Since 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.
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Children’s Hospital Los Angeles, Stuart Siegel, M.D.
Mattel Children’s Hospital, Theodore Moore, M.D.

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NVRQT
Golf
Cinco de Mayo Run / Walk
Spring Gala
Bid for the Kids
Western Roundup

It's All About Teamwork!

Financial Statements

Corporate, Community and Charity Partners

Join Our Family
Maddie was diagnosed with cancer in 2011. At three years old, she had already undergone three rounds of chemotherapy. Thanks to developments in cancer research, Maddie is doing very well. She will continue to go in for monthly blood work and periodic testing for the next three years.
President's Message

Dear Friends,

In all respects, 2011 was a year of major change and transition for the Foundation. First and foremost, after over 10 years as the Executive Director of PCRF, Nancy Franks retired at the end of the year. Nancy will be spending more time with her husband Mel, children and grandchildren, but you will still see her volunteering and participating at many of our events. We wish her the very best and will miss her energy and drive for all things PCRF.

At the beginning of the year we expanded our Board to add a dedicated group of hard-working business and community leaders on the East Coast and truly became a national organization. In March, we opened a satellite office at Maria Fareri Children's Hospital on the campus of New York Medical College in Westchester County, NY.

Another new exciting program of the Foundation is “NVRQT”, or Never Quit! NVRQT will become the mantra to unite and inspire children battling cancer around the world. This campaign is spearheaded by Jon Lester, All-Star Pitcher of the Boston Red Sox and cancer survivor as a young adult. While the NVRQT campaign was officially launched in 2012, much of the groundwork was laid during the year by JWT, one of world’s leading marketing and advertising firms. A huge thank-you to Rob Quish and his team for their outstanding efforts, all at no cost to PCRF.

Finally, it is my privilege and honor to again serve as President of the Board of Directors of PCRF. I offer my thanks to the Board for their trust and for sharing their wisdom and experience, and many thanks to our devoted and diligent staff, especially our new Executive Director, Jeri Wilson. Please join me in the fight to save a child’s life. Please make an investment today to improve the care, quality of life and survival rate of children with cancer.

Warmest regards,

Jeff Dankberg, President

MAJOR MILESTONES

Celebrating 30 years of cutting edge research, education and lifesaving advancements for children with cancer.

2011
- PCRF Clinical Trials Program of the Children’s Center for Cancer and Blood Diseases at Children’s Hospital LA approved and first of 5 years of funding commenced.
- PCRF Laboratory at New York Medical College receives a 3 year grant from PCRF to conduct basic and clinical research.

2010
- The PCRF Consortium registers its 2,000th patient on PCRF Consortium studies.
Executive Director’s Message

I am a member of a special family dedicated to curing pediatric cancer. We are a family, all pulling together to save our children. My new family are people I now call my friends. They include parents, corporate partners, volunteers, board members, foundations and researchers all with a common mission of raising funds and awareness while advancing dozens of investigators in laboratories across the country.

Some of my new heros are the children and parents that NVRQT (never quit). Recently I was introduced to a 7 year old child who has fought cancer and won 3 times since birth. Then there is a baseball coach in New Hampshire that decided he would purchase NVRQT balls instead of giving awards to his team this year. The team dedicated its award ceremony to Gavin, an infant in their community that was recently diagnosed with leukemia. NVRQT supports PCRF, through Jon Lester and the Boston Red Sox.

The facts speak for themselves “...In the past decade, over 125 thousand children had their childhood interrupted because of cancer.”

For me, the untold side of the story is that the entire family’s lives are interrupted. When you have cancer, you do not go through it alone. The toll this disease takes on siblings, parents, school, finances — not to mention good old fashioned play time — is hard to measure. I watch families put their best face forward in the midst of pure terror and fear. In support of our family members, PCRF holds events across the country to support research.

In today’s economic environment, private funding is even more critical in helping sustain our translational research to benefit children’s cancer treatment. I invite you join our family as we celebrate 30 years. All of us make choices about where we volunteer our own time, talent and financial support… come join my family as we fight to end pediatric cancer.

