A Message From

The Valerie Fund

Barry Kirschner, Executive Director and Merrie Bernstein, Chairman of the Board with The Valerie Fund Co-Founders, Sue and Ed Goldstein
Dear Friends:

Your outpouring of generosity this year reminds us of the great power to heal that communities wield.

The Valerie Fund community spans four generations, comprises thousands of individuals from hundreds of cities and towns, over 30 states and several foreign countries, scores of industries and organizations, and includes hundreds of volunteers—yet it is defined by a single characteristic: compassion.

This compassion translates into our ability to support the compassionate care that is the hallmark of The Valerie Fund at seven Valerie Fund Children’s Centers, at Camp Happy Times and through the Valerie Fund/CINJ LITE Program.

In 2011, this compassion resulted in raising over $3 million for the first time, an increase of more than 30% from 2010. Our success in 2011 simply reinforces the long-held belief that taking care of children is a collective priority. Over the past 35 years, The Valerie Fund has become synonymous with this core value.

But more important than any dollar figure we celebrate is celebrating what those dollars can do for the children with cancer and blood disorders and the families we exist to serve. Within these pages you will see how we have already increased services in 2011 (see Page 6). In 2012 and beyond, we will continue to expand the services that we provide at The Valerie Fund Children’s Centers.

Finally, we hope you are inspired by The Valerie Fund’s first book, *Voices of The Valerie Fund*, which was co-edited by Sue Goldstein, Valerie’s mother and co-founder of The Valerie Fund with her husband Ed. *Voices* offers a glimpse into the lives of Valerie Fund families through words and pictures. It was created in honor of The Valerie Fund’s 35th anniversary and is our gift to you as a token of our deep appreciation of your generosity.

On behalf of some of the bravest kids we know, thank you for your compassion and for continuing your membership in The Valerie Fund community.

Sincerely,

Merrie Bernstein  
Chairman of the Board

Barry Kirschner  
Executive Director
**Dedicated hematology social worker for patients treated at The Valerie Fund Center at Children’s Hospital of New Jersey at Newark Beth Israel Medical Center**

In recognition of the unique needs of patients with sickle cell disease, thalassemia and other chronic blood disorders, the board of trustees approved funding to add a second full-time social worker dedicated to the needs of pediatric hematology patients and the education of their parents as to how to manage and care for their children as early as the first weeks of life.

**Increased scholarship support for current and former patients**

In 2011, a record 29 scholarships were awarded to current and former Valerie Fund patients pursuing post-secondary education at major universities, community colleges and technical schools. A special gift by the Iervolino-Cade family allowed for the creation of expanded scholarship awards for a group of 15 exceptional applicants.

**Reducing pain and stress**

A special grant was made by the Healthcare Foundation of New Jersey for the delivery of integrative medical techniques to patients as well as their parents being treated at The Valerie Fund Center at Goryeb Children’s Hospital in Morristown. Patients and parents experienced significant reduction in pain and stress through techniques such as hand and foot reflexology and shoulder, neck and back massage as well as relief from nausea, fatigue and neuropathy through acupressure, guided imagery and healing touch.

**Meeting the needs of teenagers**

A “Teens Helping Teens” project was created by two Millburn High School students to make the hours teenagers spend receiving treatment easier. Their fundraising efforts on behalf of other teens resulted in newly outfitted teen rooms at The Valerie Fund Centers with state-of-the-art electronics that include computers, iPads, iPods, karaoke machines, and video game systems.

**Review and assessment of Psychosocial services provided at The Valerie Fund Centers**

The Valerie Fund undertook a year-long review of the psychosocial services it traditionally funds at The Valerie Fund Centers to compare against those offered at major U.S. academic pediatric oncology-hematology centers. The findings from this research laid the groundwork for expansion of psychosocial services at The Valerie Fund Children Centers beginning in 2012.
### THE VALERIE FUND

