



Mission

HELPING KIDS WITH CANCER AND THEIR FAMILIES
WITH FINANCIAL AND EMOTIONAL SUPPORT.

Dear Keeper of the Pinky Swear,

2015 was an exciting year for Pinky Swear Foundation! Our goal was to keep a pinky swear promise first made between a nine-year-old boy named Mitch and his father to support families with kids with cancer, and to tell his story beyond Minnesota in 2015. We successfully expanded our presence, while remaining passionately committed to helping children with cancer and their families by responding to the immediate needs facing families with a childhood cancer diagnosis.

Through new partnerships with companies such as grocery retailer Hy-Vee, Pinky Swear presence expanded into additional markets from Charlotte to Dallas to Des Moines. Minneapolis-based retail brand Love Your Melon also designated Pinky Swear as an official giving partner. Not only is a beanie donated to a child with cancer for each hat sold, but a generous portion of net proceeds of each item sold comes back to Pinky Swear.

Serving our All-Star families continues to be job number one at Pinky Swear. Patient families across the country heard our story, and requests seeking support during their pediatric cancer battle began rapidly multiplying. From helping with a mortgage payment to a weekend getaway, or covering car payments to stocked hospital pantries, Pinky Swear assisted more than 500 families in 32 states. While almost \$1.5 million in program support was provided, the stress relief and moral support received by each and every family was priceless. To that end, a roadmap was put in place as we work toward the shared vision of helping all kids with cancer by 2020.

Special events and kids' fundraising activities propelled the organization like never before with awareness and participation growing through the year. Our signature Pinky Swear Kids Triathlon became a successful family-friendly series, with over 6,000 participants and hundreds of volunteers participating in 11 cities. Constituents of all ages, abilities and interests joined Perk's Pinky Swear MessFest, the Pinky Swear Shoot, our first ever radiothon in Des Moines, and our premiere two-week holiday pop up experience at the Mall of America. We continued the much-anticipated Pinky Swear Gala and New Year's Eve Party traditions, while we saw a host of new regional, youth-driven fundraising events around the country. Race-by-race and kid-by-kid, the Pinky Swear story spread across communities, reaching the most families since our founding in 2003.

It is more evident than ever how the power of a promise has inspired our mission and supporters, and ultimately helped thousands of families when faced with the unexpected crisis of pediatric cancer. As you read our first Annual Report, we hope you will be impressed and proud to be a keeper of Mitch's pinky swear promise. Whether you engaged with us through an event, volunteering or sponsorship, we thank you! It is only with your support that we can continue the legacy of the Pinky Swear promise.

Sincerely,



Lowell Jobe
Chairman Board of Directors



Brian Nelson
Executive Director



“She’s got a big, warm heart, that’s what’s so amazing about her,” Mike said. “She’s such a blessing to our family.”

Nevaeh's Story

In August of 2011, 4-year-old Nevaeh suffered her first migraine. Her parents didn't think much of it, but with a history of sinus infections and ongoing headaches, they went to the doctor and put her on an antibiotic. The headaches persisted, yet a sinus x-ray didn't indicate any issues. One weekend Nevaeh was so sick with flu-like symptoms and fatigue, she could no longer hold her head up straight. They headed to ER, and there they heard the news no parent wants to hear: brain tumor. A week later they removed the tumor, and their little girl received a diagnosis of medulloblastoma two days post-surgery.

After four months of chemo and eight weeks of proton radiation in Florida, things were looking up. But in June 2012, Nevaeh's nine-month scans came back with the tragic news that the cancer had spread to her spine. The news was even more devastating than the first time—their family knew all too well the trials and suffering that they would be facing all over again.

Nevaeh's parents, Tessa and Mike, are self-employed small business owners and have two other children. "Nothing can prepare you for news like that," said Tessa. "You just turn numb. It was like my life basically crumbled at my feet."

Pinky Swear Foundation supported the family during their cancer battle with grants for a mortgage and auto payment, and for expenses like gas and groceries. But the one who has never complained—and has the biggest smile through it all—was Nevaeh.

