



**PEDIATRIC  
CANCER  
RESEARCH  
FOUNDATION**

*powering cures, realizing futures*



## TABLE OF CONTENTS

Mission, Vision, Purpose	3
Letter from our Chief Executive Officer	5
Forging New Research	6
Biomedical Lifecycle Model	7
2025 Granted Research Institutes	9
Innovative Researchers	10-11
Emerging Investigator Research	12-13
Realizing Futures	14-16
Western Roundup	17
Celebrity Spotlights	19
Signature and Partnered Community Events	20-21
Corporate Partners/Highlights	22-23
Financials	24-25
Our Board	27



## **MISSION**

Fund research to power cures that reduce the percentage of children who perish from cancers until that number reaches zero.

## **VISION**

Make it possible for all children facing childhood cancers to beat their disease and achieve their full potential so they can realize happy, healthy, productive futures.

## **PURPOSE**

To accelerate scientific breakthroughs that transform pediatric cancer care so kids with cancers can spread their wings and soar.



RESEARCH FOUNDATION



RESEARCH FOUNDATION



PEDIA

5K Run

4315



I AM DEDICATING MY MILES TO KIDS FIGHTING CANCER

Run for a Claus 2023 10th Anniversary 5K AND 1 MILE

43

5K Run



I AM DEDICATING MY MILES TO KIDS FIGHTING CANCER





Dear Friends,

As I reflect on this past fiscal year, I am filled with gratitude for your generosity, passion, and steadfast commitment to children and families facing pediatric cancer. Together, we have made extraordinary progress in a time when the need has never been greater.

Pediatric cancer remains one of the leading causes of death by disease in children, yet it receives less than 4% of federal cancer research funding. At the same time, the pediatric oncology workforce is shrinking, creating a crisis that threatens both research progress and patient care.

Against these challenges, this year marked Pediatric Cancer Research Foundation's (PCRF) most successful yet. Our community came together like never before—achieving new benchmarks in funds raised, expanding our Survivor Scholarship program, and launching our bold \$25 million campaign: Powering Cures, Realizing Futures. We also introduced new Institutional Priorities and the Biomedical Lifecycle Model, a holistic strategy that ensures we not only fund groundbreaking science, but also strengthen the workforce and expand survivorship and mental health support so children can thrive long into the future.

The results are already visible. We've advanced innovative research and care programs, welcomed new donors and partners, and brought greater awareness to the urgent need for action. Behind every number and milestone are children and families whose lives are touched by your compassion.

The future ahead is one of determination and hope. With your partnership, PCRF is advancing a path toward equity, cures and lasting impact, because every child deserves more than survival. They deserve the opportunity to dream, grow, and live fully.

Thank you for standing with us. Together, we are powering cures and realizing brighter futures for children everywhere.

*With gratitude,*

A handwritten signature in black ink that reads "Danielle Fragalla".

Danielle Fragalla, MSE  
Chief Executive Officer



# FORGING NEW RESEARCH IN PEDIATRIC CANCER

For children who have been diagnosed with pediatric cancers, few things feel quite as precious—or as fragile—as the future.

In the past 43 years, Pediatric Cancer Research Foundation (PCRF) has invested more than \$61 million to accelerate cures and improve treatment options for childhood cancer patients. Despite making significant progress, the lasting effects of toxic therapies, chronic health conditions, and psychological stressors continue to pose lifelong challenges to survivors and their families.

## Leading the Way with New Institutional Priorities

To address these issues, PCRF has implemented three new guiding Institutional Priorities:

### 1. Powering Research



#### Funding Innovations That Save Lives and Improve Quality of Life

In the U.S., pediatric cancers remain the leading cause of death from disease among children ages 1 to 14. Of those that survive, 60-90% will develop one or more chronic health conditions. The most common types of cancer among children and adolescents differ by age group, race and ethnicity.

That's why we are prioritizing research targeted in these areas:

- Rare cancers with low survival rates
- More effective and less toxic treatment options to minimize negative side effects
- Expand clinical trial support for the most prevalent cancers within specific age groups, races, and ethnicities to address disparities in cancer incidence and outcomes

### 2. Equitable Care



#### Ensuring All Children Have Access to the Treatments They Need

Children diagnosed with cancer who live in rural or socioeconomically disadvantaged neighborhoods face significantly higher mortality rates relative to those without either factor.\* These disparities are further exacerbated by differences in race, ethnicity, socioeconomic, and geographic location.

To ensure that all children have equitable access to pediatric cancer research, treatment, and care, we are prioritizing these areas:

- Expand clinical trials that specifically target diverse populations
- Leveraging technology and AI to enhance treatment outcomes
- Support family financial programs to have access to care

\*NIH, [ncbi.nlm.nih.gov](https://ncbi.nlm.nih.gov)

### 3. Survivorship and Mental Health Support



#### Empowering Children to Live Fulfilling Lives

Children who are undergoing or have undergone cancer treatment often endure immense physical, emotional, and psychological challenges. The stress of frequent hospital visits, painful procedures, and social isolation can lead to significant mental health issues, including depression and anxiety, both during and long after treatment. Moreover, pediatric cancer survivors face unique and ongoing challenges that extend beyond their medical treatment, including long-term health issues, learning disabilities, and significant financial strain.

Given the shortage of resources, PCRF is investing in these areas:

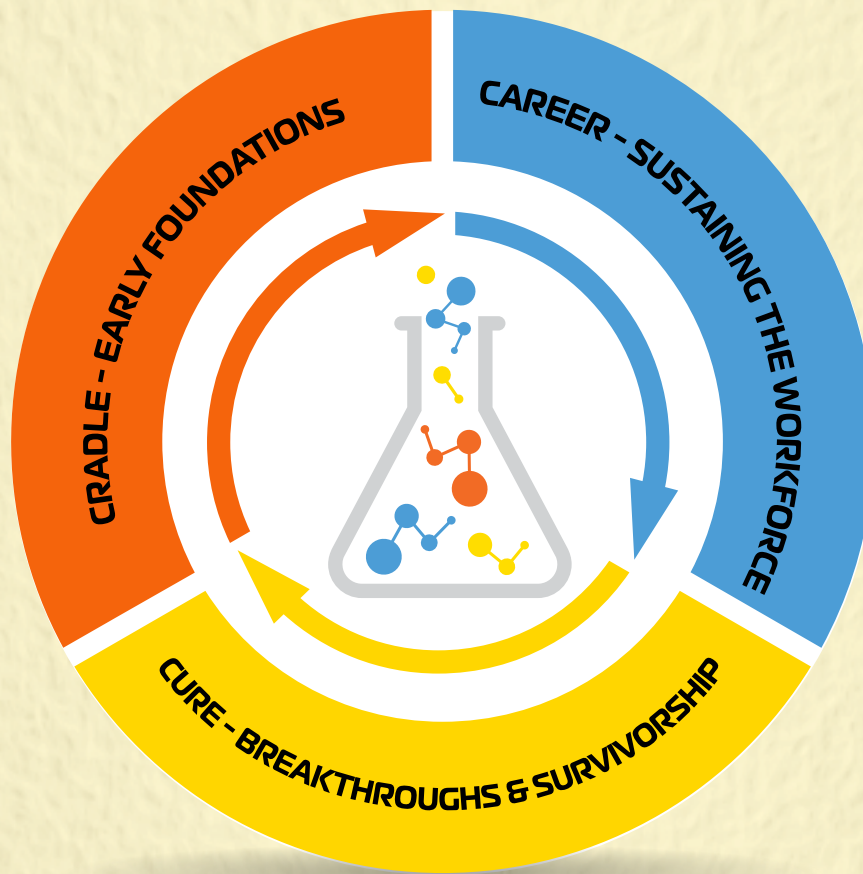
- Mental health needs of childhood cancer patients
- Research to reduce both short- and long-term effects
- Psychosocial programs to ease the emotional and psychological burden of the disease
- Survivorship programs to support the next generation of college graduates and future oncology specialists

