



2018
ANNUAL REPORT



MESSAGE FROM THE FOUNDER

Thank you for reviewing the Cool Kids Campaign 2018 Annual Report. Our mission from day one has been to provide kids with cancer and their families a higher quality of life. We think kids are cool – sick or healthy!

When Cool Kids Campaign was established in 2006, some wondered where the idea of assisting kids with cancer would lead us and how we would stand apart from similar organizations. Looking back over the past nine years has allowed us to know one thing for sure – Cool Kids Campaign has significantly and directly impacted hundreds of children and their families across the country as they have utilized our free programs.

We have been asked, is it difficult to be around children with cancer? No. There is nothing hard about possessing an endless passion to serve kids with cancer and to help add a bit of happiness to their lives. We feel truly blessed to have this opportunity – one we do not take for granted. Since we have strived to design programs that directly impact the kids, we take great pride in our Cool Kids Clubhouse, established fall 2011. Keep in mind that we believe this is just the beginning of a vital need to serve more kids with cancer in Maryland.

With the continued support of sponsors and donors – people like you – we envision extending our reach. There is unlimited potential! To learn more about our foundation, visit us online at coolkidscampaign.org.



*My gratitude on behalf of the Cool Kids,
Chris Federico, President and Founder*

A handwritten signature in blue ink, appearing to read "Chris Federico".



COOL KIDS PROGRAMS



SMILE CELEBRATIONS – A new program for 2018 was designed for our Cool Kids to celebrate their birthday or other important milestones such as the end of cancer treatment.

MOVIE NIGHT – Our Cool Kids and their siblings are able to play, make crafts, and watch a movie while their parents enjoy an evening out.

MOMMY DROP OFF – This is a weekly program designed to take place during summer where parents drop off their Cool Kids at the clubhouse for a few hours to do arts and crafts.

CARE PACKAGES – Our customized care packages are sent to pediatric oncology patients across the U.S. The items in these care packages are carefully chosen by our Care Package Coordinator, Patty Douglas.

CAMP – This camp is the only local camp that invites both the patients and their siblings to share in a special weekend. An added bonus is that so many of our Cool Kids were able to be together for a long weekend where they could strengthen their bond with all of their Cool Kid friends.

TUTORING – Students are paired with volunteer tutors (typically retired or active teachers) who assist with schoolwork and subjects where the child requires extra assistance.

CONNECTION NEWSPAPER – This is an interactive and positive newspaper that is written by the kids with cancer for the kids with cancer. Mailed to many pediatric oncology hospitals across the country.

SUPPORT SERVICES

CARE CONDO

Located in Charlotte, NC our care condo provides a place for families being treated at Charlotte area hospitals to stay during bone marrow transplants or any other long-term cancer treatment.

MYRTLE BEACH CONDO

Our Myrtle Beach condo is available at no cost to all of our eligible families. Our Cool Kids' families can choose one week throughout the entire year where they can reconnect and have fun together on vacation.

