

Children's Cancer Center
FY July 2023 - June 2024 Annual Report
Celebrating 50 Years of Community



CHILDREN'S
CANCER CENTER

helping children & families cope

Annual Report

*Emersyn, age 6
Medulloblastoma Survivor*

*Amara, age 6
Rhabdomyosarcoma Survivor*



2023-2024

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Letter from CEO, Patty O'Leary



Dear Friends and Supporters,

As the Children's Cancer Center celebrates its 50th year of serving children and their families battling pediatric cancer, I am filled with immense joy for what we have accomplished together thus far. The foundation we laid 50 years ago continues to be the driving force behind our mission of helping children and their families cope.

When a child is diagnosed with cancer, the family is given a medical roadmap but not necessarily the tools to cope on a day to day basis. The emotional, financial, and educational support we provide to these families has proven to be essential through every step of their cancer journey.

I am thrilled to share that over the past year, we have completed an interior renovation and introduced a new staff member, Cyrus Blue, our golden doodle AKA the Director of Smiles. These wonderful additions have brought a new level of comfort to our center and created an atmosphere even more conducive to coping. We have also made significant investments in our new Restoring Inner Strength & Energy Program, which educates families about nutrition and inspires mindful movement. We have experienced measurable success through our satellite location in Sarasota, Florida helping us enhance our presence in these outlying areas and most importantly, ensuring no family feels isolated.

All of these achievements have been made possible because of the support of our generous donors, dedicated volunteers, board of directors, and passionate staff. You all have been an integral part of our success. Thank you for your unwavering commitment and for believing it takes more than medicine to battle childhood cancer. We invite you to continue this journey with us because your support is more than an investment in our programs, but a lifeline of hope, strength, and comfort for families facing the unimaginable.

With heartfelt gratitude,

Patty O'Leary
CEO & Executive Director, Children's Cancer Center



Who We Are

Mission Statement

The Children's Cancer Center is a non-profit organization dedicated to serving children and their families who are battling cancer or chronic blood disorders with the emotional, financial, and educational support necessary to cope with their life-threatening illness during time of diagnosis, throughout their treatment, survivorship and far too often bereavement.

With 30 support programs and services currently helping over 5,000 children and family members, support is offered to all members of the family and is available throughout every step of their difficult journey.

Compassionate, Credible, Connected

The Children's Cancer Center is committed to being a **compassionate** organization, **connecting** our extensive network to provide vital support for children and their families. We take pride in our **credibility**, maintaining full financial transparency and ensuring that accountability is at the core of all our initiatives.

Our Origin Story & 50 Year Legacy

Children's Cancer Center was founded in 1974. Mac and Cecile Burnett, who lost their daughter Helen to leukemia, and Dr. Janifer M. Judisch envisioned an organization that would help alleviate the stress of coping with a child's life-threatening disease. The philosophy of our original founders was that when a child is diagnosed, the entire family is really diagnosed. Therefore, our programs and services address the needs of all family members affected.

We are celebrating a momentous milestone in our journey – the 50th anniversary of the Children's Cancer Center. To honor this occasion, we are proud to unveil our anniversary theme: "Celebrating 50 Years of Community." Over the past half-century, the Children's Cancer Center has become a symbol of hope for children and families facing the unimaginable challenges of pediatric cancer. As we look back on our golden anniversary, we reflect with gratitude on the countless stories of resilience, triumphs, and unwavering support.



Dylan, Age 8

Acute Myeloid Leukemia

Ambassador Highlight

Dylan was eight years old when she was diagnosed with Acute Myeloid Leukemia. Upon her diagnosis, Dylan felt an overwhelming sense of fear, as she didn't believe she was going to get through her pediatric cancer journey. She couldn't believe something like this would have ever happened to her.

Dylan shared that the hardest part of her cancer journey was when her platelets were so low, causing a blood vessel to leak in her brain, which then caused a stroke. She was admitted into the ICU and stayed in the hospital for over 200 days.

