



Pinky Swear Foundation
ANNUAL REPORT
2022



Dear Pinky Swear Foundation Supporters & Friends,

We are delighted to present the 2022 Annual Report, a testament to the incredible work accomplished by you and the Pinky Swear community over the past year.

Throughout this report, you will find inspiring stories of resilience, compassion, and the transformative power of our programs. Your belief in our mission and your steadfast support enables us to make a meaningful difference in the lives of children with cancer and their families.

Looking ahead, we are excited to embark on a new strategic plan that will strengthen our ability to support more families and enhance our programs. We remain committed to transparency, accountability, and responsible stewardship of the resources entrusted to us. With your continued support, we are confident that we can make an even greater impact in the years to come.

We invite you to explore this Annual Report, celebrate our achievements, and envision the bright future ahead. Together, we can continue to provide hope, support, and compassion to children and families who need it most.

Thank you for being an integral part of the Pinky Swear Foundation family and for making a positive difference in the lives of children with cancer.

Pinkies up!

Erica and Bruce



Erica N. Campbell
Erica Campbell
Executive Director



B. O'Brien
Bruce O'Brien
2022 Board Chair

THE ORIGINAL PINKY SWEAR PROMISE

When I made a pinky swear promise with my son Mitch 20 years ago, I couldn't have dreamed where we'd be today.

In December 2002, Mitch was in the hospital and overheard a family crying because they could not afford Christmas presents. Mitch was moved. He asked me how much money he had in his bank account. He wanted to cash out his \$6,000 life savings to give to other families in the hospital.

We delivered the cash in envelopes, and Mitch hand-signed each one "Xoxo. Love, Mitchell." Mitch loved being generous and helping. When he insisted we do it next year, I had to tell him his advanced cancer meant he wouldn't be there the following year.

That's when Mitch said, "Dad, make me a pinky swear promise that you'll do this again next year, even if I'm not here."

After Mitch passed, I was determined to uphold my promise with my son. Our family formed the Pinky Swear Foundation. The goal has always been to help families with all the expenses that people don't necessarily think about: car payments, gas cards, grocery cards, mortgage payments, rent payments, even Christmas presents.

In the twenty years since we lost Mitch, Pinky Swear Foundation has given away millions of dollars to families struggling with childhood cancer.

Twenty years later, I am comforted knowing that I kept my promise - and now you are keeping it too.

- Mitch's Dad Steve

All-Star Mitch

MISSION

Helping kids with cancer and their families with financial and emotional support

VISION

To say 'yes' to every family with a child battling cancer

VALUES

Compassion, Collaboration and Celebration

PROGRAMS

Orange Envelope Program

Financial support including a \$200 gift card, and heartfelt letters of encouragement delivered within six months of a child's diagnosis or relapse.

All-Star Fund

Financial support for kids after six months of diagnosis or relapse to help put meals on the table, keep the rent and mortgage paid, and fill the gas tank.

All-Star Experiences

All-Stars connected with Pinky Swear college students for virtual activities to help them feel like a kid.

Pinky Swear Pantry

Pinky Swear Pantry stocks food in hospitals so families can stay nourished without having to leave their child's side.



All-Star Victoria & Her Mom

TOP 2022 FUNDRAISERS

YOUTH FUNDRAISERS

Brooke Goddard
All-Star Kylie & family
All-Star Amelia & family
Alivia Regan
Kendall White
Annabelle Reinhardt
Elena Harmsen
Hailey Dahms
Owen Howard
Isabel Seibers

ADULT FUNDRAISERS

Lauren Uihlein
Sanford Lederfine
Logan Nugent
Carron & Matt Montgomery
Eric Johnson
Mitch & Katie Dickison
Ryan & Stacy Decker
Sean Brennan
Eric & Becky Anderson
Jason Ehrreich

PACK FUNDRAISERS

Lackawanna College
Minnesota State Univ. Mankato
Sacred Heart University
Univ. of Minnesota - Twin Cities
Central Washington Univ.
SUNY at Buffalo
Univ. of Wisconsin - Milwaukee
Temple University
St. Norbert College
Albany College of Pharmacy & Health Sciences

TEAM FUNDRAISERS

Northwestern Mutual - Twin Cities
MooresVegas
Peter and Martha Eckerline
T2SP RAGNAR
Destiny & Taylor's Warriors
Theta Xi Gamma Sorority
Gustavus-Adolphus College
Pinky Swear Triathlon Team
The Goddard School of Mooresville
NCL Lake Norman Chapter
Little Hands Big Hearts

MORE THAN \$500,000 FUNDRAISED IN 2022!