# BIOMEDICAL LIFECYCLE MODEL

## CRADLE-TO-CAREER-TO-CURE

The **Biomedical Lifecycle Model** is PCRF's holistic framework to transform the pediatric cancer landscape. It ensures children with cancer not only receive treatment today but benefit from **innovative research, a sustainable workforce, and lifelong support for mental health and survivorship care** tomorrow.

**Institutional Priorities:**  
**Powering Research, Equitable Care, Survivorship & Mental Health**



### Long-Term Systems Change vs. Single-Focused Initiatives



#### **CRADLE EARLY FOUNDATIONS**

- Invest in education & scholarships
- Inspire youth & survivors to enter pediatric oncology
- Build pipeline of future clinicians, healthcare and research careers



#### **CURE BREAKTHROUGHS & SURVIVORSHIP**

- Accelerate research via innovation and grants
- Expand partnerships across education, healthcare, and biotech
- Expand survivorship & mental health programs



#### **CAREER SUSTAINING THE WORKFORCE**

- Fund Emerging Investigator Grants
- Support early-research career development
- Invest in direct patient care, research and mental health professions



# 2025 GRANTED RESEARCH INSTITUTES: TOGETHER, WE ARE FUNDING THE NEXT GENERATION OF BREAKTHROUGHS

Our community of individuals, foundations and corporations are helping to change the treatment landscape for some of the most challenging pediatric cancers. Through our partnerships with the scientists and the cutting-edge institutions listed below, we are pleased to be driving research that leads to life-changing advances.



# INNOVATIVE RESEARCHERS

The Pediatric Cancer Research Foundation supported these imaginative and far-sighted scientists whose findings set the stage for future advances in care:



## Susann Brady-Kalnay, PhD

*Case Western Reserve University Hospital*

Use of magnetic resonance fingerprinting for determining response to immunotherapy in pediatric brain tumors



## Mitchell Cairo, MD

*New York Medical College, Marie Fareri Children's Hospital*

Cancer genetics, tumor immunology and targeted treatments for childhood and adolescent hematological malignancies and solid tumors



## Brian Crompton, MD

*Dana-Farber Cancer Institute*

Prospective validation of a prognostic liquid biopsy approach for pediatric Ewing sarcoma



## Anat Epstein, MD, PhD

*Children's Hospital Los Angeles*

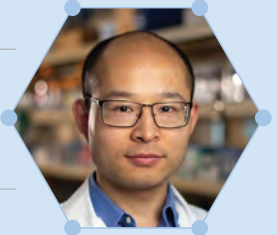
Preclinical study to translate therapy using DNA hypomethylating agents for pediatric high grade gliomas



## Silpa Gampala, PhD

*Indiana University*

Decoding metabolic dependencies of MPNSTs and its microenvironment



## Zhaohui Gu, PhD

*City of Hope*

Single-cell Dissecting of High-risk B-cell Acute Lymphoblastic Leukemia



## Rintaro Hashizume, MD, PhD

*University of Alabama at Birmingham*

Intranasal delivery of targeting nanoliposomal therapeutics for pediatric glioma



## Alex Kentsis, MD, PhD

*Memorial Sloan-Kettering Cancer Center*

Curative epigenetic therapies of refractory pediatric sarcomas



## Angela Liou, MD

*Children's Hospital of Philadelphia*

Elucidated how NF1 loss cooperates with SETD2 to drive pediatric high-grade glioma formation



## John Ligon, MD

*University of Florida*

Investigation of the immune response to RNA-nanoparticle vaccines and use of these vaccines in combination with immune checkpoint inhibitors for metastatic osteosarcoma



**Kyle MacQuarrie, MD, PhD**

*Ann & Robert H. Lurie Children's Hospital of Chicago*

Chemotherapy resistance and nuclear organization in rhabdomyosarcoma



**Ashley Plant-Fox, MD**

*Ann & Robert H. Lurie Children's Hospital of Chicago*

Combination immunotherapy for diffuse intrinsic pontine glioma (DIPG)



**Kathleen Sakamoto, MD, PhD**

*Lucile Packard Children's Hospital Stanford*

Exploration of mitochondrial pathway targeting for treatment of pediatric acute myeloid leukemia (AML)



**Elliot Stieglitz, MD**

*University of California, San Francisco Benioff Children's Hospital*

Innovative tests to determine treatment responsiveness for juvenile myelomonocytic leukemia (JMML)



**Leo Wang, MD, PhD**

*City of Hope*

Exploration of the signaling and activation of T cells expanded in immunotherapy



**Theodore Moore, MD**

*UCLA Mattel Children's Hospital*

Phase I/II therapeutic research trials and development of new treatment modality for incurable brain tumors



