

HEROES

Curing Childhood Cancer Gala

presented by

The Floyd E. Davis
Family Foundation, Inc.

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Thanks to our 2014
Heroes Curing Childhood Cancer Sponsors

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HEROES

Curing Childhood Cancer Gala

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HEROES

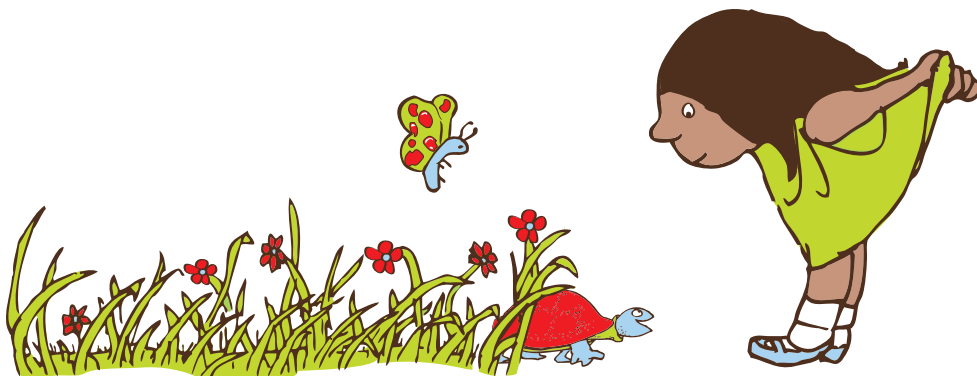
Curing Childhood Cancer Gala

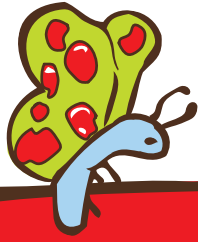
to benefit the Center for Cancer and Blood Disorders at
Children's National

The 6th Annual Heroes Curing Childhood Cancer Gala
is the signature event for Pediatric Oncology at Children's National,
providing vital support for cancer research and patient support.

Why support Children's National and the Center for Cancer and Blood Disorders?

- Childhood cancer is the leading disease killer of children in the U.S.
- On average, 46 children are diagnosed with childhood cancer every day.
- One out of five of those children will die from the disease.
- Three out of five will be left with negative long-term effects of treatment.
- Each year, nearly 300 children are diagnosed with cancer at Children's National.
- We provide over 19,000 visits annually for children undergoing treatment for cancer, who often require ongoing, repeated, and frequent trips to the hospital to accurately diagnose and treat the disease.
- We are the largest pediatric oncology program in metropolitan DC, treating patients from DC, Maryland, and Virginia, as well as Europe, South and Central America, Africa, and the Middle East.





Meet team member Lisa Thaniel



Licensed Independent Clinical Social Worker

Lisa's favorite part of her job is spending time with patients and families. She is inspired by them and their strength and feels an obligation to advocate for them and raise awareness about their illness.

What is the mission of the Heroes Curing Childhood Cancer Gala?

The Heroes Gala has provided vital funds for pediatric cancer patient care and research at Children's National. The event has raised over \$1 million since its inception. Thanks to many generous benefactors, **the 2013 Heroes Gala** made the Dream Clinic in Oncology a reality. The Dream Clinic revolutionized the patient experience so every patient and family facing a cancer diagnosis is surrounded by a comforting and supportive team environment. After realizing the impact of the Dream Clinic, **the 2014 Heroes Curing Childhood Cancer Gala** has turned its focus to benefit the psychosocial support team in the Center for Cancer and Blood Disorders.

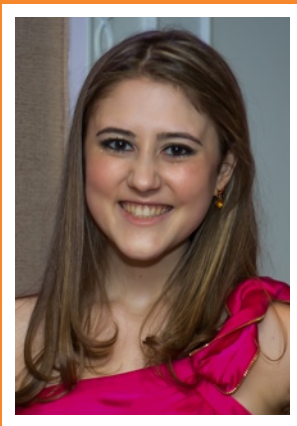
Taking care of the whole child—mind, body and spirit—is our ultimate mission.