1,380,000+
DOLLARS

More than 1.3 million dollars in direct support was given to families in need.

2,000+
FAMILIES

More than 2,000 families across the nation received financial support from your donations.

56
PERCENT

56 percent of awarded families self-identified as persons of color.

6,900
FAMILIES

Nearly 7,000 families were served through Pinky Swear Pantries.



52%
HOME
PAYMENTS



24%
GAS AND
GROCERY

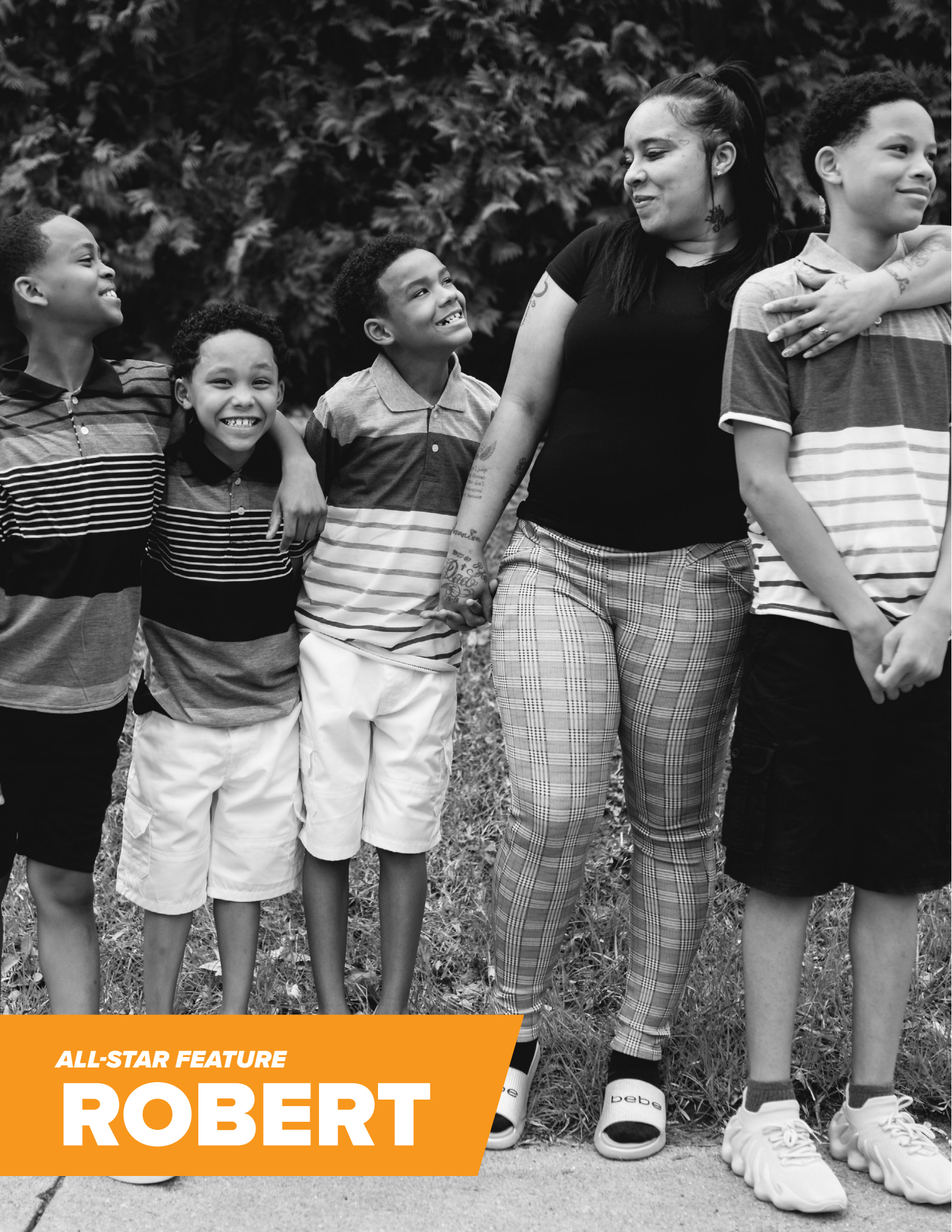


10%
AUTO
PAYMENTS



8%
UTILITY
BILLS

*OTHER = 6%



ALL-STAR FEATURE

ROBERT

“ **STAY STRONG.
HAVE HOPE.** ”

- **NICOLE, MOM OF ALL-STAR
ROBERT**

This is the message All-Star mom Nicole would like to share with other families struggling with childhood cancer. She has five years of experience to back up her advice. Yet, there were times when strength and hope were hard to muster.

Nicole's son, Robert, was diagnosed with Acute Lymphoblastic Leukemia in February 2018. He was nearing his fourth birthday when he started running high fevers and feeling sick. One day his legs gave out and he fell down the stairs. Nicole took Robert to the emergency room and discovered he had leukemia.

Instead of a party, Robert spent his fourth birthday in the hospital.

Nicole had five other children at home. She did everything she could to be by Robert's side during his treatment. Two years after his diagnosis, when everything the doctors tried had failed, they decided Robert would need a bone marrow transplant. His younger brother would be his donor.

“It was the hardest point of my life,” explains Nicole. Robert got graft vs. host disease as a complication of the transplant and was admitted to

the hospital for four months. “He couldn't sleep, he was unable to eat... I was terrified he wasn't going to make it.” She did the only thing she could do: she stayed with him week after week. She couldn't work. She had no way of paying her bills.

Pinky Swear Foundation donors paid the family's rent, once in 2020 and again in 2021.

“It was a relief; they helped me out a lot,” Nicole says. “I didn't know sometimes if I was going to be homeless or not. That was so stressful. I felt so blessed and thankful for Pinky Swear Foundation's help.”

