

2014 ANNUAL REPORT

WE ARE THE HOPE THAT GETS FAMILIES THROUGH







Dear Friends:

The year 2014 was one of incredible growth for The Valerie Fund. It was another in the current string of record-breaking years in support of our children. Last year alone we were able to increase our direct support of hospital-based outpatient programs for children fighting cancer and blood disorders by \$600,000. In total our support of all Valerie Fund programs (including Camp Happy Times, scholarships and other programs) increased by over 42% (\$700,000). This growth is all attributable to your unwavering support of our Valerie Fund children and their families.

At The Valerie Fund our focus has always been on quality of life. We often hear from the kids and their parents that The Valerie Fund child life specialists, social workers and emotional caregivers are the "hope" that gets them through their treatment and on toward their cure. These same caregivers know what

a child needs that can't easily be administered by a traditional doctor or nurse. That's why we are constantly striving to fund and implement new programs consistent with our mission of supporting comprehensive health care services for children with cancer and blood disorders.

In 2014, as part of our strategic expansion across all seven Valerie Fund Centers, our Board of Trustees approved funding for the following new positions and programs: two psychologists, one additional educational liaison, an innovative palliative care program that includes a clinical research component, an integrative medicine program at a second location and increased psychosocial nursing care. In addition, we increased scholarship funding by over 100 percent, encouraging 62 Valerie Fund children to further their education at college or vocational schools.

Thank you for your continued trust and support to make these new programs possible. It allows us to be the "hope that gets families through," which we hope you see in all the stories and accomplishments that follow.

Sincerely,

CHILDLIFE

CHLOLIFE SPECIALIST

VICOLE TRUJILLO

Mini Bendeni

Merrie Bernstein Chair

Barry Kirschner Executive Director

WE ARE THE HOPE THAT GETS FAMILIES THROUGH...

It is, after all, hope that gets patient families through from one day to the next.

The Valerie Fund has long understood that truly healing children demands a team of clinicians beyond the brilliant doctors and nurses who provide the medical care. It demands trained professionals who are dedicated to every patient's emotional and psychological well-being and to their optimum quality of life. This includes providing critical support for the families who love them and who will play a central role in overseeing and supporting patients' treatment and healing. Healing requires a team approach, a proverbial village of caregivers who provide compassion and of course, hope. And so today, our funding supports a growing number of programs and services inside of The Valerie Fund Children's Centers and beyond the clinic walls, too.

"While others are researching the cure, The Valerie Fund takes care of the here and now," says one Valerie Fund teen. That means providing the hope that gets patients and their families through from one day to the next.

WITHIN THE VALERIE FUND CENTERS

- Child Life Specialists
- Oncology Social Workers
- Hematology Social Workers
- Educational Liaisons
- Psychologists
- Integrative Medicine Practitioners
- Hemophilia/Thrombophilia Coordinators
- Psychosocial Nursing Support
- Late Effects Coordinators
- Patient Navigators
- Palliative Care Nursing

BEYOND THE VALERIE FUND CENTERS

- 24-hour Parent-to-Parent Help Line
- Camp Happy Times for children with cancer
- Grief Counseling
- Post-secondary school scholarships

Ed and Sue Goldstein planted this treasure trove of hope called The Valerie Fund for families in New Jersey in 1976. They did this after their nine-year-old daughter Valerie succumbed to a six-year battle with Ewing's sarcoma and innumerable trips to and from New York for treatment and lengthy hospitalizations while also trying to maintain a sense of normalcy for their older daughter, Stacy. With the help of friends, they raised money to

care for New Jersey's children with cancer, then reached out to Overlook Hospital in Summit, New Jersey so that they could open the first outpatient pediatric oncology center in the state. The model filled a glaring gap in options available to families in the New Jersey area. It would prove so successful in allowing children to get outpatient oncology care close to home that The Valerie Fund would evolve into a network of seven Valerie Fund Centers strictly for children with cancer and blood disorders in community-based and academic hospitals in New Jersey, New York City and metro Philadelphia.

