



your gift powers

# Hope

Annual Report 2013



Pediatric Cancer  
Research Foundation

# MISSION

Since its establishment in 1982 as a grass-roots organization, the Pediatric Cancer Research Foundation (PCRF) has focused its efforts to improve the care, quality of life and survival rate of children with malignant diseases. The founders, comprised of parents, physicians and community leaders, joined forces to support laboratory research that would translate into immediate treatment for children with cancer.

## YOUR GIFT POWERS HOPE

**We exist solely to raise money for research.**

Help build PCRF's funding pool to \$5 million annually. This will allow PCRF to initiate research consortiums, while positioning ourself as a pioneering thinker whose innovation continues to move forward the science that transforms the lives of children and families battling this disease.



**Donate**



**Join the Organization**



**Participate in an Event**



**Share our Mission**



**Understand the Research**

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**JOIN THE PCRF FAMILY**

# LEADING THE WAY

It's more than a job, it's a **mission**.

We begin each day with our best foot forward — **our leaders**.

## Officers

Jeff Dankberg  
*President*

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*Secretary*

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*Director of Marketing*

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*Executive Vice-President*

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*Treasurer*

John Weiner  
*Director of Community Relations*

Len Shulman  
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Troy Varenchik  
*Director of Scientific Affairs*

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*Executive Director*

Erin DeHart  
*Director of Special Events*

Bonnie Dankberg  
*Full-Time Volunteer*

Chris Farwell  
*Development Associate*

Carol Nasr  
*Office Manager*

Toni Baril  
*Financial Associate*

Dear Friends,

It is my honor and pleasure to submit this report of PCRF's activities for the past year. You will find in these pages, highlights of our work over this past year to fulfill our mission of saving children's lives. And what a year it has been. We achieved several milestones during the year, including the following:

- Officially passed the \$30 million mark in total fundraising in early 2013.
- In August we pulled off a cancer-busting "triple play" with the Rod Carew Children's Cancer Golf Classic, Keegan Bradley Charity Golf Classic and Jon Lester's NVRQT Night - all on the same day, in 3 different states.
- Set all-time record marks for the Foundation in fund-raising.
- Awarded the highest number and dollar amount of grants in PCRF's history.

You should also note that all of this great work has been accomplished with a small, but extremely dedicated and skilled staff, along with the diligent oversight of a highly engaged Board of Directors.

In addition, the staff's outstanding work has received national attention, as PCRF was recently awarded a 4-star rating from Charity Navigator. This highest designation indicates the Foundation's adherence to good governance, transparency and "consistent execution against its mission in a fiscally responsible way".

The year ahead brings even greater promise as we welcome the employees of Nestlé USA to the PCRF family. Through the generosity of Nestlé employees across the country we have been able to significantly expand our cancer research grants to many new prestigious institutions.

Please join me in the fight to save a child's life. Please make an investment today to improve the care, quality of life and survival rate of children with cancer.

Warmest regards,



**Jeff Dankberg**  
President, Board of Directors

*"The true meaning of life is to plant trees, under whose shade you do not expect to sit."*

-Nelson Henderson



At the Pediatric Cancer Research Foundation (PCRF) we often talk about family, team work, collaboration, cures and most of all hope. For over 32 years PCRF has been working hard to expand our family of supporters, build a large team of cancer warriors, and identify the best research - all in hopes of finding a cure. Hope as defined in the dictionary is, "an optimistic attitude of mind based on an expectation of positive outcomes related to events and circumstances". Throughout this report you will find examples of hope from donors and extended family members. You may see your story told in one of our events, or see a researcher you have supported or quite possibly treated your child.

This time last year we shared the story of Zein, a 6-year old boy recently diagnosed with neuroblastoma. Zein became one of PCRF's super warriors throughout 2013, and battled 18 months of aggressive chemotherapy and radiation.

His family was suddenly thrust into a world of hospital visits, ER scares, central lines, NED (no evidence of disease) discussions, scans, transplants, clinical trials - all leading them down a new path in search of hope and a cure. Along their journey this family started their own charity to support and create smiles for other little "warriors" fighting cancer, while still continuing to raise funds and awareness for PCRF.

Zein recently celebrated two big milestones: his 7th birthday and even better, receiving the diagnosis of REMISSION. This positive outcome has allowed Zein to celebrate his birthday by asking those in attendance to not bring a gift, but instead make a donation to his favorite charities. This year at our Western Round Up, Zein personally gave me over \$600 to support our research. There are days in this job that move me deeply, and this was one of them.

Every summer PCRF reviews grants submitted to us for funding in the following calendar year. This year we received requests for over \$17 million dollars from well-known institutions, all looking to give hope and cures to our children fighting cancer. We need your help. Zein showed me courage, strength and what the power of one can do to cure cancer.

Sadly, Zein's fight is not over and the celebration of remission was short lived... 6 weeks. While most of us have been deciding on our 4th of July plans, this young family was faced with deciding between whether to biopsy a rapidly growing tumor, or to remove it. That is how quickly a child's diagnosis can change. When discussing this with Zein, he had some words of advice for his parents, "We beat it once and we will beat it again." Zein, your hope inspires us every day.

Join us and help bring much-needed funding to these researchers so we can continue to celebrate our amazing children like Zein.

Your gift empowers hope.



**Jeri Wilson**  
Executive Director

# BOARD LEGACY

Over the years, PCRF has had many Board members (170 to be exact) who have served the Foundation well and have since transitioned off the board of directors. This natural transition process has allowed new members to bring fresh ideas and leadership to the Board. However, we feel it is vital to maintain that connection with key supporters of the Foundation and its critical mission.

In honor of the outstanding service of past board members, the Board of Directors recently approved the creation of the **Pediatric Cancer Research Foundation Emeritus Board**. Emeritus Board membership will be by invitation only. Nomination criteria will serve to recognize those individuals who have served as a past Board or Advisory Board member for a minimum of four years and have greatly contributed to the success of the Foundation through a variety of leadership roles.

