



ALL-STAR
Rowan



Annual Report **2020**

a year of one million thank yous



Dear Pinky Swear Supporter,

As we reflect on 2020, we see so much resilience. The pandemic presented everyone with two options: crumble or stand together. Throughout the year, we witnessed a powerful movement of communities coming together for support. You stood with us and the children with cancer we serve.

This past year resembles the experiences of the families we serve at Pinky Swear. Just like COVID-19 changed our lives out of nowhere, when a child is diagnosed with cancer, families' entire worlds are turned upside down. This year they needed us to come together to help them navigate this unexpected and frightening journey more than ever. And, in the middle of a pandemic, we did. Donors like you provided a record-breaking amount of financial support to children with cancer and their families in 2020.

We invite you to read this year's annual report with pride. Join Pinky Swear in celebrating the strength and resilience of the children and families we serve, and the vital support made possible by you.



Erica N. Campbell

Erica Campbell
Executive Director



B. O'Brien

Bruce O'Brien
Chair of the Board



THE ORIGINAL PINKY SWEAR PROMISE

Nine-year-old Mitch Chepokas' legacy is about more than his terminal bone cancer. It is about a young boy with a generous spirit who loved baseball.

While in the hospital for cancer treatment, Mitch overheard another family talking about not being able to afford Christmas presents. Mitch withdrew \$6,000 from his savings account, given to him throughout his cancer journey, and gave it away to other kids in the hospital. Mitch enjoyed the act of giving so much that he made his dad pinky swear promise to continue helping families even after he passed away.

And because of the inspiration created by a young boy's big heart, the Pinky Swear Foundation was formed to carry out Mitch's mission and fulfill that unbreakable promise.

To this day, in honor of Mitch and his love for baseball, Pinky Swear Foundation refers to all children with cancer and their families as All-Stars.

MISSION

Helping kids with cancer & their families with financial and emotional support

VISION

To say **yes** to every family with a child battling cancer

VALUES

Compassion, Collaboration and Celebration

PINKY SWEAR PROGRAMS



Orange Envelope Program

A message of love and support, plus gift cards mailed to families when a child is diagnosed.



All-Star Fund

Direct payments and gift cards that put meals on the table, keep the rent and mortgage paid, and fill the gas tank for trips to the doctor.



Family Experiences

Special experiences that give families a chance to make memories, spend quality time, and find reasons to celebrate — even in stressful times.



Pinky Swear Pantry

On-site food pantries at children's hospitals so that families can keep nourished without having to leave their child's bedside during cancer treatment.



ALL-STAR ROWAN'S STORY

19-month-old Rowan loves going outside in her stroller and being on her balance bike. These are very special moments for her mom Rachel. “We are moving to the point of leading a more normal life,” said Rachel. “The community support we have received has been absolutely wonderful. We are so grateful to every person and organization that has helped us through the last year.”

You may remember All-Star Rowan, who was diagnosed with Hepatoblastoma, a liver cancer, at just seven months old in May 2020. Her mom, Rachel, was a recent veterinary school graduate at the time of Rowan's diagnosis and unable to work for several months due to Rowan's medical needs. **But thanks to the generosity of partners at Pinky Swear Foundation, Rowan and her mom were not alone.** “Pinky Swear is part of our support team, and it means a lot,” said Rachel.

Rowan has had multiple hurdles including issues with her kidneys and a blood infection. However, as of May 2021, Rowan is doing very well! “She is standing up, holding onto furniture, and on the verge of taking that first step, which is so exciting,” said Rachel. “She's also been able to experience bath time for the first time in a year, which is something new for her that she loves.”



KIDS HELPING KIDS

Pinky Swear Foundation is built on the inspiration of kids helping kids. Today's programs include:

- The **Charles M. Harper Youth Leadership Council** builds awareness with their middle and high school peers, fundraises and spreads a national movement.
- The **PACK (Pinky Swear Ambassadors on College Campuses to Help Kids with Cancer) Program** was founded in 2020 to connect college students with childhood cancer patients and exists at over 175 colleges.
- A **Student Scholarship Program** celebrates student leaders supporting kids with cancer. The 10 recipients in 2020 raised over \$405,000 and gave 74 Pinky Swear Foundation volunteer hours.

