

2020

Annual Report



Supporting The Coolest Kids Fighting Cancer!

www.coolkidscampaign.org

DEAR SUPPORTERS,

I hope each and every one of you are staying healthy. 2020 has certainly tested our resolve and I am sure yours in many ways. One thing we have learned through all this is how to stay resilient. Back in March, when we learned we would be working from home for the next several weeks, we had to quickly adapt to a new way of doing things. It was unsettling to realize future fundraisers planned or those planned for us were immediately cancelled. Fundraisers were one thing, but even worse was reaching out to our Cool Kids Families and explaining how we would have to cancel all Smile Celebration parties for their child in the foreseeable future. Your instincts send you into survival mode, which is something many of our Cool Kids families do every day.

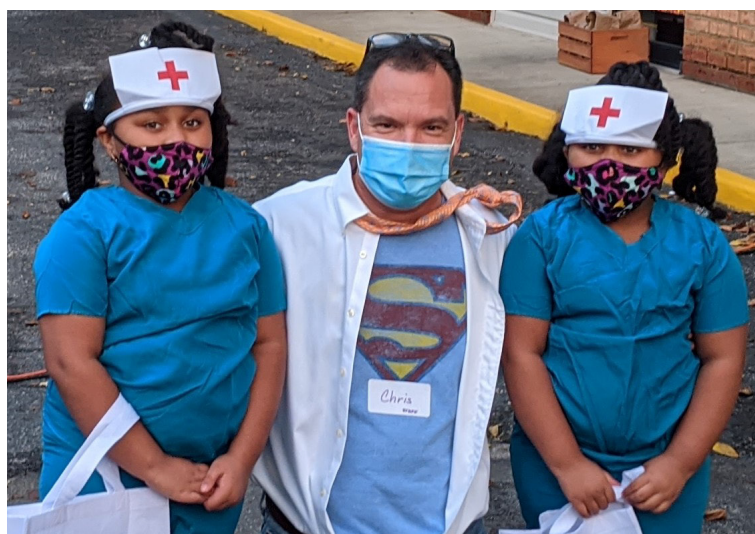
By June, our staff, which had been working extremely hard and staying focused, knew it was time to prepare for the second half of the year and we were going to make the most of it. Not only did we adjust to our “new” normal and create great virtual experiences for our Cool Kids by the fall, but we were extremely fortunate to be able to have our three celebrity golf events. Yes, the events were modified to allow for social distancing and our guests were thankful to be able to participate and have a feeling of normalcy again.

As October came around, both of our clubhouses were determined to provide our families a fun experience with Halloween and with Santa. Not only did the weather cooperate as we created a magical event outside for both occasions, but the parents were extremely grateful for giving their kids this sense of fun that we all so deserved.

Please take some time to look through our Annual Report as I think it will provide a clearer picture of how we overcame many challenges we faced.

There is nothing we can't get through together, we wish you and yours a very happy and healthy 2021.

Sincerely,
Chris Federico, *President and Founder*



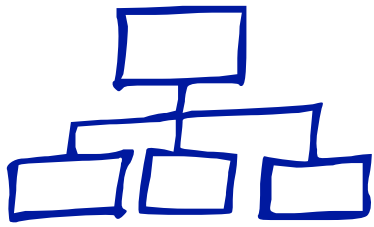
Cool Kids Mission

Our mission is devoted to improving the quality of life for pediatric cancer 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.



1 IN 285 CHILDREN
WILL BE DIAGNOSED
WITH CANCER BY
THE TIME THEY ARE
20 YEARS OLD



Our Strategy



CLUBHOUSES

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



Cool Kids
CLUBHOUSE
IN HONOR OF KEN SINGLETON



Cool Kids
CLUBHOUSE
IN HONOR OF DAN JANSEN

CARE CONDOS AND VACATION CONDOS

Our Myrtle Beach vacation condo provides families a much needed respite at the beach. Here our families can connect and rediscover the joy of having fun together.

Our Charlotte Care Condo is a “home away from home” for families whose child is being treated for cancer.

“After months of fear and concern, it will be good to relax and spend time recovering...I am so grateful to have connected with you all.”
- Cool Kids Mom, Valerie

FACTS:

DID YOU KNOW...



About 1/3 of children treated for cancer will be held back a year at school. That's why Cool Kids offers free, professional, one-on-one tutoring.

We purchased our Myrtle Beach vacation condo in 2013 after parents told us that the burden of medical expenses meant they could not afford to take a vacation.

Our Connections Magazine is distributed to hospitals across the US because Cool Kid, Mackenzie Stuck, told us how important it is for kids in the hospital to communicate.

