Hope

your gift powers

Pediatric Cancer Research Foundation | Annual Report 2012
Everyone in the world is somehow connected to children’s cancer. If it’s not your own child that has been afflicted with malignant diseases, chances are you know someone that has. Among friends, neighbors, coworkers, even people we encounter in our daily lives – cancer is unfortunately a common bond we all share in our community. Being connected to PCRF means being connected to fellow fundraisers, oncology families, volunteers, business partners and world-class researchers, who are all dedicated to reaching for the cure. It’s what makes us a community and brings us all together - our shared commitment to bringing hope and lifesaving treatments to children battling cancer.
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.

VISION

To be the national organization creating significant impact in advancing the protocols and treatment for children with cancer. PCRF will be recognized as the go-to granting organization for funding cutting-edge, cancer curing research.

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 consortia, while positioning ourselves as a pioneering thinker whose innovation continues to move forward the science to transform the lives of children and families battling this disease.

Donate
Participate in an Event
Understand the Research
Join the Organization
Share our Mission

TABLE OF CONTENTS

LEADING THE WAY
WHO WE ARE
WHY WE DO WHAT WE DO
YOUR MONEY HARD AT WORK
REACHING FOR THE CURE
IT’S ALL ABOUT TEAMWORK
FINANCIALS
YOUR GIFT POWERS HOPE
JOIN THE PCRF FAMILY
LEADING THE WAY

It’s more than a job, it’s a mission. We begin each day with our best foot forward — our leaders.
This was a monumental year for the Pediatric Cancer Research Foundation. We achieved several milestones during the year, including the “Thirty in 30” that you have probably already heard about and no doubt contributed to making it happen. Yes, that’s right, PCRF has raised $30 million in its 30 year history and now has its sights set on even more impressive results—cure for pediatric cancer. To that end we have made tremendous strides, especially against certain forms of pediatric cancer. For example, consider the progress against Burkitt’s lymphoma, which is the most common form of pediatric non-Hodgkin lymphoma. Twenty years ago the treatment for this type of cancer took 2 ½ years and the survival rate was 40%. Today the treatment regimen typically takes 2 ½ months and the survival rate is 95%. Such progress against all forms of pediatric cancer is possible. It just takes resources. To quote an old Chinese proverb: “The best time to plant a tree is twenty years ago. The second best time is now.” Similarly, the best time to have invested in cancer research was 20 years ago and perhaps many children’s lives would have been saved. Undoubtedly, the second best time is now!

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

Jeff Dankberg
President

I’m grateful. As my daughter sits next to me grunting in a “time out” while I type, I often forget how fortunate we are. My wife Liz and I have three absolutely wonderful children, each one with incredible traits and skills. Our days are long since all are active and the older two are heavily involved in travel sports, each sometimes two sports at a time. We brace ourselves as we think about the impact on our lives when our four year old really starts up. She was just telling me about her need for cleats (also as I write, you can envision that I’m not in a quiet atmosphere), so I don’t expect her to be passive. This spring I was involved, either as head coach or assistant, on four different teams. I’m spent, I’m exhausted, I’m grateful.

I’ve been blessed to meet so many wonderful people through the Pediatric Cancer Research Foundation. We just held our 8th Annual Dream-Discover-Cure Golf Tournament in Armonk, NY. John Deegan and Len Mitchell co-chaired the event, which was held for the first time at Whippoorwill Golf Club. The event was a great success thanks to John, Len, our sponsors, and countless others who gave their time in the planning and execution of the event. The PCRF team is fantastic—board members as far as California and Arizona came to support the effort. I’m proud to be a part of it.

At the event I was speaking to my friend David Gaines of the Ashley G. Charlotta Foundation, a great ally of PCRF and one of the many wonderful sponsors of our NY Golf Tournament. I was telling him about my exhaustion and how I had to pull back. It’s just too much. And all David could say, beaming, was how he coached each of his kids throughout all their sports until high school. And I could tell how it brought back wonderful memories of his beautiful Ashley.

This is just one more hit over the head. Even at one of our fundraising events I’m forgetting how fortunate our family is. The impact on our lives with a third child playing sports? What a life. We are blessed to have three healthy, beautiful children. The pain and suffering that each family endures when a child is diagnosed with cancer, cannot be understood. It is grueling, it is sickening, it can be devastating. I can only hope and pray to never experience it.

Sadly, 28 children under the age of 15 in the United States are diagnosed with cancer every day—four die every day. PCRF has been hard at work for over 30 years in this battle against cancer. Great strides have been made. Survival rates today are at about 80%. In the United States we now have more than 328,000 people who have beaten pediatric cancer. Try to think about just one of those families for a couple of minutes, especially if you know one. How appreciative do you imagine they are? However, losing four children to cancer each day—over 1,500 a year in the United States—is not good enough. We are still losing the battle. We need your help. Please continue to be generous and give. Get involved. At a minimum, please visit, learn more, and like us on facebook.com/PCRFKids. Thank you for being a part of PCRF and helping to save lives and families.

YVRQT,
Ralph Fariello
Executive Vice-President East

Approximately 13,500 children in the United States are diagnosed with cancer each year. That’s more than a classroom of kids a day.
Every day I count my blessings that my two daughters are healthy and cancer free. When they were young, we watched Lilo and Stitch often. In that movie, Lilo uses the word Ohana. “Ohana means family, and family means no one gets left behind.” Not a week goes by in the office when my phone, email, Facebook, etc. does not have a message from someone seeking help about a recent diagnosis in their family. Some are easy questions, “Have you heard of this doctor?” Others are more heart wrenching pleas for where to turn for help because they’ve just heard, “Your child has cancer,” and they are immobilized.

Ohana.

This past February my phone rang, and it was one that would change me forever. A friend of a young patient needed my help to fulfill his bucket list. His time here was limited and he wanted to make the best of it. We were able to fulfill a few of this young boy’s dreams, but lost him along the way. Those days are tough, and I rely on my entire family to get me through. Ohana.

The dedicated staff at PCRF spends their hours getting the message out that we are here, and are not going anywhere until we find a cure. They get their friends and families involved, volunteer at our events, join committees, design creative material for our media, stuff event bags, etc. Ohana.

This report will show you our journey as a family in 2012. Events from California to New York, New Jersey and Boston, our NVRQT platform with Jon Lester of the Boston Red Sox, and our gold ribbon standard events with the Annual Run/Walk, Rod Carew Golf Classic and the Bid for the Kids.

For the past two years it has been my privilege to work as the Executive Director for the Pediatric Cancer Research Foundation. The enormous passion for the mission of PCRF by the Board of Directors and volunteers of this organization is demonstrated each day by their dedicated hours of volunteerism, without which we could not keep our percentage of overhead so low, thus allowing over 80% of funds raised to go directly to research.

The numbers shown in this report tell the tale of how many children are diagnosed, survival rates and where we spend our money. Please know your time, talents and financial support in this economic environment is greatly appreciated by the many families and researchers we support.

