







Dear Friends:

The year 2016 marked the 40th anniversary of The Valerie Fund and we are proud to say it was a year of major expansion based on the mission articulated by our founders Sue and Ed Goldstein over 40 years ago.

In July 2016 we opened our seventh Valerie Fund Children's Center in partnership with St. Joseph's Children's Hospital in Paterson, New Jersey. By opening this newest Valerie Fund Center we are ensuring that the 1,000 children and families who come to St. Joseph's for their 5,000 hematology and oncology visits each year will have access to uninterrupted social work, child life, psychology and educational liaison services that are the hallmark of Valerie Fund Centers throughout the region. As at all Valerie Fund Centers, a broad psychosocial treatment team will be available to the families of St. Joseph's pediatric hematology and oncology patients.

Overall, 2016 marked the seventh straight year of program growth throughout the centers and through our patient scholarship and advocacy programs. Total program service funding grew to over \$3.7 million for the first time ever. This was an increase of over \$400,000 (or 13%) over 2015— each and very Valerie Fund Center saw an increase in program funding for our children fighting cancer and blood disorders. Beyond the centers, our Valerie Fund Scholarship Committee awarded over \$360,000 to 83 incredible Valerie Fund patients attending medical school, graduate schools, universities and community colleges all over the United States.

Children and their families remain the center of The Valerie Fund universe. We hope this 2016 Impact Report strengthens your knowledge of what "comprehensive healthcare services" really are and how The Valerie Fund accomplishes funding these essential programs.

We know it doesn't happen without you and so we want to thank you for your unwavering support of all things Valerie Fund. You have helped to make the newest Valerie Fund Center at St. Joseph's Children's Hospital and everything else we do possible. You help us have the greatest impact on what is now over 6,000 children every year!

Sincerely,

Dominic DiBari

Chair

Barry Kirschner

Executive Director

THE FIRST 40 YEARS



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The world changed for Sue and Ed after they lost Valerie at the age of nine. So many things had been out of their control during Valerie's illness but the incredulousness they felt because there were no pediatric oncology centers in their home state fueled a call to action for themselves, family and friends. The Valerie Fund was conceived in her memory in February, 1976. The agenda was unprecedented and vitally important: bring state-of-the-art medical healthcare staffed by pediatric oncologists (and later) hematologists integrating a range of customized therapeutic services in a child-centered environment close to patients' homes. The following year, the first Valerie Fund Children's Center for Cancer and Blood Disorders opened at Overlook Hospital in Summit, New Jersey.



Sue and Ed Goldstein

On the 40th Anniversary of the founding of The Valerie Fund we honor the memory of Valerie Goldstein.

Two-thirds of Valerie's young life was spent battling Ewing's Sarcoma, a cancer of the bone. At the time of her diagnosis in 1970, the best option was to head into New York City for treatment at the widely acclaimed Babies and Children's Hospital (now New York-Presbyterian Hospital). For six years, doctors' appointments, cycles of chemotherapy and radiation, and emergency visits meant Valerie and her parents Sue and Ed would have to first brace themselves for a 90-minute long car ride from their Warren, NJ home into Manhattan. Valerie's older sister, five-year-old Stacy, would remain behind. Their parents remember, "It was not a good arrangement for anyone. We had no choice."



Forty years later there are seven *Valerie Fund Children's Centers* in New Jersey, New York City and the Philadelphia area forming the largest network of hospital-based outpatient facilities in New Jersey and one of the largest in the nation. Sue and Ed reflect, "They have evolved into what we had hoped for: institutions delivering medical expertise, unconditional support, and lovingkindness for the children under their care."

The hallmark of The Valerie Fund is the unconditional support each patient and their family receives. From diagnosis and treatment to lifelong survivorship monitoring, comprehensive health care is managed by a team that quickly and organically becomes a second family. Precious relationships are formed with child life specialists, educational liaisons, social workers and psychologists. Participation in state-of-the-art palliative care and integrative medicine programs keenly address quality of life issues. All are provided free of charge.