**Christine Pratilas, MD**

*Johns Hopkins School of Medicine*

Targeting SHP2 as a therapeutic strategy in fusion-negative rhabdomyosarcoma



**Surojit Sarkar, PhD**

*Seattle Children's Research Institute*

Design of self-driving CAR T cell immunotherapies for metastatic solid tumors



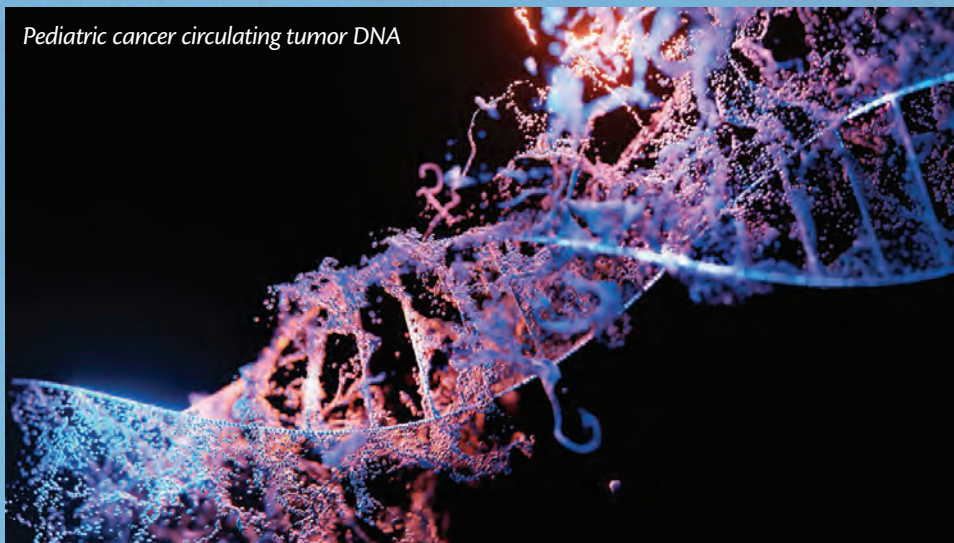
**Masataka Suzuki, PhD**

*Baylor College of Medicine*

Immunotherapy and CAR NK cell therapy for pediatric sarcomas

# FROM EMERGING INVESTIGATOR TO BREAKTHROUGH LEGACY RESEARCHER

In 2014, PCRF awarded one of its earliest Emerging Investigator grants to Dr. Brian Crompton, a physician—scientist at Dana-Farber Cancer Institute. At the time, his idea—that small fragments of tumor DNA circulating in the blood could be used as biomarkers for childhood cancers—was new and uncertain. PCRF's early investment gave him the chance to prove it could work.



A decade later, Dr. Crompton's research has laid the foundation for BrightSeq—a collaborative initiative with Dana-Farber, Boston Children's Hospital, and Broad Clinical Labs that is transforming how pediatric cancers are diagnosed. His pioneering work with liquid biopsies is changing the standard of care: providing a less invasive way to detect cancer, monitor recurrence earlier, and potentially tailor treatment so children can be cured with less toxic therapy.

“

*PCRF's early support allowed me to pursue an idea that many thought was too risky. That seed funding made all the difference in turning research into real progress for kids with cancer.*

By investing early, PCRF is helping to expand the boundaries of pediatric cancer knowledge and facilitate life-changing, cutting-edge research. Through supporting emerging investigators, we've been able to launch the careers of a new generation of medical professionals while fueling discoveries that bring brighter futures to children and families impacted by cancer.



# FUELING THE FUTURE OF PEDIATRIC ONCOLOGY THROUGH EMERGING INVESTIGATOR RESEARCH

For nearly 20 years, Dr. Cody Nesvick, an assistant professor of neurological surgery and director of the laboratory of applied epigenomics at the University of Pittsburgh, has been studying atypical teratoid rhabdoid tumor (ATRT), a rare and aggressive form of pediatric brain cancer. ATRT is unique among childhood cancers in that most cases share only one unifying molecular feature: a loss or mutation of *SMARCB1*, a gene that encodes subunits of the SWI/SNF chromatin modeling complex that helps regulate gene expression.

In 2023, Dr. Nesvick received an Emerging Investigator grant from PCRF for his work studying how SWI/SNF interacts with cell transcription factors, the proteins that activate cell differentiation. In 2025, Dr. Nesvick's findings were published in the journal *Neuro-Oncology*. What he discovered could help revolutionize the way ATRT is treated.



“What we found is that these two classes of molecular complexes, SWI/SNF and transcription factors, are actually both necessary to activate the gene expression changes necessary for a cell to differentiate. This is important because it changes the different ways that we can potentially treat these tumors, as these transcription factors are still expressed even in the absence of *SMARCB1*,” Nesvick explained.

“

*In the absence of *SMARCB1*, those transcription factors get recruited to genes that are necessary for cell survival, and therefore they might be therapeutically targeted.*

Nesvick's findings represent a significant step forward in science's understanding of how ATRT functions, identifying a vulnerability that could be used to better treat, and perhaps someday even cure, children with ATRT. We are proud of the positive impacts made by Dr. Nesvick and other emerging investigators who have received PCRF funding. Innovative research such as theirs is essential to growing and strengthening the pediatric oncology research pipeline. PCRF will continue driving progress via research investments that facilitate new discoveries and potentially life-saving breakthroughs.

## Equitable Care, Survivorship & Mental Health Priorities

# REALIZING FUTURES

### Brighter Futures: Funding Impactful Programs

Our generous community makes it possible for families facing immense challenges to access the vital care, resources, and stability they need most—advancing PCRf's mission through our Institutional Priorities of Powering Research, Equitable Care and Survivorship & Mental Health.

#### PCRf SURVIVOR SCHOLARSHIP PROGRAM

In 2024, PCRf proudly awarded over 76 scholarships to survivors of pediatric cancers for their undergraduate and/or post-graduate studies. These scholarships reflect our commitment to improving quality of life for those affected by pediatric cancers and are one more way we help these survivors realize happy, healthy, and productive futures.



#### RECIPIENT SPOTLIGHT 1

Name: **Jehan**  
Diagnosis: **Embryonal Rhabdomyosarcoma**  
Age of Diagnosis: **5**

“Every time I visited the hospital, I collected a sticker and placed it on my headboard creating a colorful collage that still hangs in my room today. Those stickers remind me of both the difficult and hopeful moments of my cancer journey. I was young when diagnosed, but I understood the weight of it - the fear, the discomfort, and the toll on my family. Through it all, I learned the power of perseverance

and support. Now, as a PCRf Survivor Scholarship recipient, I'm pursuing a degree in data science to turn my passion for mathematics into impact—using data to address challenges

like disease and homelessness and to help others, just as so many helped me.”

~ **Jehan, University of California, Berkeley**



#### RECIPIENT SPOTLIGHT 2

Name: **Sophia**  
Diagnosis: **Acute Lymphoblastic Leukemia**  
Age of Diagnosis: **3**

“Prick, prick, prick. The mere thought of needles made my skin crawl. “It's just a ‘poke’. Don't cry, hold it in, deep breaths, close your eyes.” These words echoed in my mind as I approached the infusion center, where nurses accessed my portacath, drew blood, and administered the chemotherapy.”

