

2025



PINKYSWEAR
FOUNDATION

Helping Kids with Cancer

ANNUAL REPORT



All-Star **KAYLA**



All-Star Kayla and her mom

“[Receiving support] was such a sense of relief. Having a child with cancer is very isolating, but at that moment, we did not feel alone. It came at a time when other people had moved on with their lives, after the initial huge surge of support. The timeliness was such a help; there were people out there still thinking of us.”

- All-Star Kayla’s mom, Julia



Dear Pinky Swear Foundation Supporters and Friends,

The Pinky Swear community continues to amaze us with your incredible compassion, generosity, and commitment to supporting kids with cancer and their families. We are honored to showcase and celebrate your impact in this 2025 Annual Report.

In 2025, we continued to see an increase in the demand for financial support from families facing childhood cancer. However, we also saw the extraordinary Pinky Swear community – you – step up time and again.

You make our mission possible. Together, we lifted the burden of housing, utility, food, and transportation expenses. Together, we provided critical support to more than 2,400 families, allowing parents to focus on what matters most – their child.

We reflect on 2025 with so much gratitude, and we look ahead to the rest of 2026 with excitement for what we will accomplish, working toward realizing Pinky Swear’s vision of saying “yes” to every family who turns to us for financial support.

As you read this report, we hope you will see your incredible impact. Thank you for standing with us, for believing in Pinky Swear’s mission, and for making a difference in the lives of thousands of families.

With gratitude,



A handwritten signature in black ink that reads "Adam Faitek".

Adam Faitek
Executive Director
Pinky Swear Foundation



A handwritten signature in black ink that reads "Karla Vehrs".

Karla Vehrs
2025 Pinky Swear Foundation Board Chair
Minneapolis Managing Partner, Ballard Spahr LLP

BOARD OF DIRECTORS

EXECUTIVE COMMITTEE



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Board Chair
Minneapolis Managing Partner
Ballard Spahr LLP



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ACS Group

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BSM Equities

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President & CEO
Famous Products

John Wernz
Executive in Residence
Great Hill Partners



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.

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.

Pinky Swear All-Star Fund

Financial support for families after six months of diagnosis to help put meals on the table, keep rent and mortgages 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.

2,426 FAMILIES

supported financially in 2025



1,937

Pinky Swear
Orange
Envelopes
delivered



732

Pinky Swear
All-Star Fund
payments
provided

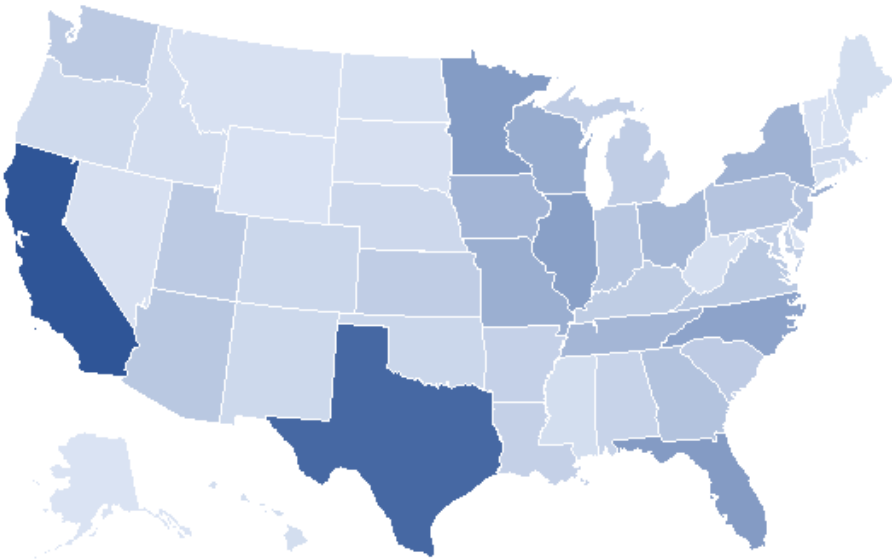


3,291

pounds of food
distributed
through Pinky
Swear Pantries

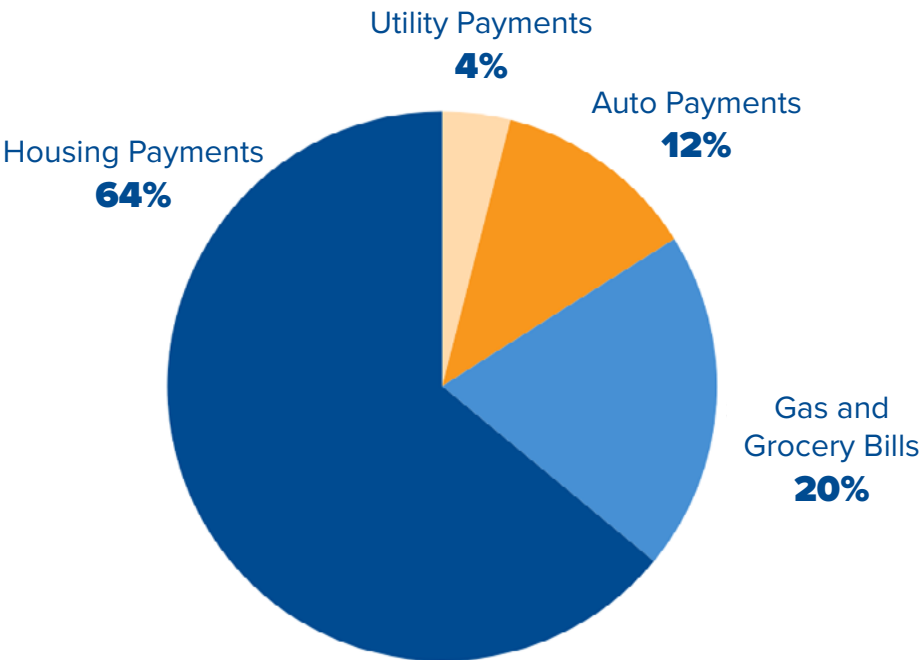
TOGETHER, WE PROVIDE FINANCIAL RELIEF TO FAMILIES.