We trademarked our "Cancer Fears Me" slogan in 2007 because we wanted a more positive and empowering message than the "Cancer Sucks" message we were seeing in the marketplace.

19% of children with cancer report having no close friends. We offer a variety of fun programs that help them overcome isolation and be with other kids who share their journey.

We send care packages nationwide because in 2006 our first Cool Kid, Eric Lerch, gave us the inspiration.

Many organizations only stay with the child for a limited amount of time after their treatment ends. We stay with our Cool Kids throughout their survivorship – once you're a Cool Kid...



YOU'RE ALWAYS A COOL KID!

WE ADAPTED WE DIDN'T SHUT DOWN!

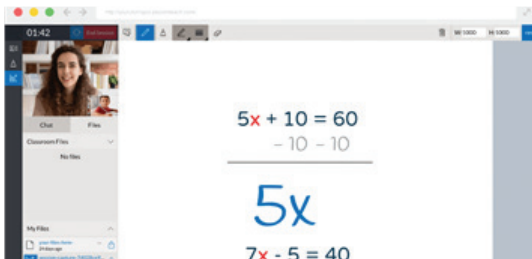


Dear, Cool Kids campaign
Thank you for having
this amazing camp this
week. I loved it and it
was soo fun, and I got
to make some new friend
soon, it was so cool that
we got to meet Dan Jansen.
I'm exited for my birthday
party. Sincerely, Aaron Quintieri

The Baltimore Clubhouse in
Honor of Ken Singleton took
summer camp online



The Charlotte Clubhouse in Honor of Dan Jansen
created a New Summer Program



We practiced
yoga on a farm

Our online tutoring continued



We took our
**Smile
Celebrations**
on the road



And we delivered
Smile Celebrations in boxes



We hosted a yard sale



We hosted a
miniature golf
tournament

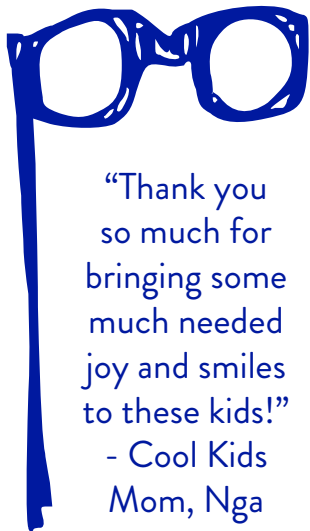


WE ADAPTED

Art-based therapy went online



We stayed socially distant from the ghosts and goblins this Halloween



"Thank you so much for bringing some much needed joy and smiles to these kids!"
- Cool Kids Mom, Nga



We visited Santa outdoors at the North Pole

"We want to thank you and all of the other volunteers for hosting such a wonderful event on Saturday. We had a great time and Theo continues to talk about meeting Santa and sitting in the sleigh!"
- Cool Kids Dad, James





Major Fundraising Events

Ken Singleton Celebrity Classic – Ken Singleton, New York Yankee's broadcaster and retired baseball legend, hosted our annual Ken Singleton Celebrity Classic held in Baltimore, Maryland. 2020 was the 12th anniversary of the event and we had an impressive array of sports celebrities. In addition to golf, we hosted an outdoor crab feast and auction.

Dan Jansen Celebrity Classic – Dan Jansen, 1994 Olympic Gold Medalist Speed Skater, hosted our Dan Jansen Celebrity Classic held in Charlotte, North Carolina. The event also featured a concert and auction. Proceeds benefitted Cool Kids Campaign and the Dan Jansen Foundation, which also helps families fighting 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 hosted our Mike Eruzione Celebrity Classic held in Boston, Massachusetts. Proceeds from the event benefit Winthrop Charities and Cool Kids Campaign.



Shout Out To Our New Community Partners

New Large Donors: \$5,000+

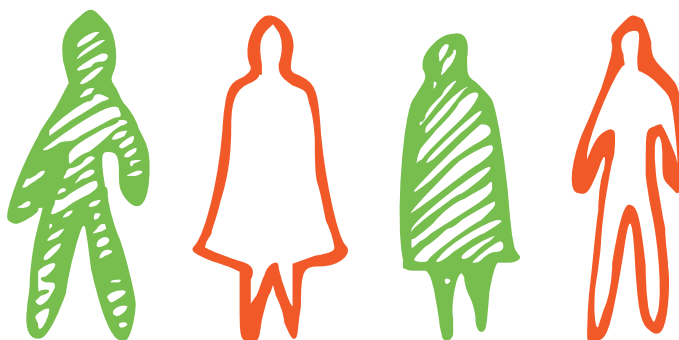
Metrolina Greenhouses
Jerry's Toyota
Keffer Auto Group
The JEM Project (Foundation Grant)