“I wear my portacath scar boldly as a symbol of victory, a constant reminder to me and others of what I've faced. Conquering childhood cancer has shaped my life. I was determined to regain my strength and persevere, even during my weakest moments. I never wanted cancer to define me...”

~ **Sophia, Duke University**



### RECIPIENT SPOTLIGHT 3

Name: **Parker**  
Diagnosis: **Pilocytic Astrocytoma**  
Age of Diagnosis: **5**

"I was only five years old, and that day would change my life forever. When my mom received her Mother's Day card from me and my two brothers, she noticed that my signature was off. Instead of my typical, tight and concise letters, my name was unevenly distributed across the page. She became deeply worried, knowing that I had recently said, "Mommy, sometimes I can't see too well," and had complained of my head hurting. What was supposed to be her special day, ended with her taking me to the pediatric emergency department. I was diagnosed with my pilocytic astrocytoma brain tumor. I can't imagine the fear and apprehension my mother must have felt that day. Since my diagnosis in 2011, I've had nineteen total surgeries, fourteen of them being brain surgeries, chemotherapy for over two years, and over fifty brain MRIs."

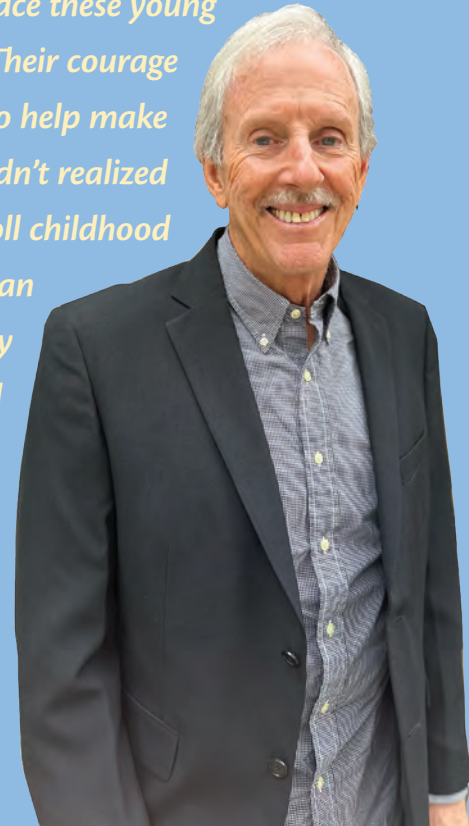
~ **Parker, University of California, Los Angeles**  
**2024 Honorary Captain at UCLA Dribble for Victory Over Cancer Event**

### Brighter Futures Highlight

Since 2017, Robert J. Zimmer, Ph.D., has generously supported PCRF's Survivor Scholarship Program, helping to create brighter futures for children impacted by cancer. His unwavering commitment to higher education is not only empowering young survivors but also paving the way for the next generation of medical professionals, social workers, and community leaders. Each year, Robert personally reviews every application alongside the selection committee, bringing thoughtful insight and heartfelt care to the process.

*"Each story has left a profound impact on me. I've been truly humbled by the strength, resilience, and grace these young survivors carry. Their courage fuels my desire to help make a difference. I hadn't realized the lasting toll childhood cancer treatment can take—especially on memory and attention—making their path to higher education even more challenging and deserving of support."*

~ *Robert J. Zimmer*



*Help me understand how to live—as a survivor, I'm sometimes unsure how to balance privacy and disclosure; and am always a bit anxious about my future.*

*Give kids undergoing treatment access to support so they can envision what their future looks like/ better navigate some of the hurdles.*

*I still worry about my future—not knowing what will come next is just as difficult as the treatment.*

*Create more positivity around the cancer treatment experience- I feel like surviving cancer is my superpower!*

## Equitable Care, Survivorship & Mental Health Priorities (continued)



### DEVASTATING FIRES IN LOS ANGELES FUND

In response to the devastating fires in Los Angeles, the Pediatric Cancer Research Foundation launched an urgent online fundraising campaign to support pediatric oncology families and healthcare workers affected by the disaster. In partnership with Ronald McDonald House Los Angeles, the campaign successfully raised \$25,000 which assisted **5 medical professionals and 15 oncology families** who were currently being treated at CHLA. Funds provided meals, lodging, family support services, emotional interventions, and relocation assistance. These efforts also helped offset revenue shortfalls caused by wildfire recovery, ensuring that families navigating both cancer treatment and the aftermath of the fires had the resources and stability they needed during this challenging time.



### DREAMS & WISHES FOR CHILDREN

PCRF proudly partners with F C Cancer Foundation program, Dyin 2 Live Dreams, a wish-granting program that brought **60 participants** hope and joy to children and families battling cancer. Through unforgettable VIP experiences, this partnership creates moments of happiness, empowerment, and escape during the most difficult times—reminding every child that their dreams still matter and their lives are meant to be celebrated.

### PEDIATRIC PATIENT EXPERIENCE TO ELEVATE CARE

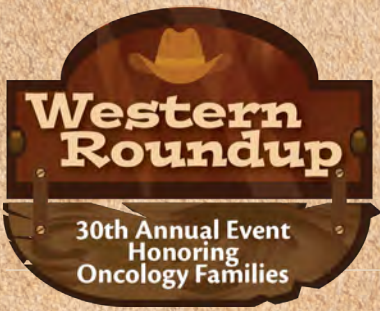
Our continued investment in Hope for Henry highlights the impact of behavioral economics in helping children adhere to their medical plans, enabling them to heal and thrive. In 2024, PCRF awarded the Hope for Henry Foundation to support the growth and implementation of its innovative patient incentive program, Super Rewards, at Children's Hospital of Mississippi and Nicklaus Children's Hospital. During the grant period, Hope for Henry assisted **2,244 young patients at both institutions in completing 17 essential procedures**, helping them stay on track with their healthcare goals. This approach led to faster, smoother treatment with reduced healthcare risks and improved coping skills for mental health and wellness.



### PCRF NATIONAL HOSPITAL VISITS

This past year, the Premier Lacrosse League (PLL) once again partnered with the Pediatric Cancer Research Foundation to bring joy, encouragement, and unforgettable memories to children and families facing cancer. Together, we arranged player visits to **9 hospitals and 100 patients** across the country, spreading inspiration and hope at every stop. Players met with patients and families at more than nine children's hospitals across the nation. Through these visits, PLL athletes brightened hospital halls, lifted spirits, and showed young patients that they are part of a team much bigger than the game—one united in the fight against pediatric cancer.





PCRF's 30th Annual Western Roundup brought together oncology families from across Southern California for a joyful day of celebration and connection. Filled with carnival rides, music, arts and crafts, and delicious food—all at no cost—the event created unforgettable memories and moments of pure joy for children and families facing pediatric cancer.

