



We love that St. Baldrick's dreams big - Dream big with us! -Natalie's family

Renee Jacobsen Photography



Hang this poster on your wall or at your event, add your big dreams and share with us:

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#ConquerKidsCancer

#BraveTheShave

#SBFBigDream



Conquer Childhood Cancers

As a **volunteer-driven organization**, we're committed to funding the most promising research **to find cures for childhood cancers** and to give survivors long and healthy lives. We're known for our **signature head-shaving events**, and for being the **largest non-government funder of childhood cancer grants worldwide**. We are the clear voice, speaking on behalf of children worldwide, partnering with families, taking action, being a champion, helping to bring about change for the better and influencing decisions that make a real difference.

#### GET INVOLVED

- Donate**
- Volunteer**
- Plan an Event**
- Shave in Solidarity**
- Do What You Want**
- Spread the Word**

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

Thank you to our 2014 national sponsors!



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i want to be just like my mom someday



Conquer Childhood Cancers

2014 ANNUAL REPORT

Natalie, 7, with her mother, Tarah  
Casie Photographics

our dream: a cure for every child



## DEAR FRIENDS,

As we present our year in review, we take stock of our progress towards our ultimate goal. You already know the St. Baldrick's Foundation doesn't do things small — except our expenses! We always aim high, and our aspiration is to achieve no less than total cures for more than 100 forms of cancer that occur in children and young adults.

By “cure,” we don't mean survival alone, although that is surely paramount. By “cure” we mean zero long-term side effects of treatment. We believe a cure for a disease is poor when it leaves one unable to cross the street alone, or with heart disease or infertility or a host of other impairments and maladies with which many survivors of childhood cancers are forced to live.

As always, our top priority is research. We're committed to fund every stage of research, from “bench to bedside,” for all forms of pediatric cancers, and to help drive innovation. Of course, our commitment to excellence by funding only the best research is unwavering.

We're also working more proactively with federal legislators and regulators to improve our national research pipeline, where children with cancer are often the last priority. We're also engaging our counterparts in the pharmaceutical and biotech industries to identify barriers to drug development and jointly develop initiatives to ensure promising research is not abandoned because the right party isn't at the table. We understand it's essential to work with industry and government, as well as academia, to ensure we're making real advances.

St. Baldrick's has pioneered Hero Funds and a partnerships program to enable families and other organizations to tap into our premier peer-review research program. This allows scientists to spend more time on research, and by collaborating, we're able to fund research that may not be possible on our own. Even our Do What You Want program for individual volunteers allows those wanting to keep their hair to support the most promising research too.

You serve a vital role in our quest to expand and improve research to conquer childhood cancers, and your support and generosity are never taken for granted — thank you. We do hope, however, that you stay with us from now until the day we achieve the ultimate goal. A young cancer patient once said he was so excited to be part of St. Baldrick's because “it means I'm going to get to grow up.”

Thank you for helping to give him, and every child with cancer, the gift of a future.

## IN SERVICE,



Charles M. Chamness,  
Board of Directors Chairman

Kathleen M. Ruddy,  
Chief Executive Officer

## BOARD OF DIRECTORS

Robert Arceci, M.D., Ph.D. | Joe Bartlett | John R. Bender | Amy Bucher | Charles M. Chamness  
Bill Gerber | William J. Hogan | Tim Kenny | Mike McCreesh | Enda McDonnell | Kathleen M. Ruddy

## BOARD MEMBERS EMERITUS

Francis Feeney | Tom Leonhardt | Jeffrey M. Lipton, M.D., Ph.D. | John McKenna



# about the financials

While raising money comes *first*, how the money is used is of utmost importance in the fight against childhood cancers.

Efficiency, transparency and accountability are among the top priorities of St. Baldrick's every day. The board's Finance & Investment Committee and its Audit Committee keep a close eye on the foundation's performance, from cash flow to investments to expense ratios.

- We work hard to help our volunteers raise as much as they can for childhood cancer research. The more funds we raise, the higher the percentage that can go to research grants and advocacy, versus other expenses.
- We work hard to keep fundraising and administrative costs as low as possible. Our goal is that every dollar spent will help volunteers raise more money or run a more effective organization.
- And we work hard to ensure that every dollar is spent for the most impact. Without smart fundraising and solid management, an organization might have a terrific expense ratio, but make little progress in fighting childhood cancer. And without expert evaluation of grant applications, we could not assure donors we are funding the most promising research!

If our expense ratio improves a few percentage points, but we raise less money as a result, or run an inefficient organization, we're doing a disservice to our kids, volunteers and donors.

Raising as much as possible, spending as little as possible, and making the best decisions for fighting childhood cancer... It's a balancing act, and a challenge we take very seriously, remaining committed to both success and efficiency.

