



2016 Annual Report

COOL KIDS
CAMPAIGN



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In Loving Memory of Rob Belanger

It is with immense sadness that we announce that our dear friend and fellow Cool Kids Campaign co-founder, Rob Belanger, passed away in December from cancer. Rob was diagnosed three years ago with prostate cancer but was determined to live his life fully and on his terms. Which he did until the very end. Despite his intense treatments, Rob continued to play in his church band and coach his daughter's softball team in addition to working and being a husband, father and son. Most who saw him never even knew he was sick at all much less as bad as it actually was.

Some may say it's ironic that a co-founder of a cancer foundation was himself struck by the disease, but we all know that cancer does not discriminate and no one is immune. All we can do is continue to work together to help those who are currently fighting and honor Rob's life and name in that way. We look forward to continuing Cool Kids Campaign's mission in his memory and in the spirit which he lived: with great strength, kindness, and love.





Wow! That is what comes to mind when we think about the past ten years. Just Wow. First, how did it go so fast? And second, how lucky have we been to get to work with the families, volunteers and Board members over the years. We had a vision when we started Cool Kids, but not a real clear path on how to get there. We faced the same circle that anyone faces when starting a non-profit, we needed money to fund our programs, but we needed programs to ask for money.

It might not have been a typical approach but we decided not to over think it and just make a leap of faith. And passion. Because for what we lacked in funding we made up in a genuine desire to make a difference in the lives of the kids and their families. It wasn't easy. But we adopted a "cannot fail" philosophy and never looked back.

The families and kids that have passed through our doors and participated in our programs over the past 10 years have been a constant source of inspiration. We know how lucky we are to get to be a part of their lives during such a critical time.

Then add to the mix our Board of Advisors, volunteers, staff and donors and it's clear to see how we have gotten to where we are now. It has taken every person involved over the years to help build a Foundation that now serves pediatric oncology families in every state, every day.

We are forever grateful for every word of encouragement, piece of guidance, and donation of time, treasure and talent that has come our way. And it is through this same network of support that we know we will be celebrating our 20 Year Anniversary with all of you in 2026.

From the bottom of our hearts, thank you.



Cool Kids 10th Anniversary Gala





Cool Kids Camp



2016 brought the first Cool Kids Camp which is the only local camp that invites both the patients and their siblings to share in a special weekend together. And the added bonus to having all the kids away at camp for the weekend? The parents get a much needed break to focus on themselves and not being a primary caregiver for a few days.



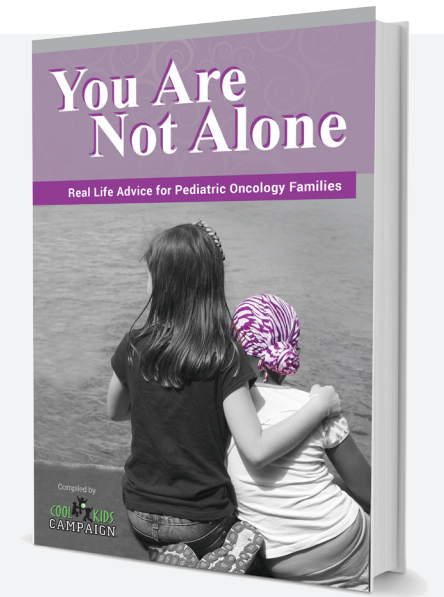
CARE PACKAGES

Over 200 care packages were sent out to newly diagnosed patients across the country in 2016. The contents of each package were individually chosen to reflect the interests of each patient and their siblings as well.



YOU ARE NOT ALONE

Our first book, published in September, 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 good and bad they might find along the way along with a lot of helpful hints they will find useful. All from those who have already walked the walk.



