



YOUR GIFT POWERS

HOPE

ANNUAL REPORT 2014



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 our self as a pioneering thinker whose innovation continues to move forward the science to transform the lives of children and families battling this disease.



DONATE



**UNDERSTAND THE
RESEARCH**



**SHARE OUR
MISSION**



**PARTICIPATE
IN AN EVENT**



**JOIN THE
ORGANIZATION**

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WANT MORE INFO?

Look for this icon throughout the Annual Report for links to the PCRF website.



LEADING THE WAY

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

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

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Dear Friends,

We are pleased to present our report of the Pediatric Cancer Research Foundation's activities for the past year. You will find in these pages, highlights of our work throughout 2014 to fulfill our mission of battling childhood cancer. PCRf achieved several milestones during the year, including the following:

- Exceeded \$25 million in cumulative research grants awarded.
- Added Stanford University and the Research Institute at Nationwide Children's Hospital to our list of outstanding research grants.
- For the second consecutive year we established a new high watermark for fund-raising revenue.
- Awarded the highest number and dollar amount of research grants in PCRf's history.

Although impressive, these numbers only tell a small part of the story. The following pages will also tell some inspiring stories of our volunteers, Board members, medical researchers and the brave young patients who fight for survival every day.

In addition, PCRf has continued to maintain its 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 look to continue to expand our research grants and consortia to even more 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

*"We make a living by what we get.
We make a life by what we give."
- Winston Churchill*



Pediatric cancer can strike fear in all of us. Cancer can at times sadden us, perplex us, frustrate and challenge our daily living. But cancer will not stop a determined team of national board members, staff and seasoned volunteers as we strive every day to fuel our philanthropic support of grants.

The littlest of patients whose parents have just hear those words..."Your child has

cancer....", depend on the Pediatric Cancer Research Foundation (PCRf) to continue the race to find a cure. For over 34 years, PCRf has funded top research clinical trials, protocols and basic science across the country. Our accomplishments can be attributed to the dozens of talented researchers who discover, learn and support our mission every day to find a cure.

At our core is our robust grant cycle. As a fundraiser it is rare that you get to give funds out, as we are always the ones asking for support. Every December, I get to call accomplished brilliant researchers at well-known institutions and let them know their grant has been funded. No matter the dollar amount, we know that our grants will start off young emerging researchers who struggle to find funds for their highly rated work, or continue the work and help sustain a seasoned researcher who is taking their translational work to basic science.

Big or small every gift is important in our fight. Our continued 4-star Charity Navigator rating not only attracts new donors, but shows our existing partners that they have made the right choice.

This past year was filled with many accomplishments and milestones in PCRf's history. It is with great honor I share with you our 2014 Annual report showcasing our success.

Your gift empowers hope.

Jeri Wilson
Executive Director

*"Spread love everywhere you go.
Let no one ever come to you without
leaving happy."*

- Mother Teresa



MEET OUR TEAM

It's more than a job, it's a mission.
We begin each day with our best foot forward —
our leaders.



Chris Farwell
Development
Associate

"Children are the living messages we send to a time we will not see."
—John W. Whitehead

We don't know what each child's path will be, but each of them should get there knowing that they are a treasure. Supporting PCRF is giving to a future that will shine more brightly.



Julianne Ludwig
Office Manager &
Social Media

Children are the world's most valuable resource and its best hope for the future."
—John F. Kennedy

Overall, 80% of childhood cancer cases can be successfully treated, but our work will not stop until no child is lost to cancer. At PCRF, we're working every day to fund lifesaving research that leads to a cure.



Erin DeHart
Director of Special
Events

"Never pass up an opportunity to have a Popsicle with a four-year-old."

The pure joy and light that fills a child is intangible. The moments we spend with these kids fighting for their lives brings an enormous amount of perspective and an unshakable sense of certainty for what we do here at PCRF.



Jeri Wilson
Executive Director

"Spread love everywhere you go. Let no one ever come to you without leaving happy."

—Mother Teresa

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!



Toni Baril
Financial Advisor

"Courage doesn't always roar. Sometimes courage is the little voice at the end of the day that says I'll try again tomorrow."

—Mary Anne Radmacher

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



WHY WE DO WHAT WE DO

For **the kids**. For **their families**.
To stand vigil when they need help **keeping hope alive**.



Analise Nehnevasja, Age 3 **Wilms' Tumor (Nephroblastoma), in remission**

In June of 2013 an MRI showed a mass on 9-month old Analise's kidney, which was confirmed to be a tumor the size of a ping pong ball. Receiving a cancer diagnosis at just 9 months old... Life stopped. Faith became an action item. And suddenly, a normal family became a cancer family. After multiple surgeries and weekly chemo for nearly 6 months, Analise was declared in remission. She continues to have scans every 3 months, but these serve as a reminder of what a little warrior she is, and the challenges she overcame at such a young age.

In August 2014 Analise's mom ran 100 miles and raised funds in honor of her daughter's fight. "I was thrilled to work with such wonderful people and an organization that is dedicated to giving so much to fund research for our children! My challenge continues... I will run again this year. My goal? 125 miles. It is but a small feat in comparison to the battle so many children fight on a daily basis."

Kalyn Boukather, Age 19 **Stage 3 Hodgkin's Lymphoma, in remission**

Kalyn is a 19 year old Hodgkin Lymphoma Cancer Survivor. Expressing herself through art programs was what she loved to do, but because of her diagnosis she was unable to do any of her favorite things. She was ill even before her diagnosis, after a battery of tests her doctors did everything they could to find any other conclusion, besides cancer. She was soon given the distressing news of her severe diagnosis - Hodgkin's Lymphoma stage three.

Thirty-five years ago, Hodgkin's was a death sentence. Kalyn would not have been able to even graduate high school, but not only did she do that she is now studying Graphic Design at Chapman University to one day become a Disney Imagineer.

Kalyn says, "Thank you for donating to such a great cause because with those donations you have helped make cancer a word, not a sentence."



Ryan Gilchrist aka Gilly, Age 14 **Non-Hodgkin's B-Cell Lymphoma,** **N.E.D (no evidence of disease)**

RRyan Gilchrist is a freshman in high school at Fordham Prep. He is an avid sports player - hockey, lacrosse, basketball, you name it. In 2013 he was experiencing stomach pains and doctors discovered that he had Non-Hodgkin's B-Cell Lymphoma. As the Gilchrist family did their due diligence on where to go and how to treat their son, all arrows pointed to a world renowned oncologist and expert on B-Cell Lymphoma at Maria Fareri Children's Hospital, Dr. Mitchell Cairo. Ryan started chemotherapy and was completely cancer free in 90 days. "It was a great feeling to be done."

A note from Ryan's parents:
Our family quickly understood that PCRF provides a tremendous support network dedicated to finding cures for malignant diseases. We have directly benefited from the 30+ years of service from Dr. Cairo and his team of medical professionals, and we are grateful for PCRF's service in support to those most in need. We feel honored to contribute to a truly amazing team!



MEET OUR STARS

Read more about the patient families and their stories, **here**.



