Dear Friends:

As The Valerie Fund embarks on its next 40 years you’ll see that 2017 was yet another incredible year of expanding on our mission and impacting more children and families touched by cancer and blood disorders. Last year was the eighth consecutive year of program growth within our network of centers, Camp Happy Times and our scholarship program. With our amazing, new center at St. Joseph’s Children’s Hospital on-board for the full year, our program support reached almost $4 million for the first time in our history. Over $2.8 million of that support went directly to our seven Valerie Fund Children’s Centers, almost $400,000 in funding went to our summer camp miracle called Camp Happy Times and over $775,000 to our other pediatric hematology/oncology programs, including our Valerie Fund Scholarship Program, which awarded over $390,000 to 90 Valerie Fund patients looking to further their education attending medical schools, graduate programs, universities and community colleges throughout the United States.

In 2017 we publicly announced our Green Light Initiative which is the most important project in our history and will help us to expand on The Valerie Fund’s future. Completion of this $7 million campaign goal will allow us to keep improving the renowned care and expand the crucial programs that thousands of our children and families deserve. Join us in this first ever Valerie Fund campaign that you can read much more about on the following pages.

Our children and families remain in the forefront of everything The Valerie Fund does. We hope this 2017 Impact Report strengthens your knowledge of all the programs and services The Valerie Fund makes possible. We know you are the backbone of making this all possible and it doesn’t happen without your support. We want to thank you for your commitment to all things Valerie Fund. You are the lifeblood of all we do and you help us have the greatest impact on over 6,000 children each and every year!

Sincerely,

Dominic DiBari
Chair

Barry Kirschner
Executive Director
ONE OF THE BIGGEST MOMENTS OF 2017 came toward the end of the year, when The Valerie Fund publicly introduced our Green Light Initiative. An enthusiastic crowd, gathered for our annual Thanksgiving Ball Gala in November, learned details of this groundbreaking initiative, which marks a major new milestone in expanding our renowned care and extending our services to thousands more children and their families.

At its heart, the Green Light Initiative recognizes that a diagnosis of cancer or a blood disorder can be a “red light,” a hard stop in a busy, active young life. Turning that light green and improving every mile of this difficult journey with Valerie Fund kids and their families is what this initiative is all about. Young lives in motion suddenly brought to a hard stop is a call to action and donors can imagine themselves making a tangible difference turning the red lights of cancer to green.

The Green Light Initiative is a $7 million-dollar campaign with three major components. First, we will increase services at our current centers by 50 percent. These services include educational liaisons, psychologists, integrative medicine programs, late effects follow-up meetings and screenings, palliative care, and an emergency fund. In addition, the initiative allows us to support the newest Valerie Fund Center at St. Joseph’s Children’s Hospital in Paterson, NJ, where we serve 1,000 more families each year. It will also help strengthen our commitment to education and learning by bolstering the scholarship fund for current and former patients, while also establishing psychosocial research.

The campaign’s targeted fundraising effort will allow The Valerie Fund to spread the impact of expanded care and services to many additional deserving children. Patients and their families will receive more support and interventions at the same centers with the same care teams where they are being treated now.

In keeping with our mission, and everything we’ve done for more than 40 years, the Green Light Initiative is all about the kids. As we pick up speed in this exciting new chapter in our story, we invite you to learn more... and hope you will support the Initiative and join us for the ride!
THE NEW VALERIE FUND CENTER AT ST. JOSEPH’S CHILDREN’S HOSPITAL

The Valerie Fund officially opened its newest children’s center at St. Joseph’s Children’s Hospital in Paterson, NJ in July of 2016. We saw this as a wonderful opportunity to expand the scope of psychosocial care available to thousands of pediatric patients and families in northern New Jersey being treated for cancer and blood disorders.

The Valerie Fund’s financial support of the St. Joseph’s Center allowed for the creation of new programs that aligned with both organizations’ philosophy that there is more to the successful treatment of pediatric hematology and oncology than medicine alone. Gaps in essential programming have now been closed by The Valerie Fund’s support of a new educational liaison, psychologist and financial counselor.