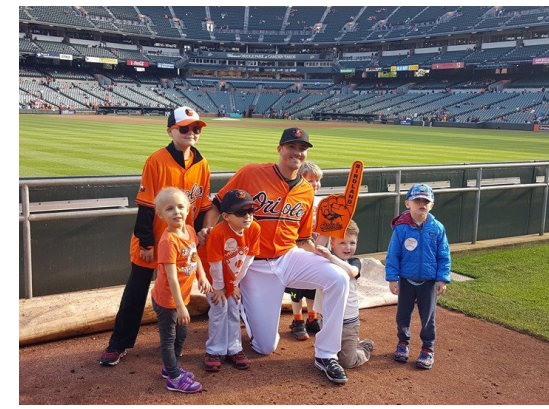
Cool Kids Campaign Programs

COOL KIDS LEARNING CENTER

Our learning center hosts such programs as Mommy & Me, Mommy Drop off, Team Sibs, tutoring, and Movie Nights. All these programs are designed to address the social, emotional and academic needs brought on by the cancer diagnosis by giving the families a chance to build friendships and give them a break from the medical aspects of their lives.

CANCER FEARS ME!

Our Cancer Fears ME merchandise provides a strong powerful statement to all those diagnosed with and living with cancer. Our Cool Kid families have adopted this slogan as their rally cry throughout their entire cancer journey.



COOL KIDS IN THE COMMUNITY

We enjoy relationships with other Baltimore institutions such as the Baltimore Orioles, Royal Farms Arena, Sky Zone, Fit Body Boot Camp and B&O Railroad Museum. Through these partnerships our Cool Kids are able to enjoy various games and activities to help alleviate stress. All Cool Kids Campaign programs and services are provided free of charge to all pediatric oncology families.



TOWSON TOWN CENTER TILED WALL

After showcasing our Cool Kids and their artistic talent at the White Marsh Mall, Towson Town invited us to do the same for them. Our second tiled wall was installed off the food court in Towson Town Center in the fall once again highlighting all the amazing kids behind the random cancer statistics.



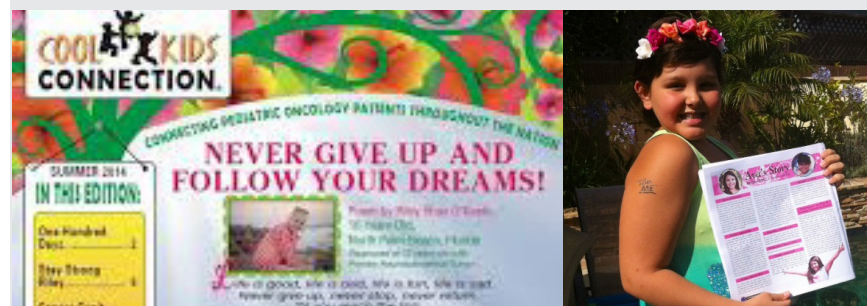
MYRTLE BEACH VACATION PROGRAM

Our Myrtle Beach condo is a big hit for free vacations to all our families. The condo is available year round for a weeklong vacation to all newly diagnosed and active treatment families. All Cool Kids survivors are also welcome to take part when remaining weeks are available.



COOL KIDS CONNECTION

Our quarterly newspaper which was started in 2007, continues to go strong and is sent to 150 pediatric oncology hospitals across the country. We pack each issue with articles written by the families, resources, games and puzzles as well as inspirational stories about how these kids turn a cancer diagnosis into foundations to help others.



Here We Grow Again

EXPANSION INTO CHARLOTTE, NORTH CAROLINA

We are pleased to build our base of support as we expand into the Charlotte area. Through our relationships with the local hospitals and resident Dan Jansen, we are helping to grow the Dan Jansen Celebrity Classic which supports both Cool Kids Campaign and the Dan Jansen Foundation. We are excited to broaden our reach to new families in the North and South Carolina areas.



Ken Singleton Celebrity Golf Classic

2016 was the 8th year for the Ken Singleton Celebrity Golf Classic. This annual golf tournament started in honor of Mark Belanger has grown to include former Orioles as well as current and former players from various sporting events. Ken’s event has raised \$800,000 for our Cool Kids programs over the past 8 years.



