



Pinky Swear Foundation

ANNUAL REPORT **2021**

Dear Friends,

Thank you for keeping your promise. Together, we are all Pinky Swear Foundation.

We'll remember 2021 as a year that Pinky Swear Foundation again achieved its vision of saying 'YES!' to every family who asked for help. You enabled us to give more than \$1 million in direct financial support!

Donors, corporate partners, family foundations, fundraisers, and volunteers came together in incredible ways to help Pinky Swear All-Stars in the fight against childhood cancer. Pinky Swear supported families from each of the 50 United States.

We plan to spend 2022 deepening relationships even further, while staying laser focused on our values and strategic goals. We invite you to read about your impact and know you have made a lasting effect on children with cancer and their families!

Pinkies up!

Erica and Bruce



Erica N. Campbell

Erica Campbell
Executive Director



B. O'Brien

Bruce O'Brien
Chair of the Board



THE ORIGINAL PINKY SWEAR PROMISE

In 2002, there was a 9-year-old boy named Mitch who was diagnosed with terminal bone cancer. One night, he was in the hospital with his father when he overheard the family next door talk about how they couldn't afford holiday gifts because of expensive treatments. The next day, Mitch and his father stuffed the money from Mitch's savings account in envelopes and secretly went around the childhood cancer floor of Mitch's hospital, passing them to the other families after signing them all, "XOXO, Mitchell."

Mitch had so much fun and wanted to do it again the next year! Steve looked at his son and honestly shared, "Mitch, I'm not sure you are going to be here next year."

Mitch responded, "Well, dad, if I'm not here next year, then you have to 'Pinky Swear' promise me you will always help kids with cancer... even after I'm gone."

You are helping to keep Mitch's original Pinky Swear promise.

Our 2021 theme was "We are Pinky Swear Foundation" or "#WeArePSF." Within the theme was you. You, along with thousands of others across the country, are keeping Mitch and his father's original promise. Thank you.





MISSION

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

VISION

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

VALUES

Compassion, Collaboration and Celebration

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** connects college students with childhood cancer patients and exists at over 80 colleges.
- A **Student Scholarship Program** celebrates student leaders supporting kids with cancer. The 21 recipients in 2021 received more than \$25,000 in scholarships.

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 Experiences

Giving children battling cancer a chance to be a kid again and find reasons to celebrate — even in stressful times



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



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



THE FELLABAUM FAMILY

Supporter Feature

When Zac Fellabaum attended a golf tournament benefiting Pinky Swear hosted by KLN Family Brands, he was hooked. He knew he cared about the cause—he and his wife Michelle both have personal connections to cancer. But, after the tournament he became particularly impressed with the organization’s leadership, responsible financial management and direct impact. As the Chief Financial Officer of Nulo, Inc., an Austin, Texas-based pet food company, Zac knows good financial management when he sees it.

Zac soon learned that Pinky Swear Foundation receives a large number of requests for help from families living in his home state of Texas. He and Michelle wanted to ensure that Pinky Swear could say “Yes!” to all families today and forever. They became Pinky Partners (monthly donors) and endowment donors. They continue to share their passion for the mission. Thank you, Fellabaum Family!

TOP 2021 FUNDRAISERS

YOUTH FUNDRAISERS

1. Jessica Nigbur
2. Lauren Uihlein
3. Brooke Goddard
4. Owen Howard
5. Alex Moyer
6. Maiya Roelofs
7. Hannah Chorske
8. Sophie Ratcliff
9. Isabel Seibers
10. Alivia Regan

ADULT FUNDRAISERS

1. Sandy Lederfine
2. Chris McArdle
3. Jesse Montgomery
4. Jason Ehrreich
5. Henry Oswald
6. Jake Blixt
7. Jordan Hauke
8. Eric Johnson
9. Melinda Mellenbruch
10. Karla Vehrs

PACK FUNDRAISERS

1. MNSU Mankato
2. Lackawanna College
3. SUNY Univ. at Buffalo
4. UMN – Twin Cities
5. Temple Univ.
6. Central Washington Univ.
7. Sacred Heart Univ.
8. UW – Green Bay
9. Miami Univ. (OH)
10. Northeastern Univ.

