



2016 ANNUAL REPORT
YOUR GIFT POWERS HOPE



OUR 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.

We exist solely to raise money for research.

Help build PCRF's funding pool to \$5 million annually. This will allow PCRF to initiate new research consortiums, pioneering transformative science. As a team, we will remove the barriers and launch new ideas that allow our scientists to transform the lives of children and families battling this disease.

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WANT MORE INFO?

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

LEADING THE WAY

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

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Executive Vice President

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MESSAGE FROM THE PRESIDENT

Dear Friends:

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

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

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

PCRF continues to exceed its goals for fundraising and research while maintaining its 4-Star rating from Charity Navigator. Donors can team with PCRF knowing that they

are funding the best research in the world and that their donations are being handled in an efficient, responsible, and transparent fashion.

The year ahead promises to be even brighter as we continue to expand our research grants and consortia to higher levels with more world class institutions. Join me in the fight to save a child's life. Please make an investment today to improve the care, quality of life and survival rate of children with cancer.

Warmest regards,



Keith D. Koeller
President, Board of Directors

MESSAGE FROM THE EXECUTIVE DIRECTOR

"She could never go back and make some of the details pretty. All she could do was move forward and make the whole beautiful."

– Terri St. Cloud

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

As I continue to meet families facing a new cancer diagnosis, my gratitude grows exponentially for the work that PCRF researchers are conducting. Across the county we are funding research scientists whose passion is to find a cure for children with cancer. I imagine a day when all of the families who receive advanced treatments, whose child was cured, whose survivorship is directly related to research, are in a room

together celebrating life. Celebrating research, science, hope, and resiliency. We also honor the children who lost their fight with cancer, as they too represent strength. And it is those children, who left us too soon, who remind us to continue funding this important research.

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

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



Jeri Wilson
Executive Director



OUR TEAM



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

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

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



JERI WILSON
Executive Director

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



CHRIS FARWELL
Philanthropy Manager

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



ERIN ARREOLA
Director of Special Events

*"When everything seems to be going against you, remember that the airplane takes off against the wind, not with it."
- Henry Ford*



TONI BARIL
Financial Advisor

*"Believe you can and you're halfway there."
- Theodore Roosevelt*

IT'S MORE THAN A JOB, IT'S A MISSION.



JULIANNE LUDWIG
Social Media & Marketing Manager

*"Every mountain top is within reach if you just keep climbing."
- Barry Finlayshore.*



CATHERINE RAACK
Development Associate

"Dance as though no one is watching; love as though you've never been hurt; sing as though no one can hear you; live as though Heaven is on earth."



SARAH BREVIG
Office Manager & Bookkeeper

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



CAROL ANN SOLTZ
Grant Writer

*"The time is always right to do what is right."
- Martin Luther King, Jr.*

CANCER WARRIORS

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

MEET KELBY

Kelby, Age 17

Neuroblastoma, cancer free

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

My aunt, quite possibly, saved my life. After being in the hospital undergoing chemotherapy, radiation, surgery and a stem cell transplant, eventually I went into remission.

I was healthy for nine months before my parents noticed the swelling. By now it became easier for my parents to see the signs that alerted them that something was wrong. I suppose paranoia would set in once you've learned that this type of cancer has a high chance of relapsing. The cancer was back and I was diagnosed with stage four neuroblastoma, this time in my jaw. My parents opted out of chemotherapy, "We wanted her to enjoy every minute of the time she had left." Thankfully radiation was enough to send me back into remission.

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

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

Each time the doctors told my parents I had zero chance of survival.

Against all odds, I beat that cancer for a fourth time.

I have been cancer free for almost twelve years now. I am seventeen and a senior in high school.

Against all odds, I am still alive. Hope is not something to give up.

My parents never gave up hope for me, even when they thought I might die. To give up hope is essentially to give up in general. With hope, one feels a sort of humble empowerment. You know you do not have control, but you can't help feeling that things will eventually get better.

Hope makes life easier. Without it, we are helpless. We can't function.

Today, I am a walking miracle.



