

2021 ANNUAL REPORT



Cool Kids
CAMPAIGN[®]
Supporting The Coolest Kids Fighting Cancer!

DEAR

SUPPORTERS,



THANK YOU!

As always, we start each year with a list of goals and thankfully we were able to achieve most of them.

COVID certainly presented us with a bit of uncertainty, however with the availability of the vaccine we were able to stay on course. We absolutely love having our Cool Kids families come to one of our clubhouses or stay at one our two vacation condos (yes, we purchased a new one in Lewes, DE.). The feedback they provide helps us maintain focus as to what is most important - and that is to stay true to our mission.

Please enjoy looking through this year's annual report as we had a very productive year. With your continued support, our Cool Kids and their families get to enjoy all that we have to offer, THANK YOU!!



Sincerely,

Chris Federico, President and Founder

Cool Kids Mission

Cool Kids
CLUBHOUSE
IN HONOR OF DAN JANSEN

Cool Kids
CLUBHOUSE
IN HONOR OF KEN SINGLETON



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

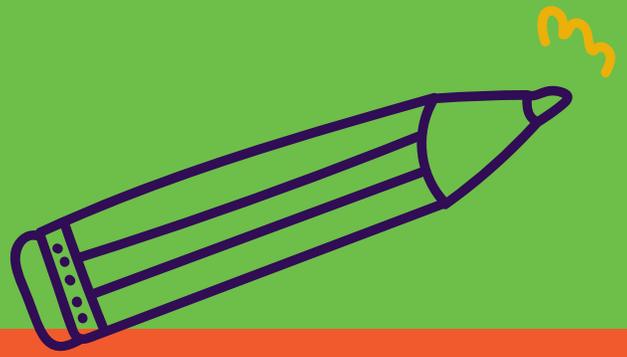


“Cool Kids has provided our family a safe and fun place during and after treatments. A place which makes you not feel alone, because other families/children get what you have/continue to go through. Cool Kids’ services help with bonding and making happy memories.”



Why Academic

Support?



THE NEED:

Research indicates that childhood cancer survivors experience academic difficulties that contribute to social and emotional maladjustment. Contributing to the learning problems which many students with cancer face is the high rate of absenteeism that may result from hospitalizations, treatments, and treatment side effects. Children with leukemia report missing between 10 to 20 weeks of school in one year, and as a result, many of them repeat grades.*



HOW WE ADDRESS IT:

Cool Kids provides free, professional tutoring for kids who are struggling at school. Students are carefully matched to a tutor best suited to the child's needs and style of learning. Sessions are one-on-one and are provided online so kids can receive uninterrupted support, even when they are in treatment. And tutoring can continue after treatment and into survivorship, because challenges don't end when treatment ends. We also include STEM projects and other educational components in our social activities.

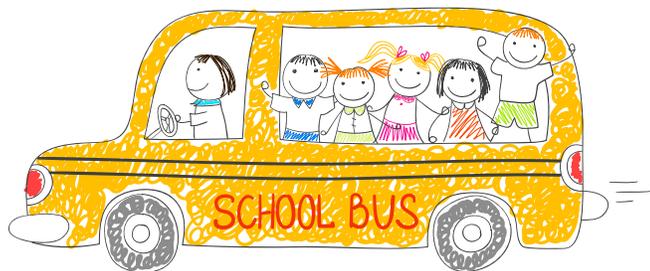


WHAT OUR FAMILIES SAY:

"Giana struggles with math and Grace (her tutor) has been such an amazing support for her. My goal in pursuing additional help for Giana was to obtain the support she needs to thrive in math, but also for her to be comfortable with the thought of it as well as talking about the subject. Prior she would become sad and closed off at the discussion of this very topic.

I am happy to say that I have seen improvements with her outlook in math. She's excited to meet with Grace and even talks about what's to come next in her upcoming sessions. Grace has a special way of keeping Giana engaged and wanting to learn more. I'm truly appreciative for Grace's natural way of making Giana feel comfortable (and chatty).

Thank you so much, Cool Kids Campaign, for all of your support!!"