**Comparative Statement of Revenue and Expenses**  
2010 and 2011

<table>
<thead>
<tr>
<th></th>
<th>2010</th>
<th>2011*</th>
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<tbody>
<tr>
<td><strong>REVENUE</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Grants &amp; Donations</td>
<td>$1,299,272</td>
<td>$1,783,234</td>
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<tr>
<td>Special Events (Net)</td>
<td>824,444</td>
<td>1,237,170</td>
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<tr>
<td>Community Events (Net)</td>
<td>225,040</td>
<td>123,126</td>
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<tr>
<td>Other Revenue</td>
<td>45,938</td>
<td>12,404</td>
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<tr>
<td>Investment Income</td>
<td>18,435</td>
<td>7,617</td>
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<tr>
<td><strong>TOTAL OPERATING REVENUE</strong></td>
<td>$2,413,129</td>
<td>$3,163,561</td>
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<table>
<thead>
<tr>
<th><strong>EXPENSES</strong></th>
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<tr>
<td><strong>PROGRAM SERVICES:</strong></td>
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<tr>
<td>Allocations to Hospitals</td>
<td>$990,825</td>
<td>$1,025,980</td>
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<td>Camp Happy Times</td>
<td>281,642</td>
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<td>Holiday Parties</td>
<td>58,216</td>
<td>43,272</td>
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<tr>
<td>Scholarships</td>
<td>13,750</td>
<td>30,000</td>
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<tr>
<td>Other Programs</td>
<td>73,281</td>
<td>71,025</td>
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<td><strong>TOTAL PROGRAM SERVICES</strong></td>
<td>1,417,714</td>
<td>1,434,920</td>
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<tr>
<th><strong>SUPPORT SERVICES</strong></th>
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<tr>
<td>Fund Raising Expenses</td>
<td>$398,036</td>
<td>$453,143</td>
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<tr>
<td>Management and General</td>
<td>393,690</td>
<td>399,273</td>
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<tr>
<td><strong>TOTAL SUPPORT SERVICES</strong></td>
<td>791,726</td>
<td>852,146</td>
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<table>
<thead>
<tr>
<th><strong>ADDITIONS TO FUND BALANCE AND VALERIE FUND ENDOWMENT</strong></th>
<th>2010</th>
<th>2011*</th>
</tr>
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<tbody>
<tr>
<td></td>
<td>$203,689</td>
<td>$876,225</td>
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* NON AUDITED 2011 RESULTS.

### Five Year Financial Profile

#### Overall Funds Raised

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<thead>
<tr>
<th>Year</th>
<th>Amount</th>
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</thead>
<tbody>
<tr>
<td>2011</td>
<td>$3,163,561</td>
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<tr>
<td>2010</td>
<td>$2,484,088</td>
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<tr>
<td>2009</td>
<td>$2,265,773</td>
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<td>2008</td>
<td>$2,487,097</td>
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<td>2007</td>
<td>$2,496,354</td>
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#### Overall Funds Distributed and Restricted to Future Programs

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<tr>
<th>Year</th>
<th>Amount</th>
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<tbody>
<tr>
<td>2011</td>
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<tr>
<td>2010</td>
<td>$1,621,000</td>
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<td>2009</td>
<td>$1,553,000</td>
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<td>2008</td>
<td>$1,785,000</td>
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<td>2007</td>
<td>$1,896,000</td>
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#### Endowment Growth

<table>
<thead>
<tr>
<th>Year</th>
<th>Amount</th>
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<tr>
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<td>2009</td>
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<tr>
<td>2008</td>
<td>$348,000</td>
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<td>2007</td>
<td>$322,000</td>
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#### Total Number of Donors

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<tr>
<th>Year</th>
<th>Number</th>
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<tbody>
<tr>
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<td>2009</td>
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<td>2008</td>
<td>3,822</td>
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<tr>
<td>2007</td>
<td>3,535</td>
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</table>

#### Total Number of Patient Visits

<table>
<thead>
<tr>
<th>Year</th>
<th>Number</th>
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</thead>
<tbody>
<tr>
<td>2011</td>
<td>23,299</td>
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</table>
Since 1976

TVF patient, Destiny

Age 4

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

“Everyone has been great at the clinic. I love them all!” says Destiny’s mom, Millie. “Destiny’s favorite doctor was Dr. Bekele. He always greeted her with a hug and knew exactly what to say to her to make her feel better and drink her medicine. I remember one day Destiny didn’t want to drink her medicine and I told her, ‘Destiny you know if you don’t drink your medicine Dr. Bekele will not be happy.’ She said right away, ‘Ok mom, I will drink my medicine so Dr. Bekele could be happy.’

“Along our journey my daughter made friends. Friends that understood what she was going through. They became her best friends, more like family. As a mom I made friends, too. They surely became my family. Four moms with kids around the same age, all diagnosed with ALL, formed a support group. We would call or text each other anytime we needed help or a shoulder to cry on. This really helped us all to keep our emotions together and be strong for our children. I don’t know where I would be without them.