## STATEMENT OF ACTIVITIES

For the fiscal year ended June 30, 2014

**Total Revenue, Gains and Support** ..... **\$39,176,795**

### Functional Expenses

Program  
(childhood cancer research grants, advocacy) ..... **\$28,726,542**

Fundraising  
(website, T-shirts, posters, credit card processing fees, etc.) ..... **\$7,042,200**

Management and General  
(insurance, rent, accounting, audit fees, etc.) ..... **\$1,364,209**

**Total Functional Expenses** ..... **\$37,132,951**

**Change in Net Assets** ..... **\$2,043,844**

Net Assets, beginning of year ..... **\$13,090,480**

Net Assets, end of year ..... **\$15,134,324**

## EXPENSE RATIOS

St. Baldrick's Foundation expenses:

### Program

**77.4%**

### Fundraising

### Administration

**18.9%**

**3.7%**

For the fiscal year ended June 30, 2014



## Five Year Growth

FISCAL YEAR TOTALS

(July 1 – June 30)



2010

2011

2012

2013

2014



# thank you 2014 AMBASSADORS

Our thanks to these families for sharing their triumphs and challenges throughout the year. Their strength, dedication and service are an inspiration.

Lauren, 17

Florida, neuroblastoma, no evidence of disease

Lauren spent the summer of 2014 as an intern in the lab of St. Baldrick's Scholar Dr. Dean Lee at MD Anderson in Houston, a step toward her goal of becoming a pediatric oncologist and researcher. While Lauren continues to show no evidence of disease, she receives continuing treatment through a research trial for patients with high-risk neuroblastoma in remission.

To other kids fighting cancer, Lauren says:

*"I know that times may be tough and treatment is grueling. There are days where you are unable to even get out of bed, eat or talk. You are allowed to have down days where the sun doesn't shine... Even though you may not see it, you inspire others, ten times your age, to stay positive and continue fighting."*

Grace, 12

Rhode Island, brain tumor, cancer free

"Being an Ambassador has reinforced for Grace the value of taking action and finding silver linings," said her mom, Bekah. "We hope her role has brought more attention to the cause and that she can continue to be a beacon of light... Survivorship comes with challenges, but to be appreciated and celebrated in this way makes all things seem possible." Grace's sister Fiona spoke eloquently on Grace's behalf and in honor of all siblings at the 46 Mommas Boston shave event last summer. Grace remains cancer free and officially transitioned to survivorship care last September.

To other kids with cancer, Grace says:

*"Be like your favorite superhero and FIGHT! You are stronger than you know."*

Hayden, 6

Missouri, pre-B acute lymphoblastic leukemia, in treatment

When asked what it meant to be a St. Baldrick's Ambassador, Hayden replied, "It means being the King, and it's good to raise money for research." Hayden loves to encourage others to raise money for childhood cancer research. One of his favorite Ambassador memories was talking to the crowd at the Helen Fitzgerald's event in St. Louis, MO. Hayden's mom Jackie says, "We know research will lead us to cures and better treatment protocols that limit long-term side effects." Hayden is tolerating treatment well. He will be on daily maintenance therapy through February 2016, visits the outpatient clinic monthly for IV chemotherapy and has chemotherapy administered via spinal tap every three months.

To St. Baldrick's participants and supporters, Hayden says:

*"You are pretty cool! Everybody should shave their head for childhood cancer research!"*

Harlem, 9

California, Hodgkin lymphoma, no evidence of disease

"During Harlem's time as a St. Baldrick's Ambassador, he began to realize that his journey could be a blessing to others," said Harlem's parents, Lisa and Weldon. "He has gone from being afraid and victimized by his diagnoses to taking on a leadership role in the fight against it. Harlem has addressed children in his classrooms, sports teams, church and summer camp, educating them on childhood cancer. As a family, this experience has allowed us to start healing. We now realize that we are members of a new family. Our new family has won, lost, suffered, succeeded, had breakthroughs and setbacks but continues to fight. We may not know each other personally, but we share the same experience."

To researchers, Harlem says:

*"Thank you for helping heal me, and other kids with cancer."*

Alan, Forever 5

(Nov. 7, 2007 - Jan. 17, 2013) Texas, unclassified sarcoma

We appreciated being able to share Alan's story with a wider audience, having the opportunity keep his presence with us this year. Seeing Alan's sweet face on the St. Baldrick's banner has been the most precious part of our family's Ambassador experience, not only at events we've attended but peeking at us from events all over the U.S. and even overseas.

Because of Alan's love of numbers, we were especially honored to have the chance to announce the Foundation's \$38 million milestone at our rocket launch event last September, complete with 38 numbered rockets. Alan would have loved counting all those millions of dollars.

To everyone, Alan's mom says:

*"We are grateful to all who dedicate their careers to finding better cures and treatments and to all who work with St. Baldrick's to raise money and awareness."*

Matt Ferrara Photography

## i will discover new stars

Chase, 5

Illinois, atypical teratoid rhabdoid tumor, stable

Chase loves baseball. So when he was diagnosed with an atypical teratoid rhabdoid tumor at just 2 years old, his parents used baseball terms to explain something no child should need to know. The cancer was a baseball growing in his head, and the doctors were going to take it out. Now Chase refers to his head as a baseball, due to the stitches that stretched across his scalp.

Despite brain surgery, radiation, chemotherapy and a recent clean bill of health, Chase's cancer journey is not over. His latest MRI showed small growths in and around the tumor site. Whether the cancer has returned won't be clear for weeks. For now, his family is living a moment at a time and Chase is going to preschool as planned.