OUR AMBASSADORS

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



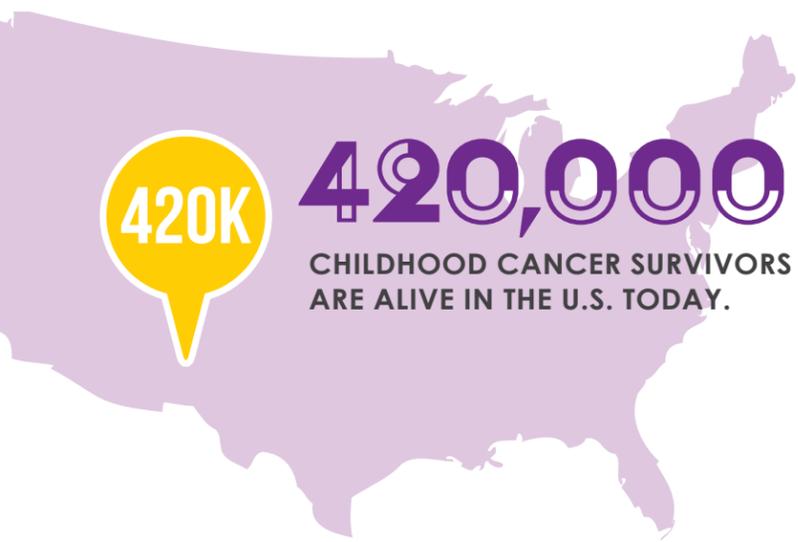
KIM
Co-Chair



JENNIFER
Co-Chair



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



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

1 IN 100
US college students is a
cancer survivor

1 IN 450
adults will be a childhood
cancer survivor

Over the last
35
YEARS,
survival rates for childhood cancer have risen from
10%
to almost
80%

30% more teens & young adults can be cured today if treated on a pediatric protocol, rather than adult treatments.



ALICIA & LIBBY
Mother-Daughter Hope Duo



CASEY
Sister of a Cancer Survivor



DANIEL
Survivor & PCRF Board Member



DANNY
NVRQT Advocate & Elite Fundraiser



DIANN
Survivor & Inspiration



GAVIN
Future Paleontologist or Lego Designer



IAN
Youngest Pediatric Melanoma Survivor



KELBY
Four-time Cancer Survivor



KALYN
Survivor & Future Disney Imaginer



LANA
Survivor & Future Pediatric Oncologist



LUCAS
Cancer Warrior in Remission



SHEA
23-Year Survivor



SYDNEY
Survivor & Future Olympic Swimmer



ZEIN
Two-Time Cancer Survivor

SURVIVORSHIP

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

MEET LANA

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

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

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

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

Her goal, you ask? To become an Oncologist.

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

“ I FIRMLY BELIEVE THAT I SURVIVED THIS DISEASE TO HELP RESEARCH, ADVOCATE FOR CHANGE, AND SHARE MY JOURNEY OF SURVIVORSHIP. ”

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

PCRF COLLEGE SCHOLARSHIP OPPORTUNITIES

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

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

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

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

YOUR GIFTS HARD AT WORK

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



AS OUR FOOTPRINT EXPANDS,
SO DOES EFFECTIVE RESEARCH

2016 RESEARCHERS

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

2017 RESEARCHERS

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

2016 & 2017 RESEARCHERS

- 12 Mitchell S. Cairo, M.D.**
New York Medical College Pediatric Cancer Research Foundation Laboratory
- 13 Kathleen Sakamoto, M.D., Ph.D.**
Lucile Packard Children's Hospital Stanford University Pediatric Acute Leukemia
- 14 Brian Crompton, M.D.**
Dana Farber Cancer Institute Ewing Sarcoma
- 15 Yong-mi Kim, M.D., MPH, Ph.D.**
Children's Hospital Los Angeles, Acute Lymphoblastic Leukemia (ALL)
- 16 Theodore Moore, M.D.**
Mattel Children's Hospital UCLA, Pediatric Hematology/Oncology (PHOS) Grant Program
- 17 Jessica Heath, M.D.**
The University of Vermont College of Medicine, Leukemia



OUR RESEARCHERS

At PCRF we work directly with doctors and researchers to identify the challenges they face in bringing new treatments to and caring for children with cancer. Our careful distribution of grants has allowed these doctors to speed up the process of bringing the latest and most promising treatments to seriously ill children. In our 35 years, we have granted out over \$30 million.



MITCHELL S. CAIRO, M.D.

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



COURTNEY CRANE, PH.D.

Translational Research Grant
T-Cell Based Immunotherapy



ANSHU MALHOTRA, PH.D.

Emerging Research Grant
Medulloblastoma



RODNEY MILES, M.D., PH.D.

Translational Research Grant
Non-Hodgkin Lymphoma (NHL)



THEODORE MOORE, M.D.

Designated Research Grant
Pediatric Hematology/
Oncology (PHOS) Grant
Program



BRIAN CROMPTON, M.D.

Emerging Research Grant
Ewing Sarcoma



JESSICA HEATH, M.D.

Designated Research Grant
Pediatric Leukemia



KATHLEEN SAKAMOTO, M.D., PH.D.

Translational Research Grant
Acute Lymphoblastic Leukemia (ALL)



YONG-MI KIM, M.D., MPH, PH.D.

Translational Research Grant
Acute Lymphoblastic
Leukemia (ALL)



WEI LI, PH.D.

Emerging Research Grant
Pediatric Brain Tumors



DAVID WALTERHOUSE, M.D.

