



Samuel Jeffers Childhood Cancer Foundation

Cooking up a cure for childhood cancer

SAMUEL JEFFERS CHILDHOOD CANCER FOUNDATION

ANNUAL REPORT

DECEMBER 15, 2017

MESSAGE FROM OUR EXECUTIVE DIRECTOR

We are pleased to present to you the Foundation's third Annual Report. We are forever grateful to each person who has played a role in getting us to where we are today. When Sam was diagnosed with brain cancer in September of 2012 a group of "Lemonade Moms" took it upon themselves to raise funds while Sam was in the throes of his battle with cancer. From those seeds eventually grew Sam's Foundation, when it was decided in 2014 that we would form the Samuel Jeffers Childhood Cancer Foundation, with the goal of raising awareness and funds for pediatric cancer. We are proud to report to you what Sam's Foundation has been able to do this year, as we helped fund two important childhood cancer research projects and provided financial assistance for local families with children battling cancer. You can read more about these programs in this Annual Report.

I'd like to take the time to thank the other volunteers at Sam's Foundation that make this all possible. For no reason other than the kindness of their



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hearts and a shared commitment to helping children facing the devastating effects of cancer, these people do incredible things that make the Foundation's success possible.

Erlayne "Erl" Krasner, one of the original Lemonade Moms, serves as the Foundation's Chief Operating Officer, and is responsible for our many wonderful fundraising events held around the community. Erl is the engine that drives our Foundation and brings everything together. The behind-the-scenes work and many details that go into planning and holding an event are the key to its success, and Erl attends to every detail so that things go off without a hitch. The Foundation couldn't possibly do what it does without Erl's talents, hard work and awe-inspiring dedication to this cause. Please read more about some of the events she was responsible for, showcased in the Report.

We continue to benefit enormously from the dedication of Board member Michelle Rogan. Michelle, despite having moved to Pennsylvania last year to further her career as a Senior Trust Officer, continues to pour her heart into helping us every way she can. From attending all the Board meetings remotely to holding fundraisers with her family in her own community, and getting us some great PR in her network, her dedication to Sam's Foundation is truly inspirational and very much appreciated.

This year we are also very pleased to be able to introduce our newest Board member—Laura Holder. We got to know Laura through one of the worst channels possible—the bereaved mom's club. Laura's son TJ passed away at the age of 17 from glioblastoma multiforme (GBM). Like us, Laura knows only too well the devastation that childhood cancer can cause. Laura's contributions to the Foundation—pre-board—were already significant. We know her presence on the Board will bring even more good things to Sam's Foundation.

Finally, we would be remiss if we did not honor former Board member Christina Gibford. Christina had to step down so that she could focus on her own battle with cancer. Christina devoted many hours to keeping the Foundation's books in order, no small feat given the many donations that

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come into the Foundation throughout the year. Her donation of skills and time to the Foundation were a true blessing, and we are wishing her every ounce of strength and courage at this time. The personal struggles of those affected by cancer forever remind us why we do what we do at Sam's Foundation.

In this Report you will find information on what we have done in the past 12 months and what we plan to do in the future. Anyone who has spent any time with us has likely heard the main message that we are trying to convey time-and-time again:

There is currently an abysmal amount of money spent on childhood cancer research, despite it being by far the leading cause of death by disease of our children; money spent on adult cancer research seldom trickles down to benefit children with cancer because their bodies cannot take the same kinds of treatment that adults can; and, the critical point, money spent on childhood cancer research can and does “trickle up” to benefit adults. When we fund childhood cancer research we are in fact funding adult medical research as well.

Today—right now—we have before us a very real opportunity to change outcomes for children diagnosed with cancer. It all starts with awareness of the problem and then helping to generate funding for worthwhile programs. We have no doubt whatsoever that science and technology will ultimately deliver better therapies and cures for cancer—childhood and adult alike. What we need is continued financial support that gets channeled efficiently and responsibly into promising projects and clinical trials. Thank you for your continued support and helping us spread the word about the important goals we have set for ourselves. We simply cannot do this without the support of donors and partners like you, but together we truly can make a difference.

Sabrina Jeffers
Executive Director

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RESEARCH PROJECTS WE HAVE SUPPORTED

The Foundation's primary mission is to fund research, clinical trials and other medical and scientific projects targeted at developing cures for pediatric cancer.

Our Foundation seeks to differentiate itself by helping fund childhood cancer research in areas that are currently dramatically underfunded. Sam died from a particularly rare type of brain tumor (bithalamic glioma), and the medical community was helpless to save him, because there simply have been no clinical trials or meaningful research efforts directed at many of these forms of childhood cancer.

We seek therefore to fund projects that either directly benefit rarer types of childhood cancer or projects that offer exceptionally promising potential to broadly benefit all types of pediatric cancer.

We invite you to read several of our blog posts at [Enough4Now](#) that go into more detail explaining the tremendous translational and “spillover” benefits to society of targeted childhood cancer research. Here's a snapshot of research that we funded in 2017.