Since 1977, tens of thousands of children who have received a devastating diagnosis of cancer or a blood disorder have been treated at a *Valerie Fund Children's Center*. Sue and Ed, now tenacious octogenarians, continue to fight tirelessly to keep that promise. This past year, 2016, was another productive year for both the Goldsteins and The Valerie Fund. The remarkable longevity of the founders was duly noted as Sue and Ed cut the ribbon at the July opening of the newest *Valerie Fund Children's Center* at St. Joseph's Children's Hospital in Paterson, NJ. The Goldsteins had come full circle. The impact of their earliest actions reverberate in local communities where access to specialized services previously might have been unattainable due to distance, language barriers or financial issues. The unique needs of another 1,000 critically ill children and their families can now be met at this northern New Jersey facility.

The 40th Anniversary culminated with the publication of **THE VOICES THAT CANCER AND BLOOD DISORDERS COULDN'T SILENCE:** *Where They Are Now*, a very special collection of essays. Sue and Ed's idea to honor 40 former patients on the 40th anniversary of the founding of The Valerie Fund came out of their belief that preserving a reflection of the journeys during a life-threatening illness was significant and could be of help to others. They lovingly selected and edited the responses and wrote the book's forward. The result is thought-provoking and inspirational.



A collection of patient essays available at The Valerie Fund website giftshop www.the valeriefund.org/store.

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
- Patient Navigators
- Palliative Care*
- 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 2016

25,843 TOTAL PATIENT VISITS TO THE VALERIE FUND CHILDREN'S CENTERS





2016 HIGHLIGHTS

THE VALERIE FUND OPENS NEWEST CENTER AT ST. JOSEPH'S CHILDREN'S HOSPITAL



seventh Valerie Fund Children's Center.

This urban Center has offered excellent medical treatment to patients in its Pediatric Hematology-Oncology Division for 20 years using a multidisciplinary approach consistent with The Valerie Fund philosophy. But they've done so without much of the consistent, guiding hand of psychosocial clinicians that makes treatment so much more manageable for children, their families and even the physicians. By taking the St. Joseph's outpatient center into our network, The Valerie Fund guarantees that the care of Child Life Specialists and other psychosocial differencemakers are no longer dependent upon episodic grant funding. Now children treated at St. Joseph's and their families will have uninterrupted Child Life Services, and a permanently dedicated social worker, psychologist, educational liaison and financial specialist.



"Of all the things we accomplished during the past few years, bringing The Valerie Fund to patients treated at St. Joseph's Children's Hospital is by far the most important."

Merrie Bernstein, Valerie Fund Chair, 2012-2016



With five board-certified pediatric hematologist-oncologists, two pediatric nurse practitioners and two registered nurses, the team works closely with other pediatric disciplines throughout the children's hospital. As at all Valerie Fund Children's Centers, the entire family is included in the treatment process at St. Joseph's. And as in the other urban Centers in The Valerie Fund network, English is not the primary language spoken at home for many. Of the patients treated at St. Joseph's, 60% of patients speak Spanish at home and another 10% primarily speak Arabic.

The Valerie Fund Children's Center at St. Joseph's Children's Hospital hosts approximately 5,000 outpatient visits each year, which translates to nearly 1,000 new and continuing patients, similar to the volume at The Valerie Fund Children's Centers at the Children's Hospital of New Jersey at Newark Beth Israel Medical Center and Goryeb Children's Hospital at Morristown Medical Center.

In addition to all that becoming part of the Valerie Fund network brings to St. Joseph's, children there have access to an advanced Integrative Medicine program that offers acupuncture, acupressure, aromatherapy and massage therapy, which have a high rate of effectiveness for reducing pain and stress. A Long Term Follow-Up program provides medical interventions and survivorship screening, vital education and psychosocial support to childhood cancer survivors.

Of course, St. Joseph's children and staff were not total strangers to The Valerie Fund until they entered our network. Oncology patients treated at St. Joseph's have been campers at The Valerie Fund's Camp Happy Times for nearly two decades.



