



Families First

OF PALM BEACH COUNTY

20TH ANNUAL CHILDREN'S DAY LUNCHEON

11-06-2026

KRAVIS CENTER



Please Join Us



Jordan Goldman,
CEO of Castle Group

**A proud Grand
Benefactor Sponsor
for the past six years**



**Lady Denise
Sabrina Fraile**

**Philanthropist and
Event Chair**

Supporting Families First of Palm Beach County as a Benefactor Sponsor of the Annual Luncheon has been truly meaningful. At Castle Group, we're committed to building stronger communities, and this event beautifully reflects how much we can achieve when we come together for a shared purpose. The luncheon is both uplifting and a powerful reminder of the hope and opportunities Families First brings to local families. I invite others to be part of this incredible mission and see the difference we can make—together.



Castle Group has been a proud sponsor of the Annual Luncheon for six years, and each year, our team looks forward to it as one of our favorite events to attend. It's an opportunity for us to connect with incredible individuals, meet new people who share our passion for change, and be inspired by the difference we are able to make through our sponsorship.

Families First does more than provide support; it offers hope and opportunity to children and families in need. This Annual Luncheon is a meaningful moment for our community to come together, be inspired, and take action so families can truly thrive. Families First of Palm Beach County is a cause deeply close to my heart, and it is a privilege to serve as Chair of this year's event, which unites our community around the shared goal of changing lives.

Each year, we strive to make this luncheon even more inspiring, engaging, and impactful. From powerful stories of resilience to exciting auctions and genuine connections, the experience leaves guests energized and ready to make a difference. Families First stands for hope, empowerment, and lasting change—but this work is only possible through the generosity of people like you.

You are invited to attend, donate, or sponsor in support of this vital mission. Your involvement helps transform lives and creates a brighter future for children and families across our community.





Unparalleled Property Services



SOCIETY

Kravis Center: Families First of Palm Beach County's Annual Luncheon



1. Prince Mario-Max Schauburg Lépe and Julie Swinder
 2. Holly Henton and Vibe Vilda
 3. Diana Andre and Victoria Nowlan
 4. Diana Davis, Denise Fraile and Dawn Azonberg
 5. Camenita Mitchell and Elisa Bravo
 6. Mara Marino and Toni May
 7. Sheryl Lieberman, Kelly Henry and Prince Mario-Max Schauburg-Lépe
 8. Valere Shane and Jessica Quastler
 9. Phil Matero, Taylor Matero and Sharon Matero
 10. Melissa Wyngarde and Marc Wenzel
 11. James Rota and Johanna Pomara

Florida Weekly welcomes submissions for the Society pages from charity galas and fundraising events, club meetings and other to-do around town. We need 300 dpi photographs of groups of two or more people, facing the camera and identified by first and last names. Questions? Email kelly.henry@floridaweekly.com

What to Expect

Get ready for an afternoon filled with energy, excitement, and purpose! This isn't just a luncheon—it's an experience that will leave you inspired, motivated, and ready to make a difference.

An uplifting & engaging program – Be moved by powerful stories, dynamic speakers, and groundbreaking initiatives.

Exhilarating live & silent auctions – Bid on exclusive items and experiences in a high-energy, fun-filled atmosphere.

Unmatched networking – Connect with passionate leaders, community changemakers, and visionaries who share your drive.

Meet community notables – Engage with influential figures who are making an impact.

Showcase your brand – Custom sponsorship opportunities for those looking to elevate their presence.

This is more than an event—it's a celebration of community, progress, and purpose. You'll leave feeling energized, inspired, and ready to take action!



Media Highlights of 2025



PALM BEACH EDITION | WEEK OF NOVEMBER 20-26, 2025 | NEWS | A5

Champions of Compassion

Families First Annual Luncheon celebrates hope with record-breaking giving

SPECIAL TO FLORIDA WEEKLY

The 2025 Families First of Palm Beach County Annual Luncheon brought together philanthropic leaders, public officials, and community partners for an inspiring afternoon, culminating in a record-breaking amount of funds to support vital services for children and families across Palm Beach County.