## PARTNER HIGHLIGHTS



Since 2023, TaxRise has been a generous supporter of PCRF's Western Roundup, helping bring joy and connection to families affected by childhood cancer. Their dedicated team brings our game booths to life with energy and heart—creating a fun-filled experience and a meaningful day of respite for oncology families.



This year, we were thrilled to welcome Mattel as a first-time supporter of PCRF's Western Roundup- and they made an unforgettable debut. Through an incredibly generous toy donation and hands-on volunteer support, Mattel created a magical "Mattel Store" where every child could pick out a toy of their own, filling the day with smiles, laughter, and treasured memories for families facing childhood cancer.



National Charity League, Juniors, Newport Beach, our longtime partners, made a powerful impact with a generous \$125,000 grant and hands-on support at the 2025 Western Roundup. Mothers and daughters volunteered together, creating joyful moments for the children and families we serve. Their year-round commitment continues to foster compassion, connection, and brighter futures for kids with cancer.

## SPONSORS



## IN-KIND DONORS



# CELEBRITY SPOTLIGHTS

We are deeply grateful to the celebrities who leveraged their visibility to raise both funding and awareness for pediatric cancer research, helping us reach a broader audience. Most importantly, their efforts brought smiles and positivity to the children and families who need it most.



*Cameron Dicker, Kicker, Los Angeles Chargers, dressed as Edna Mode from The Incredibles with the Buchanan Family.*



*Joe Hortiz, General Manager, Los Angeles Chargers*



## A POWERFUL PARTNERSHIP WITH THE LOS ANGELES CHARGERS

We're grateful to the **Los Angeles Chargers** for their continued commitment to kids overcoming cancer. From quarterback Justin Herbert selecting PCRF for the **NFL's My Cause My Cleats** initiative, raising funds and national awareness, to transforming their facility into a Halloween wonderland for our families, the Chargers have made a lasting impact. Their support not only brings joy but also plays a vital role in supporting the mental health and well-being of pediatric cancer survivors and their families.



*Justin Herbert, Quarterback, Los Angeles Chargers*



*Justin Herbert, Quarterback, Los Angeles Chargers  
NFL, My Cause My Cleats*

## BEATS FOR BREAKTHROUGHS

The Pediatric Cancer Research Foundation hosted an exclusive evening, **Beats for Breakthroughs**, at the Newport Beach Country Club, where we launched our transformative \$25M campaign to fund new Institutional Priorities: Powering Research, Equitable Care and Survivorship & Mental Health. The event featured a live performance by the legendary Jeffrey Steele, a five-time Grammy nominee and hit songwriter whose chart-topping songs for artists like Keith Urban, Eric Church, and Faith Hill have earned over 63 million airplays. Recognized by both the Nashville Songwriter's Hall of Fame and the Country Music Hall of Fame, Steele's unforgettable performance of hits such as "The Cowboy in Me" and "What Hurts the Most" made this evening a remarkable success, raising crucial funds and awareness for pediatric cancer research and care.



*Jeffrey Steele, award-winning songwriter and performer.*

## PROFESSIONAL LACROSSE PLAYER SPOTLIGHT

Michael Sowers of the Philadelphia Waterdogs and the Premier Lacrosse League partnering with PCRF to create smiles, hope, and unforgettable memories during the PCRF Hospital Visits for children and families facing cancer.



*Photo Right:  
Michael Sowers from the Philadelphia Waterdogs and pediatric cancer patient*

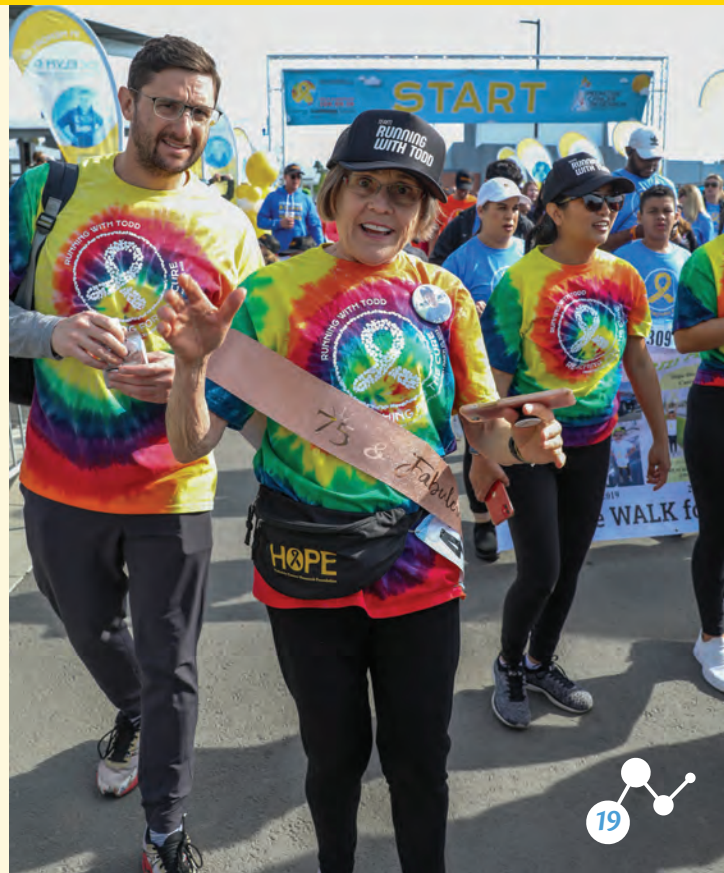
## FAMILY OF INSPIRATION



**Terry Shepard's** connection to our mission began in 1996, when her son Todd was diagnosed with Ewing sarcoma. During his courageous three-year battle, she found strength in community and purpose through supporting pediatric cancer research. In Todd's memory, Terry leads the **Running with Todd** team each year at **Reaching for the Cure**—a heartfelt tradition that continues to inspire others.

Her commitment extends far beyond event day. Terry volunteers throughout the year, helping with team outreach and stepping in wherever needed, including in-office support.

"I do this because children with cancer can't fight it alone," she shares. "Together, we can fund research, support families, and one day conquer childhood cancer."



# SIGNATURE AND PARTNERED COMMUNITY EVENTS

## A Year of Milestones: Record-Breaking Support and Impact for Pediatric Cancer

This year has been a record-breaking one for PCRF, with incredible milestones achieved through our signature and partnered events. Together, these efforts have made a significant impact on advancing research and care for children and families affected by pediatric cancer.

