

2019

Annual Report



Supporting The Coolest Kids Fighting Cancer!

www.coolkidscampaign.org

2019 WAS A GREAT YEAR FOR THE FOUNDATION.

We had so many wonderful experiences and opportunities to enrich the lives of our Cool Kids Families, and hope that while you scroll through our annual report, you will agree.

The biggest highlight certainly was the opening of our Charlotte Cool Kids Clubhouse in Honor of Dan Jansen.

In January, we started talking about wanting to open a Charlotte clubhouse and to be able to accomplish it by November was in large part due to an incredible team who was absolutely dedicated to ensuring that nothing would stop us from opening the doors. We have been blessed to help so many families that we will continue to expand our reach by listening to the family's request of what they want and need to prosper.

At our annual Christmas party a mom said to me, "Cool Kids has helped my daughter so much. I don't know where we would be without you".

I assured her we will always be here to provide that positive support in every way possible. We understand how fortunate we are to be in this position to help these families and we will never take it for granted.

While our goals are lofty, we keep our feet firmly planted on the ground and focus one day at a time to appreciate what we have and where we are headed.

Your support, whether through time, treasure or talent, has a direct impact on our Cool Kids families. From the bottom of my heart, thank you for believing in us and for your continued support.

Sincerely,
Chris Federico



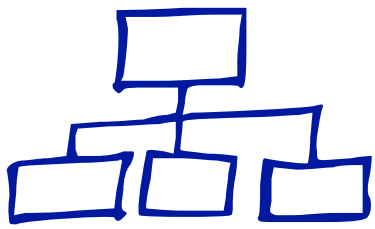
Cool Kids Mission

Our mission is devoted to improving the quality of life for pediatric oncology patients and their families by focusing on the academic, social and emotional needs brought on by a cancer diagnosis.

All of our programs are offered at no charge to the families we serve.



**43 CHILDREN
ARE DIAGNOSED
WITH CANCER
EACH DAY**



Our Strategy



CLUBHOUSES

Our clubhouses provide a safe haven where kids with cancer can just be kids. Here we provide programs that help kids overcome the social isolation, academic loss and sadness that often accompany a cancer diagnosis.



CARE CONDOS AND VACATION CONDOS

Our Charlotte Care Condo is a “home away from home” for families whose child is being treated for cancer. Families can stay for as long as three months at no charge.

Our Myrtle Beach Vacation Condo provides families a much needed respite at the beach. Here our families can reconnect and rediscover the joy of having fun together.

Exciting Clubhouse News



We opened our Cool Kids Clubhouse in Honor of Dan Jansen to serve children in North Carolina.



We renamed our Baltimore Cool Kids Clubhouse in Honor of Ken Singleton.

Key Service Highlights

5

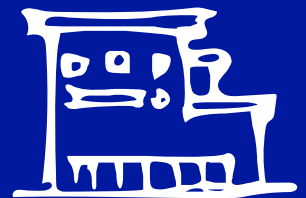
New Employees
Hired



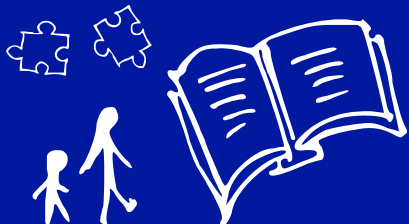
29 Companies
Participated In Our
TREES OF HOPE
Program Collecting
Personalized Gifts For
Our Cool Kids



120 Customized care
Packages Were Sent
To Newly Diagnosed
Children With
Cancer Nationwide



30 families utilized
our Care and
Vacation
Condominiums



Our “You Are Not Alone” book provided
practical advice for families facing
childhood cancer



Our “Cancer Fears Me” merchandise provided
a strong and powerful statement to all those
living with cancer



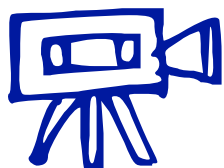
5400 Cool Kids
Campaign
Connections
newsletters sharing
stories by and for
children with
cancer
were distributed
through hospitals
nationwide

Programs and Support Services

$$a^2 + b^2 = c^2$$

244 hours of free, customized, one-on-one tutoring was provided because 33% of children with cancer are held back a year at school. We even provided free notebook PCs to students in need.

