



PINKYSWEAR
FOUNDATION

ANNUAL REPORT 2023

All-Star
Za'nari



“At first you think you are alone, but you are not. You think you can do it yourself, but there are others there to help. It means a lot.”

- All-Star Za’nari’s mom, Cece



All-Star Za’nari



Dear Pinky Swear Foundation Supporters and Friends,

We are excited to share the 2023 Annual Report, showcasing the remarkable achievements made by you and the entire Pinky Swear Foundation community.

Throughout this report, you will discover stories of resilience, compassion, and life-changing impact. You have provided critical financial assistance to a record number of families, making a profound difference in the lives of families facing childhood cancer right now.

Despite reaching this incredible milestone, a significant need remains. Economic challenges, inflation, and fewer assistive resources have all increased the demand for direct financial support. Families are facing higher costs from the grocery store to the gas station, leading to more applications and funds requested. It is heart-wrenching to say no to a family with a child battling cancer and turn them away. The reality is more families need our help now than ever before.

But here is the good news – it does not have to be that way. Because for children with cancer and their families, there is a solution. Your support helps us work towards our vision of saying ‘yes’ to every family.

We invite you to step into the Pinky Swear story, celebrate your achievements, and envision the difference you can continue to make now and in the future. Thank you for being a key part of the Pinky Swear Foundation community and creating a ripple effect of hope for kids with cancer and their families.

Pinkies Up!

Erica and Karla



Erica N. Campbell
Erica Campbell
Executive Director
Pinky Swear Foundation



Karla Vehrs
Karla Vehrs
2023 Pinky Swear Foundation Board Chair
Office Managing Partner, Ballard Spahr LLP



All-Star Mitch

THE ORIGINAL PINKY SWEAR PROMISE

Mitch Chepokas was nine years old when he was diagnosed with bone cancer. When he was in the hospital in December, he overheard the family next to him having a discussion that there would not be enough money for Christmas that year.

Mitch looked at his dad Steve, and said, “This isn’t fair. How much money do I have in the bank?” Steve helped Mitch into his wheelchair and took him to the bank. Mitch withdrew all the money he had in his savings account and put it in envelopes for the kids on the pediatric oncology floor at the hospital. He signed each envelope, “Love Mitch, XOXOXO.”

Before Mitch passed away, he made a pinky swear with his dad to continue to help kids with cancer and their families. Since his death in 2003, together with our supporters, Pinky Swear Foundation has provided more than \$21.5 million in financial assistance for families.



All-Star Kaylah

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 and emotional support including 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.

Pinky Swear Pantry

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



2,835 FAMILIES
supported financially in 2023



2,294
ORANGE
ENVELOPES
DELIVERED



942
ALL-STAR
FUND
PAYMENTS



6,900
PINKY SWEAR
PANTRY
RECIPIENTS

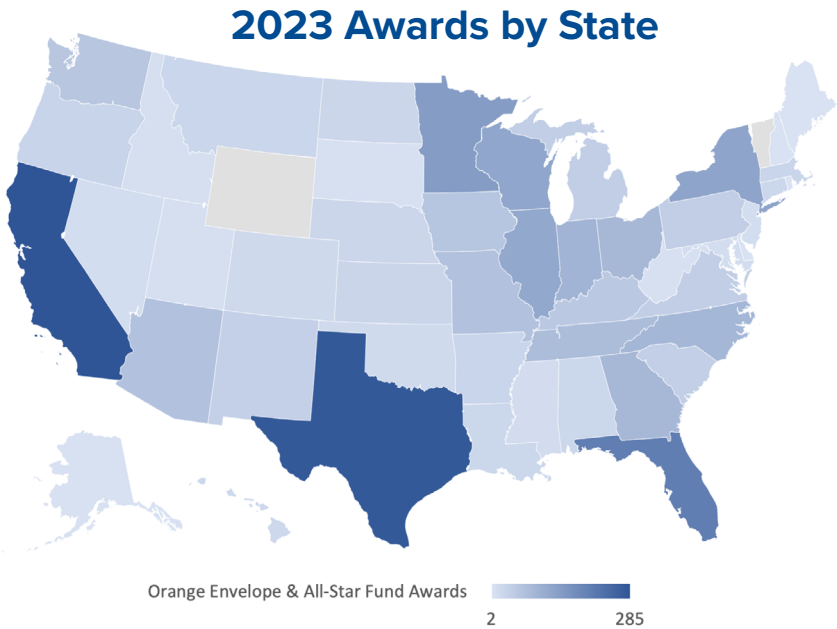
TOGETHER, WE SUPPORT FAMILIES FINANCIALLY AND EMOTIONALLY.

FAMILIES SUPPORTED IN 2023


69%
of Pinky Swear families self reported living below the Federal Poverty Level.


75%
of families report that one parent is on leave from work as a result of their child’s cancer diagnosis.

34%
of families travel two or more hours to their hospital/clinic for treatment.