Warmest regards,

Jeri Wilson, Executive Director
### PCRF Board and Staff

#### Executive Committee

<table>
<thead>
<tr>
<th>Name</th>
<th>Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jeffrey Dankberg</td>
<td>President</td>
</tr>
<tr>
<td>Ralph Fariello</td>
<td>Executive Vice President - East</td>
</tr>
<tr>
<td>Leonard Shulman</td>
<td>Executive Vice President - West</td>
</tr>
<tr>
<td>Keith Koeller</td>
<td>Secretary</td>
</tr>
<tr>
<td>Bonnie Dankberg</td>
<td>Treasurer</td>
</tr>
<tr>
<td>Troy Varechik</td>
<td>Director of Scientific Affairs</td>
</tr>
<tr>
<td>Rob Quish</td>
<td>Director of Marketing</td>
</tr>
<tr>
<td>John Weiner</td>
<td>Director of Community Relations</td>
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<tr>
<td>Jack Cross</td>
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#### PCRF Board of Directors

- Mark Abrams
- Susan Bridgford
- Leonard Buchan
- Susan Buchan
- Jed Cairo
- Alec Cloke
- Melanie Colbert
- Tim Cromwell
- Linda Cross
- John Deegan
- Scott Ecker
- Alan Goh
- Dina Haddad
- Norm Kaufman
- Mike Latham
- Craig Latshaw
- Anne Mack
- Benn McCallister
- Elizabeth McNulty
- Daniel Mitchell
- Janet Mitchell
- Virginia Moore
- Tom O'Rourke
- Gary Ottomanelli
- Susan Reid
- Ed Rosenblum
- Jeffrey Stier
- Dan Torrey
- John Valley
- Karen Valley
- Matt Webb
- Kim Weiner
- Jim Weisenbach

#### PCRF Staff

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<tr>
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<tbody>
<tr>
<td>Jeri Wilson</td>
<td>Executive Director</td>
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<tr>
<td>Chris Farwell</td>
<td>Development Associate</td>
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<tr>
<td>Jessica Karpel</td>
<td>Office Manager</td>
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<tr>
<td>Amanda York</td>
<td>Director of Special Events</td>
</tr>
<tr>
<td>Rosanna Capalbo</td>
<td>Associate Director of Development at the PCRF Lab at New York Medical College</td>
</tr>
</tbody>
</table>

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#### 2009

City of Hope research led by Dr. Michael Jensen focuses on T-cell therapy for embryonal brain tumors, the most frequently diagnosed brain tumor in children.

#### 2008

Research supported by PCRF demonstrates stem cells from cord blood have multipotent properties and can develop into tissues of the body for potential future regenerative stem cell therapy.

#### 2007

PCRF sponsors a scientific symposium for the medical community entitled “Celebrating 25 Years of Success in Pediatric Cancer Research.”
Ben was diagnosed with a brain tumor in September 2007 after having painful headaches for a few months. The tumor was successfully removed and Ben received chemotherapy and radiation. Ben then relapsed and received more chemo and an aggressive stem cell transplant. It has been two years since Ben's stem cell transplant and he is doing well. He is now an honor student in 7th grade.
The Pediatric Cancer Research Foundation Laboratory at Maria Fareri Children's Hospital at New York Medical College is focused on five 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 adoptive cellular cancer immunotherapy; 3) tumor immunology and identifying targets for humoral targeted immunotherapy; 4) stem cell biology, cancer stem cells, and regenerative therapy; and 5) translational therapeutic consortiums for childhood and adolescent cancer therapy.

Considerable progress has been accomplished in all five cancer research programs. In our cancer genetics research, we have identified genes that are differentially expressed in childhood B-cell Lymphomas that influence prognosis and chemotherapy resistance. In our genetic re-engineering research program, we have successfully transduced or re-engineered immune cells called natural killer cells to target specific pediatric cancer cells for induced cell death. Our tumor immunology program has demonstrated that new generations of antibodies against B-cell Leukemias and Lymphomas are significantly more powerful in destroying the tumor cells with less toxicity. Our stem cell biology program has identified unique populations of cord blood stem cells that share similar regenerative potential as embryonic stem cells for regenerative cellular therapy.

Our translational consortium research programs will be testing targeted cellular therapy against Hodgkin Lymphoma in patients who have failed first or second line therapy.

