

Together, let's Conquer Kids' Cancer

"I'm going to keep fighting for life, for hope, and kids like me. Cancer is ruthless – but I'm not giving up. Let's do this."

Pietro, 12, St. Baldrick's Foundation
2011 Ambassador Kid

St.
Baldrick's
Foundation

Conquer Kids' Cancer

2011 ANNUAL REPORT

Pietro with his
father, Benedetto,
and mother, Miriam

DEAR FRIENDS,

These are challenging times, yet last year you engaged more people in the effort to fund life-saving research, and funded more of it than ever before. Thank you. As a result, your St. Baldrick's Foundation is increasingly looked to as a leader in the childhood cancer movement, and new opportunities to lead the way to a cure arise daily.

In January, we began mapping out the Foundation's objectives over the next 10 years. Among other things, we considered these facts:



- Pharmaceutical companies spend 60% of their cancer research and development budgets on adult cancer drugs and close to 0% on new drugs that could potentially cure children of cancer, or at the very least, offer them many more years of life.
- The average age of a child diagnosed with cancer is 6. The average age of an adult? 67. Yet, the National Cancer Institute spends 96% of its budget on adult cancers and only 4% of its budget on children's cancers. Such a small amount for such a big problem.



- There are countries in the world with no pediatric oncologists, but thousands of new children are diagnosed with cancer annually. In some countries, survival could be dramatically improved simply by hiring nurses to care for children.
- In developed nations, despite tremendous research progress, cancer still kills more children than any other disease, and yet many other diseases receive proportionally more funding from government and most charitable sources.
- Major cancer charities often feature children in their marketing efforts, but direct as little as 3% of their funding to actually helping those children. Please encourage your family and friends to consider this, next time they give.

Anyway we look at it, cancer is a global crisis, and children are the underdogs in this fight. Big challenges are upon us, and while all the solutions are not yet known, nor the resources aligned, we are confident children *will* prevail because of you.

We've scaled down our annual report to provide the most critical information in a condensed way, to save more funds for research. As always, we invite you to visit the Foundation's website (StBaldricks.org) to learn more about the year's accomplishments, new research, the incredible volunteers who make it possible, and of course to read about the families and brave children who inspire us every day. We hope you'll reach out to us personally to share your thoughts, ideas and concerns. This is your movement. Together, let's *Conquer Kids' Cancer*.

IN SERVICE,

John R. Bender, *Chairman & Founder*

Kathleen Ruddy, *Executive Director*

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THANK YOU TO OUR 2011
NATIONAL SPONSORS



Thank You 2011 Ambassador Kids

St. Baldrick's Foundation Ambassador Kids serve as the face and voice of the Foundation, sharing their struggles and triumphs in a life touched by childhood cancer.

The Foundation sends heartfelt thanks to the 2011 Ambassador Kids and families for their service, their smiles, and for making a difference in this fight. They are an inspiration to us all.

Julia 18, California

Acute myeloid leukemia, in remission

Julia is a senior in high school, enjoying time with friends and anxiously awaiting college decision letters. Her highlight of the year was attending the Insurance Industry Charitable Foundation dinner on behalf of St. Baldrick's and giving a speech about her battle with cancer. Julia will continue with a routine check-up every other month, and is happy to say that her doctor has a "habit of calling me 'perfect.'"



P.S.S. Imaging



JNP Studios

Pietro 12, Michigan

Medulloblastoma, in remission

Representing St. Baldrick's as an Ambassador Kid "gave me a purpose," Pietro says. With his treatment now complete, Pietro is energetic, happy, eating well and getting back to the way things were before he got sick. As a 2011 shavee, Pietro raised more than \$25,000 – requesting donations in lieu of birthday gifts as a way to give back.