Dylan has completed treatment and says, "I'm feeling really good because I'm not on chemo!" She shared that she still has flashbacks of having a PICC line and how going back to school has been hard since her friends didn't recognize her after losing her hair. She also shared that if she could give any advice to another recently diagnosed child, she would tell them not to worry about their hair falling out, because it will grow back.

The Children's Cancer Center has been a lifeline for Dylan and her family. Being surrounded by other children going through similar experiences has helped Dylan feel more comfortable and less isolated. She has loved attending our Oncology Family Connection Group, enjoying summers at KITE Camp, and proudly serving as one of our child ambassadors!

Pediatric Cancer Statistics

- Pediatric cancer is the #1 cause of death by disease among children
- Only 4% of federal funding goes towards pediatric cancer research
- Every 3 minutes, a child in the world is diagnosed with pediatric cancer
- 2 per every 3 survivors will still develop at least one chronic health condition, including musculoskeletal problems and second cancers
- 43 kids a day are diagnosed in the US
- Pediatric cancer patients & survivors are 57% more likely to develop depression and 29% more likely to have anxiety than their peers. Other common psychiatric issues include post-traumatic stress disorder (PTSD), obsessive-compulsive disorder and phobias

Board of Directors, Sarasota Advisory Board, & Rising Leaders

Board of Directors

- **Sabrina Caras** – Chairwoman (Director of Operations, Power Design)
- **David Silver** – Chair Elect (CEO/President, Instrumental Wealth)
- **Shirley N. Morejon** – Past Chairman (SVP Senior Relationship Manager, Bank of America Merrill Lynch)
- **Cameron Ahari** – Secretary (Financial Advisor AMP, Raymond James Financial)
- **Sean Ouellette** – Treasurer (Sr VP & Division Manager, KAST Construction)
- **Tee Ann Bailey** – Senior Advisor (Real Estate Consultant)
- **Patrick Moraites** – Senior Advisor (Chief Financial Officer, FIRM Consulting Group)
- **Babette Bailey MSN, RN, CCRN** – (Director of Patient Care Services, St. Joseph’s Children’s Hospital)
- **Marion Sultenfuss Hanlon** – (Sultenfuss Ltd)
- **Vikki Kaiser** – (Director of Marketing and PR, Panera Bread)
- **Jay Kuhns** – Membership Chair (Vice President, Strategic Planning, IRI Consultants / President, Unstoppable Leadership Group LLC)
- **Mudra Kumar, M.D.** – (Physician Professor, Pediatrics USF Health)
- **Dominic Macrone** – (Director of Human Resources, Carowinds, Cedar Fair Entertainment Company)
- **Erica Mallon** – (General Counsel and Chief Compliance Officer, Prompt Therapy)
- **William Sultenfuss II** – (Sultenfuss Ltd)

Sarasota/Advisory Board

- **Steve Altier** – (Commercial Relationship Manager, United Community Bank)
- **Cassidy Campbell** – (Marketing Brand Manager, Icon Restaurant Group)
- **Gabriella Cardenas** – (Strategic Business Consultant, PaychexHR)
- **Tom Quale** – (Regional President, Bayfirst Bank)
- **Tom Riley** – (Mortgage Loan Officer, SoFi Home Loans)
- **Kelly Saba** – (Field Reimbursement Senior Manager, Sobi NA)
- **Jason Schofield** – (Founder & CEO, Hive V.O.C. (Virtual Operations Consultants)
- **Linda Vernon** – (Marketing Manager, Advocate Radiation Oncology)
- **Steve Zadrozny** – (Engineering Technician III, City of Sarasota)

