

KEATON'S  
**Child Cancer**  
 Alliance



# Mission in MOTION



## Honoring our 25th Anniversary with a Special Holiday Tradition

Our annual Holly Jolly Celebration was truly memorable as childhood cancer families gathered for a magical evening of **LOVE**, **JOY**, and **TOGETHERNESS**. Encompassing the true meaning of the holidays, families received a moment of respite while creating special memories filled with laughter, smiles, and holiday spirit!

THANK YOU to our wonderful community partners at Bayside Church – Granite Bay, Kids Helping Kids Sacramento and El Dorado, Latino Leadership Council, Mama Bears Fighting Childhood Cancer, Gigi's Playhouse, Sweet-Dreams Foundation, Church of Latter Day Saints – Roseville, Women's Active 20/30 Club, Shine with Purpose, Sanctuary Hospice, Magic Family of Clowns, Lakeshore Learning Express, Family Slime, KRaM-In Photobooth, Dez Vision Photography, In Sync Dance of Auburn, Bibbidi Bobbidi Bridget, League of Heroes Inspired, Hearts Landing Ranch, ATLAS Disposal, Chicago Fire, Romano's Macaroni Grill, Chick-Fil-A Citrus Heights and Granite Bay, Nothing Bundt Cakes, Alicia Kay Marketing, Lexi Sjol – Second Set Co, Betty Marchbanks, SAFE Credit Union, First Tech Credit Union, Boys Team and National Charity Leagues, The Magic Yarn Project and all other volunteers for your support in making this event possible!

**It is because of YOU that we are able to come together and make an everlasting impact in the lives of pediatric cancer warriors and their loved ones.**

## This Giving Season, Be the Hope to Children like Logan



Logan faced the unimaginable 3 ½ years ago – a cancer diagnosis. At only 2 months old, he endured chemotherapy, surgeries, and countless needle sticks. Throughout his treatment, Keaton's Child Cancer Alliance provided financial, emotional, and educational support to help Logan's parents navigate the new childhood cancer journey.

Logan's family received HOPE and STRENGTH because of people like you supporting our Family Navigator Programs. Today, Logan is thriving in preschool, enjoys camping, and loves being a big brother!

"Thank you all so much from the bottom of our hearts for all of the love and prayers, especially from all of the Keaton families and friends."  
Logan's loving parents, Linda and Lawrence

Scan to Donate  
or Fundraise



### Donate or Become a Keaton's "Be the Hope" Fundraiser!

Your gift will impact a child with cancer and their family in the following ways:

- **\$25: COMPASSION:** Provides a gas card, helping a child get to and from critical treatment
- **\$50: CARE:** Assists with groceries, ensuring a family has access to nutritious meals
- **\$100: HOPE:** Creates a customized, Hope Chest family care package.
- **\$250: HEALING:** Supports with mental health resources, addressing the social & behavioral impacts of pediatric cancer
- **\$500: STRENGTH:** Offers one family financial grant, reducing financial strain and providing stability during crisis
- **\$1,000: RESILIENCE:** Provides two families with financial grants, creating parental resilience
- **\$2,500: CONNECTION:** Provides family navigation support and empowerment to families in need

Together We Can Be the Hope for Child Cancer Warriors in our Region & Their Families!

### Meet 16 year-old Gelsey



Gelsey is currently battling Pilocytic Astrocytoma, a type of brain tumor that originates from star-shaped cells called astrocytes. To offer our love, support, and joy during such a challenging time, our Family Navigator was

delighted to create and share a personalized Hope Chest for Gelsey and her sisters.

We look forward to continued connections with Gelsey and her family, along with offering customized support services as they navigate their childhood cancer journey.

### Meet 4 year-old Damir



Damir has a love for the color yellow and especially loves stuffed animals. In August of 2023, he was diagnosed with retinoblastoma, the most common type of eye cancer in children. In September, Damir's family and his medical team made the difficult decision to undergo a tumor resection, which also included the removal of his right eye.

With his family working through so many emotions during such a challenging time, Keaton's wanted to spread some love and

surprise them with customized Hope Chests! After receiving his Hope Chest at a recent eye appointment, Damir enjoyed cuddling up with his snuggle blanket, stuffed animals, and his yummy Chick-Fil-A treat thanks to our awesome friends at Chick-Fil-A in Citrus Heights.