Martine Voccia Photography

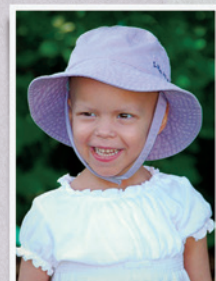


Blink Photography

Arden Forever 3, Pennsylvania

Neuroblastoma, Nov. 12, 2004 – Aug. 30, 2008

Arden's memory is lovingly carried on through her family's efforts to continue the fight against childhood cancer, advocating for more effective, less toxic treatments. Arden's mother, Amy, was recently elected to the Foundation's board of directors where she will bring her valued experience and perspective as a parent of a child with cancer.



Iana 7, Wisconsin

Wilms tumor, cancer free

Iana's favorite Ambassador Kid memories of the year included serving as an honorary barber at a Gaelic Storm concert/head-shaving event, attending several local events, and sending her treasured "Lamby" on a journey to Mt. Rainier in Washington with the St. Baldrick's Climb for Five team. She'll have a routine appointment this summer and looks forward to a clean checkup and a bright future.



Rachel Kemble Photography

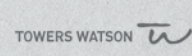
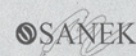
Shaun 10, New Mexico

Angiosarcoma, cancer free

When asked what he wanted for Christmas, Shaun replied, "I want a cure for angiosarcoma" – a subtle glimpse at his heart. He loved attending St. Baldrick's events, conducting interviews and being a role model for other children with cancer. Shaun has finished treatment, but will continue with routine MRIs and CT scans every three to four months to make sure he remains cancer free.



Rachel Kemble Photography



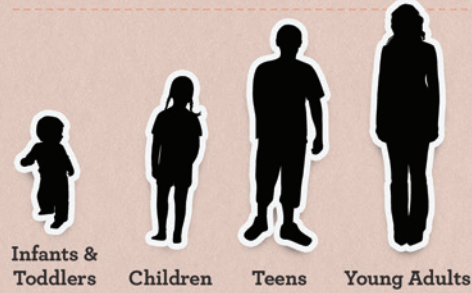
CHILDHOOD CANCER

Each year, around the world:

160,000 children are diagnosed with cancer

+

? many more go undiagnosed



can get cancer

#1 disease killer of children in the U.S.

Many childhood cancer survivors live with long-term effects, even after receiving the world's best treatments:

Another cancer diagnosis
Infertility
Severe cognitive dysfunction
Post-traumatic stress syndrome
Loss of vision or hearing
Loss of limbs
Heart and lung disease
And so many more...

62% will have at least one
and
28% will have one that is life-threatening

"My son received some of the same drugs my sister did 20 years ago. The need for pediatric specific cancer research is clear."

Danielle Leach, Virginia, volunteer; mother to Mason, medulloblastoma, deceased

The fight against childhood cancer is under prioritized, underfunded... and always has been.

Cancer research funding allocations of the U.S. government/National Cancer Institute (NCI):

Cancer Type	NCI Funding (Millions)	Average Years Life Lost/Death	Total Life Years Lost	NCI Funding/ Life Year Lost
Prostate Cancer	\$293.9	4	28,740	\$10,226
Colo-rectal Cancer	\$264.2	1	54,933	\$4,809
Breast Cancer	\$599.5	11	275,959	\$2,172
Childhood Cancers	\$192.8	66	205,008	\$940

Figures by PAC2

Research is the difference

Survival rate for all childhood cancers combined:

DEVELOPING COUNTRIES

20% 2011

DEVELOPED COUNTRIES

58.1% 1977

80% 2011

Without you... it stops here.

St. Baldrick's Foundation and you sharing a common goal to Conquer Kids' Cancer

With you... hope begins



The most promising research is funded



229 Grant applications submitted in 2011

Researchers of all experience levels apply for grants

It's difficult for those early in their career to secure federal research funding. St. Baldrick's grants help fill this funding gap and keep researchers focused on pediatric hematology/oncology.

7 grant types fund researchers at every stage of their career, from those in medical school to seasoned professionals pursuing exciting collaborative research.



113 Scientific reviewers in 2011

Each application is reviewed by the most knowledgeable experts in the field

Each reviewer has years of experience in the pediatric oncology field.

At least 3 experts review and rate each application before a panel gives a final score.



