



PINKYSWEAR
FOUNDATION

2018 Impact Report

You've made
a difference.
Thank you.

OUR MISSION:

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



Sample A. Sample
123 Any street
Any town, USA 12345

PINKYSWEAR
FOUNDATION
5555 W. 78th Street, Suite E
Edina, MN 55439

Look inside to see your impact
on kids with cancer in Minnesota
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





“We laugh a lot. Despite all of this, we laugh a lot.”

All-Star Anja

Anja has had anything but an easy journey. After being diagnosed with Acute Lymphocytic Leukemia (ALL), Anja endured years of chemotherapy, followed by relapse of the cancer, weeks in a coma, and hospice care. When doctors sent Jeff and his wife home with their daughter on hospice, he expressed, “I couldn’t let myself believe it. We saw something in her eyes.” With slow but miraculous improvements, Anja was eventually taken off hospice. She has recently received a Car-T transplant to hopefully eradicate her cancer for good!

Anja is beginning to make music videos again and is always joking around with her dad. “We laugh a lot,” he says. “Despite all of this, we laugh a lot.”

Anja’s family was able to receive financial assistance from Pinky Swear and attend their Holiday Party. “It just blew me away. And we’re still relying on those types of organizations to help us through,” Jeff says. “But I wouldn’t change anything. Nothing else would have mattered if I had lost my daughter.”

Hospital Partners

Children’s Hospital & Clinics of Minnesota, Minneapolis, MN

Mayo Clinic, Rochester, MN

St. Mary’s Duluth Essentia Health, Duluth, MN

University of Minnesota Masonic Children’s Hospital, Minneapolis, MN

Minnesota Highlights

Pinky Swear Gala

Supporters joined together for the 6th annual Pinky Swear Gala in Minneapolis, MN to raise crucial funds for the Pinky Swear mission.

Hy-Vee Pinky Swear Kids Triathlon

Our annual Hy-Vee Pinky Swear Kids Triathlon event is the perfect example of kids helping kids. In 2018, participants (ages 6-18) raised more than \$207,900 before swimming, biking and running to honor and support the original pinky swear promise.

We hosted a number of other exciting and impactful events throughout the year including:

- Perk’s Pinky Swear Mess Fest
- Pinky Swear 5K and Fun Run
- Pinky Swear Clay Shoot
- Pinky Swear Kid Chef Event
- All-Star Letter Writing Lounge
- All-Star Holiday Party



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%

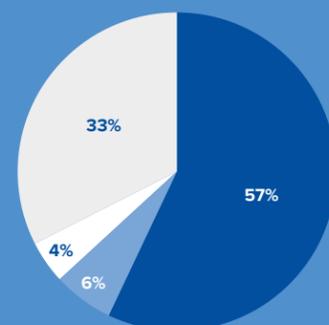
In our 2018 fiscal year, 75% of donations went toward our mission



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

Minnesota 2018 Fast Facts

112 Financial grants were provided to Minnesota families

\$948 Average All-Star financial grant amount

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

\$128,939 Total financial assistance provided

Additional support and investment in our community provided through All-Star Weekends & a Pinky Swear Pantry at University of Minnesota Masonic Children’s Hospital valued at \$56,137 thanks to generous community partners.



268

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

*Source: statecancerprofiles.cancer.gov

Thanks to You



Kids battling cancer in Minnesota 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 Minnesota by 36% over 2017.



Since 2014, Pinky Swear Foundation has been able to provide over \$535,000 in financial support to 503 families in Minnesota with kids battling cancer.