Designated Research Grant
Ewing Sarcoma



160
ANNUAL
GRANTS

— *supporting* —

46 PRINCIPAL
INVESTIGATORS

— *representing* —

31 LEADING
INSTITUTIONS



MEET THEODORE MOORE, M.D.

Four years ago, the research enterprise including UCLA Health, the David Geffen School of Medicine and the Children's Discovery and Innovation Institute initiated efforts to bring together researchers and laboratories to collaborate in a "team science" approach. This approach would encourage more collaborative projects involving multidisciplinary teams of investigators in the clinical, basic sciences and applied sciences. The Division of Pediatric Hematology/Oncology hoped to foster the development of novel research projects and collaborations within and outside of the Division to meet this goal.

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

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

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

New research suggests that as many as 30 percent of children with cancer may have genetic mutations that predispose them to developing cancer at a young age. The UCLA Pediatric Cancer Predisposition Clinic is one of a few centers in the nation that offers advanced exome sequencing technology for clinical testing of children

who may have a genetic predisposition to cancer. Because most pediatric cancers are not hereditary, the program focuses on children who have a strong family history of cancer; physical signs that suggest a potential predisposition to cancer (hemihyperplasia, macrocephaly); or have any of about 50 rare genetic syndromes that are associated with pediatric cancer predisposition such as Beckwith-Wiedemann syndrome, neurofibromatosis and Li-Fraumeni syndrome. Our team of geneticists, genetic counselors, pediatric oncologists and social workers provides children and families with state-of-the-art genetic tests, personalized cancer surveillance plans and compassionate psychosocial support.

“ SEEING THE CHILDREN I CARE FOR ON A DAILY BASIS IS THE BIGGEST MOTIVATION...

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

Currently, it is estimated that about 5-10% of cancers in children are due to a heritable or genetic cause. Today, we have the ability to utilize cutting edge sequencing technology to comprehensively evaluate for various genetic disorders including cancer susceptibility. UCLA was the first academic medical center to offer Clinical Exome Sequencing, which covers >95% of the protein coding regions of the whole genome. With these advances in genomic sequencing, there have been increasing efforts to translate this technology from research to the clinical arena.

Given the growing evidence that a genetic diagnosis



of cancer predisposition is important and can effect overall survival through effective cancer screening and methods of cancer prevention, we established a unique multi-disciplinary Pediatric Cancer Predisposition Clinic in August 2012, staffed by medical geneticists, pediatric oncologists, neurosurgeons, genetic counselors, and social workers. We offer state-of-the-art clinical exome sequencing and interpretation for families with a possible genetic cancer predisposition syndrome and have a biobank and registry to prospectively collect data on these high-risk families and increase our understanding of new genes and their function.

In the lab, we are focusing on leukemia blood cancers and how the bone marrow niche contributes to the health of blood stem cells after withstanding injury from chemotherapy, radiation, or aging. We have identified growth factors that can potentially protect against leukemia and are studying how this could ameliorate the risk of secondary leukemia, as well as other complications after chemotherapy, radiation, and bone marrow transplantation.

MEET DAVID WALTERHOUSE, M.D.

In 2015 PCRF hosted a NVRQT Night at Wrigley field with PCRF Ambassador, Chicago Cubs pitcher, Jon Lester. There we met patients undergoing treatment at Lurie Children's Hospital of Chicago. One of the brave fighters was a patient of Dr. Walterhouse, Ryan Bernickus, a young man who was in treatment for Ewings Sarcoma - a primary bone cancer that mainly affects children and young adults.

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

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

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

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

Ten months later, the cancer ended up taking Ryan's life.

“ I AM COMMITTED TO FINDING A CURE FOR EWING SARCOMA.

WE WILL MAKE GREAT STRIDES IN IMPROVING THE SURVIVAL RATE OF CHILDREN...

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

"The experts at Lurie Children's Hospital of Chicago work in labs, clinics, at the patient bedside and in the community to unravel the root of causes of pediatric and adolescent disease, to understand childhood injury and to find factors that precipitate health problems in childhood and over a lifetime. The Pediatric Cancer Research Foundation's support of Dr. Walterhouse truly honors the life of Ryan



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

Dr. Walterhouse serves as a member of the prestigious Children's Oncology Group (COG) Scientific Council, which oversees the scientific direction of COG and assures the quality and merit of the studies that COG pursues. In this role, he specifically oversees bone tumor proposals, including Ewing sarcoma. He has served

as study chair for a group-wide phase III COG clinical trial for rhabdomyosarcoma. Additionally, he also holds several other prominent appointments, including serving as a member of the COG Soft Tissue Sarcoma Steering Committee and the COG Institutional Principal Investigator for Lurie Children's Hospital.

