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PINKYSWEAR FOUNDATION

Look inside to see your impact on kids with cancer 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

# 2018 Impact Report

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

#### OUR MISSION:

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





“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

In 2018, we partnered with over 175 Children’s Oncology Group hospitals across the country.

## National Event 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 the original pinky swear promise.

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

- Orange and Blue Gala in Charlotte, NC
- Pinky Swear Kids Triathlon in Charlotte, NC
- Perk’s Pinky Swear Mess Fest in Minneapolis, MN
- Team Pinky Swear for the IMT Des Moines Marathon in Des Moines, IA
- WHO Pinky Swear Radiothon in Des Moines, IA
- All-Star Letter Writing Lounge at the Mall of America in Minneapolis, MN



## 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



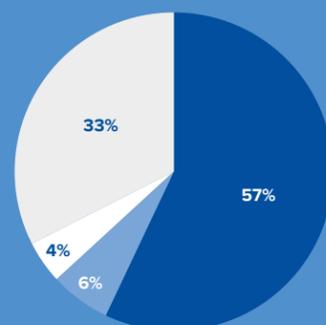
**1,003** Total number of Orange Envelopes distributed



**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

## A Major League Partnership



Pictured Above: An All-Star family and former New York Yankees players at a special game-day Yankees Suite Event.

Pinky Swear Foundation teamed up with Wiley Wallaby Liquorice & Nutrisource Pet Foods and the New York Yankees to offer incredible experiences for Pinky Swear All-Stars throughout the 2018 Yankee’s season.



**15,000**

Average number of children diagnosed in the U.S. each year with childhood cancer\*

\*Source: statecancerprofiles.cancer.gov

## Thanks to You



Kids battling cancer around the country 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 investments from donors like you allowed us to increase our support of families by 23% over 2017.