Stanford Medicine Preclinical Thalamic Glioma Research: \$50,000

The Sam Jeffers Foundation is proud to have supported Stanford Medicine in the amount of \$50,000 which is being used to help fund important preclinical childhood cancer experiments. This money will help fund work in Dr. Michelle [Monje's Lab](#) at Stanford Medicine in order to establish critical data needed to help justify adding a thalamic glioma arm to the ongoing [panobinostat clinical trial](#) that Dr. Monje is presently running for DIPG. This means doing experiments on mice to show that thalamic glioma cells growing in the thalamus of mice are effectively treated with panobinostat.

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Thalamic gliomas harbor the same mutation found in DIPG, and initial work in thalamic glioma cell cultures shows the same drug may slow tumor growth in both types of pediatric glioma. An initial \$25,000 grant covered mouse cage costs and supplies to do several long term mouse studies of panobinostat for thalamic glioma. The Sam Jeffers Foundation recently supplemented the original grant with an additional \$25,000, which will go a long way towards covering some of the personnel costs involved in these studies to accelerate progress towards the clinical trial.

These efforts underscore our longstanding belief that money spent on targeted research is pivotal to advancing our overall understanding of tumor progression and the ways to combat it, and represents critical steps towards safer, more effective treatments for our children and society as a whole.

Samuel Jeffers Thalamic Glioma Research Project at Weill Cornell: \$10,000

In 2016 the Foundation's top funding priority was the establishment of a Project to study thalamic gliomas at Weill Cornell Medicine. Last year we raised over \$65,000 towards this goal. We sent Weill-Cornell \$55,000 in 2016 and \$10,000 this year. We look forward to our continued relationship with Dr. Mark Souweidane, as he and the Team at Weill-Cornell are now in a position to begin concrete work on what will be an on-going Thalamic Glioma Project.

The tumor specimens that were identified over the summer in 2016, thanks in part to the [Summer Fellow](#) we funded, will be critical to the Children's Brain Tumor Project's work on thalamic glioma. Culturing cell lines and creating tumor models in animals are critical to research, as they allow scientists to study a specific tumor's growth and explore potential drugs that will work against it. Prior to now there were no cell lines growing for the kind of tumor that killed Sam, and no animal models to test drugs against. These cells and models offer the best opportunity for performing large-scale drug screens and validating therapeutic strategies, but until very recently they didn't exist for thalamic glioma.

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Thanks to Sam's Foundation we are now in a position to do for thalamic glioma what is commonplace for more frequently diagnosed tumors: Sequence tumors, grow cell lines, create animal models, and test drug therapies. This is an amazing opportunity to advance scientific understanding of thalamic gliomas.

These two projects that Sam's Foundation is funding represent the world's first dedicated efforts towards thalamic glioma research as far as we know. This is truly ground-breaking work that is being done—and it's being powered by you, our supporters and donors!

We can't thank all of you enough as we travel together on this exciting journey. We hope and believe that Sam's Foundation, supported by the generosity of our donors and the community, will help build a bridge to tomorrow's advances and breakthroughs that will give future Sammy's a chance. Ten years ago, if another family or Foundation had an opportunity to do something like this, it is possible that Sam might have lived. Ten years from now, it is our fervent wish that some other child will be able to live if he or she hears those same dreaded words that we did.

SUPPORT FOR LOCAL FAMILIES

Our program of assistance for local families of children with cancer is still in its infancy. Part of what the Foundation does is provide indirect assistance to families by helping to promote one of their own events, hosting Lemonade Stands, or participating in other events that seek to raise money for local families of children with cancer. Examples of these for 2017 were: **Team Annie Bananie Blood Drive**; **Team Lexi Shave for St. Baldrick's** event; and **Camp Reach for the Stars** in Cambria.

In addition, we support local families directly with financial assistance. We are especially happy to be able to supplement areas that other local organizations may not be able to, since we are not limited to medically-necessary assistance. The Foundation has the ability to assist with expenses

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that promote the well-being of the childhood cancer patient, such as assistance with rent, utilities, necessary car repairs, etc. The Foundation also has the ability to make donations to other causes that directly or indirectly support the Foundation's mission. These activities, as a whole, may not exceed 10% of the annual operating budget for the Foundation, with 90% or more required to support childhood cancer research.

2017 Direct Assistance to families of children with cancer: **\$1,380**

2017 Food Gift Certificates: **\$1,056**

2017 Distribution of LuLaRoe clothing donated by Trina Robbins and Erica Neuschafer: **\$1000**

2017 Sponsor of microscopes at Grover Heights Elementary: **\$500**

2017 Donation to 17 Strong Foundation in support of young adults battling life threatening illnesses: **\$100**

FUNDRAISING YEAR IN REVIEW

2017 was another busy year for us. Each time we hold an event, no matter how much money is raised, we are bringing awareness of childhood cancer to the community. That awareness is priceless, and has a cumulative effect over time in helping us achieve our long-term goals.

Here's a snapshot of just some of the events that the Foundation participated in that helped bring both awareness and much-appreciated donations. We are very grateful for the tremendous support these groups or individuals have shown us.