The following individuals have been nominated by the Board of Directors, and have accepted their new role to the inaugural class of PCRF's Emeritus Board:

Dr. Geni Bennetts

Susan and Richard Bridgford

Leslie Bubb

Leonard Buchan

Brian Cameron

Melanie Colbert

Honorable Corey Cramin

Bonnie Dankberg

Jane Fowler

Nancy and Mel Franks

Ken Gerdau

Curtis Green

Dina Haddad

Ray Juels

Steve Layton

Charlene Lee

Bruce Lehman

Chris Linskey

Linda MacDonald

Benn McCallister

Craig McCallister

Joe and Janet McNeil

Kelly Monahan

Karen Packer

Steve and Shirley Quackenbush

Susan Reid

Don and Kathi Roberson

Dan Rosen

Cary and Michelle Sarnoff

Lou Sauritch

Royce Sharf

Randy Teteak

Jim Weisenbach

Teri Wielenga



Worldwide, a child is diagnosed with cancer every

# 3 MINUTES...



**Jeri Wilson**  
Executive Director

*"As you grow older, you will discover that you have two hands, one for helping yourself, the other for helping others."*

- Audrey Hepburn

Every day I am thankful for the many hands that support our oncology families. We all can help give of our time, talent or funds in support of the littlest cancer warriors that did not choose cancer, cancer choose

them. PCRf is blessed to have strong board members and donors that stand side-by-side with our team raising funds to cure cancer. We are a small but mighty team, and will NVRQT (Never Quit)!



**Bonnie Dankberg**  
Full-Time Volunteer

*"No man is an island," as humans we have the responsibility to be involved in mankind, to help others as we are able. Helping others enriches us and gives us joy. Just try it!*



**Chris Farwell**  
Development Associate

*"Your ordinary acts of love and hope point to the extraordinary promise that every human life is of inestimable value."*

- Desmond Tutu

Every child's life has a purpose. Cancer should not put out a light that was meant to shine brightly in this world. PCRf is working to make sure that every child diagnosed with cancer has a full and healthy life to live. Each donation that comes to PCRf is an act of love and hope.

**Toni Baril**  
Financial Associate

*"What we have done for ourselves alone dies with us; what we have done for others and the world remains and is immortal."*

- Albert Pike

Thank you for the opportunity to help make a difference in the lives of children, and their families, fighting cancer.



**Erin DeHart**  
Director of Special Events

*"There is no point at which you can say, 'Well, I'm successful now. I might as well take a nap.'"*

- Carrie Fisher

We can all be proud of how far science has come, but we can't stop just because we've gone from 20% to 80% survival rates. There's still progress to be made, lives to be saved, and futures to be had. Support PCRf and NVRQT supporting our kids until 100% can be cured.



**Carol Nasr | Office Manager**

*"You give but little when you give of your possessions. It is when you give of yourself that you truly give."*

- Khalil Gibran

At PCRf, we give our all.

# WHY WE DO WHAT WE DO

For **the kids**. For **their families**.

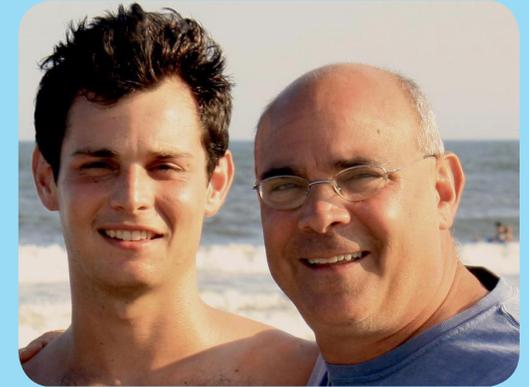
To stand vigil when they need help **keeping hope alive**.



## **Jaxon Blumenthal, Age 12** Hepatoblastoma, in remission

Jaxon was diagnosed at age 11 with Stage 4 Hepatoblastoma. After 6 rounds of chemotherapy and a liver transplant, Jax is in remission. Music helped keep his spirits alive during his treatments. In fact, he wrote a song during his journey and entitled it "Weightless." One line in Jaxon's song is, "I had no choice but to fight this fight... the cure was on the way."

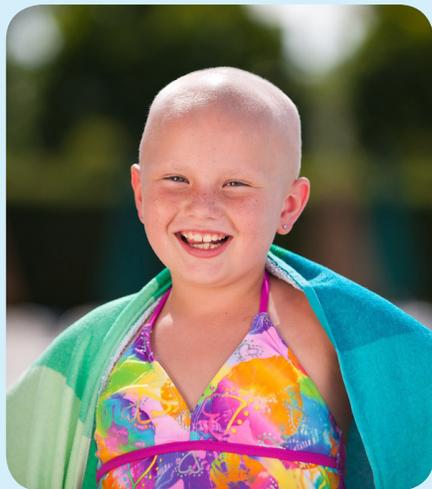
Thankfully with foundations such as PCRF, a cure really is on the way. Jaxon recently performed his song (for a packed house) at the House of Blues, The Whiskey and Off the Wall Music Lounge.



## **The Marks Family** **Gardner Marks,** **forever 22 years old** **Acute Lymphoblastic Leukemia (ALL)**

I have to say, since losing my boy, while a part of me is angry and wants to know why - why him, why us - and wants to find fault with someone, what I really, really want to accomplish is that no one else - no child, no mother or father has to go through this. That tempers all my anger, all my sorrow. What can I do to keep someone else from having to go through this? What have we learned for the next time, the next patient?

Supporting PCRF feeds into that healing for me. If I can save one kid, one set of parents from this, then it all seems to have more meaning.



## **Sydney Waldrop, Age 9** Langerhans cell sarcoma, NED (no evidence of disease)

Sydney's radiant spirit and indomitable courage are like super powers. Little did she know how important those qualities would be in fighting the battle of cancer. In April of 2012, Sydney was rushed to the ER after waking up with intense pain in her chest and she was unable to walk. Immediately following an MRI, the doctors gave the news to her parents that she had a golfball sized tumor wrapped around her spine. The surgery would reveal that she had a very rare form of cancer, Langerhans cell sarcoma. There are fewer than 50 documented cases in the world.

The greatest concern of her treatment was that there is not enough research to know how the aggressive cancer would react to chemotherapy.

It is the faith of the family that helps them get through. Jen's most often repeated verse is Philippians 4:13, "I can do all things through Him who gives me strength."

# YOUR MONEY HARD AT WORK

Someday is today — **funding life changing research.**

Cancer knows no boundaries and neither do we! PCRF is reaching further to fund promising research. As our footprint expands, so does effective research.