526 attendees helped children with cancer overcome social isolation at our Smile Celebrations where they commemorated the child's birthday or a cancer treatment milestone.



172 children attended Friday Movie Nights providing parents a rare night off while their kids enjoyed crafts, dinner, and a movie.



7 Caregiver Art Based Therapy sessions were hosted in partnership with Sinai Hospital.

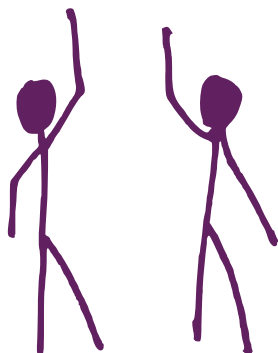


34 Cool Kids and siblings enjoyed an overnight camp experience with 24 hour medical supervision.



350 Cool Kids and family members attended special family events including holiday parties, family photo days, and more.

1174 total participants at our Cool Kids events.



**WHAT WE
CHARGED OUR
COOL KIDS
FAMILIES**



Fundraising Events

Ken Singleton Celebrity Classic – Ken Singleton, New York Yankees’ broadcaster and retired baseball legend, is the host for our annual Ken Singleton Celebrity Classic held in Baltimore, Maryland. 2019 was the 11th anniversary where we had an impressive array of sports and entertainment celebrities for a three day memorable experience.

Dan Jansen Celebrity Classic – Dan Jansen, 1994 Olympic Gold Medalist Speed Skater, is the host of our Dan Jansen Celebrity Classic held in Charlotte, North Carolina. This three day event is highlighted by an unforgettable concert performed by Joe Don Rooney and Jay DeMarcus of Rascal Flatts. Proceeds from this great event support Cool Kids Campaign and the Dan Jansen Foundation, which also helps families battling cancer.

Mike Eruzione Celebrity Classic – Mike Eruzione is the U.S. Gold Medalist Hockey player who scored the winning goal against the Soviet Union in the 1980 Olympics. Mike is the host of our Mike Eruzione Celebrity Classic held in Boston, Massachusetts. Proceeds from Mike’s event benefit Winthrop Charities and Cool Kids Campaign.



Shout Out To Our Community Partners



JERSEY MIKE'S | \$20,452

Jersey Mike's supported Cool Kids by donating proceeds from their Day of Giving and from the grand openings of their Hunt Valley and White Marsh locations.

"Giving...making a difference in someone's life" has always been the mission of Jersey Mike's from the beginning. Since 2010, Jersey Mike's locations throughout the country have raised more than \$28 million for worthy causes. It has been a pleasure to support the fine work of the Cool Kids Campaign Foundation. We believe in their mission to improve the quality of life for children living with cancer." – *Harold Wood, Director*

QG COMMUNITY CHARITIES | \$25,000

QG Community Charities selected Cool Kids as a recipient of proceeds from their Bourbon and Bowties event.



TRI AT THE TRUMP | \$35,000

Cool Kids was a beneficiary of Tri At The Trump, a sprint triathlon and fundraiser benefiting children and their families dealing with cancer and other diseases.

Goldfish Swim Club

For donating swim scholarships and hosting Smile Celebrations.

Flashes of Hope

For facilitating Family Photo Day.

Wes Peters Real Estate Group

For donating funds from every real estate settlement.

Lochearn Community Club

For donating a family membership and swim days.

Johnson Lumber

For making Cool Kids the beneficiary of your golf outing.

HopeCam

For providing technology to our tutoring students.

Trilogy Mentors

For your partnership in our tutoring program.

CancerEd

For providing lesson plans so teachers can educate students about cancer.

