

FALL 2019



YOU MAKE AN

Impact

Clarkie Carroll faces tough competition on the green. But this champion golfer once defeated a more formidable opponent: Ewing sarcoma. Now, his parents have teamed up with the St. Baldrick's Foundation and the American Cancer Society to fight kids' cancer.

Historic Project

Clarkie's diagnosis six years ago shook Dave and Shannan Carroll to the core: their athletic 11-year-old had a rare type of tumor in his leg. Doctors caught it early, but there was no time to waste. Dave recalls, "We had our one cry in the doctor's office. Then we said, 'Let's formulate a plan.'"

A regimen including chemotherapy and surgery followed. The cancer went into remission. While the Carrolls were extremely thankful, two things bothered them: Clarkie's treatment had been developed more than 20 years ago—for adults. They also thought of all the kids still fighting cancer.

Those concerns prompted the Carroll family to step up to contribute the lead gift for a historic \$11 million project between the St. Baldrick's Foundation and the American Cancer Society. It marshals the resources of two world-class organizations, with a shared goal to beat childhood cancers.

The fundraising campaign will support innovative studies with the greatest potential to quickly deliver new and improved pediatric cancer treatments. Often, these leads develop as part of another clinical trial, but there's no funding for researchers to pursue them. "It's so encouraging to see these two organizations come together," Shannan says. "This data could be a thread to something amazing. In our minds, this is the right direction."

The Carrolls understand the power of teamwork in fighting cancer. Recalling the family, friends and medical professionals who supported Clarkie, Dave explains, "Here's the bottom line: the only way we're going to beat cancer is working as a team, getting creative and bringing in private research dollars and the best people."

Today Clarkie, the oldest of the Carrolls' four children, is a reserved 17-year-old who aspires to play NCAA Division I golf. A resident of Saratoga Springs, N.Y., he was recently named Player of the Year for his age group by the PGA of Northeastern New York. While he doesn't readily share his cancer story, Clarkie volunteered last summer at a camp for kids coping with serious illnesses.

The Carrolls are passionate about improving outcomes for all kids with cancer. Shannan says, "We realize how fortunate we are to have Clarkie with us. We owe it to all of the families who have lost loved ones, and to those who are facing cancer now, to do our part."



The Ball's in Your Court

The St. Baldrick's Foundation and the American Cancer Society have teamed up to pledge \$11 million to fund the most promising leads in pediatric cancer research. To get there as quickly as possible—and start funding the most promising research—we've set a goal to raise \$4.4 million by Dec. 31.

Dave and Shannan Carroll have already stepped up with a generous lead gift of \$500,000 to get the ball rolling. Now, it's your turn. Visit StBaldricks.org/ACS.

\$4.4
MILLION
by Dec. 31



Follow the Data

Why do some kids respond to clinical trials, while others don't? That's the big question the St. Baldrick's Foundation and American Cancer Society hope to answer through a new project. St. Baldrick's CEO Kathleen Ruddy explains more.



Tell us about this project.

St. Baldrick's is collaborating with the American Cancer Society to raise \$11 million for pediatric cancer research. This new funding will deepen our understanding of clinical trials. We want to know why trials work for some kids, but not others. There's nothing more heartbreaking when a promising treatment, that helps so many, fails a child.

Why the American Cancer Society?

There's growing recognition in cancer research that we're all in this together. Researchers are sharing data like never before, and it's led to breakthroughs in immunotherapy, gene sequencing and other vital areas. Likewise, foundations are teaming up to ensure that these

talented researchers have adequate funding. Unfortunately right now, so many promising leads aren't followed because there's just not enough funding to go around. Working together, foundations can change that.

St. Baldrick's is the world's largest private funder of pediatric cancer research grants. The American Cancer Society is the largest, best known and most influential cancer-fighting organization in the world. For years, the childhood cancer community has asked ACS to put their muscle behind kids with cancer. When developing this project, we said, "Imagine what we can accomplish if we work together!"

What's the response so far?

People are generally excited to see these two nonprofits united with a common purpose. Understandably, there has also been some confusion. It's important for everyone to know that this isn't a merger between St. Baldrick's and ACS. We're happy that ACS is ready to take on a larger role in pediatric cancer funding, but we will remain separate organizations. All of St. Baldrick's other important initiatives will continue, completely independent of this project.

Ultimately, parents of kids who have battled cancer recognize that this is a giant step forward. Some, like Dave and Shannan Carroll (see cover story), are already leading the charge with significant gifts to the project.

"Every child matters—those who have beaten cancer, those who are still fighting and those who are no longer here. We owe it to all of them to go where the data leads and create real cures for kids with cancer."

Their kids have been treated with regimens that are 20 or 30 years old. That's not good enough. Through this collaboration, we hope to move research along faster and follow every credible lead until there's a cure.

Do all donations to St. Baldrick's now fund this project?

No. This is very important for St. Baldrick's longtime donors to understand: this new initiative is funded through new contributions that are specifically designated for this project. All money raised through head-shavings and other events, Hero Funds, the League of Legendary Heroes and other efforts will remain separate. This ensures that we are exploring every avenue possible to advance pediatric cancer research.

The project has produced great results so far.

That's right. In just a few short months, St. Baldrick's and the ACS have raised



"Clinical trials for pediatric cancer patients are a critical need. This collaboration with St. Baldrick's makes me proud. It brings together two of the strongest voices in cancer to more rapidly drive progress. Working in partnership, we will close a gap, and advance this potentially life-saving research specifically for children."

