COOLINKIDS CAMPAIGN® 2023 ANNUAL REPORT



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.

Dear Supporters,

In this Annual Report, we will show you how great a year it was for Cool Kids. We are proud to announce that we increased participation in every program, providing academic, emotional, and social support to our cool kids.

The testimonials you will read show how much these families genuinely appreciate all that we have to offer. If you are wondering how you can help, one of the easiest ways is to sign up for a monthly donation or be a sponsor for one of our events. Other ideas include legacy giving and helping us find grant opportunities. We always welcome volunteers to help with any program, event or activity. We understand everyone contributes in their own way, and our families are extremely grateful for your support.

Chris Federico President and Founder



WHAT MAKES US SO SPECIAL?

There are a number of fine organizations helping children with cancer, so what makes us stand out?

Well, we know of no other non-profit addressing the **Whole Person**, **Whole Family** and **Whole Journey** in quite the way we do.



WHOLE PERSON

There is more to cancer than the physical aspects. Childhood cancer patients suffer higher rates of depression, anxiety, social isolation, learning challenges, college dropout rates and unemployment. Cool Kids provides free tutoring, college readiness support, confidencebuilding camp projects, therapeutic group activities, fun social events and more to help the child thrive.

WHOLE FAMILY

A child's cancer diagnosis impacts the entire family. We include siblings in everything we do. We also offer caregiver support groups, a moms' retreat, dads' days out and opportunities for the entire family to just have fun together. Our vacation condos offer a place of respite where families can reconnect and grow stronger.



WHOLE JOURNEY

A common misconception is that the cancer journey ends when treatment ends. Unfortunately, that is just not true. Chemo and radiation can have long lasting effects and many children will face long term challenges. Unlike many organizations, Cool Kids Campaign provides support throughout survivorship – **once you're a Cool Kid, you're always a Cool Kid**. Even if a family loses their child, they are forever members and are welcome to continue to use all of our free services.

...and we think all of that makes us pretty special, indeed. But don't just take our word for it, let's hear what our families have to say.

CLUBHOUSES

Our Cool Kids Clubhouses serve families in the Mid-Atlantic and throughout the Carolinas. We also offer online programming that is available nationally.



FAMILY PROGRAMS



Cool Kids Clubhouse has been a blessing to our family. They plan fun activities that bring a lot of joy to our daughter who has been going through so much this year! All the staff and volunteers really go out of their way to get to know each family and spread positivity. We are very thankful for all the staff and volunteers at Cool Kids!

GABRIELLE, MOM OF AUBREY



we provided over 2500 hours of tutoring in 2023

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Our Maryland and North Carolina Clubhouses **hosted 62 Family Programs** in 2023 – this included movie nights, Smile Celebrations honoring a birthday or treatment milestone; nutrition classes, camps, holiday events, support groups and much more! Our Cruisin' With Santa event alone **hosted 138 Cool Kids family members** and 75 volunteers We also **provided 118 room decor kits** to area hospitals.



"Thank you so much, Cool Kids Campaign and Brain Bodega, for 3 academic years of tutoring. Our son Ethan started tutoring at the beginning of his 3rd grade year and while in treatment for Pre-B Cell Acute Lymphoblastic Leukemia. Working with Brain Bodega was always a great experience. We greatly appreciated that they always worked hard to find the best match for our son. Because of the Cool Kids Campaign, Brain Bodega and the support of me and Khia, Ethan has excelled academically since being diagnosed. He's currently a 6th grader and is on the school Robotics Team. Ethan achieved Honor Roll and was nominated as the Most Improved 6th Grader last guarter. We are thankful that Ethan no longer needs tutoring, but grateful knowing that Cool Kids is there if we ever need the additional academic support."

CARE PACKAGES







"I just wanted to take a minute to say thank you for the amazing care package! Phoebe was admitted to the hospital at the end of last week because she had a fever and is neutropenic so I just got a chance to sort through all of the mail today. All I can say is WOW!! You all went above and beyond anything I could have imagined and definitely paid attention to all of the little details! Your team nailed it and you all haven't even met our family in person yet!! I applied to Cool Kids because our social worker suggested it for the tutoring help. I am truly blown away by all of the support so far and we haven't even started the tutoring portion yet!"