TOGETHER WE ARE PINKY SWEAR

A big part of ensuring Pinky Swear Foundation is prepared to help comes in the form of sharing the stories of our families and the impact you are making. Pinky Swear Foundation shares stories through social media, website, email, advertising, public speaking engagements and public relations, with the purpose to build partnerships and help more families.





Reid & Lance Larson, David & Janis Larson Foundation Trustees



Tim & Lucy Reinhardt, All-Star Super Cal's Parents

YOU MADE 2020 A RECORD BREAKING YEAR

Pinky Swear Foundation and families battling childhood cancer have **one million** reasons to thank **you** for making 2020 a record-breaking year.

Because of generous partners like you, over \$1 million was given away directly to families. You helped pay mortgages, rents, auto expenses, utilities, groceries, gas, and so much more. Above all, you gave parents the invaluable gift of being able to spend more time with their child battling cancer.

One family in particular made a large impact in 2020, as the journey is personal to them...

Close to five years ago, Tim and Lucy Reinhardt lost their son, affectionately known as Super Cal, to brain cancer. Fortunately, with employers who gave them time off and plenty of other support, Tim and Lucy were able to spend the last month of Cal's life together as a family at home. Lucy said, "We helped write that last month of his life. You have no idea how important it is to be able to say goodbye to somebody...it's overwhelming."

Throughout the Reinhardt's cancer journey, they continued to lean on the support of family and friends like Lance Larson, a trustee of the David and Janis Larson Foundation. "When I did talk to Tim and Lucy, one of the things that came across loud and clear was their thought and concern about other children that were there [battling cancer in the hospital] that didn't have visitors – didn't have family. I couldn't absorb that. I couldn't figure it out," said Lance. He discovered time away from work is not an option for most families. "To have the choice between paying your mortgage, putting food on the table, being with your child, having fuel in your car to go see your child at the hospital... that becomes the choice in and of itself," said Lance.

This realization led Lance and his brother, Reid, to seek a way the David and Janis Larson Foundation could give families valuable time with their child. Lance said, "I asked Tim and Lucy about us creating an endowment in Cal's

name. There are all sorts of things for research...but I didn't know if there was anything that can allow families to focus on the biggest fight of their lifetime." During this time, Lance heard about Cal being an All-Star at Pinky Swear Foundation, and he gave Erica at Pinky Swear Foundation a call. "A light of my life, a relationship began in that phone call," said Lance.

And from that phone call, Pinky Swear Foundation and the David and Janis Larson Foundation formed a beautiful partnership. Now the David and Janis Larson Foundation is providing matching funds for gifts given toward the goal of creating a \$10 million Pinky Swear Foundation Endowment Fund.

TOP 2020 FUNDRAISERS

YOUTH FUNDRAISERS

1. Jessica & Ben Nigbur
2. Henry Oswald
3. Brooke Goddard
4. Isabel Seibers
5. Nolan Williams
6. Alex Moyer
7. Phoenix Myers
8. Piper Myers
9. Owen Blat
10. Aida Lunderby

ADULT FUNDRAISERS

1. Sandy Lederfine
2. Lou Raiola
3. Dirk Pauley
4. Chris McArdle
5. Gulben Aksu-Bulat
6. Frankie Behr
7. Todd Fronck
8. Sue Harding
9. Jesse Montgomery
10. Kim Western

PACK FUNDRAISERS

1. University of Buffalo Pinky Swear Pack
2. Sacred Heart University PACK
3. Rutgers New Brunswick PACK
4. Susquehanna University PACK
5. Northeastern Pinky Swear PACK
6. Moravian College PACK
7. PACK at UMN-Twin Cities
8. Bentley University's Pinky Swear Pack
9. Pinky Swear PACK - UW Madison
10. University of Wisconsin - Green Bay PACK



175 NEW COLLEGE PACKS IMPACT KIDS WITH CANCER

The PACK is a nationwide college program with a vision of developing young leaders and creating lifetime ambassadors for kids battling cancer. College students in this program are involved in spreading awareness of the impact of childhood cancer and helping raise funds to provide support to these families through Pinky Swear Foundation.