"This year's luncheon was more than an event — it was a testament to what happens when Palm Beach County unites around compassion," says Lady Denise Fraile. "The record-breaking support spoke to a single, shared truth: when we stand together for families, we build stronger futures for everyone."

For the third consecutive year, the luncheon was chaired by Fraile, who partnered with longtime supporter Jordan Goldman, CEO of Castle Group.



ABOVE: James Rota, Jordan Goldman, Denise Fraile and Taylor Materio
LEFT: Prince Mario-Max Schaumburg-Lippe
RIGHT: Palm Beach County Mayor Maria Marino joins event emcee Toni May.

"Corporate impact isn't just about giving back, it's about stepping forward," says Goldman. "At Castle, we believe our responsibility extends beyond our business to the communities, families, and futures we help shape. Families First embodies that same belief — that when we invest in people, we build the foundation for lasting change."

Guided with warmth and heart by emcee Toni May, the program delivered powerful moments—including a

keynote by His Highness Doctor Prince Mario-Max Schaumburg-Lippe. Honorees James Rota, recipient of the Heart Hero Award, and Taylor Materio, winner of the Harriet Goldstein Award, were celebrated for their exceptional dedication and contributions to the community.

A spirited auction, highlighted by Palm Beach County Mayor Maria Marino's enthusiastic participation, added to the day's momentum. The event also highlighted Mary Giuseffi and her em-

powering children's book, "Undeniably Me," as well as the new Families First mascot, Jesse, inspired by the book.

In addition to Castle Group, sponsors included CBIZ, Ciel Jets, Shawn M. Donnelly & Christopher M. Kelly, Florida Power & Light, and Kaufman Rossin.

Families First continues its 35-year legacy of empowering families through vital mental health, child development, and economic stability programs, serving thousands of individuals annually. For more, visit familiesfirstpb.org.

NEWSTODAYWORLD #truenews #googlenews

NEWS TODAY WORLD

newstodayworld.org



Prince Mario-Max Schaumburg-Lippe & Lady Denise Fraile Encourage Holiday Giving With Families First of Palm Beach: "Gift A Donation!"

BY NEWSTODAYWORLD REPORTER ON DECEMBER 16, 2025



Jordan Goldman, Lady Denise Fraile, and Jesse. - GAIL V. HAINES / COURTESY PHOTOS

PALM BEACH EDITION

WEEK OF DECEMBER 25-31, 2025 | NEWS | A7

Raising More Than Funds

Families First luncheon sets a new benchmark for impact and generosity

SPECIAL TO FLORIDA WEEKLY

Families First of Palm Beach County proudly announces this year's Annual Luncheon achieved record-breaking fundraising success, increasing contributions by over 30% compared to last year. The extraordinary outcome reflects the rising momentum behind the organization's mission and the unwavering generosity of the Palm Beach County community.

The luncheon, chaired for the third consecutive year by philanthropist and development strategist Denise Fraile, brought together hundreds of supporters, civic leaders, and corporate partners.

"This year's luncheon surpassed every expectation," says Fraile. "I'm humbled and honored to work with an organization creating such meaningful change for families in our community. Every gift, every sponsor, every attendee becomes part of the fabric that holds families together in their hardest moments. Palm Beach County showed up in full force — proving once again that when we work together, we truly transform lives."

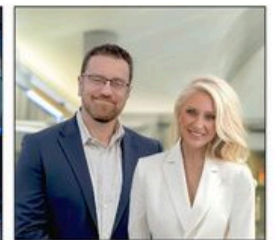
Fraile says a major driver of this year's success is Castle Group, which served as Grand Benefactor Sponsor and was the recipient of the Corporate Impact Award. CEO Jordan Goldman leads their steadfast support.

"Jordan's partnership is invaluable," Denise adds. "His commitment to strengthening this community, not just through sponsorship but through leadership, makes all the difference."

Fraile also highlights Development Director Gabriela Eckert, who helped build the high-impact experience that inspired attendees and expanded



Toni May, Prince Mario-Max Schaumburg-Lippe, Denise Fraile, Families First CEO Julie Swindler and Jordan Goldman on stage at the event.