Daisy, 8

Colorado, medulloblastoma, no evidence of disease

Daisy once had an irrepressible belly laugh. Since the 8-year-old completed treatment for medulloblastoma (a brain tumor), that easy, frequent laughter is slowly making a comeback.

Treatment and surgery caused hearing loss, paralyzed facial muscles and nerve damage, but Daisy's spirit remains intact. She says that her hero is herself, "... because I like me!"

Her sister Isabella is her best friend, and Daisy is eager to do whatever Isabella wants to do. Daisy likes making other people happy.

The family celebrates June 19 as "Forever Family Day," when Daisy was placed into her mother's arms on adoption day. They also observe Chinese New Year, and Easter is another favorite holiday, when no egg is safe around the little girl. She wants to color every last one.

Aaron, 17

New Jersey, Burkitt non-Hodgkin lymphoma, in remission

Aaron was always the picture of health. Then at 15, the avid athlete was diagnosed with Burkitt non-Hodgkin lymphoma. Aaron wasn't unfamiliar with childhood cancer. He had been a St. Baldrick's shavee since the age of 11.

His parents vowed to be open and honest with Aaron during his treatment. His mom said he approached cancer the way he lives his life — with a lot of hard work and positivity. "He did what he had to do, all the while never complaining."

Aaron is in remission and can again be found on the basketball court, on the beach or playing volleyball in the backyard with his family. He will become a Knight of the Bald Table when he shaves again in March 2015.

Sam, Forever 8

(Nov 8, 2005 - Dec 14, 2013) Illinois, acute myeloid leukemia

Sam lived a beautiful life, a life not defined by cancer. For his last holiday, his parents, both rabbis, celebrated Chanukah in a special way. Sam had talked about having a fireworks show for his funeral. Instead, his family had fireworks to celebrate the Festival of Lights and their vibrant son. Sam knew the show was for him and he was "transfixed," said his mom, Phyllis.

Superman Sam, as he was appropriately known, was energetic, smart and funny. He referred to his cancer as a "ninja" after he had relapsed, because the cancer was strong and sly. He loved monster trucks, dragons and James Bond movie soundtracks, McDonald's and pizza. Most of all, he loved his family.

Caroline, Forever 12

(Apr 13, 2002 - Jan 9, 2015) Texas, osteosarcoma

From her earliest days, Caroline lit up every room she entered with her magnificent smile and friendliness — often the "pied piper" of friends and animals alike. Her giving spirit and contagious grin persisted through chemotherapy, surgery, radiation and physical therapy. Diagnosed with osteosarcoma in her right arm in January 2014, Caroline spent most of that year in the hospital.

Despite treatment, Caroline's disease continued to progress and she died on January 9, 2015, surrounded by her loving family.

Caroline loved all holidays, especially Easter and Christmas, when she relished picking out perfect presents for the people she loved. Her mom says, "Caroline loved to share happiness... She once told me how much she loves to make people laugh."

# welcome 2015 AMBASSADORS



# Research:

## THE LONG AND WINDING ROAD

### 1 Discovery or idea



### 2 Funding to pursue research



If we knew how to cure cancer — if we had the road map — researchers would just get straight to it. But research is what makes up the road map, and the path to cures takes many routes, with countless detours along the way.

Each piece of research builds on the knowledge gained before, each taking us one step further to the cure.

### 3 Development of a drug or therapeutic agent



### 4 Pre-clinical testing



### 5 Clinical trial



### 6 New treatment for kids



DETOUR

This basic path has many variations, and the destination often becomes a new beginning. Several of today's research "breakthroughs" actually began twenty years ago as "new ideas."

## Genius Award

The first St. Baldrick's Genius Award was awarded in 2014 to the AML Federation Project, an international group led by Stephen H. Friend, M.D., Ph.D., an authority in the fields of cancer biology and the genetics of gene expression.



Working with AML patients, the team will share knowledge about genetic alterations in their leukemia cells and how those influence response to therapies. Physicians will get results rapidly, allowing selection of treatments that have a higher chance to benefit the patient. This is called "precision medicine."

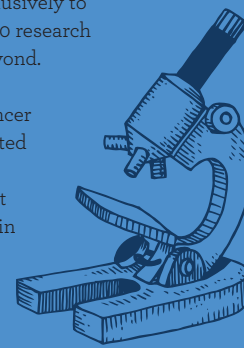


## Children's Oncology Group

The Children's Oncology Group (COG) is the world's largest research organization devoted exclusively to pediatric cancer, made up of more than 200 research institutions across North America and beyond.

The COG's funding from the National Cancer Institute (NCI) has fallen 30%, when adjusted for inflation over the past ten years. The St. Baldrick's Foundation is the COG's next largest funder, with a grant of \$7.5 million in 2014 and more than \$53 million to date.

Because these St. Baldrick's funds are distributed to every COG institution, your donation impacts every child being treated through these international clinical trials.



## SU2C Dream Team Update

The first pediatric Dream Team has completed its first year of a four-year \$14.5 million project funded jointly by the St. Baldrick's Foundation and Stand Up to Cancer (SU2C), a charitable program of the Entertainment Industry Foundation.