Pinky Swear Foundation is excited to highlight one of the first members of Pinky Swear Foundation’s PACK Program, Sabrina Genovese. As a student at State University of New York at Buffalo, Sabrina served as the PACK President on her campus. Because of her leadership, vital support was provided to over 50 children with cancer and their families.

“It is still shocking . . . that my PACK was able to make this large of an impact,” Sabrina said. “We wish to hug and thank the families we helped during this time, though just knowing that we have helped them is far more than enough.”

Sabrina graduated from PACK but her impact through the program will last a lifetime for those she helped.

2020 FAST STATS

1,000,000
DOLLARS

More than 1 million dollars in direct support was given – more than ever before.

1,547
FAMILIES

1,547 families across the nation received support from your incredible donations.

94
PERCENT

94 percent of All-Star Fund requests were fulfilled for families in need.

50
PERCENT

50 percent of the people Pinky Swear served identified as people of color.

5,000
FAMILIES

5,000 families were served through Pinky Swear Pantries.

HOW DID YOU HELP KIDS WITH CANCER IN 2020?



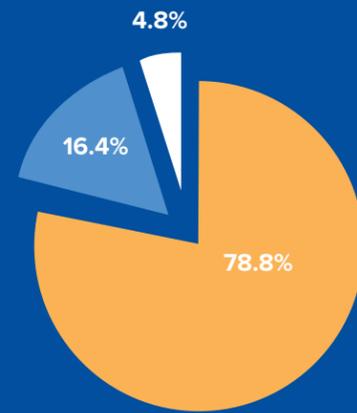
a year of
ONE MILLION
thank yous

STATEMENT OF FINANCIAL POSITION

ASSETS	
Cash and Cash Equivalents	\$1,420,174
Pledges Receivable	\$13,493
Prepaid Expenses and Other Assets	\$54,061
Endowment Funds	\$4,198,892
Property and Equipment, Net	\$11,365
Total Assets	\$5,697,985
LIABILITIES & NET ASSETS	
Accounts Payable	\$27,865
Deferred Revenue	\$0
Accrued Expenses	\$26,741
Total Liabilities	\$54,606
Without Donor Restrictions	\$872,544
With Donor Restrictions	
Net Assets Restricted for Time or Purpose	\$609,385
Net Assets Held in Perpetuity	\$4,161,450
Total Net Assets	\$5,643,379
Total Liabilities & Net Assets	\$5,697,985

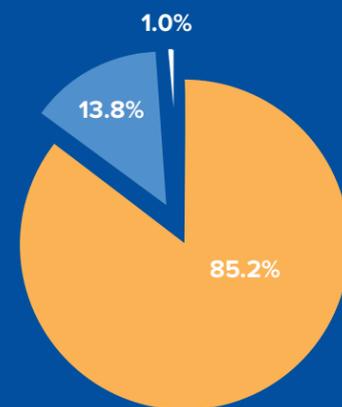
STATEMENT OF ACTIVITIES

Support and Revenues	\$5,318,756
Program Services	\$1,969,326
Fundraising	\$410,504
Management & General	\$120,935
Total Expenses	\$2,500,765
Change in Net Assets	\$2,817,991



Expenses

- Program Expenses, including grants to families
- Fundraising
- Management & General



Revenue

- Contributions & Support
- Events (Net)
- Donated Goods & Services



MISSION PARTNERS

Pinky Swear Foundation is grateful for our strong partnership with forward-thinking businesses, organizations, and foundations that understand the importance of supporting families battling childhood cancer.

The David & Janis Larson Foundation



ASG Brooklyn Center



The Johnson Foundation



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\$100k-\$1m+

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Yotrio

\$500-\$999

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