Children treated for cancer at Children's National not only access an incredible team of physicians, nurses and researchers; but they also have a comprehensive psychosocial team to comfort and support them on their journey. There are multiple art therapists, child life specialists, child psychologists, and social workers, and there is a music therapist, an education specialist, and a teen room coordinator. Complimentary services provided by this team offer a different kind of healing, as we at Children's National recognize that care must extend beyond the body.



Patient Perspective - Kate Kiernan, 20

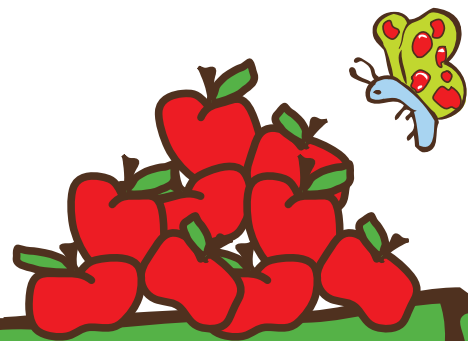
The social workers, art and music therapists, and other members of the psychosocial team at Children's National are a critical component of the hospital's mission to deliver the highest quality of care to patients. Patients and their families rely on the team's commitment to reassure them throughout the process, distract them with games and toys, educate them at their level of understanding, and advocate on their behalf.



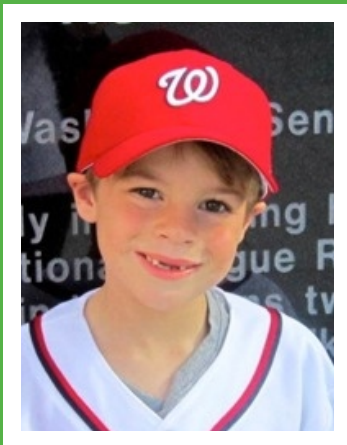
As a former patient, I can testify to the important role that the psychosocial team plays after passing countless hours with coloring books brought to me from the art room in order to take my mind off of the emotional and physical pain that came with chemotherapy and cancer. The team is an essential part of making the hospital a loving and supportive environment by providing kids with outlets to express themselves and reminding them that they are not alone in their fight with cancer.

Collectively, we aim to address the social, emotional, and educational needs of patients, to support and provide resources to caregivers and families, and to promote the quality of life of children and adolescents from the time of diagnosis to the end of treatment and beyond.

Our goal is to provide comprehensive psychosocial care; putting patients and families first and helping them cope with the overwhelming demands of illness and treatment.

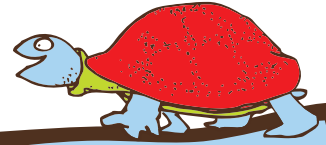


Patient Perspective - Christian Davis



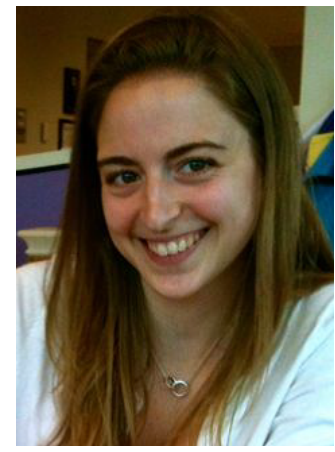
When I got cancer, I spent a long time in the hospital getting treatment and some surgeries were scary and hurt. In the beginning, [Child Life Specialist] Liz showed me what the doctors were going to do to help get rid of my cancer and went with me to all my procedures. She also brought really cool games on her iPad that helped to pass all the “waiting around” time before procedures or scans. During one very long hospital stay she took me outside to throw the football around.

Even though I had a very hard time being in the hospital, now that I’m finished it is really fun to walk the halls and surprise some of the nurses on the floor who barely recognize me with hair again!