Warmest Regards and Ohana,

Jeri Wilson
Executive Director
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Ralph Fariello
Executive Vice-President East
Len Shulman
Executive Vice-President West
Keith Koeller
Secretary
Bonnie Dankberg
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Amanda York
Director of Special Events
Chris Farwell
Development Associate

“HOPE IS A WALKING DREAM.” - MITSITS

I love being reminded every day that one person can truly make a difference. Witnessing the passion from our corporate sponsors around their fundraising efforts and working with our hardworking volunteers who go above and beyond the call of duty is nothing short of amazing. I feel truly blessed to be part of PCRF to be able to work in a place that is changing the lives of children affected by cancer.

AMANDA YORK | Director of Special Events

“THE MIRACLE IS NOT THAT WE DO THIS WORK, BUT THAT WE ARE HAPPY TO DO IT.” - MOTHER TERESA

Some of us get lucky, and find the dream team to work with. Every day I get to work with a small yet mighty group that reaches for the cure all day long. This team inspires me to make a miracle come true and find a cure.

JERI WILSON | Executive Director

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I want to inspire people. I want someone to look at PCRF and say, “because of you, I didn’t give up.” And if I get to do that with people that I care about and doing what I love, it doesn’t get any better than that.

ERIN DEHART | Office Manager & Social Media

“A SUCCESSFUL TEAM BEATS WITH ONE HEART”

We make a living by what we get, but we make a life by what we give.” - WINSTON CHURCHILL

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Why we do what we do

For the kids. For their families.
To stand vigil when they need help keeping hope alive.
The Abrams/Senator Family
Jackson Senator, forever 8 ½ years old
Pediatric Brain Cancer

After losing our beloved 8 ½ year old son and brother Jackson in the summer of 2008 to pediatric brain cancer, we found that one way to help our grief was to reach out to others. For the past three years, our family has been actively involved with PCRF. Jackson’s brother Zachary first learned of PCRF and Dribble for the Cure from Jackson’s doctors at UCLA Mattel Children’s Hospital. Zachary has participated in this event for the past three years and through his generous community, family and friends, has raised more than $60,000. We were recently invited by PCRF to UCLA to hear from researchers regarding their work in finding more successful and less invasive treatments for pediatric cancer, and we left feeling so proud and hopeful about our contribution to this effort.

To other families affected by cancer, Beth says: “Although our family will never ‘get over’ losing Jackson, trying to help other children suffering from pediatric cancer and their families has helped us heal.”

Gavin Rowe
7 years old, Mission Viejo, CA
Acute Lymphoblastic Leukemia, in remission

Gavin was 4 years old when he was diagnosed with ALL on New Year’s Day, 2010. After 3 and a half years of treatment, his cancer is now in remission. Gavin loves Legos, dinosaurs, Star Wars, and baseball. He hopes to be a paleontologist when he grows up. His mom, Kim, wrote a book called “Hope Room,” chronicling Gavin’s diagnosis and the year that followed. Gavin’s family hopes that more research can lead to better treatments and an increased cure rate for children with cancer.

To other kids with cancer, Gavin says: “You are brave and tough, just like me.”

“Courage is not having the strength to go on. It’s going on when you don’t have the strength.”
– Theodore Roosevelt

Benjamin Seeley
16 years old, Tustin, CA
Osteosarcoma, maintenance chemotherapy

Our family’s journey with Benjamin’s diagnosis involves continued hope and the power of remaining positive. Though the journey has not been an easy one, we have been fortunate to have many newly discovered treatments offered as options in his fight against the disease. Benjamin’s current at-home and medication regimen keeps him where he wants to be - at school, with his friends, living a typical teen life.

We are fortunate to be in PCRF’s “backyard” and have enjoyed a relationship with the staff and other oncology families. Benjamin’s participation as a child artist for PCRF brought a welcome morale boost. Our annual participation in PCRF’s Reaching for the Cure race is something we all look forward to each year.

To potential donors of PCRF, Missy says: “The hope for the future that PCRF gives families cannot be underestimated. A cure is possible with continued research. Every donation makes a difference. Advances are made every day, advances that save and improve the lives of those facing a diagnosis.”

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Worldwide, a child is diagnosed with cancer every 3 minutes. The causes of most childhood cancers are unknown. At present, childhood cancer cannot be prevented.

80% of all funds raised by PCRF go directly to pediatric cancer research.

One in every 330 Americans develops cancer before the age of 20.

36 children and adolescents combined are diagnosed with cancer every day in the United States.

3 out of 5 children diagnosed with cancer suffer from long-term or late onset side effects.

In 20 years the FDA has initially approved only 2 drugs for any childhood cancer.

Children in the United States are diagnosed with cancer each year. On average, 13,500 children in the United States are diagnosed with cancer each year.

The incidence of invasive pediatric cancers is up 29% in the past 20 years.

1 in 5 children diagnosed with cancer will die within 5 years.

The cancer death rate has dropped dramatically for children than for any other age group.

The survival rate in certain pediatric cancers has increased from 15% to greater than 80% since 1985.

In 20 years the FDA has approved only 2 drugs for any childhood cancer.

80% of all chemotherapies used for children’s cancers are over 25 years old.

Childhood cancer occurs regularly, randomly & spares no ethnic group, socioeconomic class, or geographic region.

Cancer kills more children than AIDS, asthma, diabetes, cystic fibrosis and congenital combined.
Someday is today — funding life changing research.

Gavin Rowe, diagnosed New Year’s 2010
Today a happy, healthy kid
The Childhood and Adolescent Cancer and Blood Diseases Center at the Maria Fareri Children’s Hospital (MFCCH) and New York Medical College (NYMC) is an internationally recognized pediatric oncology center focused in cutting-edge basic, translational, and clinical research in childhood and adolescent cancer. New York Medical College, started 160 years ago by William Cullen Bryant, is one of the oldest medical schools in the United States with a long prestigious history of cancer research.

The PCRF Laboratory Research Program at MFCCH and NYMC is focused on six overarching areas of research. These state of the art research initiatives include: 1) cancer genetics and treatment of childhood and adolescent hematological malignancies; 2) genetically re-engineering immune cells to enhance targeted adaptive cellular cancer immunotherapy; 3) tumor immunology and identifying targets for humoral targeted immunotherapy; 4) tumor biology and innovative targeted therapeutic strategies; 5) stem cell biology, cancer stem cells, and regenerative therapy; and 6) translational therapeutic consortiums for childhood and adolescent cancer therapy.

Considerable progress has been accomplished in all six cancer research programs. Briefly, in our cancer genetics research we have identified new oncogenes and tumor suppressor genes in childhood lymphomas; 2) we have developed genetically re-engineered T-cells and Natural Killer (NK) cells for childhood hematological malignancies and solid tumors; 3) we have developed novel second generation antibody conjugates for targeted immunotherapy; 4) we have established a new program on pediatric solid tumor biology research; 5) we have embarked on a new program of identifying cancer stem cells in pediatric solid and brain tumors; and 6) we have established multi-center targeted cell therapy consortiums on lymphoma, leukemia, sickle cell disease, and sarcomas.