In addition, we have developed several national translational research consortiums concentrating on Stem Cell Transplantation for high risk patients with Acute Leukemia, Lymphoma cell therapy, Pediatric Sarcoma cell therapy, Familial Stem Cell Transplantation for high risk Sickle Cell Disease, and non-Hodgkin Lymphoma translational research and treatment.

We are indebted to PCRF’s Board of Directors, Advisory Board Members, officers and volunteers for their generous support of the aforementioned pediatric cancer research programs. The year 2012 marks the 30th 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.

2006 PCRF, along with Columbia University and Justus-Liebig University Giessen, sponsors the Second International Symposium on Childhood, Adolescent and Young Adult Non-Hodgkin’s Lymphoma.

2005 The PCRF Laboratory at Columbia University reports the critical differences in cord blood compared to adult peripheral blood regulatory T-cells that may account for the significantly different responses after cord blood transplantation.
Pair genetic engineering with immune-based therapies and you can develop new, personalized cancer treatments that are safe and effective for children as well as adults. This is the research goal of Laurence J. N. Cooper, M.D., Ph.D., who heads the Pediatric Stem Cell Transplantation and Cellular Therapy Section at The University of Texas MD Anderson Children’s Cancer Hospital.

Dr. Cooper’s novel approach is based on genetically reprogramming a patient’s own T cells, a type of immune cell, to seek and destroy cancer cells. His research has resulted in multiple papers and patents that cover such innovations as the design of new receptor molecules that redirect T cells so that they attack invading tumor cells. Now being tested in first-in-human clinical trials available only at MD Anderson, these immune-based therapies offer new hope for treating leukemias and lymphomas as well as solid tumors such as brain cancers, Ewing’s sarcoma and osteosarcoma.

Dr. Cooper’s laboratory is housed in the Center for Cancer Immunology Research, part of the Red and Charline McCombs Institute for the Early Detection and Treatment of Cancer on MD Anderson’s South Campus. This location facilitates collaboration with investigators in adult immunology, melanoma and lymphoma whose research is also focused on T-cell development. The lab operates much like a biomedical company, but on a not-for-profit basis within MD Anderson. In this way Dr. Cooper has developed a pipeline of cellular biologics for children and adults with advanced cancers who have few other treatment options. “My role is built around leveraging technology,” says Dr. Cooper, who holds a joint appointment in the Department of Immunology. “There are therapies we do now that work, but they come at great cost in terms of expense, risk and emotional stress to the child and family. We know we can do things faster, better and cheaper. We just need the funding to allow the advances gained in the laboratory to have traction in the clinic.”

Private support, the primary source of seed money for advancing new ideas, is critical to Dr. Cooper’s success. He says gifts to his T-cell program potentially enable new discoveries which can be leveraged into government funding — as much as $5 to $10 for every philanthropic dollar — and ultimately, lead to new, lifesaving therapies. “Philanthropic dollars allow us to work faster and accomplish more,” he says.

Combined with gene therapy, Dr. Cooper’s cell-based therapies provide investigators a fourth option in the war on cancer. No longer do children have to rely only on chemotherapy, radiation or surgery for treatment of their malignancies. Under Dr. Cooper’s leadership, children and adults alike can use their own immune systems to help eradicate their cancers.
Under the direction of Dr. Stuart Siegel, the goal of the PCRF Clinical Trials Program at the Children's Center for Cancer and Blood Diseases is to translate new research findings that hold promise for improved outcomes and possible cures from the laboratory bench to the bedside of children and teens with high-risk cancers. The road from initial idea to clinical application can be a long one for new anti-cancer agents, particularly for pediatric cancer agents. The PCRF Clinical Trials Program identifies new therapies and accelerates their development. The program works closely with other pediatric cancer centers across North America and around the world to carry out the necessary clinical trials of new agents and new combinations of agents in a rapid and efficient manner. By coordinating our studies with the overall agenda of the national Children's Oncology Group (COG), we have tangibly improved the outcomes of children with previously resistant cancers, and we have impacted the initial treatments that children with cancer receive throughout the world.

