

2022 ANNUAL REPORT

Cool Kids
CAMPAIGN[®]

CANCER
FEARS
Me[®]

SUPPORTING THE COOLEST KIDS FIGHTING CANCER!



TO OUR SUPPORTERS

I believe I speak for our entire board when I say, it is a honor and privilege to be helping all our Cool Kids families.

This year's annual report reflects the tremendous amount of hard work poured into our programs and events by our incredible staff and volunteers.

You will see the direct impact your support has on all those involved.

So please enjoy all that 2022



had to offer and continue helping us help the coolest kids fighting cancer.

Together, we will continue

to grow and provide lifelong memories.

Sincerely,
Chris

COOL KIDS MISSION

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

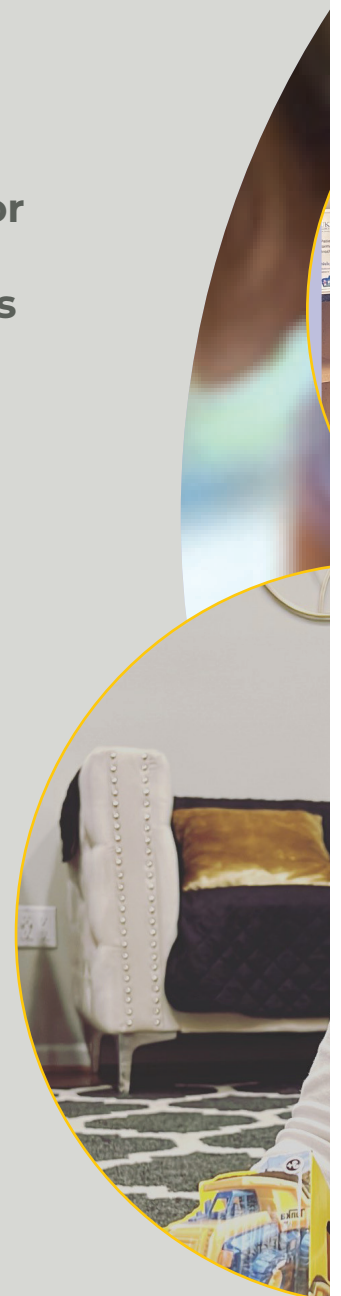


What our families say:

“We would be lost without your help.”

Cool  Kids
CLUBHOUSE
IN HONOR OF DAN JANSEN

Cool  Kids
CLUBHOUSE
IN HONOR OF KEN SINGLETON







ACADEMIC SUPPORT

47% of children treated for cancer require special academic support and about 1/3 are held back a grade at school. This is due to time lost at school and the effects of cancer treatment on the brain. Cool Kids helps children overcome these obstacles by providing FREE professional tutoring. We also incorporate STEM and STEAM activities into our social programming.

WHAT OUR FAMILIES SAY:

“I cannot say enough about how far Devin has excelled this year in Algebra. I owe it all to the tutoring program and his tutor, Catlin - she is great and when Devin gets confused, she knows how to get his attention back. In most cases, his teachers do not have that patience but she gives him that and more.”



There are a few of the ways we provided academic support in 2022:

- We scheduled over **1400 hours** of free professional tutoring
- In our Chemo and The Brain seminar, parents interacted with a Kennedy Krieger doctor who explained how **chemo impacts learning**.
- Our tutoring company provided useful tips and resources for children who are challenged by **reduced focus and retention**
- Our Cool Kids learned basic coding and used what they **learned to fly drones**
- We hosted chefs and dietitians who included **math, science and nutrition education** in their culinary classes
- Our Butterfly House Project taught about the development stages of butterflies while we **decorated butterfly houses**
- We brought in wild animals and taught our Cool Kids about **adaptation and conservation**
- We even **built catapults** to fling marshmallows!





In 2022, Cool Kids Campaign addressed the emotional needs of our families by providing:

- 125 **customized care packages** to newly diagnosed patients
- 29 Smile boxes were sent to **celebrate special birthdays**
- In-person caregiver **support groups** returned to our Clubhouse
- We hosted our first **Moms' Retreat**
- Friendships blossomed at our **Teen Friendsgiving**
- We distributed over **1900 issues** of our Connection Magazine to hospitals across the country
- We developed and delivered **room décor kits** and toiletry bags for hospitals
- New reading materials were added to our care packages to help kids **understand their cancer diagnosis**
- New therapeutic toys were selected to help **alleviate worrying**





EMOTIONAL SUPPORT

Both children treated for cancer and their siblings suffer higher rates of depression and anxiety. This can then lead to lower academic and social outcomes and lower self-esteem. Parents also struggle with the many pressures they face and may find it difficult to find all the support they need.

