

IMPACT REPORT 2022 - 2023

EMBRACING FAMILIES AT EVERY TURN



C.U.R.E.

Childhood Cancer Association



curekidscancer.com



"C.U.R.E. helps to guide parents of children with cancer or blood disorder to a world full of resources. It's an extraordinary foundation where support is abundant for these children and their families."

– a C.U.R.E. Mom



A note from our Executive Director

Dear Friends & Supporters,

We asked our Families what C.U.R.E. means to them and answers ranged from remarkable, a light in the dark, lifesavers and family. Our organization is a tight-knit community that unites our Families. We help build the Village that our Families rely on to help them navigate the uncertainty and fear that arise following a diagnosis. It takes a village to raise a child. It takes an even bigger village to raise a child who is ill.

This past year, we worked on rebuilding our Village in a post-COVID era. We offered even more social opportunities to our Families, giving them the time and space to connect with other Families as well as reconnect with their own Family Members. C.U.R.E. has made it a priority to raise awareness during the month of September, shining a light on Pediatric Cancer and Sickle Cell Warriors. We have been able to meet the varying needs of our Families through offering financial support to help with parking fees, rent payments, insurance expenses and, sadly, funeral expense assistance. All of which were made possible because of your kindness and belief in the meaningful work we do here at C.U.R.E.

The Board of Directors and I worked diligently on a Strategic Plan with initiatives to further benefit our Families, which we are enthusiastic about and look forward to implementing. The coming fiscal year will involve even more Village building with an increased focus on our Bereaved Community. We are looking forward to further reaching our arms around our Families, letting them know that they are and continue to be a part of our C.U.R.E. Family. The support doesn't stop when treatment stops.

Our hearts are bursting with gratitude for the love and support from our Community. Thank you for making the practical support we provide possible. We look forward to continuing to support our Families through your kindness.

With a Grateful Heart,
Holly Dutcher





Improving the lives of children and their families coping with childhood cancer or chronic blood disorders by providing emotional, educational, social and financial assistance; promoting research toward a cure.



Our team worked diligently in preparing a Strategic Plan for the next 5 years, with ambitious goals and a framework for how to accomplish them. We identified three key impact areas of focus:

Programming
Community Building
Financial Growth & Stability

We identified and developed our core values for our organization, which will be reflected into the work we do and will be adhered to by our Staff, Board Members and Volunteers. We strive to be:

Approachable

Our humble, grassroots approachability sets us apart from other organizations. We want our Families to feel comfortable asking for help.

Resourceful

Being efficient is key. This includes collaboration with other organizations and using funding effectively.

Dependable

We must dedicate ourselves to being dependable for our Families, but also for each other. Provide assistance to Staff & Volunteers when you can.

Supportive

We need to encourage and support our Stakeholders, ensuring they know the depth of our gratitude and the vastness of the programming we provide.



C.U.R.E. Childhood Cancer Association was founded in 1976 by parents who lost their children to cancer. Their goal: provide meaningful, practical support to Families coping with a childhood cancer diagnosis. The humble beginnings of our organization include our Founding Parents going to Strong Memorial Hospital to meet other pediatric oncology parents while their child was in treatment and provide respite care for siblings.

Our core program, the Parent Advocate Support Program, was modeled after these humble beginnings and continues to be a meaningful support to pediatric oncology and hematology Families. C.U.R.E. employs a Parent Advocate who meets with pediatric oncology and hematology Families daily. The Parent Advocate offers resources to Parents (whether it is connecting them with other nonprofits or offering resources we have available through our organization), empathy and a listening ear.

The most unique part of our Parent Advocate position: it must be filled by the parent of a long-term cancer survivor. Our Parent Advocate knows what it's like to have your world halted by the words "Your child has cancer" and the overwhelmingness of medications and appointments and fear.