"Now that St. Joseph's has become the newest Valerie Fund Center, the kids will always have a child life specialist. Something this small can be enormous for children and parents going through the toughest time of their lives. Parents have that little bit of extra time where they are not worried about keeping their child entertained or distracted from the process of getting chemo. A parent could use that time to make a work phone call, or to talk to the insurance company, or to speak with the doctors without curious little 2 ½ year old ears listening in."

Karen, parent at St. Joseph's Valerie Fund Children's Center





2016 HIGHLIGHTS

TWO KEY SERVICES ADDED AT THE VALERIE FUND CENTER AT CHILDREN'S HOSPITAL OF PHILADELPHIA (CHOP)-VOORHEES

This past year, the Educational Liaison Program inaugurated at The Valerie Fund Children's Center in Morristown in 2013 and the Psychology Program that began at that same center in 2014, have been extended to the southernmost Valerie Fund Children's Center in Voorhees, New Jersey. For many years, integrating on-site Child Life Services and Social Work with medical treatment constituted cutting-age psychosocial care for children with cancer and blood disorders. But with the standard of excellence in psychosocial care evolving in recent years to include additional disciplines, so has The Valerie Fund's ability to extend the funding needed to best serve the needs of young patients and their families.

For example, the neuropsychological testing conducted by the psychologist can reveal temporary or permanent deficits in a patient's cognitive ability as a result of chemotherapy. Armed with testing results, the



"Our patients have always had significant need for psychology support, but actually getting them connected is where things fell apart. Whether it was distance of travel, expenses or some other reason, there were almost always barriers. Now those barriers are gone and our patients have the access they need. This is a huge relief to us as providers, but more importantly a major gain for our patients,"

Dr. Nicholas Evageliou, CHOP-Voorhees Valerie Fund Center



educational liaison can request special services from the school on behalf of the patient and meet with the child study team, removing the burdens of advocating within the school system from the parent when their most important job is to focus on their child.

THE 2016 VALERIE FUND PSYCHOSOCIAL CONSORTIUM

With seven locations in five hospital systems in both urban and suburban settings, Valerie Fund patient demographics vary widely. This makes for a rich variation in the psychosocial staff's experience and knowledge across The Valerie Fund Center network. Through The Valerie Fund Psychosocial Consortium, staff across all centers harness this knowledge and share it with peers

Bringing the psychology services on-site together with the educational liaison encourages the natural coordination of psychology and educational liaison services

from other Centers. With the patient families the focus of discussion, there are now 24 social workers, child life specialists, educational liaisons, psychologists and art therapists from throughout the network who come together three times a year.

In this confidential forum, the clinicians can share concerns and expertise related to the role they play in helping children and parents deal with devastating diagnoses, illness, surgery, treatment and all of the difficulties these entail.

With new positions added in 2016 and with St. Joseph's Children's Hospital coming on line as a Valerie Fund Center, the group really solidified in 2016. Not only does the consortium serve as a source of best practices from the field, but as a source of emotional support for professionals whose work includes counseling families in the throes of emotionally painful situations.

Topics range from patient/parent communication and insurance issues to immunizations, Camp Happy Times, and holiday parties, to name just a few. Since the meetings are usually held at one of The Valerie Fund Children's Centers, it also offers the opportunity for peers to tour the site with its host team.





"The consortium is a time set aside just for psychosocial practitioners to collaborate, share ideas, learn from each other's expertise, and support each other in the care we give to patients and their families every day."

Cathy Cerutti, Morristown Valerie Fund Center Social Worker





THE 2016 EDUCATIONAL SEMINAR: PALLIATIVE CARE: A NEW LAYER OF SUPPORT AT ALL STAGES OF ILLNESS

While all hospice care is palliative care, all palliative care is not hospice care, explained Dr. Heather Grossman, Director of Palliative Care at The Valerie Fund Children's Center at Monmouth Medical Center, at the 2016 Educational Seminar.

The seminar underscored The Valerie Fund's growing commitment to formally bringing pediatric palliative care to its patients under the guidance of pediatric oncologists with additional training in the field at the Columbia University Medical Center and at Monmouth Medical Center. In 2016 alone, \$267,000 was earmarked for this purpose.