Meet team member Jessica Girard

Tracy's Kids Art Therapist



We have an art studio at the Northern Virginia Center for Cancer and Blood disorders where we offer our patients and their families an individualized, self-guided, creative outlet for expression. We help them navigate the extremely difficult, frightening, often chaotic journey through treatment. Patients can come and go as they please and have a wide range of material choices and project options.

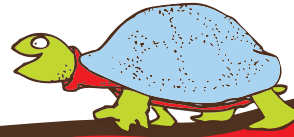
I love seeing a family's experience in the clinic transformed by the power of the creative process.

Time and time again, I watch silent, frightened, and anxious patients become confident, expressive, and vocal in our art space. It's amazing to see patients regain a sense of control over their lives and become active participants in their treatment. It is so rewarding to witness the depth of courage and resilience shown by our patients and their families on a daily basis.

Particularly, our team helps families with the following:

- supportive counseling
- financial resources for unmet needs
- individual and group therapy
- normalization and play
- preparation for medical procedures
- sibling support
- opportunities for creative, emotional expression
- non-pharmacological pain management strategies
- treatments for emotional and behavioral challenges
- educational assistance
- spiritual support



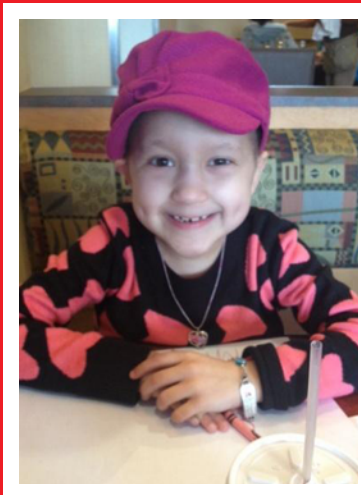


A Mom's Letter to Lauren Greco,

Hyundai Hope on Wheels Education Specialist

Dear Lauren,

After a full year absent from the classroom, my concern for my daughter Rylie was far greater from an emotional aspect than academically. Rylie was not only a bald little girl with cancer, but she was the new kid. She was concerned that the children would judge her based on the first impression of her appearance because they had



no prior reference to her as a normal child. And that is where you came in and saved the day! With complete ease and grace you were able to combine your expertise of childhood development and medical knowledge to introduce Rylie to her teacher and first grade class. I will always cherish the memory of my little girl jumping off the bus and rushing to tell me about her "awesome" day; it brings tears of joy to my eyes. Within that first week, we received multiple letters from parents telling us that their child came home excited about meeting Rylie and inviting her over for play dates.

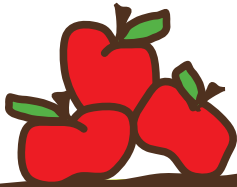
Thank you!

Tracie (mom of Rylie, age 7)

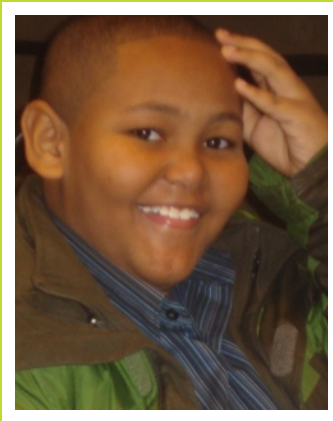


What we need to grow...

We need to expand the scope of services provided to patients and families and meet the demand of our increasing patient volumes. We want to provide for the practical needs for all patients and families during treatment. Additional supportive services might include a patient navigator, a dietician, a full-time school teacher, or a dedicated Spanish translator. The need for basic support (i.e., meals, transportation, assistance with medication costs) continues to grow daily, especially for families who struggle financially during the course of their child's treatment.