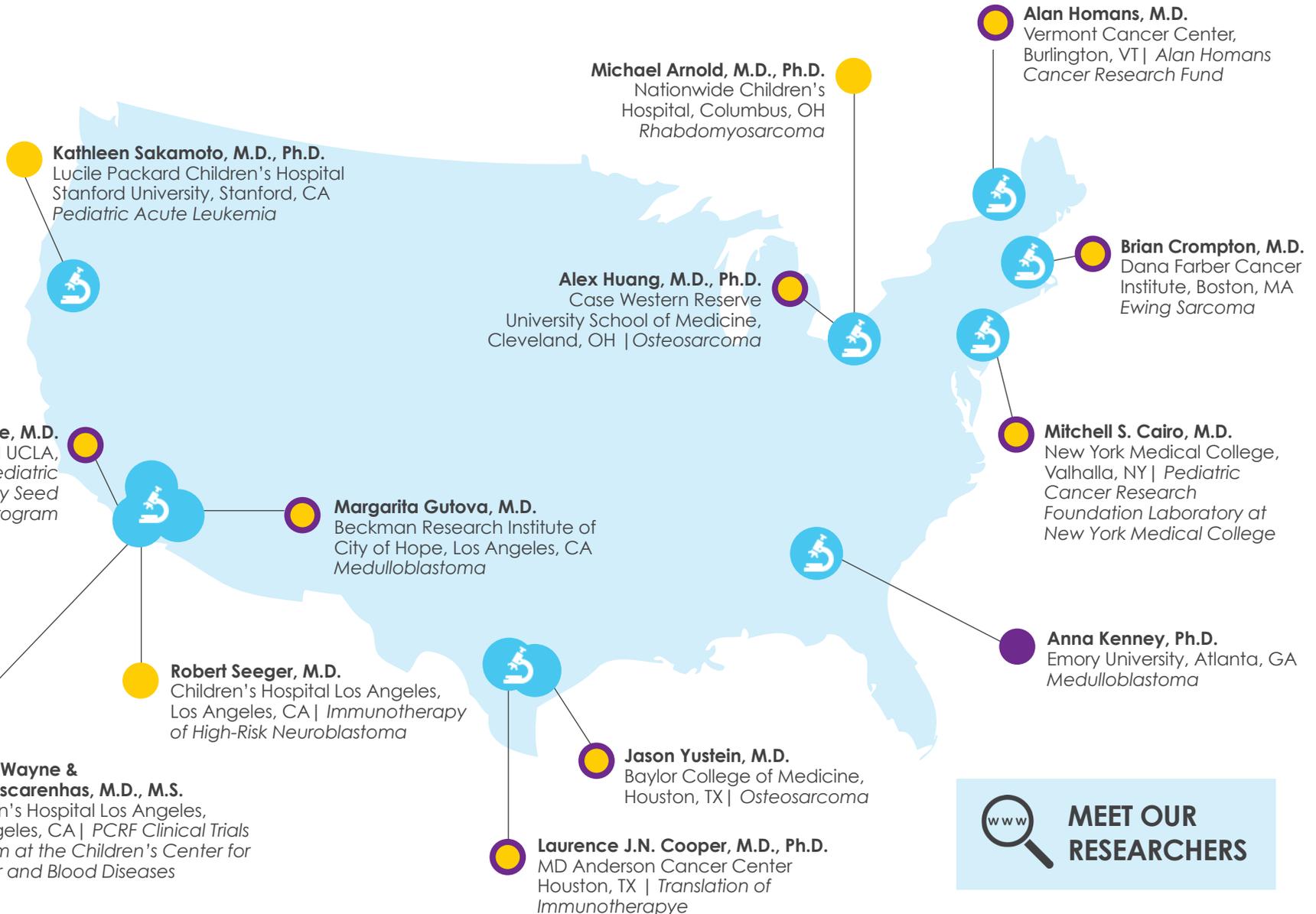
YOUR GIFTS HARD AT WORK

Someday is today — **funding life changing research.** Cancer knows no boundaries and neither do we! PCRF is reaching further to fund promising research.

● 2014 Researchers

● 2015 Researchers

● 2014 & 2015 Researchers



CANCER IS THE
#1 CAUSE OF
DISEASE-RELATED DEATH IN
CHILDREN
under the age of 15
in the
UNITED STATES



1 IN 4
ELEMENTARY SCHOOLS
has a child with
CANCER

IN 2014

approximately

\$8 BILLION

of government
annual funding is set
aside for all types of
cancer research.

BUT,

LESS THAN 4%

goes towards
**CHILDHOOD CANCER
RESEARCH.**

WHAT IS PCRF DOING ABOUT IT?



PCRF awarded a 4-star
rating from Charity Navigator.



83% of all funds raised by
PCRF in 2014 went directly to
pediatric cancer research.

These are exciting times. Never before has there been so much promise for the future of immunotherapy and for children with cancer. These therapies could be life-saving.

- Dr. Cooper



PCRF AWARDS FIVE TYPES OF GRANTS

BASIC RESEARCH SCIENCE

This type of grant primarily funds basic science, translational and/or clinical state of the art pediatric cancer research initiatives. This grant can be awarded over multiple years and up to \$1 million per year.

TRANSLATIONAL RESEARCH GRANT

This type of grant primarily funds new research protocols and therapies that hold promise for improved outcomes and accelerates cures from the laboratory bench to the bedside of children and teens with high-risk cancers. This Grant will be given to a program that involves open, multi-institutional cancer clinical trials, or consortia, and implements new approaches to therapy. This award may provide up to \$250,000 per year and can be for multiple years.

HIGH IMPACT GRANT

These grants are for scientists focused on innovative research offering the greatest potential to design treatments and improve outcomes for children with difficult-to-treat cancers. Awards will provide up to a maximum of \$75,000 per year and can be renewed annually.

EMERGING INVESTIGATOR FELLOWSHIP GRANT

These grants are designed to support Post-Doctoral Fellowships and Clinical Investigator training for emerging pediatric cancer researchers to pursue exciting research ideas. Applicants must have completed two years of their fellowship, or not more than two years as a junior faculty instructor or assistant professor at the start of the award period. Awards will provide up to a maximum of \$50,000 per year and can be renewed annually.

DESIGNATED GRANT PROGRAM

Funds projects in communities or regions local to the specific donor or fundraising activity. Outside contributing organizations, fundraisers and donors work with the Foundation to identify a specific project, focus on a specific disease type, facility or awareness program. Grants can be for any specific amount, but generally range from \$25,000 to \$50,000 per year and are renewed annually.



EMERGING GRANT STORY

Dr. Alex Y. Huang, M.D., Ph.D. of Case Western Reserve University School of Medicine shares what he's been able to do with the initial seed money investment from PCRF:

In May of 2014, one of our local supporters made a gift of \$6.7M to the Case Comprehensive Cancer Center to establish a scientific program focused on Adolescent & Young Adult (AYA) Cancer. This gift provided a pilot funding opportunity to kick off this promising scientific program. With the data gathered through the support of PCRF, I was able to secure one of 3 pilot grants (\$75,000) to further extend the impact of PCRF's investment in our effort to cure metastatic osteosarcoma.

