



newsletter

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Interstate Cares Initiative

The Rachel & Drew Katz Foundation, in collaboration with Interstate Outdoor Advertising, donates digital billboard space to countless charities and worthwhile causes each year, and 2020 proved no different. In fact, due to the wide-spread impact of the COVID-19 pandemic, and the subsequent need for amplified voices, The Rachel & Drew Katz Foundation eclipsed its contributions from years past.

With a focus on public health and safety, the foundation provided financial support and plant-wide digital billboard access to organizations such as the Centers for Disease Control and Prevention, the American Red Cross, and the New Jersey Pandemic Relief Fund ("NJPRF").

Working with the NJPRF, Drew had the pleasure of teaming up with New Jersey First Lady, Tammy Murphy, to bring awareness to the importance of wearing a mask in response to COVID-19. The joint effort resulted in a #MaskUpNJ campaign featured on thirty digital billboards donated by Interstate Outdoor Advertising. Headlined by three notable New Jersey natives, Bruce Springsteen, Jon Stewart, and Jon Bon Jovi, the first phase of the campaign yielded much needed exposure, garnering both statewide and national attention.



The foundation not only helped spearhead the #MaskUpNJ campaign, but Rachel and Drew made a significant charitable contribution to the NJPRF in support of New Jersey's most vulnerable populations. With great appreciation, the First Lady shared, "Your support has allowed us to address deep-rooted challenges and inequities on which COVID-19 has put a spotlight".

In addition to helping organizations in the public health space, the foundation contributed digital billboard space to non-profits severely affected by the pandemic, including the New Jersey Tourism Bureau (VisitNJ.org), the state's official division for travel and tourism.

While efforts addressing the global health crisis continued, the foundation quickly threw its support behind mounting issues surrounding social justice, using digital billboards to spotlight the reality of racial inequities that still exist in this country.



In a year full of uncertainty and unrest, the foundation was honored to have been able to support so many charities in their service to the public, and to participate first hand in advocating for social and human rights.

Laptops Donated to Students

Twelve students from Camden Academy Charter High School received new laptop computers, courtesy of the Silver and Katz families, to participate in the College Now Campus Course Program at Camden County College. The program gives students the opportunity to begin their college course work as rising juniors and earn an associate degree before graduating from high school.

Drew Katz views the donation not just as benefiting the students, but the entire community, sharing, “The success of Camden’s youth is the success of Camden City. My sister, Melissa, and I are pleased to have the opportunity to carry forward the commitment of our parents, Marjorie and Lewis, to the children of the city of Camden.”



Giampani Nieves-Camacho, an 11th-grader at the academy, considers her participation in the program a significant opportunity. When asked about it she said, “Being able to complete two years of college before officially completing high school is a really big advantage that I could not pass up.”

Dr. Joseph Conway, Superintendent of Camden’s Charter School Network was grateful for the generous donation, thanking the Katz and Silver families for considering the students amidst the COVID-19 pandemic and providing them with the necessary support to be successful.

Operation Batman

In response to the emerging need for protective equipment for front line workers in the pandemic, Drew Katz, together with two friends and colleagues, Joe Cohen and Robert LoCascio, formed “Operation Batman.” The three friends purchased and distributed more than 18,000 KN95 Masks to thousands of medical workers, first responders, and non-profit organizations.

Recipients of the masks included the Ronald McDonald House, Police, EMT and Fire Departments in Long Branch and Cherry Hill, NJ, Virtua Health, St. Francis Medical Center, and Princeton Health-Penn Medicine, to name a few.

Cherry Hill’s Chief of Police, William Monaghan, shared, “During the Covid-19 pandemic, the need for Personal Protective Equipment is vital for first responders while performing their duties every day, especially with limited supplies throughout the country. Thanks to the benevolence of you and your foundation, we are able to maintain our standard of excellence in service to the community.”



Springfield, NJ First Aid workers with masks delivered by “Operation Batman.”

Volunteer Up Clinic

Volunteers of America Delaware Valley, Inc. (“VOADV”), a not-for-profit human services organization in the tri-state area, provides legal aid to economically disadvantaged individuals. The Volunteer Up Clinic identifies people in need of legal support and connects them with pro-bono attorneys.

Attorneys by trade, Rachel and Drew recognize the importance of supporting those that cannot otherwise afford legal representation. Whether they’ve been affected by bankruptcy, documentation issues, healthcare or family law matters, Rachel and Drew believe that everyone deserves fair representation. The foundation is pleased to support the efforts of the VOADV and their Volunteer Up Clinic.



THANK YOU

Our sincere gratitude to those that have supported us and entrusted us to do good work and make worthwhile donations that have impact and meaning.

Rachel & Drew

The foundation strives to make a difference in the lives of those in our community, and our world, by leveraging our expertise, creativity, resources and passions, to create infinite possibilities and opportunities for those in need.

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