The PCRF Clinical Trials Program oversees 160 open cancer clinical trials that are Phase I, Phase II or Phase III. Four multi-institutional national and international clinical trials consortia are based at Children's Hospital Los Angeles: New Approaches to Neuroblastoma Therapy (NANT); Therapeutic Advances in Childhood Leukemia (TACL); Head Start for pediatric brain tumors; and International Central Nervous System (CNS) Germ Cell Tumors. The PCRF Clinical Trials Program is an active member in the Pediatric Brain Tumor Consortium (PBTC); Collaborative Ependymoma Research Network (CERN); Neurofibromatosis Consortium (NF); and Sarcoma Alliance for Research Through Collaboration (SARC). The program is also an active participant in COG studies, and administers clinical trials through our Neuro-Oncology Program; Solid Tumor (Bone and Soft Tissue, Neuroblastoma and Retinoblastoma) Program; Leukemia-Lymphoma Program; and Long-term Information Follow-up and Evaluation (LIFE) Survivorship and Transition and Hematology-Oncology Psychosocial and Education (HOPE) Programs. Trials administered through our LIFE program measure the incidence, treatment and prevention of long-term effects.

Through the generous support of our friends, partners and the community, Children’s Hospital Los Angeles can continue to grow the PCRF Clinical Trials Program and deliver life-saving advances in pediatric cancer research to children and families across the globe.
The UCLA Division of Pediatric Hematology/Oncology is a pioneer in the treatment of childhood cancers at Mattel Children’s Hospital UCLA. The Division is part of the Jonsson Comprehensive Cancer Center, well-known for its new and leading-edge therapies and research breakthroughs. The Division has a long history of bringing hope to patients through programs that include the Bone Marrow Transplant Unit, in continuous operation since 1973, which is the oldest such unit in California and one of the first in the nation.

Mattel Children’s Hospital

The annual Dribble for the Cure event helps to support the Pediatric Cancer Program at Mattel Children’s Hospital UCLA, as it pursues innovative ways to treat and cure childhood cancers. The clinical and research programs help patients and their families by providing the finest care and translating discoveries in the lab into effective treatment options.

For example, UCLA’s physician-scientists are seeking novel methods to improve survival rates and to decrease complications in young patients undergoing bone-marrow transplantations. Other research efforts include the use of gene therapy, nanotechnology and stem cell biology to bring cures to children with cancer. Our programs in cancer survivorship and for teen and young adults serve to significantly and positively improve the quality of life and quality of care for boys and girls with cancer.

A hallmark of the research program is the proximity of the health sciences enterprise to the wealth of research resources on the UCLA campus. The UCLA Division of Pediatric Hematology/Oncology within the David Geffen School of Medicine is adjacent to the Broad Stem Cell and Regenerative Medicine Research Center, the California NanoSystems Institute, the Terasaki Life Sciences Center, the Henry Samueli School of Engineering and Applied Sciences, the Schools of Dentistry, Nursing and Public Health among others.

This close proximity allows physicians and scientists in basic, translational and clinical research to collaborate on many projects. This multidisciplinary approach has forged traditional therapies with discoveries in bioengineering and nanotechnology leading to better understanding and treatment of pediatric cancer and other diseases.
Dribble for the Cure, DFTC, is a national campaign that involves college and university basketball programs in the fight for children with cancer. DFTC provides support for PCRF to fund world-renowned pediatric cancer researchers.

Dribble for the Cure was originally the brainchild of the Marquette University basketball coach and NCAA national champion, Al McGuire. On January 26, 2001, Coach McGuire died of a blood disease and with his passing, so did the Dribble for the Cure.

In 2008, PCRF Board Member, John Valley, picked up the Dribble for the Cure gauntlet. John, is a former UCLA Bruins basketball team member (team captain in 1970) and starred on two National Championship teams, 1969 and 1970, under legendary coach John Wooden. Valley became known as “Money Man” for his play in big games. John was selected in the NBA draft’s first round by the Atlanta Hawks in 1970 and also played for the Houston Rockets.

The Valley family was personally touched by cancer in 1988, when their 9 year old daughter, Erin was diagnosed with cancer. Erin eventually lost her battle at the age of 12 in 1991.

