2016 ANNUAL REPORT
YOUR GIFT POWERS HOPE
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.

**We exist solely to raise money for research.**
Help build PCRF’s funding pool to $5 million annually. This will allow PCRF to initiate new research consortiums, pioneering transformative science. As a team, we will remove the barriers and launch new ideas that allow our scientists to transform the lives of children and families battling this disease.
We begin each day with our best foot forward — our leaders.

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MESSAGE FROM THE PRESIDENT

Dear Friends:

We are privileged to present our report of the Pediatric Cancer Research Foundation’s activities for the past year. These pages illuminate our tremendous work in 2016, as we advance our mission of battling childhood cancer. PCRF’s achievements during the year include the following:

• Awarded 4-star rating from Charity Navigator, for the 4th consecutive year. Less than 11% of charities in the country maintain this esteemed rating for 4 or more years.
• Added Ann & Robert Lurie Children’s Hospital of Chicago and University of Utah to our list of outstanding research grants.
• For the fourth consecutive year we established a new high watermark for fundraising revenue.

These numbers tell only a small part of the larger story. These pages paint a mosaic of advancements in survival rates and treatment protocols made possible by the collective efforts of medical researchers, donors, volunteers, dedicated staff, board members, and, most importantly, the brave young patients who fight for survival every day.

PCRF continues to exceed its goals for fundraising and research while maintaining its 4-Star rating from Charity Navigator. Donors can team with PCRF knowing that they are funding the best research in the world and that their donations are being handled in an efficient, responsible, and transparent fashion.

The year ahead promises to be even brighter as we continue to expand our research grants and consortia to higher levels with more world class institutions. 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,

Keith D. Koeller
President, Board of Directors
Six years ago, I joined PCRF. Six years ago, my eyes were opened to a resiliency I had not known quite so personally. I saw firsthand how a cancer diagnosis ripples through a family. I saw mothers, fathers, and extended family rise up to support their youngest family member, fresh with a diagnosis they couldn’t possibly understand. It is these children, some just babies, who taught me about resiliency. They hold hope in their eyes and wear courage in their souls.

As I continue to meet families facing a new cancer diagnosis, my gratitude grows exponentially for the work that PCRF researchers are conducting. Across the county we are funding research scientists whose passion is to find a cure for children with cancer. I imagine a day when all of the families who receive advanced treatments, whose child was cured, whose survivorship is directly related to research, are in a room together celebrating life. Celebrating research, science, hope, and resiliency. We also honor the children who lost their fight with cancer, as they too represent strength. And it is those children, who left us too soon, who remind us to continue funding this important research.

PCRF creates a support system for families so that they can stay strong in the midst of challenge. And this support system includes you. It includes the individuals, foundations, corporations, and events that bring the dollars to the researchers, so that they can live out their passion, and reap dividends for pediatric cancer protocols across the world.

Thank you for believing in our mission. Together we will move forward to end cancer.

Jeri Wilson
Executive Director
JULIANNE LUDWIG
Social Media & Marketing Manager

“Every mountain top is within reach if you just keep climbing.”
– Barry Finlayshore.

JERI WILSON
Executive Director

“She could never go back and make some of the details pretty. All she could do was move forward and make the whole beautiful.”
– Terri St. Cloud

CHRI BARD WELL
Philanthropy Manager

“There is in every child at every stage a new miracle of vigorous unfolding, which constitutes a new hope and a new responsibility for all.”
– Erik Erickson

ERIN ARREOLA
Director of Special Events

“When everything seems to be going against you, remember that the airplane takes off against the wind, not with it.”
– Henry Ford

TOP (left to right): Sarah Brevig, Toni Baril, Rod Carew, Jeri Wilson, Carol Ann Soltz, Julianne Ludwig

BOTTOM (left to right): Catherine Raack, Chris Farwell, Erin Arreola

CATHERINE RAACK
Development Associate

“Dance as though no one is watching; love as though you’ve never been hurt; sing as though no one can hear you; live as though Heaven is on earth.”
– Robert Frost

CAROL ANN SOLTZ
Grant Writer

“The time is always right to do what is right.”
– Martin Luther King, Jr.

CHRIS FARWELL
Philanthropy Manager

“There is in every child at every stage a new miracle of vigorous unfolding, which constitutes a new hope and a new responsibility for all.”
– Erik Erickson

SARAH BREVIG
Office Manager & Bookkeeper

“A comfort zone is a beautiful place, but nothing ever grows there.”

TEAMWORK IS THE SECRET THAT MAKES COMMON PEOPLE ACHIEVE UNCOMMON RESULTS.

IT’S MORE THAN A JOB, IT’S A MISSION.

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BOTTOM (left to right): Catherine Raack, Chris Farwell, Erin Arreola
Kelby, Age 17  
Neuroblastoma, cancer free

For a long time, my parents had no idea that anything was wrong. While to my aunt, it was extremely obvious. “When you see your child every day, small changes or growth in anything is hard to notice. So much so that we had to take her to a mirror in order to see what we were missing. That’s when we started taking pictures every day, to track the growth.” To a parent of an eighteen month old child, things are constantly growing. This makes it harder to notice that something is different, something that would one day be a tumor in your daughter’s cheek and adrenal gland.

My aunt, quite possibly, saved my life. After being in the hospital undergoing chemotherapy, radiation, surgery and a stem cell transplant, eventually I went into remission. I was healthy for nine months before my parents noticed the swelling. By now it became easier for my parents to see the signs that alerted them that something was wrong. I suppose paranoia would set in once you’ve learned that this type of cancer has a high chance of relapsing. The cancer was back and I was diagnosed with stage four neuroblastoma, this time in my jaw. My parents opted out of chemotherapy, “We wanted her to enjoy every minute of the time she had left.” Thankfully radiation was enough to send me back into remission.