One exciting example of the Dream Team's work so far, combining genomics and immunotherapy. An incredible 70% of patients in one trial for kids with resistant-to-treatment acute lymphatic leukemia (ALL) are now in lasting remissions. We are excited to see what the next three years will bring.

*"This is big science. They're asking us to think outside the box, to do things that we can't do with any of the standard funding mechanisms that are available."*

-Dr. Crystal Mackall  
Dream Team Co-Lead



## Project: Every Child

The St. Baldrick's Foundation is a proud founding partner of Project:EveryChild, a program of unprecedented breadth and impact.

This 5-year initiative of the Children's Oncology Group (COG) will capture the biology and outcome of every child diagnosed with cancer in the United States and COG partner countries, forming the foundation of discovery and new treatments for all children with cancer, no matter how rare the cancer type may be.

This collection of specimens and information covering the full diversity of childhood cancers will serve as a discovery platform for scientists from around the world.



## Hero Funds

Dreaming big and raising funds can be simpler with a St. Baldrick's Hero Fund!

A Fund enables a family or group to cast a wider fundraising net, raise more money for childhood cancer research and honor a child or loved one.

Our sincere thanks to these Hero Funds, and congratulations on their success!

To learn about starting a Hero Fund, contact Kelly Forebaugh, Hero Fund Manager: Funds@StBaldricks.org



### Alan's Sarcoma Research Fund

in memory of Alan Sanders

### Amanda Rozman Pediatric Cancer Research Fund

in memory of Amanda Rozman

### Daniel the Brave Fund

in memory of Daniel Gomez — providing generous support for a St. Baldrick's Scholar at Baylor College of Medicine

### David's Warriors

in memory of David Heard — funding the David's Warriors St. Baldrick's Fellow at Memorial Sloan Kettering Cancer Center

### Do It For Dominic Fund

in memory of Dominic Cairo — providing generous support for research at the Ann & Robert H Lurie Children's Hospital

### Henry Cermack Fund for Pediatric Cancer Research

in memory of Henry Cermack — providing generous support for a St. Baldrick's Research Grant at St. Jude's Children's Research Hospital

### Heroes for Hannah Fund

in honor of Hannah Meeson — funding the Heroes for Hannah St. Baldrick's Scholar at Johns Hopkins University School of Medicine

### Just Do It...and be done with it Fund

in honor of Sara Martorano and all children battling cancer — funding the "The Just Do It...and be done with it St. Baldrick's Consortium Research Grant" at The University of Chicago

### Max Love Project Fund

in honor of Max Wilford

### Miracles for Michael Fund

in memory of Michael Orban — funding the Miracles for Michael St. Baldrick's Scholar at Stanford University

### Praying for Peyton

in memory of Peyton Arens — providing generous support for a St. Baldrick's Research Grant at the National Cancer Institute

### Rays of Hope Fund

in memory of Rayana Marrero

### Team Clarkie Fund

in honor of Clarkie Carroll — providing generous support for a St. Baldrick's Research Grant at Georgetown University

The above were active by the end of the fiscal year, June 30, 2014. Our thanks also to the Hero Funds formed since that time!

## Grants make big dreams possible for kids fighting cancer

NEW FUNDS COMMITTED JULY 1, 2013 THROUGH JUNE 30, 2014:

**Cooperative Research — Children's Oncology Group:**  
1 grant: **\$7,543,708**

**Stand Up to Cancer — St. Baldrick's Pediatric Cancer Dream Team:**  
1 grant: **\$1,875,000** (1 year of 4-year project)

**Genius Award:**  
1 grant: **\$610,000**

**Consortium Research Grants:**  
2 new grants: **\$1,743,763**  
6 new awards for existing Consortia: **\$2,297,105**

**Research Grants:**  
9 grants: **\$900,000**

**Supportive Care Research Grants:**  
3 grants: **\$150,000**

**St. Baldrick's Summer Fellows:**  
21 grants: **\$105,000**

**St. Baldrick's Fellows:**  
5 new Fellows: **\$860,626**  
12 new awards for existing Fellows: **\$1,147,368**

**St. Baldrick's Scholars:**  
12 new Scholars: **\$3,651,636**  
9 new awards for existing Scholars: **\$2,374,685**

**International Scholars:**  
1 grant: **\$330,000**

**Infrastructure:**  
39 grants: **\$2,292,113**

**International Beneficiaries and Partners:**  
14 grants: **\$1,154,577**

Total: More than \$27 million

## The V Foundation for Cancer Research

Funding the St. Baldrick's V Scholar at the University of Virginia

"Don't Give Up... Don't Ever Give Up!"<sup>TM</sup> was the rally cry of college basketball coach Jim Valvano, who dreamt of finding cures for cancer. The V Foundation for Cancer Research, formed by ESPN and Valvano in 1993, continues to do just that. Dedicated to saving lives by helping find a cure for cancer in Valvano's memory, the V Foundation and St. Baldrick's are co-funding a three-year grant focusing on gene fusions in rhabdomyosarcoma.