VACATION CONDOS







"I do want to tell you that I have wanted to go to Myrtle Beach since I was a little girl, it was on a movie that I loved. I lived in Texas and then Las Vegas so I never went. Well now that we live in Tennessee we have discussed going and we were going to plan a trip for this summer but then Brayden was diagnosed with the secondary cancer, and it would not be financially feasible, we decided that we would have to wait another year.

So, this truly is a dream come true and we are so grateful for the opportunity to be able to go. Also Brayden's favorite animal is a Turtle, and he loves the logo.

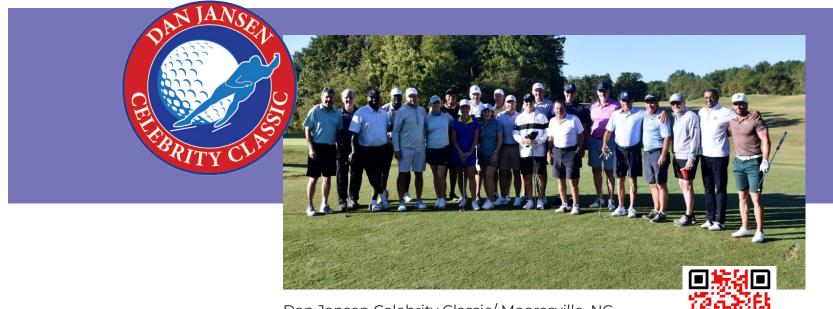


CELEBRITY GOLF CLASSIC FUNDRAISERS



Ken Singleton Celebrity Classic / Phoenix, MD





Dan Jansen Celebrity Classic/ Mooresville, NC







Dwight Clark Memorial Classic/ Charlotte, NC



DONATE TODAY!



WE HONOR THESE AND ALL THE CHILDREN WHO LOST THEIR

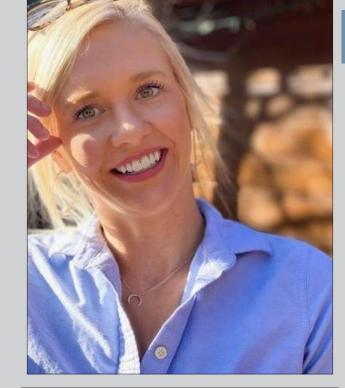
BATTLE WITH CANCER IN 2023













Jennifer Zoe Gaber Those we Love don't go away, They walk beside us every day. Unseen, unheard, but always near,

Jennifer Gaber – Our beloved staff member was adored by our Cool Kids families and will be forever in our hearts

MEET OUR TEAM



DONATE TODAY!



Front Row - Janet Robinson, Renee Wooding Back Row - Chris Federico, Jennifer Dean, Allison Wilt, Danielle Rockstroh



Tom Barrett, Camille Smart, Blair Jewell

THANKS TO OUR TREES OF HOPE COMPANIES

Companies and Individuals who participate in our annual Trees Of Hope program ensure that we can fill our care packages with wonderful items all year long.

Sun Automation Grav and Son Dance Conservatory of Maryland **Brown Advisory** A.J. Bartlinski's Karate Supercenter Edenwald Senior Living Sunnvfields LifeBridge Health Corp Center Sessa & Dorsev LLC Assured Protection Consultants Inc Pritchard Brown LLC AUTONATION COLLISION CENTER HUNT VALLEY The Core Training Hillendale Country Club L3 Harris Elegance by ashley SC&H Group FX Well Womble Bond Dickinson (US) LLP Eagle's Nest Country Club Hunt Valley Country Club

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OUR VOLUNTEERS

We couldn't do it without our dedicated volunteers and in-kind donors



"My favorite thing about volunteering with cool kids is coming back to events to see how much the kids have grown and continue to thrive!"

