

# THE TRELLA TRIBUNE

WINTER 2020

ISSUE 1

Welcome to the first edition of The Trella Tribune! Our quarter publication is designed to concisely keep you abreast of everything that is happening with I Love You More /The Michael Trella Foundation.

Learn about those who we support, upcoming events, our volunteers & ways you can help out. As we continue our journey we welcome you to follow along a bit more closely and help us broaden our reach.



THE MICHAEL TRELLA FOUNDATION

## OUR MISSION

Our primary mission is to provide bereavement support to families who have lost a child. We provide financial assistance for funeral costs and other support as requested.

In addition, we encourage others by supporting various youth programs, post-secondary scholarships and families in need. Please join us as we celebrate Michael's life and kindness while raising money to show our love for others.

## BOARD OF DIRECTORS

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[www.iloveyoumorefoundation.org](http://www.iloveyoumorefoundation.org)

## FOLLOW OUR JOURNEY



# YEAR END REVIEW

I Love You More / The Michael Trella Foundation made very meaningful strides in our third full year of existence. We wanted to expand our outreach to help more families and continue the growth of our fundraising efforts. We were successful on both fronts!

## GRANTS

Our bereavement support took a huge step forward as we established a relationship with the Children's Hospital Foundation. The Children's Hospital Foundation did not have funding for helping families in need financially after losing a child....we changed that. We made an initial \$25,000 grant and followed that up with another \$10,000 gift in December. We continue to partner with them to grow this component of their servicing model. We also reached other local families directly in 2019. Financial support for funeral expenses and other post-loss costs of nearly \$50,000 were provided to over 20 families from the Foundation last year. Their losses are heartbreaking, but our Foundation made the financial burden go away at the worst possible time in their lives. We also provided support to high school youth in our community. Over \$4,000 in post-secondary scholarships and sponsorship support were provided through the Foundation last year. We believe that showing love and compassion in Michael's "way" to youth who can carry his mission forward in the future, is a key component to our Foundation's growth.

## FUNDRAISING

We had our largest fundraising year ever in 2019. Our flagship "Derby Day" fundraiser and "Holiday Hold'em" events raised over \$40,000. In addition, we expanded our corporate reach and continue to promote utilization of employer matching contributions resulting in over \$25,000 in corporate level donations. Coupled with the tremendous support of individual donors like you, our overall fundraising efforts allow us to approach 2020 with the resources to help even more families. Thank you so much for your financial contributions to our Foundation.

## YOUR ROLE

We really are just beginning. We continue to seek more ways to reach families in need. Expanding our geographic reach and providing bereavement support beyond funeral costs is our goal for 2020. We hope that we continue to remain on your heart this year. Whether you are a financial contributor, volunteer, event attendee or recipient of our support....we are all in this together. Thank you from the Board and the Trella Family for joining us in our quest to help others in their time of tremendous need.



# VOLUNTEER SPOTLIGHT

I Love You More / The Michael Trella Foundation relies heavily on volunteers that donate countless hours of their time to further our mission. We would like to recognize "super volunteer" and Board member, Andy Yanosick! In addition to being the Chief Mixologist for the famous Mint Juleps served at our annual Derby Day fundraiser, Andy took on the leadership role of the 2019 Holiday Hold'em event this past December. Andy's constant enthusiasm (on display upper left as he counts proceeds) and passion is present in everything he does for us.

Our second Holiday Hold'em, held at Montour Heights Country Club, was a rousing success thanks to Andy's leadership.

This year's fundraiser consisted of 88 card players, a 50/50 raffle, and the classic game of Chuck a Luck. We were blessed with a fantastic turnout of over 100 attendees who had a fun-filled night while raising over \$4,000 for our cause. Thank you to the attendees and event volunteers who took time out of their busy December schedules.

We are extremely thankful to Andy and all of our volunteers who crush it for I Love You More / The Michael Trella Foundation throughout the year. We couldn't do it without you!

Special thanks to Katie Shields for capturing such a wonderful event!