At The Valerie Fund Centers, at Camp Happy Times and with all of The Valerie Fund programs, hope is expressed in The Valerie Fund caregivers' total focus on understanding what a child needs right now, right at this moment. Hope is expressed in the absolute commitment to knowing what a parent needs to garner the strength to help his or her child. Hope is the utter conviction that The Valerie Fund will do whatever it takes to minimize emotional and physical pain, stress and discomfort, and maximize a child's quality of life during treatments. It is present in the guidance patients receive about navigating life when treatment is finished or the crisis has passed. As an organization, The Valerie Fund offers hope in its constant striving to find new or improved ways to deliver on its mission of supporting comprehensive health care services to children with cancer and blood disorders.

When a child is diagnosed with cancer or a blood disorder, it is hope that gets everyone through.

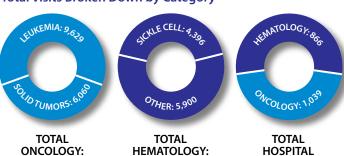
Total Visits in 2014 to the Valerie Fund Children's Centers

Oncology: 15,689 Hematology: 10,296

Total Oncology/Hematology: 25,985

Total Visits Broken Down by Category

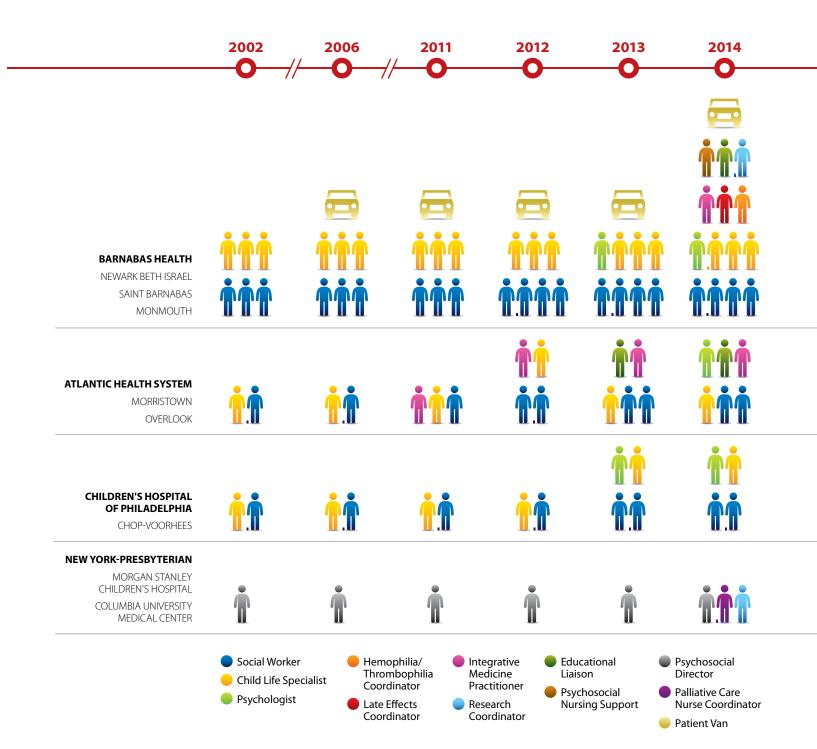
15,689



10,296

PROGRAMS AND SERVICES BY CENTER GROWTH THROUGH THE YEARS





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ADMISSIONS

1,905

FOLLOWING OUR FIVE-YEAR ROAD MAP:

Enhancing the Emotional and Physical Well-Being of Valerie Fund Patients and Family Members



The second year of executing The Valerie Fund Strategic Plan brought significant enhancements inside of The Valerie Fund Centers to children during treatment. And beyond the clinic walls, The Valerie Fund is helping parents grapple with difficulties and fears related to their children's illness and is reaching out to grieving parents whose children fought so bravely. We also greatly expanded our scholarship program to encourage young adults to continue their education.

PROVIDING HOPE...TO ACHIEVE EDUCATIONAL GOALS

Educational Liaisons have intimate knowledge of school systems from within and get to know the patients well, so they can swiftly identify the appropriate contacts and resources at schools based on each child's unique needs. They ensure that the patients stay connected during absences for treatment and get the services they need upon their return.

