



Fact Sheet

Our Mission

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.

About the Foundation - *Conquer Kids' Cancer*

- What began as a challenge between friends on March 17, 2000, has grown into the world's largest volunteer-driven fundraising opportunity benefiting childhood cancer research.
- The St. Baldrick's Foundation funds more in childhood cancer research grants than any organization except the U.S. government.
- Since 2000, more than \$103 million has been raised for childhood cancer research.
- In 2010, St. Baldrick's volunteers helped raise more than \$22.1 million.
- In 2011, St. Baldrick's volunteers have raised more than \$13 million.

Our Signature Head-Shaving Events - *Shaving the Way to Conquer Kids' Cancer*

The St. Baldrick's Foundation coordinates worldwide head-shaving events where volunteers get bald to stand in solidarity with kids fighting cancer and raise money to support life-saving childhood cancer research.

- From 2000 to 2011, over 177,000 shavees - including over 15,700 women - have shaved their heads at more than 4,000 St. Baldrick's events worldwide.
- In 2010, St. Baldrick's volunteers hosted 804 events and shaved 38,290 heads - more than 3,900 women - the most in St. Baldrick's history.
- In 2011, more than 830 events and more than 31,000 shavees - including over 3,600 women - have registered on the Foundation's website as of March 14.
- St. Baldrick's has had participation in all 50 U.S. states, the District of Columbia, and 28 countries: Afghanistan, Argentina, Australia, Bermuda, British Virgin Islands, Canada, China, France, Germany, Grenada, Guam, Honduras, Hong Kong, India, Iraq, Ireland, Italy, Japan, Kuwait, Mexico, New Zealand, Northern Ireland, Poland, Singapore, Spain, Switzerland, The Netherlands, and the United Kingdom.
- Celebrity barbers, shavees and supporters include: Michael Douglas, Jackie Chan, Jay Leno, Molly Ringwald, Andrea Roth ("Rescue Me"), Steve Wilkos ("The Steve Wilkos Show"), Justin Tuck (New York Giants), as well as dozens of soap opera stars, professional athletes, educators and public officials.



Fact Sheet

letsCONQUER

The St. Baldrick's Foundation community has responded to the St. Baldrick's letsCONQUER movement in unprecedented ways, rallying more volunteers, starting unique events and spearheading new efforts that are growing the Foundation and expanding its' impact.

Through letsCONQUER, volunteers embrace the cause, own the message, get involved and spread the word to help the Foundation serve its' mission.

People from all walks of life, including volunteers, donors, researchers, public figures, and celebrities from across the United States and around the world, have embraced letsCONQUER and are talking about the startling realities of childhood cancer and the critical need to fund life-saving research.

Celebrities who have lent their voices to letsCONQUER include: Ron Perlman ("Hellboy", "Sons of Anarchy"), Katey Sagal ("Futurama", "Sons of Anarchy"), Jerry Ferrara ("Entourage"), Rachel Smith (Miss USA 2007), Carter Oosterhouse ("Carter Can", "Trading Spaces").

Visit www.letsCONQUER.org to find out how to join the movement.

Realities of Kids' Cancer

- Worldwide, more than 160,000 children are diagnosed with childhood cancer each year.
- Every 3 ½ minutes a child is diagnosed with cancer.
- Every 4 hours a child loses their life to childhood cancer.
- One in five children diagnosed with cancer will not survive.

Media Contact

For interviews with executives, volunteers, shavees, celebrity supporters, and letsCONQUER videos or photos contact Traci Shirk, Media & Public Relations Specialist, at media@StBaldricks.org or 626.792.8247 x50.

Find Us On:



2011 Ambassador Kids

The five St. Baldrick's Foundation 2011 Ambassador Kids represent the startling reality that one in five kids diagnosed with cancer will not survive.



Julia, 17 | *Acute myeloid leukemia (AML), in treatment.*

Just ten days shy of getting her license, Julia was diagnosed with cancer, on Valentines Day in 2010. She spent seven months in the hospital and is now in remission, but her journey with cancer isn't over.



Pietro, 12 | *Medulloblastoma, in treatment.*

A loss of appetite, complaints of headaches and a generally grouchy demeanor from a typically laid-back kid resulted in a brain MRI scan that revealed Pietro's tumor. He is still in the fight for his life.



Shaun, 9 | *Angiosarcoma, cancer free.*

After a bike accident, Shaun was rushed to the hospital where doctors found spots all over his spleen and liver, he was then diagnosed with cancer. After two years of treatment, he's now cancer free.



Iana, 6 | *Wilms tumor, cancer free.*

Diagnosed at two years old, Iana underwent six months of treatment. Now she spends her time at dance classes, singing, honing her art skills, swimming and going to kindergarten.



