

New Accomplishments and Special Projects 2010

In addition to the services we make available at The Valerie Fund Centers every day and the Camp Happy Times experience we provide every summer, we increased services to families in 2010, broadened awareness of patient needs and how we meet them, and took significant steps to build a strong foundation for the future.

In 2010, The Valerie Fund...

- Facilitated the creation of a \$50,000 emergency fund by the Tom Coughlin Jay Fund Foundation for families with children treated at The Valerie Fund Children's Center at Children's Hospital of New Jersey, Newark Beth Israel Medical Center.
- Provided the funding to ensure the continued operation of the Integrated Health Program offered to all children and their families treated at The Valerie Fund Center at Morristown Medical Center. Integrative medicine significantly reduces pain and stress levels through acupuncture, massage, reflexology and other techniques.
- Through our Sickle Cell initiative, partnered with community organizations to triple participation in our RED IS THE NEW BLACK Sickle Cell Awareness blood drives, which were held at Liberty Science Center and UMDNJ-New Jersey Medical School.
- Brought The Valerie Fund into living rooms throughout the country and movie theaters throughout the region by creating our first major public service announcement featuring actor, comedian and children's advocate, Whoopi Goldberg.
- Succeeded in reaching our initial \$1 million goal for the Valerie Fund endowment to support psychosocial programs and services.
- Created a Valerie Fund Junior Board enabling the next younger generation to rally behind the children of The Valerie Fund.



TVF patient, Jack

Age 2

Diagnosed with Acute Lymphoblastic Leukemia, at age 1 ½; treated at TVF Center at St. Barnabas Medical Center, Livingston, NJ.

When asked what makes The Valerie Fund so special, Jack's mom Anneli cites many examples. For instance, Jack went for chemotherapy on the day of his second birthday and was greeted by the staff singing Happy Birthday to him and giving him gifts. But that's not all—they also had a gift for Jack's five year old sister, Emma, so she would not feel left out.

Anneli says that at TVF, "Jack is a person, not a number. They truly care about him and us." And she's not the only one in the family who feels that way. She explains that when Jack's grandparents visited from Sweden and came to see the Center, his grandfather said to the nurse and oncologist, "You are truly angels. Thank you for taking such good care of my grandson."

"No matter how many questions we have," says Anneli, "we have never once felt that we were asking silly questions or that we were bothering the staff. They have been, and continue to be, there for us. Any family faced with a child being diagnosed with cancer needs a Valerie Center close by in order to have the strength to fight the cancer battle."

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TVF patient, Jacob Age 2

Diagnosed with Acute Lymphoblastic Leukemia (ALL), at age 20 months; treated at TVF Center at Morristown Memorial Hospital, Goryeb Children's Hospital, Morristown, NJ.

Jacob's mother, Mandy, says, " I will never forget when Jake's pediatrician ordered some blood work. I was scared all day waiting for the results and then she called to say I had to get Jake to the hospital immediately. A hematologist from The Valerie Fund came to see Jake. I wasn't really sure what that was. When he explained his specialty was blood and that he was also an oncologist my worst fear came to life: these people were thinking that my baby had leukemia. CANCER! When the diagnosis was confirmed, they told me Jake's disease—Acute Lymphoblastic Leukemia (ALL)—had an 80 to 85% cure rate and he would need 3.5 years of treatment. With the help of The Valerie Fund staff this journey will be less scary."



Financial Information

THE VALERIE FUND

Comparative Statement of Revenue and Expenses 2009 and 2010

	2009	2010*
REVENUE		
Grants & Donations	\$1,321,712	\$1,369,272
Special Events (Net)	777,233	824,794
Community Events (Net)	91,219	225,149
Other Revenue	31,429	46,438
Investment Income	44,180	18,435
TOTAL OPERATING REVENUE	\$2,265,773	\$2,484,088
EXPENSES		
PROGRAM SERVICES:		
Allocations to Hospitals	\$1,077,799	\$1,153,325
Camp Happy Times	268,710	281,397
Holiday Parties	46,368	57,466
Wawa Programs	—	—
Scholarships	13,200	13,750
Other Programs	67,654	73,281
TOTAL PROGRAM SERVICES	\$1,473,731	\$1,579,219
SUPPORT SERVICES		
Fund Raising Expenses	\$337,574	\$397,056
Management and General	370,910	393,095
TOTAL SUPPORT SERVICES	\$708,484	\$790,151
NET ADDITION TO FUND BALANCE	\$83,558	\$114,718

* NON AUDITED 2010 RESULTS.