GAIL V. HAINES/COURTESY PHOTOS The Castle Group's Jordan Goldman and development strategist Denise Fraile collaborated on the successful luncheon.

awareness of Families First's critical programs. Adding to the excitement, keynote speaker and event ambassador Prince Mario-Max Schaumburg-Lippe delivered a thoughtful and uplifting message to the audience.

"This year moved people," Fraile says. "We've already heard from many community leaders, local businesses, and individuals with big hearts who want to get involved, support the mission, and help us expand our impact next year. That level of enthusiasm tells me we are entering a new chapter of growth."

For more, visit familiesfirstpb.org.

The Families First mascot Jesse proudly wearing a Castle Group shirt. ▶





EARLY SUPPORTER PRICING AVAILABLE UNTIL
AUGUST 1, 2026

GRAND BENEFACTOR - \$25,000

1 of 2 sponsorships available

Early Supporter Pricing - \$20,000

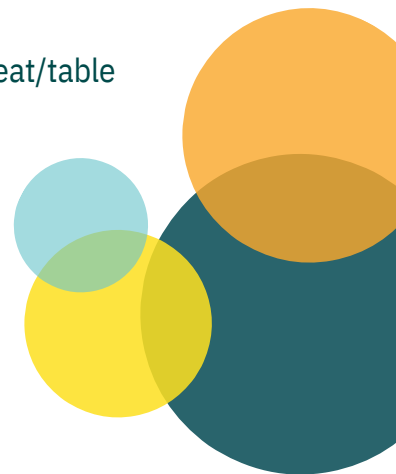
- Two (2) VIP tables of 10 to Luncheon reserved with table signage.
- Prominent Logo as presenting sponsor on Save the Date, Invitation, Press Release, Program Inside, Front or Back Covers, Email Signatures, and Newsletter.
- Branded presence at VIP cocktail party
- Step and Repeat backdrop, prominent display of company logo.
- Logo prominently displayed on Kravis monitors.
- Two (2) full-page ads in the program with a QR code to the company's website.
- Logo displayed on Luncheon Event Web Page as Presenting Sponsor.
- Press Release includes announcement as Grand Benefactor.
- VIP Cocktail Party invitation.
- Three (3) exclusive social media posts to be published across Facebook, Instagram, LinkedIn & X.
- Distribution of co-branded luncheon favor bags. Opportunity to add company items to luncheon favor bags.
- Permission to use "Proud Supporter of Families First of Palm Beach County" on social media, emails, & website.
- Name on 2025-2026 Impact Report
- Large logo displayed on the digital display at Families First office.
- Centerpiece Presence on tables
- Leave promotional item, literature, or personalized note to guests at each seat/table
- Display by silent auction area, upon agreement (supplied by sponsor)

Package can be customizable upon agreement

Fair Market Value will be included with invoice

Our Mission:

Families First of Palm Beach County, through innovative programs, promotes generational change by addressing families' emotional, physical, and social well-being.





BENEFACTOR - \$16,000

3 sponsorships available

Early Supporter Pricing - \$12,000

- One (1) VIP table of 10 to Luncheon reserved with table signage.
- Logo displayed on Save the Date, Invitation, Program, Press Release, and Newsletter.
- VIP Cocktail Party invitation.
- Logo displayed on Kravis Center monitors.
- One (1) full page ad in program with QR code to the company's website.
- Logo displayed on Luncheon Event Web Page as Benefactor.
- Press release includes announcement as Benefactor.
- Two (2) exclusive social media posts to be published across Facebook, Instagram, LinkedIn & X.
- Opportunity to add company items to luncheon favor bags.
- Permission to use "Proud Supporter of Families First of Palm Beach County" on social media, emails, & website.
- Name on 2025-2026 Impact Report.
- Large Logo displayed on the digital display at Families First office.
- Step and Repeat backdrop, prominent display of company logo.
- Distribution of co-branded luncheon favor bags.