Another fact about high-risk neuroblastoma - the victim of such disease has even less of a chance of survival if they are over a year old. And even more so if the cancer relapsed. As for me, I relapsed three times - 2 years later doctors found cancer in my arm after falling off my bike, and finally in the lymph node underneath my arm - making me a 4-time cancer fighter by the time I was in first grade. Each time the doctors told my parents I had zero chance of survival.

Against all odds, I beat that cancer for a fourth time. I have been cancer free for almost twelve years now, I am seventeen and a senior in high school. Against all odds, I am still alive. Hope is not something to give up.

My parents never gave up hope for me, even when they thought I might die. To give up hope is essentially to give up in general. With hope, one feels a sort of humble empowerment. You know you do not have control, but you can’t help feeling that things will eventually get better. Hope makes life easier. Without it, we are helpless. We can’t function.

Today, I am a walking miracle.

I RELAPSED THREE TIMES... MAKING ME A 4-TIME CANCER FIGHTER BY THE TIME I WAS IN FIRST GRADE.

We identify Cancer Warriors as both children and their families as a whole. They are the most aware of the need for a cure as they each have had to battle malignant disease and face the challenges of treatments, side effects and after effects of childhood cancer. Our Cancer Warriors share their journeys with us in hopes that you too become aware of the need for a cure.

MEET KELBY

Kelby, Age 17  
Neuroblastoma, cancer free

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Today, I am a walking miracle.
Our PCRF Ambassadors know what it means to be a fighter, a survivor, and what role research plays for improving treatments, quality of life and survival rates of children with malignant disease. With the addition of 6 new ambassadors in 2016, these brave warriors help promote the mission of PCRF, the value of what PCRF does, and help us raise awareness for pediatric cancer research.

Thanks to advances in research and treatment, more children are being cured of cancer every year.

Of the 14M cancer survivors in the US
ONE IN FIVE is under the age of forty

1 IN 100 US college students is a cancer survivor

Over the last 35 years survival rates for childhood cancer have risen from 10% to almost 30% for adults will be a childhood cancer survivor

420,000 CHILDHOOD CANCER SURVIVORS ARE ALIVE IN THE U.S. TODAY.
Thanks to improved treatments, there are now more than 420,000 childhood cancer survivors alive in the US today. As we keep moving research forward, the numbers continue to grow and this means more families come away from a cancer experience with feelings of achievement, strength, and a newfound hope for the life that lies ahead. This next chapter we proudly distinguish as, survivorship. At PCRF we celebrate survivors every chance we get! Today we celebrate with Lana’s survivorship story.

At the age of 3, Lana Clay was diagnosed with B-Cell, Non-Philadelphia Chromosome, Acute Lymphoblastic Leukemia with little to no chance of survival. Instead of attending preschool, she was forced to spend her days in the hospital enduring intensive protocols - some of which left her chest terribly scarred.

After 4 long years and a variety of treatments at University of California at Irvine Medical Center in the early 1990s, Lana miraculously gained remission. She now celebrates August 8th each year as her second birthday. After all the medications, treatments, therapies, physical and emotional pain – Lana openly credits her survival to pediatric cancer research.

Today, Lana Clay is a proud 25-year ALL (Acute Lymphoblastic Leukemia) survivor, devoted to working with organizations all over Orange County to help spread awareness and raise the necessary funds to advance treatments and cure rates that will foster more survivors like herself.

Survivorship can take on many avenues to maturing pediatric cancer survivors. For Lana she immersed herself into her studies, garnering three Masters Degrees in Public Health Professions Education, Community Health Development, and Business of Bioscience. Currently she is completing her Doctorate in Epidemiology, specifically quantifying health data through technological modalities.

Her goal, you ask? To become an Oncologist.

One day Lana Clay is going to be on the other side of the diagnosis, and hoping to raise funds that will provide cures for her future patients.

“I firmly believe that I survived this disease to help research, advocate for change, and share my journey of survivorship. My experiences on both sides of the bedside have empowered my philanthropic involvement. I offer a unique perspective to cancer community members. It is my honor to share some of my most recent research, community service, and collaborations at both a local and national level.”

Meet Lana

College-bound students who have overcome pediatric cancer can now apply for a college scholarship through the Pediatric Cancer Research Foundation. Any student setting their sights on a college degree will face challenges, but none more than students struggling to overcome a life threatening disease. Childhood cancer survivors overcome many difficult obstacles, both physically and emotionally during and after treatment. Students who have fought cancer often interrupt their education and extracurricular activities in order to complete chemotherapy, radiation therapy and surgery.

2017 will mark the first ever class of recipients of the PCRF Scholarship Award! The PCRF Scholarship Committee will award annual scholarships to demonstrate a commitment of improving the quality of life for those affected by pediatric cancer. The focus of the scholarship is to support secondary and/or postgraduate education for survivors of pediatric cancer. This scholarship is offered nationwide.

The scholarships will be offered annually to eligible childhood cancer survivors who are graduating high school seniors, community college students or 4 year university students.