Five Year Financial Profile

Overall Funds Raised

2010	\$2,484,088
2009	\$2,265,773
2008	\$2,487,087
2007	\$2,496,354
2006	\$2,037,000

Overall Funds Distributed

2010	\$1,579,219
2009	\$1,473,731
2008	\$1,552,157
2007	\$1,325,832
2006	\$1,484,000

Total Number of Donors

2010	5,476
2009	5,232
2008	3,822
2007	3,535
2006	3,219

Total Number of Patient Visits

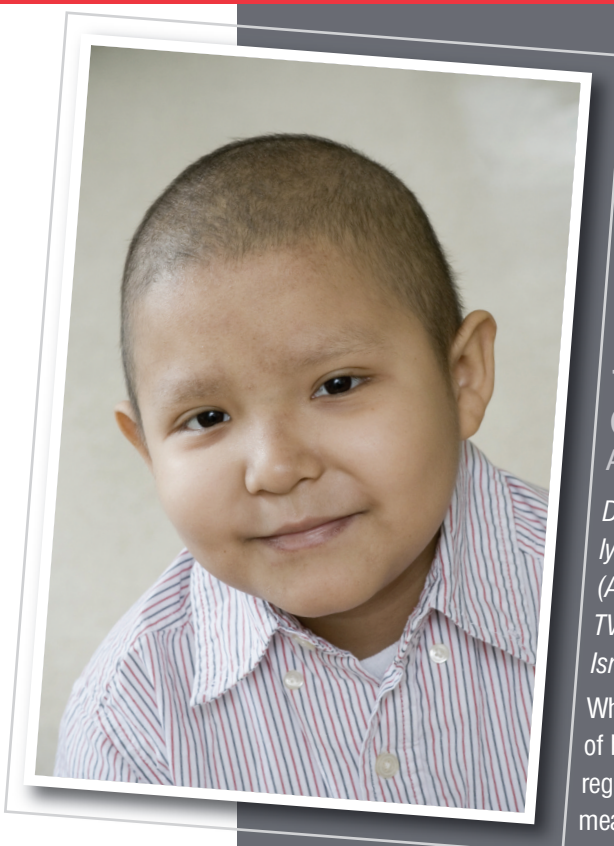
2010	25,546
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Total Number of First Time HEM/ONC Visits

2010	1,897
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Major Corporate And Foundation Donors

We greatly value our relationships with the major corporate funders and foundations listed here.



TVF patient, Gabriel
Age 7

Diagnosed with acute lymphoblastic leukemia (ALL) at age 3. Treated at TVF Center at Newark Beth Israel, Newark, NJ.

When Gabriel had a relapse of his ALL, his intense regimen of chemotherapy meant he would have to miss a lot of school.

Christina, Gabriel's TVF social worker, arranged for both home as well as in-hospital tutoring for him. Unfortunately, the school district did not follow through with all the in-hospital tutoring on a timely basis. This presented a dilemma, as Gabriel's home tutor could not make up for all the material he missed while hospitalized.

Fortunately, Gabriel's mother Sandra was a strong advocate for her son. Together, she and the staff at TVF made a formidable team, working to keep Gabriel's schooling as "on target" as possible. Their hard work and perseverance paid off. Not only did the school provide the bedside tutoring to which Gabriel had a right, it also agreed to an evaluation that resulted in his receiving twice as much weekly tutoring as originally provided.

Now that Gabriel has entered the maintenance phase of his treatment, Sandra is continuing to work as a valuable member of The Valerie Fund team. She supports other Spanish speaking families by helping to explain their children's treatment, giving back to the organization that embraced and helped her family in its time of need and vulnerability.



2010 Honor Roll

On behalf of the children of The Valerie Fund, we thank the many individuals and organizations who provided hope and healing in 2010.

VALERIE'S LEGACY

Members of Valerie's Legacy are donors who have named The Valerie Fund in their estate plan or have made a gift to The Valerie Fund endowment. We recognize these donors in perpetuity for ensuring that the children we serve now and in the future receive the care and support that they deserve.

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