Lymphoma is the most common cancer in children under the age of 15. One of the major problems that pediatric lymphoma doctors face is the late effects (second cancers, heart disease) from chemotherapy and radiotherapy on their patients. There is a great need, therefore, to develop novel therapies that target only cancer cells and not the bystander organs, T and NK. Cell Targeted Therapies offer such a promise not only in Lymphomas but also other pediatric cancers such as Acute Leukemias, Neuroblastoma, Sarcomas and Brain Tumors. A new cancer cellular therapy initiative at Westchester Medical Center and the Maria Fareri Children’s Hospital will move basic tumor immunology and targeted cancer cellular therapy rapidly into patients.

Currently under construction at the Westchester Medical Center (with Dr. Mitchell Cairo as its lead physician and researcher), the Cellular and Tissue Engineering Laboratory (CTEL) will focus on translational stem cell research. In transnational research, physicians apply findings from basic laboratory research to the clinical setting, so patients have access to the most promising treatments. Basic research will initially be conducted in cancer genetics, tumor immunology, transplantation biology, stem cell biology and regenerative medicine, among other areas. Clinical research will be conducted in every area of cancer treatment. In the spirit of offering world class medicine that isn’t a world away, the CTEL will be a state-of-the-art facility that will provide patient-specific therapies. We are indebted to the Board of Directors, Advisory Board Members, officers and volunteers of the Pediatric Cancer Research Foundation for their generous support of the aforementioned pediatric cancer research programs. This year, 2013, marks the 31st year of sustained and continuous support in our research mission on children and adolescents with cancer. We can’t thank PCRF enough for the golden opportunity to participate in the enhancement of the Pediatric Cancer survival rate from 20% to 90% in the last 30 years.

Rosanna Capalbo
Associate Director of Development East
Developing new, effective and safe therapies for children, adolescents and young adults with cancer is a critical goal of Laurence J. N. Cooper, M.D., Ph.D., head of the Pediatric Cell Therapy Section in The University of Texas MD Anderson Children’s Cancer Hospital. Dr. Cooper’s Pediatric Cell Therapy Program combines the clinical and scientific areas of research to develop these new targeted therapies using the body’s immune system. T-cell therapies are key among current initiatives to develop targeted treatments for cancer. Dr. Cooper’s novel approach is based on genetically reprogramming T cells, a type of immune cell, from a patient’s own immune system to seek and destroy cancer cells. His research has resulted in multiple patents (granted and pending) which cover such innovations as the design of new receptor molecules that redirect the T cell’s fighting ability to attack invading tumor cells. New being tested in first-in-human clinical trials available only at MD Anderson Cancer Center, these immune-based therapies offer new hope for treating leukemias and lymphomas as well as solid tumors such as osteosarcoma, Ewing’s sarcoma and neuroblastoma.

The Pediatric Cell Therapy Program is providing new hope against aggressive cancers by developing and manufacturing targeted therapies on the MD Anderson campus. The research has spurred six investigator-initiated clinical trials since 2006, an extraordinary achievement. These include infusing T cells as investigational treatments for blood cancers and solid tumors. These and other first-in-human trials have opened in less than five years—a level of activity that places our Pediatric Cell Therapy Program among the top-tier programs that undertake transplants. Most centers have no investigator-initiated trials that operate with FDA approval, or at most, one. Few institutions are attempting to make a fundamental change in how we practice transplant medicine in children.

The targeted therapies developed by Dr. Cooper’s program have the potential to both improve survival rates and reduce the toxic effects of cancer treatment, and at a fraction of the cost that developing for-profit drugs would incur. His group’s efforts have resulted in the development of platform technologies that allow new immune-based therapies to be translated into clinical trials. The approach to generating these new technologies is based on teamwork between the investigators in Dr. Cooper’s laboratory who are focused on the different areas of research, development, manufacturing, regulatory affairs, clinical implementation and correlative studies. The organizational structure of the laboratory is unusual for academic centers as it mimics a biopharmaceutical company while operating within the non-profit mandate of MD Anderson to develop therapies for children. With this emphasis on generating his own therapeutics, Dr. Cooper can bypass the need for commercial medications. Dr. Cooper’s approach is unique, and if successfully tested, will benefit patients not just at MD Anderson, but also children treated at other major medical centers.

The partnership between PCRF and Dr. Cooper has paid dividends many times over. The money raised and invested by PCRF has resulted in multiple clinical trials which is a tremendous accomplishment. The advancement of immunology into Immunotherapy by Dr. Cooper benefits not just patients in Houston, but children (and adults) across the United States. The cure of childhood cancers depends on innovation as advanced by Dr. Cooper and that requires financial backing. In the past, the federal government stepped in to fund science, but this commitment is now waning. There has never been as much promise to provide children with cancer new and potent therapies based on manipulating the immune system. However, the premise of immunotherapy is undermined due to the significant reduction in government support. Thus, the monies and commitment of PCRF are more vital than ever to help advance Dr. Cooper’s immune-based therapies.

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Clinical trials in pediatric cancer continue to be a key factor in progress toward better treatment and prognosis. Because of breakthroughs in treatment over the past 50 years—many pioneered by physician-scientists at Children’s Hospital Los Angeles with the support of partners like PCRF—the overall survival rate of pediatric cancers has improved from 10 percent a half-century ago to more than 80 percent today. Significant advances in pediatric cancer treatment have come, in part, from high participation rates in well-organized multicenter clinical trials. The PCRF Clinical Trials Program at Children’s Hospital Los Angeles plays a key role in this vital process.

Under the direction of Dr. Stuart Siegel and led by Dr. Leo Mascarenhas, the PCRF Clinical Trials Program at Children’s Hospital Los Angeles works closely with other pediatric cancer centers around the world to test new agents and new combinations of agents through clinical trials, in order to accelerate the development of promising new therapies that will improve patient outcomes. Sixty of these new agents, combinations and treatment programs are done in an orderly series of steps, or phases. Clinical trials are designated phase I, II and III. While Phase I trials study new drugs, phase II trials study whether or not a drug is effective against a cancer. Phase III trials study small changes to the current standard of care for a particular cancer to determine if these changes improve outcomes and survival rates.

A study of retinoblastoma (cancer of the retina) that Children’s Hospital participates in is one example of PCRF’s impact. Intraocular retinoblastoma is highly curable using treatments such as systemic and directed chemotherapy, external beam radiation and enucleation (removal of the eye). However, patients with extracocular or metastatic retinoblastoma (cancer that has spread beyond the eye) have much poorer prognoses. Two patients with metastatic retinoblastoma to the central nervous system were recently enrolled into an innovative clinical trial that aims to successfully treat their disease with conventional chemotherapy followed by high-dose chemotherapy and autologous stem cell rescue.