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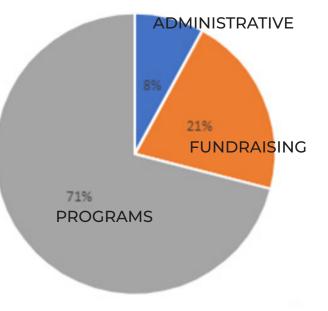
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FINANCIALS **HOW YOUR DONATIONS ARE SPENT**





Total Assets \$929,062 **Total Liabilities** \$501,026 **Total Equity** \$428,035

OUR DONORS MAKE IT ALL POSSIBLE

2023 Donors Over \$100 and Monthly Donor Club Members

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WHAT WILL YOUR LEGACY BE?

Want to get to know us better? Come to one of our upcoming fundraisers or family programs. Sponsorships are also available. Check out our website for details www. coolkidscampaign.org.



MARYLAND FUNDRAISERS

Contact allison@coolkidscampaign.org for details

May 2024 June 2024 September 2024 October 2024 November 2024 December 2024 To Be Announced

Family Fun Day at Falling Branch Brewery Ken Singleton Celebrity Classic Events June Let's Spread Hope; Bingo at Hillendale Country Club Chipping in FORE Cool Kids Golf Outing Poinsettia Sale Breakfast with Santa Mini Golf, Adult Field Day, and Craft Cocktail Event

MARYLAND FAMILY PROGRAMS

Contact Danielle@coolkidscampaign.org for details

Monthly Caregiver Support Groups & Cool Kids ClubMonthly Movie NightsMonthly (or more) Smile Celebrations (celebrating birthdays & treatment milestones)May 2024Moms' Retreat & MD Science Center field tripJuly 2024Cool Kids OlympicsSeptember 2024Fall Camp DayOctober 2024Halloween Trunk-or-TreatDecember 2024Cruisin' With Santa Parade & Party

NORTH CAROLINA FUNDRAISERS

Contact Tom@coolkidacampaign.org for details

May 2024	Kendra Scott Giveback – Southpark Mall and Birkdale Village:Mini
June 2024	Cornhole Tournament
June 2024	Let's Pig Out Carolina Barbecue
July 2024	Pickleball Tournament
July 2024	Casino Night
September 2024	Birkdale Village Childhood Cancer Awareness Month Events
October 5, 6, 7	Dan Jansen Celebrity Classic Events
December 2024	Breakfast with Santa

Golf

NORTH CAROLINA FAMILY PROGRAMS

Contact Camille@coolkidscampaign.org for details

Caregivers Support Group and Cool Kids Club Monthly: Monthly Movie Nigits Monthly (and more) Smile Celebrations (celebrating birthdays & treatment milestones) Monthly: Urban Air Mothers Day Celebration of Moms May 2024 Virtual Bingo June 2024 Summer Fun Bash Summer Stem July 2024 Love Week at Elevation Church Carowinds Trip Summer Stem Gardening for everyone - Metrolina Greenhouse Summer Stem August 2024 Virtual Bingo Back to School Bash September 2024 Childhood Cancer Awareness Month October 2024 Fall Festival Christmas Party December 2024 Birkdale Christmas Parade Breakfast with Santa

TBA - Dad & Me, Teen Nights, Grief Support

Cool



JOIN THE CLUB BY BECOMING A MONTHLY DONOR - IT COSTS LESS THAN AN AMAZON PRIME MEMBERSHIP! CHECK OUT OUR WEBSITE TO SEE ALL THE WAYS YOU CAN GIVE. WWW.COOLKIDSCAMPAIGN.ORG

Here are some examples of how you can help, but donations at any level are

appreciated Sponsor a Camp Day for \$10,000

- Cover the Cost of our Care Package Cover a Child's Tutoring for a Year \$2,500
- Sponsor a Year of Movie Nights \$2,000
- Purchase therapeutic books for our
- care packages \$1,000 Name Us in Your Will or Trust
- Donate Your Car

TALK TO US ABOUT NAMING OPPORTUNIES

8422 Bellona Lane, Suite 102, Towson, MD 21204

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