**Psychological Impact of Childhood Cancer; Annie Toro, J.D., M.P.H.; Public Interest Government Relations Office; American Psychological Association; (202) 336-6068; atoro@apa.org*



Why Emotional Support?

THE NEED:

The physical symptoms of cancer and the treatment of it can have serious social and emotional consequences for the child. Research indicates that the negative perception of self-appearance often found in children with cancer is associated with academic, social, and psychological impairment, low self-esteem, and symptoms of depression*



HOW WE ADDRESS IT:

At our Cool Kids Clubhouses, we offer programs that allow kids treated for cancer to be themselves among others who share their life experience. Our programs include Movie Nights; Smile Celebrations honoring birthdays and treatment milestones; Teen Nights; Summer Day Camp; Halloween celebrations; Holiday events; and much more. We supplement this with online content that allows kids anywhere to participate in our programs. And we offer programming outside of our clubhouse such as field trips and Cool Kids Camp so more kids can attend.



WHAT OUR FAMILIES SAY:

"Our daughter always leaves the Cool Kids Clubhouse with a little wider smile on her face and that is worth everything to us. Please know that your work is appreciated and has made a real difference. Your efforts have resulted in some of the few bright spots Abby has had over the past year and we will be forever grateful."



*Psychological Impact of Childhood Cancer;
Annie Toro, J.D., M.P.H.; Public Interest
Government Relations Office; American
Psychological Association; (202) 336-6068;
atoro@apa.org



Why Support

Siblings?



THE NEED:

During a patient's treatment for cancer, some siblings report feeling lonely and report decreased attention. Siblings may cognitively understand their brother or sister's illness and increased needs, but can still exhibit impaired social and emotional health-related quality of life. Even 2 years after a child completes cancer treatment, a sibling's emotional and social problems can continue *



HOW WE ADDRESS IT:

Cool Kids understands that siblings of a child with cancer can feel a little forgotten sometimes. All of our programs include siblings. They get to partake in all of the fun and meet other siblings who totally understand them. Our vacation condos in Lewes, Delaware and Myrtle Beach, South Carolina offer a respite experience for the entire family. And when a Cool Kid is lost to cancer, their siblings can (and do) continue to attend Cool Kids programs so they never lose the support network they have established.



WHAT OUR FAMILIES SAY:

"Thank you so much! Other programs seemed to have pushed us out so fast after losing (our son), Justin."

"Cool Kids Campaign is so special. I never have to worry about whether or not my sister can come to the events or if she is going to be included because Cool Kids Campaign is for the family. They support you throughout your entire journey and survivorship, taking care of all the needs because the family's needs don't just stop when their child's hair grows back - cancer is a lifelong battle"



**Impact of pediatric cancer on family relationships Craig Erker , Ke Yan, Liyun Zhang, Kristin Bingen, Kathryn E. Flynn & Julie Panepinto Department of Pediatrics, Cincinnati Children's Hospital Medical Center, Cincinnati, Ohio Department of Pediatrics, Medical College of Wisconsin, Milwaukee, Wisconsin Department of Medicine, Medical College of Wisconsin, Milwaukee, Wisconsin*

Celebrity Golf Classics



Ken Singleton Celebrity Classic

Ken Singleton, New York Yankee's broadcaster and retired baseball legend, hosts our 13th annual Ken Singleton Celebrity Classic held in Baltimore, Maryland. An impressive array of celebrities joined us for golf, indoor shooting and an seafood feast and auction.



Dan Jansen Celebrity Classic

Dan Jansen, 1994 Olympic Gold Medalist Speed Skater, hosted our Dan Jansen Celebrity Classic in Charlotte, North Carolina. The event also featured a concert and auction. Proceeds benefited 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 hosts our Mike Eruzione Celebrity Classic in Boston, Massachusetts and proceeds benefited Cool Kids Campaign and Winthrop Charities.