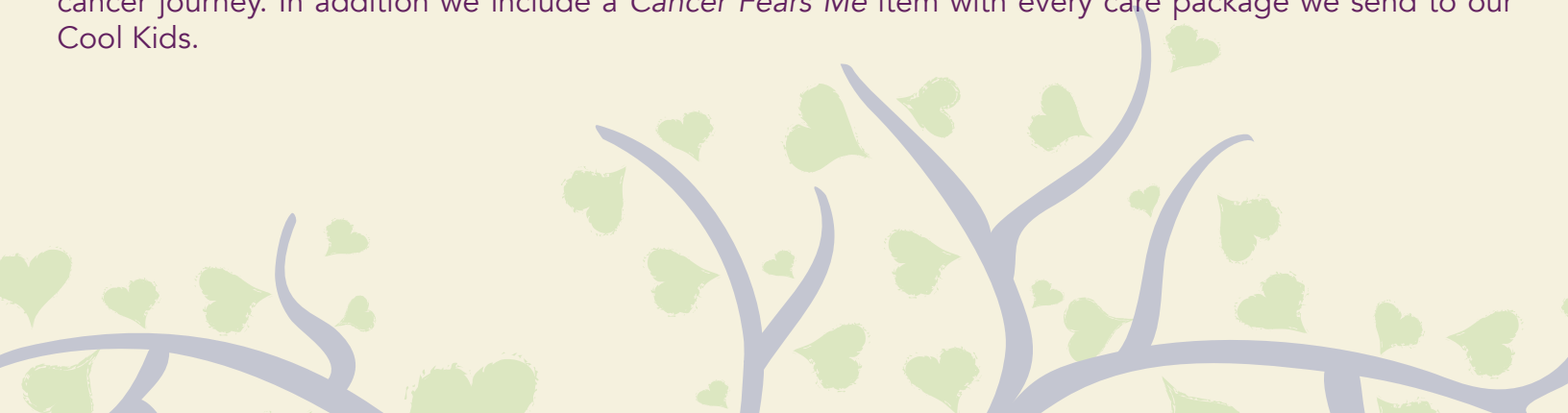


YOU ARE NOT ALONE

Our book is a compilation of advice for newly diagnosed patients by current and surviving families and Cool Kids. This book takes a new family from the initial diagnosis through each stage of their cancer treatments to survivorship. The book touches on the good and bad they may find along the way, including a lot of helpful hints they will find useful.

CANCER FEARS ME!

Our *Cancer Fears Me* merchandise provides a strong and powerful statement to all of those diagnosed and living with cancer. Our Cool Kids families have adopted this slogan as their rally cry throughout their entire cancer journey. In addition we include a *Cancer Fears Me* item with every care package we send to our Cool Kids.



FUNDRAISING EVENTS

BOURBON & BLUEGRASS – Our Bourbon and Bluegrass event took place at The Manor Tavern. It was an enjoyable evening filled with shopping with local vendors, bourbon tastings from various distilleries, and a great menu provided by Chef George Batlas.

KEN SINGLETON CELEBRITY CLASSIC – Ken Singleton, NY Yankees' broadcaster and retired baseball pro, is the host for our annual Ken Singleton Celebrity Classic held in Baltimore, Maryland. 2018 was the 10th 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 for our Dan Jansen Celebrity Classic held in Charlotte, North Carolina. This three day event is highlighted by an unforgettable concert performed by Rascal Flatts, Joe Don Rooney, Jay DeMarcus, along with Chicago's Jason Scheff. Proceeds from this great event help to 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. Olympic 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.

BALTIMORE RUNNING FESTIVAL – Team Cool Kids participated in this annual event where our runners had the option to take part in a 5k fun, a relay, and a half or full marathon.



COMMUNITY HELPING COOL KIDS

WES PETERS REAL ESTATE GROUP • \$6,375

"Being a former third grade teacher, it was important to me that our real estate team partnered up with a local charity that helped children. When I discovered Cool Kids Campaign I was blown away by the level of support they give to children with cancer and their families. I knew right then it was something I wanted to be a part of!" – Jen Peters

JERSEY MIKES DAY OF GIVING • \$13,930

"Giving...making a difference in someone's life" has 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 local charities. 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 of Operations

JOHNSON LUMBER GOLF TOURNAMENT

DULANEY VALLEY MEMORIAL GARDENS

MATHEWS FOUNDATION

GEBHARDT PROPERTIES FALL FESTIVAL

BASKIN ROBBINS

SIDEARM SPORTS

DAVE HINSHAW TOWSON MARRIOTT

PARKVILLE MIDDLE SCHOOL

IMMACULATE CONCEPTION ATHLETIC
ASSOCIATION

KIWANIS CLUB OF TOWSON –
TIMONIUM FOUNDATION

LEGG MASON FOUNDATION



COLE TITLE

PLAYERS PARTEE

BALTIMORE UNION SOCCER CLUB

ST. PAUL'S SCHOOL FOR GIRLS



IN LOVING MEMORY OF

RICK DAVISON

SARAH KAREN

A huge thank you to all of the companies below who participated in our Trees of Hope program. 2018 was a tremendous year for the program. Our Cool Kids and their siblings will benefit from your amazing generosity.



Altus

Brown Advisory

Country Club of Maryland

Dance Conservatory of Maryland

Delbert Adams Construction

Eisai, Inc.

Earth Treks

Gray & Son

Harris Corporation

Manor Tavern

SC&H Group

Tranquili-Chi Center

Barrevolution

Life Bridge Health

Towson University

Ernst & Young

BKM Associates

Lee Hartman

AECOM

U.S. Food and Drug Administration

Jennifer Koren





MEET THE STAFF



CHRIS FEDERICO - PRESIDENT & FOUNDER

Chris was born and raised in Baltimore and graduated from Loyola-Blakefield High School and Villa Julie College. His passion to create this foundation derived from the loss of his mother, Susannah Federico, to Leukemia in 1995. Chris understands how blessed he is to be surrounded with an outstanding board, wonderful staff, and the best “cool kids” and their families. He feels privileged to be in a position to help families, knowing that Cool Kids Campaign is making a positive difference in their lives.