January	Eliana Nunley bat mitzvah donations	\$756.00
February	Network for Good Facebook Fundraiser	3468.32
February	Grover Heights Elementary School Penny Power	3326.17
February	Jamberry Nails (Katherine Powell) fundraiser	200.00

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March	Team Lexi Brown Shave Lemonade Stand	326.00
March	MooLaLa Lemonade Stand	939.64
March	Blaze Pizza fundraiser	298.65
March	Panda Express fundraiser	95.20
April	Portuguese Hall-Trina Robbins LuLaRoe event	172.00
April	Grover Heights Elementary Open House stand	482.00
May	'Donations in lieu' in memory of David Ebert	465.00
May	Panera Bread fundraiser	40.00
June	Girl Scouts Troop #40023	500.00
June	Niskayuna High School "Lemonade Wars"	100.00
July	Anderson-LeJeune Family Walmart PA Lemonade Stand	551.72
September	Arroyo Grande Harvest Festival Lemonade Stand	384.00
September	Arroyo Grande High School Gold Day donations	3054.05
September	Branch Elementary Gold Day donations	1571.40
September	CL Smith Elementary Gold Day donations	103.28
September	Dorothea Lange Elementary Gold Day donations	446.64
September	Judkins Middle School Gold Day	600.00
September	Lopez Continuation High School Gold Day donations	202.82
September	Nipomo Elementary Gold Day donations	2059.28
September	Paulding Middle School Gold Day donations	119.76
September	Mesa Middle School Gold Day donations	236.80
September	Grover Heights Elementary Gold Day Lemonade Stand	449.76
September	Oceano Elementary Gold Day donations	384.56
September	Oceanview Elementary Gold Day donations	3090.07
September	Dance in Gold with Danya Nunley at Kennedy Club	9674.55
October	LuLaRoe Erica Neuschafer fundraiser	581.50
November	CalPoly AMA Talent Show	600.00
November	Grover Heights Movie Night	297.23

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November	Northwest Bank-Rogan family PA Lemonade Stand	300.00
November	Pythons-R-Us YouTube reptile auction	4300.00

We also want to acknowledge that Sam's Foundation received \$621 from Rowan Barber's handmade jewelry sales and \$414 from Marielle and Talia Conn as part of our Dance in Gold event, and \$80.40 from Gianna and Annali Brittingham from their personal fundraising efforts, for which we are very grateful!



January
Eliana Nunley bat mitzvah
donations
\$756.00



February
Penny Power at Grover Heights
\$3326.17



March
MooLaLa
Lemonade Stand
\$939.64



March
Team Lexi Brown
Lemonade Stand
\$326



April
Grover Heights Open House
\$482



June
Girl Scouts Troop #40023
\$500

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June

Camp Reach for the Stars



July

Anderson-LeJeune Family Lemonade
Stand

\$551.72



September

Harvest Festival

\$384



September

Dance in Gold with Danya Nunley

\$9674.55



November

Cal Poly AMA Talent Show

\$600



November

Grover Heights Movie Night

\$297.23



November

Northwest Bank-Rogan Family
Stand

\$272

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September

Dance in Gold with Danya Nunley

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FINANCIAL STATEMENT SNAPSHOT

Because we volunteer our time and services to the Foundation, to date 100% of donor contributions have gone towards our Mission. The Foundation has not incurred any operational expenses for which it has not been reimbursed. It is our objective to continue to run our operations in this “lean-and-mean” fashion so that donor contributions go 100% towards our Mission.

The figures below represent revenues and expenditures from January 1, 2017 through November 30, 2017 and are deemed to be accurate but are unaudited.

Relevant Period Revenues (events and donations): \$47,616.47

Relevant Period Expenditures:

Grants to childhood cancer research institutions: **\$60,000**

Financial Assistance to local families or organizations: **\$4,036**

Unreimbursed administrative and general expenses: **\$0**

HOW YOU CAN HELP

There are many ways that you can show your support for the Foundation:

- Direct contribution on our website www.samjeffersfoundation.org
- Donating a portion of your business’ sales to the Foundation
- Donating goods or services for one of our silent auctions
- Organizing a fundraiser in your own community, such as a Lemonade Stand, bake sale, car wash, garage sale, coin collection at school or

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work, and many other ways. Please just [e-mail](#) us and ask! We will do everything we can to guide and assist you in the process

- Volunteering at one of our many fundraisers (serving lemonade, baking cookies or cupcakes, etc.)
- Inviting us to hold a Lemonade Stand at your place of business, school or other event
- Like us and Share our activities on Facebook and elsewhere and just “spread the word” about our Foundation to others in the community

The ways that we can all work together are limited only by our imaginations. When Sam was alive and going through treatment he saw many other children in the same situation as he was, and he thought it was incredibly sad that there were children who were sick and dying because there was no reliable way for them to be helped. No child should ever have to face that situation. Together, we truly can make a difference by *Cooking Up a Cure for Childhood Cancer*.

FACEBOOK: COOKINGUPACUREFORCHILDHOODCANCER

INSTAGRAM: COOKINGUPACURE4CHILDHOODCANCER

TWITTER: @COOKINGUPACURE4

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