Robert and his younger brother just finished second grade together. Robert still has ups and downs but he's firmly in remission and cancer free! Nicole continues to struggle financially. Many bills piled up the past few years. So much income was lost.

It's a common refrain when it comes to childhood cancer. The need for financial support is so great. Requests for help from the Pinky Swear Foundation skyrocketed in 2022 compared to 2021.

When donors like you “keep the promise” to help families with childhood cancer, your impact is direct and often profound.





All-Star Aleina & Family

UNPRECEDENTED NUMBER OF REQUESTS FROM FAMILIES

The economic challenges in 2022 were overwhelming for many. Costs of living increased, rent was high, and mortgages were more expensive.

The challenges were exacerbated for families battling childhood cancer. Many were struggling to make ends meet because of the missed work and medical bills. The increased cost of daily living became a considerable burden. More families than ever were looking to Pinky Swear Foundation for help.

In 2022, 2,209 families requested financial assistance. That's 1.4 times more than in 2021!

For All-Star Aleina's parents, it hit all at once - a new home, a layoff for her father, and a cancer diagnosis for their daughter, Aleina.

"I tried hard to be an invaluable employee, so I worked longer days to compensate for days I had out [to be with Aleina during treatment]," Shondra explains.

Many generous supporters have taken note of the incredible increased need for help and have stepped up. Some have given to the Pinky Swear Foundation for the very first time. Some have made an above-and-beyond gift. Others have moved from helplessness to empowerment by becoming Pinky Partners, sponsoring month after month of groceries, gas, mortgages, rent or car payments.

When Pinky Swear donors paid Shondra and Abdul's mortgage, Shondra was speechless. "Man, I can't even..." she starts. "It was wonderful. We felt like we were suffocating. It helped us to get back on track."

ENDOWMENT EXCEEDS \$10 MILLION FOR KIDS WITH CANCER

Cal Reinhardt (Super Cal) was a beloved son and adored brother. He delighted in nothing more than being with his family, cousins and dog. When Cal was three years old, he was diagnosed with Medulloblastoma, a pediatric brain tumor. After 15 months of treatment, Cal passed away, but his legacy was far from over.