New In-Kind Service Donors

Baltimore Coffee and Tea,
*(supplies of our Cool Kids Coffee
for care packages)*
Black Forest Tap House
Blanketeer Quilts
Bryanna's Love, Inc.
CardioGolf
Carrabba's Italian Grill
Creative Quilters Quild
D9 Brewing Co.
Davidson Icehouse
Deloitte Consulting LLP
Elevation Church
Faithful Circle Quilters
Fight the Good Fight
Fresh McKenzie
Girl Scouts, Hornets' Nest Council
Grayson's Goodies
Greater Chesapeake Charitable Foundation
Hershey Co.
HR Innovation LLC
Huntersville Police Department
Kids and Art Foundation
Kris Construction Design and Build
Little King Art
Little Smiles
Manor Tavern
Mattress Express
Merritt Properties



Milltown Quilters
Mother Seton Quilting Angels
Mountain Run Mini Golf Course
My Place Hotels
Newell Brands
Niagara Bottling Co.
Nursing Care Experts Inc.
Project Chemo Comfie
Quilters of Howard County
The Cavanaugh House
Uncle Maddio's
Unison Business Solutions
Whit's Frozen Custard



In Loving Memory of Our Cool Kids



Brixton Henfield



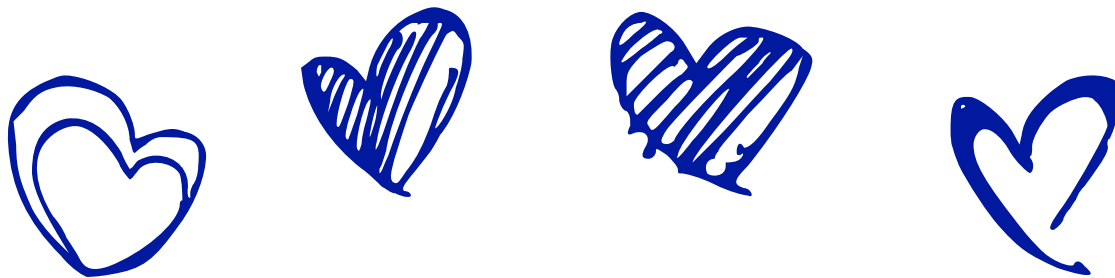
Daniel Webster Norwood II
(Diggy)



John Landon Hartman



Colt Tyson Waid



THANKS TO ALL OF OUR TREES OF HOPE SPONSORS

A.J. Bartlinski Karate Supercenter | AECOM | Arent Fox, DC | BJ's Wholesale Club Owing Mills
Bowie & Jensen | Brawner Builders | Brown Advisory | Carroll Independent Fuel/Highs of Baltimore
Delbert Adams | Dulaney Valley Memorial Gardens | Essex Bank | Gray & Son | Hillendale Country
Club | Hunt Valley Country Club | L3Harris Lifebridge Health | New Creation Baptist Church
Oakcrest Village | Pritchard Brown | SC&H | Sustainability Wellness | The Dermer Family
Towson University | Womble Bond Dickinson

Through our Trees of Hope program, employees of local businesses can contribute toys and gift cards for our care packages. It's a great holiday tradition.



Meet Our Team



Baltimore Team

CHRIS FEDERICO | President & Founder
JANET ROBINSON | Director of Operations
PATTY DOUGLAS | Care Package Coordinator
RENEE WOODING | Managing Director
TERRY LOMBARDI-NALLS | Community Relations Coordinator

Charlotte Team

MELISSA SCOTT | Managing Director
KYLIE FARGO | Community Relations Coordinator

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**

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 | **Laura Rosen** | **Chris Conn** | **Jim Kinney**

CHARLOTTE ADVISORY BOARD

Jon D. Kalupa – Co-Chair, **Tiffany Kalupa** - Co-Chair, **Patty Graham** - Founding Chair, **Steve Andiloro**, **Jennie Carter**, **Holly Davis**, **Brooke Graham**, **Regina Hartung**, **Karen Jansen**, **Michelle Murray**, **Mike Nelin**, **Susan Orr**, **Julie Sparks**.

