

KEATON'S


**Child Cancer
Alliance**

Mission in MOTION

A Letter from Keaton's

Jessica Alonso is the new Executive Director of the Keaton's Child Cancer Alliance. She has been with the organization for seven years and was first hired on as a Family Navigator. Jessica holds a Master's degree in Medical Sciences from the University of South Florida.

"We are thrilled to have the opportunity to promote the perfect candidate from within," said Keaton's board chair Michael Wagener. "Jessica understands how devastating a child's cancer diagnosis is, how it impacts families, and she has a great vision for expanding all that we do." Jessica's passion for the cause, serving, and love for children relates to Keaton's mission to provide financial, emotional and other support to families.

"I am honored to lead Keaton's Child Cancer Alliance as the new Executive Director. The children and families we serve are my inspiration. We will passionately bring awareness to pediatric cancer through a mission-focused approach and trauma-informed lens. Our goal is to serve every affected family, ensure that they know they are not alone, and that we intend to meet their unique needs," Jessica said.



THE WONDERFUL WORLD OF FUNDERLAND

Joy. Laughter. Excitement. Three elements summing up our annual family event at Funderland Amusement Park held on June 25th. This year's highly anticipated event offered families a fun-filled evening of rides, crafts, and special character visits. Patients, survivors, siblings, and their loved ones created magical memories together with over 165 guests in attendance.

Alongside Mickey, Minnie, other Disney characters and Superheroes joining in on the fun, this private event provided an opportunity for families to connect and enjoy a day out together, while having a great time and creating beautiful memories.

It was a fantastic day for kids just to be kids and parents to have some respite from their daily regimens that take place with a childhood cancer diagnosis.

At Keaton's, we're committed to creating a supportive cancer community around joy-filled experiences where **"kids can just be kids"**.

This event was made possible thanks to our partners: Funderland Amusement Park, Chicago Fire, Raley's, Sevilla Magic FX, League of Heroes Inspired, Olympius Dream Team, Made for More, Dez Visions Photography, Kona Ice of West Sacramento, Boys Team Charity & National Charity Leagues of Granite Bay. **Watch our event video HERE.**

Mission in Motion Moments



Honoring Our Mothers

For Mother's Day, we honored Moms in our program by hosting a "Mommy and Me Paint Night". This event offered an opportunity for Moms to connect with one another while enjoying an evening of respite. Moms and children alike used art as a way to express themselves and their journey. This evening filled with organic conversation, connection, joy, and laughter created the mutual support that is essential to navigating the childhood cancer journey.

A Mothers Love Runs Deep

Written by: Deborah, Mother of 16-year-old Emely diagnosed with Hodgkin's Lymphoma

"As parents, we want to protect our children. My greatest challenge during Emely's treatment has been the loss of control to protect and guard her from this hardship that has stormed her life. A storm without warning or ability for preparation; it has rolled in with a haste and rumbling hunger for destruction and demise. This storm is called cancer.

This is something that I cannot fix or take away, and as willing, as I am, I cannot carry this for her. This has stripped down, bent, and stretched me as a mother. Though it's been hard, throughout our journey there have also been so many valuable lessons learned along the way, and for that I am forever grateful.

I am amazed at Emely's strength and resilience through all that she has endured. I am in awe of her drive and determination to strive to find the light and push away the darkness that tries SO hard to creep in. She is weathering this storm with such grace. One of my favorite quotes sums it up perfectly, 'You can't control all that happens to you in this life, but you CAN control how you react to it.'

Continue to read "A Mothers Love Runs Deep" on our blog at our website [HERE](#).



Keaton's sees a new record for its 24th annual 'Chipping Away at Childhood Cancer' Golf event!

It's a record! The most smiles, the most winners, the most sponsors, so many vendors offering fun on course, and the most financial support for golf yet. \$94,000 makes a huge difference for the families we support and we are so grateful for everyone who made this annual tournament such a success!

Spots will fill up fast for next year, so join us again next May at The Ridge Golf Course.

Contact Catrina at, 916-276-5080, to be placed on our waitlist for your foursome.



Meet 5-year-old Tyler



Go Grey in May - Brain Tumor Awareness Month: "Tyler Strong" & his family collected toys to support other local children battling cancer

Five-year-old cancer warrior, Tyler, surprised us with a special delivery from his "Go Gray in May" toy drive, bringing awareness to children battling brain tumors and other childhood cancers. With the support of community helpers, over 220 toys were delivered to help fill Hope Chests for other local children fighting cancer.