Additionally, with vital funding from PCRF, the Children’s Center for Cancer and Blood Diseases was able to become a member of the NIH-funded Pediatric Brain Tumor Consortium (PBTC), which provides access to phase I and II clinical trials for central nervous system tumor patients.

Collaborating closely with other leading pediatric cancer centers across North America and around the world, the PCRF Clinical Trials Program conducts vital trials of promising new therapies to bring them safely and rapidly to the children who need them. With your support, we have helped improve the lives of children with previously resistant cancers and changed the way children with cancer are cared for throughout the world.

The PCRF Clinical Trials Program initiated seven new pharmaceutical studies: three for patients with leukemia/lymphoma and four for solid tumors.
The Division of Pediatric Hematology/Oncology at Mattel Children’s Hospital UCLA has had a very productive year. New initiatives in the David Geffen School of Medicine and the Department of Pediatrics under the umbrella of the Children’s Discovery and Innovation Institute have given impetus for the development of collaborative research bringing together pediatric physicians and scientists from diverse areas. Working together within this interdisciplinary framework, the goal is to help cure children’s diseases, including cancer, and to keep children healthy well into their future.

Our goal as a Division is to provide comprehensive and multidisciplinary care to all patients. Research in the Division attempts to identify the causes of cancer, provide effective treatments with less toxicity, fewer side effects and longer-term remission of disease. We offer advanced testing for genetic predisposition to cancer that can result in earlier detection and improved outcomes for the patient. New research efforts are focused on novel therapies that may ultimately lead to life-long protection from recurrence of disease and increased quality of life.

Within the Division, a major objective is to build the Leukemia Research program to bring together our investigators in collaboration with others in the UCLA research enterprise and to attract additional researchers from around the country. In doing so, we can develop a better understanding of leukemia, formulate more rational therapies that lack the toxic side effects of current treatments and develop safer cures with improved quality of life for our young patients. A core group of clinicians and researchers in pediatric oncology have begun to meet and to strategize on moving forward the development of cellular therapies for leukemia and other diseases.

Another major development within this past year was the opening of the Townsend Teen and Young Adult Zone at Santa Monica UCLA Medical Center under the directorship of Dr. Jacqueline Casillas. This unique program, the first of its kind in the nation, creates an environment within the hospital for patients with cancer, ages 13-25, to be among peers while receiving patient-centered care to help them through a very challenging time in their lives. A multidisciplinary team of pediatric and adult oncologists along with surgeons, nurses, psychologists, social workers and child life specialists develop and implement best-practices for the management, treatment and survivorship care of this age group so that their quality of life outcomes can be enhanced.

The Division of Pediatric Hematology/Oncology at Mattel Children’s Hospital UCLA has had a very productive year. New initiatives in the David Geffen School of Medicine and the Department of Pediatrics under the umbrella of the Children’s Discovery and Innovation Institute have given impetus for the development of collaborative research bringing together pediatric physicians and scientists from diverse areas. Working together within this interdisciplinary framework, the goal is to help cure children’s diseases, including cancer, and to keep children healthy well into their future.

Our goal as a Division is to provide comprehensive and multidisciplinary care to all patients. Research in the Division attempts to identify the causes of cancer, provide effective treatments with less toxicity, fewer side effects and longer-term remission of disease. We offer advanced testing for genetic predisposition to cancer that can result in earlier detection and improved outcomes for the patient. New research efforts are focused on novel therapies that may ultimately lead to life-long protection from recurrence of disease and increased quality of life.

Within the Division, a major objective is to build the Leukemia Research program to bring together our investigators in collaboration with others in the UCLA research enterprise and to attract additional researchers from around the country. In doing so, we can develop a better understanding of leukemia, formulate more rational therapies that lack the toxic side effects of current treatments and develop safer cures with improved quality of life for our young patients. A core group of clinicians and researchers in pediatric oncology have begun to meet and to strategize on moving forward the development of cellular therapies for leukemia and other diseases.

Another major development within this past year was the opening of the Townsend Teen and Young Adult Zone at Santa Monica UCLA Medical Center under the directorship of Dr. Jacqueline Casillas. This unique program, the first of its kind in the nation, creates an environment within the hospital for patients with cancer, ages 13-25, to be among peers while receiving patient-centered care to help them through a very challenging time in their lives. A multidisciplinary team of pediatric and adult oncologists along with surgeons, nurses, psychologists, social workers and child life specialists develop and implement best-practices for the management, treatment and survivorship care of this age group so that their quality of life outcomes can be enhanced.

Our group of young investigators in the Pediatric Cancer Translational Research Program is focused on four areas of research:

- Stem cell transplantation and gene therapy for leukemia and lymphoma (Drs. Satiro De Oliveira, Ted Moore, Don Kohn and Gay Crooks)
- The Pediatric Sarcoma Translational Research Program: spanning the gap from bench to bedside (Dr. Noah Federman)
- Dendritic Cell Vaccination for Pediatric High-Grade Glioma Patients (Dr. Tom Davidson)
- Next generation sequencing and pediatric cancer predisposition (Dr. Vivian Chang)

Another major development within this past year was the opening of the Townsend Teen and Young Adult Zone at Santa Monica UCLA Medical Center under the directorship of Dr. Jacqueline Casillas. This unique program, the first of its kind in the nation, creates an environment within the hospital for patients with cancer, ages 13-25, to be among peers while receiving patient-centered care to help them through a very challenging time in their lives. A multidisciplinary team of pediatric and adult oncologists along with surgeons, nurses, psychologists, social workers and child life specialists develop and implement best-practices for the management, treatment and survivorship care of this age group so that their quality of life outcomes can be enhanced.

The support we receive from the Pediatric Cancer Research Foundation through the annual Dribble for the Cure has made possible these developments to find innovative treatments and cures for childhood cancer. We are grateful for this support and we look forward to a continuing association with PCRF as we move forward in the fight against cancer and in pursuit of faster, more effective delivery of care and improved quality of life for our patients.
Hundreds of world-renowned experts in non-Hodgkin’s lymphoma convened in New York in November 2012 to present the latest scientific and clinical advances in treating a “lost generation” of sufferers—children, young adults and adolescents. PCRF was the major sponsor and coordinator of the Fourth International Symposium on Childhood, Adolescent and Young Adult Non-Hodgkin’s Lymphoma. This symposium is the only international, national or regional conference dedicated to the study of non-Hodgkin’s lymphoma in children and adolescents. Offered once every three years and chaired by Mitchell Cairo, M.D. (New York Medical College) and Alfred Reiter M.D. (University of Giessen), this symposium attracts more than 300 of the world’s most prominent experts in the field of pediatric oncology. With presenters hailing from the most prestigious medical, academic and scientific institutions in the world and attendees from 40 countries on 6 continents, it was a highly anticipated event—with one unexpected visitor, Hurricane Sandy.