WHAT OUR FAMILIES SAY:

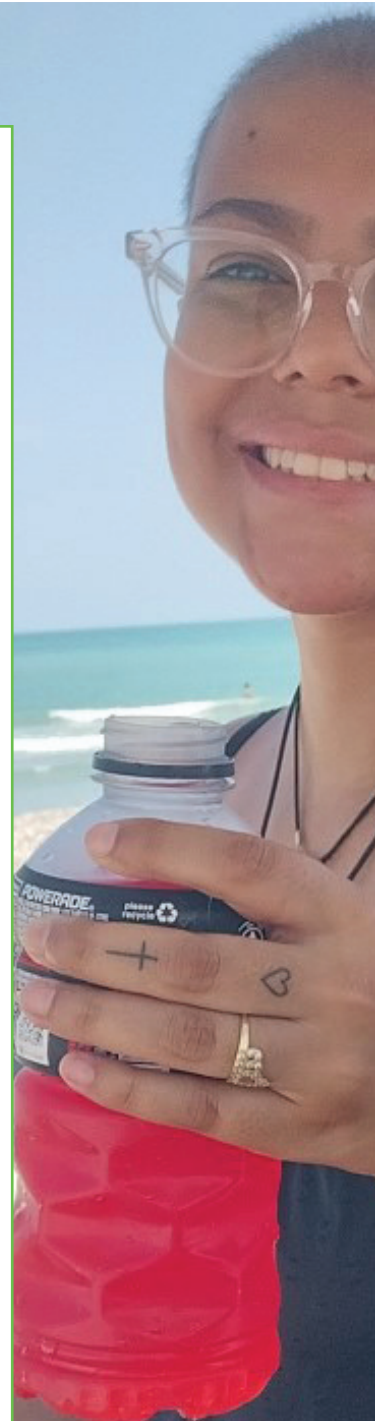
“Cool Kids has meant so much to our family. They’ve always made me and my family feel like we mattered and aren’t going through our toughest times alone! The emails and calls I received really meant so much to me. Even the smile celebration they gave Kori! That really meant a lot and helped keep a smile on my baby’s face! So whenever Cool Kids is mentioned both of my girls faces light up because they know Cool Kids is like a part of the family and they make them feel special!”

SOCIAL SUPPORT

Children treated for cancer suffer increased social isolation in the best of times and the pandemic has heightened isolation for both the patient and siblings. Perceived social support by peers has been found to be critical for long-term psychological adjustment among adolescent cancer patients.

Cool Kids Campaign provides many ways for our Cool Kids and their family members to socialize with others who share their cancer experience. Here are just some of the programs we offered in 2022:

- 120 family members used our free vacation condos
- We hosted Smile Celebrations to honor birthdays and completion of treatment milestones
- Our Spring and Fall Camps enabled Cool Kids and siblings to have a traditional outdoor camp experience
- Santa visited in his summer attire and foamy bubbles replaced snow at our Christmas in July event
- Cool Kids families tried their hand at golf, tennis, pickleball and swimming at our Country Club Day
- Volunteers with 50 decorated cars gave out treats at our Halloween Trunk-or-Treat
- We hosted a parade and holiday party at Cruisin' With Santa
- Virtual Bingo meant that families living anywhere could get together for fun and prizes



WHAT OUR FAMILIES SAY:

"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."



CELEBRITY GOLF CLASSIC FUNDRAISERS

Ken Singleton Celebrity Classic

Retired New York Yankee's broadcaster and baseball legend, Ken Singleton, hosted our 14th annual Ken Singleton Celebrity Classic in Baltimore, Maryland. An impressive array of celebrities joined us for golf and a spectacular Butterfly Ball gala celebrating our 16 years of helping families dealing with childhood cancer.

Dan Jansen Celebrity Classic

Olympic Gold Medalist Speed Skater, Dan Jansen, hosted our Dan Jansen Celebrity Classic in Charlotte, North Carolina. In addition to golf, guests enjoyed a concert and auction. Proceeds benefitted Cool Kids Campaign and the Dan Jansen Foundation, which also helps families fighting cancer.