— Gary M. Reedy, CEO of the American Cancer Society

over \$3.8 million toward our \$11 million goal. We're aiming to raise \$4.4 million by the end of this year. When that happens—and I'm confident that it will—we will release the project's first RFA (request for applications) to the research community.

Why should donors step up now?

This project focuses on clinical trials, and that impacts every kid with cancer. In the past, the data from unsuccessful trials was lost because there was no money for additional research to explore why some kids didn't respond well. For those who didn't make it, that means their legacy was also lost.

This collaboration ensures data on every single child will be collected and catalogued. Every child matters—those who have beaten cancer, those who are still fighting and those who are no longer here. We owe it to all of them to go where the data leads and create real cures for kids with cancer.

Kathleen Ruddy is chief executive officer of the St. Baldrick's Foundation. She launched her career in fundraising following her graduation from Loyola Marymount University in Los Angeles. The daughter of two cancer survivors, she and several others began laying the seeds in 2001 for what would become St. Baldrick's. Now a two-time shaver, she is passionate about raising the funding to cure childhood cancers, once and for all.



Maximum Impact

Michael Egge doesn't like the word no—especially when it comes to osteosarcoma. When his teenage daughter, Olivia, battled the rare bone cancer, Egge quickly learned that the standard treatment is more than 30 years old. "Isn't there anything newer?" he asked. The answer: no.

Soon, he also found that there's little funding to develop new treatments. That's what drove him to sign on as the first major donor for a new St. Baldrick's Foundation initiative to support the most promising, large-scale research proposals. Through the RFA (request for applications) program, St. Baldrick's will channel gifts of \$1 million or more to research proposals that best match donors' interests.

Egge has committed \$1.5 million through the Osteosarcoma Collaborative, a nonprofit he helped to found. His top concern: improving the odds for kids who relapse. The generous gift funded a rigorous RFA process conducted by St. Baldrick's, resulting in a three-year immunotherapy study on osteosarcoma in the lungs, a common relapse site. "We are convinced it takes large, meaty research grants to create meaningful change in a space that has been way too neglected in this country," said Egge, whose daughter is now a college freshman.

Once Egge stepped up, St. Baldrick's RFA program quickly gained momentum. The robust number of RFAs that were extraordinarily reviewed led to three California families, who also shared an interest in osteosarcoma research, to band together and create Battle Osteosarcoma. Their project is focusing on gene sequencing to better define new osteosarcoma therapies. Additionally, an anonymous donor has pledged \$1 million for a new RFA to advance Ewing Sarcoma research.

Major gifts enable donors to make a maximum impact on childhood cancer research through the RFA program, according to Becky Weaver, chief mission officer: "My hope is that other major donors who have the means and interest to work with St. Baldrick's will be inspired to fund something big."

EGGE HAS COMMITTED

\$1.5 million

THROUGH THE
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COLLABORATIVE



Answering the Call

Kathleen Murray takes the fight against childhood cancer seriously. Yet when her firm, SAP Silicon Valley Labs, sponsors a Tech Conquers Kids Cancer event to benefit the St. Baldrick's Foundation, the mood is jovial and fun. In its five years of support, SAP has raised more than \$700,000.

"I am so proud to be part of such a caring and generous group of people who live up to the promise we make as a company—to help the world run better and improve people's lives," said Murray, the firm's chief operating officer. "People buzz about this event all year long. In the following months, they still talk about it and raise money for St. Baldrick's."

Murray has a personal vendetta against cancer. At age 11, she lost her beloved grandmother to breast and ovarian cancer, and later, neuroblastoma claimed her childhood friend's infant daughter.

Now, she urges other companies to join SAP and stand in solidarity with kids facing cancer: "Our St. Baldrick's events help create bonding among departments, which in turn gives everyone a sense of camaraderie, inspiration and grateful hearts. Without a doubt, you'll be left feeling inspired and filled with an enormous sense of gratefulness and accomplishment."

To explore ways your company can participate in Tech Conquers Kids Cancer, call Robyn Raphael, director of corporate relations, (626) 792-8247, ext. 248.



FreeWill + St. Baldricks

Leave a legacy that saves lives

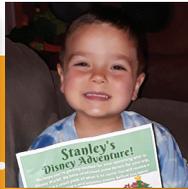
Creating a will is one of the most impactful ways to support the people you love and the causes you care about the most, including research for curing childhood cancers. That's why we've partnered with FreeWill to give you a free, easy way to write your legally valid will today. Many of our supporters choose to include a gift to St. Baldrick's Foundation to ensure we continue lifesaving childhood cancer research for generations to come.

The service is free whether or not you choose to leave a gift, and we're thrilled to share it with you either way. For more complex needs, FreeWill is a great place to start planning your will before visiting an attorney. If you choose to include St. Baldricks in your will, you will be invited to join the Emerald Circle with other legacy donors. Get started on your legacy today at FreeWill.com/StBaldricks.

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Thank you!

Thank you for supporting lifesaving childhood cancer research. Through your gifts, you are helping the St. Baldrick's Foundation fund the best childhood cancer research, no matter where it's being done. **Since 2005 over \$279 million toward 1,481 grants at 376 institutions have been funded and this progress was made possible by YOU! We are the largest private funder of pediatric cancer research grants because of your amazing support!**

Ways to Give

Kids with cancer need cures now, and it starts with you. Donate to help us fund the most promising childhood cancer research. Give once or monthly. Start today.
StBaldricks.org/impact



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