“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

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.

Pinkyies Up!

Erica and Karla

Erica Campbell
Executive Director
Pinky Swear Foundation

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

THE ORIGINAL PINKY SWEAR PROMISE

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 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.

FAMILIES SUPPORTED IN 2023

2023 Awards by State

55% HOUSING PAYMENTS

30% GAS/GROCERY BILLS

9% AUTO PAYMENTS

6% UTILITY BILLS

STATEMENT OF ACTIVITIES

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<thead>
<tr>
<th>SUPPORT AND REVENUES</th>
<th>$5,592,673</th>
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<tbody>
<tr>
<td>PROGRAM SERVICES</td>
<td>$2,648,774</td>
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<tr>
<td>FUNDRAISING</td>
<td>$509,666</td>
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<tr>
<td>MANAGEMENT &amp; GENERAL</td>
<td>$286,357</td>
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<tr>
<td><strong>Total Expenses</strong></td>
<td>$3,444,797</td>
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<tr>
<td><strong>Change in Net Assets</strong></td>
<td>$2,147,876</td>
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STATEMENT OF FINANCIAL POSITION

<table>
<thead>
<tr>
<th>ASSETS</th>
<th></th>
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</thead>
<tbody>
<tr>
<td>Cash and Cash Equivalents</td>
<td>$1,537,735</td>
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<tr>
<td>Pledges Receivable</td>
<td>$5,000</td>
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<tr>
<td>Prepaid Expenses and Other Assets</td>
<td>$34,194</td>
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<tr>
<td>Endowment Funds</td>
<td>$11,025,856</td>
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<tr>
<td>Other Assets</td>
<td>$71,070</td>
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<tr>
<td>Property and Equipment, Net</td>
<td>$4,186</td>
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<tr>
<td><strong>Total Assets</strong></td>
<td>$12,678,041</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>LIABILITIES &amp; NET ASSETS</th>
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</thead>
<tbody>
<tr>
<td>Accounts Payable</td>
<td>$40,432</td>
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<tr>
<td>Accrued Expenses</td>
<td>$19,071</td>
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<tr>
<td>Other Liabilities</td>
<td>$72,951</td>
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<tr>
<td><strong>Total Liabilities</strong></td>
<td>$133,454</td>
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<tr>
<td>Without Donor Restrictions</td>
<td>$915,233</td>
</tr>
<tr>
<td>With Donor Restrictions</td>
<td>$1,676,982</td>
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<tr>
<td>Net Assets Restricted for Time or Purpose</td>
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<tr>
<td>Net Assets Held in Perpetuity</td>
<td>$9,952,472</td>
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<tr>
<td><strong>Total Net Assets</strong></td>
<td>$12,544,687</td>
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<tr>
<td><strong>Total Liabilities &amp; Net Assets</strong></td>
<td>$12,678,041</td>
</tr>
</tbody>
</table>

Copies of our audited financials are available on our website at pinkyswear.org/financial-statement.
Despite the difficulties, they found strength in each newborn son, Zaire, while Hakeem worked extra hours. Cece stopped working to care for Za’nari and their treatment, a newborn, and supporting their family. It was a diagnosis: acute lymphoblastic leukemia (ALL). After returning from vacation, Cece noticed lumps turned upside down just before her third birthday. Za’nari was a lively toddler when her world was there to help. It means a lot.”

“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

Cece reflected on a care package from Pinky Swear Foundation with colored pencils, Play-Doh, and gift cards. It made Cece feel less alone and brought joy to Za’nari. 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 Huppe Family Foundation in honor of Amy Wosnieck
- David & Jean Larson Foundation in memory of Cail Reinhardt

**$50,000-$999,999**
- Anonymous
- Car Donations Foundation
- The Johnson Foundation
- Northwestern Mutual Foundation
- Mark and Carmen Watkins Fund in memory of Tom Cacer

