

2017

ANNUAL REPORT



17 years of serving kids with cancer
& other serious conditions

Letter from the President

Each day, 45 children are diagnosed with cancer. Each day. For 45 families a day, their lives are up-ended and childhood will never be the same - not for the patient, the siblings, nor the parents.

We believe kids shouldn't have to choose between life-saving treatment and normal childhood moments. So we bring the normal childhood moments to them, in the hospital. As we grow, we're constantly looking for more ways to serve the families in maintaining quality of life. This year saw some local expansion beyond our usual hospital visits and we're looking for ways to explore more of this growth.

Program Activity

*We served **419 kids and teens** with our programs. Approximately 60% of our guests were girls, and 40% boys. We hosted **16 local chapters** in total. Four chapters paused activity due to the loss of the Local Chapter Director, and we gained five new chapters.*

We returned to our roots- tiaras donated by actual beauty queens- with the help of our Nashville chapter hosting tiara drives and collecting over 200 tiaras for all chapters. This also saves us hundreds of dollars a year.

Young Ambassador Launch

2017 also saw the introduction of a pilot program for volunteers too young to attend hospital visits: Young Ambassadors. YA's are mentored by executive leadership and support the organization with local fundraising and supply drives. The goal of the program is to prime these individuals for community leadership and eventually local chapter directorship within For a Day.

This year, we worked with Kirsten Zeleny in California and Anna Horton in Georgia. These two young ladies collectively raised over \$1200 for For a Day.

As with each year, I'm humbled at the support of strangers who join this thing that started as a little tea party in Jackson, Mississippi. And I'm filled with hope for our future and a desire to keep finding ways to serve the kids and the families.

Thank you, dear reader, for being here.

Board of Directors

President - Jenna Edwards
Vice-President - Debbie Edwards
Andrew McClintock (joined in August)

Local Chapter Directors

Anchorage - Kendall Bautista †
Atlanta - Katie Higgins
Boston - Sam Hawkins †
DC - Liz Sites
Houston - Charlene Orozco †
Miami - Stefanie Harris
Nashville - Dana Gillihan
Orlando - Jessica Sepulveda-Viola*
Palm Beach - Taylor Tyson*
Philadelphia - Sonya Hickerson
Pittsburgh - Kelly Sabol
Portland - Ariane Audett*
Southern MN - Jason Lennox
Northern NY - Katie Flaherty*
Westchester - Toya Woods*†

† - stepped down in 2017

* - joined in 2017

Magical Moments

"It makes me just happy to know that she will have good memories of this and that it won't be memories of the pain and crying."

At each program event, we are reminded of how much playtime affects patients. We've taken a few excerpts from our post-visit summaries that stand out and exemplify our qualitative impact. Full summaries are posted at foraday.org/local-chapter-activity

"The snow cone machine was a great hit, and we are looking into ways to have this tasty snack at all events. The cold and sweet syrup (even a sugar free option!) were greatly appreciated by many children who, according to their parents, have been particularly picky eaters as of late (especially the children on chemotherapy)." - Atlanta

"The children absolutely loved the bouncy house, and many parents reported that the inflatable princess castle energized their usually shy and withdrawn children." - Atlanta

"As we colored with one of the kids, we overheard the parents appreciating our visit to the staff. They said their daughter hasn't been as cooperative in coming to her appointments lately, but when they found out there was a special event today, she was eager to get there. I was humbled to hear, yet again, how our presence was enough to make things just a tad easier on the kids and their parents. It's why we're here." - NYC

"One girl could not decide on which crown, so we had to try on several and let her look in the mirror. And another wore her ball dress to the event and loved spinning around with Miss TN USA." - Nashville

"Our favorite moment was when the father of our older teenage boy reluctantly agreed he'd get in the picture but he was not using photo props. His son said 'Oh, you have to!' so he grabbed a princess crown and bow! His son loved the picture and decided to decorate his frame with stickers he thought his mom would enjoy." - Pittsburgh

"We had been told by the grandmother that our particular patient had cried every single time that she had been to the hospital for treatment in the past and that this was the first time she hadn't, because she had been told that today she would get to be a princess." -Pittsburgh

"You could see how grateful the parents were to have a much welcome distraction and fun event for their child. It really makes it worth it to see the kids having fun and enjoying themselves in an otherwise very challenging situation." - Miami

