

All-Star
Haakyn

SURVIVOR



PINKYSWEAR
FOUNDATION

ANNUAL REPORT
2024



“The absolute best thing about Pinky Swear and why we love it above all other non-profits, is that they were there right away. The support was immediate – Pinky Swear was almost stealth-like; there was no waiting until our child’s journey was near the end or over. They were there to give us support we didn’t even know we needed.”

- All-Star Haakyn’s mom, Tory



All-Star Haakyn and his family



Dear Pinky Swear Foundation Supporters and Friends,

As we reflect on 2024, we are in awe of the incredible generosity of our Pinky Swear community. You made an extraordinary impact on the lives of families facing childhood cancer as they navigated an unimaginable journey. We are excited to showcase your impact in this 2024 Annual Report.

You provided critical financial assistance to a record number of families, ensuring they had a roof over their heads, gas in the tank to travel to treatment, and food on the table to stay nourished during difficult times. You lifted a significant burden off parents, ensuring they can focus on what matters most – their child. This financial support is life-changing for families, and you have made it possible.

We look to the future with hope and optimism – and awareness that significant need remains as the demand for direct financial assistance for families continues to increase. The support from our Pinky Swear community is especially important now, and we continue to be so grateful for your care and compassion. Your support allows us to say “yes” to more families.

As you read this report, we hope you will join us in celebrating all that we have accomplished this year, together. Thank you for your support of Pinky Swear and the families we serve.

With gratitude,

Karla



Karla Vehrs
2024 Pinky Swear Foundation Board Chair
Partner, Ballard Spahr LLP

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All-Star Mitch

THE ORIGINAL PINKY SWEAR PROMISE

Mitch Chepokas was nine years old when he was diagnosed with terminal bone cancer. When he was in the hospital in December, he overheard the family next to him having a discussion that there would not be enough money for holiday gifts that year.

Mitch looked at his dad, Steve, and said “This isn’t fair. How much money do I have?” Steve helped Mitch into his wheelchair and took him to the bank. Mitch withdrew all the money he had in his savings account and put it in envelopes for the kids on the pediatric oncology floor at the hospital. He signed each envelope “Love Mitch, XOXO.”

Before Mitch passed away, he made his dad pinky swear promise to continue helping other kids with cancer and their families. Now, Mitch’s legacy lives on through Pinky Swear – and our compassionate supporters. Since his death in 2003, Pinky Swear Foundation has helped thousands of families with financial support, allowing them to focus on what is most important during the childhood cancer journey – their child.

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President & CEO
Famous Products

MISSION

Helping kids with cancer and their families with financial support

VISION

To say ‘yes’ to every family with a child facing cancer

VALUES

Compassion, Collaboration, and Celebration

PROGRAMS

Pinky Swear Orange Envelope Program

A gas and grocery gift card and heartfelt Letters of Encouragement delivered to families within six months of a child’s diagnosis or relapse.

Pinky Swear All-Star Fund

Financial support for families after six months of diagnosis or relapse to help put meals on the table, keep the rent and mortgage paid, and fill the gas tank.

Pinky Swear Pantry

Snacks and grab-and-go meals in hospitals so families can stay nourished without leaving their child’s side.



All-Star Josephine and her parents



2,920 FAMILIES
supported financially in 2024



2,377
PINKY SWEAR
ORANGE
ENVELOPES
DELIVERED



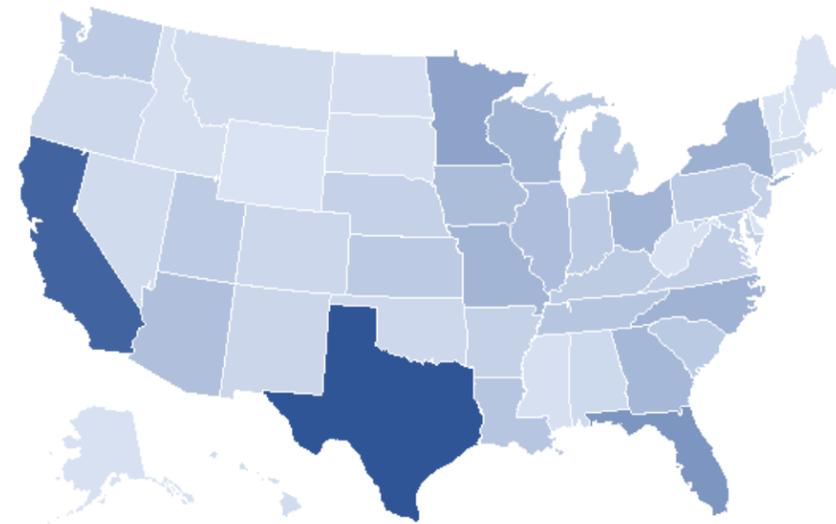
785
PINKY SWEAR
ALL-STAR FUND
PAYMENTS
PROVIDED



5,107
POUNDS OF FOOD
DISTRIBUTED
THROUGH PINKY
SWEAR PANTRIES

TOGETHER, WE PROVIDE FINANCIAL RELIEF TO FAMILIES.

