



May 5th

2008

Children Are Golden Golf Classic

**Highly Visible
Sponsorships
Available!**

**Your Business Gets The
Credit And You Get A
Great Feeling
Knowing You've Helped
Our Kids!**

**Come Play
With Us!**

**Cancer is hard.
Giving is easy.**

www.childrenwithcancer.org

2007 Achievements:

Reflections On A Great Year Of Giving

New Board Members!

Expanding the Board has been a longtime goal of FCC. Beginning last year, the size of the board nearly doubled to its current roster of 10 amazing individuals. We've been profiling them all year to give you a glimpse into their background and their desire to be a part of FCC's mission. Watch for continuing profiles in upcoming newsletters!

New Events!

A tantalizing "Murder Mystery" Dinner entertained guests last fall, and 2007 also saw the introduction of FCC's latest awareness program, our "Children are Golden" ribbon campaign. The campaign so touched us that it inspired the redesign of our overall logo. See the images below and also on our newly revamped website!

Hats On Day:

As always, this now national awareness and fundraising campaign has involved thousands of schools and raised thousands of dollars. We're excited about the 2006-2007 schoolyear totals:

of Schools: 745

Total Raised: \$273,303

Total FCC Assistance Provided in 2007: \$244,802.41

Total Families Assisted by FCC in 2007: 554

A New Image:

Where Our Children Are Golden

We made the decision in 2007 to turn a new page for the Foundation with the creation of a completely new logo and color scheme to help better define our mission of helping families with children who have been diagnosed with cancer. The gold ribbon contained in our new logo is also seen in one of our newest fundraising and awareness campaigns, the "Children are Golden" ribbon campaign. Look for these new icons and images in all of the foundation's print collateral as well as on our website! We're excited about our new look and hope you like it too!



FCC

Board of Directors

Board Chairman:

Jacob Herschend

Herschend Family Foundation

Board Officers:

Kirk Hutchison, V. Chair

Chris Dickey, Treasurer

Southwest Bank

Michael Zarrilli, Secretary

Suddenlink Communications

Board Members:

Joe Berchelmann

Baxis, LLC

Larry Duke

Children's Home Society

Michael Goessling

Thumbelina Charitable Foundation

Lori Murray

Eastlake Inn Bed & Breakfast

Sharon Williams

Mary Wuennenburg

Staff:

Renee L. Kirkiewicz

President and CEO

Laura Meyers

Director of Development

Jennifer Green

Business Manager

Profile:

Chris Dickey



Chris Dickey was born and raised in Webster Groves where he attended Webster High School. He earned his undergraduate degree with an emphasis in Marketing and Finance from St. Louis

University's School of Business.

After college he began his banking career with First Bank. After five years with First Bank as a commercial lender, Chris moved on to his current position with Southwest Bank, where he works in the business banking department helping businesses with revenues of \$100K to \$15 million with their loan, deposit, and treasury management needs.

Chris brings his knowledge of finance and banking to FCC's board and also donates his time to our various fund raising events. Welcome Chris! You're a great addition to FCC's Board of Directors!

A Great Event:

Dine To Make A Difference



Earlier this year, 17 St. Louis restaurants joined together in promoting FCC's mission and programs with "Dine to Make A Difference," where restaurant owners donated a portion of their proceeds from that day to FCC. Special tent cards and posters were distributed to promote the event, which was so successful that the foundation plans a statewide version later this year! Many thanks to the following restaurants for participating:

DINE TO MAKE A DIFFERENCE

Amici's Italian Restaurant (Kirkwood)

Boogaloo (Maplewood)

Callier's Deli (Ballwin)

Chevy's Fresh Mex* (Crestwood)

Cyrano's (Clayton)

First Watch (Kirkwood & Webster)

Fortel's Pizza Den(Kirkwood & Affton)

Highway 61 Roadhouse

Mandarin House (Overland)

PJ's (Kirkwood)

Roxane (Clayton)

Sunset 44 (Kirkwood)

Two Nice Guys (Kirkwood & Oakville)

Uno Chicago Grill* (Kirkwood)

House of Blues:

ROCKS for FCC!