The experience of our Parent Advocate is invaluable; she brings hope. The resources provided by C.U.R.E. through our Parent Advocate Support Program include parking vouchers for the parking garage at Golisano Children's Hospital, food vouchers so Parents can eat alongside their inpatient Child, a Comfort Bag and financial assistance. C.U.R.E. assists with everyday expenses like car payments, utilities and mortgage payments. We also support unique expenses such as hot water tank repair, appliance replacement, and sadly, funeral expense assistance. Every newly diagnosed Family is given a \$100 gift card for gas to help with travel to the numerous appointments that follow a diagnosis.

STORY:

Many times when a child is diagnosed with cancer, one or both parents take a medical leave of absence from work. The economics of today almost necessitate a two-income working household and a decrease in income can be detrimental to Families. C.U.R.E. works hard to ensure our Families are cared for by offering Holiday Gift Assistance, monthly social opportunities for Parents, quarterly Family outings for our Families and more. We let our Children know they are on our minds as they celebrate their birthday, by sending birthday cards with a little treat included to every child through their 18th birthday. We let Parents know we haven't forgotten their Child after they've passed away by sending a "Thinking of You" card near their Child's anniversary of death.

What sets C.U.R.E. apart? We support Families from the day of diagnosis, throughout treatment and beyond. The support doesn't stop when treatment stops. When a Child finishes treatment, we celebrate with them - providing a handheld bell to ring and take home, along with a handprint canvas, special gifts (Siblings receive a gift, too!) and their favorite treat to enjoy and celebrate with.

C.U.R.E. also memorializes our Angels. We host an annual Brick Laying Ceremony at our office every Spring and place bricks honoring their memory in our front walkway. These bricks are the first thing you see before walking into the building, keeping our Little Angels in the forefront of our minds. We also recognize all Children lost annually at our Remembrance Service.

C.U.R.E. looks forward to continuing to Embrace Families at Every Turn in the coming year and beyond.

Flip the page to learn more about the support C.U.R.E. provided to our Families last fiscal year (July 1, 2022 through June 30, 2023).



OUR IMPACT:

3,679

Parking Vouchers



1,178

Meal Vouchers

2,462

Voyage Beads



813

Parent Advocate Visits

AGNES K. MACKEY FUND + ANGEL FUND



\$5,811

Financial Assistance



\$5,200

Gas Gift Cards



\$3,975

Holiday Assistance



\$3,464

Items for Families



\$2,090

Gift Cards for Families



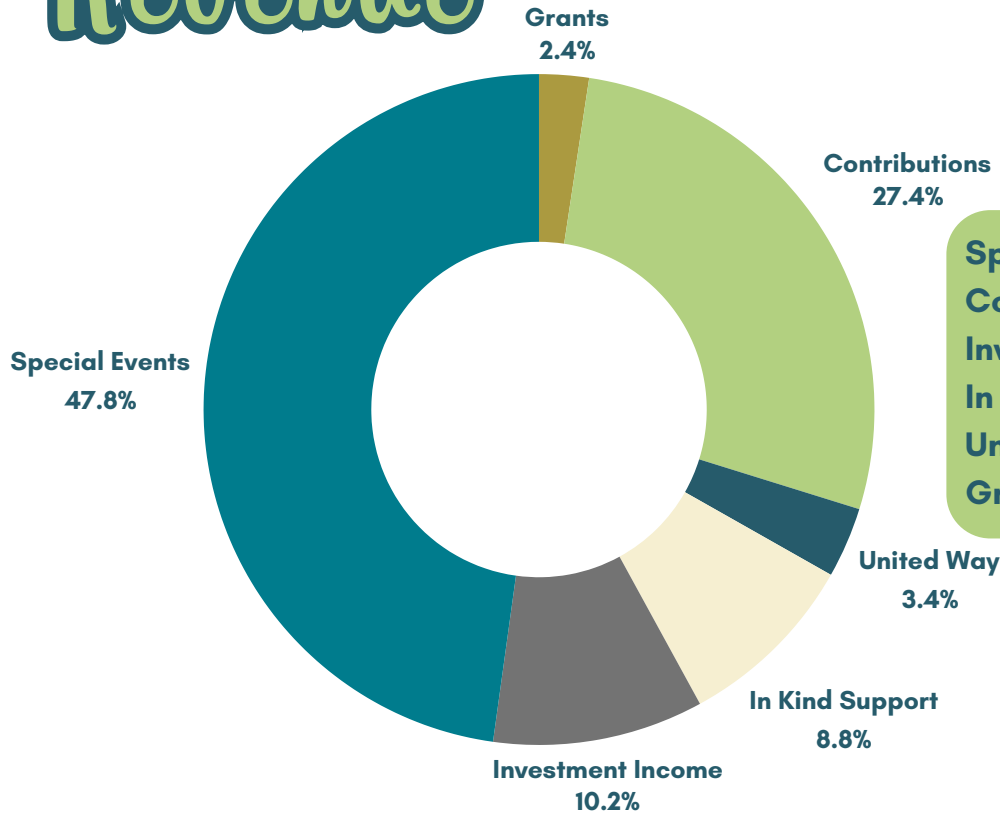
\$587

Meals for Families



C.U.R.E. also provided nearly
\$15,000
in funeral expense assistance &
bereavement support.

YOUR Revenue \$794,201



Special Events:	\$379,699
Contributions:	\$217,676
Investment Income:	\$ 80,678
In Kind Support	\$70,146
United Way:	\$27,002
Grants:	\$19,000



IMPACT:

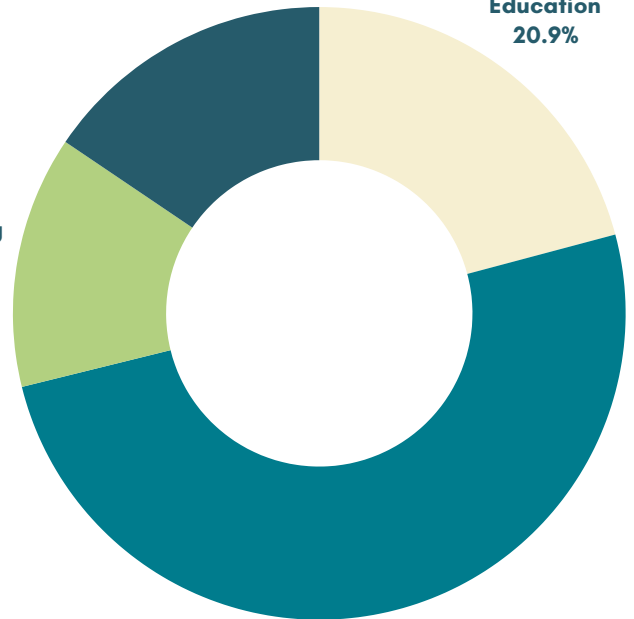
\$421,136

Expenses

Management & General
15.5%

Education
20.9%

Fundraising
13.3%



Community Service:	\$ 211,773
Education:	\$87,834
Management & General:	\$65,457
Fundraising:	\$56,072

Community Service
50.3%



OUR PARTNERS

Ahrens Benefits Co.
Aladdins
All State - Ryan Pogue
Ally Bank
A.R. Arena Products, Inc.
Arrow Kitchens
ASP Industries
Auto Locators
Bill Gray's
Brighton Securities
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Shelly's Sweet Shoppe
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West Herr Cares



Thank you to the following foundations for
your kindness and for believing in our
Mission.



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Fidelity Charitable Gift Fund
Greater Kansas City Community Foundation
Insurance Industry Charitable Foundation
Marc & Roberta Johnson Angel Fund
New York Life Insurance Giving Campaign
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Rite Aid Healthy Futures
Rochester Industries Educational Fund Inc.
Rochester Press-Radio Charity Fund
Roslyn & Joseph Perlman Foundation