- 2014 Researchers
- 2013 & 2014 Researchers

## Researcher Grantees

- **Margarita Gutova, M.D.** | Beckman Research Institute of City of Hope, Los Angeles, CA | *Medulloblastoma*
- **Leo Mascarenhas, M.D., M.S.** | Children's Hospital Los Angeles, Los Angeles, CA | *PCRF Clinical Trials Program at the Children's Center for Cancer and Blood Diseases*
- **Theodore Moore, M.D.** | Mattel Children's Hospital UCLA, Los Angeles, CA | *Pediatric Hematology Oncology Seed (PHOS) Grant program*
- **Laurence Cooper, Ph.D. M.D.** | MD Anderson Cancer Center, Houston, TX | *Pediatric Glioma*
- **Jason Yustein, M.D.** | Baylor College of Medicine, Houston, TX | *Osteosarcoma*
- **Anna Kenny, M.D.** | Emory University, Atlanta, GA | *Medulloblastoma*
- **Alex Huang, M.D.** | Case Western Reserve University School of Medicine, Cleveland, OH | *Osteosarcoma*
- **Mitchell S. Cairo, M.D.** | New York Medical College, Valhalla, NY | *Pediatric Cancer Research Foundation Laboratory at New York Medical College*
- **Alan Homans, M.D.** | Vermont Cancer Center, Burlington, VT | *Alan Homans Cancer Research Fund*
- **Brian Crompton, M.D.** | Dana Farber Cancer Institute, Boston, MA | *Ewing Sarcoma*

Worldwide, a child is diagnosed with cancer every



**3 MINUTES** *that's*

**20 KIDS IN**

**1 HOUR...**

2K

in the U.S. nearly

2,000

children and adolescents are estimated to die of cancer in

2014

WHAT IS PCRF DOING ABOUT IT?

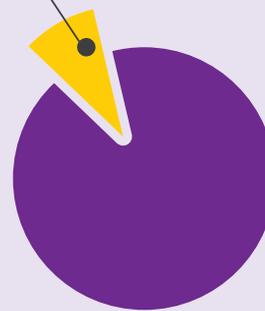


PCRF awarded a 4-star rating from Charity Navigator.



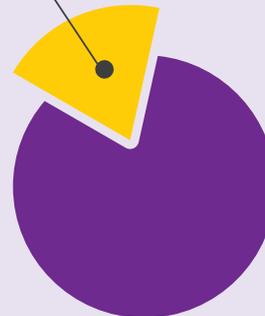
84% of all funds raised by PCRF in 2013 went directly to pediatric cancer research.

3.9%



Only 3.9% of the government's annual funding is allocated to childhood cancer research.

10%



Pediatric patients make up 10% of our population.

100%



But they are 100% of our future.

“You can argue that pediatric patients only make up 10% of our population. But they are 100% of our future.”

- Dr. Alex Huang, Case Western

122 ANNUAL GRANTS

*supporting*

31 PRINCIPAL INVESTIGATORS

*representing*

22 LEADING INSTITUTIONS

Baylor College of Medicine  
Case Western  
Children's Hospital Los Angeles  
Children's Hospital of Orange County  
Children's National Medical Center  
City of Hope  
Columbia University Medical Center  
Dana Farber Cancer Institute\*  
Emory University  
Georgetown University Medical Center  
MD Anderson Cancer Center  
Memorial Sloan Kettering Cancer Center\*  
National Marrow Donor Program  
New York Medical College  
Thomas Jefferson University\*  
UCI Medical Center  
UCLA Mattel Children's Hospital  
University of Alabama at Birmingham\*  
University of California, Los Angeles  
University of Michigan\*  
University of Minnesota\*  
University of Vermont

*\*Funded through the National Marrow Donor Program's Amy Strelzer Manasevit Research Scholarships*

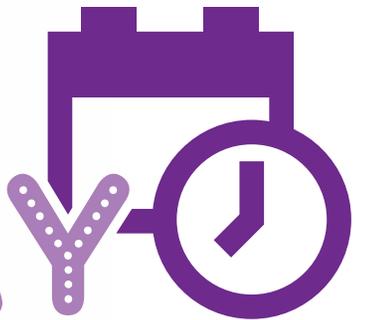
Worldwide, a child is diagnosed with cancer every

3 MINUTES

*that's*

20 KIDS IN 1 HOUR...

480 KIDS A DAY



# DR. CAIRO | NEW YORK MEDICAL COLLEGE



The Pediatric Cancer Research Foundation Laboratory at New York Medical College has focused on five projects addressing several research initiatives in pediatric cancer: 1) Cancer Genetics, 2) Adoptive Cellular Immunotherapy, 3) Tumor Immunology, 4) Stem Cell Biology, and 5) Translational/Clinical Research. A brief summary of each area is described below.

In the first of the five projects, we identified 1565 genes in subtypes of childhood and adolescent Burkitt Lymphoma that have similar expression levels, suggesting a common genetic signature of children and adolescents with the disease in North America and Europe. We also identified a number of molecular pathways that may be useful for future molecularly based targeted therapeutic approaches in children and adolescents with Burkitt Lymphoma. Additionally, we

investigated the effects of the DLEU1 gene on Burkitt Lymphoma tumor cell death and whether the deletion of this gene could play a role in tumor suppression.

In project two we developed a unique platform for expanding and activating cord blood natural killer (NK) cells to enhance killing of pediatric cancer cells in the laboratory. We are able to report increased survival rates with treatment of these expanded NK cells.

In project three, we determined that the humanized monoclonal antibody, GA101, induced significant cell death in tumor cells and appears to be active in specific pediatric cancers expressing the protein CD20.

In project four, we generated induced pluripotent stem (iPS) cells from human cord blood and demonstrated a faster rate of wound healing following injection of these cord blood iPS cells.

Lastly, in project five, we have developed a unique therapeutic approach of pre-transplant chemotherapy followed by stem cell transplantation in high-risk children, adolescents and young adults with recurrent/refractory lymphoma. Our early results are encouraging with high rate of engraftment, low risk of graft versus host disease and excellent early survival.

**In summary, in 2013 we published 14 peer-reviewed manuscripts and presented 44 abstracts related to the above research at national and international meetings. We would like to thank PCRF's Board, Officers, Staff and Volunteers for their generous support of these and other research investigations.**

**“If we’ve moved from a 20 percent to an 80 percent cure rate, there’s no reason to think that, with the proper resources, we can’t move to a 100 percent cure rate with treatment that’s gentle and tolerable.”**

# DR. COOPER | MD ANDERSON CANCER CENTER



THE UNIVERSITY OF TEXAS

**MD Anderson  
Cancer Center**

**Developing new, effective and safe therapies for children, adolescents and young adults with cancer is a critical goal of Laurence J. N. Cooper, M.D., Ph.D.,** head of the Pediatric Cell Therapy Section in The University of Texas MD Anderson Children's Cancer Hospital. Dr. Cooper's Pediatric Cell Therapy Program combines the clinical and scientific areas of research to develop these new targeted therapies using the body's immune system.