I later submitted two additional grants to further extend the scope of the initial PCRF-funded projects to include

my colleagues in Pathology, Biomedical Engineering and Orthopedics. I am happy to report to you that both of these grants were funded. As you can see, the initial \$50,000 investment from PCRF has resulted in \$575,000 return back to this growing project that offers new hope for children and AYA patients suffering from metastatic osteosarcoma. More importantly, success in this effort further enhanced the visibility of pediatric oncology immunotherapy research within the Case Comprehensive Cancer, and sparked additional interdisciplinary collaborative efforts among Departments, all focused on solving childhood and AYA Cancer. I think the impact will go even further, as I have been invited to speak at the first International Cancer Immunotherapy meeting in New York which is co-sponsored by the CRI-CIMT-EATI-AACR. I have PCRF to thank for this amazing turn of events in the last 24 months.

135 ANNUAL
GRANTS

supporting

34 PRINCIPAL
INVESTIGATORS

representing

24 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
Lucile Packard Children's Hospital Stanford University
MD Anderson Cancer Center
Memorial Sloan Kettering Cancer Center*
National Marrow Donor Program
Nationwide Children's Hospital
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



MITCHELL S. CAIRO, M.D.

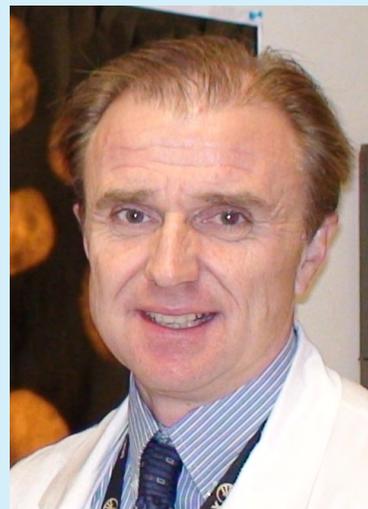
**Basic Science Research Grant
Pediatric Cancer Research
Foundation Laboratory at New
York Medical College**



PCRF is one of the oldest and largest Funding engines in the space of pediatric cancer research and completely focused on funding the best peer reviewed research in the U.S. For more than 3 decades PCRF has been providing grant support to cutting edge and state of the art areas of investigation including Cancer Genetics, Cancer Biology, Stem Cell Biology, Tumor Immunology, Targeted Therapy, Genetic Cellular Re-Engineering, Developmental Therapeutics and Supportive Care. These are some of the reasons that attract the best and the brightest Physician-scientists to the field today.

Given the changes in the US economy over the past decade, there has been a significant decrease in NIH funding for cooperative Pediatric Cancer Research (About a 50% decrease in real dollars and estimated annual increases). PCRF has significantly increased its funding support over the same time period (approximately 40%) and has become one of the most important nonprofit foundation engines keeping the field moving steadily forward.

With PCRF contributing to the current climate of pediatric cancer research, success of 85% survival rates, there are still huge gaps and opportunities for PCRF to still have an impact in the field. Several of these opportunities for PCRF to provide grant support include the following: 1) Pediatric Cancer Research in those childhood cancers that are not currently cured and those who relapse off of original therapy; 2) designing upfront therapy based on genetic and immunological basis and use of more focused and targeted therapy; 3) determine the etiology or cause of each Pediatric cancer; 4) implementation of prevention and screening strategies; 5) incorporating stem cell biology strategies to treat Pediatric Cancers whose origin and resistance are secondary to Cancer Stem Cells; 6) providing support for genetic re-engineering research of immune cells that target Pediatric Cancers; and 7) investigate the long term sequelae of Pediatric Cancer Survivors and implement prevent and treatment strategies for optimizing Survivorship.



LAURENCE J.N. COOPER, M.D., PH.D.

**Basic Science Research Grant
Translation of Immunotherapy**



As a college student I knew that when I “grew up” I wanted to be a scientist, a doctor and hang out with kids. I also wanted to make life better for kids who were really sick. Amongst the sickest kids are kids with cancer. Not only are they sometimes gravely ill but also generally they have to endure surgery, chemotherapy and radiotherapy and the associated horrible side effects. Having fought so bravely to live, many of these children still died before they even had a chance to “grow up”, grow into their potential, have children of their own, and just have fun. I thought there has to be a better way to fight cancer – so my path was set. Instead of killing cancer cells using weapons manufactured outside the body (chemotherapy and radiotherapy) why not attack cancer from inside the body and use the body’s own defense mechanisms and weapons of warfare – the immune system! I realized that if I was going to make a difference I needed to train to become a medical doctor, a pediatrician, a research scientist and an immunologist.

During my training it also became apparent that the discipline of pediatric cancers was at a cross-road. We were reaching the point of diminishing returns based on currently available therapies. We needed new approaches to tackle the dual problems of advancing the chances of surviving aggressive childhood cancers while improving the quality of survivorship. The study of immunology and the associated lab research showed that many different types of immune cells could kill many different types of cancer cells and this birthed the emerging field of cancer immunotherapy.



**MEET OUR
RESEARCHERS**



BRIAN CROMPTON, M.D.

High Impact Research Grant
Ewing Sarcoma



As a physician scientist, there is simply no option to give up this fight. Having lost patients to both the cancer I was unable to treat and the horrible side effects of the treatments I prescribed, I have to believe that we can do better for these children. Young scientists, like myself, need only to build on the painstaking progress made by decades of clinical research that have finally made curing pediatric oncology patients a reality. With the tremendous advancements in technology now available to scientists, we have an unprecedented opportunity and responsibility to make giant leaps forward in the way we treat patients through basic and translational research.

Funding for cancer research has continued to diminish in recent years and this has been most pronounced at the NIH and NCI which has faced yearly cutbacks to their budget. This funding restriction has been felt most deeply by those investigating relatively rare diseases, which include most types of pediatric cancers. Funding from foundations like the PCRF are absolutely essential to allow scientists like myself make the important discoveries that will one day help our patients.



MARGARITA GUTOVA, M.D.

High Impact Research Grant
Medulloblastoma

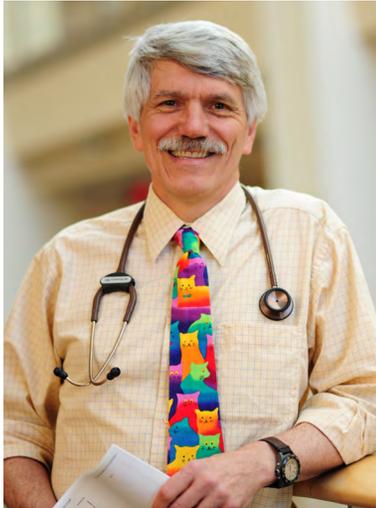


After training as a pediatrician, I decided to pursue a career in research so that I could do more to improve the survival rates children with cancer. Despite advances in imaging, surgical, and radiation techniques, brain tumors in children remain incurable. For many young patients with brain tumors, survival is often measured in months rather than years. Motivated by these poor survival rates, my research is focused on developing more effective therapies for medulloblastoma, the most common malignant brain tumor in children. I have the privilege of working with Karen Aboody, M.D., whose discoveries pioneered the field of neural stem cell (NSC) cancer therapy. She found that NSCs have the inherent ability to cross the blood-brain barrier, migrate to brain tumor sites, and selectively deliver anti-cancer therapies to kill the malignant cells.