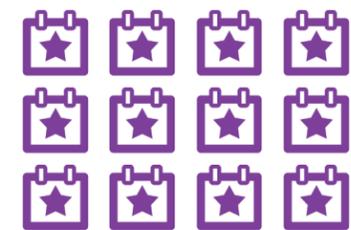
REACHING FOR A CURE

At PCRF, we are unique in our approach to funding childhood cancer research. Much of that funding comes from the success of our unique events. The results are bringing hope to childhood cancer patients now and in the future. With corporate and community event support, PCRF is able to help fund the most promising research in top hospitals across the country to keep the science moving forward. For more information, visit <https://pcrf-kids.org/events/>.

BY THE NUMBERS

1,005 VOLUNTEERS

TWELVE EVENTS



SIX HONOREES

255

SPONSORS

4,636

VOLUNTEER HOURS

6,375

PARTICIPANTS



MARCH 19 & 20

Reaching for the Cure Run & Ride



APRIL 25

RD Olson Golf Tournament



JUNE 12

Western Roundup



JULY 5

NVRQT Night



JULY 11

PCRF Dream Discover Cure Golf Tournament



AUGUST 29

Rod Carew Children's Golf Classic



AUGUST 29

Keegan Bradley Golf Outing



SEPTEMBER 24

Dribble for the Cure, St. John's University



OCTOBER 3

MCR Golf Tournament



NOVEMBER 4

Bid for the Kids Gala, CA



NOVEMBER 5

Dribble for the Cure, UCLA



NOVEMBER 10

Bid for the Kids Gala, NY



THE POWER OF ONE

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

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



POWER OF ONE FUNDRAISER

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



Start with an Idea.

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



Raise Money.

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



Make an Impact

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

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



POWER OF ONE SPOTLIGHT

Brad Neglia, LBA Realty

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

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

Prior to stepping into the role, Brad already embodied a passion for philanthropy. As an individual fundraiser he held his own "Movember" campaign for multiple years to

serve as his own unique way of giving back to charity. As November approached, Brad decided he would use his next campaign for PCRF. Unsure how things would turn out with a switch in beneficiaries, he was astounded by the support he received! In just two years Brad and his network of friends, family, and colleagues helped raise nearly \$120,000 for research.

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

LBA Realty exceeds expectations with unmatched levels of service, attention to detail, value creation and dedication. This mission lives on in their business model and throughout their community efforts. For that, we at PCRF are forever indebted to the LBA Realty family for going above and beyond in the name of pediatric cancer research.



POWER OF ONE SPOTLIGHT

Charles Antis, Antis Roofing & Waterproofing

Over the past 5 years Antis Roofing & Waterproofing has demonstrated its commitment to making a difference in the world of childhood cancer by supporting PCRF. Their support has been invaluable and has helped provide PCRF instrumental awareness, as well as many other worthy organizations.

Passion for philanthropy begins at the top with Charles Antis and extends down through their employees, and through their partnerships in the community. Charles' motto to "err on the side of generosity," is what drives those around him to follow his compassionate lead. It is also what activated a long-lasting partnership between PCRF, Powerstone Property Management, and Antis Roofing & Waterproofing. Partners in business, and in friendship, these two organizations recognize that it takes a team to cure pediatric cancer.

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

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



Gabe Farajollah

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



Change for Hope

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

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

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

INDEPENDENT FUNDRAISING EVENTS

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



All Baby & Child

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

rate of children with malignant disease.

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

COMMUNITY FUNDRAISERS

3 ways to flex your “power of one” capabilities:

1. **CHARITY OF CHOICE**
Community groups, organizations, schools, businesses, and individuals throughout the country host their own events to benefit us here at PCRF. We are thrilled to be chosen as the beneficiary of these efforts, as these are some of the most tangible expressions of our mission.
2. **BIRTHDAY CLUB**
We all have birthdays. And while presents are great, many people have started to donate their birthdays to support causes they care about. Instead of getting gifts for your birthday, ask your friends, family and coworkers to donate to PCRF! We can even set you up with a page to accept online donations for those friends or family all over the country.
3. **CORPORATE GIVING**
Does the company you work with have a foundation or fundraising opportunities during the year? Why not share with them your connection to PCRF! We are honored to partner with businesses in their philanthropic giving efforts through workplace events, team fundraising, employee giving, matching gifts, and more.

CAROUSEL OF POSSIBLE DREAMS

“When we close our eyes and dream, we see what is possible.”

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

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

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

NANT addresses the most difficult but most relevant question for children with high-risk neuroblastoma: “What is the best strategy to attack this disease when it has escaped all standard front-line therapies?” NANT believes that a comprehensive approach that targets the cancer cells but also their surrounding environment by a team of researchers with converging expertise will make a difference. NANT's vision is to develop and test new therapies that target both neuroblastoma cells and normal cells around the tumor and in the immune system to improve the outcome for children with high-risk neuroblastoma with fewer side effects.