“We are glad that we are getting treated at the Valerie Fund! In my opinion they have the best doctors. They know exactly how to explain everything to you step by step and always answer your questions. I also had the support of the social worker, Christina, and the child life specialist, Jill. They were always there for me when I was crying. They calmed me down when Destiny was having her tantrums from her medicine. I couldn’t ask for anyone better than them! I just love every one of them!!”
Inaugural member of the Champions’ Circle ($100,000 + lifetime donor).

Joe and Susan Uva
The Platkin Family Foundation
The Daniel Galorenzo Foundation, Inc.
Paul Taubman
ShopRite of Lincoln Park
Jay and Elizabeth Schweppe
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JAG Physical Therapy, LLC
Ronald and Patricia Iervolino
Horizon Foundation for New Jersey
*
HFTP-Mid Jersey Chapter
*Bill and Heather Raincsuk
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Joseph and Eda Franzetti Tato
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*The Michael Herman Cancer Foundation
The Shanken Family Foundation
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Tita Rauschenberger Foundation
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VTS Travel Enterprises, Inc.
*Wakefern Food Corporation
Dan Walsh
Whistledown Construction Corp.
Kevin and Tina Willens
Scott and Rachel Yedid

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.

Judy Abrams
Marilyn Adler/ Martin H. Adler Children’s Fund
*David and Gail Cohen
*George and Fran Foussianes
*Michael and Debra Gelband
*Ed and Sue Goldstein
*Estate of Helen Grace
The Kapnick Foundation
Janet Keating
Lisa’s Heart Kids Cancer Research, Inc.
*David and Jane Novak
*Bill and Heather Raincsuk
The Raine Group
*Glenn and Stacy Schiffman
*Joel and Ethel Sharenow
*Jon and Abby Winklerfied

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Coca Cola Company
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Dean Michael Clarizio Cancer Foundation
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JDP Mechanical Inc.
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Stephen Squeri
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Univision Management Co./Univision Television
VTS Travel Enterprises, Inc.
*Wakefern Food Corporation
Dan Walsh
Whistledown Construction Corp.
Kevin and Tina Willens
Scott and Rachel Yedid

Friend $2,500 +

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ASC0
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Peter Bolo
Robin Buchalter
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Greater Essex Jack and Jill
Harriet and Sheldon Greenholtz
Glenn Gutjahr
John and Cynthia Hoff

*Inaugural member of the Champions’ Circle ($100,000 + lifetime donor).
### Matching Gifts

Thank you to the following companies for enhancing their employees’ charitable giving through matching gift programs.

<table>
<thead>
<tr>
<th>Company Name</th>
<th>Matching Gift Program</th>
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<tr>
<td>AIG Matching Gifts</td>
<td>Americam Express Foundation</td>
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<td>American Express Foundation</td>
<td>Morgan Stanley Matching Gifts Program</td>
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<td>Merrill Lynch Foundation</td>
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<td>Bank of America Matching Gifts</td>
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<tr>
<td>BD Matching Gift Program</td>
<td>Novartis Matching Gift Program</td>
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<tr>
<td>Bristol Myers Squibb Company</td>
<td>Pfizer Foundation Matching Gifts</td>
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<td>Chubb Matching Gift Program</td>
<td>PNC Matching Gift Center</td>
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<td>Daichi Sanyo, Inc.</td>
<td>Prudential Foundation Matching Gifts</td>
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<td>Deutsche Bank</td>
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<tr>
<td>Edelman Financial Services</td>
<td>Verizon Foundation Matching Gifts</td>
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</table>

*Inaugural member of the Champions’ Circle ($100,000 + lifetime donor).*
Inaugural member of the Champions' Circle ($100,000 + lifetime donor).

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Daniel Toscano
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The Foundation of the Friendly Sons of The Shillelagh, Inc.
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Amir Syed
Fraser Teasdale
John Tedeschi

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Seth Weintraub
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John and Mary Anne Callahan
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Amy Carney
Arthur and Jeanne Castillo
Michael Castoro
Thomas Cherry
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Chubb Matching Gift Program
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Alice J. Cohen and Fred Cohen
*David and Gail Cohen
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Costo
Mark Coxson
Sandra Cubias

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Gregory and Victoria Davey
Cyril D’Cruz
Nicholas DeFlora
Delta Delta Delta Alumnae
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Denville Unico
Laura DeSantis
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Rizwan Dhalla
Mark DiMilia
Jerome and Sharon Donovan
Daniel and Barbara Drench
Don Dvorin
Matthew Eilers
Diana Emery
Stuart Epstein
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Jeffrey and Loren Feingold
Paul and Laurie Finn
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Noel Fox
Food Network
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Susan Huang
Steve Hunwick
Chris and Michele Iannaccone
Indoor Sports Pavilion
Ingrassia Construction Co.
Jorge Iragorri
Gift-In-Kind

We wish to thank the following individuals and organizations who have made gift-in-kind donations. These stuffed animals, warm hats, gift awards and toys go directly to the kids and represent a monetary value of $500 or more.