While the research is complex and long-term, we are moving one step closer every day to finding more effective and less invasive therapies for kids with cancer. Private funding is essential for supporting these studies, since federal research support for pediatric research is very limited. Future progress in curing pediatric cancer depends on private grants that allow scientists to pursue innovative early stage research. Only through these efforts can new therapies be developed which can ultimately be tested in clinical trials with children.



MEET OUR RESEARCHERS



ALAN HOMANS, M.D.

Designated Grant Program
Alan Homans Cancer Research Fund



Pediatric Cancer has been one of the major success stories in medicine overall. I love working with the children and their families. Children are great equalizers and keep you on your toes. Successfully treating a child with cancer gives them decades of productive life (but also carries the responsibility of managing or preventing therapy-related side effects). Vermont is my home, my community—my patients and their families are my community, my neighbors. These kids have a whole life ahead of them and I'm glad to be here helping them realize that in whatever way my team and I can. Because Vermont is a small community I see the children and families we have treated every day in town and at school. I see how this impacts their lives outside the hospital.

Pediatric cancer research funding is important, especially from private sources like PCRF, because federal funding is declining (despite our success). Investment by industry is also smaller in this area due to the smaller number of patients affected as compared to adult cancer research (we are a smaller market). With our continued success in improving the cure rates we are now faced with a new field of pediatric survivorship as we help this growing population face unique health care challenges resulting from our intensive treatment regimens.

When I started in this field about 30 years ago the survival rate for childhood cancer was approximately 50%. Today it is closer to 85%, 90% for the most common types of childhood leukemia. Unfortunately progress for some of the more difficult types of tumors has been slow and needs more basic and clinical research. Overall, cancer research is on the cusp of great discovery and I think with continued investment and a collaborative environment where caregivers, researchers and patients/families are working together, we'll see better therapies, better outcomes and better quality of life for more patients.



ALEX HUANG, M.D., PH.D.

Emerging Research Grant
Osteosarcoma



Despite ongoing successes in treating many forms of Pediatric cancers, unacceptable number of cancers continue to pose significant challenges to clinicians and scientists engaged in helping to find a cure for childhood and adolescent cancers. Major breakthroughs in these efforts must come from innovative ideas that are “out-of-the-box” ideas which, in the early discovery phases, are often paradigm-shifting hypotheses that are difficult to gather substantial support from established federal funding sources. Funding from the Pediatric Cancer Research Foundation fills this gap and serves as an important catalyst that sparks additional support to turn an idea into novel therapy and new hope for children and their families battling cancer.

My research program is dedicated to search for ways to utilize the power of the immune system to combat the challenges posed by the hard-to-treat childhood cancers. In particular, osteosarcoma (OS) is the most common aggressive primary bone cancer in the pediatric and adolescent population. Half of all new cases of OS diagnosed in the U.S. occur in children and young adults, and about 20% of these patients have metastatic spread, while others will develop lung metastasis after initiation of therapy. In these difficult funding climates, the data collected through PCRF support will position us well in seeking additional grant support through the federal government and begin to develop targeting agents for Phase I clinical trials in OS.



**MEET OUR
RESEARCHERS**



ANNA KENNEY, M.D.

High Impact Research Grant
Medulloblastoma



My research focuses on cell cycle control in cerebellar development and medulloblastoma, a pediatric brain tumor that arises in the cerebellum. These tumors are the most common solid malignancy of childhood. Current treatments for medulloblastomas include surgical resection, chemotherapy, and cranio-spinal irradiation. These therapies lead to a ~60% "cure" rate, but survivors are left with lifelong devastating side effects as a result of these treatment, including cognitive declines, seizures, developmental delays, and premature aging. It is our hope that by gaining increased insight into the cellular and molecular mechanisms that drive tumor establishment and growth, we can identify genes and proteins whose activity could in the future be modulated by drugs and novel small molecules, thereby ameliorating the need for irradiation and chemotherapy.

Throughout my scientific career I have been driven to carry out research that stands a chance of helping others, especially the youngest patients who have limited hope for cures. To this end I have always chosen positions in which I can carry out my basic research in close proximity to a facility that regularly sees children like those whom I hope one day our lab-based studies will benefit. Studies from my lab and those of my colleagues and collaborators in the field have a strong potential to result in new clinical trials of targeted therapies that will reduce the need for radiation and chemotherapy, resulting in improved outcomes and quality of life for these young patients and their families. However, funding for pediatric research to bring this goal to fruition is hard to come by! We depend heavily on the efforts of private foundations such as the PCRF to support our work and also enrich the pediatric research community by exposing our work to the general public.



THEODORE MOORE, M.D.

Designated Grant Program
*Pediatric Hematology Oncology
Seed (PHOS) Grant program*



After over 20 years of treating children with cancer, I have had the privilege of watching the success rate of treatment climb to over 80%. As thrilled as I am about that, it still means that 1 out every 5 children that I see in my clinic will die of their cancer. For me that is just unacceptable and we need to continue our efforts until every child can be cured. In addition, of the 80% of children who are cured, the majority of them will have at least one serious long term health problem because of the very therapy meant to save them. Sometimes, these late effects can be debilitating for the child as they grow up and their family who may continue to care for them into adulthood. We must find safer and more effective ways of treating children with cancer.

We are in a new era of cancer treatment where research is bringing us a clearer understanding of cancer, and also why different people respond differently to the same treatment. It is vitally important that we keep the momentum going toward "precision medicine" where we can fully tailor cancer treatment to the individual person and their particular cancer. That way we know who we should be giving more therapy to and who may not require as strong a therapy to be cured. It will also help us in determining up front whom we can exclude from treating with the more toxic therapies and instead partner with their own immune system to effect a cure. These are exciting times where the primary rate limiting factor on our progress is having the resources need to move the field forward. I thank PCRF for having the foresight and passion to partner in making this a reality for our children!



**MEET OUR
RESEARCHERS**



ALAN S. WAYNE & LEO MASCARENHAS, M.D., M.S.

Translational Research Grant
PCRF Clinical Trials Program at the Children's
Center for Cancer and Blood Diseases



Leo Mascarenhas, MD, MS, is director of the Clinical Trials Program at CHLA, which partners with pediatric cancer centers around the globe to test new agents and combinations of agents through clinical trials (phase I, II and III) to develop therapies and improve patient outcomes. Mascarenhas has focused his work for the last 17 years on improving outcomes for children, adolescents and young adults fighting bone and soft tissue tumors. He is the principal investigator on some of the most innovative clinical trials for new therapies to treat these devastating cancers.

The Clinical Trials Program is thriving, with approximately 1,200 enrollments last year. Innovative, high-impact research is critical to developing new therapies designed to improve cure rates and reduce side effects. Our goal is to speed the pipeline of discovery from the laboratory to the bedside, giving children a better chance of survival and an improved quality of life during and after treatment. In support of this goal, we have increased our portfolio of innovative early-phase clinical trials by 31 percent, which has resulted in a 24 percent increase in the number of children treated on these trials.