CONTRIBUTING FOUNDATIONS

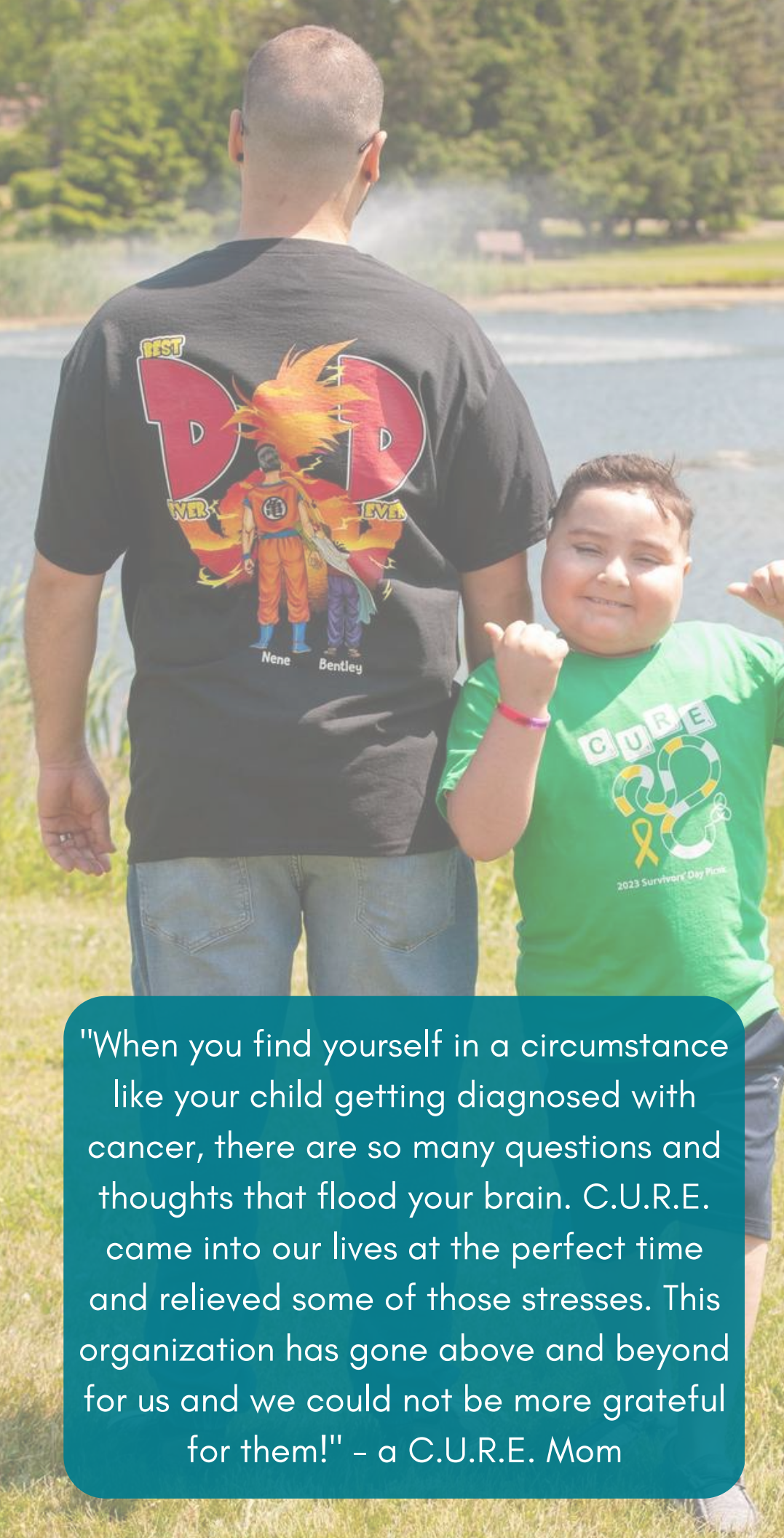
BOARD OF DIRECTORS



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"When you find yourself in a circumstance like your child getting diagnosed with cancer, there are so many questions and thoughts that flood your brain. C.U.R.E. came into our lives at the perfect time and relieved some of those stresses. This organization has gone above and beyond for us and we could not be more grateful for them!" - a C.U.R.E. Mom



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Childhood Cancer Association

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