For more information about applying for a PCRF Scholarship Award, visit: http://pcrf-kids.org/inspirational-stories/pcrf-scholarship/
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

2016 RESEARCHERS
1. Wei Li, Ph.D.  Penn State Hershey College of Medicine, Pediatric Brain Tumors
2. Anshu Malhotra, Ph.D.  Emory University, Medulloblastoma
3. Rodney Miles, M.D., Ph.D.  University of Utah, Non-Hodgkin Lymphoma
4. Courtney Crane, Ph.D.  Seattle Children’s Institute Ben Towne Center for Childhood Cancer Research, T-Cell Based Immunotherapy
5. David Walterhouse, M.D.  Ann & Robert Lurie Children’s Hospital of Chicago, Ewing Sarcoma

2017 RESEARCHERS
6. Anat Erdreich-Epstein, M.D., Ph.D.  Children’s Hospital Los Angeles, Medulloblastoma
7. Katharine Offer, M.D.  Memorial Sloan Kettering Cancer Center, Neuroblastoma
8. Monika A. Davare, Ph.D.  Oregon Health and Science University, Medulloblastoma
9. Rishi Lulla, M.D., M.S. and Amanda M. Saratlis, MD  Ann & Robert Lurie Children’s Hospital of Chicago Pediatric Brain Tumors/DIPG
10. Adam de Smith, Ph.D.  University of California, San Francisco, Acute Lymphoblastic Leukemia (ALL)

2016 & 2017 RESEARCHERS
12. Mitchell S. Cairo, M.D.  New York Medical College Pediatric Cancer Research Foundation Laboratory
13. Kathleen Sakamoto, M.D., Ph.D.  Lucile Packard Children’s Hospital Stanford University Pediatric Acute Leukemia
14. Brian Crompton, M.D.  Dana Farber Cancer Institute Ewing Sarcoma
15. Yong-mi Kim, M.D., MPH, Ph.D.  Children’s Hospital Los Angeles, Acute Lymphoblastic Leukemia (ALL)
16. Theodore Moore, M.D.  Mattel Children’s Hospital UCLA, Pediatric Hematology/Oncology (PHOS) Grant Program
17. Jessica Heath, M.D.  The University of Vermont College of Medicine, Leukemia
At PCRF we work directly with doctors and researchers to identify the challenges they face in bringing new treatments to and caring for children with cancer. Our careful distribution of grants has allowed these doctors to speed up the process of bringing the latest and most promising treatments to seriously ill children. In our 35 years, we have granted out over $30 million.
Four years ago, the research enterprise including UCLA Health, the David Geffen School of Medicine and the Children’s Discovery and Innovation Institute initiated efforts to bring together researchers and laboratories to collaborate in a “team science” approach. This approach would encourage more collaborative projects involving multidisciplinary teams of investigators in the clinical, basic sciences and applied sciences. The Division of Pediatric Hematology/Oncology hoped to foster the development of novel research projects and collaborations within and outside of the Division to meet this goal.

“Philanthropic funding allows the development of bold new ideas and approaches that will further garner additional funding to bring these studies to the children that need them.” Dr. Moore

We envisioned that seed grants funded by the Pediatric Cancer Research Foundation would promote collaborations with the potential for funding from traditional sources and grow innovative, translational research among our investigators. One such project funded through the seed grant was the research of Dr. Vivian Chang, Assistant Professor of Pediatric Hematology Oncology. Dr. Chang, along with colleagues in Medical Genetics, created the Pediatric Cancer Predisposition Clinic, one of the first of its kind in the country.

More than 12,500 children and adolescents under the age of 20 are diagnosed with cancer each year in the United States.

New research suggests that as many as 30 percent of children with cancer may have genetic mutations that predispose them to developing cancer at a young age. The UCLA Pediatric Cancer Predisposition Clinic is one of a few centers in the nation that offers advanced exome sequencing technology for clinical testing of children who may have a genetic predisposition to cancer. Because most pediatric cancers are not hereditary, the program focuses on children who have a strong family history of cancer; physical signs that suggest a potential predisposition to cancer (hemihyperplasia, macrocephaly); or have any of about 50 rare genetic syndromes that are associated with pediatric cancer predisposition such as Beckwith-Wiedemann syndrome, neurofibromatosis and Li-Fraumeni syndrome. Our team of geneticists, genetic counselors, pediatric oncologists and social workers provides children and families with state-of-the-art genetic tests, personalized cancer surveillance plans and compassionate psychosocial support.

“Seeing the children I care for on a daily basis is the biggest motivation I have to continue to do research. We owe it to them and their families to keep research moving!” Dr. Moore

Currently, it is estimated that about 5-10% of cancers in children are due to a heritable or genetic cause. Today, we have the ability to utilize cutting edge sequencing technology to comprehensively evaluate for various genetic disorders including cancer susceptibility. UCLA was the first academic medical center to offer Clinical Exome Sequencing, which covers >95% of the protein coding regions of the whole genome. With these advances in genomic sequencing, there have been increasing efforts to translate this technology from research to the clinical arena. Given the growing evidence that a genetic diagnosis of cancer predisposition is important and can impact overall survival through effective cancer screening and methods of cancer prevention, we established a unique multi-disciplinary Pediatric Cancer Predisposition Clinic in August 2012, staffed by medical geneticists, pediatric oncologists, neurosurgeons, genetic counselors, and social workers. We offer state-of-the-art clinical exome sequencing and interpretation for families with a possible genetic cancer predisposition syndrome and have a biobank and registry to prospectively collect data on these high-risk families and increase our understanding of new genes and their function.

In the lab, we are focusing on leukemia blood cancers and how the bone marrow niche contributes to the health of blood stem cells after withstanding injury from chemotherapy, radiation, or aging. We have identified growth factors that can potentially protect against leukemia and are studying how this could ameliorate the risk of secondary leukemia, as well as other complications after chemotherapy, radiation, and bone marrow transplantation.
In 2015 PCRF hosted a NVRQT Night at Wrigley Field with PCRF Ambassador, Chicago Cubs pitcher, Jon Lester. There we met patients undergoing treatment at Lurie Children’s Hospital of Chicago. One of the brave fighters was a patient of Dr. Walterhouse, Ryan Bernickus, a young man who was in treatment for Ewings Sarcoma - a primary bone cancer that mainly affects children and young adults.