Cool Kids Campaign Events

Needless to say our programs depend on the support of our donors, sponsors and community through fundraisers hosted by us and third party supporters. In 2016 we hosted our final American Girl Fashion Show as American Girl closed the curtain on that event after 25 years. Justin’s Berk’s Trek Across Maryland was another huge success bringing crucial awareness and funds to Cool Kids Campaign as he and other athletes walked and biked over 320 miles from Deep Creek Lake to Ocean City, Maryland.



Cool Kids Campaign Events

So many of our events highlight health and fitness and 2016 was no different. Besides Justin's Trek, we once again hosted our own 5K, our Team Cool Kids at the Baltimore Running Festival, and participated in the Across the Bay 10K as a beneficiary of the Hogan Strong team. We are also grateful to so many community partners who chose Cool Kids as the recipient of their generosity. Some of those include Major League Baseball Player's Association, Jersey Mike's, Wilkins Subaru Share the Love, and Flowers and Fancies florist. And of course our own Wind For Change school assemblies and Trees of Hope holiday fundraising.



Honoring Seven Cool Kids (Donor Levels)

Our donor levels are specially named after Baltimore area kids who played an integral part in the early stages of Cool Kids Campaign. Cool Kids Campaign is extremely grateful to all of the corporations, foundations, and individuals who donated to the foundation in 2016.

ERIK’S ANGELS \$100,000+

Justin Berk’s Wind For Change
McCormick & Co
Pioneer Fund
The Charles T. Bauer Charitable Foundation
W.D. “Pete” Class Foundation

MacKenzie’s Mission \$50,000 - \$99,999

Gray & Son, Inc
LMG Group
M&T Charitable Foundation
Major League Baseball Players Association
PhRMA
Ronald McDonald House Charities
Spencer’s Friends Foundation
The Color Run LLC
The Herman and Walter Samuelson
Children’s Hospital at Sinai
Towson University Marriott Hotel
Legg Mason Charitable Foundation



Schochor, Federico & Staton, P.A.
Venable Foundation

BEN’S BUDDIES \$25,000 - \$49,999

Kelly & Associates
Linden Thomas
Major League Baseball Players Trust
PHH Vehicle Mgmt Services
Michael’s Cafe
The RCM&D Foundation, Inc
Westminster West Middle

SPENCER’S FRIENDS \$10,000 - \$24,999

Adams Jeep of Maryland
Board of Child Care of the United Methodist Church
Brown Advisory
DuClaw Brewing
Dunkin Donuts
First Home Mortgage
Greater Chesapeake Charitable Foundation
Ingersoll-Rand
Invotek Group

Subaru
Lou and Nancy Grasmick
Wilkins Automotive
Mildred Mindell Cancer Foundation
Suzanne & Ken Singleton
The Band Foundation
J C Steel Corp
WorkForce Tactix, Inc
DAP Inc
First National Bank of PA.
Bridgewater Wealth Mgmt
Eisai USA Foundation

Fire, Light & Safety America
Jacksonville Elementary School

JOHNNY’S JETS \$5,000 - \$9,999

NAIFA
Allianz
Baltimore Area Health Underwriters
CAN Global Reach Charities
Chesapeake Bay Subs LLC, dba Jersey Mike’s Subs
DentaQuest
Dorothy Friedman Caplan Guild
Embrace Home Loans
Fourth and Goal Fdtn/NFL Retired Players
Giant Food
Johns Hopkins Children’s Hospital
Kelly Integral Solutions LLC
Korbel Foundation
Mars Super Markets, Inc
Mercedes-Benz of South Charlotte
ParenteBeard LLC
Park Place Hospitality Group
Pavilion Development Company
PHH Corp
Philip & Diane Federico
Piedmont Natural Gas
Stanley Black & Decker, Inc
Wakefern Food Corp.