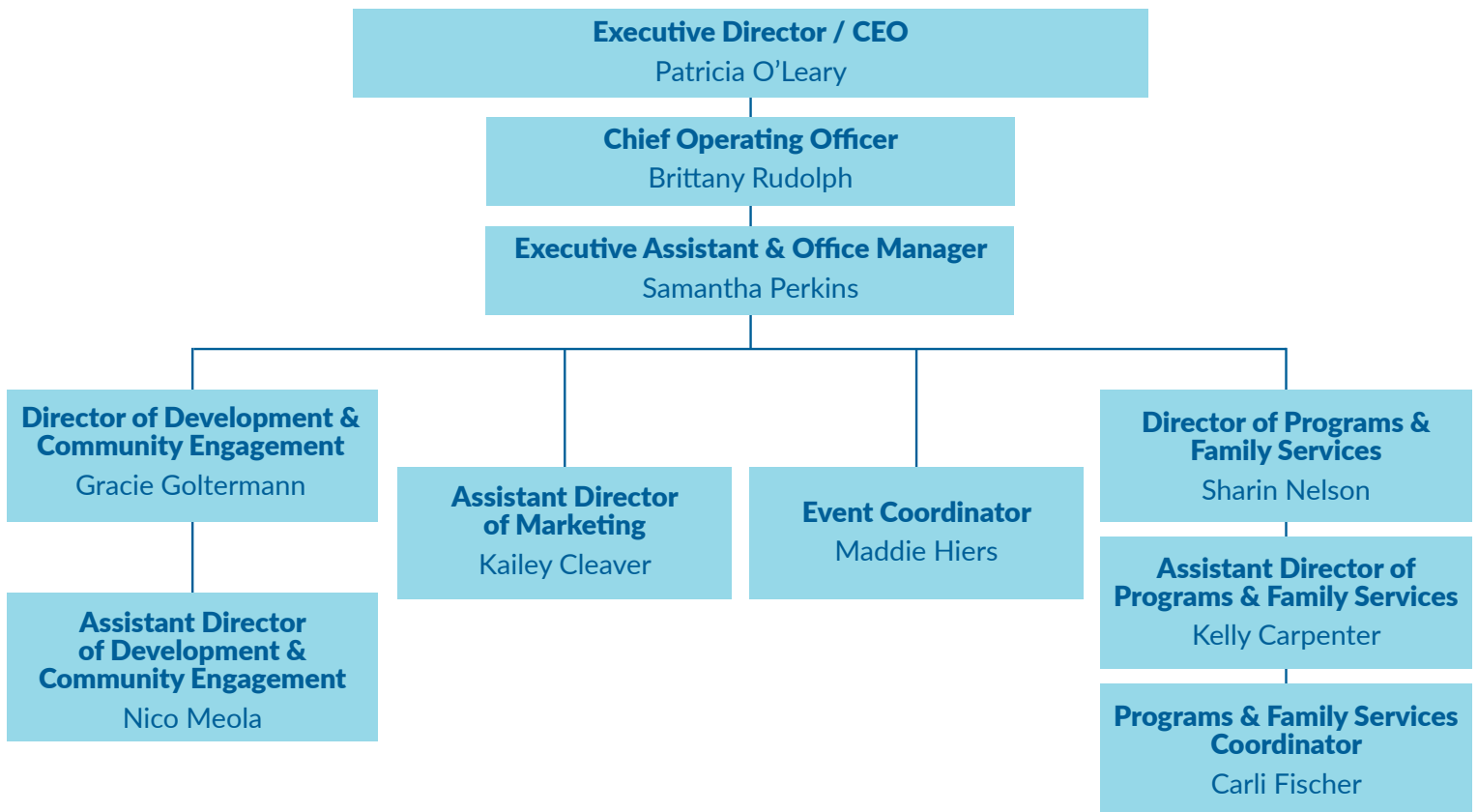
Rising Leaders

- **Greg Makoid** – Co-Chairman (Investment Banking Associate, Colonnade Advisors)
- **Jake Iacovella** – Co-Chairman (Associate, SRS Real Estate Partners)
- **Hadley Chillura** – (Epic Western Cocktail Co. – Brand and Creative Manager) (Chill Bros. Ice Cream – Co-Owner)
- **Ali El Sayed** – (Financial Advisor, Bankers Life)
- **Sam Oleshansky** – (Investor Relations Associate, Florida Funders)
- **Rachel Porter** – (Wiregrass Ranch Foundation)
- **Alexis Steele** – (Marketing Event Coordinator, DataLink Software)
- **Reid Wichman** – (Sales Representative, Techtronic Industries)

Thank you to our Board of Directors, Sarasota Advisory Board, and Rising Leaders for offering your time, talent and treasures in moving our mission forward.