Patient Perspective - Janet and William Mosby, Parents of Zane Mosby



When Zane was diagnosed with cancer at the end of kindergarten we felt like we had been “blown off the map”. We did not realize in that moment that not only was our five year old diagnosed with this dreadful disease but that it was a diagnosis for the entire family: to include Zane’s older brother Jordan as well as my husband and myself. As parents, Bill and I were so busy taking care of the “physical” aspects—chemotherapy, drugs, steroids, mood swings, frequent hospital visits, blood counts, etc.—

that we didn’t realize how we put all of our family’s needs secondary. The boys had a hard time coping. That’s where your team stepped in!

At Children’s National there are resources available so that Zane and his brother Jordan could have someone to talk to. Your department represented a safe and neutral zone for the boys to vent and share their feelings without judgment. Your team armed them with coping strategies that worked for them. I am happy to report that Zane has been off of chemotherapy for two years now and has “graduated” to long-term follow up care with the team. We are all so excited! Thank you again from the bottom of our hearts!



Meet more team members

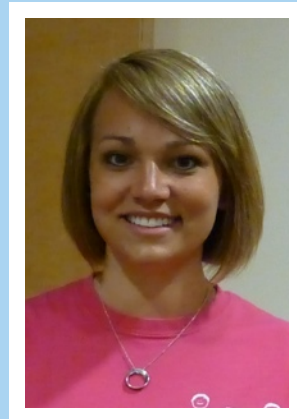
Steven Hardy, PhD - Pediatric Psychologist



When conducting a full psychological assessment, my goal is to identify red flags that might allow us to intervene early to help everything go smoothly. Our integrative approach to caring for the whole child helps to reduce the stigma around mental health; we use various methods to help kids cope. In the future we hope to use computerized models to teach relaxation skills and help children reduce anxiety, directly impacting how the body is reacting.

Elizabeth Anderson - Child Life Specialist, Inpatient Unit

I work with kids to help them cope with experiences in the hospital such as preparing for procedures like port accesses, prepping for surgeries, line placements, and scans. We use play and teaching to calm and inform the child. I help children and their families translate the medical experience in a way that helps patients. Children feel empowered and are given hope with this understanding, which is awesome to watch.

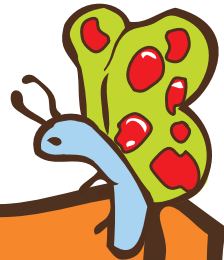


Support the 2014 Heroes Curing Childhood Cancer Gala
so we can continue to provide holistic,
life-saving care for our kids.

www.heroescuringchildhoodcancer.org

What makes Children's National such a special place?

- Children's National has been named one of the top pediatric cancer programs in the country for the sixth year in a row. Children's National is the only center in the greater DC area to be awarded this honor.
- Children's National provides three distinct cancer programs comprised of clinical care and research experts for the following:
 - Leukemia and lymphoma
 - Brain tumors
 - Solid tumors
- We have a specialized team approach at Children's National that allows children to be treated by doctors, nurses, and researchers who know the most recent results, protocols, and limitations for their particular cancer diagnosis.
- The Children's Research Institute at Children's National has multiple laboratories that are leading the effort to advance our understanding of causes and treatments for childhood cancer.



Patient Perspective - Heather and Chris Rosenberg, Parents of Caitlin and Brooke



SiBStrong is a sibling support program that focuses on an often unrecognized population: siblings of children with cancer. SibStrong has played a huge role in our struggle to balance Brooke's cancer battle with Caitlin's emotional needs during this rough time. SibStrong gave us tools to help Caitlin deal with her concerns and not become lost in the shadows of her sister's illness. We are so grateful to SibStrong and Children's National for helping us to always make Caitlin feel important.

Caitlin donated marrow to her little sister Brooke to help her win the battle against leukemia.

Why is philanthropy critical to saving children's lives?