2024 Awards by State



Orange Envelope & All-Star Fund Awards 0 325



68%
HOUSING
PAYMENTS



19%
GAS/GROCERY
BILLS



7%
AUTO
PAYMENTS



6%
UTILITY
BILLS

**FAMILIES
SUPPORTED
IN 2024**

61%
of Pinky Swear families
self-reported living below
the Federal Poverty Level.

74%
of families report that one
parent is on leave from
work as a result of their
child's cancer diagnosis.

33%
of families travel two
or more hours to their
hospital/clinic for
treatment.



ALL-STAR HAAKYN

“We received a notification from Pinky Swear that our mortgage had been paid. And that gave us 30 more days of not having to worry about how we were going to pay that bill.”

– All-Star Haakyn’s mom, Tory

Before Haakyn’s cancer diagnosis, his family described their life to be busy but carefree, full of activity and adventure. His parents, Tory and Ryan, worked full-time, and Haakyn was an active little boy who loved playing sports with his older brothers.

Everything changed on New Year’s Eve, when the then five-year-old began experiencing back pain so severe he couldn’t stand. Ten days and multiple trips to the doctor later, they received the devastating answer to his pain: Wilms Tumor, Stage 3.

Within 48 hours Haakyn was rushed to emergency surgery because his tumor had ruptured. His cancer journey would go on to include nine rounds of radiation and 24 rounds of chemotherapy.

Ryan stopped working. His job required him to be away for 20 days each month, and they were concerned about him missing an important moment. “There were tough days, busy days at the hospital, sick days, days when we did not know how to make

it better. We needed him home so we could all be together” Tory shared. She was able to continue working remotely, but the loss of additional income was hard, especially as they navigated unplanned medical expenses.

As Tory and Ryan reflect on this time, they remember struggling to ask for help – and the relief they experienced when Pinky Swear Foundation stepped in with direct financial support. They received an Orange Envelope to assist with gas and grocery costs, and a mortgage payment through the All-Star Fund. Receiving this support lifted a financial burden they had been carrying since Haakyn’s diagnosis – and reminded them that they weren’t walking this difficult journey alone.

When asked what message they’d wish to pass on to Pinky Swear supporters about the impact of their generosity, Ryan and Tory said “Thank you. It was life-changing for us. We didn’t know we needed help, but we did.”



Scan the QR code or visit pinkyswear.org/haakyns-story to learn more about Haakyn’s cancer journey.

THANK YOU!

Pinky Swear’s mission is not possible without the generous support of our incredible donors.

These dedicated individuals, families, companies, and communities continue to make a difference in the lives of kids with cancer and their families. We are so grateful for the compassion and generosity shown by our supporters.



Scan the QR code or visit pinkyswear.org/supporters to see Pinky Swear Foundation’s 2024 donors, top fundraisers, and more.



2024 FINANCIALS

STATEMENT OF FINANCIAL POSITION

ASSETS

Cash and Cash Equivalents	\$1,659,815
Pledges Receivable	\$5,000
Prepaid Expenses and Other Assets	\$27,425
Endowment Funds	\$12,214,362
Other Assets	\$26,622
Property and Equipment, Net	\$1,961

Total Assets **\$13,935,185**

LIABILITIES & NET ASSETS

Accounts Payable	\$33,360
Accrued Expenses	\$32,386
Other Liabilities	\$27,735

Total Liabilities **\$93,481**

Without Donor Restrictions	\$1,456,883
With Donor Restrictions	
Net Assets Restricted for Time or Purpose	\$2,289,512
Net Assets Held in Perpetuity	\$10,095,309

Total Net Assets **\$13,841,704**

Total Liabilities & Net Assets **\$13,935,185**

STATEMENT OF ACTIVITIES

Support and Revenues **\$4,302,711**

Program Services **\$2,369,419**

Fundraising **\$382,772**

Management & General **\$253,503**

Total Expenses **\$3,005,694**

Change in Net Assets **\$1,297,017**

Copies of our audited financials are available on our website at pinkyswear.org/financial-statement.



All-Star Haakyn and his mom, Tory



“In the beginning of a diagnosis, I believe every family goes through denial that they will need help at some point. It’s lost on them because they are in ‘fight mode’ with their child. My husband and I spent many moments contemplating the impact of an organization that shows up; it’s very bittersweet, and it touches you right to the core.”

- All-Star Haakyn’s mom, Tory



All-Star Azel



PINKYSWEAR
FOUNDATION

JOIN THE PINKY SWEAR COMMUNITY!



Sign up to receive “The Promise,” Pinky Swear’s monthly newsletter, and updates on how you can help more families.

Follow us on social media @PinkySwearFoundation



Pinky Swear Foundation

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