T-cell therapies are key among current initiatives to develop targeted treatments for cancer. Dr. Cooper's novel approach is based on genetically reprogramming T cells, a type of immune cell, from a patient's own immune system to seek and destroy cancer cells. His research has resulted in multiple patents (granted and pending) which cover such innovations as the design of new receptor molecules that redirect the T cell's fighting ability to attack invading tumor cells. Now being tested in first-in-human clinical trials available only at MD Anderson Cancer Center, **these immune-based therapies offer new hope for treating leukemias and lymphomas as well as solid tumors such as osteosarcoma, Ewing's sarcoma and neuroblastoma.**

Manipulating T cells outside the body to target a child's cancer once infused has already shown therapeutic benefit. Thanks to PCRF

we are now treating pediatric patients with leukemia and lymphoma infusing T cells that are engineered to eliminate malignant B cells. We seek to broaden the application of this promising therapy to enroll more patients on our clinical trials and to treat children with other types of tumors. This is within our grasp as we have generated convincing pre-clinical data that we can infuse T cells specific for other types of leukemia and also treat cancers arising outside the blood system, such as brain tumors. **We seek support to broaden our success and you can help by donating funds to pay for personnel to help manufacture clinical-grade designer T cells as well as to undertake the studies needed to evaluate their therapeutic potential.**

## Hard Cost of Research

The manufacturing costs, excluding personnel, are \$20,000 to \$25,000 per patient. The correlative studies we perform to study and evaluate each patient are about \$10,000 to \$15,000 per patient.

# DR. WAYNE & DR. MASCARENHAS

## CHILDREN'S HOSPITAL LOS ANGELES

Over the past 50 years, because of breakthroughs in the treatment, many of which were pioneered by physician-scientists at the Children's Center for Cancer and Blood Diseases at Children's Hospital Los Angeles, the overall cure rate for childhood cancers has improved from 20% to 80%. In spite of tremendous advances, cancer remains the most common cause of death by disease in children and teens in the United States.

The goal of the **PCRF Clinical Trials Program at the Children's Center for Cancer and Blood Diseases** is to translate new research findings that hold promise for improved outcomes and possible cures from the laboratory bench to the bedside of children and teens with high-risk cancers. The road from initial idea to clinical application can be a long one for new anti-cancer agents, particularly for pediatric cancer agents. The PCRF Clinical Trials Program identifies new therapies and accelerates their development. The program works closely with other pediatric cancer centers across North America and around the world to carry out the necessary clinical trials of new agents and new combinations of agents in a rapid and efficient manner. By coordinating our studies of these therapies with the overall agenda of the national Children's Oncology Group (COG), we have tangibly improved the outcomes of children with previously resistant cancers, and we have impacted the initial treatments that children with cancer receive throughout the world.

Under the leadership of Dr. Alan S. Wayne, Director of the Children's Center for Cancer and Blood Diseases and Dr. Leo Mascarenhas, Oncology Section Head for the CCCBD, and along with the dedicated PCRF Clinical Trials Program team, 1,000 plus participants were enrolled in the more than 135 open Phase I, Phase II or Phase III cancer clinical trials last year. Three multi-institutional national and international clinical trials consortia are based at Children's Hospital Los Angeles: New Approaches to Neuroblastoma Therapy (NANT); Therapeutic Advances in Childhood Leukemia (TACL); and Head Start for pediatric brain tumors. The PCRF Clinical Trials Program is an active participant in COG studies, and also administers clinical trials through our Neuro-Oncology Program; Solid Tumor (Bone and Soft Tissue, Neuroblastoma and Retinoblastoma) Program; Leukemia-Lymphoma Program; and Long-term Information Follow-up and Evaluation (LIFE) Survivorship and Transition and Hematology-Oncology Psychosocial and Education (HOPE) Programs. Trials administered through our LIFE program measure the incidence, treatment of prevention of long-term effects of therapy in patients.

The Children's Center for Cancer and Blood Diseases is the only institution in the world with such a breadth of pediatric cancer consortia and other significant clinical studies based at a single center. Through the generous support of our friends and partners, Children's Hospital Los Angeles can continue to grow the PCRF Clinical Trials Program and deliver live-saving advances in pediatric cancer research to children and families across the globe.



We Treat Kids Better

# DR. MOORE | MATTEL CHILDREN'S HOSPITAL, UCLA



**The Pediatric Hematology/Oncology team at Mattel Children's Hospital UCLA is proud to be in a partnership with the Pediatric Cancer Research Foundation (PCRF) in the battle against childhood cancer. Our research is carried out under the umbrella of the UCLA Children's Discovery and Innovation Institute (CDI).**

On May 29, 2014, the first symposium of the CDI, "Catalyzing Interactions in Child Health Research" was held at the Ronald Reagan UCLA Medical Center. The variety of research in the different focus areas for the CDI, including the Cancer and Regeneration program area, highlighted a wealth of groundbreaking, collaborative, multidisciplinary research at UCLA with the mission to improve children's health. With this mission in mind, the Division of Pediatric Hematology/Oncology in partnership with PCRF developed seed grants to stimulate new and creative research among its

faculty. The work of the first recipients of the Pediatric Hematology/Oncology Seed Grant (PHOS) program are described here.

Gene Therapy to treat leukemia and lymphoma. The laboratory of Dr. Satiro De Oliveira focuses on the use of cellular therapies to treat cancer. Through the use of gene therapy, they are able to equip the immune system with the tools needed to seek out and destroy cancer cells. By targeting the blood stem cells, they are able to impact all of the cells in the immune system. Their preliminary data was presented at the Children's Discovery and Innovation Symposium on May 29th.

**Genetic predisposition to chemotherapy neurotoxicity.** The incidence of central nervous system neurotoxicity is increased in the adolescent and young adult population after treatment with intrathecal or systemic high dose methotrexate. Dr. Pamela Kempert in collaboration with Dr. Vivian Chang, are performing whole exome sequencing of patients in an attempt to identify candidate genes that would predict who would be more likely to develop neurological toxicity. In the future, they hope to use this as a screening tool to identify high risk patients and design prophylactic interventions in an attempt to prevent or reduce neurotoxicity.