Family friends of the Reinhardt's, Lance and Reid Larson, were moved by Cal's life and passing; they needed to do something, and they wanted it to be huge.

Rooted in Cal's memory, the Larson Family led the vision for the Super Cal Endowment Campaign. In 2020, the campaign kicked off with a \$3 million matching gift from the David and Janis Larson Foundation, and the ball started rolling immediately. Less than three years later, the campaign has exceeded \$10 million.

Endowments are powerful tools for nonprofits to generate long-term, dependable funding. In 2018, the Harper Family Foundation seeded Pinky Swear Foundation's endowment. The Harper Family Foundation has remained a committed partner and faithful investor in Pinky Swear Foundation's Endowment Fund.

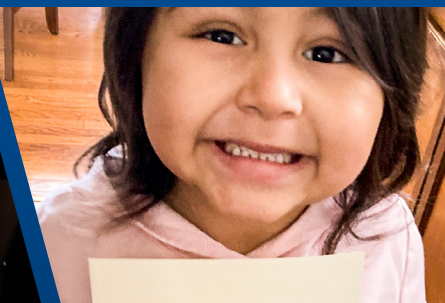
"While every grant we make eases the financial burden for families facing childhood cancer, the need is far greater than our current available funding," says Executive Director Erica Campbell. "We envision a future where we can say 'yes' to more families so they can focus on what matters most - the health of their child. The Super Cal Endowment is vital to that vision."

And the Super Cal Endowment is a gentle reminder that even the youngest of us can make a massive impact. Cal is remembered by his joy and heart, and now that positivity can be felt by families affected by childhood cancer forever.

"There is nothing more that Cal would have wanted than to help more families like ours," says Lucy, Cal's mom. "We want families to still find hope - even in stressful times."



All-Star Cal



2022 IN PHOTOS

KIDS HELPING KIDS

Pinky Swear Foundation encourages personal development of young leaders through goal setting and entrepreneurship while helping kids with cancer.

Our Pinky Swear Youth Leadership Council (YLC) engages kids by building peer-to-peer awareness and developing relevant skills to form impactful leaders in the community. We also have the Pinky Swear PACK college program that empowers students on college and university campuses to participate in childhood cancer awareness and support initiatives throughout

the school year. Through these youth development activities, we aim to inspire the servant-leadership mentality inspired by the original Pinky Swear promise.

In 2022, Pinky Swear Foundation continued to engage and empower young people to support kids with cancer. More than 600 students took part in a range of activities, including online fundraising, restaurant giveback nights, social media campaigns, blood drives, pantry drives, and letter writing campaigns to support families affected by childhood cancer.



KIDS HELPING KIDS SPOTLIGHT Albany College of Pharmacy

The Pinky Swear Pack program brings college students together to support All-Stars by fundraising, learning about the realities of childhood cancer, and honing leadership skills. Pinky Swear Packs have formed on 60 college campuses in 25 states. For many Pack members, involvement often plants the seed for a lifetime of advocating for children with cancer.

The Albany College of Pharmacy Pack in Albany, New York was a shining light in 2022. This highly motivated group of leaders raised thousands for kids with cancer

through several successful awareness-building and fundraising campaigns, including a bake sale, card-making events, and a viral “Cancer is Messy” social media blitz. Their “Go Gold” campaign invited students and faculty to make gold handprints on a banner which was displayed in the student center for Pediatric Cancer Awareness month.

Pack member Kelsey Watson says, “Being able to make just a little difference in someone’s life encourages me to keep doing what I’m doing.”



Northwestern Mutual-Twin Cities

COMMUNITY FUNDRAISERS

The financial advisors at Northwestern Mutual-Twin Cities have one goal: to protect their clients’ futures. It makes sense that their eight-year partnership with the Pinky Swear Foundation would eventually lead them to ask, who’s protecting the future for families facing childhood cancer?

In 2022, a group of leaders in the firm decided to focus their partnership on creating an endowed fund for the Pinky Swear Foundation. An endowed fund is an investment that provides support for All-Star Families in perpetuity. Eric Johnson, Advisor

and member of the Northwestern Mutual-Twin Cities Philanthropy Committee says, “When values are clear, decisions are easy. When we discussed the impact of providing financial and emotional support for generations of families, there was no question. Everyone was on board.”