"It was a crazy, crazy road that she suffered," said her mom, Tessa. "When you have brain cancer, you have thyroid issues, cataracts, hearing loss—but you would never know it from her spirit."

Today Nevaeh shows no signs of disease. Now 8 years old, she continues her regular scans, all the while working to help other kids with cancer by hosting fundraising events and holiday toy drives. Through her own experience and generosity, Nevaeh is building awareness about the difficulties of pediatric cancer.

In July of 2015 she wanted to give back to other kids suffering from cancer, like she had, and bravely committed to participating in her first Hy-Vee Pinky Swear Kids Triathlon. To celebrate, Nevaeh decided to host a big ice cream party with princesses and super heroes. Before long, news of Nevaeh's story went viral. More than 1,000 people attended the party and raised \$28,000 for Pinky Swear. Weeks later Nevaeh raced and finished the kids' triathlon at Lake Nokomis, with the help of 18-year-old veteran racer and fundraiser, Anna Rice.

Nevaeh is heaven spelled backwards, and it's so fitting for a girl that is an angel on earth. Nevaeh's parents are still in awe of their daughter's courage and bravery, but are even more proud of their daughter's giving soul. "She's got a big, warm heart, that's what's so amazing about her," Mike said. "She's such a blessing to our family."

Every 45 min

A new child is diagnosed with cancer

6 years old

The average age of diagnosis

2 years

The average length of treatment

25%

Portion of the average family's disposable income and non-medical related expenses associated with the treatment of their child.

1 in 11

Families with a child diagnosed with cancer will file for bankruptcy

**Pinky Swear Foundation supports families' quality-of-life
with direct financial aid for basic needs, including:**

STABLE HOUSING: RENT AND MORTGAGE PAYMENTS

RELIABLE TRANSPORTATION: AUTO PAYMENTS, REPAIRS AND GAS CARDS

GROCERIES: HEALTHY FOOD ON THE TABLE

OTHER FAMILY EXPENSES: UTILITIES, DAYCARE, AND OTHER BASIC NEEDS



Envelope Program

When a child is diagnosed with cancer, parents often need to significantly reduce their work hours, or even leave a job, to care for their child. Treatment can go on for years and require frequent travel, so unexpected expenses often surface and families find themselves in the midst of a financial crisis. Pinky Swear Envelopes are granted to cover expenses for families so they can focus on who needs them most: their child with cancer.

Pinky Swear Pantry

It is hard to leave your child's side when they're hospitalized. We provide an option to grab a meal or a snack from the Pinky Swear Pantry on-site, easing their financial burden and allowing families to stay with their child. In 2015, Pinky Swear Foundation stocked food pantries at the University of Minnesota Masonic Children's Hospital and Levine Children's Hospital in Charlotte, North Carolina.

All-Star Weekends

Cancer treatment is hard for a child with cancer and their family. Normalcy seems like a distant memory and all of the family members' routines are disrupted to focus on their child or sibling's care. All-Star Weekends provide a respite for the entire family where they can take a hiatus from treatment and think about things other than cancer. Families spend a weekend at a hotel, receive complimentary passes to local attractions, and gift cards to help with weekend expenses. It's an opportunity for the entire family to be together in a stress-free scenario, having fun and building memories.



Love Your Melon

Founded in 2012, Love Your Melon is a Minneapolis-based apparel brand which engages college students across the country on a mission to give a hat to every child battling cancer in America. In April 2015, Love Your Melon designated Pinky Swear Foundation as a giving partner to replace its previous buy one, give one model, with twenty-five percent (25%) of net proceeds on every Love Your Melon product sold earmarked for furthering the Pinky Swear mission. In 2015, \$500,000 was donated to Pinky Swear after unprecedented record sales of beanies and caps during the year and over the holiday shopping season.

“As human beings we all seek to find our purpose in this world. The way I see it, if you’re not putting a smile on your own face and the faces of others around you, you’re lost. From the moment we delivered our first hat, we knew the smiles we could create. Pinky Swear is a wonderful partner because of its ability to deliver quality of life programs and support to families with a child with cancer anywhere in the country.”