 Following the tremendous impact of the first Valerie Fund Educational Liaison Program in its first year at Goryeb Children's Hospital at Morristown Medical Center, the program was expanded to patients at Newark Beth Israel Medical Center with the addition of an educational liaison at that center **Valerie Fund Scholarships** are helping current and former patients fulfill their dreams and hopes for their future by attending lvy League colleges, major universities, community colleges, and vocational schools.

 Over \$182,000 in scholarships was awarded to 67 former and current Valerie Fund patients battling or defeating everything from sickle cell disease and ITP to post-operative leukemia, neuroblastoma and acute lymphoblastic leukemia (ALL), to name a few

PROVIDING HOPE...IN MANAGING DISCOMFORT DUE TO ILLNESS

Palliative Care no longer simply refers to end of life care, but rather is devoted to the management of pain, stress and symptoms in patients with serious illnesses. Today's medical community is harnessing a wide range of resources that may include medication, psychosocial support services, and integrative medicine such as acupuncture, massage, reflexology, meditation and other modalities. This substantial new grant will impact patients in two Valerie Fund locations. A new commitment of over \$635,000 for the formalization of Palliative Care and related research at two Valerie Fund

"With her experience and expertise the Palliative Care Nurse Practitioner has been a wonderful support for our patients and families going through the most difficult times and a resource for the doctors and nurses seeking advanced and 'out of the box' approaches to challenging pain management."

 Chana Weiner, MD, Chief Fellow, Pediatric Hematology/ Oncology/Stem Cell Transplantation
 Morgan Stanley Children's Hospital of New York
 Columbia University Medical Center

locations and the addition of **Integrative Medicine** at a third, is distributed as follows:

- Specialized training through Harvard Medical School for Valerie Fund physicians at Goryeb Children's Hospital at Morristown Medical Center and the creation of a **Palliative Care Nurse Practitioner** position there will bring a new model of care to children treated at Morristown.
- At New York Presbyterian-Columbia University Medical Center,
 The Valerie Fund Psychosocial Program will include
 supportive palliative care services for pediatric oncology
 and hematology patients, a tremendous benefit for patients
 and families, beginning at diagnosis. This new funding
 commitment also allows for the creation of a Valerie Fund
 Pediatric Palliative Family Nurse Practitioner to help
 oversee the engagement of every patient all the way through
 post treatment. This funding also creates a full-time research
 position to measure and monitor nearly 2,000 children and
 parents for the impact of palliative care modalities, as well as
 late effects of cancer and treatment.
- The Valerie Fund Center at Newark Beth Israel Medical Center is bringing Integrative Medicine to patients and parents for the first time.

PROVIDING HOPE...FOR A HEALTHY AND PRODUCTIVE FUTURE

As survival rates increase, so does the importance of a Late Effects Coordinator, a position instituted in 2014 at The Valerie Fund Center at Newark Beth Israel Medical Center.

• The newly established Late Effects & Research Nurse Coordinator formally monitors cancer patients off treatment on a prescribed schedule to help them anticipate or address medical or psychological late-term effects they are at risk of experiencing. This nurse coordinator will also help them establish relationships with the subspecialists they need to see. In addition, she follows up with patients who were



enrolled in clinical studies during their treatment and helps coordinate care for patients who are currently enrolled in over 50 clinical studies.

PROVIDING HOPE...FOR PATIENTS AND PARENTS IN DISTRESS

Inside and outside of The Valerie Fund Centers, new programs have been launched to address very specific stressors impacting patients and their families.