Damir, you are a WARRIOR!

### Together We Are Making A Difference

In the third quarter of 2023, we supported 40 new children recently diagnosed with cancer and their families. The impact on all children and families served thus far in 2023 includes:

Family Connect  
Program

**1501**  
individuals  
impacted

Financial Assistance  
Program

**\$96K+**  
provided

Joy-Filled  
Experiences

**1163**  
individuals  
impacted

Nutritional Aid  
Program

**315**  
individuals  
impacted

Travel Solutions  
Program

**269**  
individuals  
impacted

# Keaton's Kiddo Colby Joins the Chick-Fil-A Team!



Colby is a 13-year-old rockstar that has been battling T-Cell ALL for almost three years. When connecting with his family and finding areas of support, we learned of Colby's deep love for CFA, their nuggets, and being a future employee. Seeing how much joy this institution brought them, we partnered with our annual partner- CFA Madison Ave- to make his dream come true!

With the Cow making an appearance, Colby and his family enjoying lunch at the restaurant, and Colby getting his own CFA swag basket- Colby had a chance to work at his favorite restaurant in his own uniform shirt and name tag provided by the CFA team!

With Colby fulfilling his dream role of being an honorary Hospitality Professional, mom said that "Our Chick fil-A experience was priceless. Colby has told all his family and friends and said it was one of the best days of his life! It wouldn't have happened without two very kindhearted people like you both! Thank you from the bottom of our hearts!"

While we aim to bring moments of joy, memories, and respite, our overarching goal is to foster a childhood cancer community brimming with love, support, and meaningful connections. We aspire to create a space where each family member feels heard, understood, and connected to others navigating similar experiences, reminding them that they are not alone in this journey.

Thank you, Chick-fil-A Madison Ave, for providing a haven for this family and instilling hope amidst their adversity. Words cannot adequately convey the profound impact of this incredible opportunity in fulfilling Colby's dream. We eagerly anticipate future collaborations to spread love and support in other areas!!!

Scan to watch highlights from Colby's Chick-Fil-A Experience



## Fall Fun at our Annual Boo Bash

Our team was so excited to share joy with Keaton's families at our annual Boo Bash event hosted at Keema's Pumpkin Farm in Elk Grove! Enjoying the beauty of fall, children and their families participated in fall-themed games, arts & crafts, hay rides, pumpkin picking fun sponsored by Sacramento Republic, a corn maze, trick-or-treating at various stations, and more! Everyone had a great time creating fun moments and memories!

A huge THANK YOU to Keema's Pumpkin Farm, League of Heroes Inspired, Bibbidi Bobbidi Bridget, Sacramento Republic FC, and Chicago Fire Pizza for helping us create such an awesome event. Thank you to our volunteers, SAFE Credit Union and the National Charity League for their time and contributions. Although the afternoon was a little chilly, everyone's hearts were warmed by all the smiles. We hope everyone had a Happy Fall season!



## Operation Gobble ~ Thank You Church of Latter-Day Saints Roseville



Keaton's "Operation Gobble" was a tremendous success thanks to the unwavering support from our community partners at the Church of Latter Day Saints [Jesus Christ] Roseville. Their continuous commitment to service, resilience, togetherness, and grace led to a heartwarming community effort that resulted in the collection of all the necessary items to support 50 families with Thanksgiving food items this holiday season.

Thanks to their generosity, families were able to visit our office or receive at home deliveries of holiday meal bags along with festive family craft kits. These gifts, while tangible, represent something far more profound – a beacon of hope and joy amidst the challenges that may come each holiday season for pediatric cancer families.

We are incredibly grateful for the remarkable generosity and support of the Church of Latter-Day Saints Roseville for coming alongside Keaton's, sharing the true spirit of the holiday season and helping us keep our mission in motion.

## Keaton's Families Experience the Magic of Disney on Ice

In early November, Keaton's Families had the opportunity to experience Disney on Ice thanks to our community partners John McDougall and Monte Christo Communities. This magical occasion provided families with the chance to create cherished memories, and an evening of respite where kids can just be kids! The atmosphere was filled with joyful singing, dancing, and so many smiles!