"One little boy with a mask on came toward the end of the event, and was a bit shy. Within minutes, he stole the show, running around with the beach ball, dancing, singing, screaming and laughing. His shirt said "Be Fearless," and it was more than appropriate." - Southern MN

"After some princess stories, girl-talk and nail art, she was so excited to receive a tiara just like Queen Elsa's! She had the biggest smile on her face when she was crowned and said she is going to keep the crown on for a long time!" - Anchorage

"There was so much joy in the room - she kept cracking up with the volunteers, saying, "I'm laughing too hard!" - DC



Local Chapter Summary

Anchorage *Kendall Bautista*

Kendall hosted a small party in March at Children's Hospital at Providence Medical Center, making 3 little girls Queen for a Day. She stepped down to move to California.

Atlanta *Katie Higgins*

In June, the chapter hosted a Character Brunch, where volunteers dressed up as storybook characters while serving a weekend meal to the families. This was the first event of this kind for the chapter and also for For a Day. In October, they hosted their annual Trunk or Treat, where families at the ATL Ronald McDonald House locations could dress up for Halloween and have a trick-or-treat experience. In December, they returned for the annual Winter Wonderland visit with Santa and Mrs. Claus. Every child in the house gets time with Santa and they receive toys of their choice. For some families with immune-sensitive kids, this is the only way they get to see Santa. In total, the chapter saw 31 girls and 29 boys.

Boston *Sam Hawkins*

In March, the chapter saw 15 girls and 7 boys at Franciscan Children's Hospital. Sam then stepped down to move to Baltimore.

DC/Northern VA *Liz Sites*

In February, the chapter saw 10 girls and 7 boys at Inova Fairfax Hospital.

Detroit *Nikki Follis*

In May, we hosted our 10th annual Fashion Show at Carson's in Clinton Township. 17 local kids joined us for fashion, fun, and family!

Houston *Charlene Orozco*

The chapter visited Texas Children's Cancer and Hematology Center in March, June, and September to serve 60 girls and 35 boys. Charlene stepped down after a transition in her career.

Miami *Stefanie Harris*

In May, the chapter saw 5 girls and 5 boys at Nicklaus Children's Hospital. It also hosted a shopping bazaar fundraiser in November.

Nashville *Dana Gillihan*

Through February, May, August, and October, the chapter saw 57 girls and 20 boys at Monroe Carell, Jr. Children's Hospital at Vanderbilt with the help of the Tutu Ladies. She also arranged tiara drives and collected 200 tiaras!

New York City *Jenna Edwards*

In October, we visited Hassenfeld Children's Hospital at NYU Langone for Hero for a Day. We saw 5 girls and 4 boys. In November, we hosted the 'Treat It Forward' cocktail benefit.

Orlando *Jessica Sepulveda-Viola*

Revived in September, activity returns after a 3-year hiatus.

Palm Beach *Taylor Tyson*

Chartered in October, this is the first chapter in Palm Beach.

Pittsburgh *Kelly Sabol*

In August and October, the chapter saw 3 girls and 2 boys at Children's Hospital of Pittsburgh.

Portland *Ariane Audett*

Chartered in September, this is the first chapter in Portland, Oregon.

Southern MN *Jason Lennox*

Serving Ronald McDonald House of Rochester and Minneapolis and the Mayo Clinic - St. Mary's Campus, the chapter served 31 girls and 30 boys. This year introduced "Family Day" experiences for select families, like special access at a Twins game or a day at the local go-karting/arcade facility. The chapter hosted its 3rd annual For a Day 5K for nearly 200 runners/walkers!

Northern NY *Katie Flaherty*

Chartered in January, the chapter visited Upstate Golisano Children's Hospital in August, to see 8 girls and 7 boys.

Westchester *Toya Woods*

Chartered in February, the chapter visited Maria Fareri Children's Hospital in May. In October, Toya stepped down due to scheduling conflicts.