Our Impact



103 Care Packages
sent to east coast states in 2021



1,089 Tutoring Hours Scheduled in 2021

5 Movie Nights

6 Teen-Specific Activities

61 Smile Boxes and Smile Celebrations

30 Programs in Partnership with Other
Nonprofits

26 Parent Support Groups, Mental Health
Support Groups and Siblings Groups

4 Day Summer Program

23 Families Vacationed in Our Condos in
2021



135 Family Members Attended 5 Family
Festivals Held Throughout the Year



43 Kids Attended Summer Camp



80 Family Members Attended our
Halloween Events



140 Cool Kids Family Members
Attended Cruisin' with Santa



5 Families Traveled Over 2 ½ Hours to
Attend Programs at the Clubhouse

159 New Volunteer Signups

3,959 Total Volunteer Hours

73 Total Programs in 2021

Plus:

Online Educational Webinars

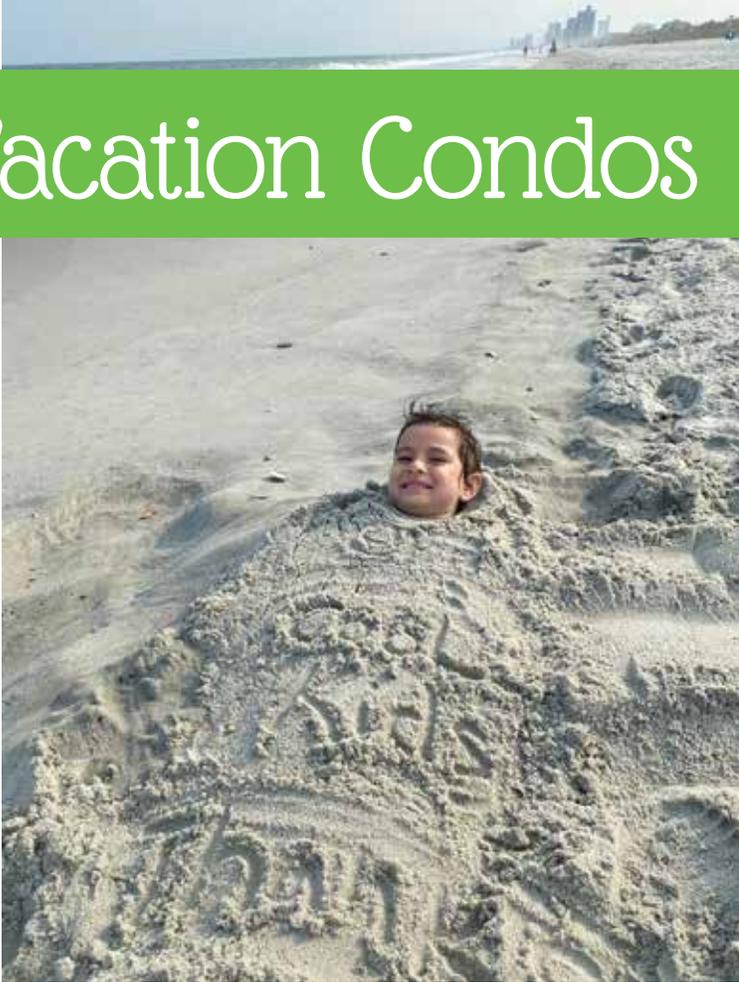
Nutrition Information

Hundreds of Tickets to Shows and Sporting
Events Were Distributed to Families





Our Vacation Condos




Myrtle's Magical Beach Vacation
by Cool Kids Campaign

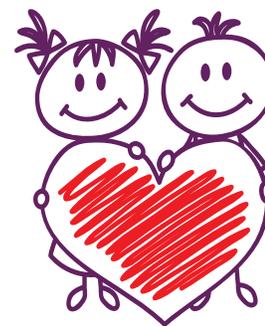


Lewes the Tortoise's Terrific vacation
By: Cool Kids Campaign



In Loving Memory of

Our Cool Kids



Davontae Galloway, Jr.