Like all Valerie Fund Educational Seminars, the forum was open to the entire community of supporters, patients and clinicians. In addition to Dr. Grossman, presentations were made by clinicians from New York-Presbyterian Morgan Stanley Children's Hospital Columbia University Medical Center, including Director of Pediatric Palliative Care Dr. Elisha Waldman, Valerie Fund Palliative Care Physician Dr. Christopher Adrian, and was moderated by Dr. Stephen Sands, Valerie Fund Director of Psychosocial Services.



"While all hospice care is palliative care, all pallative care is not hospice care."

Dr. Heather Grossman, Director of Pallative Care at The Valerie Fund Center at Monmouth Medical Center.



SCHOLARSHIP PROGRAMS AWARD \$367,000 IN SCHOLARSHIPS

The goal of The Valerie Fund Scholarship program is to help ensure that current and former patients don't simply survive, but thrive. These scholarships communicate to students that The Valerie Fund continues to believe in their ability to lead fulfilling lives and be productive citizens.



"Having a disease encouraged me to help others. Don't ever let an illness or disorder define who you are as a person. You can become anything you want to be or whoever you want to be."

Amelia Galliard, Zhang Explorer Scholarship recipient



"We scholarship recipients are a product of The Valerie Fund professionals letting us know that our cancer experience is okay and that there's a light at the end of the tunnel. Math was hard for me but now I want to be a high school math teacher that gives kids the self-assurance that they can do it. I want to tell them, 'You have the potential to do it and I'm going to bring that out in you," says Carlos Marin, Mayer Family Scholarship recipient.

In 2016, scholarship awards were made to 83 patients attending vocational schools, community colleges, four-year colleges and even medical school. The program has doubled in the total dollar value of scholarships in just two years thanks to recognition by donors of how important support for secondary education is.

The great majority of scholarship applicants reveal in the essays how their career choice is influenced by their Valerie Fund caregivers and by their time as a patient, with



many applicants set on careers that allow them to help others, such as social work, recreational therapy, and teaching.

Among the scholarships The Valerie Fund awarded in 2016 were 31 named scholarships of \$5,000 or more, awards that significantly reduced the cost of education. Each year, named scholars are introduced to their benefactors at a reception held during winter break, an evening that is meaningful from both sides.

Debbie Schiller, a member of The Valerie Fund Scholarship Committee, says, "These students have incredible dreams and aspirations of meaningful careers. They have faced many challenges but they are determined to overcome any and all obstacles to achieve their dreams."

CAMP HAPPY TIMES

FOR KIDS WHO HAVE OR HAVE HAD CANCER

CAMP HAPPY TIMES FOR KIDS WHO HAVE OR HAVE HAD CANCER



While much of the world watched the Olympics, Camp Happy Times hosted their own Summer Olympics sending campers and counselors

home with fond memories of cooperation and team spirit. Approximately 187 campers participated in the week's "Wild and Wacky" Olympic events culminating in an inspiring closing ceremony to honor all of the winners.

For 24 years, **Morgan Stanley** has provided significant funding for this free one-week sleep away camp for children who are cancer patients or survivors. Contributions by the **Tom Coughlin Jay Fund,** and the **Daniel Galorenzo Foundation** also make this special week possible.

Located at the 220-acre Tyler Hill Camp in Wayne County, Pennsylvania, Camp Happy Times brings together campers ages 5-21 who have a bond that needs no explanation and includes the popular Leaders-in-Training (LIT) program for young adult survivors/patients ages 19-21. Counselors, a remarkable percentage who are returning after being campers themselves give these kids a week to remember.

Kristin, a 30-year cancer survivor and former Valerie Fund patient, comes to camp to mentor the LITs. She offers a powerful description of CHT. "There is no greater place in the world to let loose and be yourself. It is a piece of heaven on earth, a place to let all the pain and fear go and just enjoy being young."





"The Valerie Fund reshaped my thinking. Camp Happy Times is a world where everyone is the same; we share common experiences."

Clarence, former patient and camper





THE IMPACT OF

THE VALERIE FUND COMMUNITY...