According to Dr. Jill Menell, Chief of Pediatric Hematology/Oncology at St. Joseph’s, the impact of these new hires “will ensure that the diseases the patients have and treatments they receive will not limit their success in school and in life.” The Valerie Fund Center now also has expanded social work and child life programs and the positive effects are resonating with staff and patients. These five psychosocial clinicians work as a team to treat the child as well as the entire family from diagnosis to school re-entry and address any psychological or financial issues that may arise.

INTEGRATIVE MEDICINE EXPANDED AT NEWARK BETH ISRAEL

In 2017 The Valerie Fund approved a grant request to expand the successful but part-time Integrative Medicine Program at our Newark Beth Israel Center. Now both patients and their families will have much needed, full time access to massage, Reiki, aromatherapy, meditation, relaxation techniques, guided imagery and yoga, which allow patients to achieve a state of physical, mental and social well-being while they are undergoing treatment. Parents are also taught acupressure techniques so they can help their children manage pain and nausea when they are at home.

Integrative Medicine is a relatively new program incorporated into the care of pediatric hematology and oncology patients but it is a vital part of relieving pain, anxiety and nausea in all of our young patients fighting a multitude of diseases. In doing so, the patient’s immediate health needs as well as the effects of the long-term and complex interplay between biological, behavioral, psychosocial and environmental influences are taken into account.
Today, the overall five-year survival rate for children’s cancer has increased to over 80% thanks to remarkable advances in treatment. The dramatic growth in survivorship has created a community that may face unique health and psychological challenges as they age; challenges referred to as the “late effects” of disease and its treatment. Common late effects include cardiac problems, learning disabilities, growth and fertility issues, psychological dysfunction and second malignancies. The LTFU (Long Term Follow Up) Program has existed at our Morristown Medical Center and Overlook Hospital Centers since 2013 to address the medical and quality-of-life issues of childhood cancer survivors through a comprehensive health evaluation, a psychosocial assessment and targeted specialty referrals. The program also helps survivors with educational, vocational and insurance challenges.

The Long Term Follow-Up Program provides pediatric and young adult cancer survivors with a complete evaluation that includes:

- A review of each survivor’s medical history and recommendations for long term follow up
- Up-to-date information and resources for survivors and their families
- Referrals to support groups for survivors
- Transitioning patients from pediatric to adult care programs
- Participation in childhood cancer research studies

The number of survivors seen at the LTFU Program at Morristown has more than doubled over recent years and in 2017 The Valerie Fund Center requested a full time social worker with survivorship training to work with Maureen Baker, APN, to complement this program and provide better care for this growing pediatric population. The Valerie Fund Board of Trustees was excited to approve this large grant request knowing that these funds would only make this very valuable program even stronger for our kids and their families.
Rasheed has lived with Sickle Cell Disease since birth and he’s had to face many challenges in his young life. The support he receives from Caitlin McCaffrey, Educational Liaison at The Valerie Fund Center at NY-Presbyterian Columbia University Medical Center, helps ease the worry about falling behind during extended absences from school. This year McCaffrey took on the New York City Department of Education and her advocacy, joined with the power of technology, has been transformative for Rasheed. A four-foot robot provided by The Valerie Fund has put the middle schooler “back in the classroom” after having to leave midway through 7th grade to recover from a bone marrow transplant last April.

The robot’s face is the size of a small iPad and on most school days, Rasheed’s inquisitive eyes and huge smile fill up the screen. The 8th grader is operating the robot, appropriately named VGo, virtually from his computer at home. Rasheed can see and communicate with his teachers and classmates in real time and they all can interact with him. He is able to attend school remotely because VGo brings him into the classroom, sits with his friends at the lunch table and even seamlessly maneuvers through throngs of students in the hallways.

It was the enthusiasm of Educational Liaison Joann Spera three years earlier that brought the idea of buying these VGo robots to The Valerie Fund. She understood the tremendous potential the robots had for meeting the needs of children with chronic illnesses and allowing them to remain active members of their school communities.

During long periods of treatment, patients’ susceptibility to infection and weakened immune systems may preclude them from physically attending school. Post-transplant, while his body healed, Rasheed was provided home instruction for his primary subjects—math, science, social studies and English but he was unable to stay current with his special classes in the gifted and talent STEM program. Once paired with a VGo, he was able to keep up with his peers in French and theatre class.