- Under the auspices of The Valerie Fund's Steven and Beverly
 Rubenstein Charitable Family Foundation Psychology
 Program, an on-site psychologist at the Morristown Center
 now provides counseling on issues related to the child's illness,
 conducts neuropsychological testing to help determine
 effects of treatment on patients at risk for impairment to their
 cognitive functioning, and works with the entire treatment
 team to minimize and address these effects.
- Certain specific blood disorders like pediatric hemophilia and thrombophilia require closer monitoring and oversight, which is why The Valerie Fund allocated specific funding for a **Hemophilia/Thrombophilia Coordinator** at Newark Beth Israel Medical Center.
- Based on its success in supporting Valerie Fund parents of children with cancer, The Valerie Fund Board approved funding to create a Mom2Mom Sickle Cell Program. As a result, parents of children with sickle cell will have much needed phone support 24 hours a day from their peers who are trained and overseen by professional clinicians.
- The **Thomas J. Rice Grief Counseling Program** was launched in 2014 for Valerie Fund parents who wish to come together with facilitators where participants can share experiences and concerns with one another in a confidential and safe environment. The group meets twice monthly. This program was created in memory of a young Valerie Fund patient by his friends and family to support grieving parents.



THE VALERIE FUND COMMUNITY IS THE HOPE THAT GETS FAMILIES THROUGH

The continued growth of The Valerie Fund happens when someone somewhere decides to take action and provide hope...

...THROUGH BUSINESSES AND CORPORATIONS

- CareOne raised over \$1 million designated solely to The Valerie Fund through their 2014 Valentine's Ball at Maritime Parc in Jersey City.
- For the third year, supporters from Wall Street firms led by several friends from **Cerberus Capital Management** joined together for "A Taste of Giving" at the Mandarin Oriental in New York to raise more than \$850,000.
- American Express and Plaza Construction led a successful 15th annual golf outing at Baltusrol Golf Club.
- " As a mother, the stress of getting your child through treatment is enough to cope with. If I had to navigate the learning issues without the support of the psychologist and educational liaison at The Valerie Fund, I don't know what I would have done."
- ~ Cynthia, Maggie's mom
- For the 22nd year, **Morgan Stanley** conducted its annual fundraising campaign to support Camp Happy Times and a Camp Happy Times Funplex reunion with giving of more than \$200,000.
- The First Annual Rook Run 5K race was sponsored by New Jersey's own **Rook Coffee**, bringing 1,100 runners out to raise \$70,000.
- Metro New York Area **Burger King** Franchisees held their 17th annual golf tournament at the Brooklake Country Club. The group also ran a six-week Coupon Campaign at more than 150 Burger King restaurants in the tri-state area.
- Chanel continues its hands-on involvement with the girls at Camp Happy Times by giving them one-on-one instruction in how to use all of the Chanel products they so generously donate.

- Novartis Oncology employees visited Camp Happy Times and taught campers how to make slime while another group of Novartis employees built bikes for The Valerie Fund kids as part of a team-building exercise.
- Inserra, Saker and Village ShopRites requested donations during checkout raising thousands of dollars and increasing awareness of The Valerie Fund's local impact.
- CBS-TV2 continued its generous tradition of strategic media support providing prime time media coverage for The Valerie Fund Walk and JAG Physical Therapy 5K on television while **CBS 880** continued its tradition of running radio features.

...THROUGH COMMUNITY AND PROFESSIONAL GROUPS

- Seton Hall students launched their 3rd Annual Pirate-thon dance marathon in support of The Valerie Fund kids.
- **Monmouth University** created its first Monmouth Hawks Dance Together marathon to support The Valerie Fund Children's Center at Monmouth Medical Center's Unterberg Children's Hospital.
- The Valerie Fund Junior Board held their 4th Annual Mardi Gras Gala, bringing together the next generation of Valerie Fund supporters in New York City to take on the cause.
- The **HFTP Mid-Jersey Chapter** supported The Valerie Fund kids with their 14th annual golf outing at Hackensack Country Club.
- The Summit Luminary Fund once again designated Camp Happy Times as a beneficiary of its annual fundraiser.
- The 2nd Valerie Fund Educational Seminar convened members of The Valerie Fund patient and medical community with the general community for a presentation about the forms of grief.

...THROUGH INDIVIDUALS, PATIENTS AND FAMILIES SUPPORTING EACH OTHER

- 130 patients formed teams at the Valerie Fund Walk and JAG Physical Therapy 5K.
- Valerie Fund Scholarship Recipients had the opportunity to meet their benefactors for the first time at a specially convened reception during their Christmas break.