**Identifying the genetic signature of sarcomas and soft tissue tumors.** Dr. Vivian Chang and Dr. Noah Federman are enrolling patients with bone and soft tissue tumors in a study to integrate genetic, molecular, biological, and clinical data in order to generate better understanding of the role of genetic factors in the aggressiveness of the cancer that may predict who develops such cancers in the first place. These findings are expected to lead to targeted therapy options, improved prognosis and overall survival, and personalized cancer treatment.

**Pain perception: the brain and gut microbiome connection.** Pain is complex with several contributing factors impacting its intensity. Dr. Lonnie Zeltzer and her team are piloting a study of the relationships between central pain control mechanisms, brain imaging, and intestinal microbiota in children. Previously they have worked out a protocol for the experimental assessment of central pain control and are working with the Clinical Translational Sciences Institute (CTSI) nutrition team to understand the implications for children with cancer and how intestinal bacteria influence neural circuits that impact pain.

**Gene therapy to correct an immunodeficiency that can lead to cancer development.** Hyper IgM syndrome is an immune deficiency disease that carries with it an increased risk of cancer, especially lymphoma. Drs. Donald Kohn and Caroline Kuo have been working to correct the gene responsible for this disease. They have been able to correct the defect in a cell line established from the blood of a patient with the disease who is followed at UCLA. In the next 6 months, they will use the same methods to correct the gene defect in his bone marrow stem cells which could lead to a new method to safely correct this disorder and other blood cell diseases.

**Understanding the thymus and its function.** Many children can incur damage to their thymus gland during treatment for their malignancies. The thymus plays a major role in the development and maturation of a healthy immune system. In the laboratory of Dr. Gay Crooks, the goal of their project is to develop a way to culture the key cells that make up the thymus (an essential organ for production of immune T cells), and then to surgically implant these cells as three-dimensional "organoids" with the goal to restore normal thymic function.

# REACHING FOR THE CURE

PCRF hosts events throughout the year to give a special boost to our granting and fundraising efforts. The participants rallying for our cause help us **keep the science moving forward.**

## April 15 4th Annual RD Olson Golf Tournament

This Annual event is driven by Board Member, Tim Cromwell.

## July 5 PCRF Night at Angel's Stadium

When it comes to fighting pediatric cancer, there are no rivalries! The Boston Red Sox and the Los Angeles Angel's of Anaheim hosted 10 local oncology families on the field and in the stadium.



## June 3 | 20th Annual Western Round Up

This is by far our favorite event where we can craft a fun-filled day for oncology families to enjoy the outdoors.



## July 15 | 6th Annual Dream Discover Cure Golf Tournament

John and Brenda Fareri were our 2013 Dream Big Award recipients! John and Brenda have kept the memory of their daughter alive through the building of the Maria Fareri Children's Hospital.

## May 4 & 5 15th Annual Reaching for the Cure Run/Walk

This year marked 15 years of Reaching for the Cure! Supporters across Southern California ran, walked and cycled in celebration of a successful fundraising year for research.

Top 10 Teams	Total Raised
Team LBA	\$ 20,995
Powerstone	\$ 19,249
Shulman Hodges & Bastian LLP (in support of Kit Kat)	\$ 16,062
First American Title	\$ 12,062
Team Thomas	\$ 8,945
Daisy Power	\$ 7,568
Team Harvest America	\$ 7,229
Team Gavin	\$ 6,632
Mikey's Marauders	\$ 6,540



Formerly known as the Cinco de Mayo Half Marathon, this annual fundraising event will continue to grow each year in the month of March at Irvine Valley College.

## July 16 | 14th Memorial Lectureship

Honoring Edward C. Halperin, M.D., M.A., chancellor for health affairs and chief executive officer of New York Medical College who offered this year's lectureship on, "The Most Serious Question Now Confronting Pediatric Radiation Oncology".



## August 26 | Keegan Bradley Golf Outing

Keegan Bradley, hosted the 2nd Annual Charity Golf Classic at the Woodstock Inn & Resort Golf Club – this year in honor of PCRF. Funds from this tournament will support the Vermont Cancer Center and Vermont Children's Hospital.

# REACHING FOR THE CURE

## August 26 | 18th Annual Rod Carew Children's Golf Classic

Ian, baseball fan and cancer-free 13 year old, interviews baseball great Rod Carew at 18th annual golf classic. What did they talk about? None other than, baseball. This year alone we raised over \$375,000, stretching the tournament total to nearly \$3 million in its 18 year history.



## September 28 St. John's Dribble for the Cure

Coach Steve Lavin led more than 1,000 fans and the Red Storm men's and women's basketball teams for the 3rd year in a row, raising a combined effort of \$125,000 for pediatric cancer research in the New York City area.

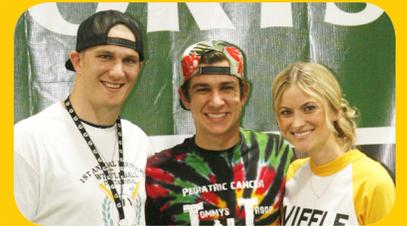


## November 14 Sweet Evening of Hope New York Gala

A dessert themed affair honoring cord blood banking advocate and television personality on TLC's "Cake Boss," Lisa Valastro. Funds from this evening support Dr. Mitchell Cairo at New York Medical College.

## December 14 1st Annual Barnyard Wiffleball Invitational

Colorado Rockies player Brandon Barnes and his wife, Shawn, hosted the first Barnyard Wiffleball Invitational to help raise necessary funds for PCRF. Having a brother overcome Neuroblastoma as a child, Brandon wanted to give back to the charity that has been a huge part of their lives. We were honored to receive over \$13,500 from this hugely successful event!



## August 26 2nd Annual NVRQT Night at the House of Blues, Boston

Boston Red Sox pitcher and cancer survivor, Jon Lester, and his wife Farrah host the 2nd annual NVRQT Night. This star-studded event included some of Jon's Red Sox teammates, local comedians, and Boston Marathon bombing heroes Jeff Bauman and Carlos Arredondo.



## October 20 | UCLA 6th Annual Dribble for the Cure

Ryan Bley, 13, has been Dribbling for the Cure for PCRF for 6 years. This year his best friend Jaxon Blumenthal was diagnosed with Hepatoblastoma, a rare liver cancer. Ryan turned to his community and raised \$10,000 in honor of his best friend.



## November 2 Thirty in 30 Gala

A night filled with gold and glamour, our annual Bid for the Kids gala was a tremendous success. On such an inspirational evening we announced our partnership with Nestlé, USA as part of their annual Community Care campaign. PCRF was the highest pledged organization of the year by Nestlé employees – all of which will be matched by the Nestlé USA Foundation.

