshire

Geissler's Supermarket - Windsor

Greenport IGA

Hurley's Fresh Market - Dushore

LaBonne's Market - Prospect

LaBonne's Market - Salisbury LaBonne's Market - Watertown

LaBonne's Market - Woodbury

Lake Region IGA

LaPerle's IGA

Larkfield IGA

LaVigne's IGA of Chateaugay

LaVigne's IGA of Potsdam

LaVigne's IGA of Waddington

Main Street Grocery

Montauk IGA

Northville Market

Pat's IGA

Rangeley IGA Riccardo's Market Sherman IGA Southold IGA

T&J IGA Supermarket

Teddy's Stores - Cromwell

Teddy's Stores - Hamden

Teddy's Stores - Higganum

Teddy's Stores - Meriden

Teddy's Stores - New Britain

Teddy's Stores - Wallingford

Teddy's Stores - Watertown

Teddy's Stores - Windsor

Ted's IGA

The Market at Pound Ridge

Tom's Market - Coventry

Tom's Market - Tiverton

Tom's Market - Warren

Top's Marketplace

Tri-Town IGA Express

Tri-Town Foods

Walsh's IGA

West Side Marketplace

Windham IGA

# Reach and Impact



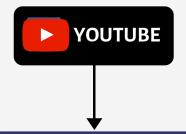
- Page Reach: 584K
- Post Reach: 1.2M
- Ad Reach: 210K
- Ad Engagement: 44K



- Page Reach: 98.6K
- New Profile Visits: 61.4K
- Post Likes: 32K
- Post Reach: 402K







- Page Impressions:
  - 1.5M
- Video Views: 170.1K

MORE THAN 17.2 THAN 17.2 MILLION MILLION REACHED

- Tweet Impressions: 68.6K
- Profile Visits: 2.7K
- Tweet Engagements: 1.4K



TELEVISION PROMOTION

- NBC Commercial Reach -Hartford County, Middlesex County, and New Haven
  - County: 7.3M Impressions

BILLBOARD EXPOSURE

• Hartford: 5.5M Impressions













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