In spite of Hurricane Sandy, Dr. Cairo and Dr. Reiter and their international faculty continued to hold workshops, and oral and poster presentations, plenary sessions and special seminars addressing the latest discoveries in genomics, proteomics, immunology, tumor immunology, stem cell transplantation and immunology, and targeted therapeutics in childhood, adolescent and young adult hematological malignancies. Highlights included a Rare Pediatric Non-Hodgkin’s Lymphoma Workshop and sessions on Novel Therapeutics, Lymphoblastic Lymphoma and a special meeting between the lecturers and conference participants. Not to mention that the abstracts were published in the November British Journal of Hematology.

Lymphoma is the third most common cancer in children under 15 years of age and the most common cancer in adolescents and young adults age 15-35, accounting for one out of every four cancers in that age group. It is our hope and intent that research presented and discussed at the symposium will aid in the care of children suffering from lymphomas and other types of cancers.
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.
More than 5,000 people of all ages came together to participate in PCRF’s 14th Annual Cinco de Mayo Half Marathon, 10K Run, 5K Run/Walk, 1K Kids’ Fun Run & Bike Tour in Irvine, CA. Serious runners, casual joggers, walkers, cyclists, volunteers and spectators in Southern California all came out for this charity run, walk and bike event to help raise funds in search of a cure for pediatric cancers.

As PCRF’s largest annual fundraiser, this unique event provides participants the opportunity to affect positive change in their local community. It’s not just about participating in a great race in the heart of Irvine - that gets each participant to the starting line - but it’s their fundraising that brings PCRF closer to reaching a cure. This community event continues to be a “must” - not just for PCRF, but for families throughout Orange County!
Each year we hold our Annual Western Round Up event that celebrates and honors oncology families, both past and present. With the help of Miracles for Kids and National Charity League Juniors Newport Beach, for the 19th year we hosted over 400 people, including 100+ critically ill children, their families, and several hundred donors and supporters of all three organizations. This western themed picnic set in the scenic location of Oak Canyon Park provides these children with a safe, fun environment where they can enjoy themselves during a very trying period in their lives.

With the help of volunteers we are able to create an opportunity for the kids to experience a carefree day to enjoy the many normal facets of childhood they don't get to experience every day. With activities from bounce houses, fishing, pony rides, a reptile show, carnival rides and games, arts and crafts, face painting, raffles and a dove release ceremony, attendees are able to appreciate the excitement of the outdoors – far away from the walls of a hospital room.

National Charity League, Juniors Newport Beach Chapter

"National Charity League, Jrs. supports 3 charities annually and we are proud PCRF is one we are able to contribute to each year. One of our main events for PCRF is having each of our daughters spend an afternoon building stuffed bears and distributing them to patients at the annual PCRF Western Round Up. This is always a special event for us.

As a mother I chose to participate in NCL, Jrs. so my daughter could learn philanthropy and the joys of giving back to her community. Being involved with PCRF has been life changing for my daughter Ella. She started making Build a Bears at 5 years old and learned at a young age how good it feels to give to others. Now as an eleven year old I have seen her heart and her compassion grow through meeting the patients and helping them personally pick out a bear to love. We are incredibly grateful to partner with PCRF, not only do we get to help the patients but they help us; through experiences like the Western Round Up our children grow into better young women."

- Middee Jacobs, Vice President Philanthropy

Western Round Up

This is by far our most favorite event each year, and we are grateful for the support of the many volunteers and donors that made this year’s event possible.

Rod Carew Children’s Cancer Golf Classic

For the last 17 years Rod has partnered with PCRF in hosting the Annual Rod Carew Children’s Cancer Golf Classic, raising more than $2.6 million to fund national children’s cancer research initiatives!

Rod Carew, the Hall of Famer with seven American League batting championships, has taken his passion for the game and channeled it into making a difference in the lives of children battling cancer. Since losing his daughter to cancer in 1994, Rod has supported PCRF in our mission to eliminate childhood cancers.

With the help of Rod, an incredible golf committee, volunteers and staff, this event continues to reach higher and higher each year. Golfers are given a chance to enjoy a day of world class golf and spectacular ocean views at one of the world’s finest golf destinations, the Pelican Hill Golf Club. After 18 holes of golf, participants enjoy dinner and silent/live auctions.

This year’s dinner program featured the heartfelt story of Savannah as her mother recounted her daughter’s three-year battle against a rare form of cardiac sarcoma. Wing Lam, Founder and CEO of Wahoo’s Fish Taco, was presented with the Michelle Carew Spirit Award for the company’s continued charitable support of our organization and mission.

Rod Carew

For the last 17 years Rod has partnered with PCRF in hosting the Annual Rod Carew Children’s Cancer Golf Classic, raising more than $2.6 million to fund national children’s cancer research initiatives!
Initiated by PCRF Board Member and UCLA Basketball Hall of Famer, John Vallely in 2008, Dribble for the Cure (DFtC) is a national campaign that collaborates with university medical centers and their basketball programs in the fight for a cure for childhood cancers. Currently held at two campuses, University of California Los Angeles and St. John’s University in New York, dribblers from coast to coast come out to enjoy a festival of games, autographs and pictures with collegiate players, along with food and entertainment prior to the start of the dribble course through the campuses. With the fundraising efforts of all the participants involved, DFTC continues to provide support for PCRF to fund world-renowned pediatric cancer researchers.

The 2012 St. John’s Dribble for the Cure brought out over 350 participants, with special guests that included former New York Knicks player John Starks, St. John’s legendary Coach Lou Carnesecca and Coach Jack Kaiser. This 2nd Annual event for St. John’s University raised $37,000 in support of the Pediatric Cancer Research Laboratory at New York Medical College.

UCLA’s 5th Annual Dribble for the Cure produced record-breaking numbers with over 540 participants fundraising over $160,000. Not only was this an incredible record for 2012, it exceeded our previous year’s success by $40,000… leaving PCRF speechless! The incredible support UCLA has shown us over the past five years has produced more than 3,500 Bruin supporters, and over half a million dollars in the search for a cure! Money raised has been granted in support of the Cancer Research Program at Mattel Children’s Hospital, UCLA – right in their backyard.

Please help John, PCRF and our university partners across the nation fight this hideous disease with the hope that soon there will never be another father or mother who loses their child to cancer.

“When we cure cancer, we’ll find something else to do with our time... until then, we give our time, thoughts and energy to this cause.”

- John Vallely

Dr. Julianne Malveaux, President of Bennett College, and John Vallely present the Top Team Fundraiser Award. The 2013 Top Team is the UCLA Women’s Basketball Team.

UCLA Athletics Department

Since the first Dribble for the Cure Event held on the UCLA campus in 2008, it has been a privilege and honor for UCLA Athletics to be part of such a wonderful partnership directed at funding life-saving research towards a cure for children’s cancer. It is with a warm heart and Bruin pride to have had a hand in raising over half a million dollars towards such a worthy cause. With the 2013 Bruin women’s and men’s basketball teams excited for the 6th Annual Dribble for the Cure, we can’t wait to see what progress lies ahead.