TEAM FUNDRAISERS

1. Northwestern Mutual
Twin Cities, MN
2. Golfing for Good
 Mooresville, NC
3. Little Hands Big Hearts
4. Destiny & Taylor's Warriors
5. Theta Xi Gamma
Gustavus Adolphus
6. Team Rockets
7. Minnesota YLC
8. Medal Chasers
9. TEAM SUPER CAL
10. Devin's Pride



ALL-STAR CHARLIE'S STORY

Charlie is a lively kid who loves soccer and football. One day he complained that his chest was hurting from running at practice. His parents, Chris and Beth, thought it was an unusual complaint from their very active son, so they made a doctor's appointment. The night before the appointment, Charlie struggled so much at his soccer game that he kept lying down on the field.

The childhood cancer diagnosis was devastating. Soon, Charlie and his family were at rock bottom.

At one point he was so engulfed in pain, the eight-year-old completely broke down, telling his parents, "This medicine doesn't work! It hurts! I want my old life back."

But Charlie persevered. While he was in the hospital, pandemic precautions had Charlie's parents stuck in his tiny hospital room most of the time. The only time they left was to travel a short distance down the hall to the Pinky Swear Pantry for snacks and a cup of coffee, courtesy of Pinky Swear donors. That small kindness meant a lot to Charlie's mom and dad during a period of such intense grief and isolation.

Chris recalls the two most difficult moments. "When the pediatrician said, 'you'll be seeing an oncologist,' my body shut down. I don't recall anything about the next several minutes. The second time was in the hospital when Charlie had jaw pain, a reaction to the chemo. He said, 'Dad, this is too hard. I want to give up.'" Heartbroken and unable to find the right words, Chris could only hug his son.



One bright spot was when Pinky Swear donors paid a mortgage payment for the family. With so many hidden medical expenses at the beginning, that mortgage assistance made a big difference and gave the family peace of mind. When he was well enough to be at home, Charlie's spirits were raised. According to Chris and Beth, "Charlie is a big-time feeler and a big-time extrovert." He wanted to see friends and family, but he was immunocompromised, and the risk of COVID-19 was too great. The family decided to host a socially distanced lemonade stand to raise money for Pinky Swear Foundation.

Masses of friends, family, and neighbors came out to wave to Charlie and buy lemonade. They raised \$1,200 for Pinky Swear Foundation families!

Charlie was so proud of his work. "His cup got filled," his parents say. "He was able to laugh, smile and feel 'normal.' At a time when he felt crummy and rather useless, he held on to the fact that he was useful. He loved the opportunity to help someone else in the same boat."

They also shared, "It was wonderful for our whole family to look outward for a bit when we had spent so much time circling our own wagons. It's exciting to think that we helped, even in a small way, another family that just got their world turned upside down."

Charlie is on the road to recovery, but he has a long way to go. His family is so grateful that Pinky Swear donors have been with them along this challenging road. His parents write: "I don't know how we would've survived without that stocked kitchenette at the hospital. All those small things become really big when the entirety of your brain and thoughts are in survival mode. Removing those burdens (from basic needs to mortgage payments) means it doesn't draw energy from where it was needed."



ALLY ROMANO
PACK MEMBER

PACK GETS CREATIVE!

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 not only advocates, but philanthropists for children with cancer. This year, PACKs raised money with various fundraising efforts including selling candy grams and hosting on-campus banquets!

