

# GINA FARESE

## Revolutionizing the Construction Industry, Fighting Breast Cancer, and Empowering Women



Gina Farese is a wife and mother of two beautiful daughters. She was raised in the construction industry, watching her father run his roofing business, whose father was also in construction while her father was growing up.

Gina graduated high school at 16 years old and went straight to college, earning her BS in Finance at the age of only 19 years old. She spent the ages of 18-19 working in Investment Banking on Wall Street and soon realized it was not for her. She then got involved in her father's construction business and taught herself the business from the ground up, starting with ripping roofs, cleaning up sites, and doing whatever it took to learn every aspect of the business so she could one day be the most effective business owner she could be.

Gina finds the problems in her industry and builds businesses around creating solutions. Just this last year, Gina underwent an entire company takeover of her father's construction business. While she was doing that, she was also running her solar service division, assisting homeowners in need that have had solar panels installed on their home and were left without warranties, companies that went out of business to





## WHAT GINA IS FIGHTING FOR

While some of the funds will be donated to **Long Island Fight for Charity**, Gina has chosen to donate her fundraising efforts to “**You’ll Be OK Too**,” a Long Island-based non for profit where Breast Cancer survivors share their survival stories for those who are going through this terrible disease. A portion of the funds will also go towards Long Island Builders Institute’s charitable arm, **Long Island Home Builders Care**. LIHBC is a 501 (C)(3) non-profit organization formed over 20 years ago as a means to give back to the Long Island community that Gina participates in year-round. Gina chose this non-profit to literally fight for the women closest to her!

Gina’s dear family friend and children’s caregiver, a local West Islip resident, and the woman who’d give the shirt off of her back, mother of four beautiful daughters **Kim McCandless**, was Gina’s first reason to fight for Breast Cancer. All of their worlds were flipped upside down as Kim was recently diagnosed with stage 3 Breast Cancer.

Gina’s late mother-in-law, **Linda Farese**, was a Breast Cancer survivor, a woman whom Gina looked up to dearly.

Gina’s work mom, her wisdom and inspiration, **Christina Mathieson**, just received her last surgery while she beat breast cancer over the last few years. Christina is the founder of **You’ll Be OK Too** and has supported so many of Gina’s dreams and aspirations.

**Ashlee Frasella** has been Gina’s friend for over 25 years. She is a childhood friend and fellow mother in

assist them with their problems, and other national companies that do not have the bandwidth to service their homeowner’s. Gina created a division of the construction business to focus solely on the issues in the solar industry and the issues homeowner’s face that most solar companies do not focus on; service work. She is also an installation entity to install solar for solar companies who are great at selling their systems and processing but need a reliable installation partner.

Over the last two years, Gina also noticed that solar companies who have a lot of involvement with roofing have tried to or wanted to create a roofing division because of the number of roofs solar companies encounter. Gina created a systemic platform where she goes into a solar company and creates a roofing division for them where she, in turn, manages it and creates a profitable roofing division with her knowledge and expertise for the solar company, where in most cases, they were either losing money or breaking even by

incorporating roofing in their solar project. Some solar companies even attempted creating their own roofing company and failed, so Gina assists them in making this possible for these companies.

Gina is currently working on an educational program on roofing for solar to educate solar companies nationwide on what they are missing or doing wrong, costing them tens to hundreds of thousands of dollars annually on install errors that, with the proper education, could likely be avoided. This educational platform will also benefit roofing companies to learn how to get into the solar industry to assist with roof leak troubleshooting, system maintenance, and removal and reinstalls because who better to trust to put holes in your roof than the roofer themselves!

Finally, Gina is on the Board of Directors of Long Island Builders Institute and chairs both LIBI’s Young Professionals Committee and The Remodeler’s Committee.

her early 30s who just kicked breast cancer's butt!

*Courtney Banks*, another dear friend of Gina's who shared not one but two pregnancy experiences with her, marriage, and so many other milestones in life together at the same time, just kicked breast cancer's butt.

Gina will be fighting in honor of all of these women who mean so much to her, as well as all of the other women who have gone through or are going through this terrible disease!

All funds will go towards **LIFCC**, **You'll Be OK Too**, and **Long Island Home Builders Care** so women can continue to share their stories and experiences while inspiring others experiencing this and helping families on Long Island!

**Join us on November 20<sup>th</sup> to watch Gina FIGHT for the women who fought or who are fighting this fight!**

**KICK BREAST  
CANCER'S BUTT LIKE  
A GIRL!**

## LONG ISLAND **18<sup>TH</sup>** FIGHT FOR CHARITY

### WHAT IS LONG ISLAND FIGHT FOR CHARITY?

Long Island Fight for Charity, the nation's only all-volunteer charity boxing event, is one of the most anticipated events in the region, attracting over 1,200 fans and supporters.

We are the only program in the United States or the world where local business people step in the boxing ring to raise funds for charity.