Organizational Overview



New COO, Brittany Rudolph

Brittany is thrilled to step into the role of Chief Operating Officer at the Children's Cancer Center after 8 years as Director of Marketing and Events. With a passion for making a difference and a commitment to moving our mission forward, Brittany will be bridging our long term goals with day to day operations.



Patty O'Leary, CEO and
Brittany Rudolph, COO

Volunteers & Interns

Over the last year, 743 individuals selflessly donated their time as volunteers towards our programs, fundraising events and overall mission maintenance. In this past fiscal year, eight interns from various universities joined our team and gained hands-on experience in fundraising, marketing and programs. These aspiring students and our volunteer support squad know it takes more than medicine to battle pediatric cancer.

Sign Up To Volunteer With Us



Facilitators

We have licensed, professional facilitators that help us make a greater difference in the lives of the children and families we serve.

Janice Paton | Certified Grief Counselor & Specialist

Janice has been instrumental over the past 2 years as the Children's Cancer Center has enriched our Grief Support program. Janice provides grief support services for family members who have had a child pass away from cancer.

Kendal Hansen | LMHC, ATR | Art Therapist

Kendall is a certified Art Therapist who has been instrumental in utilizing art therapy as a form of expression and a tool to help children and their families cope.

Eileen Esposito | Music Therapist

Eileen, our music therapist joins us at the center for a variety of programs and facilitates coping activities centered around music.

Shannon River | Certified Child Life Specialist

Through our Sibshop program, Shannon helps provide one-on-one support to siblings of individuals diagnosed with cancer. Sibshops provide emotional and peer support to help children cope with the stressors that come from having a sibling with a pediatric cancer diagnosis.

Joe Karlinski | Action Certified Personal Trainer

Joe has been a pillar of our new Restoring Inner Strength & Energy Program, which introduces children and families to an active lifestyle with attainable nutritional goals and promotes stress relief and overall wellness.

Rachel Van Steenberg | MS, RDN, LDN

Rachel's nutrition class through the RISE Program is designed to support the unique dietary needs of children and families throughout their journey.

Jennifer Wagner | RD, LDN

Jennifer does individual nutrition consultations for RISE. Jennifer's one-on-one consultations are designed to provide personalized dietary support.

Jason Schofield | Golden Apron Cooking Class Chef

Chef Jason Schofield is a renowned culinary expert. He hosts engaging virtual cooking classes for the Children's Cancer Center, bringing joy and inspiration to children and their families in the comfort of their own homes.

Leanne Vaughan | LMHC | Sheltering Oaks Counseling

A diagnosis impacts every member of the family differently and the child becomes isolated, siblings are scared and parents are not prepared. Counseling is offered in individual and group settings to help children, siblings and parents convey these difficult thoughts and feelings.

Forty Carrots Family Center

Through a partnership with Forty Carrots, mental health services are offered for children, adolescents and families in the Sarasota area. These sessions are offered in group or one-on-one settings.

Financials

Credentials:

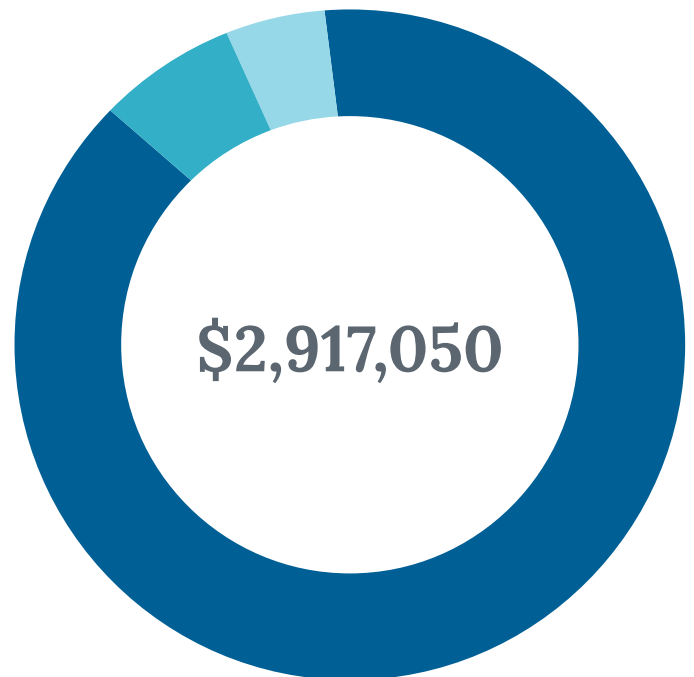
- Four Star on Charity Navigator
 - 8 Consecutive years, less than 6% of all organizations hold this status
 - 100/100 Score: less than one percent of 225k organizations evaluated annually hold this status
- Platinum Transparency 2024 on Candid

