



## **PEDIATRIC CANCER RESEARCH FOUNDATION EXPANDS EXECUTIVE LEADERSHIP TEAM**

### **Danielle Fragalla Named CEO; Jeri Wilson Becomes Vice President of Development, Principal Gifts**

IRVINE, CA, March 20, 2024 – The Pediatric Cancer Research Foundation (PCRF), a nonprofit focused on transforming pediatric cancer care by funding research breakthroughs, today announced the expansion of its leadership team. Executive Director Jeri Wilson, who has led the organization for 12 years, steps into the newly created role of Vice President of Development, Principal Gifts. Danielle Fragalla, a known nonprofit leader in California, is Chief Executive Officer.

In the 12 years Ms. Wilson has led the Foundation, it has grown from a grassroots charity supporting one medical researcher into a nationally recognized organization that funds innovative scientists at top institutions across the country, including at eight of the top 10 children's hospitals. The Foundation has granted \$46 million to leading researchers in pediatric cancer and aims to increase that amount substantially in coming years.

"Jeri has been a transformational leader. We are indebted to her for all that she has accomplished for the Foundation and more importantly, for children diagnosed with pediatric cancers. Her leadership and commitment to the Foundation has been a force multiplier and her new role capitalizes on her strengths," said Pediatric Cancer Research Foundation Board President Steve Giusto. "Danielle comes to us with a passion for our cause and a wealth of experience in nonprofit leadership, management and development. We believe that she will build on the momentum that is already in place to lead the Foundation to its next phase of growth, capitalizing on all that we represent in innovation and working collaboratively with our many stakeholders."

Ms. Wilson added, "Danielle is the right person to helm this organization now. I believe change is good and I am excited by the potential of what we can accomplish together." In her new role, Ms. Wilson will support the Foundation's strategic growth plan by focusing on individual donors, foundations and corporate supporters. Additionally, she will continue to liaise with the scientific community funded by the Foundation.

Ms. Fragalla is an entrepreneurial nonprofit executive with deep experience in constituent engagement, marketing, board development and fundraising. She honed her expertise while serving the interests of some of California's most formidable nonprofit organizations, including Children's Hospital of Orange County Foundation; American Heart Association of Orange County, Inland Empire and Coachella Valley; and City of Hope. Together with the Board, Ms. Fragalla will spearhead the design of the comprehensive strategic and operational national expansion plan and oversee the implementation of the 5-year strategic business plan aimed at fostering the growth of the Foundation.

"Throughout my career, I have remained steadfast in my dedication to contributing to the betterment of humanity. My journey began with a commitment to improving the lives of children and I deeply believe in the mission of this Foundation and that nothing should prevent children and their families from experiencing the joys of childhood. I look forward to partnering with the board, team and community to further the Foundation's mission of accelerating new cures until no child perishes from cancer," explained Ms. Fragalla.

"All of us have one true north star and that is helping children beat pediatric cancers so they can realize their full potential," concluded Mr. Giusto.

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### **About the Pediatric Cancer Research Foundation**

Determined to transform pediatric cancer care by accelerating research breakthroughs, the Pediatric Cancer Research Foundation has one goal: to make it possible for all children facing childhood cancers to beat their disease and realize their full potential. Overseen by scientific thought leaders, its rigorous and competitive process for awarding research grants has contributed to pivotal advancements in the areas of non-Hodgkin Lymphoma, Immunotherapy/CAR T cells, Osteosarcoma, Juvenile Myelomonocytic Leukemia, and Acute Myeloid Leukemia. The Pediatric Cancer Research Foundation is a GuideStar Platinum-rated charity. Its actions and commitment are encapsulated in its inspiring motto: Powering Cures, Realizing Futures. For more information, please visit [www.pcrf-kids.org](http://www.pcrf-kids.org).