With so much at stake, educational liaisons play a key role in meeting the unique educational needs of every patient. They understand the importance of supporting the patients’ classroom teachers and educating classmates about why their friend needs to remain home for long periods of time. The goal is to ensure the children do not feel isolated and to create a learning environment that allows them to feel confident and thrive when re-entering their classroom. In May 2013 the first educational liaison position was filled at The Valerie Fund Center at Morristown Medical Center by Joann Spera. Today there are a total of five educational liaisons across The Valerie Fund psychosocial teams. There are also two dozen VGos available that have been “enrolled” in over 60 schools in New Jersey and NYC to date.

“I believe that once a child begins school, it quickly becomes the center of his/her life. School provides a sense of consistency and fosters educational, social and emotional development. The Valerie Fund recognizes the importance of helping children stay involved with school.”

— Kaitlin Murtagh, Outpatient Education Coordinator, Children’s Hospital of Philadelphia Voorhees Specialty Care Center
A MODEL OF COMPREHENSIVE HEALTHCARE SERVICES

WITHIN THE VALERIE FUND CENTERS
• Child Life Specialists
• Oncology Social Workers
• Hematology Social Workers
• Educational Liaisons
• Psychologists/Neuropsychologists
• Integrative Medicine Practitioners*
• Hemophilia/Thrombophilia Coordinators
• Psychosocial Nursing Support
• Late Effects Coordinators
• Long Term Follow-up Social Workers*
• Patient Navigators
• Palliative Care Clinicians
• Financial Counselors
• Recreational Therapist

BEYOND THE VALERIE FUND CENTERS
• 24-hour Mom-to-Mom Help Line
• Camp Happy Times for children with cancer
• Grief Counseling
• Post-secondary scholarships
• Flashes of Hope

*New or expanded in 2017

ONCOLOGY VISITS
15,531 + 12,556
HEMATOLOGY VISITS
28,087
TOTAL PATIENT VISITS TO THE VALERIE FUND CHILDREN’S CENTERS
Since 2006, as they have for 25 years, programs benefit greatly from this incredible evening but once again our scholarship program was a major fundraising focus of this event. During the evening, donors learned about the courage, hope and optimism of over 80 scholarship recipients and their desire to choose careers that will give back.

• As they have for 25 years, Morgan Stanley continued their philanthropy by raising $180,000 through their 2017 campaign for Morgan Stanley “Rec Day” and Camp Happy Times. The company’s junior and senior analysts gave over 125 children and their families a recreational day at Funplex in East Hanover, NJ where they were able to have fun with the kids—from getting in the foam ball pit with them, to playing video games and shooting hoops. Morgan Stanley has been the backbone of support for ensuring that Camp Happy Times is an enduring, incredible opportunity every summer for children with cancer for over a quarter century.

• Since 2006 The Valerie Fund Walk & JAG Physical Therapy 5K Run has grown in both participation and fundraising efforts. In the last six years, $6,250,000 has been raised. This year more than 4,000 participants came to Verona Park on June 10th, with 204 teams and over 800 runners. This event was supported by 70 sponsors and many in-kind donations. Digital billboards from Outfront Media and Clear Channel Outdoor and radio spots featured on CBS 880 Radio increased awareness and visibility throughout the state. John Elliott and Vanessa Murdock, both from CBS-TV2, broadcast live from the park doing on camera interviews.

• Led by Stephen Squeri, Chairman and CEO of American Express, and Co-Event Sponsor Richard Wood, CEO and President of Plaza Construction, 120 golfers enjoyed Baltusrol Golf Club raising $420,000 at The American Express Charity Golf Tournament. The evening’s speaker, patient Matthew, spoke about the importance of receiving his care close to home when he was treated for cancer at our Morristown center.

• Wakefern Food Corp believes “It’s simply what a good neighbor should do.” The Inserra, Saker and Village families of the cooperative’s ShopRite Supermarkets never hesitate to provide important local support through both monetary and gift in kind donations to many of our fundraising events.

• Since 2014 more than 200 New Jersey automotive retailers have supported the New Jersey Auto Retailers Unite Campaign raising $1.8 million to date. The promotion has evolved into the We Care Campaign. In 2017, the participation of 66 dealerships raised $155,000 to support all of the programs at our centers.