## December 9 ABM Charity Golf Outing

This 5th Annual event is driven by board member and ABM's president, Mike Latham.

# NVRQT ROAD RALLY GAMES

There are no rivalries in fighting pediatric cancer.



San Francisco, CA



Minneapolis, MN

Cleveland, OH

New York, NY

Baltimore, MD

Tampa Bay, FL



Los Angeles, CA



Through the NVRQT campaign, PCRF hosts NVRQT Nights at different Major League baseball parks throughout the country. These nights follow Jon Lester's baseball ventures where kids who are currently going through treatment in each city have the chance to meet Jon in person, on the field. Being lucky enough to have members from the opposing teams join Jon in saying a quick hello to the kids, these cancer fighters get to meet both their home team idols and a fellow cancer survivor hero. Here's a look at the stadiums that took part throughout 2013:

**Baltimore Orioles**  
**Cleveland Indians**

**Los Angeles Angels of Anaheim**  
**Los Angeles Dodgers**

**Minnesota Twins**  
**New York City Yankees**

**San Francisco Giants**  
**Tampa Bay Rays**

# IT'S ALL ABOUT TEAMWORK

**Success is a product of collaboration.** Fortunately for PCRF, every day there are more and more proud examples of collaborative efforts made in the name of pediatric cancer research.

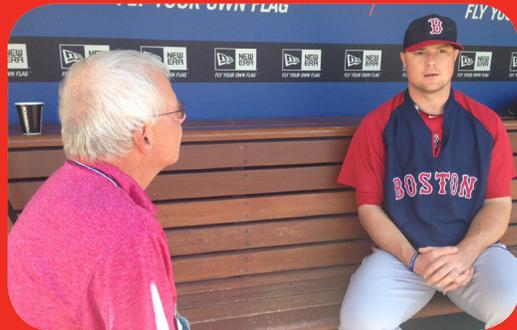
## Children's Cancer Fund (CCF)

At the close of 2013 we welcomed the Children's Cancer Fund (CCF) to PCRF. CCF was established in 1993 by a small group of doctors, nurses and parent volunteers. Now more than 20 years later, CCF continues its support of our laboratory in Valhalla, NY. Research done at the lab has not only made significant contributions to the field, but specifically has altered the way children with leukemia are treated throughout the country. In addition, CCF enhances the quality of life for the children treated at Maria Fareri Children's Hospital and its affiliates. Welcome CCF!



## Rene Decker, PowerStone

"Our relationship with PCRF was never based on just what we could **give**, it was always about what we could **do** together and that's been exactly what we've done. Working together we're a real force in supporting the cause."



## Donald Fair, Fox News

Jon Lester's involvement in NVRQT had been widely reported, but without the human element of his actual interaction with the little warriors and their families. PCRF opened the door for Fox News Channel cameras when Jon met Zein Youssef who asked the toughest question of all... "Is cancer hard?" Jon hit that question out of the park and in a follow-up interview talked passionately about the responsibility of pro athletes to "give back." The initial interview and follow-ups that included a PCRF shout-out during the World Series broadcast when Jon was pitching were an outgrowth of the initial encounter between patient and pitcher. Some stories overpower traditional journalism. This one - due to the door opening by PCRF - has allowed the Fox News Channel and worldwide web audience - to see the human side of cancer.

## Turkey Trot

A record number of 3,395 registered entrants showed up on Thanksgiving morning for the 22nd annual 5-Mile Turkey Trot raised \$47,500 for the Marisa Fund, along with an additional \$17,500 for other local Rockland non-profit charities. As a partner of PCRF, the Marisa Fund helps provide funds for research to generate less toxic treatment protocols for children with cancer. "It is our goal to cure the patient and kill the cancer."

## David Bunnell, Crevier BMW

"When my Father was diagnosed with lung cancer in the late 90's, my awareness with cancer was raised considerably. I was approached by one of my clients to support PCRF, and I have done so for several years now. Very glad to be a part of it as it a very important part of the funding for cancer research."

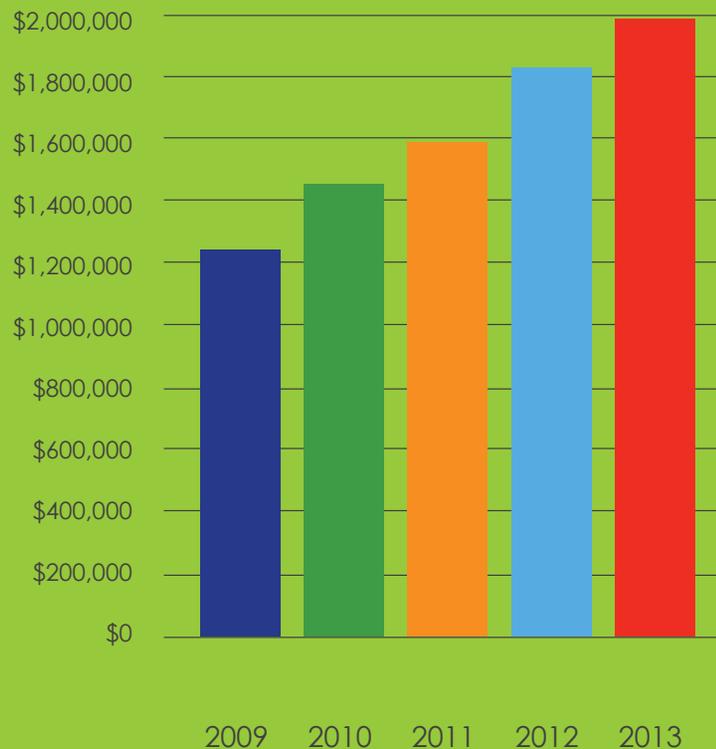
Worldwide, a child is diagnosed with cancer every



# FINACIALS

The Pediatric Cancer Research Foundation is an independent, 501(c)(3) non-profit corporation that is supported through generous donations from individuals, charitable foundations and businesses. **Of every dollar raised, over 80% goes directly to research that impacts countless young lives.**