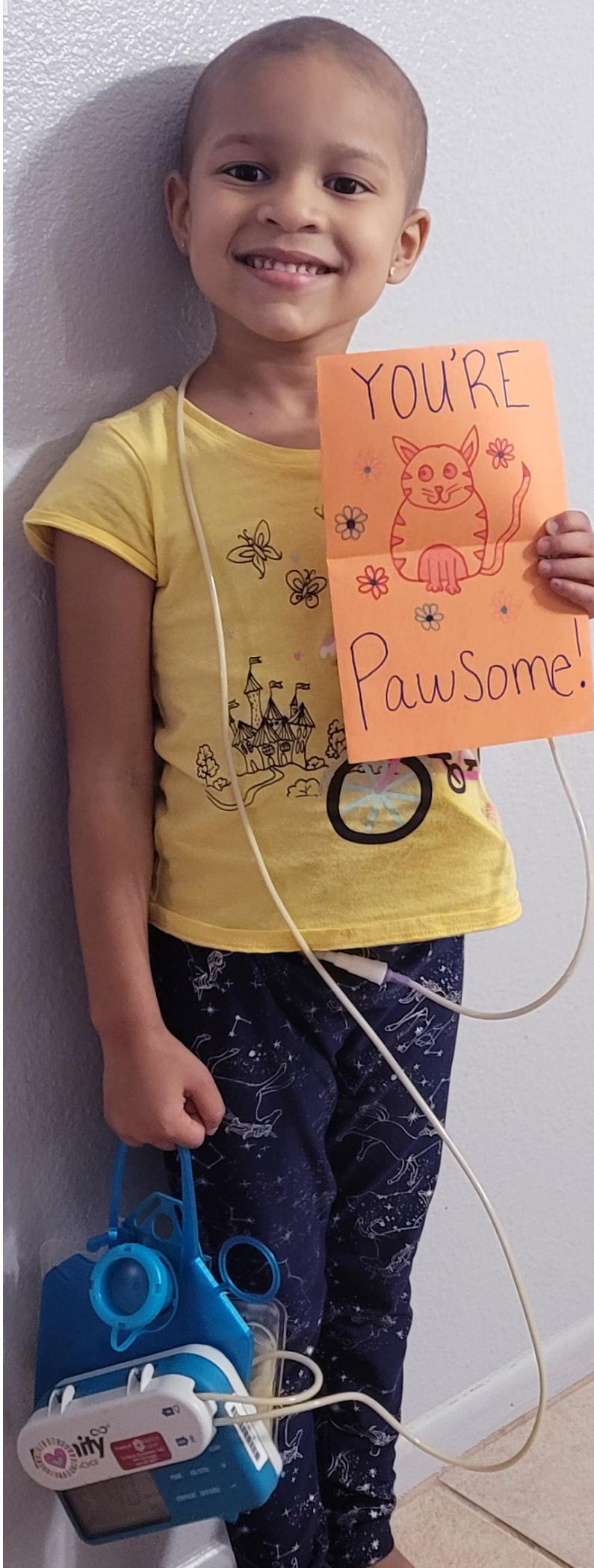
Ally Romano is a Biology student who transferred from Sacred Heart University to Stonehill College. She said she loved being able to build connections and friendships while furthering the mission of Pinky Swear on her campus. When Ally arrived at Stonehill College, she realized there wasn't an established PACK and made it her personal mission to start one on campus. Within weeks she already formed her school's executive board! Students like Ally help further the mission and vision of saying 'yes' to every child battling cancer.

YLC: GROWING YOUNG LEADERS

The Charles M. Harper Youth Leadership Council (YLC) is a youth program for middle school and high school students.

Our vision for YLC is to be a place where young people can become leaders through service (philanthropy, fundraising and empathy) and feel a sense of belonging. Student leaders have opportunities to connect with others in their community and across the nation to volunteer and raise money for kids with cancer and their families.

In the coming years, our leaders will be connected to YLC coaches, professionals, and college-aged students to learn key concepts of leadership!



1,000,000
DOLLARS

More than 1 million dollars in direct support was given to families in need.

1,519
FAMILIES

1,519 families across the nation received financial support from your donations.

100
PERCENT

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

53
PERCENT

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

7,000
FAMILIES

Nearly 7,000 families were served through Pinky Swear Pantries.



