

Brooklyn Girl's Pie-Selling Campaign Raises Over \$4,000 For Charity

By **ANDREW J. CONCATELLI** Staff Writer

BROOKLYN — After a second season of selling peppermint pies to raise money for her favorite charity, 10-year-old Abbie Shimer delivered more than \$4,000 to the National Center for Missing and Exploited Children in Virginia last month.

After raising \$520 last year, Abbie had a goal of raising \$1,000 this year from the beginning of January to just before Valentine's Day, when the pink-colored pies were delivered. Thanks to strong word of mouth, support from local businesses, and even a Web site, the grand total this year soared to \$4,204.53.

Abbie traveled with her family over President's Day weekend to the NCMEC in Alexandria, Va., to present its president and CEO, Ernie Allen, with the money that she collected for the cause.

"We are genuinely thankful and appreciative for this donation," Allen said in a press release. "The generosity displayed by this young, caring entrepreneur is truly admirable."

Abbie's contribution will support NCMEC's efforts to locate missing children and prevent child sexual exploitation.

Orders for the pies and other donations brought in about \$2,000, and a donation from Newman's Own Organic through an acquaintance of the family brought in \$2,000 more.

"She has done a remarkable job, she's been overwhelmed by the support," said her father, Greg Shimer. "She's been an inspiration not only to the people around her, but to [her mother and I] as well."

Her father also said that Abbie is very excited to do it again for next Valentine's Day.

In addition to the recognition she received from the NCMEC, Abbie also received a special commendation from the White House during an awards ceremony at Brooklyn Middle School.

The whole endeavor began early in 2004, when Abbie wanted to find a unique way to help people. She decided to help the NCMEC after searching the internet for a good cause, and chose to sell peppermint pies after searching cookbooks with her mom, Jennifer Shimer, for the perfect treat.

"I wanted to help some little kid that was lost or stolen," Abbie said in January. "We were thinking if [we picked] something original... then it would sell more."

Abbie and her family made about 170 pies this year, then delivered the confections in time for Valentine's Day: exactly when a pink pie would be most appropriate.

People who ordered the peppermint pies or made other donations to the collection effort included Abbie's friends, neighbors, family, and many businesses in the area.

Although Abbie's pie business stopped taking orders for the year around Feb. 7, donations are always accepted at the Web site her father created for her, www.ajhkids.org.



Making a Difference. Ten-year-old Abbie Shimer of Brooklyn presents the \$4,204.53 she raised for the National Center for Missing and Exploited Children to its president and CEO, Ernie Allen. Photo by Jennifer Shimer.