## GROWTH IN OPERATING REVENUE



## STATEMENT OF FINANCIAL POSITION

Statements of Financial Position | December 31, 2013 and 2012

	2013	2012
<b>ASSETS</b>		
<b>CURRENT ASSETS</b>		
Cash and investments	\$ 1,283,487	\$ 1,142,323
Receivables	134,424	60,095
Inventories	-	45,827
Prepaid expenses	22,025	52,882
<b>TOTAL CURRENT ASSETS</b>	<b>1,439,936</b>	<b>1,301,127</b>
<b>PROPERTY AND OTHER ASSETS</b>	<b>8,535</b>	<b>14,251</b>
<b>TOTAL ASSETS</b>	<b>\$ 1,448,471</b>	<b>\$ 1,315,378</b>
<b>LIABILITIES &amp; NET ASSETS</b>		
<b>CURRENT LIABILITIES</b>		
Accounts payable	\$ 120,586	\$ 36,520
Grants payable	383,278	301,905
Deferred Revenue	16,389	19,932
<b>TOTAL CURRENT LIABILITIES</b>	<b>520,253</b>	<b>358,357</b>
<b>NET ASSETS</b>		
Unrestricted net assets	928,218	957,021
<b>TOTAL LIABILITIES &amp; NET ASSETS</b>	<b>\$ 1,448,471</b>	<b>\$ 1,315,378</b>

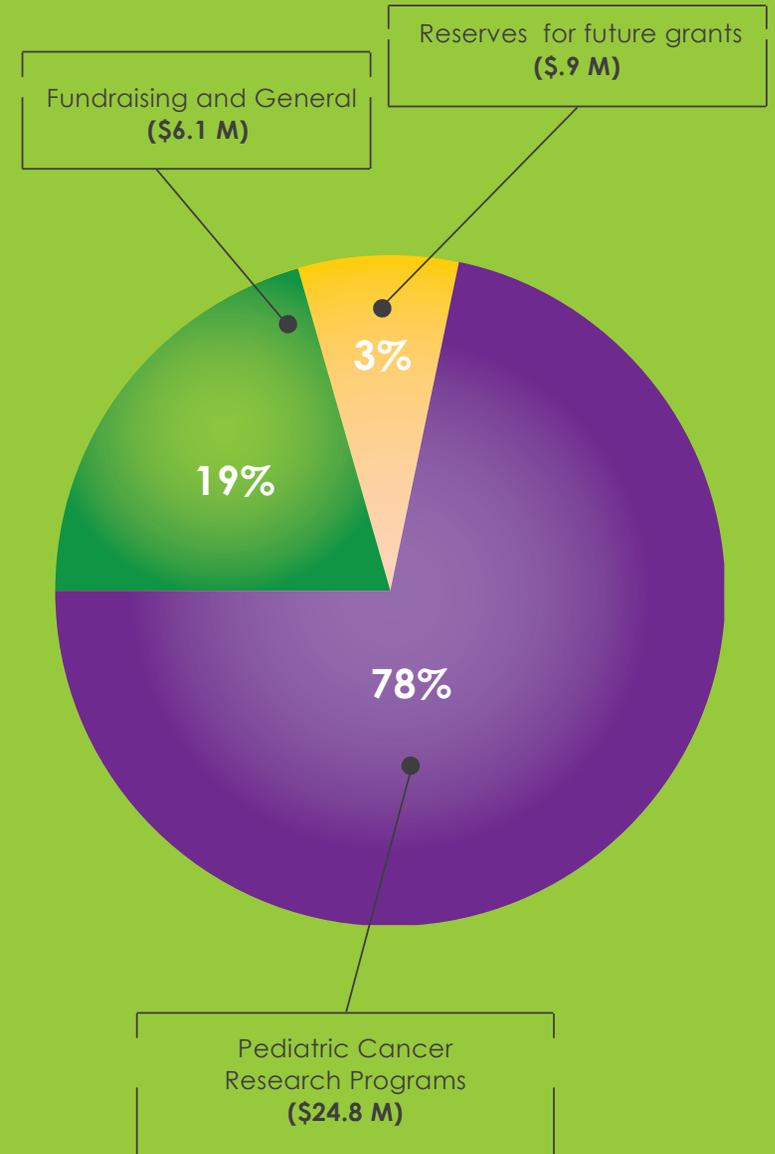
# FINACIALS

## REVENUE AND SUPPORT

### Statements of Activities and Changes in Net Assets December 31, 2013 and 2012

	2013	2012
<b>OPERATING REVENUE AND OTHER SUPPORT</b>		
General Public Support	\$ 698,830	\$ 673,911
Special events and programs	1,261,540	1,227,014
<b>TOTAL OPERATING REVENUE AND OTHER SUPPORT</b>	<b>\$ 1,960,370</b>	<b>\$ 1,900,925</b>
<b>EXPENSES</b>		
Program services - Pediatric cancer research	1,639,063	\$ 1,544,662
Supporting Services		
Management and general	123,035	179,040
Fundraising	181,248	186,415
<b>TOTAL EXPENSES</b>	<b>\$ 1,943,346</b>	<b>\$ 1,910,117</b>
Loss from discontinued Holiday Card Program	45,827	80,027
<b>TOTAL EXPENSES AND LOSSES</b>	<b>\$ 1,989,173</b>	<b>\$ 1,990,144</b>
<b>INCREASE (DECREASE) IN NET ASSETS</b>	<b>(28,803)</b>	<b>(89,219)</b>
<b>UNRESTRICTED NET ASSETS AT BEGINNING OF YEAR</b>	<b>\$ 957,021</b>	<b>\$ 1,046,240</b>
<b>UNRESTRICTED NET ASSETS AT END OF YEAR</b>	<b>\$ 928,218</b>	<b>\$ 957,021</b>

## WHERE YOUR DOLLARS GO



# YOUR GIFT POWERS HOPE

The research we support is made possible  
**thanks to caring supporters like you.**

2 H Construction, Inc.  
A.J. Kirkwood and Associates, Inc.  
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Activate Drinks  
Alcoa Fastening Systems  
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The Allergan Foundation  
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Mr. and Mrs. Thomas R. Anderson  
Todd and Kirsten Andrews  
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Mr. John Arfman  
Athletes Careers Enhanced and Secured, Inc.  
Audemars Piguet  
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Bank of America  
Bank of America Matching Gifts  
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Koeller, Nebeker, Carlson & Haluck, LLP  
LBA Realty  
Mr. and Mrs. Jon Lester  
Lon V. Smith Foundation  
Mamma Rosa Ristorante LLC  
The Marisa Fund, Inc.  
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Winslow Maxwell Charitable Trust  
Mr. and Mrs. Bruce Yablon  
YAFA  
Zurich American Insurance Company

For the past 31 years, PCRF has been fortunate to have friends, donors, corporate sponsors, partners and volunteers to make our mission a reality. The following organizations and individuals supported PCRF in 2013 by collectively donating over **\$1.9 million** for pediatric cancer research.