52%
HOME
PAYMENTS



24%
GAS AND
GROCERY

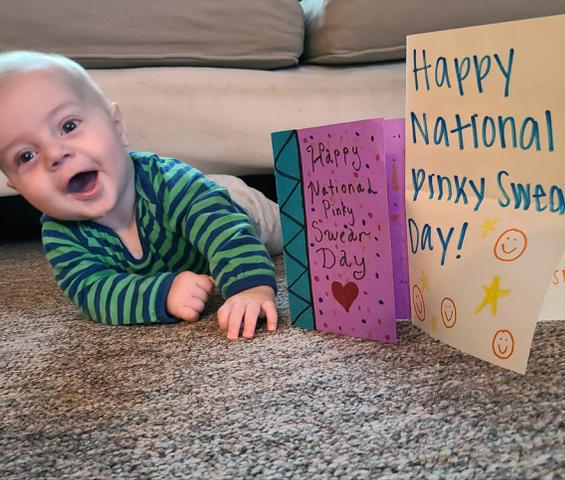


10%
AUTO
PAYMENTS



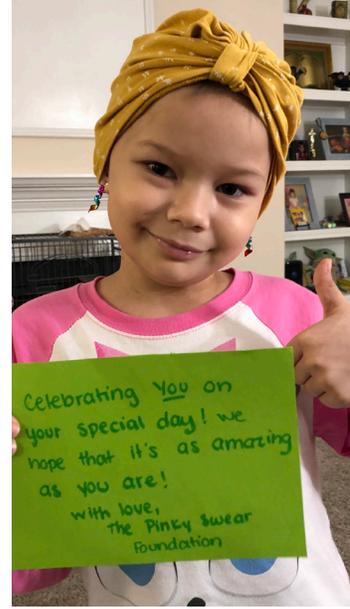
8%
UTILITY
BILLS

*OTHER = 6%



2021
#WEAREPSF





Celebrating You on your special day! We hope that it's as amazing as you are! With love, The Pinky Swear Foundation





MILLION DOLLAR MILESTONES

Corporate partners answer the call to help kids with cancer

Partnerships with businesses both large and small have been vital to Pinky Swear Foundation for years. Through cash gifts, event sponsorship, expert pro-bono assistance, and more, business partners help us thrive, which means saying 'YES!' to more families facing the financial burden of childhood cancer. In 2021, three partners reached an exciting milestone in their journey to help families facing childhood cancer: \$1 million in donations given!!

KLN Family Brands, a third-generation family-owned business based in Perham, MN, provides crucial funds to Pinky Swear Foundation through Wiley Wallaby Licorice sales, NutriSource Pet Foods retail partners, event sponsorships and more. In September 2016, KLN Family Brands announced a commitment of \$1 million to Pinky Swear over the next five years. The new partnership was sealed with an official licorice cutting. In 2021, the million-dollar mark was achieved!

Founded in 2012 by two entrepreneurship students at the University of St. Thomas in St. Paul, Minnesota, **Love Your Melon** is an mission-driven lifestyle brand that began with the simple idea of donating a hat to every child battling cancer in America. In 2021, Love Your Melon's lifetime giving to Pinky Swear Foundation reached \$1 million—all used to provide immediate support for families of children battling cancer.

Since 2015, Des Moines, Iowa radio station **NEWSRADIO 1040 WHO** has hosted an annual radiothon on behalf of Pinky Swear Foundation. This energetic and emotional day garners donations from thousands of Midwest radio listeners in support of families facing a child's cancer diagnosis. The 2021 NEWSRADIO 1040 WHO Radiothon tipped the scales – in seven years, listeners have donated more than \$1 million to ease the emotional and financial strain caused by childhood cancer.

Congratulations and thank you to these outstanding business partners!

BE AMAZING



ENDOWMENT FUND NEARS \$7 MILLION

“If a cause is worth funding today, it’s worth funding forever...”

The Pinky Swear Endowment is part of our strategy to keep helping families until childhood cancer no longer exists. A gift to our endowment gets invested with other gifts. As the fund grows, investment earnings grow. Those earnings then become available to help families right now, while the original gift continues to grow in perpetuity.

In 2017, the Pinky Swear Endowment kicked off with a generous donation from an anonymous foundation that saw the long-term need for family support. This foundation trusted Pinky Swear to steward its vision. The recent endowment growth is due to a transformational, matching gift in memory of Cal Reinhardt from the David and Janis Larson Foundation.

The late David Larson firmly believed that if a cause is worth funding today, it’s worth funding forever. His sons, Lance and Reid, continue their father’s vision.