Dr. Walterhouse’s primary clinical research interest lies in the area of clinical trials for pediatric patients with sarcomas. His clinical practice consists of pediatric and young adult patients with solid tumors, primarily sarcomas, including Ewing sarcoma. Due to his considerable experience with these patients, Dr. Walterhouse receives referrals from doctors throughout the nation for his expertise.

The work of Dr. Walterhouse applies concepts from embryonic development to understand tumor biology through understanding the regulation and function of the GLI1 oncogene, the role of Hedgehog-GLI1 signal transduction in pediatric solid tumors, and developing novel treatment methods that can be applied to the clinical setting.

“I am committed to finding a cure for Ewing Sarcoma and believe that if we can prevent chemotherapy resistance from occurring, we will make great strides in improving the survival rate for children,” Dr. Walterhouse

Ryan grew up playing baseball at Morris High School and showed his character both on and off the field. After news of his diagnosis, Ryan was surrounded by a strong community that supported him in his fight every step of the way. “No one fights alone”. Known as a kind, insightful young man well beyond his years Ryan took his fighting spirit with him to the mound – this time, on Wrigley Field where he threw out the first pitch against the Atlanta Braves.

Ten months later, the cancer ended up taking Ryan’s life. Having made such a tremendous impact on so many lives, PCRF chose to support Dr. Walterhouse’s research with a designated grant of $25,000 in memory of Ryan. He valiantly fought this disease and ultimately lost his battle, but not without leaving behind a legacy that will continue through his hometown of Morris and that of PCRF. It is our promise to Ryan and his family, to make this better for the kids that came after him.

Bernickus as Dr. Walterhouse works to identify solutions to drug resistance so that one day children will no longer die from this deadline cancer.” Ann & Robert H. Lurie Children’s Hospital of Chicago Foundation.

Dr. Walterhouse serves as a member of the prestigious Children’s Oncology Group (COG) Scientific Council, which oversees the scientific direction of COG and assures the quality and merit of the studies that COG pursues. In this role, he specifically oversees bone tumor proposals, including Ewing sarcoma. He has served as study chair for a group-wide phase III COG clinical trial for rhabdomyosarcoma. Additionally, he also holds several other prominent appointments, including serving as a member of the COG Soft Tissue Sarcoma Steering Committee and the COG Institutional Principal Investigator for Lurie Children’s Hospital.
At PCRF, we are unique in our approach to funding childhood cancer research. Much of that funding comes from the success of our unique events. The results are bringing hope to childhood cancer patients now and in the future. With corporate and community event support, PCRF is able to help fund the most promising research in top hospitals across the country to keep the science moving forward. For more information, visit https://pcrf-kids.org/events/.

**BY THE NUMBERS**

<table>
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<th>1,005 VOLUNTEERS</th>
<th>12 EVENTS</th>
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<td>6,375 PARTICIPANTS</td>
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**REACHING FOR A CURE**

**MARCH 19 & 20**
Reaching for the Cure Run & Ride

**JUNE 12**
Western Roundup

**JULY 11**
PCRF Dream Discover Cure Golf Tournament

**AUGUST 29**
Keegan Bradley Golf Outing

**SEPTEMBER 24**
Dribble for the Cure, St. John’s University

**NOVEMBER 4**
Bid for the Kids Gala, CA

**NOVEMBER 10**
Bid for the Kids Gala, NY
THE POWER OF ONE

Never underestimate the power of what you, one person, can do - especially when it comes to fighting pediatric cancer.

At PCRF, we believe one person can truly make a big difference. No matter your age or the means you choose to support PCRF, you are empowering hope. We understand that when you are one person raising money for a cause that is important to you, it may feel like a “drop in the bucket”. But when motivation meets determination, what might have started with a $10 donation can spark hundreds of thousands of dollars. This idea that one person can make a difference in the world isn’t just a saying – it’s a proven fact.

POWER OF ONE FUNDRAISER

You can now be “one” who fights pediatric cancer by hosting your own online fundraiser to directly benefit the Pediatric Cancer Research Foundation.

Start with an Idea.
What do you enjoy most? Run a race. Host a chili cook-off. Organize a kickball tournament. Or get creative by dedicating a birthday, climbing a mountain or singing 80’s rock ballads for donations. Whatever your idea is, we provide the tools you need to be successful.

Raise Money.
With your own fundraising page, you can collect donations from anywhere in the world. Fundraise before, during, and even for consecutive years – your page is yours to track!

Make an Impact
Your gifts will go directly to the best research at the top hospitals in the country. The sky is the limit, it all starts with you.

Visit: http://cure.pcrf-kids.org/diy to set up your page today.

POWHER OF ONE SPOTLIGHT

Brad Neglia, LBA Realty

For over 25 years LBA Realty has been a devoted supporter of the Pediatric Cancer Research Foundation and our mission of saving and improving the lives of children with cancer. Their generosity has been unwavering and each year has brought tremendous financial and volunteer support to PCRF, as well as other organizations throughout Orange County.

This unwavering spirit was ignited with LBA’s managing partners and has echoed throughout the firm. PCRF has been fortunate to have Phil Belling, Managing Principal and Co-Founder, Steve Layton, and Melanie Colbert all serve on PCRF’s Board of Directors and various committees in the past. Presently Brad Neglia, Principal, holds an active position on our Board of Directors.

