

# 2020 IMPACT REPORT

## 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

- 1 | **Be compassionate** in striving to alleviate stress for each family.
- 2 | Invest in **authentic relationships**.
- 3 | **Maximize** the potential of all resources entrusted to us.
- 4 | Support our community by **working together!**
- 5 | **Celebrate** successes of all sizes.



## ALL-STAR **Autumn**

“We are living on the love of others,” said Autumn’s mom. Autumn was diagnosed with Acute Myeloid Leukemia (AML) in May 2019. Autumn’s mother first took a leave of absence from her teaching job but resigned after Autumn’s cancer relapsed and treatment intensified. “You have to give up so much to take care of your child.”

Autumn and her parents spent weeks alone in the hospital due to COVID-19 visitor policies. Even then, her mom recalled a sense of peace knowing that her family could remain in their home thanks to your generosity.

Autumn was discharged from the hospital on Christmas Eve 2020. She is now virtually participating in her kindergarten class and asking when she can go to Target. She wants to get back to normal.

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1,047 Orange Envelopes distributed

200+ people served through All-Star weekends

893 families served with All-Star Fund grants

5,000+ people accessed Pinky Swear Pantries

**50%+**

of people served identified  
as persons of color

**\$1 MIL.+**

in direct financial support –  
more than any year previous

**1,547**

families were supported  
financially because of you

“It is because of your support that I was able to dedicate myself fully to caring for my daughter during the last two and a half years.” – *Mom of All-Star Anna, nine-year-old cancer patient*

## Pinky Swear Foundation supports families through four programs:



### Orange Envelope Program

A message of love and support, plus gift cards delivered to families when their child is newly diagnosed with cancer.



### Family Experiences

Special outings that give families a chance to make memories, spend quality time, and find reasons to celebrate — even in stressful times.



### All-Star Fund

Direct payments and gift cards that put meals on the table, keep the rent and mortgage paid, and fill the gas tank for trips to the doctor.



### Pinky Swear Pantry

On-site food pantries at children's hospitals so that families can keep nourished without having to leave their child's bedside during treatment.

**Thank you for your generosity.**

To learn more about your impact, go to [www.pinkyswear.org](http://www.pinkyswear.org) or contact [development@pinkyswear.org](mailto:development@pinkyswear.org).