– Zachary Quinn, Founder, Love Your Melon



Hy-Vee

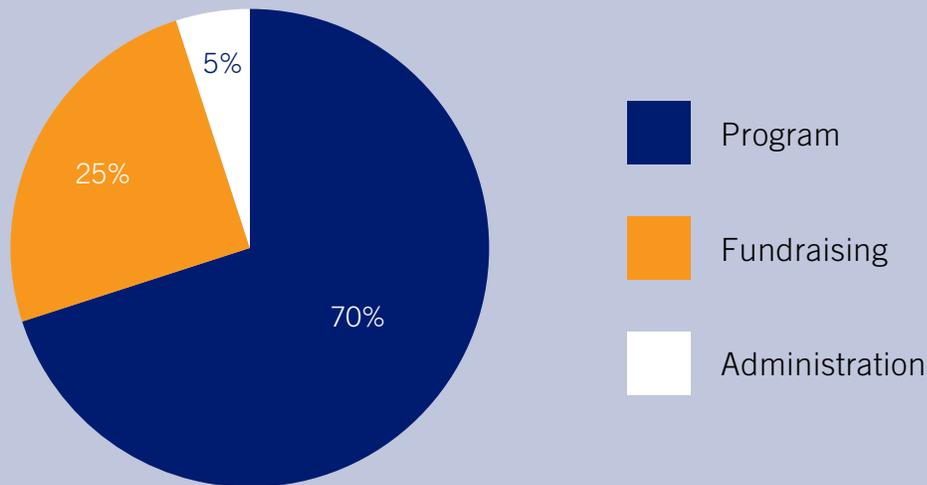
In Spring 2015, Des Moines-based grocer Hy-Vee chose Pinky Swear Foundation as its charitable partner for a series of Pinky Swear Kids Triathlons within Hy-Vee markets including Kansas City, Omaha, Des Moines, Quad Cities, and Minneapolis-St. Paul. With a commitment to fitness-friendly events that engage customers and benefit the communities it serves, the collaboration allows Hy-Vee to continue its legacy in the sport of triathlon with sharing Pinky Swear’s message and mission to a broader, family-oriented audience. In 2015, the Hy-Vee Pinky Swear Kids Triathlons attracted 1,900 participants and raised more than \$1,131,000 for the Pinky Swear Foundation.

“We are extremely pleased to collaborate with the Pinky Swear Foundation and their commendable efforts in raising funds and awareness for children with cancer. Being involved in our communities is a top priority at Hy-Vee. In working with the foundation and local hospitals, we hope to engage families in fitness, raise funds for those in need and have a little fun in the process.”

– Randy Edeker, CEO and President, Hy-Vee

2015 Financials

Individuals	\$207,000	Program	\$1,474,000
Corporations	\$585,000	Fundraising	\$526,000
Foundations	\$133,000	Administration	\$105,000
Special Events	\$1,226,000		
Other Fundraising	\$291,000		
Total Revenue	\$2,442,000	Total Expenses	\$2,105,000
		Net Assets	\$337,000



Unaudited Figures | Additional financial information is available at www.pinkyswear.org/financial-information

70%

Of funds raised go towards programs & direct support

\$750

Average grant per family

39

States in which families have been helped by Pinky Swear

\$11 Million

Raised since 2003

Board of Directors

Lowell Jobe

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Founder & President, ACS Group

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Mitch's Dad & Chairman Emeritus
Founder & CEO, JETSET Promotions, LLC

Brian Nelson

Executive Director,
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The Bohannon Group

Patrick Klinger

President, Brand Enhancement Group



The Pinky Swear Story

In December of 2002, nine-year-old Mitch Chepokas, terminally ill with bone cancer, withdrew the entire \$6,000 from his savings account and put it in envelopes for the kids on the pediatric oncology floor at the hospital. After giving all of his money away, Mitch made a pinky swear promise with his dad to always help children with cancer and their families after he was gone. Mitch passed away on April 11, 2003, and shortly afterwards, the Pinky Swear Foundation was established by Mitch's parents, to honor the pinky swear Mitch made with his dad. To date, over \$11 million has been raised to support brave kids battling cancer.



PINKYSWEAR
FOUNDATION

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