### SWING FOR HOPE GOLF TOURNAMENT

PCRF proudly launched its new signature golf event, Swing for Hope, in August 2024. The event brought together a remarkable group of supporters, raising funds for pediatric cancer research and care for children affected by the disease. This successful launch marks a significant step forward in our efforts to engage the community and generate crucial funding for our mission.



### REACHING FOR THE CURE RUN/WALK

The 27th annual Reaching for the Cure Run/Walk united over 5,000 participants under this year's "Superhero" theme, and raised a record-breaking \$720,000. A highlight was the launch of Executives for Kids, which raised \$250,000 from business leaders. This year's success reflects the dedication of our community, helping us move closer to cures and brighter futures.



## Community Partnered Events

### WILL STRONG CHARITY GOLF EVENT

The 6th annual Will Strong Charity Golf Event returned to The Huntington Club in Huntington Beach, CA, raising a record-breaking \$625,000. This year, the event reintroduced the dinner reception as Will's Birthday Bash, creating a family-friendly celebration that honored Will's legacy. With over \$2.5 million raised in total, event founders Mike and Joanna Irwin allocated a portion of the funds to support the PCRF Survivor Scholarship Program, helping young cancer survivors pursue higher education.



### DRIVING IMPACT WITH AMAZON AND AWS

Our growing partnership with Amazon and Amazon Web Services continues to drive meaningful impact through the Charity Golf Tournament Series. This past year, events held at The Park in West Palm, Florida, and Francis Byrne Golf Course in West Orange, New Jersey, raised nearly \$125,000 in support of lifesaving pediatric cancer research and care. With both tournaments set to return next year, we're actively working with Amazon leadership to expand the series to new cities—broadening our reach and uniting even more supporters in the mission to end childhood cancer.



## DRIBBLE FOR VICTORY OVER CANCER

Dribble for Victory Over Cancer reached a new funding and participant benchmark, raising \$486,000 with nearly 1,500 participants dribbling for pediatric cancer research. Notable collaborations included the University of California, Los Angeles, St. John's University, University of North Carolina at Chapel Hill, and Duke University, which raised a record-breaking \$305,000 with nearly 1,100 participants, in partnership with the V Foundation. This success reflects the growing impact of the event and the dedication of our community.



## SCORING BIG THROUGH LACROSSE OUT CANCER

LaCROSSE Out Cancer had a record breaking year, raising over \$250,000 with 88 teams and 659 players taking on the LaCROSSE Out Cancer Challenge. This collective effort is fueling lifesaving pediatric cancer research and programs supporting equitable care, survivorship, and mental health.



We also proudly launched a new partnership with 285 Lacrosse INC. as a beneficiary of the 2025 Atlanta Lacrosse Invitational – a thrilling rematch of the 2024 Division I NCAA Men's National Championship between Maryland and Notre Dame. Held at Bobby Dodd Stadium on the campus of Georgia Tech and broadcast on the ACC Network (owned and operated by ESPN), the event drew over 10,000 fans in person and hundreds of thousands of viewers on television. The invitational featured a youth tournament, the 47 Challenge, and raised significant funding in the first year for PCRF.

PCRF is excited to expand this first of its kind event to include two Division I NCAA Women's Lacrosse games in 2026, bringing even more opportunities to rally the lacrosse community to overcome childhood cancer.

## TIM AND MARY CROMWELL CHARITY GOLF EVENT

PCRF Board Member, Tim Cromwell and his wife Mary hosted their 13th Annual Charity Golf Invitational on Monday, April 14, 2025, at The Huntington Club, with over 130 golfers and 8 hole sponsors. More than just a day on the course, the event was a powerful gathering of purpose-driven individuals united in support of life-saving research and care. Tim, who has served on the PCRF Board for over 20 years, has been instrumental in shaping this long-standing annual event. The success of this gathering is a true testament to our board's dedication to strengthening partnerships and raising funds to help us reach our \$25 million campaign goal.



# CORPORATE PARTNERS

We extend our gratitude to our partners who have been instrumental in advancing our mission.\*