Best and brightest researchers pursuing the most-effective projects are funded

The St. Baldrick's Foundation is the largest private funder of childhood cancer research grants - second only to the U.S. government.

Foundation Funding Priorities

RESEARCH PRIORITIES

Clinical Trials
75% of children with cancer in the U.S. are treated on a clinical trial, while only 1-5% of adults with cancer are treated on a clinical trial

Education of New Pediatric Oncology Researchers

Fills the pipeline of researchers to keep it from drying up as current pediatric oncology researchers retire

New Discovery Research

Looking for new ways to battle childhood cancers, with cutting-edge discoveries

Translational Research

"Bench to bedside" - taking what is learned in the lab and translating benefits to patients

FOCUS AREAS

Adolescents & Young Adults

30% more teens and young adults can be cured today if treated on a pediatric, rather than adult, protocol

Survivorship

- There are about 300,000 survivors of childhood cancer in the U.S.
- 1 in 640 young adults (age 20-39) is a childhood cancer survivor
- Soon 1 in 450 adults will be a childhood cancer survivor

Supportive Care

Research about quality of life, symptom management, and survivorship issues

A YEAR OF IMPACT

YOUR EFFORTS IN 2011

58,426 PARTICIPANTS and **3,920** TEAMS at **1,048** EVENTS



TOP CHILD:
Michael M., Illinois
\$107,491.00

TOP ADULT:
Joe Saydlowski, Connecticut
\$107,557.90



TOP TEAM:
NetApp
Global Team
\$794,149.28



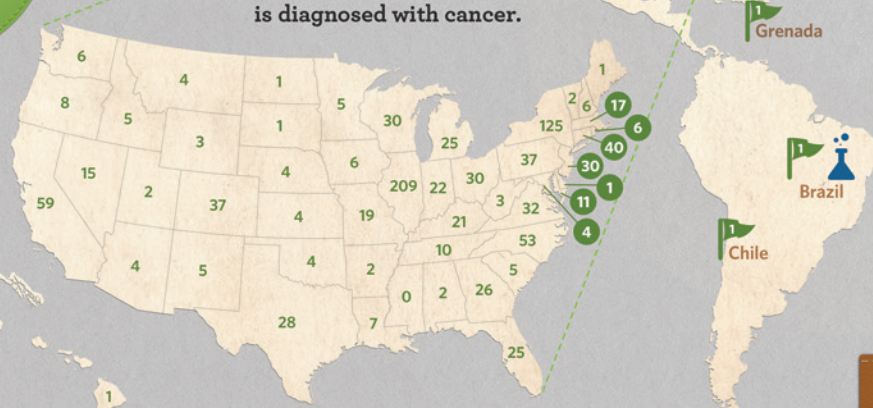
TOP EVENT:
Bermuda Athletic Association
\$593,065.45

View all Top Participants, Top Teams and Top Events:
StBaldricks.org/about-us/financials

11,030 participants raised more than \$500 each for life-saving research

Nurses and doctors trained in pediatric oncology are "luxuries" in developing countries.

Every 3.5 minutes a child is diagnosed with cancer.



Childhood cancer is a global crisis.

The St. Baldrick's Foundation works to combat it on a global level.

In parts of the world, the most common pain medication available for children with cancer is similar to Tylenol®.

80% of children diagnosed with cancer are in developing countries, where economics, geography and cultural differences make treatments challenging.

Through 2011, beneficiaries outside the continental U.S. receive funds raised by St. Baldrick's events held in their geographic areas.

Events Grants

"St. Baldrick's has created a 'pipeline' of young, creative and enthusiastic doctor-scientists that will significantly change the way we treat childhood cancers."