Yes Network LLC
Killingsworth Environmental
River Rock Partners
Jena & Bob Gallagher Foundation
Toast Life Foundation
John Vos Family Foundation
Illinois Tool Works Foundation

Emily’s Educators \$1,000 - \$4,999

Brown-Forman Corporation
Mouth Party Caramels
MV, Inc.
Sheehy Lexus of Annapolis
Walmart
Jay Dermer
Stephen Guidice
Mary Anne Heckwolf
Paul Malstrom
Bruce Mattheiss





Ken & Suzanne Singleton
David Wilson Jr.
Certifikid LLC
Maryland Delivered LLC; dba The Maryland Store
Susan Shea
Billy Gandy Agency LLC
William Bowden
Alice Carpenter
Michael Cieslinski
Jeffrey Gordon
Jon Leffew
Amanda R. Segal
Donna Larkin
Lyndsey E. Stauch
Lutherville Timonium Recreational Council
Classic Art Incorporated

CareFirst BlueChoice, Inc.
Giant Food/Ahold Financial Services
Kenneth Simpson
J. Macgregor Tisdale
Tim Apple
Associated Italian American Charities, Inc.
Elkridge Club, Inc.
Maamech Mid Atlantic, Inc.
Josh Chaney
Baltimore Football Club Inc.
BFG Community Foundation Inc.
Dermer Management LLC
Digital Citizens Alliance
DRW, Inc.
Industrial Battery & Charger, Inc.
Joel Charkatz
Robert Webbert

Jennifer Bergman
Illinois Tool Works Foundation
Bacchus Importers, Ltd.
Gray & Son, Inc.
Maryland Paving Inc.
University of Delaware Registered Student Organizations
Carolina Tractor & Equipment CO.
Adams Jeep of Maryland
Julie Landau
Patterson Mill Middle/High School
1-800-GOT-JUNK? Klug Services, Inc.
DaVita Total Renal Care, Inc.
Manchester Financial NC, LLC
The Fick Bros. Roofing Company
John Vos Family Foundation

SIERRA'S CIRCLE \$250-\$999

Associated Jewish Charities of Baltimore
Blackbird Endeavors, LLC.
Children's National
Richard Carter, DBA Accents Painting Co.
Farnen & Dermer, Inc.
Hofmann Associates, Inc.
Sizzle #1 of Maryland LLC
The Moving Company Dance Center
Thompson Financial Group, LLC

Wood Waze Inc.
Daniel Baumwald
Jayne & Stan Charles
Roger Lerner
Arielle Libes
Jane Linde
Diane Martin
Amy Metzger
Jeff Olsen
Amy Paul
William Price

Charles Rudolph
Thelma Stamper
Jessica Wack
Cathy Werner
Joseph Wiley
Ageli Grant
Mitchell Baker
Samantha Gregory
Kelly Green
Meredith Blottenberger
Laura Hess
Anna Martin
Kristine Brown
Elizabeth Abbott
Symone Hammett
Linda Ravera
Trey Hoos
David Maher
Jacksonville Elementary School PTA
The Millstone Homeowners Association
Wendy Leybold
Lolanda Brownlee
Kimberly McCardell
Parkville Middle School
Trisha Williams
Angela Riemer
Gary Pritchett
Kelly Pinnell
Enterprise Fleet Management Inc.
MPM Capital Solutions Inc.
Philadelphia Insurance Companies
Terra Rubra Lions Club Charities Inc.





WB Moore Company of Charlotte
 Carolyn Barr
 Roy Cisneros
 Kristy DeGregory
 Lisa Jacobson
 John Linde
 Denise Linerode
 Michael Lyons
 Frank Marcotte

Kathy Miller
 Michele Mitchell
 William F. Peck
 Stephen Powell
 Heidi Bowen
 Mary Gudeman
 Dolly Owens
 Ebony Russaw
 Bethany Donahue

Samantha Falter
 Cynthia Wega
 Margaretta L Dillon
 Beth Masters
 Dawn Miles
 Linda Miller
 Rebecca Anderson
 Modesta Kalisch
 Daryl Anne Belanger