FY 23-24 Financials

Total Income / Revenue: \$2,917,050

Expenses:

- Programs: \$2,022,670 (83%)
- Fundraising: \$238,793 (10%)
- Administrative: \$174,471 (7%)



Financials Overall Stats:

\$0.87 for every dollar goes towards our programs



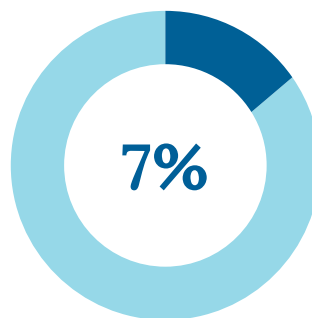
Best practices is \$0.65

\$0.08 is our cost per dollar raised



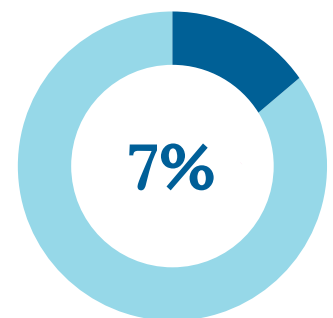
Best practices is under \$0.20

Fundraising expenses are 7% of our total revenue



Best practices is under 25%

Administrative costs are 7% of our total revenue



Best practices is under 15%



Our Partnering Hospitals



Support for Children

Love Bundles

Our Program and Family Services team delivers custom care packages filled with comfort items, toys, and games weekly to newly diagnosed children in the hospital. These bundles are meant to offer comfort and emotional reassurance to children at the start of their treatment process. Serving as the first touchpoint with families, these love bundles are a warm introduction to the essential therapies and family support groups that we offer.

Monthly Inpatient Meal

Our Program and Family Services team arranges catered meals to be delivered on a monthly basis to the Oncology Floor at Johns Hopkins All Children's Hospital. This unifying opportunity welcomes families to take a break from their hospital room and connect with others on a similar journey.

Outreach

Members of our Programs & Family Services team conduct weekly visits to the oncology floors and monthly meetings with the hospital's clinical staff. These opportunities allow us to connect further with families and identify areas of need both during their time of diagnosis and throughout their treatment plan.

Bi-Annual Social Work Appreciation Breakfast

Child Life Specialists & Social Workers, specializing in pediatric oncology & hematology, are invited for breakfast and program collaboration at the Children's Cancer Center. These hospital partnerships are an integral source of communication and vital in allowing us to meet the current and evolving needs of the families and support the hospital healthcare teams.

Hurricane Help

Provided meals to all 3 hospitals (nursing staff) on the ONC floor for the care providers who were stuck in the hospitals during the hurricane.

Hospital Outreach

Program Highlights



Cyrus, Director of Smiles

We expanded to **30** programs when welcoming Cyrus Blue as a member of the Children's Cancer Center family! Cyrus' support at our programs has helped children and their families' physical, social, emotional and cognitive functioning.



Restoring Inner Strength & Energy (RISE)

The RISE program has reached over 50 families, making movement and healthy eating a fun, family-friendly experience. By combining nutrition tips with adaptive workouts, RISE helps families stay active, build confidence, and improve their overall well-being together.