2025 Relief by State



Orange Envelope & All-Star Fund Awards 0 281

2025 Support by Category



FAMILIES SUPPORTED IN 2025

51% of families are living on less than \$50,000 per year.

76% of families report that one parent is on leave from work as a result of their child's cancer diagnosis.

31% of families travel two or more hours to their hospital/clinic for treatment.

YOU HELPED FAMILIES WHEN THEY NEEDED IT MOST.



All-Star **TOBY**
Acute Lymphoblastic Leukemia

Toby was diagnosed with cancer shortly before Hurricane Helene struck his town. The natural disaster made a scary situation even scarier. The then four-year-old and his mom, Cameron, were without running water for weeks. The cancer treatment center temporarily closed, and lost power made it difficult to call and schedule appointments. Surrounded by devastation, Cameron could only focus on her son and his treatment.

Even as Toby and Cameron were navigating his diagnosis and the devastation to their town, bills continued to come – and added up quickly. Financial support from Pinky Swear was timely and relieved some of the pressures of affording gas, groceries, and their mortgage.

“For people who think about donating to a smaller organization, it’s the most generous thing. It makes such a difference. It puts me in a better place to give him a place to live.”

- All-Star Toby’s mom, Cameron

At seven years old, **Wilson** was diagnosed with bone cancer in his left leg. Treatment started immediately, and the hospital was a 90-minute drive away. Except for a few days, his mom, Devin, stopped working to care for Wilson. Suddenly the family’s sole provider, his dad, Austin, took days off whenever possible to be with his son. A few months after diagnosis, Wilson made the difficult and courageous decision to amputate his leg as part of his treatment plan.

The family leaned on their community during this dark time – and that included Pinky Swear Foundation. They received assistance through Pinky Swear’s Orange Envelope and All-Star Fund programs, lifting the burden of everyday expenses.



All-Star **WILSON**
Ewing Sarcoma

“I don’t have words for how much financial support helps. As parents, we want to provide for our kids, and the help takes away stress from the situation.”

– All-Star Wilson’s mom, Devin



All-Star **KAYLA**
Acute Myeloid Leukemia

Kayla was diagnosed with cancer shortly before Thanksgiving in 2024. The season that was supposed to be joyful was now full of fear and overwhelm. The toddler’s treatment path looked a little different because of her Down syndrome, and she had several long stays in the hospital. The family struggled with not being together as her dad, TJ, picked up more hours at work, while her mom, Julia, cut back to care for their daughter. When Julia was working, TJ took unpaid leave. Bills piled up.

They first heard about Pinky Swear from a friend who had tuned into our annual Radiothon in Iowa. They applied for support, and together we provided them with gas and grocery gift cards and worked with their mortgage company to cover that monthly expense.

“Kayla’s treatment is more like a marathon than a sprint, and the support made a huge difference to us at the right time. I want to express our thanks to Pinky Swear Foundation and to the donors who give so generously.”

– All-Star Kayla’s mom, Julia

THANK YOU!

Pinky Swear’s mission is not possible without the generous support of our incredible donors. These compassionate individuals, families, companies, and communities have made a tremendous impact on families facing childhood cancer.

We are so grateful for the care and generosity shown by the Pinky Swear community.



Scan the QR code or visit pinkyswear.org/supporters to see Pinky Swear Foundation’s 2025 donors.

2025 FINANCIALS

STATEMENT OF FINANCIAL POSITION

ASSETS

Cash and Cash Equivalents	\$1,805,731
Pledges Receivable	\$30,000
Prepaid Expenses and Other Assets	\$56,081
Investments	\$13,300,024
Other Assets	\$196,686
Property and Equipment, Net	\$943

Total Assets **\$15,389,465**

LIABILITIES & NET ASSETS

Accounts Payable	\$44,805
Accrued Expenses	\$36,656
Other Liabilities	\$204,082

Total Liabilities **\$285,543**

Without Donor Restrictions	\$1,564,988
With Donor Restrictions	
Net Assets Restricted for Time or Purpose	\$3,271,872
Net Assets Held in Perpetuity	\$10,267,062

Total Net Assets **\$15,103,922**

Total Liabilities & Net Assets **\$15,389,465**

STATEMENT OF ACTIVITIES

Support and Revenues	\$4,519,243
Program Services	\$2,596,574
Fundraising	\$426,351
Management & General	\$234,100
Total Expenses	\$3,257,025
Change in Net Assets	\$1,262,218

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

Platinum
Transparency
2025

Candid.

Charity
Navigator



+ FOUR-STAR +



All-Star McKenna and her mom

“Mitch had such a big heart, and he saw other families. He chose to drain his bank account, and then his parents delivered on their promise.”

- All-Star McKenna’s mom, Meggi



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

@PinkySwearFoundation



Pinky Swear Foundation

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