Taylor Gross

THANKS TO ALL OF OUR TREES OF HOPE COMPANIES

A.J. Bartlinski Karate Supercenter/AECOM/Assured Protection/Bowie & Jensen/BJ's Columbia/BJ's Westminster/Brawner Builders/Brown Advisory/Carroll Independent Fuel/Dance Conservatory of Maryland/Delbert Adams/Edenwald Senior Living/Full Tilt Brewing/Gray & Son/Hillendale Country Club/Hunt Valley Golf Club/Jemma Financial/L3 Harris/Laila Jones/Lib's Grill Maple Lawn/Lib's Grill Perry Hall/Lifebridge Health/McAlee-Paulson School of Irish Dance/Oakcrest Senior Living/Pritchard Brown/Sessa and Dorsey/Sustainability Wellness/Towson University/Womble Bond Dickinson

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



Meet Our Team



NATIONAL TEAM

Chris Federico
President and Founder

Janet Robinson
Director of Operations

Jen Dean
Project and Administrative Coordinator

Patty Douglas
Care Package Coordinator

MEET OUR BOARD

MARYLAND TEAM

Renee Wooding
Managing Director

Taylor Wilkins
Family Communications Coordinator

Allison Wilt
Event and Outreach Coordinator

BOARD OF DIRECTORS

Jim Prusak, Chairman | Chris Federico, President and Founder | Ken Singleton | Julie Cox | Dan Jansen | Jon Price | Mike Eruzione | Harold Wood | Patty Graham | Kris Amplo

NORTH CAROLINA TEAM

Melissa Scott
Managing Director

Carrie Johnson
Family Engagement Coordinator

Maggie Lantz
Events Coordinator

MARYLAND ADVISORY BOARD

Brooks Robinson | Bruce Laird | Frank Remsech | Bob Reiners | Jennifer Amato | John Rozema | Johnny Holliday | Linda Burton | Melissa Musotto | Raoul Frevel Jr. | Renee Townsley | Tricia Brandenburg | Laura Rosen | Chris Conn | Jim Kinney | Eric Kastendike | Melanie Hagan

NORTH CAROLINA ADVISORY BOARD

Jon D. Kalupa, Co-Chair | Tiffany Kalupa, Co-Chair | Steve Andiloro | Annsley Ehret | Brooke Graham | Regina Hartung | Karen Jansen | Michelle Murray | Mike Nelin | Susan Orr | Julie Sparks



Financials



PROFIT & LOSS

Gross Rev - \$1,464,428
Gross Expense - \$1,309,732
NET PROFIT - \$154,696

BALANCE SHEET

Total Assets - \$935,182
Total Liab - \$189,370
TOTAL EQUITY - \$745,512

*Foundation audit not completed at time
of printing

We Couldn't Do It

Without 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 | Anonymous Donor
Barbara and Bob Webert

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

Chesapeake Bay Subs LLC, DBA Jersey Mike's Subs | Gray & Son, Inc.
JC Steel Corp | Legg Mason Charitable Trust
The Herman & Walter Samuelson Children's Hospital at Sinai
The Kahlert Foundation | Venable Foundation

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

Dezy Strong, Inc. | First National Bank of PA | Ingersoll-Rand
The JEM Project | JSB Industries, Inc. DBA Muffintown | Kris Amplo
Livingston Financial | LMG Group | M&T Charitable Foundation
Major League Baseball Players Asscoaition
Milhomme Family Foundation | PhRMA | QG Community Fdtn, INC.
Ronals McDonald House Charities
State of MD - Treasurer's Office | Thomas H Lee Partners

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

Bruce & Caroline Mattheiss | DAP, Inc. | Duke Energy Business Systems
Elevation Church | Kelly & Associates | Linden Thomas | Michael's Café
Nelin Construction, Inc. | Park Place Hotels
PHH Vehicle Management Services | Piedmont Natural Gas
Power Home Solar. LLC | River Rock Capital Management
The Band Foundation | The RCM&D Foundation
Westminster West Middle | Gabriel Faria | Jack Anderson
Anonymous Donor