Tyler was diagnosed with a terminal brain tumor, called a Ganglioglioma, three years ago at just 2 years old. He is on a combo treatment of two inhibitors and has had stable scans for almost two years. Tyler has continued to impress every doctor that meets him because he can walk, is improving his development of speech, and not to mention not declining in his

abilities. When doctors match his brain scans up with him they can't help but call him a miracle.

Tyler and his siblings chose to give donated toys to Keaton's to bring joy to other local children touched by cancer. As Katie, Tyler's mom shared, "Receiving their Hope Chest from Keaton's, was the first thing that bought our family to smile after Tyler's MRI that revealed his massive brain tumor and we were sent home from the hospital with the words, 'Go home and enjoy every moment together making memories'.

A big THANK YOU to #TylerStrong, Richards Family, Pink Heals Solano, City of Roseville, California Police Department, Roseville Fire Department, Raley's, California Highway Patrol, FOX40, Rowena Shaddox Fox40 News & Good Day Sacramento for your support.



MARK YOUR CALENDAR!



Keaton's Brave The Shave ~ Hosted by The Delta King, Friday, September 24th

Help support pediatric cancer research with head shaving, food and beverage, music and vending festival on the riverfront in Old Sac. Register at: stbaldricks.org/events/DeltaKing

Keaton's Glow for Gold Gala, Saturday, October 16th

Everything We've Missed! Be a part of our biggest fundraiser.

Contact *Catrina* at 916-276-5080 or catrina.arcularius@childcancer.org, to reserve your table at home for your private party or at Keaton's hosted location.



September is National Childhood Cancer Awareness Month



This September, Glow Gold with Keaton's

Join us in the fight against childhood cancer through advocacy, raising awareness, and fundraising efforts.

Yes, I want to get involved!

For more information, please contact *Catrina* at 916-276-5080 or catrina.arcularius@childcancer.org

SPONSOR SPOTLIGHT

Born from the ground-up, Landscapes by Cochran is owned and operated by Aaron Cochran and his team. A new and favorite partner for Keaton's, Aaron has established his business and partnership with us for the long term. We love his story; it's one of making lemonade out of lemons, creativity and ingenuity, and doing what it takes to start something from scratch and growing it into something that helps others.



You are sure to find Aaron and his company supporting each and every event Keaton's hosts to ensure their successes while also offering incredible landscape designs for our donors, supporters, and the community. Aaron gives back to Keaton's with every contract he signs with his customers, making him a generous partner for our families. His team is comprised of many happy and helpful faces. Aaron's business is local and he leaves beauty in his wake with projects all over the area and beyond!

We ♥ Our Volunteers! Amazing Mother & Daughter making a difference in the life of children with cancer by generously giving their time volunteering at Keaton's



"Joining the Keaton's Board in 2020 has been a life-changing experience. Over the past 18 months, I have learned so much about the incredible connections and support provided by the Keaton's staff, board and supporters. Having the gift to meet some of Keaton's kiddos and families during fundraising and family events has been inspiring. Hearing the difference directly from parents that Keaton's has made during their child's battle with cancer evokes so many emotions: blessed, empathy, care, joy, pride and commitment. The Keaton's organization is providing hope and invaluable support. " ~ Kara

Makenna is a University Nursing Major who comes to Keaton's with a wealth of knowledge, energy and enthusiasm! Makenna is participating in Keaton's Family Navigator Program over the summer and we are so excited for her to be part of the Keaton's Family!

"I am amazed at all the families that we can help and really feel that I have grown in my compassion and empathy for others. My favorite thing to do is make Hope Chests for the patients because they truly deserve to feel special and open gifts that provide comfort and distraction from the treatments they go through. I hope to keep learning the more that I volunteer and hope to inspire others to volunteer as well because Keaton's is an amazing organization and will leave an amazing impact on anyone who gets to volunteer with them!" ~ Makenna

Thank you Kara and Makenna, for your hearts filled with so much passion for Keaton's Mission and families served!

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

Volunteers Needed!

We have a specific need for volunteers for Keaton's Annual "Glow for Gold Gala", Saturday, October 16th.

If you are interested in volunteering at Keaton's Gala, or any other volunteer opportunities, please contact Melinda, Director of Operations, at 916-757-6136 or melinda.sober@childcancer.org for more details.