Fair Market Value will be included with invoice

PATRON - \$11,000

3 sponsorships available

Early Supporter Pricing - \$8,000

- One (1) VIP table of 10 to Luncheon reserved with table signage.
- Logo displayed on Save the Date, Invitation, Program, Press Release, and Newsletter.
- VIP Cocktail Party invitation.
- Logo displayed on Kravis Center monitors.
- One (1) half-page ad in the program with a QR code to the company's website.
- Logo displayed on Luncheon Event Web Page as Patron.
- Press release includes announcement as Patron.
- Two (2) exclusive social media posts to be published.
- Opportunity to add company items to luncheon favor bags.
- Permission to use "Proud Supporter of Families First of Palm Beach County" on social media, emails, & website
- Name on 2025-2026 Impact Report.
- Logo included on digital display at Families First office.
- Step and Repeat backdrop display of company logo.

Fair Market Value will be included with invoice

CHAMPION - \$5,500

Early Supporter Pricing - \$5,000

- One (1) VIP table of 10 to Luncheon reserved with table signage.
- Logo displayed on Save the Date, Invitation, Program, and Newsletter.
- VIP Cocktail Party invitation.
- Logo displayed on Kravis Center monitors.
- One (1) half-page ad in the program.
- Logo displayed on Luncheon Event Web Page as Champion Sponsor.
- One (1) exclusive social media post to be published.
- Opportunity to add company items to luncheon favor bags.
- Permission to use "Proud Supporter of Families First of Palm Beach County" on social media, emails, & website.
- Name on 2025-2026 Impact Report.
- Company name included on digital display at Families First office.
- Step and Repeat backdrop display of the company logo.

Fair Market Value will be included with invoice

PROGRAM SPONSOR - \$3,500

Early Supporter Pricing - \$3,000

- One (1) Signature Program Table of ten (10) seats.
- Company name displayed in Program.
- VIP Cocktail Party invitation.
- Company name displayed on Kravis Center monitors.
- One (1) non-exclusive social media post to be published.
- Opportunity to add company items to luncheon favor bags.
- Permission to use "Proud Supporter of Families First of Palm Beach County" on social media, emails, & website.
- Name on 2025-2026 Impact Report.
- Company name included on digital display at Families First office.
- **In-office Meet & Greet with program staff (refreshments included).**

Fair Market Value will be included with invoice

ONE TABLE PER PROGRAM AVAILABLE FOR PURCHASE

- Targeted Outreach for Pregnant Women Act (TOPWA)
- Healthy Families
- Infant Mental Health
- Child First
- Behavioral Health Services
- Kin Support
- Bridges to Success

TABLE - \$2,500

Early Supporter Pricing - \$2,250

- Includes one (1) table with ten (10) seats.
- Your logo displayed at the table.

Fair Market Value will be included with invoice

INDIVIDUAL TICKET - \$295

Early Supporter Pricing - \$250

- Includes one (1) luncheon ticket.

Fair Market Value will be included with invoice

ADVERTISEMENT SPONSORSHIPS

Your company's logo and/or message will be included in the program

- **Full Page Ad** - \$600
- **Half Page Ad** - \$300
- **Quarter Page Ad** - \$200
- **Social Media Add-On** (name/tag added to all social media posts related to the event)- \$150

Program recognitions may not contain "qualitative or comparative language, price information or other indications of savings or value associated with a product or service, an endorsement or an inducement to purchase, sell or use the sponsor's company, service, facility or product."

'Please email camera ready artwork to geckert@familiesfirstpbc.org by August 15, 2026.

UNDERWRITING OPPORTUNITIES

- **AV System: \$11,000** - Listed on all materials as AV System Sponsor & 1 Table of 10 to luncheon
- **Parking Sponsor: \$5,000** - Listed on all materials as Parking Sponsor & 1 Table of 10 to luncheon
- **Auction Software: \$1,100** - Listed on all material as Auction Software Sponsor & 2 tickets to luncheon
- **Transportation of Art & Music Students: \$500** - Listed on all materials as Transportation Sponsor
- **Photography: \$500** - Listed on all materials as Photography Sponsor
- **Centerpieces: \$500** - Listed on all materials as Centerpieces Sponsor

Your purchase makes a real difference for families in our community. Every dollar helps provide essentials that keep children safe and families stable – like a car seat for one child (\$104), a crib or toddler bed (\$330), diapers for five toddlers for a month (\$390), a month of lot rent for a family's manufactured home (\$520).