Financials

P & L

TOTAL REVENUE | \$1,094,763
EXPENSE | \$1,026,167
NET INCOME | \$68,596

BALANCE SHEET

TOTAL ASSETS | \$854,672
TOTAL LIABILITIES | \$202,486
NET EQUITY | \$652,186



**Unaudited*



Shout Out To Our Donors

ERIK'S ANGELS | \$100,000+

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

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

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

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

First National Bank of PA | Ingersoll-Rand
JSB Industries, INC, dba Muffintown | Livingston Financial
LMG Group | M&T Charitable Foundation
Major League Baseball Players Association | PhRMA
Ronald McDonald House Charities | The Kahlert
Foundation | Thomas H Lee Partners | Kris Amplo

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

Chesapeake Bay Subs LLC, dba Jersey Mike's Subs
DAP, Inc. | Duke Energy Business Systems
Dezy Strong, Inc. | Milhomme Family Foundation
JSB Industries, Inc dba Muffintown | Kelly & Associates
Linden Thomas | Michael's Café | Nelin Construction, Inc.
Park Place Hotels | PHH Vehicle Management Services
Piedmont Natural Gas | River Rock Capital Mgmt
The Band Coudation | The RCM&D Foundation, Inc.
Power Home Solar, LLC Westminster West Middle
Bruce & Carolyn Mattheiss

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

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Board of Child Care of the United Methodist Church
Bridgewater Wealth Management | Brown Advisory
ACN Global Reach Charities, Inc. | Coupa | Davita
Delbert Adams Construction Group LLC
DuClaw Brewing | Dunkin Donuts | Eisai US Foundation
Fire, Light and Safety America | First Home Mortgage
Furniture Retail Operations Group, Inc.
Greater Chesapeake Charitable Foundation
Invotek Group | Jacksonville Elementary School
JEM Foundation | Jemison Metals
Jena & Bob Gallagher Foundation
Mildred Mindell Cancer Foundation | Modern Automotive
Smithfield | Stephen Lockwood & Co LLC | Subaru
The J. F. Johnson Lumber Company, LLC
The Nora Roberts Foundation | Toast Life Foundation
Trane Technologies | Wilkins Automotive
Wastequip, LLC | WorkForce Tactix, Inc. | YES Network
Doug Abell | Daniel Arnold | Mark & Rene Cassady
Brett & Caitlin Conrad | Phillip & Diane Federico
Ron & Laura Marino | Jonathan & Melissa Price
Ken & Suzanne Singleton



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

Allianz | Anderson Automotive of Baltimore | Ascendant Capital, LLC | Baltimore Area Health Underwriters | Cassal Corp DBA Dunkin Donuts | DentaQuest | Dorothy Friedman Caplan Guild | Embrace Home Loans | Fight the Good Fight Foundation
Fourth and Goal Foundation / NFL Retired Players | Giant Food | Hope At The Lake Foundation | Illinois Tool Works Foundation
Jacuzzi | Jerry's Toyota | Jon Vos Family Foundation | Joy In Childhood Foundation | Killingsworth Environmental
Ledo Pizza Systems, Inc. | Mars Supermarkets, Inc. | Mercedes-Benz of South Charlotte | Metrolina Greenhouses, Inc.
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Harry Newman III | John Touloupoulos | Timothy Trefry | Todd & Wendy Wyman

2020 DONORS OVER \$1,000 | \$1,000 - \$4,999

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Community Foundation | Curo Health Services, LLC | Dennis Berman Family Foundation | Eaton Vance
EZLimo & Car Service | First National Bank of Pennsylvania | Frasso Family Revocable Trust
G & C Concrete Construction, Inc. | Gary C Berman Revocable Trust | Globe Life | Green Wing Ventures, LLC
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Kiwanis Club of Towson-Timonium Foundation, Inc | Marriott Fairfield Inn | Matthews Children's Foundation
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2020 DONORS | \$100 - \$999

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2020 DONORS | \$100 - \$999

(Continued)

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Paschal, Joan, & Suzanne Venanzi Jr | Steward Wallace | Justin Ward | Andrew Webb | Lana Webb | Max Wolf | William Wolters
Harold Wood | Angie Wood | David Wooding | Peter Wyman | Robert Yates | Michael Zahn



THANK YOU TO ALL OUR
WONDERFUL VOLUNTEERS!

WE CAN'T DO IT WITHOUT YOU!



HOW YOU CAN HELP THE COOLEST KIDS FIGHTING CANCER

- Make a donation on our website
- Donate using Venmo
- Make a stock donation
- Remember us in your will
- Attend one of our fundraisers (watch for announcements on Facebook and Instagram)
- Purchase a Cancer Fears Me tee shirt or hat
- Volunteer (we have at-home options)
- Introduce us to others who would be supportive of our cause
- Donate your no longer needed car
- Follow us on Facebook and Instagram

HOW YOUR COMPANY CAN HELP

- Does your company match donations?
- We can create a custom sponsorship package for your company
- Does your company offer grants to charitable organizations?
- Could your company sponsor a Denim Day where employees donate to participate?
- Could your company host a toy drive
- Does your company have volunteer days?



YOU CAN MAKE A DIFFERENCE!

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, Massachusetts, North Carolina, and South Carolina.