Today, endowment donors give large and small gifts. They give cash gifts, gifts of stock, and even estate gifts. When including Pinky Swear Foundation in their will or estate plan, many “Keeper Society” donors like to direct their future gift to our endowment fund, knowing their life’s work will be invested, helping families forever. Those who make gifts of \$25,000 or greater can even have their own forever named fund within Pinky Swear’s Endowment.

Pinky Swear Foundation is grateful to all of the donors listed on page 18 for having the foresight and passion to help families facing childhood cancer now and forever.



STATEMENT OF FINANCIAL POSITION

ASSETS

Cash and Cash Equivalents	\$1,993,186
Pledges Receivable	\$134,800
Prepaid Expenses and Other Assets	\$54,221
Endowment Funds	\$6,998,555
Property and Equipment, Net	\$8,323
Total Assets	\$9,189,085

LIABILITIES & NET ASSETS

Accounts Payable	\$34,334
Deferred Revenue	\$0
Accrued Expenses	\$32,335
Total Liabilities	\$66,669
Without Donor Restrictions	\$1,471,093
With Donor Restrictions	
Net Assets Restricted for Time or Purpose	\$1,193,919
Net Assets Held in Perpetuity	\$6,457,404
Total Net Assets	\$9,122,416
Total Liabilities & Net Assets	\$9,189,085

STATEMENT OF ACTIVITIES

Support and Revenues	\$6,122,049
Program Services	\$2,033,086
Fundraising	\$448,616
Management & General	\$161,310
Total Expenses	\$2,643,012
Change in Net Assets	\$3,479,037

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

HyVee

HARPER
FAMILY FOUNDATION

kln
Family Brands

**RICHARD M.
SCHULZE**
FAMILY FOUNDATION

Jack & Glenna
Wylie Foundation



The McDonnell
Foundation

MARSH & MCLENNAN
AGENCY

DEANSNYDER
CONSTRUCTION
est. 1958

EAS
E.A. SWEEN COMPANY



J.A. WEDUM
FOUNDATION

24 Foundation



Geneva Capital

The Johnson
Foundation

wheels
& Wishes & Wellness

SurviveALL

CORPORATE AND ORGANIZATION DONORS

*Tribute Donor

\$100k-\$1m+

The Harper Family
Foundation

Hy-Vee, Inc.

K.L.N. Enterprises, Inc.

David & Janis Larson
Foundation

\$25k-\$99,999

24 Foundation

Car Donation Foundation

Dean Snyder

Construction

E.A. Sween Company

Geneva Capital, LLC*

J. A. Wedum Foundation

Jack & Glenna Wylie
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The Johnson Foundation

Love Your Melon

The McDonnell

Foundation

The Richard M. Schulze

Family Foundation

SurviveALL - Lisa Carney*

TTI Floor Care North

America

\$10k - \$24,999

13:16 Foundation

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Foundation

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Foundation

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Northwestern Mutual

Foundation*

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Summit Joint

Performance

VanWeelden Co.

\$5k-\$9,999

Aureon Network Services

The Ben Miller

Foundation

Consolidated Bus Transit

Delta MSP Family Fund

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IntriCon Corporation

Lackawanna College

Fundraising

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Medica

Minnesota Wild

Foundation

Northwestern Mutual -

Twin Cities

Park Chrysler Jeep

SCOR Life & Health

Seigfried Bingham, PC

TJX Foundation

Tuffy's Pet Foods, Inc

United HealthCare Svcs

Inc

\$2,500-\$4,999

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Corp.

The Dale Jr. Foundation

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Charitable Trust

Lake Vision Development

Margaret A. Cargill

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PACK

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Student Council

Thrivent Financial for

Lutherans

Tradition Capital Bank

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Inc.