THE VALERIE FUND 2014 LEADERSHIP

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Ed & Sue Goldstein

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Barry Kirschner, Executive Director

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Abby Goldberg, Fox News

Tim Hartnett, HRS Management, LLC

David Novak, Clayton, Dubilier & Rice

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Debbie Schiller, Community Volunteer

Steve Squeri, American Express

Elizabeth Straus, CareOne

Sharon Weintraub, Community Volunteer

Diane Young, M.D., Novartis

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Ron Festa, New Heights Consulting

Harriet Greenholtz, Community Volunteer

Janet Keating, Community Volunteer

Joseph Mangione, Alpha Media Group, Immediate Past Chair

Joe Uva, NBC Universal Hispanic Enterprises & Content

THE VALERIE FUND JUNIOR BOARD

The Valerie Fund Junior Board aims to ensure the longevity of The Valerie Fund by engaging a younger generation of supporters to carry the organization into the future. The Board's focus is to attract upstanding young professionals and involve them through community outreach, social event planning, recruiting and fundraising.

2014 CO-CHAIRS

Savannah English, General Atlantic

Rick Kandel, Thomas Weisel Global Growth Partners

Jeffrey Messer, Vestar Capital Partners



WE ARE THE

THE VALERIE FUND STAFF

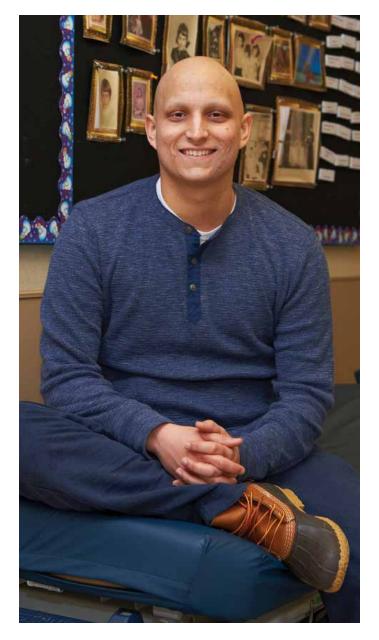
Lori Abrams, Director of Development

Bunny Flanders, Director of Marketing and Communications

Don Robinson, Director of Finance **Debby Kowal**, Office Manager

Jennie Leto, Assistant Director of Development **Jackie Callandrello**, Manager of Special Events Tina Kaplan, Walk Campaign Coordinator

Matt Ruttler, Camp Happy Times Assistant Director





In 2014, 190 dealerships joined together as part of the 2014 New Jersey Auto Retailers Unite campaign and raised \$800,000 for our children and their families. This achievement highlighted the incredible generosity of the dealership community.

Supporting Kids with Cancer and Blood Disorder
Action Hyundai of Millville
Action Hyundai/Mazda
of Flemington
Acura of Denville
Arena Buick GMC
Autoland Toyota, Scion, Chrysler,
Jeep, Dodge, RAM
Autosport Honda
Avalon Honda
Barlow Buick GMC
Barlow Chevrolet
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TWO YEAR FINANCIAL SUMMARY

REVENUE	2013	2014
Grants & Donations	\$1,898,419	\$2,941,598
Special Events (Net)	\$2,221,971	\$2,477,106
Investment Income	\$112,966	\$81,436
Total Operating Revenue	\$4,233,356	\$5,500,140
EXPENSES	2013	2014
Program Services		
Hospital Centers	\$1,443,505	\$2,138,040
Camps	\$364,966	\$399,152
Advocacy	\$376,897	\$466,567
Total Program Services	\$2,185,368	\$3,003,759
Support Services		
Management and General	\$146,928	\$153,519
Fundraising	\$393,267	\$458,710
Total Support Services	\$539,565	\$612,229
Total Expenses	\$2,724,933	\$3,615,988
Change in Net Assets	\$1,508,423	\$1,884,152
II I: 12014B I:		



Unaudited 2014 Results

MAJOR CORPORATE AND FOUNDATION DONORS

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





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WE ARE THE

FAMILIESTHROUGH













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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Jon and Abby Winkelried

HONOR ROLL 2014

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