



**Our Mission** - *We exist to raise money to fund pediatric cancer research. Our focus is to fund research that will lead to the elimination of pediatric cancer worldwide.*

### **Annual Report – Fiscal Year 2016/2017**

I am pleased to present a summary of actions for fiscal year 16/17. This past year, the Foundation aggressively pursued its mission to “fund research to eliminate pediatric cancer”. We have combined a fresh perspective and passion, with a collaborative leadership model to the “national / scaling direction” envisioned by the board. The collective vision and actions of our board, staff and volunteers have established this platform with multiple successes:

- The NPCF established a practical and systematic approach to the governance and operation of the organization with clear by-laws, policies and fiscal management. As a result, we have been awarded top 1% rating by Charity Navigator
- We have created a cause campaign establishing the Foundation on a national scale and enhanced our research efforts. This past year, we received our first national press coverage, maximized branding via our national spokesperson, secured numerous regional and national sponsors, secured donors from every state, scaled our events to multiple markets, and secured our name at the White House “Moonshot” summit
- Our volunteer and staff teams are very dedicated and willing to advance the fight. We have many new volunteers engaged through our formal board committee and event process. The board nomination committee has also identified a solid pipeline of board candidates. Our staff team includes specific subject matter experts in marketing, fundraising and operations, and they continue to grow and impress
- The Sunshine (Research) Project has eleven open initiatives with 21 strategic research partners. We are seeing positive movement with patients being added to the Gem/Nab, SoNib/Topo, ACTION, LSD1 and VIT trials
- The annual “Research Summit” was held in February with more than 300 in attendance
- We began development of an Education Toolkit & launched a “Calendar Art Contest”
- We established a “Safety Net Program”, providing small grants to patients
- Launched cause marketing campaign:
  - Engaged Mr. Jesse Palmer as “National Spokesperson”



- Secured national media exposure with Good Morning America, USA Today
- Developed digital marketing, event promotion, mission and event video content for website and social media
- Established multiple fundraising models:
  - Special events, corporate sponsorship, on-line peer-to-peer, endowment, work place giving and general donations
  - Completed two major events in Tampa market generating \$1,000,000
  - Scaled Fashion Funds the Cure program to eight new markets
  - Secured “Independent Charities of America” to process vehicle donation program
  - Participated in National Licensing Expo, ASCO and White House Moonshot campaign

### **Financial Highlights for fiscal year 2016-2017**

Total Revenues -	\$ 3,263,640
Expenses	
Program -	\$ 2,613,878
Management -	\$184,926
Development -	\$188,163
Net Assets -	\$4,718,748

**Specific details and additional accomplishments are also provided on our website, to include:**

1. IRS form 990
2. Annual financial statements (income & expense)
3. Listing of activities/accomplishments

### **Our Board Members:**

BB Abbott	James Bassil
Frank Capitano	Chris Carrere
Dan Doyle, Jr	Chad Harrod , Vice Chairman
Melissa Helms	Joseph Lamphier
Jay Langford	Michael Levin
Jeff Maxwell, Chairman	Mike Mezrah
Angela North	Jeremy Persinger
Al Silva , Vice Chairman	Lisa Companioni Smith
Alex Sullivan , Secretary	Rob Webster
Michael Weigner	Robert White, Treasurer

