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PINKYSWEAR  
FOUNDATION  
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Look inside to see your impact  
on kids with cancer in Iowa and  
across the country!

*“It is because of **your support** that I was  
able to dedicate myself fully to caring for  
my daughter during the last two and a  
half years [while she battled cancer].”*

*- Pinky Swear Foundation thank you note  
received from mom of nine-year-old child*



PINKYSWEAR  
FOUNDATION

Iowa



## 2018 Impact Report

You've made  
a difference.  
**Thank you.**

### OUR MISSION:

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





“Real life keeps happening even though your kid has cancer.”

## All-Star James

At 16 months old, James’ parents took him in to his pediatrician after they noticed a bulge on his stomach. The ultrasound results quickly called for a CT scan, where it was confirmed – James had Bilateral Wilms Tumors, a type of kidney cancer found in children.

James had surgery to remove his right kidney and a portion of his left, with weeks of chemotherapy before and after the operation. With treatment, surgery and maintenance, James’ family was “overwhelmed with out-of-pocket expenses,” according to his mom, MaryBeth. “Pinky Swear was able to pay our mortgage and provide us with gift cards to off-set some of our monthly expenses. Real life keeps happening even though your kid has cancer.”

James is currently in remission, receiving his last treatment a day before his second birthday! Despite living with half of one kidney, he is as joyful as ever. “Whenever I say, ‘James, time to get in the car!’, he says ‘PARTY!’” MaryBeth says. “He thinks everything’s a party!”

## Hospital Partners

Blank Children’s Hospital, Des Moines, IA

University of Iowa Stead Family Children’s Hospital, Iowa City, IA

## Iowa Highlights

### WHO News Radio 1040 and Pinky Swear Radiothon

- 569 donors from 57 counties across Iowa contributed over \$173,000 towards our 2018 Radiothon to support kids with cancer and their families.
- The 2019 WHO Pinky Swear Radiothon is scheduled for December 13 at Valley West Mall in West Des Moines.

### Des Moines Marathon

Pinky Swear Foundation was an official charity partner of the 2018 Des Moines Marathon. Participants could sign-up for our Run for a Cause Team and raise funds to support our mission. Runners can join our team for the 2019 marathon too! Visit [pinkyswear.org/dsm-marathon](http://pinkyswear.org/dsm-marathon) to learn more.

### Community Advisory Council

We want to recognize the dedication and commitment of volunteers that help support Pinky Swear Foundation throughout Iowa. We especially recognize our central Iowa Community Advisory Council members and their extraordinary support of the Pinky Swear Radiothon last year!

### Pinky Swear Pantry at Blank Children’s Hospital

Over 1,700 families were provided access to an on-site food pantry with grab-and-go options for families so they can stay near their child in the hospital and ease their financial burden.

## Pinky Swear Programs



### Orange Envelope Program

Pinky Swear Foundation is here for families with a child who has been newly diagnosed with cancer with a virtual ‘hug’ and a financial gift delivered right to their mailbox.



### All-Star Fund

A fund that covers a mortgage or rent payment, pays for gas or groceries, or other non-medical needs a family may have while caring for a child with cancer.



### Memorable Family Experiences

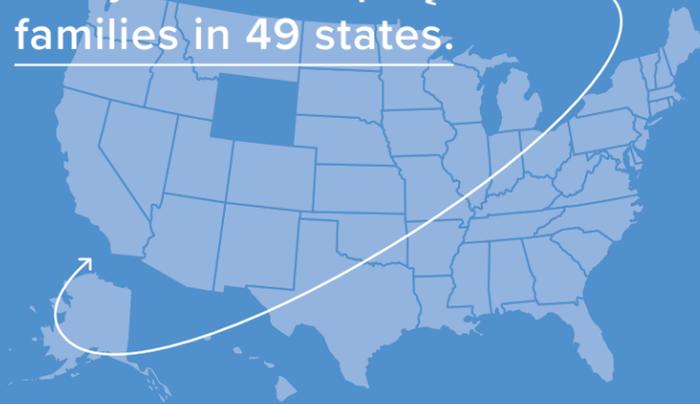
All-Star Weekends and unique events and activities that provide emotional support and quality time together out of the hospital.



### Pinky Swear Pantry

On-site food pantry at children’s hospitals with grab-and-go options for families so they can stay near their child with cancer and ease their financial burden.

Pinky Swear helped families in 49 states.



**75%**

In our 2018 fiscal year, 75% of donations went toward our mission



**11,295**

Total number of individuals supported by all Pinky Swear programs



**5,000** Total number of families provided access to Pinky Swear Pantries



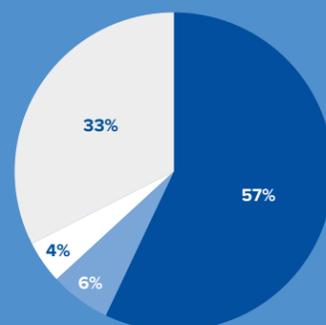
**1,003** Total number of Orange Envelopes distributed



**52** Total number of families served through All-Star Weekends



**632** All-Star Fund grants distributed to 597 families



### All-Star Fund

Grants given to families

- Mortgage / Rent
- Gas / Groceries
- Auto
- Utilities

## Iowa 2018 Fast Facts

**88** Financial grants were provided to Iowa families

**\$911** Average All-Star financial grant amount

**100%** All eligible requests from Iowa families received an All-Star grant

**\$61,068** Total financial assistance provided

Additional support and investment in our community provided through All-Star Weekends & a Pinky Swear Pantry at Blank Children’s Hospital valued at \$6,647 thanks to generous community partners.



**163**

Average number of children diagnosed in Iowa each year with childhood cancer\*

\*Source: [statecancerprofiles.cancer.gov](http://statecancerprofiles.cancer.gov)

## Thanks to You



Kids battling cancer in Iowa and their families have access to financial and emotional support during treatment.



A bridge of support is available to these kids and families when they need it most – right now.



Generous investment from the community allowed us to increase our support of families in Iowa by 35% over 2017.