Mike Eruzione Celebrity Classic

U.S. Gold Medalist, Mike Eruzione, scored the winning goal against the Soviet Union in the 1980 Olympics. Mike hosted our Mike Eruzione Celebrity Classic in Boston, Massachusetts. Proceeds benefitted Cool Kids Campaign and Winthrop Charities.





Jim Stuckey, Jack O'Callahan, Stan Humphries, Jackie Flynn, Dan Jansen, Mario Lemieux, Javier Colon, Mike Eruzione, Mike Golic, Tyler Palko, Karen Jansen, Ken Singleton, Austin Lemieux, Ricky Meagher, Pierre Larouche



Pierre Larouche, Jack O'Callahan, Mike Eruzione, Mario Lemieux, Dan Jansen and Jay DeMarcus



Dennis Martinez, Ken Singleton, Joe West, Ricky Martinez and Dennis Martinez Jr.



BUTTERFLY BALL

Our Butterfly Ball was originally scheduled to celebrate our 15 year anniversary in 2021. COVID demanded that we postpone, but the wait was worth it – look at all the fun we had celebrating 16 years of providing academic, emotional and social support to children with cancer and their families.





IN MEMORY OF OF OUR COOL KIDS



Cool Kids pays loving tribute to Brenna Corcoran who left us in 2022



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\$833K

TOTAL ASSETS

\$144K

TOTAL LIABILITIES

\$689K

TOTAL EQUITY



GROSS REV - \$1,546,631



GROSS EXP - \$1,587,143



NET - (-\$40,598)



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Over \$100,000**

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**WE COULDN'T DO
IT WITHOUT OUR
WONDERFUL
VOLUNTEERS!**



HOW YOU CAN HELP

How You Can Help The Coolest Kids Fighting Cancer

- Make a donation on our website (www.coolkidscampaign.org)
- Make a donation using Venmo
- Consider adding Cool Kids to your Will or Trust
- Set up an automatic recurring donation
- Attend one of our fundraisers
- Follow, like and comment on our Facebook and Instagram pages
- Purchase Cancer Fears Me merchandise
- Get a Cool Kids Campaign license plate
- Donate your no longer needed car
- Introduce us to others who would be supportive of our cause
- Host a fundraiser
- Make an in-kind donation such as gift cards, new and unused toys, handmade quilts, etc.
- Volunteer

How Your Company Can Help

- Ask about a matching donation
- Sponsor a Cool Kids fundraising event or family program
- Sponsor a Denim Day so employees can participate
- Organize a volunteer group
- Host a toy drive
- Sponsor a Tree of Hope
- Participate in one of our golf classics

You Can Make A Real Difference To A Child With Cancer

www.coolkidscampaign.org

MARYLAND CLUBHOUSE



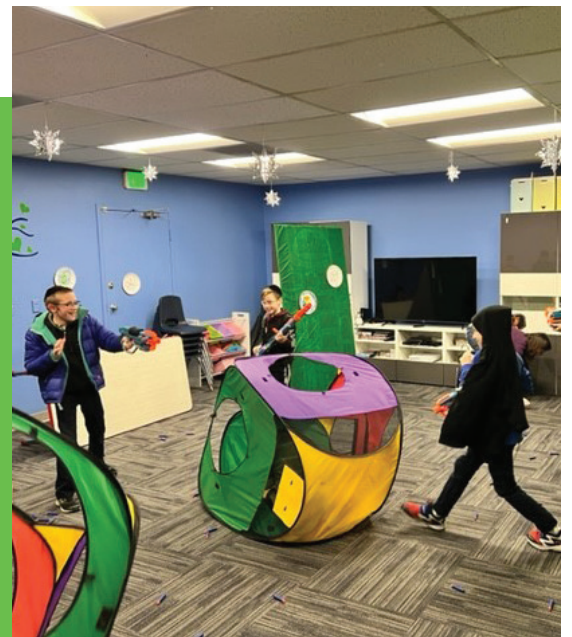
Our Broader Reach

Cool Kids Campaign's reach goes beyond its physical Clubhouses:

- We send care packages to 19 states and the District of Columbia.
- We send a National Family Newsletter monthly – it's full of online activities for childhood cancer patients and survivors.
- We send our Connection Magazine to families and hospitals nationwide
- We provide free tutoring in Maryland, North Carolina and Tennessee
- We provide hospital room décor kits and toiletry kits to patients in Maryland, North Carolina and Tennessee
- We are eager to open more Cool Kids Clubhouses – next location in our sights is Nashville, Tennessee



