

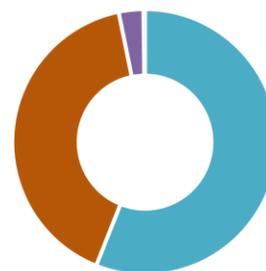
PHOEBE ROSE ROCKS FOUNDATION ANNUAL UPDATE 2019-2020

OUR MISSION– TO MAKE IT OKAY

For everyone at the Phoebe Rose Rocks Foundation, “making it okay” is more than just a hashtag, it is our purpose and commitment to our Phoebe. Making it okay means funding research that is innovative, ambitious, and cure focused. Making it okay means working to drive research towards rare, hard to treat, and low prognosis childhood cancers. Making it okay means finding the perfect toy or treasure to send in a care package to bring a spark of joy to a child in treatment far from home. Making it okay means helping to pay for gas, groceries or a much-needed coffee break to the caregivers of those children. At Phoebe Rose Rocks, making it okay is what drives us. Every new child diagnosed with cancer becomes our mission.

OUR IMPACT: 2019-2020

As a foundation, we continued our commitment to keep our administrative costs low to maximize impacts for all of our donors. This year we raised we raised \$211816. We donated 56% of these funds to research and 3% to support families travelling to access treatment for children with cancer. Our administrative costs were \$395, which is 0.2% of total funds raised. This year, because of the covid-19 pandemic we are carrying forward more funds than usual to cover future commitments.



administration research funded
family support remaining funds

TO DATE

This year we crossed a **half a million dollars** raised to support childhood cancer research and to support families!

- We have raised \$529,464.98
- We donated \$362,000 of these funds to research of rare and hard to treat childhood cancers.
- We sent 26 support packages to families traveling for treatment for a total of \$9100.
- Our administrative costs have remained at **1%** of total funds raised.



RESEARCH WE FUNDED

Advances in research gave Phoebe time and we know many children in the Phoebe Rose Rocks community who are racing against time today. The pace of research will never be fast enough for many of our friends which makes the research we have funded this year so vitally important. We are proud to fund research that is considered “bench to bedside” that has a direct application to kids diagnosed with cancer. We think Phoebe would be proud to be working in partnership with the Terry Fox Foundation to bring the PROFYLE project to the Children’s Hospital of Eastern Ontario (CHEO). Like in previous years, we have committed to multi-year funding for research in recognition of the time and sustained expertise it takes to advance breakthroughs.

- 100% Fund, MLL+ Infant Leukemia Research, Dr. Jason Berman at CHEO [\$45,000]
- Pediatric Cancer Genomics Program – Terry Fox PROFYLE project - Children’s Hospital of Eastern Ontario (CHEO) [Total commitment of \$379,000 over 6 years, 2017-2022]

FINANCIAL AND EMOTIONAL SUPPORT

We send care packages to bring joy to children in treatment and provide gift cards to pay for gas, groceries or a much-needed coffee break to the caregivers of those children.

This year we sent 13 care packages to children travelling for treatment across Canada and to the United States. Care packages are catered to each child and include comfort items and financial support for parents.



WHAT’S NEXT

- We will work to strengthen our presence among childhood cancer families across Canada to ensure that our support packages reach as many children and families in need as possible.
- We will continue to develop and nurture our relationships with childhood cancer researchers and organizations across Canada allowing us to better understand and support research that aligns with our mission to drive research towards low prognoses childhood cancers.
- We will continue to be volunteer-driven and to work with integrity, accountability, transparency and collaboration to reach our goals.
- Above all, we will work to continue Phoebe’s legacy of hope and to make it okay for kids with cancer. Join us!

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