"WHY" SUPPORT FAMILIES FIRST OF PALM BEACH COUNTY

Families First of Palm Beach County is a nonprofit organization committed to strengthening families and preventing child abuse. Since its establishment in 1990, the agency has implemented various programs to support families in need. Thanks to your generous donation to the luncheon, we were able to help many children and families last year.


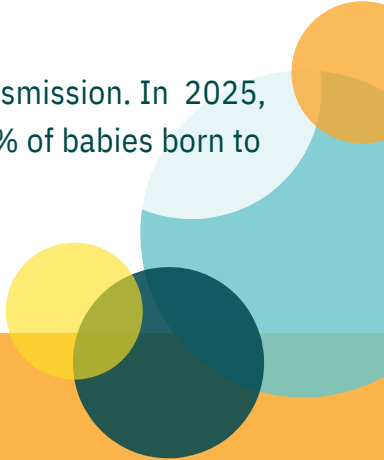
Key Programs and Achievements:

Healthy Families Program: In 2025, 100% of the 396 families served improved their parenting skills, contributing to the prevention of child abuse and neglect.

Behavioral Health Services: In 2025, for the 254 families served, 96% of children receiving behavioral health support demonstrated a reduction in mental health symptoms, leading to better outcomes at home and school.

Bridges to Success: This initiative focuses on providing stable housing solutions. In 2025, 100% of the 22 families assisted retained permanent housing for at least six months, benefiting 51 children and 37 adults.

Targeted Outreach for Pregnant Women Act (TOPWA): Aimed at reducing HIV transmission. In 2025, 232 pregnant, high-risk women received services. The program ensured that 100% of babies born to high-risk mothers tested HIV-negative.



**Since 1990, Families First
has assisted over
61,273 children and
family members in Palm
Beach County.**

CONTACT

Thank You for Your Consideration!

We sincerely appreciate you taking the time to consider supporting Families First of Palm Beach County. Your generosity and commitment help us continue our vital work, promoting generational change by addressing families' emotional, physical, and social well-being.

Our Annual Luncheon is more than just an event – it's an unforgettable experience filled with inspiration, connection, and impact. We hope you will join us in celebrating the power of change and the difference we can make together.

Your support means everything, and we look forward to welcoming you to this special occasion. Together, we can build brighter futures for children and families in Palm Beach County.

Sponsorship Deadline is August 15, 2026 to insure inclusion on invitation.

For more information, please contact:
Gaby Eckert, Chief Development Officer
305-562-8198
GEckert@familiesfirstpbc.org



20th Annual Children's Day Luncheon
November 6, 2026
Cohen Pavilion - Kravis Center



****(\$\$) Early Supporter Pricing Available until August 1, 2026**

- \$25,000 (\$20,000) - Grand Benefactor: Two (2) VIP Tables of Ten (10) seats each.
- \$16,000 (\$12,000) - Benefactor: One (1) VIP Table Of Ten (10) seats.
- \$11,000 (\$8,000) - Patron: One (1) VIP Table of Ten (10) seats.
- \$5,500 (\$5,000) - Champion: One (1) VIP Table of Ten (10) seats.
- \$3,500 (\$3,000) - Program Sponsor: One (1) Signature Program Table of ten (10) seats.
- \$2,500 (\$2,250) - Table: One (1) Table of ten (10) seats.
- \$295 (\$250) - Individual Ticket: Please Reserve _____ tickets

Ads:

- \$600-Full Page \$300-Half Page \$200-Quarter Page \$150-Social Media Add On

I cannot attend, but enclosed is my donation of \$ _____ to Families First.

Name/Company _____

Check Enclosed Charge my: MC VISA AMEX Please Charge: \$ _____

Credit Card Number _____

Exp. Date ____/____/____ C V V Number _____

Billing Address _____

City _____ State _____ Phone _____ Zip _____

Email _____