## Tap Cancer Out

Funding one Tap Cancer Out St. Baldrick's Fellow at Boston Children's Hospital and another at Johns Hopkins University School of Medicine.

"Tap Out: A combat sports term for yielding to the opponent, and hence resulting in an immediate defeat." This is what Tap Cancer Out founder, Jon Thomas, hopes to accomplish with his jiu-jitsu based non-profit.

Thomas felt inspired to do something after both his best friend and young nephew were robbed of their futures because of cancer. In this first year of partnership with St. Baldrick's, Tap Cancer Out is funding two grants.



## Partners

Working together to fund the best research will speed the day when every child may be cured! These foundations have partnered with St. Baldrick's to fund grants, tapping our scientific expertise and peer review process.

### McKenna Claire Foundation

Providing generous support for brain tumor research at the University of Virginia

The McKenna Claire Foundation honors the life and memory of McKenna, who was taken far too soon by a brain tumor. McKenna's parents, Dave and Kristine, work tirelessly to fund more research with the St. Baldrick's Foundation. Together we are funding more research and uniting our voices and efforts within the childhood cancer community to create more hope.



### Ty Louis Campbell Foundation

Funding the Ty Louis Campbell Foundation St. Baldrick's Scholar at Stanford University

The Ty Louis Campbell Foundation was formed by Ty's parents after his untimely passing from a brain tumor. In Ty's honor, and to provide hope for children in the fight, Cindy and Lou partner with the St. Baldrick's Foundation. This allows them to utilize the expertise of the St. Baldrick's scientific review process to fund the most compelling research. This year the Ty Louis Campbell Foundation began its generous support of three years of immunotherapy research for pediatric brain tumors.





BIG DONORS,  
BIG DREAMS

A Magnificent Match

In October 2014, an anonymous donor made a 3-part challenge grant to help attract more major donors to the St. Baldrick's Foundation. If each challenge is fully met, the grant will total \$1,270,000 over a three-year period. Interested in learning more? Please contact Susan.Heard@StBaldricks.org!

A Very Special Legacy

Todd and Jason Alonzo had been shavees for the St. Baldrick's Foundation for several years when they lost their mother to cancer in 2008. Grief stricken, the family wanted Mary Ellen Wilson to be remembered in a way that endured beyond shared memories.

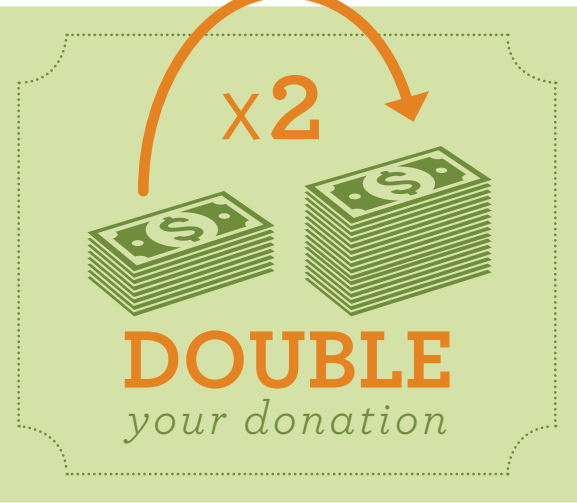


Todd explains, "One way we thought we could continue her legacy was through a donation in her name. We realize it can be difficult to discuss estate planning, but with our mother's sudden passing we were reminded how rapidly things can change." As a result, their stepdad named St. Baldrick's as one of the beneficiaries to their estate.

In 2013, he passed away and left a generous bequest to the St. Baldrick's Foundation — the largest planned gift received to date, now funding the Kenneth and Mary Ellen Wilson St. Baldrick's Research Grant to Dr. Kevin Shannon at the University of California San Francisco.

Knowing this gift will continue to support the cause their parents believed in — and fund lifesaving research even after their deaths — was a meaningful tribute as well as a comfort to the family in their loss.

St. Baldrick's thrives on gifts of all amounts, each donor giving generously according to their means, and every gift truly appreciated. A smaller number of donors are able to make gifts of significant amounts, allowing us to dream even bigger. Here are a few.



Francis Feeney, Driving the Dream

Inspiration often comes from those closest to us. That was the case for Francis Feeney in 2003, when one of his best friends, Enda McDonnell, encouraged him to get involved in the fight against childhood cancers. In turn, Francis got his family and his company, AVM Traders involved. When asked, "Why St. Baldrick's?" as his choice for major giving all these years, Francis replied, "There are winners in every field, but St. Baldrick's has the best transparent fiduciary management, scientific review process and pragmatic stewardship. No one comes close to stewarding our donors as we do. And everyone at St. Baldrick's is continually striving to put themselves out of business."



Brave the Shave Events

With more than 1,300 events and 75,000 participants in 2014, here are a few standouts.

36 Rabbis Campaign

In October 2013, Rabbis Phyllis Sommer and Rebecca Schorr had a crazy idea: What if 36 Reform rabbis would shave their heads to bring attention to the fact that only 4% of United States federal funding for cancer research is earmarked for all childhood cancers? Two weeks later, Phyllis and her husband, Michael, learned that their son, Sam, had relapsed with AML and that there were no other treatment options for him. On December 16, 2013, Samuel Asher Sommer was tenderly laid to rest.