Visit us online at www.dribbleforthecure.com.
Jon Lester of the Boston Red Sox and PCRF launched the NVRQT (Never Quit) campaign as the mantra to support kids in their battle against pediatric cancer. Encouraged by the fact that in the past thirty years the cure rate for children’s cancer has gone from 40% to 80%, NVRQT hopes to help get that number as close to 100% as possible. Working as a fundraising arm for PCRF, proceeds from NVRQT will go directly to support research for children’s cancer.

With an outstanding lineup of sports heroes and national celebrities, Jon and Farrah Lester helped PCRF host its inaugural event, NVRQT Night on Monday, September 24 at House of Blues Boston. The evening featured both a silent and live auction conducted by Greg Hill from WAAF, “3 Up, 3 Down”, a Hollywood Squares style game hosted by local actor and Glee star Mike O’Malley featuring some of Boston’s most beloved athletes and personalities as the squares, and finished with a live performance from Universal Republic Records recording artist Will Dailey and his band.

Jon has helped PCRF before, but his leadership with the NVRQT campaign is an enormous and enduring attribution to our fight against childhood cancer and we can’t thank him enough.

This year as one of our points of activation, PCRF kicked up the NVRQT campaign and has begun hosting NVRQT Nights at different Major League baseball parks throughout the country. These nights follow Jon Lester’s baseball ventures where kids who are currently going through treatment in each city have the chance to meet Jon in person, on the field. Being lucky enough to have members from the opposing teams join Jon in saying a quick hello to the kids, these cancer fighters get to meet both their home team idols and a fellow cancer survivor hero. As such, our narrative is that there are no rivalries in fighting pediatric cancer.

In 2012 we held our first ever NVRQT Nights at Fenway Park in Boston, MA and at Angels Stadium in Anaheim, CA. Working together with the surrounding hospitals, these local families have the chance to meet Jon on the field for pictures and autographs before the day’s game, and then join the rest of the fans to stay and watch the game. Any opportunity to give these families time away from the hospital walls is time well spent!

Visit us online at www.NVRQT.org
We hosted our annual Dream-Discover-Cure Golf Tournament on October 1st, which turned out to be a beautiful day at the Hackensack Golf Club in New Jersey. This being our fifth year, we were pleased to see the continuous support that we’ve received from the many individuals and organizations on the East Coast. Golfers were able to enjoy a day of high class golf and spectacular views, followed by an evening of cocktails, dinner, silent and live auctions, and program emceed by Max Gomez of CBS News.

Our annual Dream Big Award was given to long-term advocate for pediatric cancer and PCRF board member, Alec Cloke. Alec has been a passionate, long-term champion of PCRF and we are thankful for his compassion and commitment in helping to make a difference in the fight against children’s cancer.

The money raised from this tournament every year directly supports the Pediatric Cancer Research Foundation Laboratory directed by Mitchell S. Cairo, M.D. at Maria Fareri Children’s Hospital at New York Medical College.

“I accept this recognition, not for myself, but on behalf of all the tireless volunteers that work so hard to support Dr. Cairo’s team. Kudos to each and every one of you. I told Mitch when I first met him, “I’m a LIFER.” And I will keep that promise.”

- Alec Cloke, Dream Big Award recipient

Our annual Bid for the Kids Gala on November 10th raised over $305,000 during an evening of cocktails, dinner, silent and live auctions and entertainment to celebrate 30 Years of Advancement. With members of PCRF’s medical research team present, the evening featured some of the major scientific breakthroughs that have been made since the foundation’s establishment and awarded Dr. Cairo with the Save a Life award, recognizing his efforts in the fight against pediatric cancer over the last 30 years.

Looking ahead to our 30th Annual Bid for the Kids with a fresh eye and a new venue, our Thirty in 30 gala will be highlighting thirty reasons to celebrate our thirty years. The Island Hotel in Newport Beach is excited to have us on November 2nd. And we are excited to have you join us as a sponsor, volunteer, or guest during this glamorous evening. Be prepared to enjoy a night ‘circa 1930s when Hollywood was still golden, the casinos were grander, the champagne flowing and the music alive and swingin’. This is a PCRF first and an experience you won’t want to miss.

“The Island Hotel is excited to have us on November 2nd. And we are excited to have you join us as a sponsor, volunteer, or guest during this glamorous evening. Be prepared to enjoy a night ‘circa 1930s when Hollywood was still golden, the casinos were grander, the champagne flowing and the music alive and swingin’. This is a PCRF first and an experience you won’t want to miss.”

- Lindsey Shepard, Pediatric Cancer Survivor
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.
PCRF is fortunate to have an involved Board of Directors with members that are able to initiate community efforts within their own place of business to further the mission of the foundation. In doing so, board initiated third-party events have helped grow our supporter base, spread the word of our ongoing commitment to cutting edge research, and raise funds that will go directly into program services.

**Board Involvement**

**RD Olson Golf Classic**

The R.D. Olson Construction Charity Golf Tournament is a networking event for the Real Estate & Construction Industries benefiting the Pediatric Cancer Research Foundation. Board member Tim Cromwell has graciously hosted this tournament for the past three years and has helped raise a generous amount of money for PCRF.

**ABM Golf Outing**

For ABM Facility Services community efforts are an important part of their corporate culture. Thanks to Mike Latham, ABM’s president and a PCRF board member, PCRF has become an annual community effort for their employees. This year marks the fourth annual ABM Golf Outing. We are grateful for their support.

**OC Brew Ho Ho!**

On Saturday, December 8 the producers of “OC’s Best Beer Festival,” the OC Brew Ha Ha, presented their new OC Brew Ho Ho! Holiday Ale Festival at the Phoenix Club in Anaheim. With PCRF being one of the charities of choice for the event to benefit, we were excited to be present with a crew of our volunteers to welcome a sold out audience of over 1,500 craft beer experts and fans.

**Corporate Partners**

**Bank of America Merrill Lynch**

PCRF is honored to have Bank of America Merrill Lynch as a valued corporate partner, passionately committed to our mission of saving and improving the lives of children with cancer. For the third consecutive year Bank of America Merrill Lynch returned as the title sponsor of the Annual Reaching for the Cure Run/Walk Event, and the presenting sponsor of the Rod Carew Children’s Cancer Golf Classic and beyond financial support. Bank of America Merrill Lynch employees have participated in our planning committee as well as volunteered at various PCRF events and fundraisers.

PCRF Executive Director Jeri Wilson noted, “We are extremely grateful for Bank of America Merrill Lynch’s involvement. Their commitment to strengthening communities has a global impact and we are so appreciative to witness their generosity on a local level.”

“Over the years I’ve participated and sponsored many charitable events, but 15 years ago I was invited to a PCRF fundraising dinner that moved me like no other. Not only was I blown away by the kids, their stories, and courage, I was equally impressed with the passion and professionalism of the PCRF team. I have never seen so few people do so much for so many. PCRF literally gives kids a chance to live normal productive lives. There was no way I would miss the opportunity to be a part of such a great organization.”