YEARS

OF CARING FOR CHILDREN
WITH CANCER
AND BLOOD
DISORDERS

- Our friends at **Cerberus Capital** hosted the 5th Annual "**Taste of Giving**" at the Mandarin Oriental in New York. The event was a huge success and with a little "prodding" from Celebrity Auctioneer **Susie Essman** (Curb Your Enthusiasm) more than \$860,000 was raised for post-secondary education scholarships, psychosocial services and summer camp funding.
- Golfers had the unique opportunity to play on the same course just a week after the 98th PGA Championship at The American Express Charity Golf Tournament sponsored by American Express and Plaza Construction. The outing at Baltusrol Golf Club raised a record-breaking \$560,000.

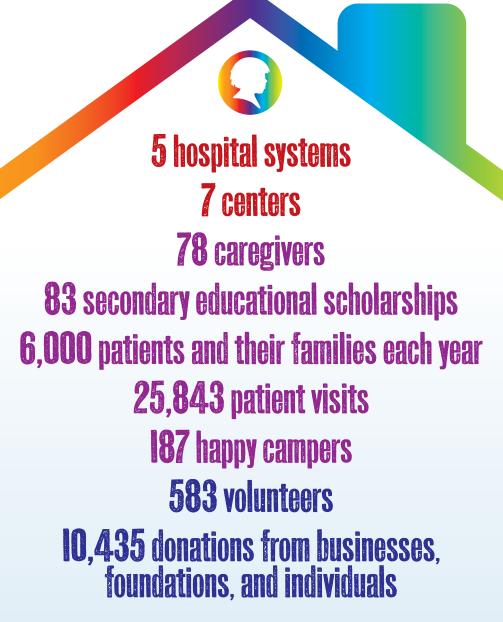
- Despite demanding schedules **Morgan Stanley** analysts have always made time to give back and we are fortunate to be the recipient of their efforts for the past 24 years. The analysts raised more than \$170,000 in 2016 to support Camp Happy Times and organized and attended the **Morgan Stanley Rec Day**, a reunion of the campers in May.
- The 3rd Annual Rook Run drew 3,000 participants to the Long Branch boardwalk and raised over \$212,000.
 This extraordinary event fulfills the vision of Rook Coffee founders Holly Migliaccio and Shawn Kingsley to support critically ill children from the Monmouth County area. Close to \$500,000 has been raised to date.
- Burger King franchisees' in-store coupon campaign
 has raised over \$560,000 since restaurants began offering
 valuable coupons to their customers in exchange for
 a \$1 donation in 2011. The 19th Annual Burger King
 Franchisee Children's Charities Golf Classic held at
 Brooklake Country Club raised \$99,000.
- CBS-TV2 personalities John Elliott and Alice Gainer broadcast live from Verona Park on the day of The Valerie Fund Walk and JAG Physical Therapy 5K Run doing on camera interviews with teams and their patients. Strategic media support was provided both on television and with radio features produced for CBS 880 Radio.
- Chanel continued its hands-on involvement at Camp Happy Times by giving the girls make-up lessons applying products generously donated by the luxury brand.
- Their support comes in many forms—sponsorship commitments, in-store campaigns and gift-in-kind products for the Walk—Inserra, Saker and Village ShopRites' efforts to raise money each year are unparalleled.

- The Valerie Fund Walk and JAG Physical Therapy 5K Run celebrates the courage and hope of Valerie Fund patients. One hundred sixty of these very brave children came to Verona Park for the 11th annual event. They were joined by members of 205 teams including 3,174 walkers and 848 runners, 185 volunteers and 63 sponsors. The five-year total of these grass roots fundraising efforts tops \$5,352,500.
- New Jersey Auto Retailers Unite Campaign has raised over \$1.5 million dollars since the state-wide charitable effort began in 2014. More than 200 dealerships pledged donations for every car that was purchased.
- RSM: Audit, Tax & Consulting Services presented The Valerie Fund with a check for over \$80,000. The company's generosity also included a promise to provide employee volunteers at our upcoming events.
- The 3rd Annual Toby Tyler Golf Invitational held at Fiddler's Elbow Country Club raised over \$108,000. Our friends at Simplicity Title gathered friends, family and business associates to honor the legacies of Toby Tyler and Brock Lovero.
- CAREoke For The Kids has successfully brought awareness of The Valerie Fund to a young, urban demographic and has raised more than \$1.5 million since 2006. Close to 1,000 members of New York's media community attended the event at Irving Plaza and raised over \$200,000
- The 25th Annual Thanksgiving Ball Gala at the Hilton Short Hills raised over \$430,000. Attendees had the unique opportunity to become familiar with the scope of treating and healing patients by visiting four Learning Depots and personally interacting with patients and staff.