Prior to stepping into the role, Brad already embodied a passion for philanthropy. As an individual fundraiser he held his own “Movember” campaign for multiple years to serve as his own unique way of giving back to charity. As November approached, Brad decided he would use his next campaign for PCRF. Unsure how things would turn out with a switch in beneficiaries, he was astounded by the support he received! In just two years Brad and his network of friends, family, and colleagues helped raise nearly $120,000 for research.

In honor of his philanthropic passion, Brad was presented with the Save a Life Award at the 2016 Bid for the Kids Gala. There he surprised the PCRF team with an additional $30,000 gift, to which he gave an emotional dedication to the life-saving research that is giving families hope today. As a father, his motivation and fundraising efforts is a testament to stand with every family fighting an unfathomable battle for survival.

LBA Realty exceeds expectations with unmatched levels of service, attention to detail, value creation and dedication. This mission lives on in their business model and throughout their community efforts. For that, we at PCRF are forever indebted to the LBA Realty family for going above and beyond in the name of pediatric cancer research.
recognize that it takes a team to cure pediatric cancer. In business, and in friendship, these two organizations, Powerstone Property Management, and Antis Roofing & Waterproofing. Partners in long-lasting partnership between PCRF, Powerstone Property Management and Antis Roofing & Waterproofing, demonstrate its commitment to making a difference in the world of childhood cancer by supporting PCRF. Their support has been invaluable and has helped provide PCRF instrumental awareness, as well as many other worthy organizations.

Passion for philanthropy begins at the top with Charles Antis and extends down through their employees, and through their partnerships in the community. Charles’ motto to “err on the side of generosity,” is what drives those around him and extends down through their employees, and through their philanthropy suite, we are able to empower hope in families by sharing the work that companies like Antis are doing in the world of pediatric cancer research. Finally one of Antis’ greatest resources is their ability to utilize media and public relations to shine a light on PCRF and what we have achieved over the years. This kind of gift is invaluable to the growth and awareness for our organization, helping bring PCRF to the attention of prospective sponsors and donors.

PCRF has been extremely fortunate to have partnered with Antis in many community and fundraising events. Antis employees have joined us as walkers, runners, and fundraisers for our annual Reaching for the Cure Half Marathon, 10K, 5K, Kids run. Monetarily they have helped raise over $10,000 to PCRF via in-kind gifts of its private philanthropy suite at the Honda Center. With this level of fundraising, we were able to fund two of our Emerging Grants, allowing researchers the opportunity to launch ground breaking science and attract larger funds from the National Institutes of Health (NIH). Moreover by allowing PCRF to host oncology families with experiences outside of the hospital walls and within their philanthropy suite, we are able to empower hope in families by sharing the work that companies like Antis are doing in the world of pediatric cancer research. Finally one of Antis’ greatest resources is their ability to utilize media and public relations to shine a light on PCRF and what we have achieved over the years. This kind of gift is invaluable to the growth and awareness for our organization, helping bring PCRF to the attention of prospective sponsors and donors.

It is with great appreciation and respect that we count Charles Antis and Antis Roofing & Waterproofing as a leader and partner in the fight to find a cure for pediatric cancer.

Gabe Farajollah

Ever since my brother Ariel passed away from cancer at age 11, I wanted to find a way to make a positive impact in his memory – that’s when I learned about the Dribble for the Cure. PCRF partners with University Athletic Departments, and connects research dollars with local pediatric oncology hospitals. The proceeds from the Dribble for the Cure at St. John’s University supports the great research made possible by Dr. Cairo, his fellow researchers and the PCRF staff. That’s when I realized it was the perfect way to honor Ariel’s memory. We started a team, Ariel’s Space Jammers, and in only two years our team has raised over $40,000, with 40 dribblers each year - way beyond my initial expectations and a true testament to Ariel’s lasting impact on everyone he met.

Change for Hope

“Every dollar counts!” The Staunton, Waynesboro and Augusta County Elementary Schools united together in a district-wide change drive called “Change for Hope – Kids Helping Kids” to put this old adage to the test.

Inspired and impacted by the lives of Norah, Ethan, Brady, Meredith, and many other brave children who have fought or continue to fight cancer in their community, these three counties decided to take matters into their own hands. “There needs to be a cure and we want to do something about it.”

For one week in September, students, faculty and parents emptied their pockets of change to make a difference. What started with one – lead to 13 schools in all 3 counties to band together and raise a total of $14,300 towards a cure for childhood cancer!

INDEPENDENT FUNDRAISING EVENTS

Businesses, organizations, community groups, schools, and individuals throughout the country host their own events or fundraising campaigns to benefit us here at PCRF. We are thrilled to be chosen as the beneficiary of these efforts, as these are some of the most tangible expressions of our mission.

All Baby & Child

Since 2003, All Baby & Child Corporation (ABC) and its ABC Kids Expo exhibitor partners have contributed millions of dollars in funding and in-kind product donations to charities that work for the health and welfare of children. Most recently, ABC has selected the Pediatric Cancer Research Foundation as a beneficiary for the second year in a row, donating a total of $40,000 to help improve the care, quality of life and survival rate of children with malignant disease.

With the magnitude of financial support All Baby & Child has gifted PCRF; we are able to continue making tremendous strides in the advancement of pediatric cancer research. Their support has helped us assist in the development of the next generation of leaders in the fight against pediatric cancer by helping to fund two Emerging Research Grants. These unique grant opportunities allow for exciting new research ideas to develop and cultivate thus bringing new hope and promise for children diagnosed with cancer.
“When we close our eyes and dream, we see what is possible.”

The Carousel of Possible Dreams is a unique opportunity that gives Festival of Children Foundation member charities across the country an exciting and innovative way to fundraise for their Possible Dreams. In March 2009, Orange County community leaders climbed aboard the Carousel at South Coast Plaza Retail Center in Costa Mesa, CA, and weren’t let off until the goal was reached! In just two hours, the riders raised nearly $80,000 and were able to grant 100% of the dreams. Now the Carousel of Possible Dreams is a signature fundraising event for the Festival of Children Foundation, helping to make member charities’ dream projects a reality.