The Clinical Trials Program gives our patients access to the most current protocols and provides treatment options that offer hope even in the most challenging cases. Thanks to the generosity of PCRF, more children have the opportunity to participate in leading-edge clinical research and receive treatments not readily available elsewhere.



JASON YUSTEIN, M.D.

High Impact Research Grant
Osteosarcoma

Baylor
College of
Medicine

Every day I walk into my laboratory I believe we are a day closer to learning more about pediatric cancer and discovering new and better ways to treat these deadly diseases. When I meet a child with cancer I understand that I am not just treating the patient, but I am also treating a family and often a community. The diagnosis of a child with cancer does not just remain within a family but stretches across families and towns. This motivates me (and my lab) to perform the best and most transformative research possible.

Foundational support, such as those provided by PCRF, are extremely valuable since they truly enable our research studies to be performed in the necessary manner as these continue to be extremely difficult financial times for scientific research. With the federal financial support of cancer research being extremely difficult to obtain, especially for pediatric research, it is essential that there are resources available to learn more about pediatric-specific cancers. We have realized for many years that kids are not just small adults and pediatric cancers can be quite different from adult cancers. Therefore in order to provide the optimal hope and care for any child diagnosed with cancer we must ensure ourselves that we are providing the best treatments for their disease. In my mind in order to accomplish that we must submerge ourselves in understanding the cancer by performing comprehensive research studies. These studies require financial resources, just like the adult-based counterpart cancer studies, in order to successfully gain insights into the biology of the diseases.



**MEET OUR
RESEARCHERS**



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.**



March 29 & 30 | 16th Annual Reaching for the Cure Run & Ride

A year of new beginnings – a new date and new location for our longtime community favorite event. Supporters across Southern California ran, walked and cycled in celebration of a successful fundraising year for research.

Top 10 Teams	Total Raised
Team Powerstone	\$35,674
LBA	\$24,436
Tommy's Nutty Troop	\$15,577
Team Brody	\$7,542
Team Benjamin	\$7,155
Mikey's Marauders	\$6,870
Team Thomas	\$6,116
Ware Malcomb Warriors	\$4,866
Squirrely Walkers	\$3,960
First American Title NCS	\$3,800



July 14 | 7th Annual Dream Discover Cure Golf Tournament

Our 2014 Dream Big Award recipient was the unforgettable, former head coach of the St. John's University Men's Basketball team, Steve Lavin! After overcoming his own bout with cancer, Lavin continues to wrap his arms around the mission of PCRF and making an impact in the lives of the youngest cancer population – the kids!

July 15 | 15th Memorial Lectureship

Honoring Paul Sondel, MD, Ph.D., Chief of Pediatric Hematology, Oncology and Bone Marrow Transplantation and Professor of Pediatrics, Oncology and Genetics at University of Wisconsin-Madison School of Medicine. Dr. Sondel offered this year's lectureship on, "The Future of Immunotherapy in Pediatric Cancer".

April 21 | 5th Annual RD Olson Golf Tournament

This sell out tournament is driven by Board Member and Vice President of RD Olson, Tim Cromwell. This event has raised over \$275,000 for pediatric cancer research in its 5 year history.



June 1 | 21st Annual Western Round Up

An event solely devoted to honoring oncology patients, survivors and their families continues after 21 consecutive years. This fun-filled day could not be done without the help of our local National Charity Leagues, the generosity of In-N-Out and Nestlé USA who all helped sponsor a "cancer free" day for kids in the battle of their lives.



July 17 | 3rd Annual NVRQT Night at the House of Blues, Boston

Former Boston Red Sox pitcher and cancer survivor Jon Lester and his wife Farrah took Boston by storm for the 3rd annual NVRQT Night. This star-studded event included some of Jon's former Red Sox teammates, comedians Sarah Colonna and Josh Wolf of E!'s Chelsea Lately, fellow Boston sports heavyweights Shawn Thornton of the Boston Bruins, NESN's Leah Hextall, and Olympic Gold Medalists Kayla Harrison and Aly Raisman (*also of Dancing with the Stars fame*), and Boston Marathon bombing heroes Jeff Bauman and Carlos Arredondo.



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.**



August 25 | 19th Annual Rod Carew Children's Golf Classic

The 2014 Michelle Carew Spirit Award was presented to Jerry Norman and Eddie Sheldrake, two true heroes in the fight against pediatric cancer. Rarely do individuals harness their resources to such an effective extent as these men have done - this spirit of active giving is the most effective path to move forward the mission of PCRF.



August 25 | Keegan Bradley Golf Outing

Keegan Bradley hosted the 3rd Annual Charity Golf Classic at the Woodstock Inn & Resort Golf Club benefitting PCRF in its support of the Vermont Cancer Center and Vermont Children's Hospital.



September 20 | Bid for the Kids Farm to Table Dinner

In honor of Childhood Cancer Awareness month, this anticipated year-end event has moved to September with a fresh outdoor venue and farm to table dinner under the stars. This program proved to be a successful and welcome change in celebration of the survivors and their families.



October 26 | UCLA Dribble for the Cure

How about a lucky number 7 year for PCRF and our 7th Annual Dribble for the Cure at UCLA. This year's participants set an annual donation record for the fourth consecutive year, bringing this event to over \$877,000 in its seven-year history!



August 28 | PCRF Night at Angel's Stadium

When it comes to fighting pediatric cancer, there are no rivalries! The Oakland Athletics join their new Pitcher, Jon Lester, and the Los Angeles Angels of Anaheim in hosting 7 local oncology families on the field and in the stadium.



September 27 | St. John's Dribble for the Cure

In honor of St. John's University's Service Day, Coach Lavin and Coach Tartamella led fans and the Red Storm men's and women's basketball teams to Dribble for the Cure with for the 4th consecutive year. The students and athletes are dedicated to raising awareness and dollars for pediatric cancer research in the New York City area.



December 13 | 2nd Annual Barnyard Whiffleball Invitational

Colorado Rockies player Brandon Barnes and his wife Shawn brought back the second Barnyard Whiffleball Invitational to help raise necessary funds for PCRF. Along with his fellow MLB players Brandon beat his previous year record, bringing in over \$16,000 in honor of his brother's successful fight with Neuroblastoma!



NVRQT ROAD RALLY GAMES

There are no rivalries in fighting pediatric cancer.

Through the NVRQT campaign, PCRF hosts NVRQT Days at different Major League baseball parks throughout the country. By working with the local children's hospitals, kids who are currently going through treatment in each city along Jon Lester's road schedule 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 that teams that took part throughout 2014.



Jon Lester, Pitcher for the Chicago Cubs



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.



ASICS

ASICS America Corporation has been supporting PCRF in more and more ways each year. One of the key principles of ASICS is to help children be active, which aligns perfectly with PCRF's Annual Reaching for the Cure Run & Ride event. Being a product partner for many years, ASICS stepped up their commitment to PCRF in 2014 by providing participant t-shirts to over 5,000 participants! This was a giant leap in helping PCRF decrease expenses and allowing for more fundraising dollars to go straight to research efforts for pediatric cancer.

