

KEATON'S  
**Child Cancer Alliance**



# Mission in MOTION



## YOUNG WARRIORS FIGHT BIG BATTLES

In 2020, local children were still diagnosed with cancer, still underwent rigorous treatment regimens, and still fought every day for their survival. Pediatric cancer did not come to a halt as the global pandemic spread into our region. Thankfully, Keaton's Child Cancer Alliance still remained an invaluable resource when the unimaginable occurred – the vulnerable population we serve was confronted by COVID-19. These resilient young warriors inspired us to relentlessly fulfill our mission.

**Because of YOU, there is still HOPE.**

the changes to medical care, financial disruptions, and emotional distress due to COVID-19. Grocery deliveries, financial grants, gas cards, food vouchers, lodging support, resource sharing, and peer support events impacted nearly 1,500 individuals. Families were overwhelmed with gratitude in knowing that complete strangers were willing to offer their caring hearts and viable solutions during this devastating time.

**Thanks to YOU, no family endures this journey alone.**

As families experienced additional burdens in the face of this novel situation, they were greeted with comfort, thoughtfulness, and compassion. With your generous support, the Keaton's Family Navigator Program touched over 300 childhood cancer families while addressing

Keaton's is the only local organization offering customized, family-centered supportive services to navigate the complexities associated with pediatric cancer. By sharing your time, treasure, and talent, you are an extension of the support provided to local families. Thank you for the constant reminder that our community stands alongside families to offer their support.

***"There are no words to express how grateful we are for all the help received throughout this journey. Just when everything seemed dark and hopeless in our lives, YOU WERE THERE to help us in the moment that we needed it the most."*** Sara, Mother of Carlos diagnosed with Osteosarcoma

With your continued support in 2021, we aim to reach every local family impacted by a childhood cancer so that their attention can be focused on the care & recovery of their child. Together we fight to provide Hope, Strength, and Healing to children with cancer and their loved ones. With our heartfelt appreciation, **Keaton's Team**

## Keaton's Kiddo ~ Mack



Meet Mack, a 17 years old, bright young man, who enjoys playing with his Xbox and Play Station 4. On July 28, 2019, Mack and his family received the tragic news that he had been diagnosed with Stage 4 Ewing's Sarcoma, a rare form of cancer that occurs in the bones or the soft tissues around the bones. Months after receiving his diagnosis at a local Bay Area Hospital, Mack and his family were referred to Keaton's on January 22nd, 2020. Upon his initial referral, Mack had already begun his chemotherapy and radiation treatments and since being referred to Keaton's, his family has allowed Keaton's Family Navigators to be a part of their journey.

Aside from his cancer, Mack's family has faced many other challenges as a result of the pandemic. With Mack's mother being the primary support and caregiver, she sadly faced many financial stressors when her work hours were forced to decrease. As a result, the family was left without support and faced much uncertainty of what to do or where to turn to next. After initially being denied government assistance, Mack's mother turned to Keaton's, in hopes of receiving some type of support and relief of financial burdens. Thankfully, our Family Navigator Team has been able to support Mack's family with a financial grant, gas cards, food cards, and a personalized Hope Chest and emotional support.

Through the course of his cancer journey, Mack has experienced difficulties including sinus infections, headaches, and overall effects on his vision. As of today, Mack continues to put up a fight against Childhood Cancer, stronger than ever. Recently, he attempted to be a part of a clinical trial, but after four cycles was ultimately rejected due to the progression of his diagnosis. As resilient as he is, he attempted to be a part of another clinical trial in Santa Monica. Unfortunately, that trial was cut short after Mack began to experience severe shortness of breath and was rushed back to his local treatment hospital. Once he arrived at the hospital, his medical team found and removed 3.5 liters of fluids from Mack's body. Over the past few months,

Mack has spent time most of his time in and out of the ICU. With his mother by his side, he continues to fight and is now receiving Palliative Chemotherapy. Keaton's Family Navigator Team remains in this fight together with Mack and his family as we continue to be a support throughout their journey.

***"I would like to thank you for always checking up on us that really means a lot to me. Sometimes I sit by myself and feel so alone. This is a very tough battle and just knowing that people care means so much."*** ~ Leah (Mack's Mom)

## Mission in Motion Moments

### Holly Jolly Drive-Thru Holiday Celebration



Each year, our Holly Jolly event gathers local families touched by childhood cancer in celebration of the holidays. We honor this opportunity for kids to "just be kids" and for families to create special memories together. This year, not even a pandemic stopped us from wishing "Happy Holidays" to 222 family members. Our drive-thru event featured youth gifts from Kids Helping Kids Sacramento, to-go dinner kits from Zocalo's, crafts organized by Keaton's volunteers, desserts from BJ's, snow flurries from Sevilla Magic FX, and special appearances by the League of Heroes Inspired. Santa and Mrs. Claus greeted the families and they were provided Golden Tickets to the Bayside Church Holiday Drive-Thru Lights display. Special thank you to all the event sponsors, volunteers, and Boys Team Charity League of Granite Bay for bringing this vision to life and creating a memorable event for all.

To be involved in this year's Holly Jolly Celebration, please email [Jessica.Alonso@childcancer.org](mailto:Jessica.Alonso@childcancer.org).