CELEBRITY AMBASSADORS

The Pediatric Cancer Research Foundation is delighted to have the incredible support from our Celebrity Ambassadors. Our ambassadors not only help raise funds for the work we do, but also their time and visibility to raise the profile of PCRF, and raise awareness to the lack of funding available to cure pediatric cancer. We could not be more thankful for their dedication to our mission. For that, we would like to take this opportunity to shine a light on the great work they do for children everywhere.



Rod Carew A Father with a Mission

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

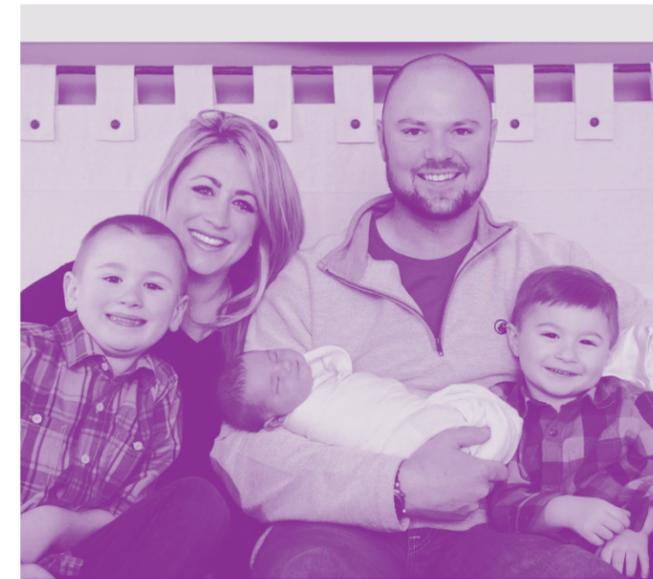
During Michelle's treatment and for the years to follow, Rod has used that same fighting spirit to advocate for awareness and research dollars for pediatric cancer. Everything from igniting a national surge in bone marrow donors, raising millions of dollars for research, and providing a podium of awareness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

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

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

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

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



Jon Lester Striking out Pediatric Cancer

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

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

While the Road Rallies are great, awareness is only half the battle. Research is the only thing that will lead us to a

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



Keegan Bradley Chipping in for Charity

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

FINANCIALS

The Pediatric Cancer Research Foundation is an independent, 501(c)(3) non-profit corporation that is privately supported through generous donations from individuals, charitable foundations and businesses. Of every dollar raised, 81% goes directly to research that impacts countless young lives.