"I am fortunate to work with ASICS, a company who helps PCRF provide more opportunities to offer research support for children. As a mother, this organization touches my heart in many ways."

– Ami Veervalli, Product Manager – Event Apparel and Accessories, and Outlet Program

In the Shadow of a Legend

Two true heroes in the fight against pediatric cancer, Eddie Sheldrake and Jerry Norman, together these men have been a support to PCRF's fundraising platform, the Dribble for the Cure at UCLA, for many years. In 2014 they launched a campaign in partnership with Steve Bisheff's book, *In the Shadow of a Legend*. Rarely do individuals harness their resources to such an effective extent! Proceeds from this effort have been astounding. PCRF will be able to fund research protocols that will yield immediate life-saving results.

Eddie and Jerry were honored with the Michelle Carew Spirit Award at the 19th Annual Rod Carew Children's Cancer Golf Classic. This spirit of active giving is the most effective path to improving the care, quality of life and survival rate for children with malignant disease.



Marisa Fund Turkey Trot

A total of 2,800 registered participants braved the frigid temperatures on Thanksgiving morning to run or walk for the 23rd Annual 5-Mile Turkey Trot. A grand total of \$90,000 was raised for the Marisa Fund with \$66,000 given to PCRF. 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."*

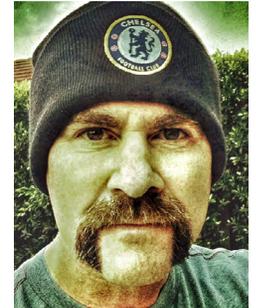


Horace Greeley

Our community lost Gardner Marks at age 22 due to complications from Leukemia just two short years from his diagnosis. An all-around Varsity athlete in football, baseball and skiing at Horace Greeley High School, this walkathon became the perfect platform for fellow athletes to raise both awareness and money in the fight against Pediatric and Adolescent Cancers. The Pediatric Cancer Research Foundation was pleased to join forces with the Making Headway Foundation to support families battling pediatric and adolescent cancers, and spinal and brain tumors.



Brad, Everyday.



Brad, Movember.

Brad Neglia, Movember

Movember – a month where men all over the world grow out their facial hair in support of various charities near and dear to their hearts and communities. This year Brad Neglia, PCRF Board Member, turned his annual Movember campaign towards pediatric cancer research and received astounding support.

"I am always humbled by the support I receive from my family and friends during the month of Movember, but this year was truly special. Because of their generosity, we raised \$30,000 for the Pediatric Cancer Research Foundation. I knew my ability to grow facial hair would make a positive difference at some point."



FINANCIALS

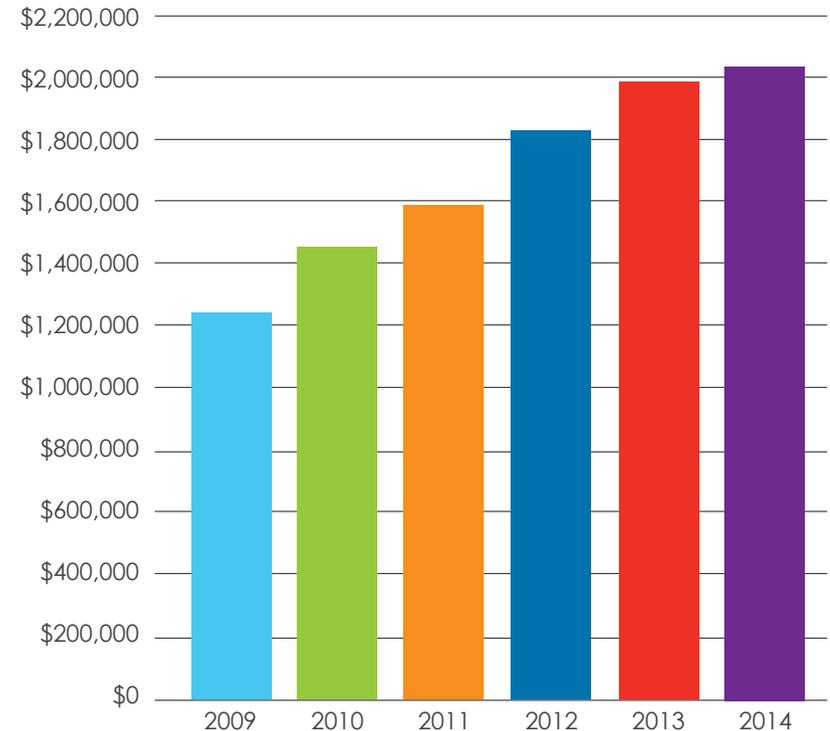
The Pediatric Cancer Research Foundation is an independent, 501(c)(3) non-profit corporation that is privately supported through generous donations from individuals, charitable foundations and businesses. **Of every dollar raised, 83% went directly to research that impacts countless young lives.**

STATEMENT OF FINANCIAL POSITION

December 31, 2014 and 2013

	2014	2013
ASSETS		
CURRENT ASSETS		
Cash and investments	\$ 876,763	\$ 1,283,487
Receivables	267,374	134,424
Prepaid expenses	54,469	22,025
TOTAL CURRENT ASSETS	1,198,606	1,439,936
PROPERTY AND OTHER ASSETS	5,111	8,535
TOTAL ASSETS	\$ 1,203,717	\$ 1,448,471
LIABILITIES & NET ASSETS		
CURRENT LIABILITIES		
Accounts payable	\$ 71,154	\$ 120,586
Grants payable	219,227	383,278
Deferred Revenue	24,793	16,389
TOTAL CURRENT LIABILITIES	315,174	520,253
NET ASSETS		
Unrestricted net assets	888,543	928,218
TOTAL LIABILITIES & NET ASSETS	\$ 1,203,717	\$ 1,448,471