Beadalicious Designs, LLC
Chanel
Collingswood Junior Women’s Club
Gelormini’s Auto Repair
Larry Guffey
Jersey Jewish Children’s Fund
Jersey Jewish Community Center
Jersey Women’s Foundation
John McKenna
Joseph and Sheryl Wang
Kathie Lee Gifford
Koffee Kapers
Lawrence Phillips
LMA Newark
Mark Lamping
Karen Marzollek
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Elizabeth McCreary
Taylor Wright
Travis Machen
Magna Carta Foundation
Lara Magzan
Booth Malek and Mariana Santiago-Malek
Tracy and James Mara
Alan and Jane Mark
Whitmer Marshall
Kevin and Lisa Martin
Nancy and Kelly Marx
William and Kelly Massey
Michael and Alison Mauz
Mayrich Construction Corp.
Elizabeth McCartney
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Moira McKenna
Michael and Dawn McMahon
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David Meek
Metro Networks Television
Metro Spaces
Micros
Millburn High School
Mark Minto
Mobile Giving
Daniel Morales
Dan Moroney
Morris Catholic High School
John Morris
Stan Morse
Cheri Mowrey
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PiperJaffray
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Sue Portelli
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Tanya Goss Memorial Fund
Telemundo
Michael Tepperman
Michael Tezza
Texas Independent Energy
The Crab’s Claw Inn
The Denise and Richard Lopriore Fund

The Estate of Estelle Brustein
The Forum Group
The Tucker Family Charitable Fund
Alexandra Thomson
Miranda Tollman
Camille Tomao
John and Sharon Tompkins
Patricia Trombino
Michael and Sue Turk
Yvette Turner
John Tyree
Marvin and Marsha Tyson
UNICO/Saddle Brook
Paul Varga and Elise Bennett
Luis Vargas
Kate Velez-Leddy
Paul and Annmarie Vinges
Sebastiano Ventrerini
Anatol Viziitu
Jeffrey Wald
Michele Walker
Jiang and Hanju Wang
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Lori Werner
West Essex Building Supply
WGN America
Amy Wigmore
Andrew Williams
Ilan Williams
Joseph Winters
Louis Wolf
Taylor Wright

*Inaugural member of the Champions’ Circle ($100,000 + lifetime donor).
TVF patient, Sierra
Age 18

Diagnosed with acute lymphoblastic leukemia (ALL) at ages 5, 9, and 16. Treated at TVF Center at St. Barnabas Medical Center, Livingston, NJ.

As a child, I was shy and quiet. I was known as the patient who rarely spoke to anyone at The Valerie Fund. However, that didn’t stop the wonderful staff at my center from providing me with love and support, in addition to medical care. One act of love and support was giving me a small stuffed animal after every visit. Those stuffed animals are more than just toys; they are friends to a child who is scared. These friends stayed by my side through every shot, every procedure, and every hospital visit. As I grew, however, my stuffed friends were replaced with human friends. When as a teenager I had my second relapse, I didn’t need something to hold. I needed someone to talk to. Through the numerous conversations with my nurses, doctors, and child-life specialists, who I now call family, I found my voice. They helped me deal with every aspect of my life, not just my treatment. When I was a child, they watched over me. As a teenager, they held my hand. Now, as a freshman in college, they are preparing me for the future—a future that is possible and brighter thanks to The Valerie Fund.
• Children's Hospital of New Jersey at Newark Beth Israel Medical Center Newark, NJ

• Children’s Hospital of Philadelphia, NJ Section of Hematology/Oncology, Specialty Care Center, Voorhees, NJ

• Morristown Medical Center, Goryeb Children’s Hospital, Morristown, NJ

• NewYork-Presbyterian Morgan Stanley Children’s Hospital Columbia University Medical Center, New York, NY

• Overlook Medical Center, Summit, NJ

• Saint Barnabas Medical Center, Livingston, NJ

• The Children’s Hospital at Monmouth Medical Center, Long Branch, NJ