Kelly Kolenda
 Curt Silbert
 Stephen Rogers
 Jessica Phillips
 Elana P Bouldin
 Frehiwot Abdush-Shahid
 Karen Stengel
 Michael Herko
 Jessica Price
 Donald Schleg
 Julia Sussan
 Jon Parry
 Nicole Jantz
 Holly Chavis
 Stephanie Hurley
 Norwoods Elementary School
 Flooring Solutions
 JLL Community Connections
 JR's Bar & Grill
 Baltimore Community Foundation
 Fortis Construction
 Internet Testing Systems
 La Dolce Vita Charities, Inc.
 Northeastern Supply Inc.
 Red Rocks Cafe-Birkdale, LLC.
 Roth Staffing Companies, L.P.
 SJM Fitness, LLC T/A Gold's Gym
 Winfield Troop 733
 Bonnie Blair Cruikshank
 Julie Cox
 Donald & Maureen Gaddis
 Melody Ann and Timothy Greenhouse



Marilyn Mattingly
 John Molite
 Dante Parrini
 Greg Rooney
 J B Whelihan
 Maria Booker
 John Ena Jr
 Louise Brown

Kimberly Sponaugle
 Rebecca S F Mislak
 Danielle Rosier
 Niccole Tamberrino
 Active Network, LLC.
 Blackmon Service Inc.
 Marriott International Inc.
 Reliable Churchill, LLLP, DBA Breakthru

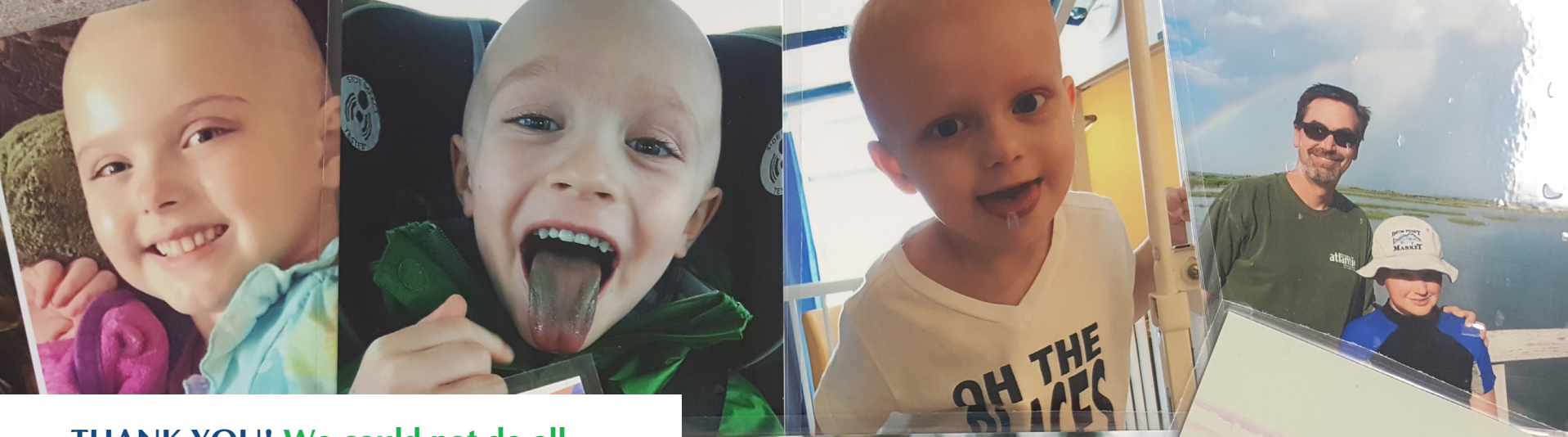


Beverage Maryland
 Ronald McDonald House
 Texas Instruments Foundation
 Evelyn Jay
 Gina Minoglio
 Melissa Johnson
 Steven Silverman
 Michael Newcomb
 Bethany Donahue
 Essex Elementary School Fund

Katherine Schissler
 Kim Mccardell
 Woody Freiman
 Jerri Shaw
 Casey Sullivan
 Front Porch Micro Winery, LLC.
 Board of Education of Carroll
 County
 David Jones
 Charles Bauermann

Monarch Academy
 Randy Giddens

Disclaimer: We have made every effort possible to make sure everyone who donated made it on this list. Please accept our apologies for any unintentional oversight in acknowledging your support!