Through fundraising triathlons, a car wash, a bowling fundraiser, a year-end giving campaign with a generous company match, and more, the team raised \$117,209 for its Pinky Swear Foundation endowment!

“ONE OF THE VALUES OF NORTHWESTERN MUTUAL IS TO DO THE RIGHT THING,” SAYS ERIC JOHNSON. “OUR PARTNERSHIP WITH PINKY SWEAR IS DOING THE RIGHT THING.”



All-Star Reese

ASSETS

Cash and Cash Equivalents	\$2,121,688
Pledges Receivable	\$16,300
Prepaid Expenses and Other Assets	\$45,604
Endowment Funds	\$8,303,605
Other Assets	\$114,095
Property and Equipment, Net	\$8,284

Total Assets **\$10,609,576**

LIABILITIES & NET ASSETS

Accounts Payable	\$30,243
Accrued Expenses	\$59,726
Other Liabilities	\$122,796

Total Liabilities **\$212,765**

Without Donor Restrictions **\$1,136,703**

With Donor Restrictions	
Net Assets Restricted for Time or Purpose	\$956,396
Net Assets Held in Perpetuity	\$8,303,712

Total Net Assets **\$10,396,811**

Total Liabilities & Net Assets **\$10,609,576**

STATEMENT OF ACTIVITIES

Support and Revenues	\$4,410,768
Program Services	\$2,423,898
Fundraising	\$532,423
Management & General	\$180,052
Total Expenses	\$3,136,373

Change in Net Assets **\$1,274,395**

MISSION PARTNERS

Pinky Swear Foundation is grateful for our strong partnership with forward-thinking businesses, organizations, and foundations that understand the importance of supporting families battling childhood cancer.



The David & Janis Larson Foundation



Jack & Glenna Wylie Foundation

The Johnson Foundation



CORPORATE AND ORGANIZATION DONORS

*Tribute Donor

\$100k-\$1m+

The Harper Family Foundation
Hy-Vee, Inc.
David & Janis Larson Foundation
Mark and Carmon Watkins

Engelsma Family Foundation*
Frontstream
Gustavus Adolphus College
Humor to Fight the Tumor Foundation
Lackawanna College Fund Raising

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Fifth Generation Inc
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BMO*
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Clear Lake Bank & Trust
Costco Wholesale
Edina Realty Foundation
Elsevier

SPiRE Credit Union
St. Cloud Clearwater RV Park
Starbucks Foundation
Storj
Strand Excavating
Stroh Family Foundation
Summit Joint Performance
SUNY at Buffalo PACK
Symmetry Salon Studios
Thesis Beer Project

\$25k-\$99,999

Dean Snyder Construction
E.A. Sween Company*
Jack & Glenna Wylie Foundation
The Johnson Foundation
KLN Family Brands
Love Your Melon, Inc
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Northwestern Mutual - Twin Cities
Northwestern Mutual
Richard M. Schulze Family Foundation

The March Family Foundation
Minnesota Wild Foundation
Mitchell and Sarah Miller Foundation
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Northwestern Mutual - Mendota Heights
Principal Charity Classic
The Roles Family Foundation
Smokey D's BBQ LLC
Theta Xi Gamma Sorority Gustavus Adolphus College
VanWeelden Co.

The Goodman Family Operating Foundation
Holtmeier Construction, Inc
J. A. Wedum Foundation
Lake One, LLC
MacRae-Bryan Inc
The Maddy Nelson Memorial Foundation
Medica
National Charity League LKN
Nordstrom
Park Chrysler Jeep
Sacred Heart University
Scheels
Shakopee High School Student Council
Shakopee Public Schools

The Riverway Foundation
Ryan Specialty Group, LLC
Saint Paul & Minnesota Community Foundation
Seigfreid Bingham, PC
SFM Mutual Insurance Company
South Story Bank Charitable Foundation
Staples Lions Club
United HealthCare Svs Inc
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Faith Lutheran Church
WELCA
Fish Lake Lutheran Women of ELCA
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Land O'Lakes Inc*