GROWTH IN OPERATING REVENUE





FINANCIALS

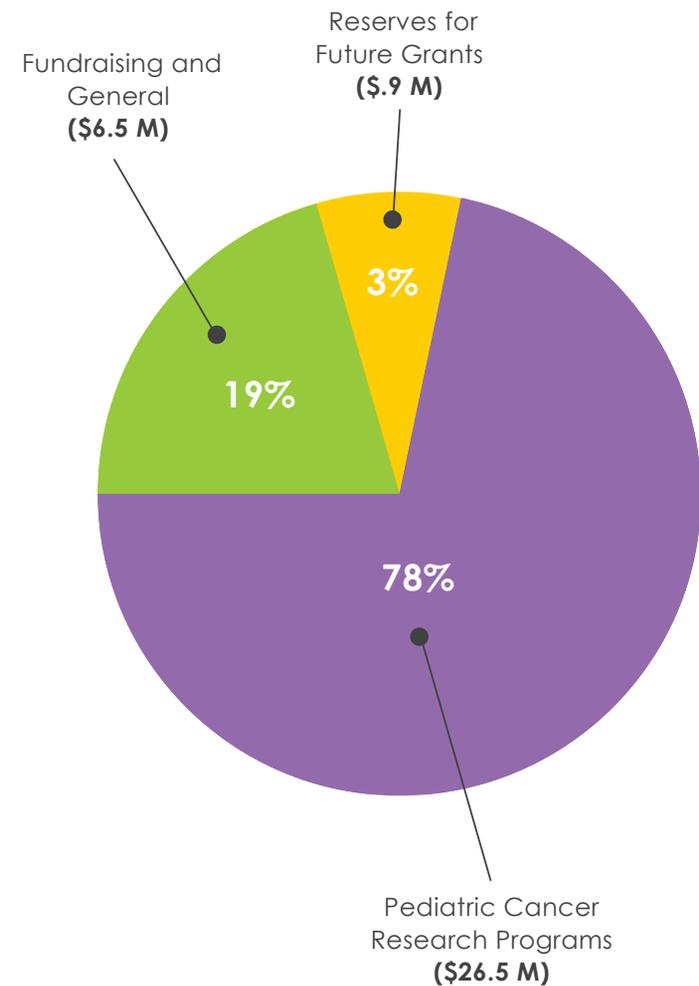
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REVENUE AND SUPPORT

Statements of Activities and Changes in Net Assets December 31, 2014 and 2013

	2014	2013
OPERATING REVENUE AND OTHER SUPPORT		
General Public Support	\$ 1,098,589	\$ 698,830
Special events and programs	944,725	1,261,540
TOTAL OPERATING REVENUE AND OTHER SUPPORT	\$ 2,043,314	\$ 1,960,370
EXPENSES		
Program Services - Pediatric Cancer Research	1,733,502	1,639,063
Supporting Services		
Management and General	139,806	123,035
Fundraising	209,681	181,248
TOTAL EXPENSES	\$ 2,082,989	\$ 1,943,346
Loss from Discontinued Holiday Card Program	- 0	45,827
TOTAL EXPENSES AND LOSSES	\$ 2,082,989	\$ 1,989,173
INCREASE (DECREASE) IN NET ASSETS	(39,675)	(28,803)
UNRESTRICTED NET ASSETS AT BEGINNING OF YEAR	\$ 928,218	\$ 957,021
UNRESTRICTED NET ASSETS AT END OF YEAR	\$ 888,543	\$ 928,218

WHERE YOUR DOLLARS GO





YOUR GIFT POWERS HOPE

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

For the past 32 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 2014 by collectively donating over **\$1.9 million** for pediatric cancer research.

100.3 The Sound LA
A.J. Kirkwood and Associates, Inc.
A.T. Cross
Alfano Family Charitable Foundation
Tom and Rebecca Anderson
ASICS America
Athletes Careers Enhanced and Secured, Inc.
Jim and Shanna Axelson
Bank of America
Beckman Coulter Foundation
David and Leah Belfiore
Robert and Betsy Bindeman
Blue Cross Blue Shield of Vermont
Jay and Carol Borzi
Boston Red Sox Foundation
Mr. Keegan Bradley
BRITVIC North America, LLC
Brookstone
Mr. Chris Burns
Dr. Mitchell and Ellen Cairo
California Environmental
Patricia and Donald Camp
Rod and Rhonda Carew
CashCall
CBRE
Celgene Cellular Therapeutics Division
Charity Golf International
Children's & Women's Physicians of
Westchester, LLP
Childrens Hospital Los Angeles
Choate Hall & Stewart, LLP
Cleveland Golf
Commonwealth Title and Insurance Company
Mr. Jim Conner
Corner Bakery Cafe
Corona Del Mar Chamber Of Commerce

Cox Castle & Nicholson LLP
Filomen M D'Agostino Greenberg Foundation
Jeffrey and Bonnie Dankberg
Mark and Cindy Dankberg
Mary Hitchcock Memorial Hospital
Howard and Marci Dell
Sylvia Dellar Survivor's Trust
DoubleTree by Hilton Hotel-Irvine
Drybar
Scott and Heidi Ecker
Elerding Family Foundation
Entergy
Expect Miracles Foundation
Fidelity National Title
Freedom Specialty Media
Frome Family Foundation
Fun Zone Boat Company
Goldberg Charitable Trust
Gordon Brothers Group, LLC
Mr. Gregory Gosselin
Gucci America, Inc.
Hyundai Invitational
National Car Rental
Immaculate Heart Of Mary Church
In-N-Out Burger
Infinity Marketing, Inc.
Jon and Karen Jaffe
Thomas and Christy Jarrett
Jet Blue Airways
Hiram and Beth Ann Johnson
Mr. Mike Kartsonis
Koeller, Nebeker, Carlson & Haluck, LLP
Steve and Virginia Layton
LBA Realty
LBA Realty Charitable Foundation
Leadis Technology, Inc.

Liberty Mutual
Lon V. Smith Foundation
Madalyn Marie Creative
Mahatma
Ronald and Rosemarie Malmquist
Mr. Ernest A. Marchosky
The Marisa Fund, Inc.
Craig and Diana McCallister
McGraw Hill Financial
Mrs. Philip Meltzer
Miracles for Kids
Len and Janet Mitchell
Mohegan Sun
MVHS Football Boosters, Inc.
National Charity League/Juniors
Newport Chapter
Brad and Chimene Neglia
Nestle - Community Affairs/Workforce Diversity
Nestle Community Foundation
Mr. Dan O'Donnell
Robert and Susan Okin
Olukai Footwear
One Hope Wine
David and Tiffany Ortiz
P11 Creative
Frank and Karen Pace
Dustin and Kelli Pedroia
People's United Bank
Peter Rocca Holdings
Patrick and Ellen Pinschmidt
Walter and Anita Plummer, III
Polly's Pies
Powerstone Property Management
Propel
Putnam Investments
RMK Consulting, Inc.

Edward and Charis Rosenblum
John and Lili Rundback
Salus Capital Partners, LLC
Mr. Peter Seidler
Seyfarth Shaw LLP
The Walden W. & Jean Young Shaw Foundation
Shulman Hodges & Bastian
Sigma-Tau Pharmaceuticals
Mr. Winthrop H. Smith Family
Snyder Langston
St. John's University
Sysco Riverside
Telecom Manufacturers & Suppliers
Children's Charity
The Ashley G. Foundation
The Colony Group
The Elite OC Young Professionals
The Michael and Carol Lowenstein
Foundation, Inc.
The Paul Luisi Foundation
Ms. Joyce Thurber
Mr. Steve Tisch
TRG Land, Inc.
Transamerica
Union Mutual Fire Insurance Company
The George M. Van Cleave Family Foundation
Volcom
John and Kim Weiner
Wells Fargo Insurance Services USA, Inc.
Whole Foods
Winslow Maxwell Charitable Trust
Severio and Laurie Worthington
Bruce and Andrea Yablon
Zurich American Insurance Company

Honor Roll of Donors for Fiscal year 2014

This Honor Roll recognizes donors who made gifts of \$5,000 or more to the Pediatric Cancer Research Foundation between January 1, 2014 and December 31, 2014. 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.