• CAREoke for the Kids 12 raised $200,000 bringing the total to more than $1.7 million since 2006 and continued a tradition of nurturing philanthropy among a young demographic. More than 1,000 members of New York’s media community came to Irving Plaza and were treated to entertainment by their peers. We’re told P. Diddy, founder of the music digital cable TV network Revolt, was proud of his employees’ CAREoke 12 winning performance.

• The amazing partnership between The Valerie Fund and Burger King franchisee owners has raised more than two million dollars over two decades including $101,000 at the 20th Annual Burger King Franchisee Children’s Charities Golf Classic. This year’s honorees Nathan Blau and Drew Paterno have been leaders in their committee’s mission to support pediatric oncology in the New York metro area.

• The 4th Annual Toby Tyler Golf Invitational raised a record $155,000 bringing the total of the golf outings organized by Luke Tyler and Art Moss to more than $360,000. One hundred and sixty golfers came to Fiddler’s Elbow Country Club and honored the legacies of humanitarians Toby Tyler and Brock Lovero for their love and advocacy for children.

• With ten locations in Monmouth County, Rook Coffee founders Holly Migliaccio and Shawn Kingsley have a strong connection to the communities and especially The Valerie Fund Center at Monmouth Medical Center. More than 3,000 runners and walkers crossed the finish line in Long Branch at the 4th Annual Rook Run (and walk). The support by Lead Sponsor World Subaru included Executive Manager Joe Wajda’s generous donation of a Subaru Forester for a raffle drawing. World Subaru employees committed their time and energy to #TEAMWORLD, making it the number one fundraising team at $44,000. Over $350,000 was raised at this event.

• The 26th Annual Thanksgiving Ball Gala honored Dr. Steven Halpern, Valerie Fund Medical Director at the Goryeb Children’s Hospital at Morristown Medical Center. Fourteen Valerie Fund patients served as the evening’s ambassadors and interacted with guests as they visited learning depots, each highlighting Valerie Fund services and Camp Happy Times. Live and silent auctions made for another successful night of support where more than $450,000 was raised.
CAMP HAPPY TIMES
for kids who have or have had cancer

While the rest of the world was living in the summer of 2017, Camp Happy Times hosted a week of time travel. Approximately 180 campers woke up in the 21st century but a time machine would soon transport the camp “Through the Decades,” including the 1950’s through the 1980’s. Each day featured a special themed event, such as the 60’s Groovy Get-Down arts & crafts stations and the 50’s Sock Hop Dance.

Since 1983, The Valerie Fund has been hosting pediatric cancer patients and survivors at a free one-week sleep away camp. While at Camp Happy Times, thoughtful themes like this year’s time travel set the tone for a week of building self-esteem, pushing through limits and making lifelong friendships. When asked recently to describe the thing they loved most about Camp Happy Times, patients and counselors all agreed the family that is created at camp is something they cherish beyond words. All of the love, laughter, smiles and fun that happens for one week of the year creates lifelong memories and friendships for our campers!

Any child who has or has had cancer is eligible to attend Camp Happy Times, regardless of where they were treated or where they live. Their illness is a common bond and “I know how you feel” is said often and honestly since many of the 100 volunteer counselors have been campers themselves. Campers are between the ages of 5 and 18 and the Leaders-In Training Program mentors young adult patients and survivors, ages 19-21. Located at Tyler Hill Camp in the Pocono Mountains, Camp Happy Times is just a two hour drive from New York City. As the miles slip away so do many of the worries. A week here can be life-changing. For a quarter century, Morgan Stanley has taken a major role in supporting this camp experience. A fundraising campaign led by the company’s first and second year analysts encourages volunteerism and philanthropy and has benefited thousands of children. Also supporting the camp initiative are commitments by the Tom Coughlin Jay Fund and the Daniel Galorenzo Foundation.
**TWO YEAR FINANCIAL SUMMARY**