White Hat Fund

\$100,000 distributed! Financial Assistance is offered to families to help offset the financial burden that surfaces during a cancer diagnosis. Essential bills such as electric, mortgage, rent, car payments and insurance are covered through the White Hat Fund program.



Holiday Adoption

706 children and their family members were adopted through the generous support of over 100 businesses, volunteer groups and members of our community. Our volunteer Elf Helpers and magic makers helped us fill entire holiday wish lists for kids at home and in hospital rooms.



Scholarships

The Panera Bread Knead for Knowledge Scholarship Program awards **\$65,000** to high school seniors or graduates who have been diagnosed with pediatric cancer before the age of 21. Those who have lost a sibling to pediatric cancer are also eligible for a scholarship. Over the past decade, the Covelli Family has gifted over **\$615,000** in college scholarships to highschool seniors and graduates.



Camp Good Days

The Children's Cancer Center sent teens on an annual adventure to 'Doing a World of Good' (DAWG) Week at Camp Good Days in upstate New York. For 14 years we have sent teens on this one-of-a-kind Summer camp experience, introducing them to other friends from around the world who are also battling pediatric cancer. Recently, our kids have made friends from countries like Italy, Germany, Spain, and the Czech Republic.

10th Annual Wine
Women Shoes -
In loving memory of
Mason, age 10



9th Annual Gelatin Plunge



Events

Children's Cancer Center has over **5,000** children and family members battling pediatric cancer. We had another busy year of fundraising events where our community came together to make a difference in the lives of the children and families we serve!

Wine Women & Shoes

Raised a record breaking **\$1.185 million** net at our 10th Annual Wine Women & Shoes! 1,110 shoes were worn, 3,375 glasses of wine were poured and 30 programs were funded thanks to our sponsors, event attendees and all community partners involved.

Social Society of Sarasota

The first ever Social Society of Sarasota was held at the Powel Crosley Estate where over **\$65,000** net was raised for the 150 families we serve in Sarasota and Manatee County battling pediatric cancer.

9th Annual Gelatin Plunge

The 9th Annual Gelatin Plunge made a special summer splash in our very own backyard! Thanks to our generous donors, sponsors, plungers and event attendees we raised a net revenue of **\$110,000!**

Charity Polo Classic

We are honored to be one of the annual beneficiaries of the Charity Polo Classic, which has evolved from one of our own signature events into its own nonprofit organization. This exceptional exhibition match brings together a diverse community of guests, vendors, and sponsors dedicated to making a difference.

Compete Fore a Cause

For the second consecutive year, Compete Fore a Cause was hosted at Carrollwood Country Club, bringing together over 30 foursomes and more than 100 golfers for an exciting day of eighteen holes in support of the Children's Cancer Center. Organized by Mark Kingery in loving memory of his wife, Debbie, this memorable event featured putting contests, live auctions, raffles, and more.



Development

Renovations

Our Music Room, Art Room and Panera Bread Family Lounge recently underwent major renovations allowing these spaces to be more conducive for the programs hosted in each room. The beautification process wouldn't have been possible without:



Power Design Inc.
 Commercial Finishes
 Union Lighting
 All American Windows & Doors
 Elevation Design & Fabrication
 Dal Tile Materials
 Watkins Accessories
 My Well Kept Nest
 Meg Britton
 Spring Hill Suites



Sprinter Van

Through our collaboration with the Covelli Family Limited Partnership DBA Panera Bread, the success of their Tennis on the Green event and ongoing Operation Dough-Nation drive, we received a 15-passenger Sprinter van featuring one of our very own survivors, Gage.



Kite Days

One way we honor Childhood Cancer Awareness Month in September, is by partnering with local schools where we help educate children on pediatric cancer and come together to fly kites. The Kindergarten teachers and students at St. Mary's Episcopal Day School, purchased and flew kites to raise awareness and funds.



Holiday Cards

Five signature holiday cards, created by child artists of the Children's Cancer Center, are sold in 170 Publix stores all throughout Tampa and Sarasota! This campaign has been a staple for nearly 40 years and is proudly presented by DeBartolo Family Foundation.