We are forever grateful to our wonderful community partners for sharing opportunities like these for our Keaton's families to enjoy throughout the year.





# MARK YOUR CALENDAR!

**TICKET SALES OPEN!**

KEATON'S  
**Child Cancer Alliance**

**ROARING 25  
GLOW FOR GOLD  
GALA**

Saturday, January 20, 2024 at 5 pm  
Rocklin Event Center  
2650 Sunset Blvd, Rocklin, CA 95677

**BRAVE THE SHAVE!**

TO FUND PEDIATRIC CANCER RESEARCH

SHAVE • DONATE • VOLUNTEER

27th Annual  
KEATON'S  
**Child Cancer Alliance**

**CHIPPING AWAY**  
AT CHILDHOOD CANCER®

All Proceeds Benefit Children Fighting Cancer In Our Region

**THURSDAY  
MAY 23**

THE RIDGE GOLF COURSE & EVENT CENTER, AUBURN, CA

SHOTGUN START AT 9:30 AM

REGISTRATION OPEN AT 8 AM

ULTIMATE GOLFER PACKAGE TOURNAMENT PRIZES

SPONSORSHIP OPPORTUNITIES TO RESERVE YOUR FOURSOME

UNIQUE WAYS TO PROMOTE YOUR BUSINESS ON COURSE

FOR MORE INFO: CONTACT JESSICA ALONSO at 916.757.6134 Jessica.Alonso@ChildCancer.org

COME GOLF AND SUPPORT FAMILIES IN OUR REGION FIGHTING CHILDHOOD CANCER

**Keaton's "Glow for Gold" Gala, Saturday, January 20th**

Be part of Keaton's 11th Annual "Glow for Gold Gala," our largest event of the year, featuring a Roaring Twenties theme. Join this party with a purpose to show your love and support to children and families battling cancer within our region!

This unforgettable evening will include fabulous food, signature cocktails, live entertainment, silent and live auctions starring the energetic & enthusiastic Freddie Silveria, FSA Auctions, special surprises & more!

Contact Jessica Alonso at [Jessica.Alonso@ChildCancer.org](mailto:Jessica.Alonso@ChildCancer.org) or call her at 916.757.6134. Visit [ChildCancer.Org/Gala](http://ChildCancer.Org/Gala) for details.

**2024 St. Baldrick's Events ~ Dates coming January 2024!**

We are pleased to partner with the St. Baldrick's Foundation in their mission to Conquer Childhood Cancer through our "Brave the Shave Events," which benefit the funding of pediatric cancer research through the St. Baldrick's Foundation and hospitals in our region.

**Dates for our upcoming 2024 "Brave the Shave" events will be shared in January.** Stay tuned for ways to get involved!

Contact Alicia Shrum at [Alicia.Shrum@ChildCancer.org](mailto:Alicia.Shrum@ChildCancer.org) or call her at 916.208.0187 for inquiries.

**27th Annual "Chipping Away at Childhood Cancer" Golf Tournament**

Join Keaton's 27th Annual "Chipping Away at Childhood Cancer" Golf Tournament, on Thursday, May 23rd, at The Ridge Golf Course & Events Center, Auburn, CA.

Experience an 18-hole activation with food, beverages, and games throughout the fun-filled day! Don't forget your Golden Ticket Package for exclusive swag and for a chance to win 1 of 5 Ultimate Golfer Prizes!

Reserve your foursome today as this event is sure to sell out fast! Proceeds help provide financial, emotional, and educational support to children with cancer and their families.

Contact Jessica Alonso at [Jessica.Alonso@ChildCancer.org](mailto:Jessica.Alonso@ChildCancer.org) or call her at 916.757.6134.

Sponsorship details are available at [ChildCancer.Org/Golf](http://ChildCancer.Org/Golf).

## Our Mission in Motion is made possible thanks to our Annual Partners



**Volunteers Needed!**

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

Volunteers needed for our "Glow for Gold" Gala. 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 [ChildCancer.org/GetInvolved/Volunteers](http://ChildCancer.org/GetInvolved/Volunteers) for additional opportunities.

**Connect with Us**

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

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**ChildCancer.org**