THANK YOU! We could not do all that we do without all of YOU!



Financials

Contributions & Revenues – \$845,767
 Expenses – \$804,587
 Change in net assets – \$41,180
 Total Assets –\$324,060
 Total Liabilities - \$14,534
 Net Assets –\$309, 526

Executive Committee and Board Advisors

Executive Committee

Robert Belanger
Chairman & Co-Founder
Cool Kids Campaign
Brown Advisory

Christopher Federico
President & Co-Founder
Cool Kids Campaign

Sharon Perfetti
Executive Director
Co-Founder
Cool Kids Campaign

Mark Gleason
Deutsche Bank

Gregg Gorman
Treasurer
Cool Kids Campaign
Treasurer and
Managing Director
Legg Mason Global
Asset Management

Dr. Nancy Grasmick
Former Superintendent
Maryland State Schools
Towson University
Presidential Scholar

Bob Reiners
DAP, Inc.

Board Advisors

Jonathan Anders

Mark Allen Belanger

Jennifer Bergman

Justin Berk
Meteorologist
Creator of Wind for Change at
Cool Kids Campaign
Creator of Kid Weather

Edie Brown
Edie Brown & Associates

Linda Burton
DRW Inc.

Jonathan Chiodo
M&T Bank

Peter Collier
KNJ Ventures

Julie Cox
Vice President of Development
LifeBridge Health

Steve DiBiagio
Coach for America

Raoul Frevel, Jr.
Atlantic Caterers

Pete Gilbert
WBAL TV

David Hinshaw
Towson University Marriott

Johnny Holliday
ABC Sports—MD Terps
Basketball and Football
Radio Broadcaster

Melissa Johnson
Plantronics

Henry Kass
Katz Abosch

Bruce Laird
Former Baltimore Colt

Julie Landau
Law Offices of Julie Landau

Scott McGregor
Former Baltimore Oriole

Kimmie Meissner
Co-Founder
Cool Kids Campaign
World & U.S. Champion
Figure Skater

Jim Prusak
First National Bank Corporation

Frank Remesch
1st Mariner Arena
SMG Corporation

Brooks Robinson
Former Baltimore Oriole
HOF

Steve Rogers
Major League Baseball
Players Association
Former Montreal Expo

John Rozema
Briarcliff

Ken Singleton
NY Yankees' YES Network
TV Broadcaster
Former Baltimore Oriole

Renee Townsley
DE Collections

Jessica Wack
Venable LLP

Barbara Webbert
Gray & Son



How Can You Help Now

We recognize that everyone has something special to give,
whether it is in the form of time, talent or treasure.



TIME

If you are interested in volunteering
either in our Learning Center or at
one of our events, please visit:
[coolkidscampaign.org/how-to-help/
volunteer/](http://coolkidscampaign.org/how-to-help/volunteer/)



TALENT

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



TREASURE

If you would like to make a donation,
go to [coolkidscampaign.org/donate-
now](http://coolkidscampaign.org/donate-now) or mail a check made payable
to:

Cool Kids Campaign
8422 Bellona Lane, Suite 102
Towson, MD 21204
410-560-1770

THANK YOU!

We could not do all that we do without all of YOU!



The Cool Kids Campaign's mission is to improve 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.

Cool Kids Campaign Foundation, Inc. is a registered Maryland nonprofit.

Tax ID 42-1634330

Cool Kids Campaign

8422 Bellona Lane, Suite 102, Towson, MD 21204

410-560-1770 www.coolkidscampaign.org