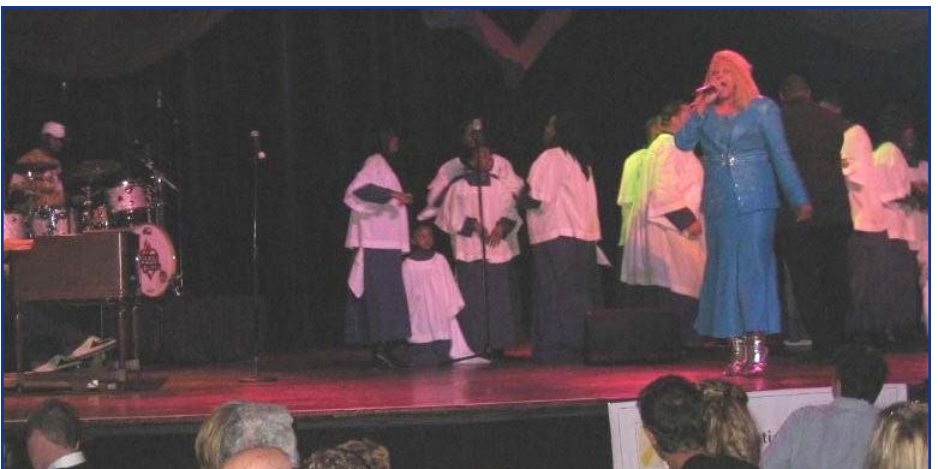


Earlier this year, Chicago's House of Blues was the setting for one of FCC's most successful fundraisers yet! We welcomed families from Children's Memorial Hospital as our special guests that day as well as Illinois State Senator Dan Rutherford, Jimmy-John's restaurant founder Jimmy Liautaud, and Chicago Fire soccer player Diego Gutierrez. Nationally syndicated radio personality Mancow and Robin Robinson from the Chicago Fox affiliate joined us, serving as our MC's for the day!

The event featured the amazing Bishop Troy and Victory International choir who performed live! Children were able to purchase bags of tokens that could be used to get trinket balls containing candy and treasures from a special gumball-style machine. Dozens of one-of-a-kind silent auction items also were available for bidding, including:

- Tiger Woods '05 Masters - "The Chip at Sixteen" Filmstrip
- Joe Montana Autographed Notre Dame Jersey
- Tom Seaver Autographed Jersey Numbers Piece
- Albert Pujols Autographed Baseball
- Albert Pujols Autographed Inscribed '06 WS Game 1 Home Run Framed Photo
- Nolan Ryan Autographed Rangers Home Jersey
- Ken Griffey Jr Autographed Bat
- Cal Ripken Jr, Autographed Orioles Black Jersey with '93 All-Star Logo
- Todd Helton Autographed World Series Baseball - Inscribed '07 WS
- Dwight Howard Autographed Spalding Basketball
- John Elway Autographed Denver Broncos Home (Blue) Jersey
- Jerry Rice NFL Game - Used Collectible
- Michael Jordan Autographed Basketball
- Lebron James Autographed Cleveland Cavaliers Home (White) Jersey – Framed
- Sandy Koufax Autographed Breaking Through

FCC is grateful to Chicago's House of Blues and all the donors who made this amazing fundraiser and awareness event possible!



Hats On Day:

Raising Awareness & Funds in 2007-08



Hats on Day has grown over the years to be one of FCC's brightest and most recognizable fundraiser and awareness events. The once local event has grown to a national presence and in 2007-2008, 356 schools already have held events raising more than \$134,937 in funds. These funds remain in each school's state to benefit families living there who have children diagnosed with pediatric cancer. New this year was the addition of college sororities and fraternities. Of course, Hats On Day isn't limited to schools. If your church, business, or philanthropic organization would like to host your own Hats On Day event, give us a call and we'll mail you an

event starter kit that makes it easy to plan and host an event.

In the meantime, congratulations and a big "Thank You" to the students and staff at the following schools who ranked in the top 10 for helping to raise awareness about pediatric cancer and raising much needed funds for the families FCC serves.

**Prairie Hill School
Townsend Junior High
Strathmore Elementary
Robinson Park Elementary School
Westchester Primary School
Musselman High School
Fountain Woods Elementary
Upper Moreland Intermediate School
South Elementary School
South Beauregard High School**

Board Elections:

Committed To Our Families

FCC welcomes and congratulates the 2008 Board of Directors. These amazing and talented individuals are to be commended for donating their time and talents toward the programs and mission of FCC! Our families thank you!

Chair:	Jacob Herschend	Bd. Member:	Larry Duke
Vice Chair:	Kirk Hutchison	Bd. Member:	Michael Goessling
Treasurer:	Chris Dickey	Bd. Member:	Lori Murray
Secretary:	Michael Zarrelli	Bd. Member:	Sharon Williams
Bd. Member:	Joe Berchelmann	Bd. Member:	Mary Wuennenburg

Want To Help?

Add FCC To Your Company's Charity List

You can help FCC by asking your company to add us to its list of charitable programs. If your business has contribution withholding or holds fundraisers for charities, please consider selecting FCC. Remember, your contributions are tax deductible. Does your firm provide matching gifts for employee donations? If you're not sure, ask your human resource department or email The Matching Gifts Clearinghouse at matchinggifts@case.org to get them on the list! It's a great way to give!

The mission of Foundation for Children with Cancer is to ease the financial burdens that many families face while pursuing quality healthcare for a child who has cancer. By providing tangible and direct financial support, such as mortgage payments, insurance premiums and utility bills, families are given a greater opportunity to focus on their child's treatment and recovery.

Foundation for Children with Cancer
11327 Gravois Rd, Ste 202
St. Louis, MO 63126
314-843-9300

www.childrenwithcancer.org



REGISTER NOW!
**2008 Children Are Golden
Golf Classic!**
Sunset Country Club - St. Louis

For more information
or to register
call or email the

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for Children
with Cancer**

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