Yoon-Jae Cho, M.D., California, St. Baldrick's Scholar

\$21.7 million granted worldwide



154 GRANTS



200 INSTITUTIONS



12 COUNTRIES

24 Fellows
14 Summer Fellows
35 Scholars
21 Research Grants

4 Supportive Care Research Grants
30 Infrastructure Grants
15 Consortium Research Grants
11 International Beneficiaries

Learn about St. Baldrick's grant types: StBaldricks.org/where-the-money-goes/grant-types

“Through the cancer journey we realized that without vital research and improved treatment protocols, our daughter may not have been cured. This is why the St. Baldrick’s Foundation is so important to our family – we want others like us to benefit from life-saving cancer research with the ultimate goal, of course, to see cures.” – Donal Fleming and Karen Leonard, Georgia, volunteers; parents to Ciara, rhabdomyosarcoma, in remission



Research You Made Possible

A SAMPLE OF SCIENTIFIC EXPERT REVIEWS
OF ST. BALDRICK’S FUNDED RESEARCH:

Peter Cole, M.D., St. Baldrick’s Supportive Care Research Grant Recipient

RESEARCH REVIEW:

“The importance of this work cannot be overemphasized. It lays the groundwork for further immunotherapy trials in both children and adults... St. Baldrick’s should feel proud to have supported the biology on this breakthrough clinical trial.”

RESEARCHER:

Paul Sondel, M.D., Ph.D., University of Wisconsin-Madison, American Family Children’s Hospital, Wisconsin

FUNDING:

St. Baldrick’s Cooperative Research Grant (COG Neuroblastoma Lab)

RESEARCH REVIEW:

“The investigator has developed a method for screening compounds that may inhibit the growth of Ewing sarcoma... This is a novel approach to treating a devastating disease... Very exciting! This is personalized medicine based on targeting a particular gene mutation specific to this tumor.”

RESEARCHER:

Andrew Kung, M.D., Ph.D., Dana-Farber Cancer Institute, Massachusetts

FUNDING:

St. Baldrick’s Research Grant

RESEARCH REVIEW:

“The researcher accomplished the goals of the project by providing the novel evidence that tumor microenvironment influences development of leukemia. This opens new approaches to development of the new therapy for leukemia.”

RESEARCHER:

Sarah Vaiselbuh, M.D., Steven and Alexandra Cohen Medical Center, New York

FUNDING:

St. Baldrick’s Research Grant

RESEARCH REVIEW:

“This research [on the mental, emotional and social impact of childhood cancer] provides medical teams a tool to screen and treat families who are not able to cope well with their new diagnosis. After validating it, the researchers have made this tool available to institutions around the country and the world.”

RESEARCHER:

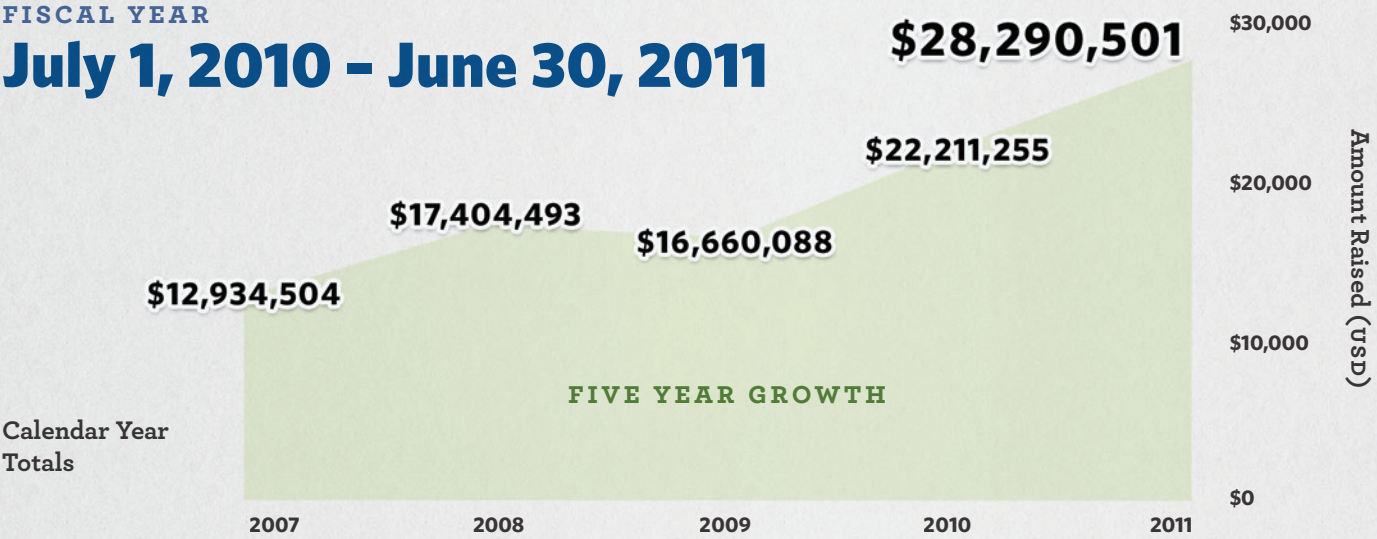
Anne Kazak, Ph.D., ABPP, Children’s Hospital of Philadelphia, Pennsylvania

