

# Mission in Motion

## A Letter from Leadership

From the moment I wake each morning, I think about the families we serve — the ones we are working so hard on behalf of —and what we can do to make an even greater impact. While I have only been part of the Keaton's organization since March, it has been quite a six months!

Our world has faced crisis after crisis, and most of our families are feeling the effects in significant ways, including financially and emotionally. But, the way our community has pulled together shows so many reasons to be optimistic.

COVID-19 has caused a time of reflection and determining Keaton's "new normal." Our big focus is asking for regular feedback from hospital partners and families to understand current needs and how best to meet them, while taking into account the safety of immunocompromised children. We pride ourselves on being able to pivot quickly to accommodate family needs.

Thank you for being part of the Keaton's Family. ***Our Mission IS in Motion*** every moment of every day, and we're excited to share our progress. Please feel free to reach out to me with questions, thoughts or ideas.

Suzanne Olson  
Executive Director



## September is Childhood Cancer Awareness Month

We invite you to #GoGoldwithKeatons in honor and in memory of kids with cancer. Together we will make a difference in the lives of those affected by childhood cancer, so that NO CHILD FIGHTS ALONE.

Join the Keaton's Family as we focus on the realities of childhood cancer, highlight stories of local families, and advocate for more pediatric cancer research, all while giving HOPE, STRENGTH, and HEALING to our families.

Here are ways to show your support and make an impact:

### Spread Awareness

- Change your Facebook frame to "GoGoldKeatons"
- Follow and share Keaton's Child Cancer Alliance on Facebook and/or Instagram
- Share your personal experience with childhood cancer. Use the hashtag #GoGoldWithKeatons
- Host a fundraiser or donation drive for Hope Chest items
- Create Letters and Cards of Hope for Kids with Cancer. Mail letters to us: Keaton's Child Cancer Alliance, 2260 Douglas Blvd. Ste 140 Roseville, CA 95661

### Help Save a Child's Life

- Donate blood at a local blood bank
- Register on "Be The Match" donor registry to see if you qualify
- Wear your mask and use the hashtag #IMask4KidsCancer

### Donate

Financially or with gift cards  
[childcancer.org/donate-now](https://childcancer.org/donate-now)

- Grocery cards and gas cards (\$25-\$50 increments preferred)
- Walmart and Target gift cards (\$25-\$50 increments preferred)
- Amazon, iTunes, Walmart, Target (\$10-\$15 increments preferred)

When shopping online, select Keaton's Child Cancer Alliance as your charity of choice. Amazon will donate a percentage of the price of qualified products to Keaton's. Visit [amazon.com](https://amazon.com) or [childcancer.org/donate](https://childcancer.org/donate) to sign-up and start shopping.



## Donate a Keaton's Bear to a Child

Hospitals can be scary, but you can give a child a cuddly friend, so they never feel alone or afraid during treatment. Make your tax-deductible “unbearably” cute donation at [childcancer.org](http://childcancer.org) and a personalized card (including your name) will be delivered to a child in treatment.



## Childhood Cancer Statistics

From a webinar by The Children's Cancer Fund:

43

On average, 43 children in the United States are diagnosed with cancer every day.

15  
THOUSAND

On average, there are 15,000 new pediatric cancer diagnoses each year.

71

On average, children lose up to 71 years of life due to cancer.

95  
PERCENT

95% of survivors have chronic health problems including hearing loss, sight loss, lung problems, infertility and/or learning disabilities.

4

Only 4 new drugs have been approved for pediatric cancer and blood diseases in the last 25 years, because they are not “profitable.”

college, who are childhood cancer survivors or siblings of childhood cancer patients/survivors, to apply.

Please visit [childcancer.org/KeatonsHeroAward](http://childcancer.org/KeatonsHeroAward) for eligibility and submission details. Questions? Contact, Jessica Alonso, Director, Family Navigator, [Jessica.Alonso@childcancer.org](mailto:Jessica.Alonso@childcancer.org)

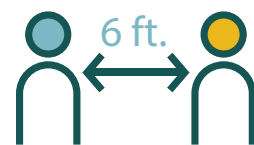
*This award honors John's legacy and his compassion for youth battling cancer.*

## COVID-19 is affecting childhood cancer

- The ability to properly and rapidly treat patients diagnosed with COVID-19 is increasing.
- COVID-19 testing is now required for patients and family members admitted to hospitals.
- Patients are restricted to only one family member in the hospital while they are admitted, or during clinic visits.
- Due to hospital and COVID-19 restrictions, less emotional support is available/present to families who are admitted, although there is an increase in anxiety and other mental health challenges.
- Families battling childhood cancer are facing more isolation from friends, family members and peers.
- Hospitals have established “quarantine areas” for patients diagnosed with COVID.
- On top of their child's diagnosis, families also have to worry about the risk of exposure to COVID-19 and the loss of job / income.
- Research for childhood cancer is currently limited due to lack of funding and the inability to have a large number of staff work together.
- There has been approximately a 10% drop in clinical trials since the pandemic started.

