

KEATON'S  
Child Cancer  
Alliance

# Mission in MOTION



## THE TRUE MEANING OF TOGETHERNESS

During this meaningful year, we are grateful for the strong support from our community. Your compassion, empathy, and care continue to make our organization's growth possible. Through your support, we have accomplished our goal of serving 300 families while offering family-centered supportive services to those impacted by childhood cancer.

You truly make a difference for children fighting big battles and for the loved ones supporting them. Thank you for being a significant part of the Keaton's Family and showing us the true meaning of togetherness. Our hearts are full of gratitude and appreciation for our sponsors, donors, volunteers, and families. Because of you, families don't have to endure the childhood cancer journey alone.

As we prepare for our annual holiday programs, we are reminded of the elevated needs of those we serve. It is always a heartfelt season as we experience our community's generosity and love towards our strong warriors. Together we will spread joy and holiday cheer while reducing the financial and psycho-social effects of childhood cancer.

Together, we will give the greatest gifts of all HOPE, STRENGTH, AND HEALING.

From all of us at Keaton's Child Cancer Alliance, we wish you a safe and healthy holiday season.

**grat·i·tude**   
the quality of being thankful;  
readiness to show appreciation for and to return kindness.

## Meet 7-year-old Grace



Meet Grace, a sweet 7-year-old girl who loves horses and princesses. In May of 2018, at just 4 years old, Grace's life took an unexpected turn when she was diagnosed with Stage 4 high-risk Neuroblastoma. Neuroblastoma is a cancer of the nervous system. At diagnosis, Grace's tumor had unfortunately already spread to distant organs. Her medical team shared that because of this, they were unable to surgically remove her tumor at the time of initial diagnosis. This new, unexpected journey quickly began for Grace and her family.

At the beginning of Grace's journey, her family made the ultimate sacrifice to temporarily separate and purchased a trailer so that they would meet the 30-mile radius requirement for Grace to receive her bone marrow transplant procedures. Grace and her mother lived in the trailer for approximately eight weeks, while her father and brother stayed home to continue with work and school, proving that even with a cancer diagnosis, life does not stop.

During the course of her treatment, Grace endured eight levels of chemotherapy, a tumor removal, two bone marrow transplants, twelve cycles of radiation, and ten cycles of immunotherapies. Following this intense treatment, Grace then completed nine months of maintenance therapy. Despite living three to four hours away from Grace's treatment hospital located in the Bay Area, her parents and younger brother always stayed positive and were sure to pursue the commute for each treatment Grace would receive.

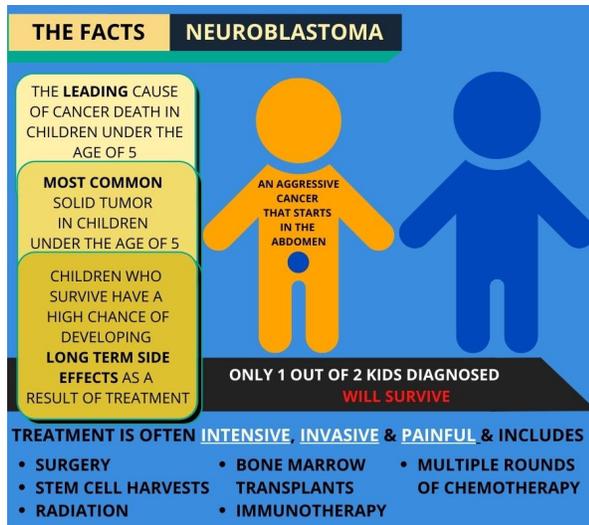
In 2020 as the COVID-19 Pandemic began, Grace and her family heard the tragic news that she unfortunately relapsed. With the reoccurrence of her cancer, she completed 15 cycles of a combination of chemotherapy and immunotherapies, which ended in July of 2021. Continue to read Grace's story at [childcancer.org/grace](http://childcancer.org/grace).

## NEUROBLASTOMA

Neuroblastoma is cancer that evolves from immature nerve cells found in numerous areas of the body. Neuroblastoma is vastly commonly in and around the adrenal glands, comparable to nerve cells, and sits atop the kidneys. However, Neuroblastoma can also develop in different areas of the stomach and the chest, neck, and spine, where fractions of nerve cells exist.

- Each year, around 800 children ages 0 to 14 are diagnosed with Neuroblastoma in North America.
- Neuroblastoma reports for 6% of all childhood cancers in the United States.
- The typical age of diagnosis is between 1 and 2 years old.

\*Mayo Clinic & Cancer.Net



## Your Support Provides Hope



Your support makes it possible for Keaton's Family Navigators to customize a Hope Chest for each newly diagnosed kiddo. Each package includes a personalized snuggle blanket, a variety of therapeutic and educational materials, and gifts for the sibling(s), so they are reminded that they are an important part of their family's journey.

Hope Chest items are a year-round need and greatly appreciated.

## Ways to Support Our Mission



A childhood cancer diagnosis is a life-changing experience and it wasn't any different for Tyler's family. Tyler was diagnosed with a terminal brain tumor, called a Ganglioglioma, at just 2 years old. *"You don't see it happening to you...your family. And then when your child gets diagnosed, you enter the world of childhood cancer,"* Katie, Tyler's Mom shares.