FUNDING:

St. Baldrick’s Research Grant

FISCAL YEAR

July 1, 2010 – June 30, 2011



About the Financials

The Foundation remains committed to complete transparency, accountability and efficiency, adhering to the Donor Bill of Rights, and accepted standards for top-rated charities.

Charity rating agencies recommend that fundraising costs per dollar raised be kept under 35%, and special events often cost as much as 50% of funds raised. Our fundraising cost in this fiscal year was a healthy 16%, and we strive to be more efficient each year.

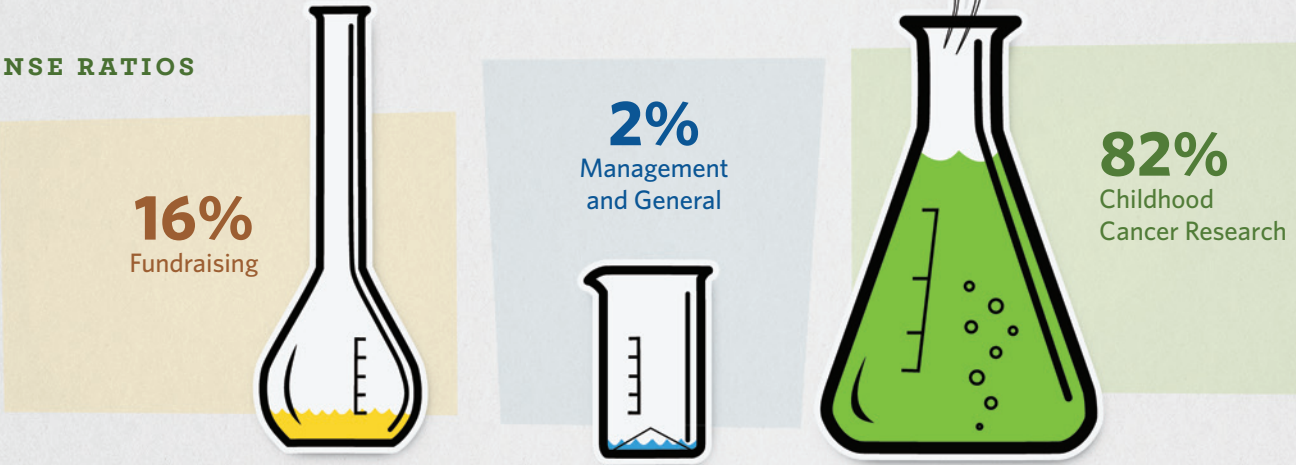
Source of Funds

St. Baldrick’s volunteer event organizers, shavees, barbers, sponsors, donors, staff, board members and other volunteers generate 100% of revenues.