Our Proud Donors

\$5000+

Jenna Edwards & Francois Crabalona
Debbie & Tom Edwards

\$1000+

Stephen J. McCarthy
Beauterre Recovery Systems
Gopher Sports

\$500+

Megan & Farook Ahmed

\$250+

Steve Zeleny
Charles Stears
Dorianna Olsen
Ed's
Re/Max
Mark and Joni Boe
Geneva Cancer Run
Kim Schlaak

\$100+

Profinium
Holland Ag
Cedar Valley Services
Schlaak Trucking
St. Vincent's Academy
NinaRo
Lucille Azor
Hannah Bared
Andrew Bergt
Adina Birnbaum

\$100+, continued

Lied Gaye Devaldivielso
Teri Galvez
Anonymous
Sonya Hickerson
Diana Holland
Rosanna Karpiak
Steve & Deb Langer
Christina Perez McDowell
Janet & Bruce McManus
Tonya Olsen
Rich Russo
Kelly Sabol
Gaby Saca
Arleen Sepulveda
Alexa Shuman
Michelle Smitley
Staci Tyson
Michael West
Yvonne Woo

\$50+

Daviana Absera
Mitch Anderson
Paul Baccaro
Juliana Bonsanti
Vladislav Borimsky
Cachy Depzsgay
Melinda Dowling
Sade Drake
Robert Green
Blake Hamm
Andrew Horn

\$50+, continued

Deepa Joshi
Alla Makagon
Michael McMurphy
Vanessa OKeefe
Paula Quinn
Sabir Semerkant
Celestino Sepulveda
Colleen Welch
Danielle Welsh
Lynn West
Jeff West
Lauren Winters

Up to \$50

Opelika Enterprises
Trent Bauer
Kayla Biathrow
Mary Ashton Burgh
Gerard Busacco
Brycen Calarco
Raquel Cassianos
Francoise Crabalona
Cecilia Curbelo
Chloe Derba
Marlene Diaz
Tanner Dorsey
Rachel Edelson
Nancy Edwards
Cornelius Flaherty
Bridgette Guisasola
Mason Halsey
Ann Hamm

Up to \$50, continued

Bridgett Hoag
Abbie King
Nate Lamb
Charles Lempert
Becca Lindner
Ambar Lopez
Abby Markowski
Gabriela Mayans
Katie Mazzeo-Flaherty
Marykay Mead
Risa Miller
Julia Nissi
Pat Otto
Kacey Peterson
Komal Pradhan
Ken Rinear
Marty Schroeder
Brandon Shinholster
Meghan Simmons
Deanna Smith
Brian Studnick
Taylor Tyson
Herizon Ubc
Kathleen Valentine
Jeanine Watkin
Veancha White

Thank You!