The rabbis did not stop, they soared. In April 2014 at the Central Conference of American Rabbis (CCAR) in Chicago, 76 rabbis braved a shave in honor of Sam and all children who need better cancer treatments and cures. Together, they raised over \$746,000 for childhood cancer research. Their willingness to dream big in the face of tragedy propelled Phyllis to the #1 shavee spot in 2014, raising over \$152,000.



Valparaiso University  
Incredible collegiate support

Tom Serratore is one dedicated student with a passion to make a difference. Under Tom's direction, the 2014 head-shaving event at Valparaiso University in Indiana doubled in size with 109 heads shaved and over \$40,000 raised. High-profile shavees included university president Dr. Mark Heckler and his wife, as well as athletic director, Kim Smith. Multiple school groups like the soccer and dance teams, pep band and the school mascot joined the cause.



Gen Re and Richard Manz  
Surpassing the one million dollar mark

When asked what has kept them coming back since 2004, the answer is simple: the kids. Richard Manz, second vice president at General Reinsurance and a father, says: "You see these kids who haven't had a chance to live their life and fulfill their dreams, and their whole life is altered because of this disease. That motivates us to do more." Manz and his colleagues at Gen Re surpassed the one million dollar fundraising mark in 2014.



Super Luke  
Elementary school support

In November 2012, Luke Amelio was diagnosed with acute lymphoblastic leukemia. Luke is an intelligent and creative 8-year-old who was enjoying his third month of kindergarten when his life was interrupted by cancer. Luke's family has been organizing head-shaving events at Cassell Elementary School in Chicago, the school Luke's attending, since 2013. In 2014, they took the event to the next level: More than 200 people attended, raising over \$53,000.



Fado Irish Pub in Denver  
Raising \$481,000 in 2014

You can dream big – take it from Dara Swoik-Johnson, VEO of the extremely successful event at Fado Irish Pub in Denver. Dara and her volunteer committee worked extra hard to recruit new shavees and asked non-returning shavees to recruit a friend in their place. The result: A record number of 526 people braved the shave for childhood cancer research at the 2014 event.



Honored Kids

Families affected by childhood cancer are at the heart of all things St. Baldrick's.

More than 3,600 Honored Kids share their stories online and often at events. They inspire volunteers and donors, making it a very personal thing to raise money for childhood cancer research.

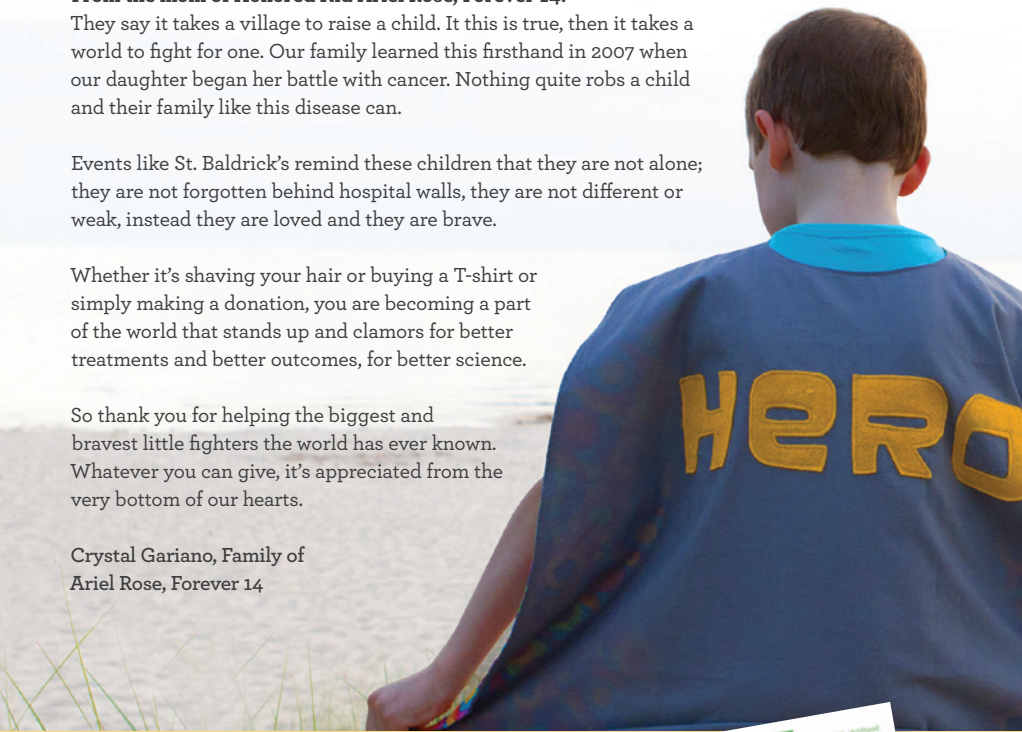
From the mom of Honored Kid Ariel Rose, Forever 14: They say it takes a village to raise a child. It is true, then it takes a world to fight for one. Our family learned this firsthand in 2007 when our daughter began her battle with cancer. Nothing quite robs a child and their family like this disease can.