## We ♥ Our Volunteers! Dane ~ High School Student with Medical Field Interest



Originally I wanted to volunteer at Keaton's Child Cancer Alliance to help support our community and the families struggling within it. When I began looking for a place to volunteer, the first thing that stood out to me is that Keaton's always does their best to help and support the whole family. Along with that, I wanted to get involved with a nonprofit that hosted different events so I could experience new things and gain some confidence in an office setting.

Volunteering at Keaton's has been an amazing experience. It is everything I was looking for in a place to volunteer and more. One of my favorite things about Keaton's is the amazing staff. They're always doing their very best to do anything they can to support their families and everyone else in the office. I also enjoy the variety in what I do when I come to the office to help. It ranges from helping with inventory to picking up donations to making phone calls.

Through volunteering at Keaton's, I've gained so many skills and connections that I know I couldn't have achieved otherwise. Volunteering here has given me new skills in different areas; some of which have already helped me in school. My volunteering originally started as a required 25 hours for school, but it quickly became something I truly enjoy doing and plan to continue for a long time to come.

*The key to our success rests in people like you, who embody the spirit of greatness by saying, "Yes I can, and you can, too!"*

### Volunteers Needed!

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

- **St. Baldrick's Fundraisers**, Thursday, March 12th, Friday, March 13th & Saturday, March 20th.
- Keaton's **"Chipping Away at Childhood Cancer"** golf tournament, Thursday, May 27th.

If you are interested in volunteering at 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.

## SPONSOR SPOTLIGHT

Meet Keatons' friends at Sonoma Fabricators! Long overdue for a spotlight, the team at Sonoma Fab will win your heart immediately. Their support of Keaton's dates back 11 years with an initial connection by Ann Diamondstone, whom many of you remember as the Local Legend from First Northern Bank.

Tim and Jaime Holzer, owners of Sonoma Fabricators, have built a team of staff who leave you with the same impression: kindness, generosity, fun, and pride of ownership. Tim's fantastic staff care deeply and give big, everyone here deserves to be honored.

The Holzer's participate with Keaton's families by supporting our Chipping Away at Childhood Cancer Golf Tournament and our End-of-Year Campaign. Many families are served each year through their generous giving.

Sonoma Fabricators is located in Roseville doing business in California and Nevada for the past 30+ years. They specialize in commercial building, both public and private works.

Please join us in giving a big shout-out to Sonoma Fabricators!



### Connect with Us

See Keaton's Mission in Motion as it happens on our social media channels.



2260 Douglas Blvd., Ste 140, Roseville, CA 95661  
916.784.6786

[childcancer.org](http://childcancer.org)



# MARK YOUR CALENDAR!

## HOPE Forward

A Pay it Forward initiative

Supporting Covid Affected Local Businesses



This March support our local businesses that are struggling due to the pandemic and have been so generous to our communities throughout the years.

**Keaton's HOPE FORWARD** initiative is a challenge to "pay it forward" through purchasing gift cards from our favorite and generous business partners.

Purchase gift cards at <https://childcancer.org/HopeForward>. Together we bring HOPE and pay it forward!



Join **Keaton's Big Day of Giving**, Thursday, May 6th! Local children fighting cancer and their families need US now more than ever. Big Day of Giving is a chance to unify the community support and impact Keaton's families in a dramatic way on ONE DAY!

Visit [bigdayofgiving.org/keatonschildcanceralliance](http://bigdayofgiving.org/keatonschildcanceralliance)

Join the Fight & Support Children Battling Cancer!

# JOIN THE FIGHT!

REGISTER AT [GETBALD.COM](http://GETBALD.COM)

KEATON'S  
**Child Cancer Alliance**

Proud Host of these annual  
St. Baldrick's events



**March 12th**

**Supercuts**

**916 Pleasant Grove, Roseville**  
**5 pm - 7 pm**



**March 13th**

**Supercuts**

**916 Pleasant Grove, Roseville**  
**9 am - 12 pm**



**March 20th**

**Westfield Galleria at Roseville**  
**12 pm - 3 pm**



Take part in fundraising for pediatric cancer research. Keaton's is proud to host these annual head-shaving events in partnership with the St. Baldrick's Foundation.

A socially distanced in-person event will take place at Westfield Galleria at Roseville from 12:00 pm-3:00 pm on Saturday, March 20. Register at <http://getbald.com/>.

If you prefer to be part of the virtual show, sign up for your shave at Supercuts prior to the event by emailing Catrina, [catrina.arcularius@childcancer.org](mailto:catrina.arcularius@childcancer.org).

Watch the event on YouTube, <https://bit.ly/KeatonsYouTube> on Wednesday, March 24 from 7:00 pm - 8:00 pm.

Together we will **#ConquerKidsCancer!**



Sign up to enjoy a spectacular day in the foothills at our new partnering golf course. This great event has been turned up a notch and you don't want to miss the fun and prizes! Come golf and support families in your community battling childhood cancer. Every entry includes food and beverage on course throughout the day, on course contests, and fun raffle & awards, & a unique post-golf experience\*NEW\* golfer gift.

Sponsorships Available. Visit [childcancer.org/golf](http://childcancer.org/golf) for details. Call or email **Catrina Arcularius** at 916-276-5080 to become a sponsor or to sign up to participate.