In honor of Pediatric Cancer Awareness month, the Festival of Children Foundation teamed up with the Pediatric Cancer Foundation and Friends of Cathryn to raise funds for New Approaches to Neuroblastoma Therapy (NANT). PCRF Ambassadors Shea Culbertson and Zein Youssef joined the campaign as neuroblastoma survivors themselves, whom both received treatment at Children’s Hospital of Los Angeles and benefited from the programs in place.

About New Approaches to Neuroblastoma Therapy (NANT): NANT is a global consortium of pediatric oncologists devoted to bringing new therapy and new hope to families of children with Neuroblastoma. The NANT consortium offers hope and resources to patients and their families with relapsed/refractory neuroblastoma when frontline standard therapy fails. Established in 2000, NANT is the only consortium in the world solely dedicated to developing novel treatments and biomarkers through early clinical trials (Phase I/II) for children whose disease has become resistant to frontline therapies.

NANT addresses the most difficult but most relevant question for children with high-risk neuroblastoma: “What is the best strategy to attack this disease when it has escaped all standard front-line therapies?” NANT believes that a comprehensive approach that targets the cancer cells but also their surrounding environment by a team of researchers with converging expertise will make a difference. NANT’s vision is to develop and test new therapies that target both neuroblastoma cells and normal cells around the tumor and in the immune system to improve the outcome for children with high-risk neuroblastoma with fewer side effects.
Celebrrity Ambassadors
The Pediatric Cancer Research Foundation is delighted to have the incredible support from our Celebrity Ambassadors. Our ambassadors not only help raise funds for the work we do, but also their time and visibility to raise the profile of PCRF, and raise awareness to the lack of funding available to cure pediatric cancer. We could not be more thankful for their dedication to our mission. For that, we would like to take this opportunity to shine a light on the great work they do for children everywhere.

Rod Carew
A Father with a Mission

Without a doubt, Rod Carew embodies the fighting spirit of both a Hall of Fame Baseball Player and a loving father of a family fighting against the rare odds of pediatric cancer. In 1995 Rod’s daughter, Michelle Carew was diagnosed with acute myeloid leukemia, and at 17 years old underwent chemotherapy and radiation while her family was in search for a bone marrow donor. Tragically due to her rare genetic composition, a match could not be found. After exhausting the treatment options available at the time in 1996, Michelle died at the age of 18 years old.

During Michelle’s treatment and for the years to follow, Rod has used that same fighting spirit to advocate for awareness and research dollars for pediatric cancer. Everything from igniting a national surge in bone marrow donors, raising millions of dollars for research, and providing a podium of awareness for childhood cancer - Rod Carew remains today, “a father with a mission”.

This past year Rod suffered a “widowmaker” heart attack, a near-death experience that he is lucky to have survived. Ten years ago, he would not be so lucky. Thanks to his incredible health, team of doctors, a passionate wife, and finally a miracle donor – Rod underwent a double heart and kidney transplant.

“They found me a 29-year-old heart. You never know, it could be time for a comeback,” Rod joked to Fox Sports. A comeback Rod does not plan to waste.

The years ahead look bright for the causes closest to Rod’s heart – pediatric cancer and now, of course, heart disease. The “Heart of 29” has developed into more than an awareness campaign, it exemplifies a passionate life-force that has already made positive ripples throughout communities both locally and nationally. We at PCRF are eager to watch his positive impact take shape and result in millions of lives saved.

For the past 21 years, Rod has hosted the Rod Carew Children’s Cancer Golf Classic with the Pediatric Cancer Research Foundation. With his help we have raised millions of dollars towards vital research in the memory of his late daughter. His spirit of giving has blazed a path for many to follow, and for that, children everywhere are benefiting from his example.

Jon Lester
Striking out Pediatric Cancer

Upon the birth of our first child, Hudson, I remember thinking that I couldn’t imagine my son going through what I went through, and suddenly my mission became clear. Alongside my wife, Farrah, we were going to raise funds and awareness for pediatric cancer research.

In 2012, Farrah and I launched NVRQT (Never Quit), in an effort to unite and inspire children battling cancer, and benefit the Pediatric Cancer Research Foundation (PCRF). Our primary activation for the platform is something we call our “Road Rallies,” where we host children going through treatment in away markets. I only pitch every fifth day, and when I’m on the road I’ve got the time to say a quick hello, take some pictures and sign some autographs. Baseball was a great distraction for me when I was going through treatment, so if we can get these kids out of the hospital and over to the ballpark for a day to help get their minds off cancer, I want to make that happen, I was amazed with how willing everyone was to help, and from these experiences we coined the phrase, “there are no rivals in fighting pediatric cancer.” The program has been wildly successful, we’ve hosted kids and families all over the nation and I get the unique benefit of hearing their stories. The kids are so brave, so inspiring! Here I am trying to make an impact on their life and they’re the ones making an impact on mine. These kids keep me motivated and give me strength.

While the Road Rallies are great, awareness is only half the battle. Research is the only thing that will lead us to a cure, and it’s expensive. So Farrah and I decided we would host a signature event annually with the goal of raising as much money as we could. We’ve now hosted five NVRQT Nights with themes ranging from Hollywood Squares to Country Fairs, and each year we’ve surpassed the previous year’s contribution. In fact, last year we broke the million dollar mark for funds raised for PCRF, and we couldn’t be prouder of that. Farrah and I are fortunate enough to have a platform that people pay attention to, but our voice is not ours alone. We have a responsibility to all of those who came before us that aren’t with us today. We have a responsibility to our kids and to future generations. Cancer is not something anyone beats alone, so we hope to have more people join the NVRQT team in our fight.