This 501(c)3 nonprofit organization was co-founded by *Jamie Austin*, *Jeff Cohen* and *Matt Silver* in 2002, initially as a fundraising effort to seed the Long Island Community Chest, a charity with a mission to help individuals and families in need. This effort evolved into the founding of the Long Island Volunteer Boxers train for months and face each other in the ring at the Fight for Charity Main Event.

Events leading up to and including the Main Event provide business networking and promotional opportunities as well as a fun-filled, energizing atmosphere. Long Island corporations, small businesses, professionals, community leaders and food service companies support the Fight for Charity mission through sponsorships and donations.

Since 2002, over 400 volunteer boxers have participated in Fight for Charity and over \$1.7 million has been raised for local charities including Long Island Community Chest, Genesis School, National Foundation for Human Potential (FREE) and more.

### WHAT DO THE LIFCC FUNDS GO TOWARDS?

#### LICC

The **Long Island Community Chest (LICCC)** was founded by Matt Silver and Jamie Austin, when they realized there were many families that were slipping through the cracks, needing a little help to get them back on the right track.

They wanted to prevent short-term family crises from turning into long-term problems. So they set upon creating an organization that would provide opportunities for individuals and companies to give back to the local community in a positive and uplifting way. Today Long Island Community Chest is made up of individuals and companies based on Long Island who are making a difference.

LICC is an on-going fund that provides immediate, short-term financial support to needy individuals and families on Long Island. It is a 501c (3) nonprofit organization interested in helping people who have nowhere else to turn for support. These are the individuals in the community who have exhausted all traditional means of help.

Fight for Charity is seeking to break its fundraising record in support of Long Island charities. This nonprofit organization has already donated over \$1 million to Long Island charities since its founding in 2003.

## EDEN II/GENESIS PROGRAM

The mission of Eden II/Genesis Program is to provide people with autism specialized community-based programs and other opportunities, with the goal of enabling them to achieve the highest possible quality across their life spans.

## WHAT IS "YOU'LL BE OK TOO?"

The mission of You'll Be OK Too, Inc. is to provide a vehicle for breast cancer survivors and their loved ones to share their stories

of survival and provide positive, empowering motivation to those at the beginning or middle of their own breast cancer journeys.

Our goal is to provide survivors with a platform for their stories, sharing their feelings and details of their journeys only their Pink Sisters would understand. When women, and men, are being treated for breast cancer, they're often disconnected from the outside world. Our mission is to provide hope.

**You'll Be OK Too** solves two specific problems.

1. For those who are deathly afraid of the treatment for breast cancer and the effects of Chemotherapy, Radiation, hormone therapy, and surgery – they often don't get checked until the cancer they fear has taken a foothold on their bodies. When women and men understand that they will be ok and be able not only to survive but thrive, they will be more inclined to seek diagnosis and treatment.

2. For those already diagnosed, it's a very scary, anxiety-riddled place. The minute the diagnosis of "You Have Breast Cancer" is uttered to us, we are thrown into a whirlwind of inexplicable fear. We don't know where to start, who to call, what to do, or even if we'll live. **You'll Be OK too** provides the testament of other wom-

en and the positivity we all need to get through this and become thrivers as well.

## WHAT IS LONG ISLAND HOME BUILDERS CARE?

Long Island Home Builders Care, Inc. (LIHBC) is a 501 (C)(3) non-profit organization, formed over 20 years ago as a means to give back to the Long Island community. LIHBC, Inc. has undertaken numerous projects such as handicap renovations and repairs, affordable new homes with Habitat for Humanity Builders Blitz, adopted a shelter for the holidays, food drives and toy drives are just a few of the worthwhile causes taken on.

Currently LIHBC, Inc. has been awarding LIBI members and their employees' children and grandchildren the opportunity for a college scholarship. Two scholarships are awarded annually.



## HERE ARE THE CURRENT EVENTS TAKING PLACE

### June 2<sup>nd</sup> | 1pm | Marcor Grand Opening

We will be having our new office grand opening with a Taco Truck, DJ, and local politicians joining us for a ribbon cutting. We will be doing a 50/50 here that day for the fundraiser.

See more!



Scan the QR Codes for more info!



**June 9<sup>th</sup> | 4 - 6pm | Flying Trapeze**

@ Eisenhower Park - IFly



**June 20<sup>th</sup> | Shirts Sale**

We will be selling shirts that say *"I beat Breast Cancer, what's your Superpower?"* and *"Fight Breast Cancer Like a Girl"* at my dear friend who beat breast cancer recently's event for the non-profit I am fighting for **"You'll Be Ok Too"**



**July 18<sup>th</sup> | Goat Yoga | SOLD OUT!**

I have back to back classes in Farmingdale sold out for Goat Yoga at 6pm and 7:15pm



**July 24<sup>th</sup> | Axe Throwing**

We will be doing an Axe Throwing event in Selden at 6:00 PM



**Check out the Sponsorships Details**

Once you selected the sponsorship – Click **Checkout** and then select the Boxer (**Gina Farese**), who is a very dear friend-

You can also purchase tickets for the fight as well. This is going to be the biggest event on long island in November.