WAYS TO GIVE

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

Every child's life has a purpose. PCRF works hard to make sure that over 80% of your dollar goes to help every child diagnosed with cancer.

[DONATE TODAY ▶](#)



MAKE A TRIBUTE GIFT

Tribute Donations can be made to honor the memory of a loved one, to honor a person fighting the battle of malignant disease, or to mark a special occasion.

[DONATE TODAY ▶](#)



MATCHING GIFTS

Make your gift have an even bigger impact! Each year, millions of dollars go undelivered to non-profits but you can change that! Ask your employer if they will match your gift to the Pediatric Cancer Research Foundation.

[LEARN MORE ▶](#)



VOLUNTEER

Volunteers are the heart of PCRF. Each brings with them a gift of time, talents, and investment of their spirit that allows us to further our mission.

[SIGN UP TO BECOME A VOLUNTEER ▶](#)



PURCHASE PCRF PRODUCTS

Help spread awareness by wearing your PCRF branded items in the community. Proceeds will go toward vital research that is saving lives today!

[VISIT THE PCRF ONLINE STORE ▶](#)



HOST A 3RD PARTY EVENT

PCRF is fortunate for the great generosity and support of people and organizations who choose to host their own fundraising events to benefit PCRF.

[LEARN MORE ▶](#)



JOIN THE NVRQT CAMPAIGN

Led by Chicago Cubs pitcher and cancer survivor Jon Lester, NVRQT (never quit) is the voice to support kids in their battle against cancer and inspire researchers working endlessly towards a cure.

[JOIN THE CAMPAIGN ▶](#)



SUPPORT PARTNERS

Success is the product of collaboration. Shop at select retailers and earn back a share of the proceeds to PCRF.

[LEARN MORE ▶](#)



DONATE YOUR VEHICLE

Have an old car taking up space in your driveway? Donate it to PCRF through the Vehicle Donation Program.

[LEARN MORE ▶](#)



TESTIMONIALS

Believe it or not, every PCRf event is put together with the help of volunteers! These dedicated individuals make up planning committees, assist at major events, help spread the word and have become ambassadors for PCRf.



Brad Marshall
Association to PCRf

Brad is a 27 year old cancer survivor who gives back! After surviving a brain tumor as a toddler, Brad continues to support PCRf by volunteering each week at the office. His spirit is bigger than life and he serves as a living reminder of why PCRf is so important.

Jerome Abbott

Run/Walk and Golf Committee Member and Volunteer

I choose to support and am involved with PCRf because I am lucky to have two healthy boys – knock-on-wood. I believe that all kids should have the chance to experience life and grow up without the worry and pain of a cancer diagnosis. It is unimaginable to know that some of these kids won't get that chance to live a full life.



Damion Loukas

Run/Walk Committee Member and Volunteer

"Some people can't believe in themselves until someone else believes in them first."

- Sean Maguire, Goodwill Hunting

It was like any regular day; I was surfing with my father on a warm summer day, just having the time of our lives. Later on that night, my father was rushed to the hospital where he was immediately sent to an emergency surgery. It was Testicular Cancer. After several Chemotherapy Treatments, he started showing signs of improvement. The first year was the toughest and often times he had a difficult time staying focused on getting better; but with the support of family and friends, he was able to persevere. I am proud to say that 16 years later, still no signs of Cancer!

There should be no boundaries to human endeavor. We are all different and however bad life may seem, there is always something you can do and succeed at. While there's life, there is hope. After being introduced to Jeri Wilson and the PCRf Team, I quickly saw firsthand PCRf does just that; gives children and their family's hope. From my personal experiences, I was immediately hooked and felt compelled to join these extraordinary people at PCRf in the fight against cancer.



Janet McNeil

PCRf Emeritus Board Member

2015 will mark the 30th anniversary of Tim's death. It is a sad event to commemorate but in those 30 years, PCRf has funded over \$30 million of state of the art research which has helped to bring the cure rate for most childhood cancers to the 85% range. I have so appreciated the support of my family and friends over all those years. Please join me and my family at the annual Reaching for the Cure Run & Ride for a fun and meaningful day. Register at ReachingfortheCure.org and sign up for Team Tim McNeil. Thank you so much.



TESTIMONIALS

Believe it or not, every PCRf event is put together with the help of volunteers! These dedicated individuals make up planning committees, assist at major events, help spread the word and have become ambassadors for PCRf.



Kely Engdahl

Run/Walk Committee Member,
Cancer Mom, PCRf Volunteer
Extraordinaire

Our story began in 2005 when our son was diagnosed with cancer. A word that strikes fear in every parent, a word that shatters far too many families' lives. Your entire world becomes that disease. Every moment of every day becomes cancer. You see the fear or the "Look"

on the faces of your friends and family as you tell them. You hold them tight as they fall apart in your arms. You feel alone at the darkest time in your life. You learn to fight, you learn to battle and then you learn to go on. Your life is forever different from what it was, never to be the same. We are lucky our son Ian will be 10 years NED (no evidence of disease,) this June.

Our journey with cancer is not over. I teach swimming to young children. New Year's Day, 2010, one of my students was diagnosed with Leukemia. Gavin and his beautiful family had joined the "Cancer Club". Not a club anyone would ever choose to join, but a club with the unspoken understanding of where you have been and a kinship. Through a closer friendship that had evolved with Gavin's family, they introduced us to Pediatric Cancer Research Foundation. Ian and Gavin knew each other from the pool, and became fast friends with the love of baseball. And, our family grew to include everyone from PCRf. They took us under their wing and showed us kindness, compassion, and most importantly the gift of support. PCRf has so many events that are made for children and the families who have lived the fear of cancer. They help these families find joy, and that there is life with and after cancer. PCRf has shown us how to fight back – giving these children a way to fight for a cure for this disease, but with laughter and joy. It is hard for children to find a way to overcome and be on the offense with Cancer, without making it feel like an overwhelming and impossible battle. Yet, PCRf has found a way to do just that.



Team Brody

Run/Walk Team, Cancer Family

In 2012, after months of unexplained vomiting, a CT scan revealed that our 11 month old baby had a tumor on his brainstem. Following a successful brain surgery, Brody was diagnosed with a rare and aggressive brain cancer called AT/RT. Although Brody was initially given a 10% chance of survival, we refused to give up hope. Brody's treatment included 5 rounds of intense chemotherapy, and photon radiation. While in the hospital, despite every adversity, Brody managed to smile, laugh, and bring joy to those around him. Today, Brody is a happy, energetic 4 year old, and almost 3 years cancer free! As Brody continues to have clear

scans with No Evidence of Disease (NED), our Team Brody continues to grow at the Annual Reaching for the Cure Run & Ride.

PCRf has raised over 36 million dollars for pediatric cancer research. Our family is extremely passionate about this foundation as Brody's very own oncologist has received grants from PCRf to support his latest research in brain cancer treatment.



VOLUNTEER

Explore the many ways you can get involved and help the Pediatric Cancer Research Foundation. Find out more, [here](#).



Pediatric Cancer Research Foundation | pcrf-kids.org
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