## **285 LAX INC.**

## **3 Bar L Livestock LLC**

## **A&C Associates Inc.**

## **Abington Medical Specialist Association**

## **Acorn Financial Services**

## **Alpha Omega Winery**

## **Alston Construction**

## **Amazon**

## **Amazon Web Services**

## **AMB Group, LLC**

## **American Business Bank**

## **Arroyo Trabuco Golf Course**

## **Atayo Cloud Services**

## **Aurelia Denmark**

## **Austin Hope Wines**

## **Bank of America**

## **Barnes & Noble, Inc.**

## **Big Canyon Country Club**

## **Bioscience Properties Inc.**

## **BK Allen & Associates LLC**

## **Board & Brew Costa Mesa**

## **Brandwein's Bagels**

## **Brookfield Properties Development LLC**

## **Business Furnishings**

## **California Flyers**

## **Caylent**

## **CDW**

## **Chapel Hill Toffee**

## **Chapel Hill Sportswear**

## **Chem-Aqua, Inc.**

## **Chick-fil-A**

## **Chipotle Mexican Grill**

## **Citizen's Business Bank**

## **Clos Du Val Winery**

## **CloudHesive**

## **Connectria**

## **Cox Castle & Nicholson LLP**

## **Coyote Hills Golf Club**

## **Custom Ink**

## **Dallas Cowboys**

## **Debo Construction LLC**

## **Deloitte**

## **Dickerson Power LLC**

## **DocuSign**

## **Doggie Walk Bags**

## **Driver SPG**

## **DriveWise Auto Inc.**

## **Dualboot Partners**

## **Elevate Sports**

## **Emcor Services**

## **EP-AP Innovative Technologies LLC**

## **Esperanza, An Auberge Resort**

## **Evans Fears Schuttert McNulty & Mickus LLP**

## **Extraordinary Heroes**

## **Farwest Insulation Contracting**

## **Fevo**

## **First Class Food Services Inc.**

## **First Financial Bank**

## **Fitness on Fire LLC**

## **Graziano's Italian Restaurant**

## **Griswold Industries**

## **Habana Irvine**

## **Harbor Seafood**

## **Harris Teeter**

## **Howard's Appliances**

## **Hyatt Regency Newport Beach**

## **Hyundai Hope on Wheels**

## **Innovative Solutions**

## **Inspired by Giving**

## **Intertwined, Inc.**

## **Investors Philanthropic**

## **Italian Pizzeria III**

## **IR Communications Inc.**

## **JAMBAR**

## **Jeremy Cousins**

## **JPA Remodeling Inc**

## **Katnik Brothers Real Estate**

## **Koeller, Nebeker, Carlson & Haluck LLP**

## **Kroger**

## **Lamia Real Estate Group**

## **Law Office of David Glickler**

## **Lazy Dog Restaurants**

## **LBA Realty**

## **Lesser Evil Popcorn**

## **Licciardi Builders**

## **Los Angeles Chargers**

## **Los Angeles Trial Lawyers Charities**

## **Louie's by the Bay**

## **Lynch Creek Farm LLC**

## **Manhattan Stitching Co.**

## **Marel, LLC**

## **Mattel Inc.**

## **Max Mara**

## **Medtronic Foundation**

## **Microsoft**

## **Miguel's Jr. Huntington Beach**

## **Millennium Housing Corporation**

## **Mission Cloud**

## **Missouri Injury Law Firm**

## **Muldoon's Pub LLC**

## **My Primary Pet Care**

## **Nada Vuksic Real Estate Inc.**

## **National Financial Services**

## **nClouds**

## **Nestlé Health Science U.S.**

## **New Standard Equities Inc.**

## **Newport Rib Company**

## **Nextbridge Inc.**

## **NFL Foundation Inc.**

## **Northwestern Mutual**

## **Oak Creek Golf Club**

## **Oakhurst Family Dentistry**

## **O'Donell Real Estate**

## **OOFOS**

## **Optimum Healthcare IT**

## **Orange Aluminum**

## **Orca Security**

## **Orgain**

## **Pahlmeyer Winery**

## **Pampered Chef**

## **Panda Restaurant Group Inc.**

## **Paramount Extrusions Company**

## **Parcells Plastic Surgery LLC**

## **Parsons Xtreme Golf**

## **PLL Assists Inc.**

## **Project Design LLC**

## **Raising Cane's**

## **RapidScale**

## **Relutech**

## **Reyes Coca-Cola Bottling**

## **Royal Canadian Legion**

## **San Jose Water Company**

## **Schools First Federal Credit Union**

## **Sea Horse Manufacturing LLC**

## **See's Candy Shops Inc.**

## **ServiceNow**

## **Seyfarth Shaw**

## **Shop Common Thread Inc.**

## **Show Me Your Mumu**

## **Shulman Bastian Friedman Bui & O'Dea LLP**

## **Shutterbug Photoshoots**

## **Signature Locker**

## **Skin Junkies Studio**

## **Softchoice Corporation**

## **Solstice Orange County**

## **SourceFuse Inc.**

## **South Coast Repertory**

## **Sports Basement Orange County**

## **Sprouts Farmer's Market**

## **STIFEL**

## **Storm Lacrosse**

## **Stout Inc**

## **Sun Bum**

## **Sunnie**

## **Susurros Del Corazon**

## **An Auberge Resorts Collection**

## **Swingeasy**

## **Synovus'**

## **TaxRise**

## **The Blind Barber**

## **The Cannery Newport**

## **The Capital Group**

## **The Habit Restaurants LLC**

## **The Huntington Club**

## **The Lake Valhalla Club**

## **The Madison Club**

## **The Ranch at Laguna Beach**

## **Tradition Golf Club**

## **TravisMathew**

## **Turley Wine Cellars**

## **Twilio**

## **Unfiltered Skin Lab**

## **W. Brown & Associates Insurance Services**

## **Wahoo's Fish Taco**

## **Wawa Inc.**

## **Wendake Consulting**

## **Western Hills Country Club**

## **William J. Walsh & Sons**

## **Windes Inc.**

## **Wood Law Office**

## **Yorba Linda Country Club**

\*Bolded partners indicate NEW to PCRF this year!

# CORPORATE PARTNER HIGHLIGHTS



## AWS

A huge thank you to AWS for hosting their first-ever AWS For the Kids Golf Tournament in Florida, benefitting the Pediatric Cancer Research Foundation. This incredible event raised over \$100,000 to support groundbreaking research and bring hope to children and families affected by pediatric cancer. We are beyond grateful for their passion, generosity, and commitment.



## NORTHWESTERN MUTUAL

Northwestern Mutual Los Angeles deepened their commitment to Reaching for the Cure by sponsoring the beloved Kids Zone, creating a special post-race gathering space for families. Their team also raised an impressive \$65,000 through employee fundraising and internal grants aligned with the company's national focus on childhood cancer. Championing this partnership is PCRF Board Member Josh Johnston, who leads the effort in honor of his son, Asher. Their continued dedication raises awareness, fuels research, and carries Asher's legacy forward.

## HYUNDAI HOPE ON WHEELS

We are proud to welcome Hyundai Hope On Wheels as a new Partner in Research at the Pediatric Cancer Research Foundation. With a generous \$25,000 gift, Hyundai is helping to advance our shared mission: funding life-saving pediatric cancer research, accelerating safer treatments, and supporting critical programs. As a leading voice in the fight against childhood cancer, Hyundai's partnership marks the start of a meaningful journey toward cures and brighter futures.



## BJ'S RESTAURANTS

We are honored to celebrate BJ's Restaurants for their partnership in the fight against pediatric cancer! Through their CUREVEZA fundraiser, BJ's donated 25 cents to the Pediatric Cancer Research Foundation for every pint of their specially brewed CUREVEZA beer—raising over \$30,000 to support life-saving research and care. Cheers to BJ's for pouring their heart into this incredible effort and helping bring us closer to cures!



