



SUPER CAL ENDOWMENT CAMPAIGN

PINKY SWEAR FOUNDATION

*Cal was only five years old when childhood cancer took his life.
The Super Cal Endowment Campaign was launched in Cal's memory
to ensure our promise to support kids with cancer and their families
continues for years to come.*



PINKYSWEAR
FOUNDATION

Helping kids with cancer and their families **Today. Tomorrow. Always.**

The First Pinky Swear Promise

Diagnosed with terminal bone cancer, nine-year-old Mitch Chepokas gave away his life savings to other kids in the hospital with cancer who he felt needed it more. Mitch made his dad pinky swear promise to continue generosity for kids with cancer after he was gone. Pinky Swear Foundation exists because of that pinky swear promise made nearly 20 years ago.

“I’m sorry to tell you ... your child has cancer.”

A family’s world is turned upside down after hearing these devastating words. Suddenly the normal parts of life — work, bills, and childcare — become a source of overwhelming financial and emotional stress.

1 in 11

families with a child diagnosed with cancer will file for bankruptcy.

1 in 5

families facing a pediatric cancer diagnosis already live in poverty.

15,000

children are diagnosed with cancer annually in the United States.

When three-year-old Cal Reinhardt started receiving cancer treatment, family and friends gave him the nickname “Super Cal” in light of the superheroes he loved and the bravery he showed.



Helping Kids with Cancer and Their Families

When a family is in need, Pinky Swear Foundation's support eases the burden of childhood cancer. *Here's how we help:*



Orange Envelope Program

A message of love and support plus gift cards delivered to families when a child is diagnosed.



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 cancer treatment.



Family Experiences

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

Keeping the Promise

*“While every grant we make eases the financial burden for families facing childhood cancer, the need is far greater than our current available funding. **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.**”*

—Erica Campbell

Executive Director

Multiply Your Impact

In memory of Super Cal and his long-time family friend David Larson, the David and Janis Larson Foundation have agreed to match endowment gifts up to \$3 million which can **MULTIPLY YOUR IMPACT.**

The larger the endowment fund grows, the more we can say **“yes” to families battling childhood cancer Today. Tomorrow. Always.**

Your Promise to Help Kids with Cancer Today. Tomorrow. Always.

The Super Cal Endowment Campaign was launched in Cal's memory to ensure the promise to support kids with cancer and their families continues for years to come.

Your gift to the endowment will ensure guaranteed funding for families facing childhood cancer this year, in 10 years, and beyond. It will serve as your legacy and support families facing financial burdens so that they can focus on what matters most – the health of their child.

Why an Endowment Fund?

Through the Super Cal Endowment Campaign, we will generate long-term, dependable funding to help more families facing the financial challenges of childhood cancer. Gifts to our endowment are invested immediately, allowing your original gift to grow over time and produce ever-greater returns.

For more information, contact Erica Campbell, Executive Director:
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“There is nothing more that Cal would have wanted than to help more families like ours. We want families to still find hope — even in stressful times.

This was Mitch's promise with his parents.

This was our promise to Cal.”

—Lucy Reinhardt

Cal's mom



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