STATEMENT OF FINANCIAL POSITION

December 31, 2016 and 2015

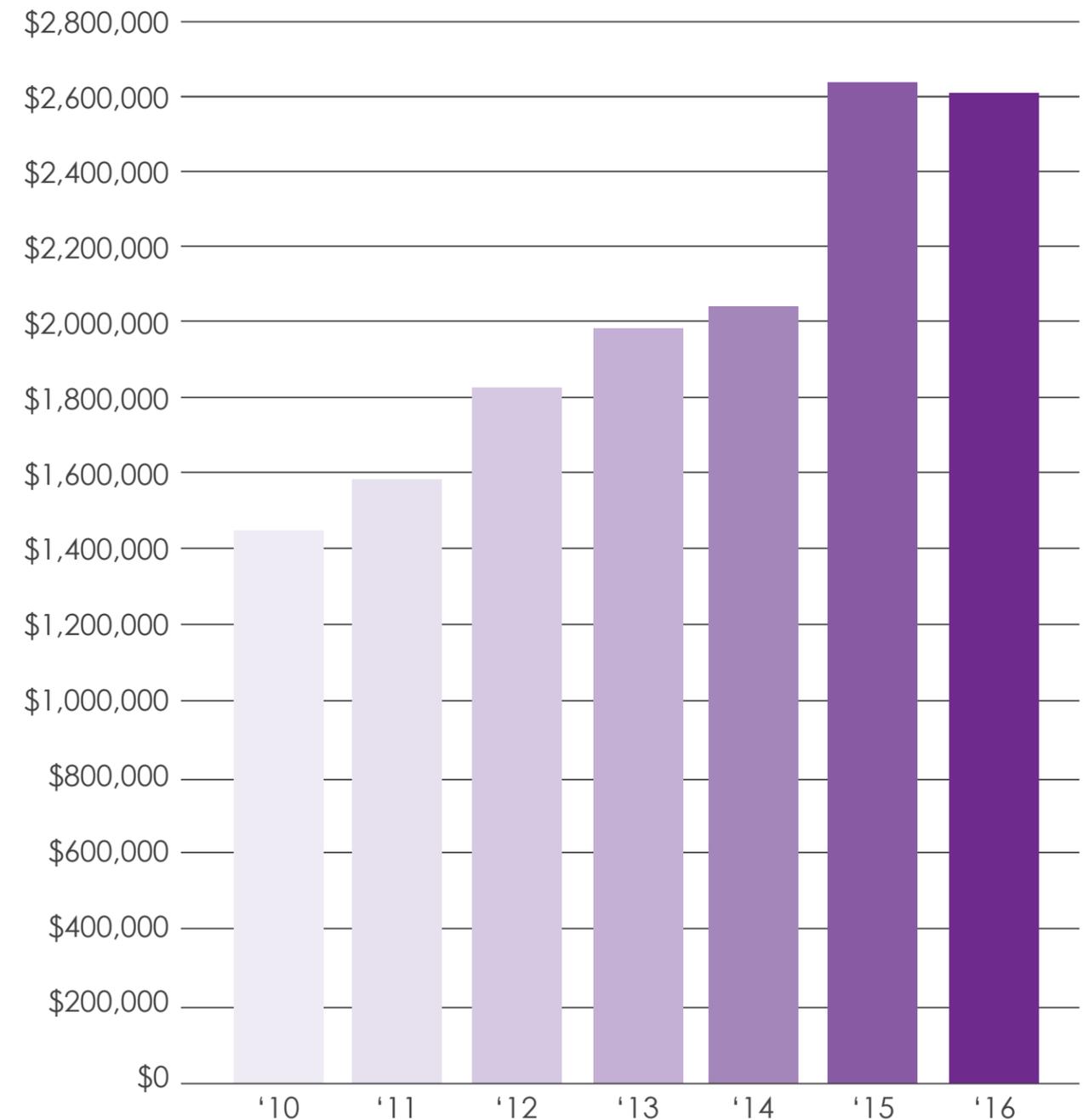
	2016	2015
ASSETS		
CURRENT ASSETS		
Cash and investments	\$2,291,436	\$ 1,595,172
Receivables	97,702	208,189
Prepaid expenses	30,807	33,835
TOTAL CURRENT ASSETS	2,419,945	1,837,196
PROPERTY & OTHER ASSETS	109,659	143,867
TOTAL ASSETS	\$2,529,604	\$ 1,981,063
LIABILITIES & NET ASSETS		
CURRENT LIABILITIES		
Accounts payable	\$233,237	\$ 258,487
Grants payable	287,320	261,287
Deferred Revenue	20,753	21,942
TOTAL CURRENT LIABILITIES	541,310	541,716
NET ASSETS		
Unrestricted net assets	1,988,294	1,439,347
TOTAL LIABILITIES & NET ASSETS	\$2,529,604	\$ 1,981,063