Significant trauma begins from the time of diagnosis when families are confronted with the burden of understanding the disease, navigating the financial stressors, and coping with the emotional distress. More families in our region like Tyler's are currently experiencing increased isolation, emotional and mental health impacts including depression, anxiety, and post-traumatic stress.

*"Our family has been so blessed to have Keaton's Child Cancer Alliance in our life for over 3.5 years now. They came to us during the first weeks of Tyler's diagnosis, the darkest days one could imagine. They have stayed with us during the entire continuing journey. We love them and don't know where we would be without them."*

At Keaton's, our comprehensive, family support services address basic needs including gas, food, lodging, transportation, and living expenses. We are also committed to healthy coping while offering emotional support throughout the childhood cancer journey.

Please consider making a year-end gift to support our **Thriving Together Program**, providing coping strategies, mental health support, and peer-to-peer connections among those touched by childhood cancer. This year-end you can give a local family the greatest gift of all – **HOPE**. Donate and learn more at [childcancer.org/donate-now](https://childcancer.org/donate-now).



Scan to watch Tyler's story

## Your Year-End Gift Matters

The CARES (Coronavirus Aid, Relief, and Economic Security) Act has been updated for 2021, and it includes some key provisions for charitable giving:

The above-the-line charitable deduction of \$300 has been extended for 2021. It's available to all taxpayers who take the standard deduction. For married taxpayers filing jointly, the deduction has been increased to \$600. This deduction is available for gifts to qualified charities. Last year, the limit on annual contributions for those who itemize was raised from 60% to 100% of adjusted gross income. This has been extended for 2021.

In 2021, taxpayers who itemize and contribute cash to a charity can deduct up to 100% of their gross income after taking into account other contributions subject to contribution limitations. This deduction expires after December 31, 2021. Last year, excess contributions could be carried over for five years. This has been extended for 2021.

Now is the time to take advantage of these changes in the CARES Act. Keep them in mind as you review your giving options at this critical time of year. The impact of your gift goes well beyond just today, providing critical support to kids fighting cancer.



## Mission in Motion Moment



Thank you to Golden Threads from **Highway Bible Church** for donating supplies and filling 95 Keaton's Care Kits for newly diagnosed kiddos and their families! A Keaton Kiddo himself, Uriah, and his family helped put together these Care Kits for other children who are beginning their journey.

If you are interested in donating items for our Keaton's Care Kits please see our Amazon Wish List at <https://bit.ly/KeatonCareKitWishList> to send the items to Keaton's Child Cancer Alliance. Contact Programs Coordinator, Jasmine Fraijo at 917-757-6040 or [Jasmine.Fraijo@childcancer.org](mailto:Jasmine.Fraijo@childcancer.org) with any questions.



## We ♥ Our Volunteers! Boys Team Charity & National Charity League - Granite Bay

So thankful to the Boys Team Charity (btc) and National Charity League (NCL) - Granite Bay volunteers for 8 years of service to Keaton's Child Cancer Alliance! These amazing volunteers have provided countless hours of time and talent from participating in Keaton's signature Chipping Away At Childhood Cancer Golf Tournament and Glow for Gold Gala, attending Keaton's kiddo & family events, moving furniture, making deliveries, organizing the storage unit, donating & creating holiday baskets for kids in treatment, the list is endless.

Keaton's is grateful for this group of responsible & respectful volunteers who help to make all things possible. The btc & NCL show passion for service and willingness to help in any way they can, whenever they can which is at the heart of the organization.

Special recognition to Nikki Zucker, who is the philanthropy liaison coordinating volunteers to meet Keaton's needs. Working with Nikki has been an extreme pleasure. Nikki also has a son & daughter who participate in the btc & NCL who have provided numerous hours of service to Keaton's.



*The heart of a volunteer is not measured in size, but by the depth of the commitment to make a difference in the lives of others.*

## Sponsor Spotlight

Keaton's is thrilled to highlight our loyal and generous partner, Point Equity Residential Lending. Co-founders, Nick Cunningham and Justin Coupe, launched Point Equity in 2016. *They shared, "We value our community and have worked tirelessly to create a company that serves and enhances the places we live and love."* Their strong values and passion for serving the community lead them to develop a partnership with Keaton's Child Cancer Alliance.

Point Equity has supported our largest fundraising efforts including our annual Chipping Away at Childhood Cancer Golf Tournament and our Glow for Gold Gala. We are so grateful for this growing partnership and the generous support of our Family Navigator Program. Point Equity is emotionally invested in our mission as well. In September, Nick joined our St. Baldrick's efforts by shaving his head to raise awareness and fundraise for pediatric cancer research. Nick was inspired by the journey of seventeen-year-old, Shyann, who gained her angel wings this July. Thank you, Point Equity, for your commitment and dedication to supporting children fighting cancer in our region.



## Volunteers Needed!

Volunteers help make all the projects and family outreach events possible for cancer kiddos and their families.

If you are interested in volunteering, please contact Melinda, Director of Operations, at 916-757-6136 or [melinda.sober@childcancer.org](mailto:melinda.sober@childcancer.org). Visit our website for additional opportunities [childcancer.org](http://childcancer.org).

## Connect with Us

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



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