In Loving Memory of Our Cool Kids and Supporters



AVA DANIELS
MADISON FEDAK
ARIELLA STEIN



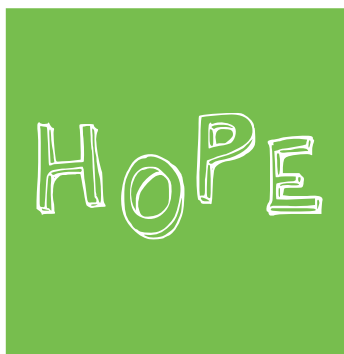
CHARLOTTE DELOACH
OLIVIA MILLS

JANE PALMER
W. JAMES PRICE IV



Trees of Hope

THANKS TO ALL OF OUR TREES OF HOPE SPONSORS



AECOM | A.J. | Bartlinski Karate Supercenter
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Essex Bank | Gebhart Properties
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Gray & Son | Harris Corporation | Lee Hartman
Legg Mason | Lifebridge Health | Pritchard Brown
Redwood Elementary School
Sustainability Wellness | SC&H Group
The Stokes Family | Towson University
Womble Bond Dickinson

Meet Our Staff



Chris



Janet



Melanie



Renee



Taylor



Patty



Melissa



Katharina



Kylie

CHRIS FEDERICO | President & Founder

Baltimore Staff

PATTY DOUGLAS | Care Package Coordinator

JANET ROBINSON | Director of Operations

RENEE WOODING | Director of Philanthropy

MELANIE KABIA | Director of Programs & Events

TAYLOR HARRINGTON | Programs & Events Coordinator

Charlotte Staff

KYLIE FARGO | Community Relations Coordinator

KATHARINA GROEGER | Operations Coordinator

MELISSA SCOTT | Managing Director

Financials

P & L

TOTAL PROFIT | 1,147,895.02

EXPENSE | 982,871.76

NET INCOME | 165,023.26

BALANCE SHEET

TOTAL ASSETS | 523,937.13

TOTAL LIABILITIES | 63,763.97

NET EQUITY | 460,173.16

Meet Our Board

BOARD OF DIRECTORS

Jim Prusak, Chairman | **Chris Federico**, President-Founder | **Ken Singleton** | **Julie Cox** | **Gregg Gorman** | **Dan Jansen**
Damian Mark | **Jon Price** | **Barbara Webbert** | **Mike Eruzione** | **Harold Wood** | **Patty Graham** | **Larry Graham**

ADVISORY BOARD

Brooks Robinson | **Bruce Laird** | **David Hinshaw** | **Frank Remesch** | **Bob Reiners** | **Jennifer Amato** | **John Rozema**
Johnny Holliday | **Linda Burton** | **Melissa Johnson** | **Raoul Frevel Jr** | **Renee Townsley** | **Tricia Brandenburg**

Shout Out To Our Donors

LEGACY DONORS

Special Thanks to our new corporate and foundation donors:

The Kahlert Foundation | PNC | Hope At The Lake
Nora Roberts Foundation | MBRG | Walmart | DeVito
Dunkin Brands | Loch Raven Optimists | Towson Kiwanis
The Baltimore Life Companies | Sprouts | Wegmans

ERIK'S ANGELS | \$100,000+

* Anonymous

W.D. "Pete" Class Foundation | McCormick & Co.
The Charles T. Bauer Charitable Foundation
Schochor, Federico & Staton, P.A. | Pioneer Fund

KAREN'S CRUSADERS | \$75,000 - \$99,999

Gray & Son, Inc. | Legg Mason Charitable Foundation
The Herman & Walter Samuelson
Children's Hospital at Sinai
Venable Foundation

MACKENZIE'S MISSION | \$50,000 - \$74,999

* Barbara & Bob Webbert | First National Bank of PA.
J C Steel Corp | LMG Group
M & T Charitable Foundation
Major League Baseball Players Association
PhRMA | Ronald McDonald House Charities
Thomas H. Lee Partners