## Honor Roll of Donors for Fiscal year 2013

This Honor Roll recognizes donors who made cumulative gifts of \$5,000 or more to the Pediatric Cancer Research Foundation between January 1, 2013 and December 31, 2013. We have made a sincere effort to accurately honor our donors. However, if you should notice an error or omission, please bring it to our attention. For more information about the Honor Roll or to make a gift, please contact: **Jeri Wilson at (949) 859-6312 or [jwilson@pcrf-kids.org](mailto:jwilson@pcrf-kids.org)**

# JOIN OUR FAMILY

Explore the many ways you can get involved and help the Pediatric Cancer Research Foundation move **one step closer to finding a cure for all children with cancer!**

## DONATE

Make a donation to PCRf today to help improve the care, quality of life and survival rates of children battling cancer. You may designate a specific research institution that is supported by PCRf or make your gift in honor or in memory of someone special. Donations can be made online, by mail or one of our staff members can accept your gift over the phone.

Make your donation twice as effective. With matching gifts you can sometimes double or even triple your gift. Many employers sponsor matching gift programs and will match charitable contributions made by their employees. Check your employer for matching gift status.

Invest in the future of PCRf and plan ahead. Join a Combined Federal Campaign or United Way campaign and designate your payroll deduction to PCRf. You can even plan further into the future and name PCRf as a beneficiary of your will, trust or life insurance policy. Let us know you've named PCRf so you can be properly recognized.

To find out more ways to give visit our website at [pcrf-kids.org/give](http://pcrf-kids.org/give).

## VOLUNTEER

It is without a doubt that our foundation could not be successful without the help of volunteers. Without volunteers, our work and our reach would be limited, events would be impossible to stage, community advocates would be far and few between. Imagine a world without volunteers. We'd rather not!

Here at PCRf, volunteers are more than the muscle to a fundraising event – they are an inspiration. Their selfless commitment and dedication are at the heart of our cause, and we are blessed to have the best volunteers continue to support us year after year.

If you would like to volunteer for PCRf in our office, at an event or otherwise, please contact our office for more information.

# JOIN OUR FAMILY



## PARTICIPATE IN AN EVENT

Participating in an event is a great way to get to know PCRF and the driving force behind our cause. With a number of events to choose from throughout the year, we invite you to join us as a participant, volunteer, partnering vendor, or a corporate sponsor.

PCRF is a great organization to align your business when choosing Corporate Sponsorships. Not only will your sponsorship make a big difference in increasing proceeds for children's cancer research, but it will also create opportunities for employee participation and volunteerism. With PCRF we make it easy to establish your corporate community efforts. For more information on how to get started and find out what's right for you, please contact our Director of Special Events today.



## SHARE OUR MISSION

Be an advocate for children with cancer. PCRF is about raising money to fund world-class researchers who are making strides towards finding cures every day. You can be part of the progress by helping to spread awareness, start the fundraisers, and become a voice for children in treatment. With your help we can reach more people and raise more funds towards finding a cure.

Join us on [Facebook.com/PCRFKids](https://www.facebook.com/PCRFKids), Twitter [@PCRF\\_Kids](https://twitter.com/PCRF_Kids), Instagram [@PCRF\\_Kids](https://www.instagram.com/PCRF_Kids) and through our mailing list to stay involved and share PCRF news with your friends.

Start a Run/Walk or Dribble for the Cure Team at your school, work or in your community. Together you can help raise funds and have fun doing it!

These simple actions have the potential to reach thousands...even millions of people across the planet. And that's the kind of momentum we need to move forward the science and transform the lives of children and families battling this disease.

# TESTIMONIALS



**Madalyn Worthington**  
PCRF Volunteer and Creative Consultant

*"The person born with a talent they are meant to use will find their greatest happiness in using it."*  
- Johann Wolfgang von Goethe

"I believe that each one of us has a unique gift, and it is with my passion for creativity I like to give back to my community and Pediatric Cancer Research Foundation. It is the least I can do for such an amazing organization that is changing the lives of children every day, and giving them hope for a brighter future that will one day hopefully lead to being cancer free. The team at PCRF is one of the most friendly,

good-hearted groups of individuals I have ever had the pleasure of working and volunteering with. They are always so welcoming and show you how your efforts are truly making a difference."

**Alex Ethington**  
PCRF Volunteer and Reaching for the Cure  
10K Runner

"I love being a part of the PCRF team as much as I can. I was pulled into the foundation by my sister, but it seriously has been the most rewarding decision that I've ever made to stay involved. Seeing how amazing this team is, and all the love and compassion they have for the kids is incredible. I truly feel blessed to be around such extraordinary people!

PCRF has also made an impact at my school. I work at a private school in Mission Viejo and we have worked hard to support PCRF in the last year. The kids did such a great job raising money without any question or expectation of material reward. They have grown to love PCRF as much as I have, and I couldn't be more grateful for what PCRF has done for my life!"

*"A teacher affects eternity; he can never tell where his influence stops"*  
- Henry Brooks Adams



**Gracie Wulff**  
PCRF Volunteer

"I believe that the meaning of life is to find your gift and the purpose is to share that gift with the world. My gift is my passion for helping kids.

After my cousin was diagnosed with Leukemia, I knew that PCRF was the perfect place to channel that gift. Seeing smiles on the kid's faces is so rewarding because I know that with my small volunteering contribution and integrity, I am able to help all of these strong, amazing kids find their gift."



**Suzanne Valley**  
Reaching for the Cure Team  
Captain

"My Introduction to PCRF came through my in-laws. They lost their daughter, Erin, to cancer years before I became a member of the family. I admired their commitment to finding a cure to the disease

that took their daughter. After becoming a mother myself, I felt compelled to "join the fight". I found that my passion for running, my ability to bring people together, and my relentless pestering could be instrumental in saving the lives of sick children. I was hooked!

I formed Team Friends & Family of Erin Valley, 8 years ago. We have raised thousands of dollars throughout the years, and brought awareness to tons of people. There is no runners high or medal that can even come close to the feeling of seeing the families, friends, patients, survivors all coming together in support of such an awesome cause. I can't say enough about the amazing staff and volunteers who continually go above and beyond the call of duty to keep this operation going."



**Pediatric Cancer Research Foundation | [pcrf-kids.org](http://pcrf-kids.org)**  
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