Cool Kids
CLUBHOUSE
IN HONOR OF KEN SINGLETON

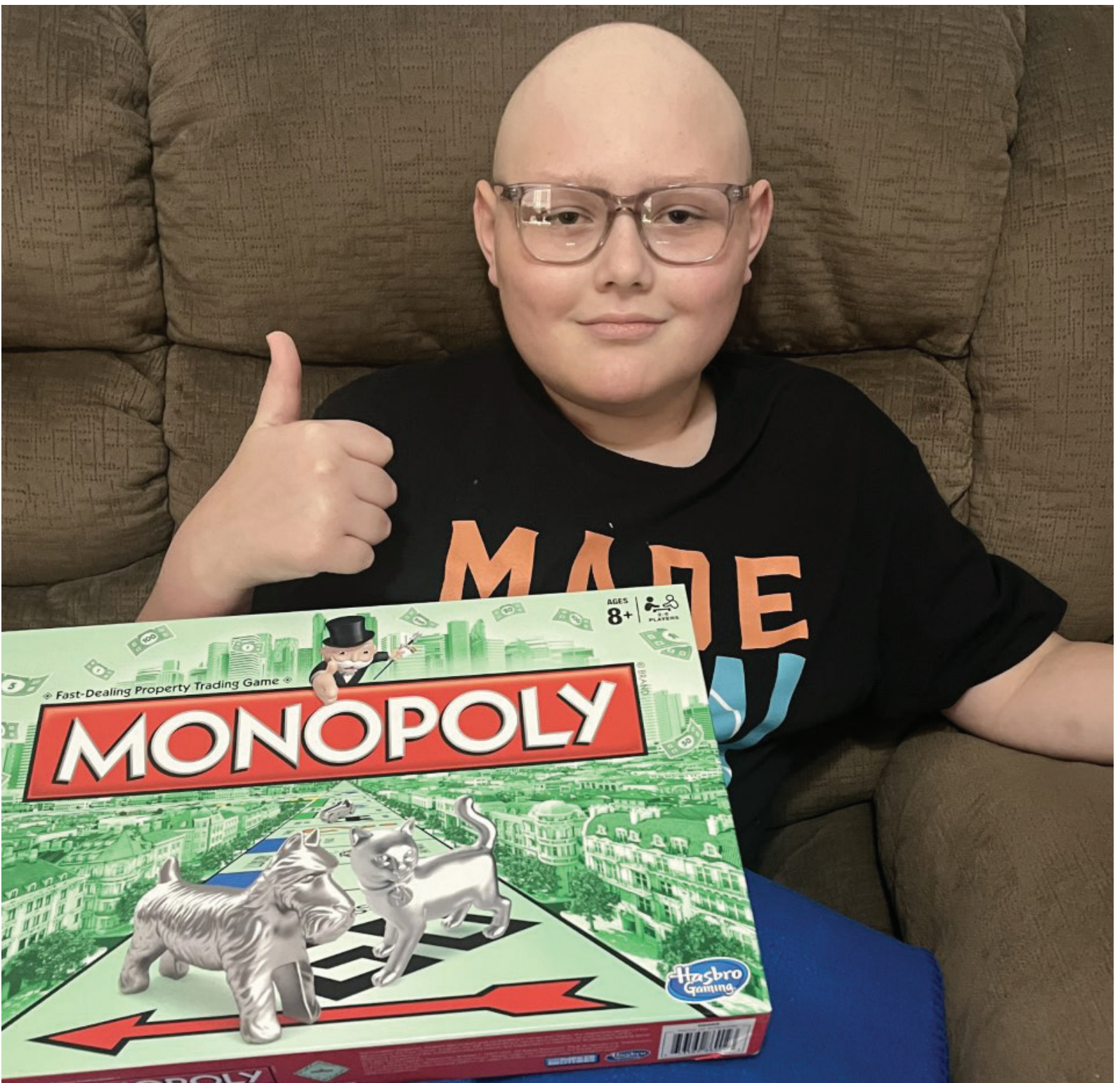


NORTH CAROLINA CLUBHOUSE



Cool Kids
CLUBHOUSE
IN HONOR OF DAN JANSEN





8422 Bellona Lane, Suite 102, Towson, MD 21204

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