BEN'S BUDDIES | \$25,000 - \$49,999

Chesapeake Bay Subs LLC, dba Jersey Mike's Subs
Chuck and Connie McAllister | DAP Inc.
Duke Energy Business Services | Kelly & Associates
Kris Amplo | Ingersoll-Rand | Linden Thomas
Major League Baseball Players Trust | Michael's Café
* Nelin Construction, Inc. | Park Place Hotels
PHH Vehicle Mgmt Services | Piedmont Natural Gas
The Band Foundation | The RCM&D Foundation, Inc.
River Rock Capital Mgmt. | Westminster West Middle

RICK'S ROADIES | \$10,000-24,999

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Board of Child Care of the United Methodist Church
* Brett and Caitlin Conrad | Bridgewater Wealth Mgmt
Brown Advisory | * Bruce & Carolyn Mattheiss
Coupa | Davita | Delbert Adams Construction Group LLC
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Jersey Mike's Corporate Advertising Fund
JSB Industries DBA Muffin Town
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* Milhomme Family Foundation
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Philip & Diane Federico | * QG Community Charities Inc
* Ron Marino | * Smithfield | Subaru
Suzanne & Ken Singleton | * The Kahlert Foundation, Inc
Toast Life Foundation | Wilkins Automotive
WorkForce Tactix, Inc. | YES Network

** Indicates New Legacy Donor*



JOHNNY'S JETS | \$5,000 - \$9,999

ACN Global Reach Charities, Inc. | Allianz | Ascendant Capital, LLC | Baltimore Area Health Underwriters
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The Jena and Bob Gallagher Foundation | * The Nora Roberts Foundation | * Todd & Wendy Wyman | * Tom Mulflur | * Wastequip

2019 DONORS OVER \$1,000 | \$1,000 - \$4,999

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Charitable Fund | The Devito Family Trust | Trace and Joyce Vonada | Valley View Farms | Wendy and Todd Wyman

2019 DONORS | \$100 - \$999

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Joshua Nelson | Joy Nolte Kirk | Julie Cox | Karen and David Jones, Sr. | Karen Mango | Kelly Ford-Brill and Barry Brill

2019 DONORS | \$100 - \$999

(Continued)

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Walmart | Weis Markets, Inc | William Peck | Zelig and Linda Robinson



To Our Volunteers & Interns Who Gave Hundreds of Hours of Support



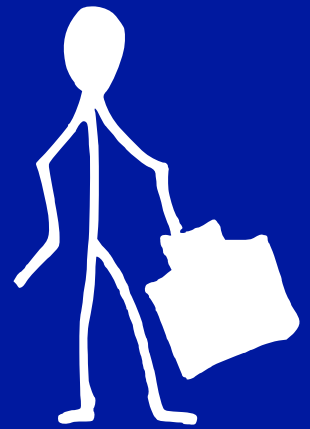
Cool Kids CAMPAIGN®



COOL KIDS
HOW YOU CAN HELP
**THE COOLEST KIDS
FIGHTING CANCER!**

YOUR COMPANY CAN HELP!

- Will your company match your donation?
- We can create a custom sponsorship package for your company
- Does your company offer grants to charitable organizations?
- Could your company host a Denim Day where participants donate a set amount to wear jeans to work?
- How about a chili cook-off or another team building event?
- Could you stage a toy drive?



YOU CAN MAKE A DIFFERENCE

- Make a donation on our website
- Attend one of our fundraising events (watch for announcements on Facebook and Instagram)
- Purchase a Cancer Fears Me tee shirt or hat
- Volunteer (with the kids or behind the scenes)
- Introduce us to others who would be supportive of our cause
- Follow us on Facebook and Instagram

WWW.COOLKIDSCAMPAIGN.ORG



WWW.COOLKIDSCAMPAIGN.ORG

8422 Bellona Lane, Suite 102 | Towson, MD 21204

The Cool Kids Campaign Foundation, Inc. is a registered 501(c)3 nonprofit organization in Maryland, North Carolina and South Carolina.