55%
HOUSING
PAYMENTS


30%
GAS/GROCERY
BILLS


9%
AUTO
PAYMENTS


6%
UTILITY
BILLS



All-Star Haakyn

STATEMENT OF FINANCIAL POSITION

ASSETS

Cash and Cash Equivalents	\$1,537,735
Pledges Receivable	\$5,000
Prepaid Expenses and Other Assets	\$34,194
Endowment Funds	\$11,025,856
Other Assets	\$71,070
Property and Equipment, Net	\$4,186
Total Assets	\$12,678,041

LIABILITIES & NET ASSETS

Accounts Payable	\$40,432
Accrued Expenses	\$19,971
Other Liabilities	\$72,951
Total Liabilities	\$133,354
Without Donor Restrictions	\$915,233
With Donor Restrictions	\$1,676,982
Net Assets Restricted for Time or Purpose	
Net Assets Held in Perpetuity	\$9,952,472
Total Net Assets	\$12,544,687
Total Liabilities & Net Assets	\$12,678,041

STATEMENT OF ACTIVITIES

Support and Revenues	\$5,592,673
Program Services	\$2,648,774
Fundraising	\$509,666
Management & General	\$286,357
Total Expenses	\$3,444,797
Change in Net Assets	\$2,147,876



Copies of our audited financials are available on our website at pinkyswear.org/financial-statement.

BOARD OF DIRECTORS

Karla Vehrs Board Chair Partner <i>Ballard Spahr LLP</i>	Jeff Wenngatz Vice Board Chair Director of Acquisitions and Development <i>Onward Investments, LLC</i>	Peter Carlson Board Secretary Vice President of Partnerships <i>The Nerderly</i>	Julie Moss Board Treasurer Internal Audit Director <i>Winnebago Industries, Inc.</i>
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TOP 2023 FUNDRAISERS

YOUTH FUNDRAISERS	ADULT FUNDRAISERS	PSF PACK FUNDRAISERS	TEAM FUNDRAISERS
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Alivia Regan	Jay and Susan Sloan	Ithaca College Pack	Adolphus College
Tessa Burke	David and Lisa Berry	Carthage College Pack	Breakthrough
Mira Wadhwa	Simon and April Conway	University of Wisconsin - Eau Claire Pack	Shakopee Public Schools
Foehrenbacher Family	Edward Pizzarello	St. Norbert College Pack	Minnesota Hockey Fights Cancer
All-Star Myles McClarity	Ryan Ruud and Ross Rafferty	Miami University of Ohio Pack	MacRae-Bryan Inc
The Meyer Family	Elizabeth and Benjamin Isaacson	Texas Christian University Pack	Mortenson Construction
Kendall White	Beth Kingston	Tulane University Pack	Arctic Wolf
Emma Knight	Melissa Weis	University of Wisconsin - Green Bay Pack	Kalon Prep Academy

MORE THAN \$200,000 FUNDRAISED IN 2023!

MISSION PARTNERS

Pinky Swear Foundation Mission Partners are forward-thinking businesses, organizations, foundations, and individuals who understand the importance of supporting families facing childhood cancer and do so by making annual gifts above \$25,000.

13:16 Foundation	24 Foundation	Anonymous (2)	C.H. ROBINSON	David & Janis Larson Foundation	DEANSNYDER CONSTRUCTION <small>est. 1958</small>
				Jack & Glenna Wylie Foundation	John and Kimberly Wernz
		The McDonnell Foundation	Mike and Tami Hoffman	The Johnson Foundation	Miranda and Mark Paup
			Moores Vegas		

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				\$500-\$999 Abbott Labs Ace Body and Motor Aetna Inc AmazonSmile Foundation Benson Wealth Management Blue Cross and Blue Shield Of Minnesota* Blue Cross Blue Shield of Minnesota Foundation C4 Global Solutions Carthage College Pack Charlson Excavating Company Clear Lake Telephone Company CROYA Fifth Generation Inc Give Lively Foundation Inc. Grand River Lions Club GuideOne Foundation GuideOne Insurance IR3 Consulting LLC Kiwanis Holiday Lights, Inc. Larson Financial	



ALL-STAR
ZA’NARI

“At first you think you are alone, but you are not. You think you can do it yourself, but there are others there to help. It means a lot.”

- All-Star Za’nari’s mom, Cece

Za’nari was a lively toddler when her world was turned upside down just before her third birthday. After returning from vacation, Cece noticed lumps on her daughter’s neck. A visit to the doctor led to a diagnosis: acute lymphoblastic leukemia (ALL).

Za’nari’s journey included losing her hair, a port for medicine, and long hospital stays. It was overwhelming. Cece and Za’nari’s dad, Hakeem, faced significant challenges navigating Za’nari’s cancer treatment, a newborn, and supporting their family. Cece stopped working to care for Za’nari and their newborn son, Zaire, while Hakeem worked extra hours.

Despite the difficulties, they found strength in each

other and remembered the little things like Za’nari’s smiles when they packed her favorite toys and snacks for the hospital. They also found support from Pinky Swear Foundation.

Cece reflected on a care package from Pinky Swear with colored pencils, Play-Doh, and gift cards. It made Cece feel less alone and brought joy to Za’nari. The gift card for gas and a rent payment allowed Hakeem to spend more time at home and at the hospital with his family.

The family celebrated Za’nari’s last chemotherapy treatment in April 2024. She will start kindergarten this fall and will bring joy to every room she is in.

“We were most grateful for organizations like Pinky Swear that were there to support us, and for the doctors, and everyday things like having a vehicle and a roof over our heads and ensuring there was food for me and the children.” Cece said.

ENDOWMENT DONORS

Donors who support families facing childhood cancer with a gift to our endowment fund.

\$1,000,000+

The Harper Family
Foundation Fund in honor of Alex Wenngatz*
David & Janis Larson
Foundation in memory of Cal Reinhardt*

\$50,000-\$999,999

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\$25,000-\$49,999

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\$10,000-\$24,999

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\$1,000-\$9,999

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Eidsness*

Erica and Ian Campbell*
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Lowell Jobe/ASC Group

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A Pinky Swear Foundation community of monthly donors who support families with housing, food, and transportation costs regularly.

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\$25,000+

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