Please help John and all of us fight this hideous disease with the hope that soon there will never be another father or mother who loses their child to cancer.

Look for new Dribble for the Cure locations in 2012.

Visit us online at www.dribbleforthecure.com.
NVRQT means Never Quit!, a mantra to inspire and unite children battling cancer around the world. It is a campaign to engage the general population to take action to support pediatric cancer research. NVRQT provides a platform to activate athletes and celebrities to spearhead the initiative, encourage fundraising and promote education and awareness of the severity of the issue.

The leader of the NVRQT movement is Boston Red Sox star pitcher and cancer survivor, Jon Lester. A multi-faceted program, the NVRQT campaign was launched at Fenway Park in Boston on May 10th during a press conference with Lester, and will continue through a series of programs including: NVRQT Day at Fenway, PSAs, social media campaigns, a signature NVRQT ball, NVRQT games in local communities, pin collection, and other merchandise.

This inaugural season-long campaign will culminate with a fundraising event hosted by Jon and Farrah Lester. Join us on September 24, 2012 at the House of Blues in Boston for the culmination of the 2012 NVRQT campaign.

Together we can strikeout pediatric cancer.

NVRQT is the rally cry, the cause and the mantra in the fight against pediatric cancer.

For more information and to donate to NVRQT, log on to www.facebook.com/NVRQT
Rod Carew Golf Classic

Rod Carew, Hall of Fame Baseball Great, continues his support of PCRF in hosting the annual Rod Carew Children’s Cancer Golf Classic. The objective of the tournament is to raise funds to end the suffering of children and their families who are afflicted with cancer. The 17th Annual Golf Classic was held on Monday, August 27, 2012 at Pelican Hill Golf Club.

R.D. 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.

ABM Golf Event

Mike Latham, President of ABM Facility Services and current PCRF Board Member, decided community participation was an initiative ABM should pursue. Mike’s first priority was to align with an organization that benefited children and their families long term. In researching PCRF, Mike discovered that not only does PCRF have a tremendous impact on the lives of children affected by cancer, but that over 80% of every dollar goes directly into program services.

Dream. Discover. Cure Golf Tournament

The Dream. Discover. Cure Golf Tournament at Hackensack Golf Club was a great success with the help of our sponsors and participants. Our Dream Big Honoree was given to John Alfano in recognition for his continued support of PCRF and the work of Dr. Mitchell S. Cairo.

The 5th Annual Dream. Discover. Cure Golf Tournament will be held on October 1st, 2012 at the Hackensack Golf Club in Oradell, New Jersey. All proceeds benefit the PCRF Laboratory at Maria Fareri Children’s Hospital at New York Medical College.
Cinco de Mayo Run/Walk

PCRF hosted the 13th Annual Cinco de Mayo Half Marathon, 10K Run, 5K Run/Walk, 1K Kids' Fun Run & Bike Tour in Irvine, CA. For serious runners, casual joggers, walkers, cyclists, volunteers and spectators in Southern California, this charity run, walk and bike event funds research that will help find a cure for children's cancer.

There are options for all fitness levels and everyone will find an event to suit their goals. Enjoy Southern California weather and the beautiful scenery on the fast flat course that features Irvine's beautiful paths, parks, and neighborhoods. Top racers in all age groups compete for fabulous prizes!

Please join PCRF on May 5th, 2013 for our 15th annual run walk by Bank of America Merrill Lynch. Highlights of the finish line expo include food, goodies, and free giveaways. The Kids' Fun Zone features a petting zoo, rock climbing wall, video game truck, bounce houses galore, face painting, train rides, and much more! The adults can stop by the popular VIP Reception for a cold beverage after the race. Attendees will enjoy the live entertainment featuring local bands, mariachis, deejay, dancers, and local pro sports mascots.

PCRF's Cinco de Mayo fiesta is one of the OC's favorite weekend family events!
The Spring Gala was held at the prestigious Museum of Modern Art (MoMA) in New York City. Over 300 guests spent the evening celebrating the work of the PCRF and the research of Dr. Mitchell Cairo. Prior to the main event, sponsors and major donors enjoyed a private benefactor’s dinner at The Modern restaurant.