JANET ROBINSON - OPERATIONS MANAGER

Janet was born and raised in Baltimore. She worked as a manager in operations for Alex Brown & Sons and Deutsche Bank. Janet has known Chris Federico, a former colleague from Alex Brown since 1993. She began volunteering with the Cool Kids Campaign in the fall of 2017. Janet enjoyed the time spent at Cool Kids Campaign and realized she was qualified for the operations position when it became available. She is excited to work with this incredible organization and is impressed with the passion, dedication, and support of the team. Janet lives in Towson with her husband JR.



RENEE WOODING - DIRECTOR OF PHILANTHROPY

Renee is a Baltimore native who spent the majority of her career in corporate banking, most recently as a Treasury Management Senior Vice President at PNC. During her banking career, she indulged her passion for working with nonprofits by serving on the PNC Charitable Contributions Committee and holding officer positions on the boards of Alzheimer's Association of Greater Maryland, Arts Education in Maryland Schools, and American Visionary Arts Museum. She holds a Business and Marketing BA degree from the University of Baltimore and a Masters in Business from Notre Dame of Maryland University. She is the recipient of a Pollard Prize for Leadership and a Gallup Great Workplace Award for Management Excellence. Renee is excited to use her experience to help Cool Kids reach even more families.



JULIE SEECHUK - COMMUNITY RELATIONS COORDINATOR

Julie was born and raised in Baltimore, Maryland. She has years of experience working with children of all ages. Julie graduated from Salisbury University in 2015 with a degree in Interdisciplinary Studies with concentrations in Psychology and Social Work. During her time at Salisbury she interned at Wicomico County Local Management Board where she helped the director with an anti-bullying project and raised money with her sorority for Children's Miracle Network Hospitals. When Julie is not working or studying, she is a soundtrack vocalist for composers nationally and internationally. She is very excited to start a new opportunity working with the Cool Kids Campaign while also continuing to pursue her Masters in Social Work.



PATTY DOUGLAS - CARE PACKAGE COORDINATOR

Patty was born and raised in Maryland. She spent the early part of her adult life raising her four children on her horse farm located in Northern Baltimore County. Patty has always had a desire to help others, first she worked at a PT office for eight years, then she started cooking for people who were fighting a battle with cancer. In 2011, Patty started as a volunteer making care packages at our Cool Kids Clubhouse. Since then, Patty has not only put our care packages together, but has added a personalized touch to every package she sends to our Cool Kids and their siblings around the country. In addition to the care packages, Patty also assists our staff with many of our events and fundraisers.

MEET THE BOARD

BOARD OF DIRECTORS

KEN SINGLETON, *Chairman* – Cool Kids Campaign – YES Network Yankees Announcer, Former Baltimore Oriole
CHRIS FEDERICO, *President / Founder* – Cool Kids Campaign
JIM PRUSAK, *Vice President* – First National Bank
GREGG GORMAN, *Treasurer* – Legg Mason
ROBERT REINERS, *Chief Financial Officer* – DAP, Inc.
JOE DIMAGGIO – Kelly & Associates
DAMIAN MARK, *Attorney At Law* – McKennon Shelton & Henn LLP

BOARD OF ADVISORS

BARBARA WEBBERT, *Owner* – Gray & Son
BROOKS ROBINSON, *Former Baltimore Oriole HOF*
BRUCE LAIRD, *Former Baltimore Colt*
DAN JANSEN, *Olympic Gold Medalist* – Speed Skater
DAVID HINSHAW, *General Manager* – Towson University Marriot
FRANK REMESCH, *General Manager* – Royal Farms Arena
HAROLD WOOD – Chesapeake Bay Subs, LLC, dba Jersey Mike's
JENNIFER AMATO, *Accountant* – SC&H Group
JOHN ROZEMA, *Briarcliff Apartments*
JOHNNY HOLLIDAY, *Sports Broadcaster and Voice of Terps Basketball & Football*
JON PRICE, *Brown Advisory* – Portfolio Manager
JULIE COX, *Vice President and Chief Development Officer* – Life Bridge Health
LINDA BURTON, *DRW*
MELISSA JOHNSON, *Plantronics*
RAOUL FREVEL JR, *Vice President* – Atlantic Caterers
RENEE TOWNSLEY, *Owner* – DE Collections
TRICIA BRANDENBURG – Towson University