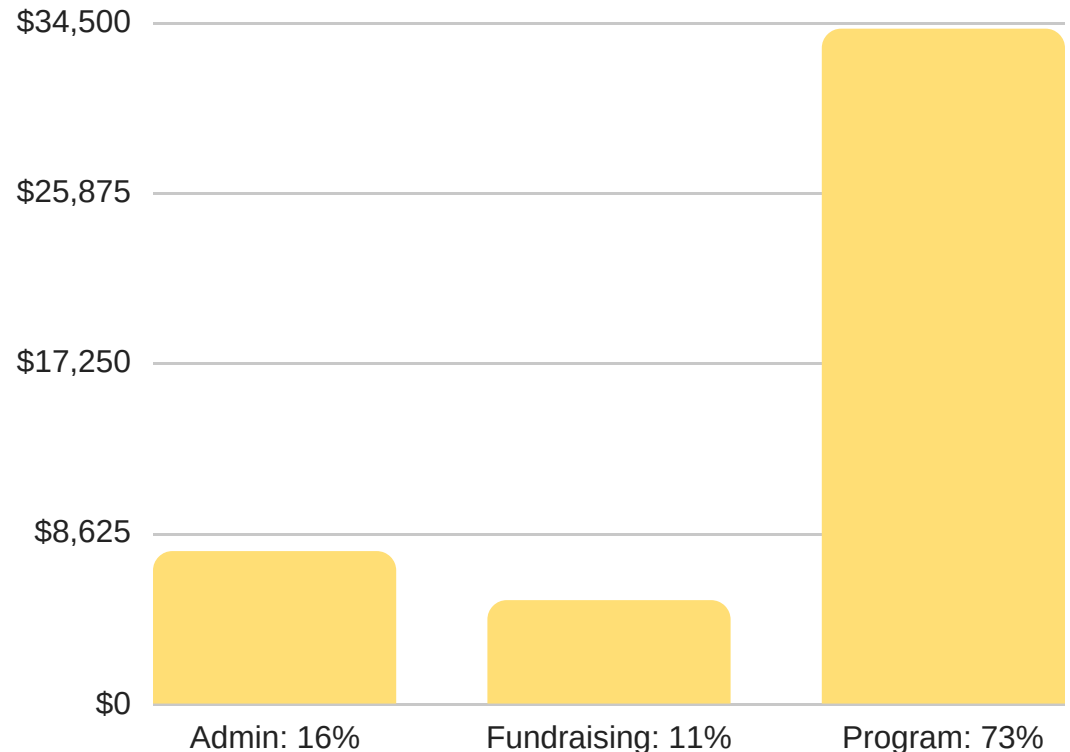
Financial Statements

Below is the breakdown for all chapters combined with home office expenses. We carry one salary, for program-related investments in our volunteer leadership: training, encouraging program creativity, guidance on local relationships, & staying available to make volunteers as impactful and efficient as possible. The home office focuses on relationships and policies that benefit all chapters across the board. This includes taking inspiration from local chapters and expanding new ideas across the network.

The majority of our support comes from small donations from our local chapter network, as you can see from the list of donors on the previous page. Additionally, our Southern Minnesota chapter hosted its 3rd annual For a Day 5K in October and the home office hosted a "Treat It Forward" cocktail benefit in NYC in November. Corporate sponsorships were attached to these two events, as well as individual contributions above and beyond the previously acknowledged donations.

Also of note, volunteers have contributed over \$41,000 in time and professional services in 2017 alone.

	TOTAL
Income	
Corporate	4,583.31
Individual Contributions	19,298.69
Total Income	\$23,882.00
GROSS PROFIT	\$23,882.00
Expenses	
Admin/Indirect	7,470.23
Employee Benefits	253.00
Fundraising	5,239.29
Program	13,504.34
Salaries & Wages	20,679.39
Total Expenses	\$47,146.25



Want to be a part of For a Day?

As an individual, you can:

(1) start a local chapter

foraday.org/start-a-local-chapter

(2) register as a volunteer

foraday.org/volunteeropportunities

(3) set up a supply drive at your office, gym, school, neighborhood, etc.

smile.amazon.com/wedding/share/foraday

(4) join our Board of Directors

foraday.org/boardofdirectors

(5) donate at foraday.org/donate or gift cards to Amazon and Oriental Trading

Too young to volunteer?

Join our Young Ambassadors and represent For a Day in your community. We'll document your progress for scholarship and college applications.

foraday.org/youngambassador

As an group/corporation/small business, you can:

(1) sponsor a hospital visit & volunteer as a small group (up to 7 people per visit)

(2) set up a fundraiser/supply drive at your office, gym, neighborhood, etc.

(3) sponsor a local chapter with donations, supplies, and gift cards

(4) sponsor the home office with donations, supplies, and gift cards.

Corporations and small businesses receive brand exposure through our website, social media platforms, and printed materials used throughout the US.

Local chapter sponsors also receive recognition through digital and traditional channels, plus opportunities to volunteer at chapter hospital visits.

- Supplies we regularly use are listed in our Amazon Wish List (**smile.amazon.com/wedding/share/foraday**).
- We order superhero capes exclusively through Amazon because they are individually wrapped by the manufacturer, ensuring they are clean.
- We exclusively use hypoallergenic make-up because kids' skin can become sensitive during treatment. Almay has a wide variety of eyeshadow & lip colors. Also, we only use eyeshadow, blush, and lipstick. Please, no scented items. All make-up must be brand new.
- We prefer kid-friendly nail polish or the 5/7/10-free formulas. Also must be new and unused.
- We prefer faux feather boas from HappyBoa.com. If ordering directly with them, please tell them it's for For a Day so they can package new boas in plastic bags to keep them clean.
- Alternatively, you can send us gift cards to Amazon, Oriental Trading, and Michael's. We frequently shop these locations for decorations, gifts, & activities.
- Contact us at inquiry@foraday.org about all other questions or for shipping arrangements. Local chapters may have their own wish list with additional specialty items.

ForADayFoundation.org/donate