**$25,000-$49,999**
- 1316 Fund
- AGS Brooklyn Center
- Leake and Andrew Caven in memory of Cail Reinhardt
- Zai Fellebaum and Michelle Stanley
- Genesis Capital, LLC
- Jeff and Steve Gottlieb
- The Tim and Kate Harris Family in memory of Cail Reinhardt
- J.A. Wedum Foundation
- Kilian Family Foundation
- Brian and Susan Mark Family Fund in memory of Cail Reinhardt
- Foundation
- Mitchell and Sarah Miller Family Fund
- SunALL – Lise Cacer Family Fund
- John and Kimberly Family Fund

**$10,000-$24,999**
- Anonymous
- John & Becky Allen
- Charitable Fund

**$5,000-$9,999**
- Gregory and Mandi
- Levine
- Erica and Ian Campbell in memory of Cail Reinhardt
- Engelsman Family Foundation
- Baby Helpers
- Naylor Family Charitable Fund
- Northwestern Mutual
- Mendota Heights
- Bruce and Beth O’Brien
- The Berk Family Foundation
- James and Jessica
- Schroeder
- Watkins Family Foundation

**$1,000-$4,999**
- 57 Auto Body
- Inc
- Anamie Ahmed
- Christopher Apodaca
- Mark Atherton
- Balance and Bellevue Foundation, Inc.
- Geoff and Tessa Berton
- Michael J. Blum
- and Abigail Rose in honor of Steven Gottlieb
- Michael Dieckel
- Mary Russell Dolliff Fund
- The EDGE Foundation
- Karen and Gene Edesness in memory of Robert Harvey
- Judy and Mary Fentress
- Angie and DeWylne
- Franks
- Brent Goode
- Tara and Kevin Hanson
- Sandra and Brian
- Hoffman
- Elizabeth and Benjamin
- Isaacson
- Taylor and Andrew Jankel
- J.Bend Companies in honor of Ryan

**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.”

"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.

**DONORS WHO KEEP THE DREAM ALIVE**

Donors who help build Pinky Swear Foundation as a beneficiary of their estate.

Anonymous (Q)
- Geoff and Tasha Bartsh
- William Bagier and Carrie Edesness

Erica and Ian Campbell
- Holly Can
- Tatiana Chaplin
- Lowell Joubert/AGS Group

Eric and Arme Johnson
- Lacy and Michael Knott

Erin and Jim Campbell
- Lucay and Michael Knott

Eric and Jermey Johnson
- Mbacha

Barbara and David Waters
- Brian and Susan Mark
- Montgomery

Christine Kelley
- Bruce and Beth O’Brien
- Ms. Cyl Prescott

Shelia Salier
- Bryan and Lauren Sandy
- Josh Schauer
- Kristine Schauer in memory of Cail Reinhardt
- Lisa Schauer
- Mary Ellen Schauer
- Beth Schauer in memory of Cail Reinhardt
- Kevin Schrage
- Thomas Schramek
- Brian and Nicole Schultz
- Kevin Schut
- Stephanie Severino
- Lisa Shannon
- Christine Skinner
- Sterling Smith
- Debra and Daniel Solarte
- Andrew Spann
- Natalie Steele
- Diana H. Stevens
- Alder Steinberg
- Jennifer and Jason Steen
- Adam Stevens
- Nicole and John Strong
- Angela and Scott Trabell
- Kimberly Torres
- Michael Tropp
- Jason Vaughan
- Lindsay Vigot
- Linda and Frank Vondra
- Ashley Wicke
- Ken and Trevor Waegner
- Rebecca Washington
- Derek Weinmann
- Elaine Wilde
- Heidi Yee
- Ann and Michelle Zuber
organizations like Pinky Swear that were the everyday things like having a vehicle there was food for me and the children."

“We were most grateful for those who gave to Pinky Swear that were there for us. For the doctors, for a roof over our heads and ensuring that things like having a vehicle there was food for me and the children.”

- All-Star Za’nari’s mom, Cece
JOIN THE PINKY SWEAR COMMUNITY!

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