-james Axelson, CFP®
Senior Vice President – Wealth Management, The Porter Axelson Group, Merrill Lynch

**LBA**

Since 1991 LBA Realty has demonstrated its commitment to saving and improving the lives of children with cancer by supporting PCRF. Their generosity has been unwavering and each year they have brought tremendous financial and volunteer support.

We have been extremely fortunate to have partnered with LBA in many community and fundraising events. LBA has contributed over $200,000 to PCRF since 1997. Phil Belling, Managing Principal and Co-Founder and Steve Layton have been an active member of PCRF’s Board of Directors and various committees. A large part of the office has also volunteered for one of our largest events, Run/Walk. They work tirelessly as committee members and have been extremely active in procuring in-kind gifts as well as bringing prospective new donors to PCRF’s attention.

**Baylor**

Baylor University’s Health Science Center has been an invaluable supporter of PCRF’s mission. Their contributions have been instrumental in providing cutting-edge research and treatment options for children with cancer.

**Becker**

Michael Becker has spearheaded the Becker Family Foundation’s support of PCRF. The Becker Family Foundation has generously donated funds and in-kind resources to help PCRF continue its mission.

**Loma Linda University**

Loma Linda University has been a steadfast partner in the fight against childhood cancer. Their support has been crucial in advancing research and providing essential medical care to children in need.

**Occidental College**

Occidental College has been a long-time supporter of PCRF. Their contributions have been instrumental in helping us to continue our mission of saving and improving the lives of children with cancer.

**Withrow Golf Classic**

The Withrow Golf Classic is an annual event held in Santa Barbara that raises funds for PCRF. Through their support, Withrow has helped make a difference in the lives of children with cancer.

**Bryant**

Bill Bryant has been a dedicated supporter of PCRF. His contributions have been vital in helping us to continue our mission of saving and improving the lives of children with cancer.

**Benjamin**

Benjamin has been a consistent supporter of PCRF, providing critical funding and resources to support our mission.

**Black & Veatch**

Black & Veatch has partnered with PCRF to support our mission. Their support has helped to fund important research and treatment options for children with cancer.

**Public Services and Children’s Institute**

The Public Services and Children’s Institute has provided valuable support to PCRF, helping us to continue our mission of saving and improving the lives of children with cancer.

**Boatwright**

Boatwright, Inc. has been a loyal supporter of PCRF, providing critical funding and resources to support our mission.

**Barnes**

Barnes Associates has been a dedicated supporter of PCRF. Their contributions have been instrumental in helping us to continue our mission of saving and improving the lives of children with cancer.

**Bergen**

Bergen has consistently supported PCRF, helping us to continue our mission of saving and improving the lives of children with cancer.

**Barnes**

Barnes Associates has been a dedicated supporter of PCRF. Their contributions have been instrumental in helping us to continue our mission of saving and improving the lives of children with cancer.

**Barnes**

Barnes Associates has been a dedicated supporter of PCRF. Their contributions have been instrumental in helping us to continue our mission of saving and improving the lives of children with cancer.
The Marisa Fund, a dedicated 501(C)3 charity, was created in response to an outpouring of grief and a desire to change the outcome for pediatric cancer patients, following the sad and untimely death of Marisa Goldwasser in 2003. Her father, David, wanted to help fund research that would generate less toxic therapies that will hopefully lead to a cure. It was also his desire to provide financial support for the families who were caring for a child with cancer.

Since that time, The Marisa Fund has partnered with PCRF to aid the amazing work of Dr. Mitchell S. Cairo, a gifted physician and world renowned researcher, who has been working tirelessly to find not only better treatment protocols but a cure for pediatric cancer. The Marisa Fund is a true non-profit that works with no overhead and no administrative costs.

The Marisa Fund has a variety of fund raisers but our biggest event is The 5 Mile Turkey Trot for The Marisa Fund held every Thanksgiving morning at Rockland Lake State Park. This event now attracts over 3,100 participants and is the largest road race in Rockland County, New York. Proceeds of the Turkey Trot go to PCRF to be placed in Dr. Cairo’s capable hands. This year we were proud to send a check for $60,000 to PCRF.

Sincerely,
The Marisa Fund

Paul Luisi Foundation

Paul was 11 years old when he was diagnosed with AML. Like many young boys, Paul was energetic and loved sports, especially football. So, his parents, Diane and Greg, didn’t think anything of it when Paul would come home from practice with bruises and a stiff neck. Paul had just had his yearly physical with his pediatrician and nothing stood out as alarming. However, about a month later, Paul would leave practice absolutely exhausted. This coupled with his continued bruises and stiff neck made Diane take her son back to the doctor. This time, the doctor wanted to do further tests. The results showed that Paul had AML, or acute myeloid leukemia. AML is the second most common acute leukemia in children. Without a stem cell transplant from a family member Paul’s prognosis was very poor.

When Diane and Greg explained to Paul that he was sick, the first question he asked was “Can I still play in my football game tomorrow?” Unfortunately, Paul would need to start treatment right away.

Paul was diagnosed on Saturday and the doctors at Morgan Stanley Children’s Hospital started chemotherapy that Monday. In addition to the chemo, Paul would need a stem cell transplant from a matching family donor. Luckily, his brother Nicholas was a perfect match. Fortunately for Paul and his family, the PCRF Laboratory research program was conducting a unique treatment research study that incorporated low dose or reduced intensity conditioning prior to stem cell transplantation, and the use of targeted immuno-toxin conditioning after stem cell transplantation that was directed against a unique protein on his AML leukemia cells. The course was tough and Paul faced many side-effects, but today he stands as a survivor of pediatric cancer.

During Paul’s diagnosis and treatment, Greg and Diane were deeply touched by the outpouring of support that they saw from their family, friends and community. This generosity inspired them to start The Paul Luisi Foundation not only in honor of their son, but also to support the research of Mitchell S. Cairo, M.D., director of the PCRF Laboratory now located at New York Medical College.