- The team partners with the doctors, nurses and researchers to provide world-class care. While their support is critical, they are not deemed essential by insurance companies so their services cannot be reimbursed through billing. These programs are all fully funded by philanthropy.
- Research indicates the first year after diagnosis is the most challenging, as parents, patients, and siblings experience significant increases in symptoms of anxiety, depression, and general emotional distress.
- Many children who are treated for childhood cancer are at increased risk for problems with social, emotional, academic, and behavioral functioning long after treatment ends. Without supportive services at the time of diagnosis and treatment, this risk increases substantially.
- The families who struggle the most are those with the fewest resources. Your support can help bridge that gap so that resources are available to all patients and families in need.
- Survivors of childhood cancer are at increased risk for cardiac problems, bone disease, endocrine issues, and infertility.



Please join us to make our vision a reality.

HEROES

Curing Childhood Cancer Gala

Event Details

Date: Saturday, February 22, 2014
Time: 7:00 p.m. until midnight
Location: The Four Seasons, Washington, DC
Attire: Black Tie
Attendees: Approximately 400 guests will attend this inspirational evening of dinner and dancing

Event Schedule

Cocktail Reception: 7:00 – 8:30 p.m.
Dinner: 8:30 – 10:00 p.m.
Dancing: until midnight

If you are a dreamer, a wisher... a hoper... Come In! Come In!

-Shel Silverstein

Sponsor Benefits and Opportunities

As a Sponsor of the **Heroes Curing Childhood Cancer Gala**, you will help us provide hope to families and children fighting childhood cancer. In addition, you and/or your company will be promoted as a partner in our mission.

- Join Washington's most generous and supportive community members who understand that children's health is a paramount mission to support.
- Gain exposure at the Gala to more than 400 regional business leaders, philanthropists, government leaders, and world-class physicians.
- Support one of the *U.S. News & World Report's* best pediatric hospitals while increasing value and recognition for your company, employees and clients.
- Elevate your company's visibility through our various recognition benefits.
- Become a partner of a leading research and patient care facility.

Heroes Curing Childhood Cancer Gala

Sponsorship Opportunities

Presenting Hero Sponsor

\$50,000

Recognition Benefits

- Exclusive Sponsorship of the Gala with full branding opportunities
- Opportunity for a behind-the-scenes experience at Children's National to be customized for your interests
- Logo placement on all event signage
- Logo placement on printed invitation*
- Logo recognition in the event program
- Main stage sponsorship including logo placements, stage recognition, and opportunity for your executive(s) to speak at the Gala
- Logo recognition on the Gala website with link to your organization
- Recognition via Facebook, web presence and Twitter during event promotion
- Recognition in the Center's biannual newsletter
- Name listing in Children's National's annual report
- Opportunity to distribute premium company give-away(s) for each Gala attendee

Participation Benefits

- Two tables of ten seats at the dinner with front row priority seating
- Complimentary valet parking for twenty guests
- One complimentary night for two for the evening of February 22, 2014 at the Four Seasons, Washington DC.



* pending print deadlines

All-Star Hero Sponsor

\$25,000

Recognition Benefits

- Co-Sponsorship of the Reception with full branding opportunities
- Opportunity for a tour of the Cancer Program at Children's National to be customized for your interests
- Logo placement on all event signage
- Logo placement on printed invitation*
- Logo recognition in the event program
- Main stage recognition during the Gala including logo placement and recognition by committee chair
- Logo recognition on the Gala website with link to your organization
- Recognition via Facebook, web presence and Twitter during event promotion
- Recognition as an All-Star Hero in the Center's biannual newsletter
- Name listing in Children's National's annual report
- Opportunity to distribute premium company give-away(s) for each Gala attendee

Participation Benefits

- Two tables of ten seats at the dinner with front row priority seating
- Complimentary valet parking for twenty guests

Champion Hero Sponsor

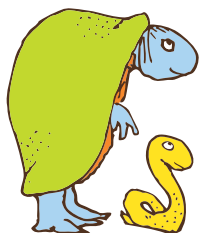
\$15,000

Recognition Benefits

- Logo recognition as a Champion Hero in the event program
- Logo recognition on sponsor signage during dinner
- Logo recognition on the Gala website with link to your organization
- Recognition via Facebook, web presence, and Twitter during event promotion
- Recognition as a Champion Hero in the Center's biannual newsletter
- Name listing in Children's National's annual report

Participation Benefits

- One table of ten seats at the dinner with priority seating
- Complimentary valet parking for ten guests



* pending print deadlines

Children's Circle of Care Super Hero

\$11,500

Membership as a leadership donor in Children's National's Circle of Care, a prestigious regional and national network of benefactors who share a passion for helping children live long and healthy lives.