THE VALERIE FUND

2016 BY THE NUMBERS

TWO YEAR FINANCIAL SUMMARY			
REVENUE	2015	2016	
Grants & Donations	\$2,426,450	\$2,256,875	
Special Events (Net)	\$1,831,330	\$2,086,387	
Investment Income	\$19,598	\$238,327	
Total Operating Revenue	\$4,277,378	\$4,581,571	
EXPENSES	2015	2016	
Program Services			
Hospital Centers	\$2,274,145	\$2,610,045	
Camps	\$415,234	\$362,575	
Advocacy	\$617,734	\$762,457	
Total Program Services	\$3,307,113	\$3,735,077	
Support Services			
Management and General	\$135,924	\$141,550	
Fundraising	\$538,730	\$687,920	
Total Support Services	\$674,654	\$829,470	
Total Expenses	\$3,981,767	\$4,564,547	
CHANGE IN NET ASSETS	\$295,611	\$17,024	



Unaudited 2016 results

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









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THE VALERIE FUND LEADERSHIP



CHILDREN

WITH CANCER AND BLOOD DISORDERS

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.

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2016 HONOR ROLL

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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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MEET OUR PATIENTS AND CAREGIVERS

Front cover

Vanessa, age 10, diagnosed with ALL (Acute Lymphoblastic Leukemia)

Inside front cover

Dr. Steven Halpern with Mason, age 18 months, diagnosed with ALL

Page 1

Barry Kirschner, Executive Director of TVF, Elizabeth, age 7, diagnosed with ALL, Abigail, age 12, diagnosed with Chronic Myeloid Leukemia and Dominic DiBari, Chair of TVF

Page 4, A Model of Comprehensive Healthcare Services

Center photo: Christian, age 2, diagnosed with T-cell ALL Educational Liaison: Joann Spera, BA, MA with Londyn, age 8, diagnosed with T-cell ALL

Integrative Medicine: Massage Therapist Carol Mathewson with TVF parent

Social Worker: TVF parent Ebony with Cathy Cerutti, LCSW, DCSW

Palliative Care: Maureen Baker, APN, MSN, CPON with Sebastian, age 9, diagnosed with ALL

Psychologist: Dr. Caridad Moreno with Abdiel, age 7, diagnosed with ALL

Survivorship: Modesty, age 19, diagnosed with Hodgkin's Lymphoma (age 7) and Thyroid cancer (age 17)

Child Life Specialist: Shaundra McCarter with Jh'urnye, age 22 months, diagnosed with Sickle Cell

Paae 5

Shary Taylor, CMA with Isabella, age 5, diagnosed with ALL

Page 6

Londyn

Page 7

Our 2016 Scholarship recipients

Page 8

TVF kids at camp

Page 9

Nurse Manager Bill Copeck, RN, CPHON, with Andre, age 14, diagnosed with Ewing Sarcoma

Page 11

Shannon Holland, PNP, MSN, CPON with Katrina, age 12, diagnosed with ALL

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Ebony with Cathy Cerutti

Page 14

TVF parent Norma with financial counselor Carmen

Page 15

Gina Fleming, RN, CPON with Mason and Child Life Specialist Kelly Blanchette, CCLS

Page 16

Shaundra McCarter with Jh'urnye

Inside back cover

Dr. Jill Menell with Johansel, age 10, diagnosed with ALL

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