2021 ANNUAL REPORT

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 of 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
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
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
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”
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 benefitted 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
In Loving Memory of Our Cool Kids

Davontae Galloway, Jr.

Taylor Gross

THANKS TO ALL OF OUR TREES OF HOPE COMPANIES


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

MARYLAND TEAM

- Renee Wooding, Managing Director
- Taylor Wilkins, Family Communications Coordinator
- Allison Wilt, Event and Outreach Coordinator

NORTH CAROLINA TEAM

- Melissa Scott, Managing Director
- Carrie Johnson, Family Engagement Coordinator
- Maggie Lantzy, Events Coordinator

MEET OUR BOARD

BOARD OF DIRECTORS

- Jim Prusak, Chairman | Chris Federico, President and Founder
- Ken Singleton | Julie Cox | Dan Jansen
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- Patty Graham | Kris Amplo

MARYLAND ADVISORY BOARD

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- 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.
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You Make A Real Difference to The Coolest Kids Fighting Cancer!

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Greater Chesapeake Charitable Foundation | Lakelands Community Association | Baltimore Coffee and Tea
Creative Knitters Guild | Easton’s Challenge
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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Ph 410.561.1770
facebook.com/CoolKidsFoundation
instagram.com/coolkidscampaign
Cool Kids Clubhouse

IN HONOR OF DAN JANSEN

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