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<th>REVENUE</th>
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<th>2016</th>
<th>2017</th>
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<td>Grants &amp; Donations</td>
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<td>Special Events (Net)</td>
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<th>EXPENSES</th>
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<td><strong>Program Services</strong></td>
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<td>Hospital Centers</td>
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<td>Camps</td>
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<td><strong>Total Program Services</strong></td>
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<td><strong>Support Services</strong></td>
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<tr>
<td>Management and General</td>
<td>$135,924</td>
<td>$134,268</td>
<td>$145,200</td>
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<td>Fundraising</td>
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<td>$974,805</td>
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<td><strong>Total Support Services</strong></td>
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<td><strong>$1,065,694</strong></td>
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<td><strong>Total Expenses</strong></td>
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<td><strong>$4,705,410</strong></td>
<td><strong>$5,110,697</strong></td>
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| CHANGE IN NET ASSETS                  | $295,611   | $1,427,823 | $589,852   |

Unaudited 2017 Results

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**CHILDHOOD CANCER IS NOT ONE DISEASE—THERE ARE 16 MAJOR TYPES OF PEDIATRIC CANCERS AND OVER 100 SUBTYPES.**

- **SICKLE CELL DISEASE** affects approximately **100,000 AMERICANS**†
- **1 IN 13 BLACK OR AFRICAN-AMERICAN BABIES** is born with sickle cell trait†
- The number, per day, of children who are diagnosed with cancer*: **43**
- The average age at which children are diagnosed with cancer*: **6**
- About **98 PERCENT** of children with ALL go into remission within weeks after starting treatment*
- About **90 PERCENT** of those children can be cured*
- In 2017, about **4,970 CHILDREN**, adolescents and young adults younger than 20 years old were expected to be diagnosed with leukemia throughout the US*

---

*Source: The American Cancer Society † Source: Center for Disease Control and Prevention
WE GREATLY VALUE OUR RELATIONSHIPS WITH THE MAJOR CORPORATE FUNDERS AND FOUNDATIONS LISTED HERE.
The Valerie Fund
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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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* ShopRite of Lincoln Park, Inc.
  St. Joseph’s Children’s Hospital
* Summit Luminary Fund

* Indicates Champions Circle lifetime giving level.
• Indicates an additional donation to the Green Light Initiative.
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JLRJ, Inc.
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MEET OUR PATIENTS AND CAREGIVERS

Front cover  Jose, age 8, diagnosed with ALL (Acute Lymphoblastic Leukemia)

Inside front cover  Child Life Specialist, Kelsey Gitchell with Isabell, age 3, diagnosed with Rhabdomyosarcoma

Page 1  Sylvie, age 15, diagnosed with Hodgkin’s Lymphoma; Barry Kirschner, Executive Director of TVF; Juliet, age 6, diagnosed with ALL; Megan, age 24, diagnosed with T-Cell Lymphoblastic Lymphoma; Annie, age 5, diagnosed with ALL; and Dominic DiBari, Chair of TVF

Page 2  Antwann, age 6, diagnosed with Sickle Cell Thalassemia

Page 4  Kayla, age 19, diagnosed with Non-Hodgkin Lymphoma

Page 5  Emmanuel, age 17, diagnosed with Hodgkin’s Lymphoma with Educational Liaison, Jaqueline Frangoso-Acevedo

Page 6  Social Worker, Ann Stocknoff with Joanna, age 19, diagnosed with Lymphoma

Page 7, Top-down  Jose, age 8, diagnosed with ALL; Tyler, age 9, diagnosed with Thalassemia; Isabell, age 3, diagnosed with Rhabdomyosarcoma

Page 8  Hayden, age 21, diagnosed with Hodgkin Lymphoma

Page 10  Olivia, age 17, diagnosed with Ewing’s Sarcoma

Page 12  Julie Mayers, Recreational Therapist with Antwann, age 4, diagnosed with Germ Cell Tumor

Page 14  Isabell, age 3, diagnosed with Rhabdomyosarcoma with Jose, age 8, diagnosed with ALL

Page 16  Cesar, age 21, diagnosed with Hodgkin Lymphoma with Social Worker, Cathy Cerutti

Page 18  Kelly Blanchette, Child Life Specialist with Mikaela, age 4, diagnosed with Germ Cell Tumor

Inside back cover  Emmanuel, age 17, diagnosed with Hodgkin’s Lymphoma
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