Events like St. Baldrick's remind these children that they are not alone; they are not forgotten behind hospital walls, they are not different or weak, instead they are loved and they are brave.

Whether it's shaving your hair or buying a T-shirt or simply making a donation, you are becoming a part of the world that stands up and clamors for better treatments and better outcomes, for better science.

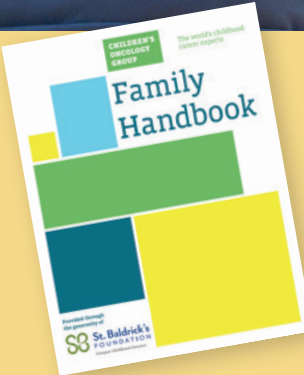
So thank you for helping the biggest and bravest little fighters the world has ever known. Whatever you can give, it's appreciated from the very bottom of our hearts.

Crystal Gariano, Family of Ariel Rose, Forever 14



COG Patient Handbook

Families of newly diagnosed childhood cancer patients need reliable information about treatment, clinical trials, support and follow-up care. The St. Baldrick's Foundation is the proud sponsor of the 2nd edition of the *Children's Oncology Group Family Handbook*, and this year began to distribute the books to more than 200 COG institutions for their patients. The books, full of practical information and clear illustrations, are offered in English, French and Spanish.



Boston Cannons  
Raise Money  
for St. Baldrick's

Dave Carroll's son, St. Baldrick's Honored Kid Clarkie, is a Ewing sarcoma survivor and loves lacrosse. Carroll's friend Jack Reid, a defender with the Boston Cannons, wanted to support Clarkie and organize a fundraiser for the *Team Clarkie Hero Fund*.

Reid hosted a head-shaving event at Boston's Harvard Stadium, home of the Major League Lacrosse team. The event was a huge success with over 100 heads shaved. Thanks to generous support from the Boston Cannons owner Rob Hale, over \$130,000 was raised for the Fund and St. Baldrick's.



St. Baldrick's Breaks  
Guinness World Record

In April, on NBC's *TODAY Show*, St. Baldrick's volunteer David Alexander of Atlanta set a Guinness World Record for the most heads shaved in one hour by one barber. The challenge united many volunteers to educate the nation of the need for greater research support for childhood cancers.

International Spotlight

It takes a massive community of big dreamers to bring research and initiatives to help children with cancer across the globe. Using the proven St. Baldrick's fundraising model, we work with international partner organizations, a cadre of volunteers and researchers in many countries to make groundbreaking results possible.

- Each dot represents the location of an international partner, fundraising event or grant.



Bermuda — Saltus Grammar School

At Saltus Grammar School in Bermuda, 79 students and administrators raised over \$200,000 at their 2014 St. Baldrick's head-shaving event. The event in Bermuda's capital city of Hamilton was so popular that Saltus' director of upper primary, Tracy Renaud, announced to the entire school that she will be going bald for kids with cancer in 2015.



Hong Kong — Richard Kligler and  
Children's Cancer Foundation

Motivated by his son Sean, who fought childhood cancer, Richard Kligler is a passionate 11-year volunteer. When Kligler's work took him to Hong Kong in 2005, he began organizing local head-shaving events there with great success. To date, this has resulted in more than \$1.7 million granted to the Children's Cancer Foundation in Hong Kong — more than \$260,000 in 2014 alone.

Do What You Want\*

St. Baldrick's — It's not just about shaving heads anymore! Here are two of the hundreds of fundraisers in 2014.

Thoroughbred  
Horse Racing

Edward J. Stanco, CEO of Toa Re America, and friend of St. Baldrick's board member, John Bender, held a unique Do What You Want fundraiser. Stanco raised funds at the Saratoga Race Course in Saratoga Springs, NY, with his prized thoroughbred racehorse, Princess of Sylmar.



"We consider Princess of Sylmar to be a miracle, a blessing, and a gift to be shared, and I appreciate that we are able to contribute to researching cures for childhood cancers," said Stanco.

Flashes of Gold

Flashes of Gold is a Do What You Want fundraiser hosted by a group of dedicated volunteers known as David's Warriors in Easton, PA.

Held in September for Childhood Cancer Awareness Month, the annual Flashes of Gold Fundraiser was a huge success and lots of fun again in 2014. David's Warriors threw a party to support a worthy cause and raised more than \$4,600 for childhood cancer research.

\*For more ideas, visit [StBaldricks.org/DWYW](http://StBaldricks.org/DWYW)



ADVOCACY



OUR GOALS:

We are at an exciting juncture of collaboration in the childhood cancer community. St. Baldrick's is committed to supporting advocacy goals in line with our mission, to:

- Provide training and support to learn about the issues
- Provide the tools to participate in your community to advocate
- Be a resource of information about advocacy and childhood cancer issues

WORKING WITH

Every day we work with all those who impact the lives of our children and the research and innovation they need, bringing our issues to their attention and looking for creative solutions to the problems we face in childhood cancer funding.