Over the years, the Paul Luisi Foundation has raised $140,000 in support of the work of Dr. Mitchell Cairo and the PCRF Laboratory. We thank you, Paul, Diane, Greg and the rest of the Luisi family and foundation supports for the continued generous and steadfast support of the PCRF!
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, 80% goes directly to research that impacts countless young lives.
# Statement of Financial Position

**December 31, 2012 and 2011**

<table>
<thead>
<tr>
<th><strong>ASSETS</strong></th>
<th><strong>2012</strong></th>
<th><strong>2011</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>CURRENT ASSETS</strong></td>
<td></td>
<td></td>
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<tr>
<td>Cash and investments</td>
<td>$1,142,323</td>
<td>$1,123,550</td>
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<td>Receivables</td>
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<td>Inventories</td>
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<tr>
<td>Prepaid expenses</td>
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<td>120,217</td>
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<td><strong>TOTAL CURRENT ASSETS</strong></td>
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<tr>
<td><strong>PROPERTY AND OTHER ASSETS</strong></td>
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<td>26,081</td>
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<tr>
<td><strong>TOTAL ASSETS</strong></td>
<td>$1,315,378</td>
<td>$1,454,418</td>
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</table>

<table>
<thead>
<tr>
<th><strong>LIABILITIES &amp; NET ASSETS</strong></th>
<th><strong>2012</strong></th>
<th><strong>2011</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>CURRENT LIABILITIES</strong></td>
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<tr>
<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>408,178</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>1,046,240</td>
</tr>
<tr>
<td><strong>TOTAL LIABILITIES &amp; NET ASSETS</strong></td>
<td>$1,315,378</td>
<td>$1,454,418</td>
</tr>
</tbody>
</table>

**Where Your Dollars Go**

- **Pediatric Cancer Research Programs** ($23.1 M)
- **Fundraising and General** ($5.8 M)
- **Reserves for future grants** ($1 M)

- **78%**
- **19%**
- **3%**
### Statements of Activities and Changes in Net Assets
December 31, 2012 and 2011

<table>
<thead>
<tr>
<th>Operating Revenue and Other Support</th>
<th>2012</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>General Public Support</td>
<td>$479,466</td>
<td>$353,578</td>
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<tr>
<td>Special events and programs</td>
<td>1,146,987</td>
<td>944,404</td>
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<tr>
<td>Unassociated group contributions</td>
<td>194,820</td>
<td>293,541</td>
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<tr>
<td>Other income (loss)</td>
<td>(375)</td>
<td>848</td>
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<tr>
<td><strong>Total Operating Revenue and Other Support</strong></td>
<td>$1,820,898</td>
<td>$1,592,371</td>
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<table>
<thead>
<tr>
<th>Expenses</th>
<th>2012</th>
<th>2011</th>
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<tbody>
<tr>
<td>Program services - Pediatric cancer research</td>
<td>$1,544,662</td>
<td>$1,013,023</td>
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<tr>
<td>Supporting Services</td>
<td></td>
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<tr>
<td>Management and general</td>
<td>179,040</td>
<td>179,469</td>
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<tr>
<td>Fundraising</td>
<td>186,415</td>
<td>180,655</td>
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<td><strong>Total Expenses</strong></td>
<td>$1,910,177</td>
<td>$1,373,147</td>
</tr>
</tbody>
</table>

| Increase (Decrease) in Net Assets  | $(89,219)| $219,224|
| Unrestricted Net Assets at Beginning of Year | $1,046,240 | $827,016|
| Unrestricted Net Assets at End of Year  | $957,021 | $1,046,240|

### Growth in Operating Revenue

![Graph showing growth in operating revenue from 2009 to 2013](image-url)
YOUR GIFT POWERS HOPE

The research we support is made possible thanks to caring supporters like you.
For the past 30 years, PCRF has been fortunate to have friends, donors, corporate sponsors, partners and volunteers to make our mission a reality. The impact of donations from individuals and corporations continue to save lives and improve treatment for thousands of children stricken with pediatric cancer. The following organizations and individuals supported PCRF in 2012 by collectively donating over $1.2 million for pediatric cancer research.

Your gift powers hope and we can’t thank you enough for your continued support in reaching for the cure!
JOIN OUR FAMILY

Explore the many ways you can get involved and help the Pediatric Cancer Research Foundation move one step closer to finding a cure for all children with cancer!
Make a donation to PCRF today to help improve the care, quality of life and survival rates of children battling cancer. You may designate a specific research institution that is supported by PCRF or make your gift in honor or in memory of someone special. Donations can be made online, by mail or one of our staff members can accept your gift over the phone.

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

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

To find out more ways to give visit our website at pcrf-kids.org/give.

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

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

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

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

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

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

Join us on Facebook.com/PCRFkids, Twitter @PCRF_Kids, and through our mailing list to stay involved and share PCRF news with your friends.

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

These simple actions have the potential to reach thousands...even millions of people across the planet. And that’s the kind of momentum we need to move forward the science and transform the lives of children and families battling this disease.
“Other things may change us, but we start and end with the family.”

- Anthony Brandt

Brooke Farrenkopf
PCRF Volunteer

“Pediatric cancer is wrong. It isn’t fair. It isn’t right. It shouldn’t be in our world. I hate it so much that I wanted to commit to fighting this evil. But I’m not a doctor, nor a scientist — I can’t yet physically make the problem go away. At PCRF, though, I’m able to contribute to this fight. Whether I’m receiving a call from a scared mother whose child was diagnosed with cancer or a hugging a newly cancer-free child beaming with joy, volunteering with PCRF means that I am committing to join families in their journeys to fight pediatric cancer.

When I first began volunteering, I thought that I was entering an organization where, because the subject matter was so serious, would experience so much sadness. But it’s been quite the opposite; my experience has been inspiring. At the PCRF office, I am surrounded by optimistic, passionate workers who clearly see their position as more than just a job. At fundraisers, I am overjoyed by seeing so many people in the community joining together in this fight. And most dear to my heart, at events, I am inspired by the kids and families, who are fighting cancer, yet remain optimistic, happy, and full of life.

PCRF lets kids be kids for a day; for that day, cancer has to take a back seat. One day isn’t enough though, and I’m blessed to be involved with an organization that is committed to making these days the norm, not the exception.”

Natalia Balagot
PCRF Volunteer

“I can’t say enough about how rewarding it is to volunteer for PCRF. It’s so inspiring to be in the company of others who dedicate their time and effort to an organization that focuses on improving the lives of children with cancer. As a parent of 3 kids, I chose to volunteer for PCRF because I wanted to devote my time to a cause that focused on children.

Every event I have volunteered for has been a great balance of work and camaraderie. In addition to being able to spend time doing what I love, I have met some amazing people through PCRF. Knowing that I have helped PCRF in some small way is fulfilling to me. I always look forward to the next volunteer event! Whether you volunteer for a few hours or a few days… if all count!”

Cherrie Wilson
PCRF Volunteer

“I am part of PCRF’s ‘marathon team,’ and I volunteer in many of PCRF’s events. I regret that I do not have big influential contacts that can make the large donations that we need, instead I volunteer my time and collect small donations that have added up over the past 13 years. During this time, no matter how small the donation or effort was, PCRF genuinely appreciated all that I did. Although I started for the children and the cause, I stay because of all the phenomenal people I have met and will continue to volunteer because everyone at PCRF truly is sincere in their desire to find a cure for pediatric cancer.”

In the past 3 years, Cherrie Wilson has raised nearly $6,000 for pediatric cancer research!

Gabby Gregory
PCRF Volunteer

“I wanted to inspire others to cherish life, so I founded a high school club in honor of Thomas who passed away, where I began my mission of celebrating his life and spreading pediatric cancer awareness. It was amazing to see hundreds of selfless teens come together for a greater cause. Today, El Toro High School Team Thomas continues to play a vital role and raise funds at annual Pediatric Cancer Research Foundation events.”