Thrivent Financial for Lutherans*
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Tradition Capital Bank
WSI Sports

\$10k-\$24,999

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Absolute Group
Agents Association Iowa Chapter
Butzow Family Foundation
C.H. Robinson Worldwide Foundation*
Car Donation Foundation

\$5k-\$9,999
Albert W Cherne Foundation
American Eagle Outfitters Foundation
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Ballard Spahr LLP

Tuffys Pet Foods, Inc
Westfield Insurance Foundation
\$2,500-\$4,999
Ameriprise Financial Inc.
Blank Children's Hospital

\$1k-\$2,499

Accenture
AmazonSmile Foundation
American Airlines Charity Trust Account
Ankeny Sanitation

Robert Half*
Robert Half*

\$500-\$999

9DollarClub.org*
Abbott Labs
Ace Body and Motor
Advanced Wealth Management Group
AgCountry Farm Credit Services*
All States Ag Parts, Inc.
Bell Bank
Black Hills Pediatrics, L.L.P.
Blarney Inc
C.H. Robinson
Caliber, Inc
Charities Aid Foundation of America c/o

STATEMENT OF FINANCIAL POSITION

CyberGrants	Solutions	Verndale Lions Club	DR Performance Group	McHugh Insurance	Realty
Cozy Boutique	Panera, LLC		Farm Credit Services of America	Agency, Inc	Sweet Dreams Mattress & Furniture
Richard and Deb Apodaca	Piper Sandler Companies Rolliga	\$250-\$499	Financial Navigation Group	Merchants Bonding Company	Tar Heel Materials & Handling, LLC
Elastech Solutions, Inc.	Ryan Companies Us Inc	Allar Orthodontics	Good Soul Hot Yoga	Newport Properties	Team Donlin*
Episcopal Church of the Ascension	St. Joseph's College of Maine PACK	Allen Tate Realtors	Hendrick BMW	NUMA Ministries	Tidy Witch, Co.
Feldmann Imports	Stone Valley Painting	American Family Insurance	IOMAX	Orange Theory Fitness	Titan Machinery
HPC Splicing	Stripe	Atlassian	John Deere & Co	Pfizer	Topper Inc.
InfoArmor, Inc.	Tanfastic	Baratz Family Foundation Inc.	JP Morgan	Polaris Industries	Trump International Realty
King Solutions	Tender Time Learning Center	Breck School	K & R Hospitalities, Inc.	Principal Financial Group	Pure Barre Mooresville
Lauterbach Buck GMC		Bright Funds	Kendra Scott LLC	Rappahannock County Lions Club	The University of Wisconsin-Green Bay
The Linn Companies	The Therapy SP/OT	Carthage College PACK	Kingland Systems	Foundation*	US Bank Foundation
Microsoft	United Way Greater Twin Cities	Charles Goddard	Larkin Hoffman Daly & Lindgren (LTD Foundation)	Salesforce.com, Inc	ViacomCBS
Minnehaha Academy	United Way of Central Iowa	Chipotle Mexican Grill	Liberty Mutual Insurance	Securian Financial	Wells Fargo - Headquarters
NorthMarq		Concord		Sotheby's International	Winestore Lake Norman
NYL Group Benefit					

PINKY PARTNER MONTHLY DONORS ^{*Tribute Donor}

Anonymous (5)	Bethany Calder	Stephanie Franciscus	Christopher and Crystal Korn	Michael and Jennifer Moroz	Marla Siruta
Ace Body and Motor	Erica and Ian Campbell*	Jason Gabrick	Mary Ann Kozar	Brenda Morris	Kimberly and Dan Stieler
Greg and Karen Alexander	Peter and Laura Carlson	Amy Gallagher	James Kraai	Amy and Shawn Murnan	Debbie Stratton
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William Bugert and Carrie	Holly Carr	Eric and Aimee Johnson		Bruce and Beth O'Brien	

INDIVIDUAL DONORS ^{*Tribute Donor}

\$100k+
Duke and Lisa Uihlein

\$50k-99k
13:16 Foundation

\$25k-49,999
Anonymous

\$10k-\$24,999
Anonymous

\$1k-\$2,499
Anonymous (5)

\$5k-\$9,999
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\$500-\$999
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