The Circles of Care only recognizes individuals or privately held foundations in their membership.

Enjoy all the benefits of membership in the Children's Circle of Care including:

- Concierge assistance at Children's National
- Invitations to signature events
- Access to the latest information on pediatric medicine
- Opportunities to meet with world-class physicians and researchers
- Invitations to annual Children's Circle of Care celebrations

Recognition Benefits

- Name recognition as a Children's Circle of Care Super Hero in the event program
- Name recognition on sponsor signage during cocktail reception and dinner
- Name recognition on the Gala website
- Recognition as a Super Hero in the Center's biannual newsletter

Participation Benefits

- One table of ten seats at the dinner with priority seating
- Complimentary valet parking for ten guests



Golden Hero Sponsor

\$5,000

Recognition Benefits

- Name recognition as a Golden Hero in the event program
- Name recognition on sponsor signage during the dinner
- Name recognition on the Gala website
- Recognition as a Golden Hero in the Center's biannual newsletter
- Name listing in Children's National's annual report

Participation Benefits

- Six seats at the dinner with priority seating

Silver Hero Sponsor

\$2,500

Recognition Benefits

- Name recognition as a Silver Hero in the event program
- Name recognition on the Gala website

Participation Benefits

- Four seats at the dinner with priority seating

Hero Sponsor

\$1,000

Recognition Benefits

- Name recognition as a Hero in the event program
- Name recognition on the Gala website

Participation Benefits

- Two seats at the dinner with priority seating



HEROES

Curing Childhood Cancer Gala



Children's National™

Information

Name: _____

Company: _____

Address: _____

City/State/Zip: _____

Phone: _____

Email: _____

Please list me/us in printed materials as:

(Print deadline for the program is January 17, 2014)

Now you can visit our website

www.heroescuringchildhoodcancer.org

to purchase tickets and
 sponsorships online

Yes, we would like to participate
 at the following level:

- Presenting Hero Sponsor \$50,000
- All-Star Hero Sponsor \$25,000
(includes 20 tickets)
- Champion Hero Sponsor \$15,000
(includes 10 tickets)
- Children's Circle of Care Super Hero Sponsor* \$11,500
(includes 10 tickets)
- Golden Hero Sponsor \$5,000
(includes 6 tickets)
- Silver Hero Sponsor \$2,500
(includes 4 tickets)
- Hero Sponsor \$1,000
(includes 2 tickets)

*To join the Children's National Circle of Care, an additional \$1,500 for goods received beyond the \$10,000 sponsorship is required for membership.

Note: \$150 per ticket for food, beverage, and entertainment is not tax-deductible.

Deadline for ticket purchase is February 7, 2014



Children's Hospital Foundation's
 501(c)3 number: 52-1640402

Please mail or email this form to
 Meredith Chipman at
mchipman@childrensnational.org

Children's Hospital Foundation
 801 Roeder Road, Suite 300
 Silver Spring, Maryland 20910
 301.565.8422

If you have any questions or need
 additional information please contact
 Martha McCollum at
mmccollum@childrensnational.org or 301.565.8505

www.heroescuringchildhoodcancer.org

Payment Options:

- Enclosed is a check (made payable to Children's Hospital Foundation) for payment in full.
- Consider this a pledge for my online donation.
- I/We cannot attend but would like to make a contribution in the amount of \$ _____ .
 Please consider my gift as entirely tax deductible. I waive any tangible benefits provided.



Illustrations and poetry adapted from and inspired by the works of Shel Silverstein