Keegan Bradley
Chipping in for Charity

PCRF Ambassador Keegan Bradley is a multiple PGA Tour Winner and Major Champion. He has hosted an Annual Charity Golf Classic in Woodstock Vermont for the past three years to benefit PCRF and its research at Vermont Cancer Center. Over the past three years Keegan and his sponsors have helped to raise several hundred thousand dollars for PCRF. He has introduced other PGA Tour players to the cause including Brendan Steele and Jon Curran. In addition to the Golf Tournament, Keegan supports PCRF through social media and autograph donations.
## 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, 81% goes directly to research that impacts countless young lives.

### STATEMENT OF FINANCIAL POSITION
December 31, 2016 and 2015

<table>
<thead>
<tr>
<th></th>
<th>2016</th>
<th>2015</th>
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<tbody>
<tr>
<td><strong>ASSETS</strong></td>
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<td><strong>CURRENT ASSETS</strong></td>
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<td>Cash and investments</td>
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<td>Receivables</td>
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<td><strong>PROPERTY &amp; OTHER ASSETS</strong></td>
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<td><strong>TOTAL ASSETS</strong></td>
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<tr>
<th></th>
<th>2016</th>
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<tr>
<td><strong>LIABILITIES &amp; NET ASSETS</strong></td>
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<td><strong>CURRENT LIABILITIES</strong></td>
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<td>Accounts payable</td>
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<td>Grants payable</td>
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<td>Deferred Revenue</td>
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<td><strong>TOTAL CURRENT LIABILITIES</strong></td>
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<td><strong>NET ASSETS</strong></td>
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<tr>
<td>Unrestricted net assets</td>
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<td>1,439,347</td>
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<td><strong>TOTAL LIABILITIES &amp; NET ASSETS</strong></td>
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<td>$1,981,063</td>
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### REVENUE AND SUPPORT
December 31, 2016 and 2015

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<tr>
<th></th>
<th>2016</th>
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<tbody>
<tr>
<td><strong>OPERATING REVENUE &amp; OTHER SUPPORT</strong></td>
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<tr>
<td>General Public Support</td>
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<td>$1,105,590</td>
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<td>Special events and programs</td>
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<td><strong>TOTAL OPERATING REVENUE &amp; OTHER SUPPORT</strong></td>
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<td>$2,687,834</td>
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<thead>
<tr>
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<tr>
<td><strong>EXPENSES</strong></td>
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<tr>
<td>Program Services - Pediatric Cancer Research</td>
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<td>Supporting Services</td>
<td>169,871</td>
<td>140,621</td>
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<tr>
<td>Management and General</td>
<td>335,396</td>
<td>308,976</td>
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<tr>
<td><strong>TOTAL EXPENSES &amp; LOSSES</strong></td>
<td>$2,108,547</td>
<td>$2,137,030</td>
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<thead>
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<th></th>
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<tr>
<td><strong>INCREASE (DECREASE) IN NET ASSETS</strong></td>
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<tr>
<td>Unrestricted net assets</td>
<td>$548,947</td>
<td>$550,804</td>
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<td><strong>UNRESTRICTED NET ASSETS AT BEGINNING OF YEAR</strong></td>
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<td>$888,543</td>
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<td><strong>UNRESTRICTED NET ASSETS AT END OF YEAR</strong></td>
<td>$1,988,294</td>
<td>$1,439,347</td>
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### GROWTH IN NET REVENUE & SUPPORT

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<th>Year</th>
<th>Net Revenue &amp; Support</th>
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<td>'10</td>
<td>$2,800,000</td>
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<td>'11</td>
<td>$2,600,000</td>
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<td>'13</td>
<td>$2,200,000</td>
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<tr>
<td>'14</td>
<td>$2,000,000</td>
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<tr>
<td>'15</td>
<td>$1,800,000</td>
</tr>
<tr>
<td>'16</td>
<td>$1,600,000</td>
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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, 81% goes directly to research that impacts countless young lives.
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.**
With every donation PCRF advances research that gives life today. With PCRF you can be confident that over 80% of your tax-deductible gift will translate into immediate treatment for children with cancer.

**Workplace Giving.**
By partnering with a charity like PCRF, your business has the opportunity to engage employees, clients, and business partners in a unique way that will showcase the giving spirit of your business. Together you can bring hope to childhood cancer patients and their families by participating in a number of Corporate Responsibility opportunities:
- Employee Giving Programs
- Corporate Sponsorship Opportunities
- Matching Gifts
- In-office Fundraising
- Employee Volunteer Days

**Give Back Partners**
Your gifts will go directly to the best. Helping to advance cures for pediatric cancer is easy as shopping at your favorite retail stores.

AmazonSmile is a simple and automatic way for you to support PCRF every time you shop, at no cost to you. When you shop at smile.amazon.com, you’ll find the exact same low prices, vast selection and convenient shopping experience as Amazon.com, with the added bonus that Amazon will donate a portion of the purchase price to help kids fighting cancer.