RICK'S ROADIES

\$10,000 - \$24,999

ACN Global Reach Charities, Inc
Adams Jeep of Maryland
Billy Gandy Agency, LLC
Board of Child Care of the United Methodist Church
Bridgewayer Wealth Management
Brown Advisory | Coupa | Davita
Delbert Adams Construction Group, LLC
DuClaw Brewing | Dunkin Donuts
Eisai US Foundation
Fifth Generation, Inc.
Fire, Light and Safety America
First Home Mortgage
Furniture Retail Operations Group, Inc.
Greater Chesapeake Charitable Foundation
Invotek Group
Jacksonville Elementary School
Jemison Metals
Jena & Bob Gallagher Foundation
Keffer Hyundai | Metrolina Greenhouses
Mildred Mitchell Cancer Foundation
Modern Automotive
MRP Co. (Metal Recycling Co)
Nora Roberts Foundation
RTMCO | Smithfield
Stephen Lockwood & Co, LLC | Subaru
The J.F. Johnson Lumber Company, LLC
Toast Life Foundation
Trane Technologies Wastequip, LLC
Wilkins Automotive
WorkForce Tactix, Inc. | YES Network
Brett and Caitlin Conrad
Carol Raymond and James Ratcliff
Charles and Lisa Sawicki | Daniel Arnold
Doug Abell | Jeff and Emily Gordon
John Toulopoulos | John and Dana Gaydac
Jonathan and Melissa Price
Ken and Suzanne Singleton
Philip and Diane Federico
Mark and Renee Cassady

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

ACN Global Reach Charities | Allianz | Anderson Automotive Group | Anthony's Pier 4 Restaurants
Ascendant Capital, LLC | Baltimore AreaHealth Underwriters | Cassal Corp DBA Dunkin Donuts
Coupa | DentaQuest | Dorothy Freidman Caplan Guild | Embrace home Loans
Fight the Good Fight Corporation | Fourth and Goal Foundation | Fresh Start
Furniture Retail Operations Group, Inc | 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 | Lake Norman Chrysler Dodge Jeep RAM
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Paul Marks Co., Inc. | Pavillion Development Company | PIVnet | PNC Foundation
Promounds Inc. DBA On Deck Sports | Race View LLC | Ravens Foundation | River Rock Capital
Stanley Black & Decker, Inc. | Texas Instruments | The Jena and Bob Gallagher Foundation
UBS Donor-Advised Fund | Wastequip, LLC | Bobby Traina | Brett Conrad | Clint and Jean Davis
Craig Anderson | David Harkins | Dennis and Mary Lehman | Edward and Kimberly Cook
Harry Newman III | Jack O'Callahan | Jay and Deena Dermer | Jim and Louise Prusak
John and Kerri DeJesus | John and Piper Olsen | John Beliveau | Kenneth Simpson | Kris Amplo
Mark and Rene Cassady | Michael and Laura Tyrell | Michael and Mary Lamach | Mike Baker
Peter Livingston | Todd and Wendy Wyman | Tom Mulflur | Anonymous Donor

2021 DONORS \$1000-\$4,999

24 Foundation, Inc. | Aegon Transamerica | American Endowment Foundation | Amy Shimp
Baltimore Life | Barbara Bergstrom | Billy Gandy | Bonnie and Dave Cruikshank | Brad & Catherine Vasto
Brad and Melissa Scott | Brown Advisory | Bruce & Carolyn Mattheiss | Chrisanne Pettman
Continental Casualty (CNA) | Curtis and Robin Bridges | Darren Zino | David Wells
Dulaney Valley Memorial Gardens | Ed Dover | EZLimo & Car Service | Frank Vessels | Fred Caloggero
Fresh Air Grant | Giving Square - McDonough Students | Gloria Strutt & Kimberly Strutt | Gray Thomas
Greg Kahlert | Gregory Small | Harold Walsh | Harris Corp | Hello ME | Hope at the Lake Foundation
Ingrid Bagwell | Jacuzzi | Janney Montgomery Scott | Jay and Deena Dermer | Jeffrey & Kathleen Bond
Jeffrey Dube | Jeremy Mccauley | Joe Iacone | Joe Mandato | John & Karen Evans
John & Nancy Aneralla | Jonathan & Melissa Price | Jonathan Thomas | Jose Martinez | Joshua Watson
Julie Cox | Justin Ward | K Criddle | Kastendike Insurance Group | Keith Adams | Kelly & Woody Edge
Kendra Scott LLC | Kim Heilman | M&T Bank | MacKenzie Commercial | Marjorie Price Whitlock
Matt Bukowski | Melissa O'Brien | Michael & Elizabeth Sabbagh | Michael & Kelly Tummillo
Michael Cieslinski & Anne Seymour | Michael Nelin | Mike & Joanne Gauthier | Mitzvah Fund
MSC Industrial Supply | Nick Marinelli | NovantHealth | NREM N.C. LLC / Mike Nelin | Paul Malstrom
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Stephen Park | Steven Andiloro | Steven Klueg | Susan Orr | Suzanna & Ken Singleton | Tammy Eagan
The DeVito Family Trust | Timothy Trefry | Town of Davidson
Tri Sigma Foundation & the Queen City Alumnae Chapter | Victoria Mitchener | Wiessner Foundation