- U.S. Congress
- Congressional Childhood Cancer Caucus
- Senate Cancer Coalition
- National Institutes of Health/National Cancer Institute
- U.S. Food and Drug Administration
- White House Office of Public Engagement

COLLABORATION IS KEY

Through strategic participation in coalitions, we are impacting policies and legislation through our collective voices:

- Alliance for Childhood Cancer
- One Voice Against Cancer
- Charitable Giving Coalition
- Patient Quality of Life Coalition

SPEAK UP FOR KIDS' CANCER

Watch for calls to action via this network of St. Baldrick's advocates:

- Over 2,900 survivors, families and volunteers use their voice
- Participating in coordinated community social media campaigns around critical funding issues

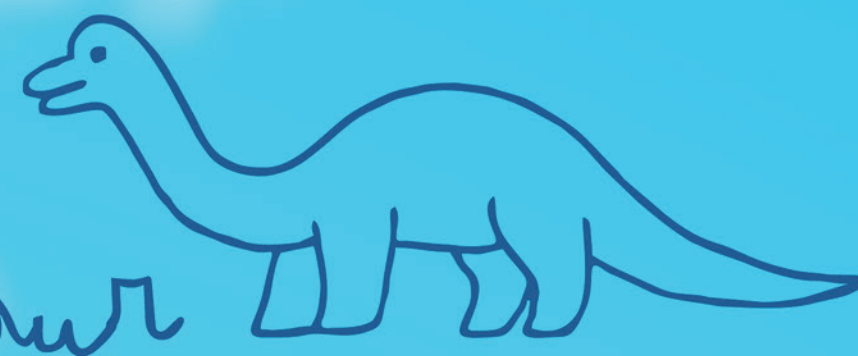
To speak up and take action visit:  
[StBaldricks.org/advocacy](http://StBaldricks.org/advocacy)



i will be a ninja master



someday i'll be taller than my dad



i'll build the world's biggest lego dinosaur



our dream:  
a cure for every child



St. Baldrick's  
FOUNDATION

Conquer Childhood Cancers

i'll fly helicopters too



i'll live here



## TOP FUNDRAISERS OF 2014

With tens of thousands of successful St. Baldrick's participants, these rose to the very top in 2014.

### Top Participants

Phyllis Sommer Highwood, IL, U.S.	\$152,089
Kaivan Shakib New York, NY, U.S.	\$94,859
Brett Shereck Greenwich, CT, U.S.	\$94,497
Herve Castella Greenwich, CT, U.S.	\$91,788
Mauro Dudine Brewster, NY, U.S.	\$66,227
Martin Rinck Singapore	\$64,953
Lou Iglesias Huntington, NY, U.S.	\$62,590
Corey Hutchison Marana, AZ, U.S.	\$51,292
William J. Hogan Rockville Centre, NY, U.S.	\$50,292
Michael Sommer Highwood, IL, U.S.	\$44,588

### Top Teams

Markit 24 Hour Global Shave Global Team	\$394,124
Allied World Global Team Global Team	\$230,210
Team Melchiorre Chicago, IL, U.S.	\$208,751
General Re Global Team	\$198,325
Partner Re Greenwich, CT, U.S.	\$189,184
Westhaven Warriors Rocky River, OH, U.S.	\$169,880
AVM Traders Delray Beach, FL, U.S.	\$152,593
Joey's Team — Bald is Beautiful Indianapolis, IN, U.S.	\$117,493
Swiss Re New York, NY, U.S.	\$112,979
Team University School Shaker Heights, OH, U.S.	\$110,799

### Top Events

36 Rabbis Shave for the Brave Chicago, IL, U.S.	\$724,399
Helen Fitzgerald's Irish Grill and Pub St. Louis, MO, U.S.	\$580,419
Kitty Hoynes Irish Pub & Restaurant Syracuse, NY, U.S.	\$491,945
Fadó Irish Pubs (Denver) Denver, CO, U.S.	\$484,364
McMullan's Irish Pub Las Vegas, NV, U.S.	\$460,942
Jim Brady's Restaurant & Bar New York, NY, U.S.	\$359,156
Glenwood South Sponsored by Napper Tandy's & the Hibernian Raleigh, NC, U.S.	\$341,739
Village of Romeo Romeo, MI, U.S.	\$323,753
The Avenue Viera Viera, FL, U.S.	\$319,467
The Wicket, Cricket Square George Town, Cayman Islands	\$290,548

### Top Campaigns

Chicago Area Schools Challenge 95 events, 4,794 shaves	\$1,881,457
Fadó Irish Pubs 10 events, 1,061 shaves	\$1,116,264
NetApp 15 events, 507 shaves	\$1,024,010
36 Rabbis 3 events, 79 shaves	\$746,151
Keaton Raphael Memorial 14 events, 1,125 shaves	\$601,699
Basin Electric Brave The Shave 9 events, 344 shaves	\$398,521
46 Mommas Shave for the Brave 2013 5 events, 103 shaves	\$306,631
Northern Nevada Children's Cancer Foundation 2 events, 416 shaves	\$264,145
Napper Tandy's Irish Pubs 3 events, 333 shaves	\$224,670
Chicago's First Responders 3 events, 313 shaves	\$129,841