@ktshieldsphotos



# Michael's Angels

THE MICHAEL TRELLA FOUNDATION

In 2019 we have been grateful to support over 20 families during their time of losing their child. With the support of their families, we invite you to celebrate the lives of "Michael's Angels" and learn a little more about the benefactors of I Love You More / The Michael Trella Foundation. These children will forever be in our hearts and at peace with Michael.

Thirteen year old Alise Marie Lugin of Kennedy Twp. passed away peacefully at her home after a courageous two-year battle with brain cancer on Friday, July 12, 2019. Alise is the daughter of Brian Lugin and Rachel Steedley. She is also the beloved granddaughter of Alex and Susan Lugin and sister of Damion Pike, Nicky Lugin, Autumn Steedley and Dylan Blumling.



ALISE MARIE LUGIN

Alise's grandmother shared that she loved being part of the youth group at their church, Kenmar Presbyterian, as well as a member of Girl Scout Troop #52234. Alise loved to sing in the school chorus, making crafts, and swimming. Most of all she loved to make Slime! Alise's favorite color was teal/blue. I Love You More / The Michael Trella Foundation is proud to help Alise and her family and extends our sympathy to the family on their loss of an amazing child, sister and granddaughter. All of "Michael's Angels" will always be in our hearts, thoughts and prayers.

# DONOR HIGHLIGHTS

There are many creative ways to help raise awareness and financial support for our cause. Thank you to these donors for their creative generosity.

## **Michelle Santicola**

With the passing of her mother, Jane Kondrad, the family requested that memorial contributions be made to I Love You More. We thank Michelle and her family for their selflessness in directing gifts to our cause. We also extend our deepest condolences to Jane's family for their loss.

## **Sarah Keddie**

Sarah Keddie, of Keddie Real Estate, based out of Virginia, launched a new program initiative titled, "Filling Homes, Improving Lives". Beginning in 2019, Keddie Real Estate, used a portion of commissions of each closed transaction to make a charitable contribution on the behalf of each client to a charity of their choice from a list of selected charities. This wonderful program will continue for 2020 with I Love You More / The Michael Trella Foundation continuing as one of the charity choices. Thank you Sarah and Keddie Real Estate for your create fundraising and support!

*Attention Amazon users! An easy way to help raise money for I Love You More is to login through AmazonSmile and select our Foundation as your charity of choice.*

## **Ryan Otto**

Ryan initiated a birthday fundraiser in which he invited his Facebook friends to donate to our Foundation as a way to celebrate with him this year. With the help of his many friends, he was able to raise \$250 for us. Thank you for your thoughtfulness, Ryan! To learn more about Facebook fundraisers:

[www.facebook.com/fundraisers/](http://www.facebook.com/fundraisers/)

available at  
**amazon**

AmazonSmile is Amazon's way of "giving back". Every time you shop, Amazon will send a percentage of your purchase to your charity of choice as a small donation....at no cost to you! You must login at: [smile.amazon.com](http://smile.amazon.com) for Amazon to contribute. The merchandise costs are the same as amazon.com. Please consider selecting "I Love You More" as your charity of choice!



## ....AND THEY'RE OFF!!

I Love You More – The Michael Trella Foundation will be holding its 3rd Annual Derby Day Event on May 2, 2020. Derby Day, which is held in conjunction with the Kentucky Derby, is our staple event and major fundraiser for the year. We were fortunate to have over 250 people in attendance at the second Derby Day event and are expecting that number to grow this year to 400 at a larger venue in 2020.

Derby Day provides a great atmosphere with live music, open bar, silent auctions, raffle items, specialty drinks, dinner, all in the theme of the Kentucky Derby.

## WINNERS CIRCLE

We have an event website [www.derbyday2020.givesmart.com](http://www.derbyday2020.givesmart.com) where you can buy tickets, make donations, purchase corporate sponsorships or submit a donation of goods or services for our silent auction.

## FOR THE ROSES

You can help us! We have a brochure outlining sponsorship opportunities which can be used for soliciting companies where you have a relationship. We can also use donations of items or services for our auction. Email Charley Kennedy at [ckennedy@iloveyoumorefoundation.org](mailto:ckennedy@iloveyoumorefoundation.org) for additional information.

**We hope you can make our signature event!** 