2021 IN-KIND DONORS

Whit's Frozen Custard Davidson and Huntersville | Kidz that Care | Little Smiles | Elevation Outreach
Sherry Strong | McKenna Family | Pepsi Co. | Hirschfeld Marketing Solutions | R.L. Williams Company
My Place Hotels | Uncle Maddio's | Richard's Warriors | Diamond's Direct | Grayson's Goodies
Huntersville Aquatics Center | Ninja Nation | Newell Rubbermaid | Buttermilk Ski Pie Shop
Lakelands Community | Faithful Circle Quilters | Project Chemo Comfy | Mother Seaton Quilting Angels
Baltimore Life | Melissa Johnson (Mom) | Carol Tideman | First Fruit Farms | Kelly Jo Haines
Creative Knitters Guild | Trees of Hope | Key Club | Phil Federico | Ken Singleton
Greater Chesapeake Charitable Foundation | Lakelands Community Association | Baltimore Coffee and Tea
Creative Knitters Guild | Easton's Challenge



Thank You To All Our
Wonderful Volunteers!
You Make A Real Difference
to The Coolest Kids
Fighting Cancer!

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

Set up an automatic monthly donation

Attend one of our fundraisers (watch for announcements on Facebook and Instagram)

Purchase Cancer Fears Me merchandise

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 social media and share our posts

Make an in-kind donation, such as new toys, books, handmade quilts, etc.



How Your Company Can Help

Does your company offer a donation match?

Sponsor one of our events or request a custom sponsorship package

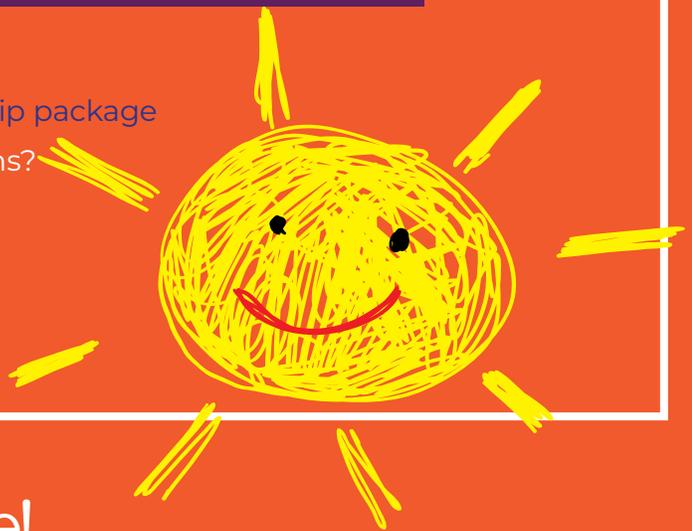
Does your company offer grants to charitable organizations?

Sponsor a Denim Day so employees can participate

Host a toy drive

Sponsor a Tree of Hope

Bring a team of volunteers



You Can Make A Difference!

www.coolkidscampaign.org





Cool Kids
CLUBHOUSE
IN HONOR OF KEN SINGLETON



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instagram.com/coolkidsclubhousenc



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