Sarasota Satellite Location

The Children's Cancer Center is proud to offer all 30 of our programs to over 150 families served in Sarasota. These families are frequently traveling to Tampa and St. Petersburg for treatment and appointments, so we've recognized the need of a central support outlet, closer to home, to help them cope on a day-to-day basis.

Our Partners

The Kite Club is an esteemed group of the most dedicated donors in the center's 50-year history based on their extraordinary contributions. This exclusive club recognizes donors who have exhibited exceptional generosity and unwavering support for the Children's Cancer Center's mission.

Kite Club

\$1+ Million Donors:

Charity Polo Classic
Covelli Family Limited Partnership DBA Panera Bread

\$250K+ Donors:

Davis Ferguson Memorial Foundation
Landon Plastic Surgery
Leo and Ann Albert Charitable Trust
Nursey Foundation
Roberta Trussell Revoc Living Trust

\$100K+ Donors:

Achievement Center for Children and Families Foundation
Bespoke & Co.
Chick-fil-A
The Detlaff Family Foundation
Enterprise Holdings Foundation
Impact100
Ivon & Jane Culver Charitable Trust
Journey A Christian Church
KAST Construction
Life of Riley Foundation
Microlumen
Mercedes Benz of Tampa Bay
RDB Design
Ryan Callahan Foundation
Winters & Yonker

\$500K+ Donors:

DeBartolo Family Foundation
Flowbird
Ron Diaz Christmas Classic
Spurlino Foundation

\$50K+ Donors:

Adele S. Bennett Memorial Fund
Caspers Cares
Community Child Care of Delray Beach
Community Foundation Tampa Bay
Cross Out Cancer
Elite Building Solutions
Global Ordinance
Grand Hyatt Tampa Bay
Gulfeagle Supply
Leola Construction
Lightning Foundation
Meat Market
Nu Image Medical
Publix Supermarkets
Still Hunting
Suncoast Sports
Watt Plastic Surgery
We The Hobby

Visit childrenscancercenter.org/our-partners/ to view our Distinguished Donors. Our Distinguished Donors have risen to this level through their contributions over the Children's Cancer Center's 2023 – 2024 fiscal year.

Thank You For Your Generous Contributions!



**CHILDREN'S
CANCER CENTER**
helping children & families cope



The Long Family - 2010

“ I have been involved with the center since 2010. When my sister was diagnosed with Leukemia she was 7 and I was a teenager. We were referred to the center by a family friend who just finished their battle. Our first event was an Oncology Family Connection Group. I remember my parents trying their hardest to intermingle and make some connections with other parents who were in similar situations. My sister was still young and went straight to the barbie play house. However, I wasn't really sure what my purpose was there. I was the only teenager at the center that night and honestly just stuck around the food table picking away at my plate. I made my way outside and saw a few kids climbing into a wagon and began pulling them around. Little did I know that this would turn into an hour long event with several more kids coming to wait in line! Ever since that day I realized what my purpose at the center was. Whether it was volunteering at a family group, a teen group, S.A.I.L, or summer camp, I made it my purpose to seek out those kids whose childhoods weren't so much different than mine, the kids who were being robbed of their enjoyment and making it my passion to give it back.

Fifteen years have passed since I first walked through the doors of the Children's Cancer Center. Throughout those years I learned so much as a sibling of a cancer patient, the other families at the CCC, and the volunteers and staff who helped me navigate my own path to now working in my 5th year as a 6th grade history teacher. I thank the center for leading me down this path and have been lucky enough to see all of the positive changes that the Center has undergone over the past decade. Watching the center grow in numbers is both a blessing and a curse. It's hard seeing more and more children walk through the door fighting this fight, but the truth is that there will always be new children and I love that they have been given the chance to be part of such a great organization who will truly take care of the entire family. The blessing is that the center is the home that they can come back to year after year, no matter where their life takes them. Better to fight together than to struggle alone. ”



Joseph Long
Volunteer

ChildrensCancerCenter.org | 813-367-5437
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**Follow Children's Cancer
Center on Socials!**



**Get Involved!
Visit our Ways
to Give Page.**