FINANCIALS

BALANCE SHEET

Total Assets – \$375,614
Total Liabilities – \$76,033
Net Assets – \$299,581

PROFIT & LOSS

Gross Profit – \$750,007
Total Expense – \$715,456
Net Income – \$34,551



DONORS

ERIK'S ANGELS

\$100,000+

McCormick & Co.
Pioneer Fund
The Charles T. Bauer Charitable Foundation
W.D. "Pete" Class Foundation



KAREN'S CRUSADERS

\$75,000 – \$99,999

* Gray & Son, Inc
Legg Mason Charitable Foundation
* Schochor, Federico & Staton, P.A.
The Herman and Walter Samuelson Children's Hospital at Sinai

MACKENZIE'S MISSION

\$50,000 - \$74,999

LMG Group
M & T Charitable Foundation
Major League Baseball Players Association
PhRMA
Ronald McDonald House Charities
Venable Foundation

BEN'S BUDDIES

\$25,000 - \$49,999

Kelly & Associates
* Kris Amplo
Linden Thomas
Major League Baseball Players Trust
Michael's Café
PHH Vehicle Management Services
PhRMA
Piedmont Natural Gas
The RCM&D Foundation, Inc
River Rock Capital Management
Westminster West Middle

RICK'S ROADIES

\$10,000 - \$24,999

Adams Jeep of Maryland
Barbara & Bob Webbert
Board of Child Care of the United Methodist Church
Bridgewater Wealth Management
Brown Advisory
* Coupa
DAP Inc
Delbert Adams Construction Group LLC
DuClaw Brewing
Dunkin Donuts
Eisai USA Foundation



**New for 2018 Donor List*

DONORS

RICK'S ROADIES

\$10,000 - \$24,999

(Continued)

Fire, Light & Safety America
First Home Mortgage
First National Bank of PA.
*Furniture Retail Operations Group, Inc.
Greater Chesapeake Charitable Foundation
Ingersoll-Rand
Invotek Group
J C Steel Corp
Jacksonville Elementary School
Mildred Mindell Cancer Foundation
Philip & Diane Federico
Subaru
Suzanne & Ken Singleton
The Band Foundation
Toast Life Foundation
Wilkins Automotive
WorkForce Tactix, Inc
Venable Foundation INC.
YES Network



JOHNNY'S JETS

\$5,000 - \$9,999

ACN Global Reach Charities, INC
Allianz
*Ascendant Capital, LLC
Baltimore Area Health Underwriters
Bob Gallagher
Chesapeake Bay Subs LLC, dba Jersey Mike's Subs
DentaQuest
Dorothy Friedman Caplan Guild
Duke Energy Business Services
Embrace Home Loans
Fire & Life Safety America INC
Fourth and Goal Fdtn/NFL Retired Players
Giant Food
Illinois Tool Works Foundation
Jena & Bob Gallagher Foundation
John Vos Family Foundation
Stephen Lockwood
David Harkins
Killingsworth Environmental
Ledo Pizza Systems INC
Mars Super Markets, Inc
Mercedes-Benz of South Charlotte
Park Place Hospitality Group
Pavilion Development Company
Stanley Black & Decker, Inc

**New for 2018 Donor List*

A HEARTFELT THANK YOU TO OUR VOLUNTEERS AND INTERNS

We are so incredibly grateful to all of our volunteers and interns who have provided over 1000 hours of their time to support Cool Kids Campaign. We would not be able to accomplish our mission for our Cool Kids families without all of you!



HOW YOU CAN HELP

We recognize that everyone has something special to give. What is your specialty?

TIME – If you are interested in volunteering in either our Clubhouse or at one of our events, please call our office at 410-560-1770. You may also visit our website and submit the application: coolkidscampaign.org/how-to-help/volunteer/

TALENT – If you have a talent you would like to share with our foundation, please email janet@coolkidscampaign.org and let us know what it is!

TREASURE – If you would like to make a donation, go to coolkidscampaign.org/donate-now or mail a check payable to: *Cool Kids Campaign*



Cool Kids Campaign Foundation, Inc. is a registered Maryland, North Carolina, and South Carolina Non-Profit Corporation.

Federal Tax ID # 42-1634330
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