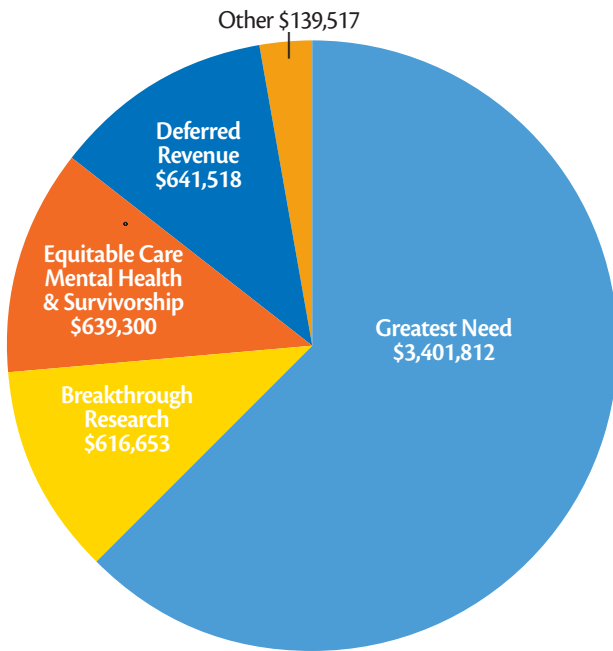
## WITH YOU, OUR IMPACT IS POSSIBLE

Fiscal Year July 1, 2024 – June 30, 2025

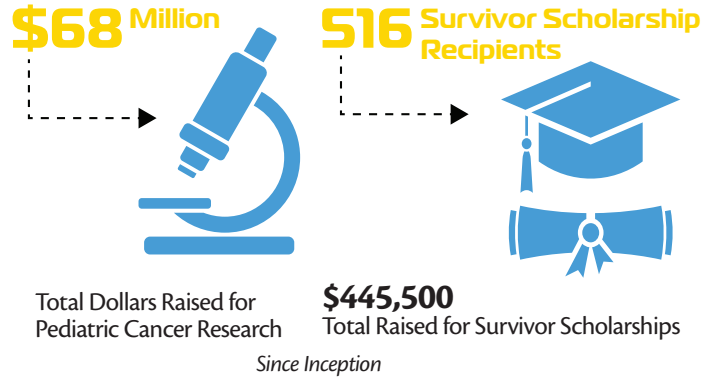
With your support, PCRF is funding innovative research at leading institutions and helping to revolutionize treatment and care for children and their families.

### OUR NUMBERS AT A GLANCE

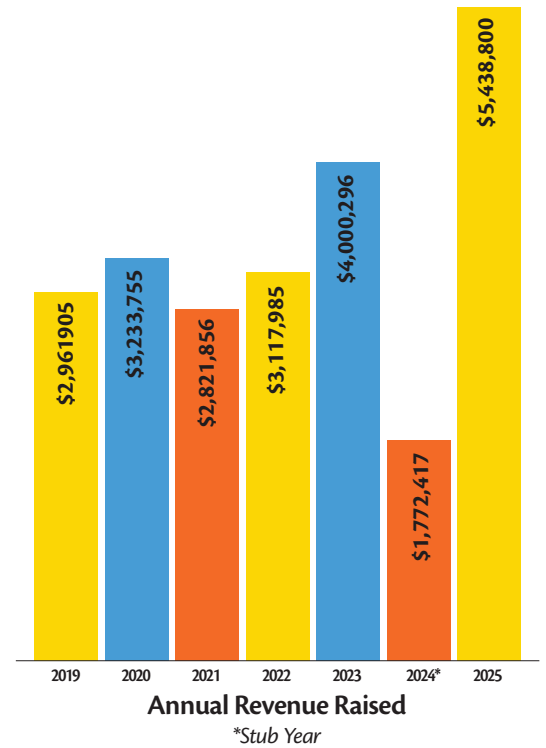
Total Donors | 8,882    Number of Gifts | 11,541



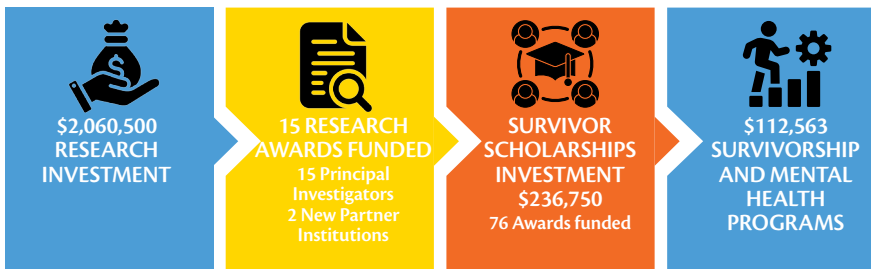
### CHANGING LIVES TOGETHER



### OUR SHARED SUCCESS



### HOW YOU HELP PROPEL PROGRESS



Total Programs Funded \$2,409,813

# PATIENT & FAMILY SUPPORT SERVICES

Every dollar invested fuels both immediate and long-term impact, improving patient experience today while advancing the cures of tomorrow.

## Hospital Care Initiatives

**2,344**  
PEDIATRIC ONCOLOGY  
PATIENTS



**11**  
NATIONAL HOSPITAL  
CARE PROGRAMS

PCRF funds hospital care initiatives that extend beyond medical treatment by supporting patient and family services, psychosocial care, and mental health support for children and families impacted by pediatric cancer.

## Community Support

**15**  
  
PEDIATRIC  
ONCOLOGY FAMILIES

**5**  
  
PEDIATRIC ONCOLOGY  
MEDICAL PROFESSIONALS

From the devastating Los Angeles Fires, PCRF supported our community with meals and lodging, relocation assistance, and support services.

## Patient & Family Experiences

**350**  
ONCOLOGY CHILDREN

**661**  
ONCOLOGY FAMILY PARTICIPANTS



PCRF invested in patient and family experiences with 6,200 participants that strengthened mental wellness and provided access to joy and fun, reinforcing the vital role emotional well-being plays in the healing process.



**CLARK, CANCER WARRIOR**

Photo Above: Clark, age 2

Photo Cover: Clark, age 7

# LEADING THE WAY

We are grateful to our Board of Directors for their visionary guidance and steadfast dedication. Your strategic direction and unwavering commitment have been pivotal in our continued success and impact. Thank you for your exemplary leadership and support.

## Board Officers

Steve Giusto, *President*  
John Coon, *Vice President*  
Scott Ecker, *Treasurer*  
Len Shulman, *Board Secretary*  
Cherie Daly, MD, *Scientific Affairs*  
Nicole Wilkins, *Marketing*  
Elizabeth McNulty, *Development*

## Board of Directors

Beth Abrams  
Susie Buchan  
Tim Cromwell  
Josh Johnston  
Brett Kluewer  
Jason O'Donnell  
Amanda Saratsis, MD  
Katie Taylor  
Darth Vaughn  
John Vallely  
John Weiner



Based on the audited FY 2024–2025 Financial Statements for Pediatric Cancer Research Foundation (year ended June 30, 2025), the official figures are:

### PCRF 2025 Audited Financial Summary

Category	Amount
<b>Total End-of-Year Net Assets</b>	<b>\$1,711,921</b>
<b>Total Income / Revenue &amp; Support</b>	<b>\$4,269,289</b>
<b>Total Program Expense</b>	<b>\$2,261,147</b>
<b>Total Administrative Expense (Management &amp; General)</b>	<b>\$246,897</b>
<b>Total Fundraising Expense</b>	<b>\$1,239,573</b>
<b>Total Expenses</b>	<b>\$3,747,617</b>

PCRF ended FY2025 with positive net assets growth, increasing from \$1,190,249 to \$1,711,921, driven by stronger fundraising performance and new restricted multi-year pledges.



*We extend our deepest gratitude to our dedicated community for helping us make breakthroughs happen for kids with cancers. Thanks to your continued commitment, together we are driving transformation and creating a brighter future for children and their families.*



2151 Michelson Drive, Suite 180 • Irvine, CA 92612  
PCRF-KIDS.org