Wells Fargo -

Headquarters

Western National Mutual

Insurance Company

\$1k-\$2,499

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AMVETS Post #1 Home

Inc Charitable Gambling

Acct

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Elder Corporation*

Exponential AI

Fischels Holdings, LLC

Ganoe Excavating

GreerWalker LLP

GuideOne Foundation

I-80 Concrete

Italian American Club

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J-Berd Companies*

Kayleen Larson Legacy

Foundation*

Larson's Mercantile

Lynch Roofing & Siding,

Inc

Medal Chasers

Medtronic

Microsoft

Minnesota Blue Ox

NYL Group Benefit

Solutions

Pearson Florist

Premier Credit Union

Risk Administration

Services, Inc.

Robert Half

RSM US LLP

Rudy Luther Toyota

Schwan's Corporate

Giving Foundation

St. Cloud Clearwater RV

Park

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Gustavus-Adolphus

College

Tradition Family

Foundation

Triangle Insights Group

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WarehouseQuote

\$500-\$999

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L.L.P.

Call Me Charlie and Co.

Chico State PACK

Chipotle Mexican Grill

Construction Materials Inc

Delta Dental Minnesota

ESI Brands, LTD

Google Inc.

Hawkeye Sheet Metal

Charlie Henriksen

Ithaca College

K & A Homes

Karma Stacks by Fiercely

Fetching

Land O'Lakes Inc

Mid Iowa Contracting

Oracle	Tying In Love	Bill & Melinda Gates Foundation	Ficenc Realty LLC	Merchants Bonding Company	Raytheon Technologies
Pro Wall Construction*	US Flooring	Bonaski Enterprises	Hanachi Orthodontics	Meredith Corporation	Revelation Spinal Care
Rotary Club of Davidson	Verndale Lions Club	Cargill Incorporated	Hands On Excavating LLC	Foundation	Riverbridge Partners
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SLK Farms Inc.	Alexandria Viking	Construction INC.	Fire & Safety	CO., Inc. General Contractors	SAP America, Inc
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Symmetry Salon Studios	Apostolic Christian Church	ConocoPhillips	Lunderby Photography, Inc.	Pella Rolscreen Foundation	Tar Heel Materials & Handling, LLC
Tallgrass Building Company	Baratz Family Foundation Inc.	Crisp & Green Foundation	Medtronic Foundation	PRP Wine International	Winestore Lake Norman
The Therapy SP/OT		Edward Jones	Meghan Olsen Homes		
Twelve Consulting Group		Family Eyehealth Center			

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		John Kruchten*		Patricia Subbert	
				Frank Sullivan	
				Summit Joint	

KEEPER SOCIETY PLANNED GIFT DONORS

*Tribute Donor

Anonymous	William Bugert and Carrie Eidsness*	Holly Carr	Lacey and Michael Kraft	Brian and Susan Mark	Barbara and David
Anonymous	Erica and Ian Campbell*	Tatiana Chaplin	Josh Le and Colton Adkins*	Bruce and Beth O'Brien	Watters*
Geoff and Tascha Bartsh		Eric and Aimee Johnson		Ms. Cyri Prescott	

INDIVIDUAL DONORS *Tribute Donor

\$10k-\$25k+

Anonymous
 Anonymous
 Anonymous*
 John and Rebecca Allen
 Bradley and Elizabeth Bergman
 J. Martin and Peggy Carlson
 Leslie and Andrew Cavers*
 Peter and Martha Eckerline
 Zac and Michelle Fellabaum
 Miss JoAnn S. Ginkel
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 The Roles Family Foundation
 Mary and Paul Setter
 Jane and Don Snyder
 Duke and Lisa Uihlein
 Brad VanWeelden
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 John and Kimberly Wernz

\$2,500-\$4,999

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 Rebecca Wengatz
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\$1k-\$2,499

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 Anonymous
 Anonymous
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 The Chorske Family Foundation
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 Devick Family

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 Thomas Lindquist
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 Michael and Jennifer Moroz
 Julie Moss
 Diane and Thomas Moyer
 Kelly Myers
 Robert Neff

Keith and Kathy Nelsen
 Kurt and Sandra Niederluecke
 Christopher and Lori Nigbur
 Christopher Norman
 Aaron Nunnikhoven
 Bob and Judy Nygaard
 Charitable Fund
 Alison and Eric Palmeter
 Larry and Christine Pauley*
 Dr. Dennis Peterson
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