Arden | *Neuroblastoma, November 12, 2004 - August 30, 2008.*

Arden astounded her parents with her charm, wit, intelligence and beauty. From the onset of her treatment, she amazed them with her bravery. Though young, Arden was keenly aware of how sick she was. She taught her family and those around her the importance of love, faith, hope, humility, compassion and courage.

Roles and Responsibilities

Each 2011 Ambassador Kid will represent the thousands of children touched by childhood cancer every year and serve as the face and voice for the St. Baldrick's Foundation for the entire year by:

- Attending local St. Baldrick's events
- Speaking at local community events
- Participating in media interviews
- Raising awareness about childhood cancer research

Media Contact

St. Baldrick's 2011 Ambassador Kids (and families) are available for interviews upon request. For interview inquiries please contact Traci Shirk, Media & Public Relations Specialist, at media@StBaldricks.org or 626.792.8247 x50.



Where the Money Goes

Funding

- The Foundation has committed more than \$57 million to life-saving research since 2005.
- St. Baldrick's donors and volunteers made possible more than \$14 million in funding for childhood cancer research in 2010.
- A total of 106 grant awards are currently being funded.
- In addition to funding the research of pediatric cancer experts, St. Baldrick's also helps make it possible for the best and brightest young doctors to pursue childhood cancer research.
- The Foundation funds local institutions as well as cooperative research on a national scale to help doctors work together to develop the best treatments for all children with cancer.

Grant Review Process

Applications from childhood cancer researchers are reviewed and rated by the Foundation's panel of expert scientific advisors, who make funding recommendations. Final decisions are made by the Foundation's board of directors.

Grant Types

Cooperative research grants fund the clinical trials and laboratories of the 230-member Children's Oncology Group. Through this grant, the St. Baldrick's Foundation funds virtually every institution in North America with the expertise to treat childhood cancers.

St. Baldrick's Fellows are new doctors training to specialize in pediatric oncology research, funded for two to three years. From 2005 to 2010, 46 St. Baldrick's Fellows have been funded.

St. Baldrick's Scholars are young professionals pursuing exciting research, funded for three years or more. Because grant funds are so scarce, it is difficult for those early in their careers to compete with more established researchers. These grants keep new researchers focused on childhood cancer. From 2008 to 2010, 30 St. Baldrick's Scholars have been funded.

Research grants are focused on finding new and better cures for childhood cancer. Some focus on a single type of disease, and others will help children and teens with all types of cancer.

Infrastructure grants help institutions treat more kids on clinical trials (their best hope for a cure), or provide resources to make more research possible.

Foreign beneficiaries receive funds raised by St. Baldrick's events held in their countries.

(Grant Types continued on following page)



Where the Money Goes

Grant Types (continued)

New: St. Baldrick's Summer Fellows work in a pediatric oncology research lab for the summer after their first year of medical school. Students accomplish a research project and the experience may encourage them to choose childhood cancer research as a specialty. Six St. Baldrick's Summer Fellows have been funded.

New: Supportive Care Research grants will lead to the improvement of the quality of life for patients and survivors. This research addresses the side effects of treatment, long-term effects faced by survivors, psychosocial aspects of childhood cancer and more.

Fundraising Accountability

- The Foundation remains committed to complete transparency, accountability and efficiency, adhering to the Donor Bill of Rights and accepted standards for top-rated charities.
- The Foundation's board of directors has implemented policies to ensure the highest possible ratings.
- Charity rating agencies recommend that overall fundraising costs per dollar raised be kept to less than 35 percent; special events often cost as much as 50 percent of funds raised. Our fundraising cost in this fiscal year was a healthy 19 percent, and we strive to be more efficient each year.
- The St. Baldrick's Foundation is a 501(c) 3 non-profit organization. Federal ID #20-1173824.
- Fundraising expenses include:
 - o The continued development of the website, without which the St. Baldrick's Foundation could not operate or continue to grow.
 - o Equipping the ever-increasing numbers of events and shavees (t-shirts, posters, telephones, postage for shavee kits, etc.).
 - o The processing of more than 365,000 donations (data entry, credit card fees, banking fees, postage, etc.).
 - o Staff to support and serve the Foundation's volunteers and more.
- St. Baldrick's takes very seriously its responsibility to be efficient and good stewards of every dollar donated and to fund the most promising research to find cures for childhood cancers and give survivors long and healthy lives.

*The Foundation's audited financials are for a fiscal year of July 1 – June 30 and are available at www.StBaldricks.org.

Media Contact

For interview opportunities with research recipients please contact Traci Shirk, Media & Public Relations Specialist, at media@StBaldricks.org or 626.792.8247 x50.

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