



The Valerie Fund

Supporting children with cancer and blood disorders | Annual Report 2011



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.

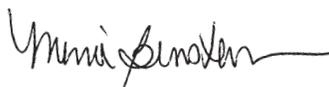
In 2011, this compassion resulted in raising over \$3 million for the first time, an increase of more than 30% from 2010. Our success in 2011 simply reinforces the long-held belief that taking care of children is a collective priority. Over the past 35 years, The Valerie Fund has become synonymous with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



New Accomplishments and Special Projects 2011

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 acupuncture, 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.

TVF patient, Duncan

Age 10

Diagnosed with Langerhans Cell

Histiocytosis at age 9.

Treated at TVF Center at Morristown Medical Center, Morristown, NJ.

When Duncan was being treated at The Valerie Fund for a rare blood disorder he asked his mom, Tracy, whether the illness was "his fault." One of the people to whom Tracy turned was Ann

Stocknoff, the Center's social worker. Ann helped Duncan grapple with his doubts and questions. Duncan remembers Ann fondly for the many times she helped him and made him feel special, such as getting him tickets for a Mets game he attended with his dad and uncle. Another time, knowing how interested Duncan is in trains, she found a way for him to get some DVDs about train layouts. Duncan loved the "little touches" at the Center, such as the candy at the front desk and the hot chocolate machine. He thought everyone was really friendly and helpful, and loved when the child life specialist brought him an iPad to take his mind off his chemotherapy.





Financial Information

THE VALERIE FUND

Comparative Statement of Revenue and Expenses 2010 and 2011

	2010	2011*
REVENUE		
Grants & Donations	\$1,299,272	\$1,783,234
Special Events (Net)	824,444	1,237,170
Community Events (Net)	225,040	123,126
Other Revenue	45,938	12,404
Investment Income	18,435	7,617
TOTAL OPERATING REVENUE	\$2,413,129	\$3,163,561
EXPENSES		
PROGRAM SERVICES:		
Allocations to Hospitals	\$990,825	\$1,025,980
Camp Happy Times	281,642	264,643
Holiday Parties	58,216	43,272
Scholarships	13,750	30,000
Other Programs	73,281	71,025
TOTAL PROGRAM SERVICES	1,417,714	1,434,920
SUPPORT SERVICES		
Fund Raising Expenses	\$398,036	\$453,143
Management and General	393,690	399,273
TOTAL SUPPORT SERVICES	791,726	852,146
ADDITIONS TO FUND BALANCE AND VALERIE FUND ENDOWMENT	\$203,689	\$876,225

Five Year Financial Profile

Overall Funds Raised

2011	\$3,163,561
2010	\$2,484,088
2009	\$2,265,773
2008	\$2,487,087
2007	\$2,496,354

Overall Funds Distributed and Restricted to Future Programs

2011	\$2,311,000
2010	\$1,621,000
2009	\$1,553,000
2008	\$1,785,000
2007	\$1,896,000

Endowment Growth

2011	\$1,075,000
2010	\$988,000
2009	\$846,000
2008	\$348,000
2007	\$322,000

Total Number of Donors

2011	7,852
2010	5,476
2009	5,232
2008	3,822
2007	3,535

Total Number of Patient Visits

2011	23,299
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* NON AUDITED 2011 RESULTS.

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Sue Goldstein

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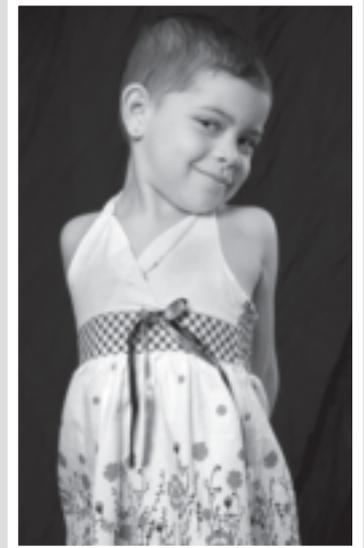
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Deborah Kowal, Office Manager
Jackie Callandrello, Assistant to the Director of Communications and Special Events
Tina Kaplan, Walk Campaign Coordinator

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!!!”



Honor Roll

On behalf of the children of The Valerie Fund, we thank the many individuals and organizations who provided hope and healing in 2011.

Valerie's Circle \$100,000 +

- *Michael and Debra Gelband
- *Michael Lukacs
- *Howard and Debbie Schiller
- *Joel and Ethel Sharenow

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

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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.

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■■■ BARNABAS HEALTH
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The George Link, Jr.
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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