REVENUE AND SUPPORT

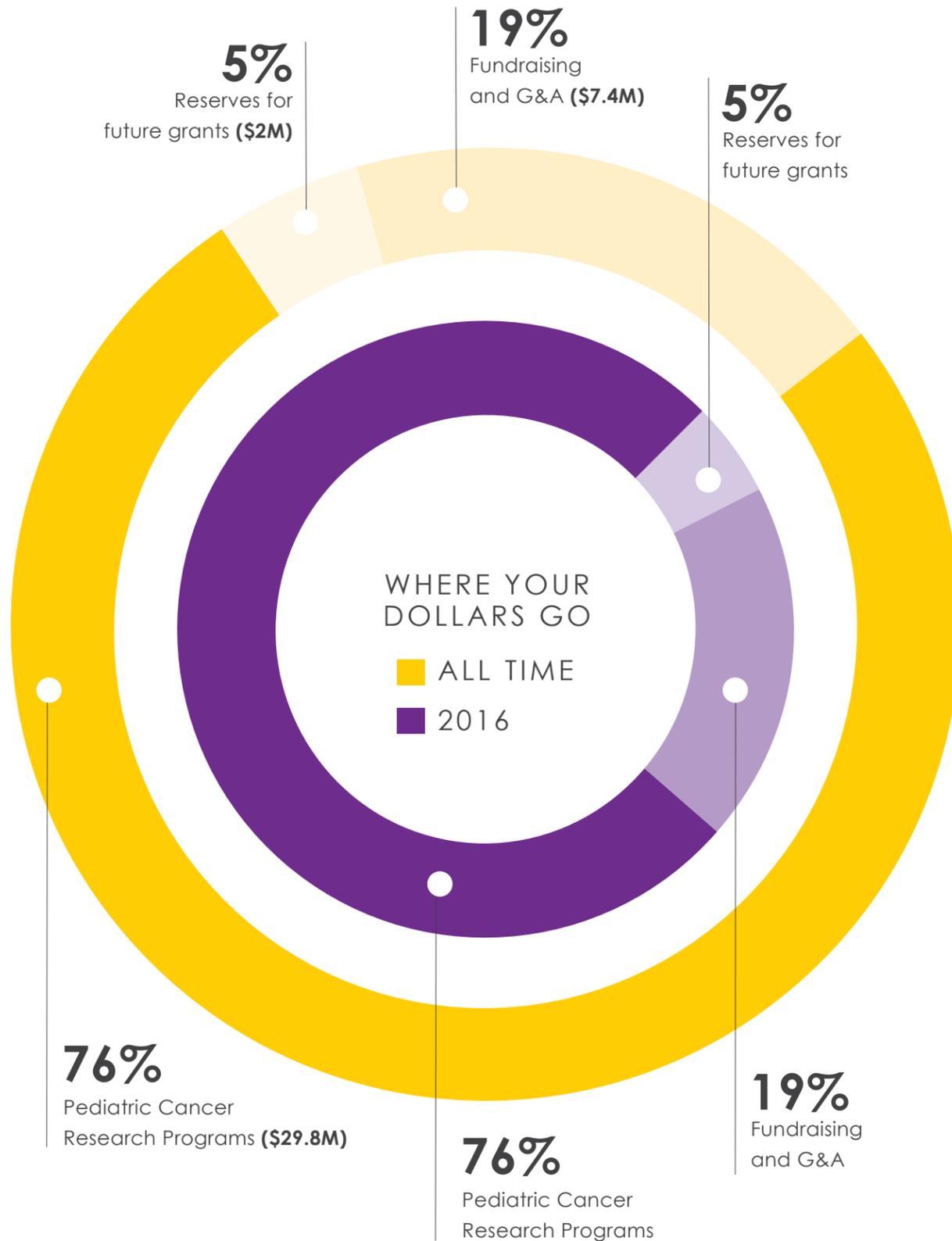
December 31, 2016 and 2015

	2016	2015
OPERATING REVENUE & OTHER SUPPORT		
General Public Support	\$1,556,881	\$ 1,105,590
Special events and programs	1,100,613	1,582,244
TOTAL OPERATING REVENUE & OTHER SUPPORT	\$2,657,494	\$2,687,834
EXPENSES		
Program Services - Pediatric Cancer Research	1,603,280	1,687,433
Supporting Services		
Management and General	169,871	140,621
Fundraising	335,396	308,976
TOTAL EXPENSES & LOSSES	\$2,108,547	\$2,137,030
INCREASE (DECREASE) IN NET ASSETS	548,947	550,804
UNRESTRICTED NET ASSETS AT BEGINNING OF YEAR	\$1,439,347	\$ 888,543
UNRESTRICTED NET ASSETS AT END OF YEAR	\$1,988,294	\$1,439,347

GROWTH IN NET REVENUE & SUPPORT



WHERE YOUR DOLLARS GO



CONTRIBUTE TO A CURE

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



Donate.

With every donation PCRF advances research that gives life today. With PCRF you can be confident that over 80% of your tax-deductible gift will translate into immediate treatment for children with cancer.



In 2017, PCRF earned the distinction of a fourth consecutive 4-star rating from Charity Navigator - something only 11% of charities in the country have been able to achieve. This highest designation indicates PCRF's adherence to good governance, transparency, and consistent execution against our mission in a fiscally responsible way.



Workplace Giving.

By partnering with a charity like PCRF, your business has the opportunity to engage employees, clients, and business partners in a unique way that will showcase the giving spirit of your business. Together you can bring hope to childhood cancer patients and their families by participating in a number of Corporate Responsibility opportunities:

- Employee Giving Programs
- Corporate Sponsorship Opportunities
- sMatching gifts
- In-office Fundraising
- Employee Volunteer Days



Give Back Partners

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



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

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



YOUR GIFT POWERS HOPE

PCRF has been sustained for the last 34 years thanks to the caring investment of individuals, organizations, and business like you! Your trust over the years is truly valued and put to excellent use in advancing effective lifesaving treatments for children diagnosed with malignant disease. The following organizations and individuals supported PCRF in 2016 by collectively donating over \$2.1 million for pediatric cancer research.