STATEMENT OF ACTIVITIES
YEAR ENDED JUNE 30, 2011

Changes in unrestricted net assets:	
Total unrestricted revenues and gains	27,411,426
Expenses for program and support services:	
Childhood cancer research	22,480,504
Fundraising (website, t-shirts, posters, donation processing fees, etc.)	4,373,660
Management and general	654,270
Total program and support services	27,508,434
Increase in unrestricted net assets	(97,008)
Net assets, beginning of year	8,875,608
Net assets, end of year	\$8,778,600

EXPENSE RATIOS



Welcome 2012 Ambassador Kids

The St. Baldrick's Foundation 2012 Ambassador Kids represent the thousands of children touched by childhood cancer. Coming from different areas of the United States and varying in age, disease type and treatment status, they are a reminder that childhood cancer doesn't discriminate and that one in five children diagnosed in the U.S. will not survive.



Wendi Schoffstall Photography

Emily, 7, Texas

Acute lymphoblastic leukemia, in treatment

Before cancer, Emily dreamt of being a teacher, but now says, "I want to be a doctor who saves kids' lives."

A persistent limp and unexplained fever led to Emily's cancer diagnosis in March 2010. If all goes well, Emily will complete her treatment by June 2012 – good news for this active girl who enjoys watching Hannah Montana, reading Junie B. Jones books and gardening.



Carman and Pugh Photography

Austin, 5, Ohio

Bilateral Wilms tumor, no evidence of disease

"Austin taught himself to cartwheel at age 2, which pretty much sums up his approach to life." – Krissy, Austin's mom

Diagnosed with cancer in both kidneys at 10 months old, Austin endured eight months of chemotherapy and four abdominal surgeries before being declared cancer free. But one year later, it was back. After six more months of treatment and the removal of 1 ½ kidneys, this determined 5-year-old is once again cancer free.



Rachel Kemble Photography

Justin, 8, Colorado

Neuroblastoma, in treatment

"I would do anything to make the cancer get out of my body. I will never be too tired to stop fighting – let's go do this thing."

When he was diagnosed in 2006, doctors gave Justin a 30% chance of being alive in five years. If he relapsed, they said he wouldn't survive. Five years and three relapses later, he is still fighting.



Teddy, Forever 9, Connecticut

Undifferentiated sarcoma,
Feb. 6, 2001 – Aug. 16, 2010

"When I grow up I would like to be a scientist... I want to cure cancer. I also want to cure mosquito bites."

Even before he was diagnosed, Teddy wanted to be a scientist so he could find a cure for cancer. But a lack of knowledge about Teddy's cancer limited his treatment options. In his memory, Teddy's family is working with St. Baldrick's to make sure that his dream of a cure comes true.



Stephanie Beatty/Lifeography

Sarah, 22, Virginia

Biphenotypic leukemia, in remission

"I never dreamed that I would benefit from the research I helped fund... Every dollar raised for St. Baldrick's will touch a life like mine."

A college junior majoring in Early Childhood Development and two-time St. Baldrick's shaveree, Sarah's heart is set on making a difference in the lives of children. After nearly seven years in remission, a checkup in June 2010 revealed her cancer had returned and currently she's fighting complications from a stem cell transplant.

THIS ANNUAL REPORT IS DEDICATED TO ALL WHO
HAVE BEEN TOUCHED BY CHILDHOOD CANCERS.



Join the fight to Conquer Kids' Cancer!

DONATE. VOLUNTEER. SHAVE. SPREAD THE WORD.

**SPEAK UP
FOR KIDS'
CANCER!**



Join Speak Up for Kids' Cancer, the St. Baldrick's Foundation advocacy network, and be empowered as an advocate for children with cancer. St. Baldrick's will update you on childhood cancer issues, provide tips for communicating with your elected officials, and send alerts when your involvement is needed most.

Visit StBaldricks.org/advocacy

“The most painful news a mother could receive is that her child has cancer. Other than educate myself on my son's disease, care for him and love him, there was little I could do to make a difference. Then I learned about St. Baldrick's and realized I could commit my life to raising money and awareness to support the fight and change the course of cancer in children.”

Susan Heard, Pennsylvania,
volunteer; mother to David,
neuroblastoma, passed away

The St. Baldrick's Foundation is a volunteer-driven charity committed to funding the most promising research to find cures for childhood cancers and give survivors long and healthy lives.