The evening included dinner, silent auction, and private access to the MoMA main collection, led by MoMA curators and docents. Guests enjoyed the works of Van Gogh, Matisse, Monet, Picasso and countless other master artists with a private, guided tour of the world-renowned Museum of Modern Art main collection, led by a professional art historian.

Proceeds from this annual event support the PCRF Laboratory at Maria Fareri Children’s Hospital at New York Medical College.

2011 marked the 28th Annual PCRF Bid for the Kids Gala. We honored Michelle and Cary Sarnoff, and all other champions engaged in the battle to fight pediatric cancer.

The 29th Annual Pearl Jubilee Bid for the Kids Gala will be held at the Balboa Bay Club in Newport Beach on November 10th and will include an outstanding silent and live auction featuring many “hard-to-get your hands on items” donated by PCRF supporters.

Join us as a sponsor, volunteer, or guest to celebrate our 30 years of advancement in pediatric research.
Pediatric Cancer Research Foundation hosts the annual Western Roundup event in late spring/or early summer in conjunction with Miracles for Kids and National Charity League Juniors Newport Beach.

This event provides an opportunity for oncology kids and their families to enjoy a fun-filled day in a stress-free environment.
Here are a few of our PCRF partners

Miracles for Kids is a non-profit organization based in Orange County, California. Their mission is to improve the lives of children with cancer and other life-threatening illnesses. The organization accomplishes this mission by providing families with the financial support necessary to cope with a child’s illness. They provide funds to non-profits and other entities that support or conduct research focused on eradicating life-threatening childhood diseases, and serve as an advocate for children and families who are fighting life-threatening illnesses. Over the last several years, Miracles for Kids has been a significant contributor to PCRF to support research facilities working to find a cure for pediatric cancer. Miracles for Kids provides funds directly earmarked to specific research projects including City of Hope National Medical Center and Children’s Hospital of Los Angeles (CHLA).

Savannah’s Organic Ranch (SOR) is a non-profit organization dedicated to helping the next generations grow up with less disease and illness by eating healthy and organically. This foundation was started in 2007 by Joe and Lisa Sachen, after they lost their daughter Savannah Lee Sachen to a rare, malignant heart tumor. They teamed-up with PCRF because they believe that a combined effort of prevention and research might just be the one-two-punch that is needed to help make even bigger strides against this horrible disease.

Savannah

Not one person, not one foundation, not one community, state or country will be able to do this alone, but combined, we can make a difference and eventually a cure.

"Individually, we are one drop... together, we are an ocean."
- Ryunosuke Satoro

Now, let's get to WORK!
<table>
<thead>
<tr>
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<th>2011</th>
<th>2010</th>
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<tbody>
<tr>
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<td>Current Assets</td>
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<td><strong>LIABILITIES &amp; NET ASSETS</strong></td>
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<td>Current Liabilities</td>
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<td>Total Current Liabilities</td>
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<td><strong>NET ASSETS</strong></td>
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<tr>
<td>Unrestricted net assets (including board-designated amounts for the PCRF Laboratory of $271,143 and $166,790 at Dec. 31, 2011 and 2010, respectively)</td>
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<td>827,016</td>
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<tr>
<td><strong>TOTAL LIABILITIES &amp; NET ASSETS</strong></td>
<td>$1,454,418</td>
<td>$1,437,255</td>
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</table>

**Our Stars**

**Gavin** On New Year’s Day 2010, four-year-old Gavin was diagnosed with acute lymphoblastic leukemia (ALL), and his family’s lives were forever changed. The prognosis was very good but the treatment process included 6-8 months of chemotherapy, followed by three years of “maintenance.”
Pediatric Cancer Research Foundation  
For the year ended December 31, 2011 and 2010

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<tr>
<th>OPERATING REVENUE AND OTHER SUPPORT</th>
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<td>Program services - Pediatric cancer research</td>
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<td>Fundraising</td>
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<thead>
<tr>
<th>UNRESTRICTED NET ASSETS AT END OF YEAR</th>
<th>2011</th>
<th>2010</th>
</tr>
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<tbody>
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<td></td>
<td>$1,046,240</td>
<td>$827,016</td>
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**Where Your Dollars Go**
- Cancer Research Programs (77%)
- Fundraising and Admin (19%)
- Reserves for Future Cancer Research Grants (4%)

**Growth in Net Revenue and Support**

![Chart showing growth in net revenue and support from 2008 to 2012](image)
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 following organizations and individuals supported PCRF in 2011 by collectively donating over $1.3 million for pediatric cancer research. From sponsoring an event, holding a private fundraiser, sponsoring a holiday card, or holding a private golf tournament ... we thank our extended family!