For a complete list of retail options to help advance cures for pediatric cancer, please visit our website [www.pcrf-kids.org/support-give-back-partners/](http://www.pcrf-kids.org/support-give-back-partners/)

**WHERE YOUR DOLLARS GO**

<table>
<thead>
<tr>
<th>Category</th>
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<tbody>
<tr>
<td>Pediatric Cancer Research Programs</td>
<td>76%</td>
<td>76%</td>
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<tr>
<td>Pediatric Cancer Research Programs ($29.8M)</td>
<td></td>
<td></td>
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<tr>
<td>Reserves for future grants</td>
<td>5%</td>
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<tr>
<td>Reserves for future grants ($2M)</td>
<td></td>
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</tr>
<tr>
<td>Fundraising and G&amp;A</td>
<td>5%</td>
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</tr>
<tr>
<td>Fundraising and G&amp;A ($7.4M)</td>
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<tr>
<td>Fundraising and G&amp;A ($5.6M)</td>
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**WHERE YOUR DOLLARS GO**

- 76% Pediatric Cancer Research Programs ($29.8M)
- 19% Fundraising and G&A ($7.4M)
- 5% Reserves for future grants ($2M)
- 5% Reserves for future grants ($2M)

**YOUR GIFT POWERS HOPE**

In 2017, PCRF earned the distinction of a fourth consecutive 4-star rating from Charity Navigator – something only 11% of charities in the country have been able to achieve. This highest designation indicates PCRF’s adherence to good governance, transparency, and consistent execution against our mission in a fiscally responsible way.
PCRF has been sustained for the last 34 years thanks to the caring investment of individuals, organizations, and business like you! Your trust over the years is truly valued and put to excellent use in advancing effective lifesaving treatments for children diagnosed with malignant disease. The following organizations and individuals supported PCRF in 2016 by collectively donating over $2.1 million for pediatric cancer research.

Advantage International
Alliano Family Charitable Foundation
All Baby & Child
The Allergan Foundation
American Business Bank
Mr. and Mrs. Thomas R. Anderson
Angels Baseball, LP
APX Sport Drink
The Ashley G. Foundation
Asian American Hotel Owners
Asics America
Athletes Careers Enhanced and Secured, Inc.
Audemars Piguet
Mr. and Mrs. James B. Axelson
Bank of America
Mr. and Mrs. Donald Camp
Frank and Deidre Campbell
Mr. Robert Cannon
Ernesto and Rina Capalbo
Capital Group Companies Charitable Foundation
CashCall
Charity Golf International
Chicago Cubs Charities
Chicago Title
Children’s & Women’s Physicians of Westchester, LLP
Children’s Hospital of Los Angeles
Cleveland Golf
Commonwealth Title and Insurance Company
Community Bank
The Corwin D Denney Foundation
Cox Castle & Nicholson LLP
Filament M D’Agostino Greenberg Foundation
D’August American Foundation
Mr. and Mrs. Jeff A. Dankberg
Dankberg Family Foundation
Dr. and Mrs. Jeffrey Degen
Mr. and Mrs. Howard Dell
Sylvia Dellor Survivor’s Trust
Peter Demkin
E.D.D. Investment Co.
Echostar
Mr. Scott A. Ecker and Ms. Heidi Brandl
Mr. and Mrs. Gary M. Edwards
Mrs. Naomi Edwards
Entergy
Farell Associates, LP
Mr. and Mrs. Andre Fedida
First American Title Company
Dr. and Mrs. Glenn Fowler
Mr. Anthony Giardina
Glanbia Performance Nutrition
Goldberg Charitable Trust
Mr. and Mrs. Emile Haddad
Harrar Distributing, LLC
Hyundai Invitationals
IMG Worldwide, Inc.
In-N-Out Burger
InCapital LLC
Island Acoustics
Mr. and Mrs. Jon Jaffe
John H Grace Foundation
K Sports Entertainment LLC
Mr. Gene B. Karzen
Boris Kochergin
Koeller, Nebecker, Carlson & Haluck, LLP
Ms. Kristen Kuliga
Mrs. James L. Lawson
Mr. Steve R. Layton
LBA Realty
LBA Realty Charitable Foundation
Mr. Christopher Leggio
Lend Lease US Construction LMB, Inc.
Lifeline, USA
Lon V. Smith Foundation
Los Angeles Trial Lawyers Charities
The Matsa Fund, Inc.
Mr. and Mrs. Craig McCallister
Meiji America
Mr. and Mrs. Len Mitchell
Mr. and Mrs. Thomas W. Moore
Mr. and Mrs. Cameron Munson
National Car Rental
National Charity League/Juniors Newport Chapter
Mr. and Mrs. Brad Neglia
New York Medical College
Nike
Mr. Russell Norberg
Orange County Register
Owen Mason Foundation
P11 Creative
Mr. Luis F. Perez
Mr. Thibault Piensberg
Mr. and Mrs. Walter Plummer, III
Powerstone Property Management
Putnam Investments
Ms. Denise Raymond
RDA Inc.
Mr. Anthony Rizzo
RMK Consulting, Inc.
Roger Dunn Golf Shop
Mr. and Mrs. Edward G. Rosenblum
Salzieder Family Charity
Seyfarth
Mr. James Shannon
The Walden W. & Jean Young Shaw Foundation
Mr. Eddie Sheldrake
Shultzon Hodges & Bastian
SLS3
Small Angels Fund Endowment
Snyder Langston
Sprouts Farmer’s Market
St. John’s University
Teespring, Inc.
The Michael and Carol Lowenstein Foundation, Inc.
Ms. Joyce Thruber
Mr. and Mrs. Michael Trachtenberg
Transamerica
The George M. Van Cleave Family Foundation
Mr. and Mrs. Michael R. Vanis
The Waisly Family Foundation
Mr. and Mrs. John D. Weiner
Wescar
Mr. and Mrs. Robert S. Wilson
Winslow Maxwell Charitable Trust
Mr. Travis Wood

This Honor Roll recognizes donors who made gifts of $5,000 or more to the Pediatric Cancer Research Foundation between January 1, 2016 and December 31, 2016. 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.