A.J. Kirkwood and Associates, Inc.
 Advantage International
 Alfano Family Charitable Foundation
 All Baby & Child
 The Allergan Foundation
 American Business Bank
 Mr. and Mrs. Thomas R. Anderson
 Angels Baseball, LP
 APX Sport Drink
 The Ashley G. Foundation
 Asian American Hotel Owners
 Asics America
 Athletes Careers Enhanced and Secured, Inc.
 Audemars Piguet
 Mr. and Mrs. James B. Axelson
 Bank of America
 Beckman Coulter Foundation
 Beckman Coulter, Inc
 Jay & Carol Borzi Family Foundation
 Boston Children's Health Physicians, LLP
 Mr. Keegan Bradley
 Brain And Spine Surgeons of New York PC
 Mr. and Mrs. Stanley Bresler
 Mr. and Mrs. Bob Burke
 Dr. and Mrs. Mitchell Cairo
 California Environmental
 Mr. and Mrs. Donald Camp
 Frank and Deidre Campbell
 Mr. Robert Cannon
 Ernesto and Rina Capalbo
 Capital Group Companies Charitable Foundation
 CashCall
 Charity Golf International
 Chicago Cubs Charities

Chicago Title
 Children's & Women's Physicians of Westchester, LLP
 Childrens Hospital Los Angeles
 Cleveland Golf
 Commonwealth Title and Insurance Company
 Community Bank
 The Corwin D Denney Foundation
 Cox Castle & Nicholson LLP
 Filomen M D'Agostino Greenberg Foundation
 D'Augustine Foundation
 Mr. and Mrs. Jeff A. Dankberg
 Dankberg Family Foundation
 Dr. and Mrs. Jeffrey Degen
 Mr. and Mrs. Howard Dell
 Sylvia Dellar Survivor's Trust
 Peter Demkin
 E.D.D. Investment Co.
 Echostor
 Mr. Scott A. Ecker and Ms. Heidi Brandl
 Mr. and Mrs. Gary M. Edwards
 Mrs. Naomi Edwards
 Entergy
 Fareri Associates, LP
 Mr. and Mrs. Andre Fedida
 First American Title Company
 Dr. and Mrs. Glenn Fowler
 Mr. Anthony Giardina
 Glanbia Performance Nutrition
 Goldberg Charitable Trust
 Mr. and Mrs. Emile Haddad
 Harbor Distributing, LLC
 Hyundai Invitational
 IMG Worldwide, Inc.
 In-N-Out Burger

InCapital LLC
 Island Acoustics
 Mr. and Mrs. Jon Jaffe
 John H Grace Foundation
 K Sports Entertainment LLC
 Mr. Gene B. Karzen
 Boris Kochergin
 Koeller, Nebeker, Carlson & Haluck, LLP
 Ms. Kristen Kuliga
 Mrs. James L. Lawson
 Mr. Steve R. Layton
 LBA Realty
 LBA Realty Charitable Foundation
 Mr. Christopher Leggio
 Lend Lease US Construction LMB Inc
 Lifebank, USA
 Lon V. Smith Foundation
 Los Angeles Trial Lawyers Charities
 The Marisa Fund, Inc.
 Mr. and Mrs. Craig McCallister
 Meiji America
 Mr. and Mrs. Len Mitchell
 Mr. and Mrs. Thomas W. Moore
 Mr. and Mrs. Cameron Munson
 National Car Rental
 National Charity League/Juniors Newport Chapter
 Mr. and Mrs. Brad Neglia
 New York Medical College
 Nike
 Mr. Russell Norberg
 Orange County Register
 Owen Mascone Foundation
 P11 Creative
 Mr. Luis F. Perez

Mr. Thibaut Pizenberg
 Mr. and Mrs. Walter Plummer, III
 Powerstone Property Management
 Putnam Investments
 Ms. Denise Raymond
 RDA Inc.
 Mr. Anthony Rizzo
 RMK Consulting, Inc.
 Roger Dunn Golf Shop
 Mr. and Mrs. Edward G. Rosenblum
 Salzeider Family Charity
 Seyfarth
 Mr. James Shannon
 The Walden W. & Jean Young Shaw Foundation
 Mr. Eddie Sheldrake
 Shulman Hodges & Bastian
 SLS3
 Small Angels Fund Endowment
 Snyder Langston
 Sprouts Farmer's Market
 St. John's University
 Teespring, Inc.
 The Michael and Carol Lowenstein Foundation, Inc.
 Ms. Joyce Thurber
 Mr. and Mrs. Michael Trachtenberg
 Transamerica
 The George M. Van Cleave Family Foundation
 Mr. and Mrs. Michael R. Vanis
 The Wasily Family Foundation
 Mr. and Mrs. John D. Weiner
 Wescorp
 Mr. and Mrs. Robert S. Wilson
 Winslow Maxwell Charitable Trust
 Mr. Travis Wood

HONOR ROLL OF DONORS FOR FISCAL YEAR 2016

This Honor Roll recognizes donors who made gifts of \$5,000 or more to the Pediatric Cancer Research Foundation between January 1, 2016 and December 31, 2016. We have made a sincere effort to accurately honor our donors. However, if you should notice an error or omission, please bring it to our attention. For more information about the Honor Roll or to make a gift, please contact Jeri Wilson at (949) 859-6312 or jwilson@pcrf-kids.org.





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