James and Shanna Axelson
Kurosh and Ilana Zahabian
24 Hour Fitness
Adidas
Aegon Transamerica Foundation
AeroDyn Wind Tunnel
Alfano Family Charitable Foundation
AMP Radio
Augusta Pines Charity
Bank of America Merrill Lynch
BJ's Restaurants Foundation
Cary and Michelle Sarnoff
Celgene Cellular Therapeutics Division
Children's Hospital Los Angeles
Churn Publishing
Cleveland Golf
Cliff Bar & Co.
Consumer Portfolio Services, Inc.
Corona Del Mar Chamber Of Commerce
Corum
Cox Communications
Dave & Buster's Of Irvine
Dear Jack Foundation
Don and Pat Camp
Ed G. and Charis Rosenblum
Emile and Dina Haddad
Festival Of Children Foundation
Frank Frederick
Frome Family Foundation
Fry Steel Company
Gary and Karen Singer
Gelson's
Goldman Sachs Gives
Grand Wailea Resort
Incase
Indian Guides
In-N-Out Burger
Irvine BMW
Jack A. Cross and Associates
Jay and Carol Borzi
Jeff and Bonnie Dankberg
JLC Associates, Inc.
Koeller, Nebeker, Carlson & Haluck, LLP
LBA Realty
Len and Dodette Shulman
Lon V. Smith Foundation
Mark and Cindy Dankberg
Miracles For Kids
Morgan Stanley & Co., Inc.
Mr. Richard Kuritz
Mr. Tim Varbel
Mr. Wing Lam
Mrs. Joyce Thurber
Mrs. Naomi Edwards
Ms. Deborah Roberts
MVHS Football Boosters, Inc.
National Charity League- Saddleback
Norm and Lori Kaufman
Orange County Community Foundation
P11 Creative
Pacific Club Impact Foundation
Patrick J. Whalen
Polly's Inc.
PRE
QSC Audio Products
Radiant Systems, Inc.
Ralphs Grocery Company
RMK Consulting, Inc.
Rocca Dickson Andreis, Inc.
Roger Dunn Golf Shop
Safeway
Shulman Hodges and Bastian
Snyder Langston
Steve Layton
Sylvia Dellar Estate
Sysco
Teldon Interactive Media
Terry and Anita Plummer
The George M. Van Cleave Family Foundation
The Marisa Fund, Inc.
The Paul Luisi Foundation
The Paula Hedlund School
The Tappan Foundation
The Walden W & Jean Young Shaw Foundation
United Soils Management Ltd.

Honor Roll of Donors for Fiscal Year 2011

This Honor Roll recognizes donors who made gifts of $5,000 or more to the Pediatric Cancer Research Foundation between January 1, 2011 and December 31, 2011. The research we support is made possible thanks to caring supporters like you. For more information about the Honor Roll or to make a gift, please contact Jen Wilson at (949) 859-6312 or Jwilson@pcrf-kids.org.
Join Our Family

Today

• Participate in or sponsor one of PCRF’s events as a corporation or individual
• Make a donation through the mail or online at pcrf-kids.org
• Honor the memory of someone you love through a tribute gift
• Volunteer

In Your Workplace

• If your company has a matching gift program, let them know about your personal contribution
• If you are a federal or state employee, participate in the Combined Federal Campaign or state campaign by making a payroll donation to PCRF
• Participate in a United Way campaign and designate your payroll donation to PCRF
• During the holiday season, instead of a gift to business associates, send a donation to PCRF and we will notify each person who was honored by your donation

For The Future

• Name PCRF as a beneficiary of your will, trust or life insurance policy. Let us know you’ve done this so you can be properly recognized

Thank you for supporting the Pediatric Cancer Research Foundation