## Dare to Dream

We are proud to present the “John McLean Hero Award,” a scholarship benefiting those affected by pediatric cancer. We encourage students in their senior year of high school through their junior year of







# MARK YOUR CALENDAR!

## Keaton's Day to Give for Good

**Sept. 10 2020**  
at all Quick Quack locations  
in the Sacramento Area  
7am - 9pm

Quick Quack will donate  
\$10 of every membership sold  
\$2 of every Best wash sold



## Coffee for a Cause Friday, September 18

If you love Dutch Bros. Coffee as much as we do, you'll love this! Join Dutch Bros. of Granite Bay for their annual "Buck for Kids Day" on September 18th. One dollar from every drink sold will be donated to Keaton's Child Cancer Alliance. Imagine making an impact by just ordering your favorite DB drink. We'll be lined-up early and buzzing all day long! Swing by on your morning route (or anytime) at 8663 Auburn Folsom Road. Open from 5:00 am - 12:00 midnight.



## Quick Quack Fundraiser Thursday, September 10

Some things never change – like a dirty car, for example. Luckily, our extremely generous partners at Quick Quack have a solution, and it benefits Keaton's kiddos. On September 10 Quick Quack is hosting "Keaton's Day to Give for Good" Visit any one of 23 Sacramento-area locations to get your car sparkling clean and make a big impact in the hearts of families who have been given the life-changing news that their child has cancer. For a list of locations and hours: [dontdrivedirty.com](http://dontdrivedirty.com).



## Glow for Gold Gala Saturday, October 17

Our biggest and best event — "Glow for Gold" Gala — a virtual EXPLOSION of food, fun and festivity! This year we will bring the party to you virtually. YOUR home, YOUR people. YOUR party. OUR staging, decor, entertainment, food and cocktail menu created for YOU and your guests by a local chef. Enjoy a party with a purpose. Limited opportunities still available: [keatons.zohobackstage.com/GlowforGoldGala](http://keatons.zohobackstage.com/GlowforGoldGala)

## SPONSOR SPOTLIGHT

Raley's, a local family grocery store with 126 locations is "Changing the Way We Eat, One Plate at a Time." Keaton's alliance with Raley's has grown to a robust support system for the Keaton's family. With the challenges of 2020, their support has been of even greater value due to the overwhelming needs of families we support. The generosity of this partnership includes

- Grocery gift cards to assist families with food insecurities,
- Grocery deliveries to homes with children with compromised immune systems
- Fundraising event contributions
- Turkey donations at Thanksgiving
- Toy contributions during the holidays
- Complete nutritional packets (developed by Raley's nutrition team)

Their generosity and kindness helps fulfill both their mission and Keaton's. We are so grateful for Raley's and encourage you all to give them a big "THANK YOU" next time you shop there.



Thank You

**Raley's**

KEATON'S  
**Child Cancer Alliance**





## Holiday Adopt a Family

Every holiday season, our community comes together to bring JOY and HOPE to local childhood cancer families. Keaton's Annual Holiday Adopt-A-Family Program is seeking interested businesses, organizations, families and individuals that would like to sponsor a local family who needs it now more than ever. For more information, please contact Jessica.Alonso@childcancer.org no later than October 30th. To learn more: [childcancer.org/adopt-a-family/](http://childcancer.org/adopt-a-family/)

## Put Your Talent to Work!

Volunteers are critical to the success of our organization. We rely on their time and talent to help us execute our mission each and every day. While Keaton's continues to grow and evolve, so does our need for volunteers. If you have a passion for helping others, and can give a few hours of your time, we would love to chat with you. This is a great opportunity to meet people, gain experience, and make a huge impact on our community!

We have positions in marketing, programs, events, technology, and more. We will do our best to work around your schedule and depending on what you would be assisting us with, virtual volunteer opportunities might be available. For in-office volunteer shifts, we are taking all precautions to protect our staff, volunteers and families during these trying times.

## Volunteers Needed!

We have a specific need for volunteers for these two opportunities:

- **Quick Quack Car Wash** fundraiser Thursday, September 10th
- Keaton's upcoming **"Glow for Gold"** Gala Saturday, October 17th.

If you are available for either of these events, or any other volunteer opportunities, please contact Melinda, Director of Operations, at 916-757-6136 or [melinda.sober@childcancer.org](mailto:melinda.sober@childcancer.org) for more details.



## Connect with Us

See Keaton's Mission in Motion as it happens on our social media channels. "Like" us on Facebook, "follow" us on Instagram and Twitter, and "subscribe" to our YouTube channel. You will be glad you did!