



Mission in MOTION



Keaton's Glow for Gold Gala ~ A Roaring Success for Childhood Cancer Warriors & Families!

On January 20th, Keaton's Child Cancer Alliance gathered with our compassionate community for a memorable evening in honor of our 25th Anniversary! Guests enjoyed a "Cheers to 25 Years" Champagne Toast sponsored by Tim & Alexis Norgard and a Roaring 20s cocktail reception with dinner by Bennett's Kitchen Bar Market. A fun performance by In Sync Dance of Auburn was followed by an inspiring message honoring 5-year-old Keaton Raphael and his loving parents. Keaton's legacy lives on through our mission and has touched the lives of over 2,500 childhood cancer warriors throughout Northern California.

We were joined by our emcees – KCRA3s Meteorologist, Tamara Berg and Honored Kiddo Chloe, 18-year-old cancer warrior. Guests enjoyed online bidding wars during the Silent Auction and proudly raised their paddles during the Live Auction and Fund-A-Family segments led by the enthusiastic Freddie Silveria from FSA Auctions.

Seven-year-old Honored Kiddo MJ picked our Dessert Auction winner and 9-year-old, Honored Kiddo Eddy, chose the Lucky Card for the winner of the Best of Live Auction! Eddy's Family shared their story and appreciation for the organization and our supporters. "Thank you for all you do not only for our son but for our entire family. We love you all!", shared Eddy's father.

Together, we raised over \$158,000 to love and support children with cancer and their families! With this generous support, young cancer warriors and their families are provided emotional, financial, and educational support through Keaton's Family Navigator Programs.

Special thanks to all of the sponsors, donors, guests, and volunteers who shared their time, treasure, and talents with us. Thank you to Danielle Roe Events for making this milestone event a huge success. Together, we continue to offer HOPE, STRENGTH, and HEALING to those impacted by pediatric cancer.

Thank You To Our Glow for Gold Gala Sponsors

Thank you Glow for Gold Sponsors for your generous support directly impacting the lives of children with cancer.

Because of You

A family hearing the words, “Your child has cancer,” has a vital community resource in which they feel heard, understood, loved, and supported.

- Our Family Navigator Programs continue to expand ensuring that NO FAMILY FIGHTS ALONE.
- Keaton's Child Cancer Alliance will serve over 450 children with cancer and their families.
- Families will be loved and supported during their childhood cancer journey while receiving the best cancer treatments at our partnering hospitals.

Every dollar raised stays in Northern California to support those desperately in need.



Meet 9 year-old Eddy Leukemia Warrior



On May 12, 2022 at the age of 7, Eddy was diagnosed with B-Cell Acute Lymphoblastic Leukemia. As shared by Eddy's Mom, "The first 24 hours upon diagnosis was a time that I would never want any family to have to experience". At the time of his diagnosis, Eddy had 70% of Leukemia in his body. Fortunately, this little warrior now has no cancer cells in his body! Though Eddy has received this great news, he is still undergoing a more aggressive, intense chemo treatment consisting of many long, hard days.

"Keaton's Child Cancer Alliance had an event for all the families of kids with cancer, and with doctor's approval, we attended the event. God knows how much we needed that. Those 3 hours I saw Eddy laugh. I saw my kid being a kid again!! He enjoyed very single ride he got on with his sister to the fullest!! He was around other kids that

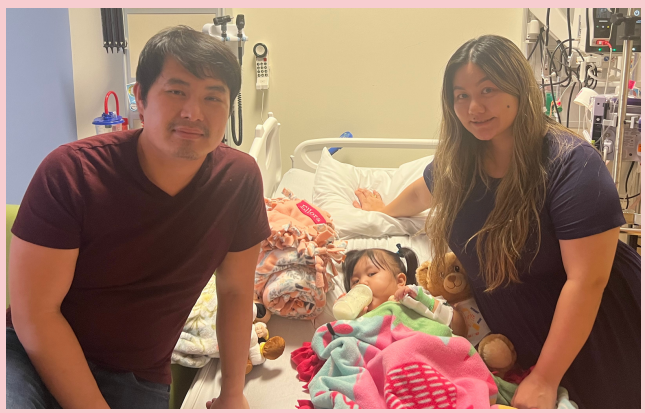
are going through the same thing as he is and he felt good. At one point I cried; I cried because for a few hours Eddy was just a regular kid. I cried because for the first time in over a month he didn't have to worry about his port or an IV or chemo or anything cancer-related. I cried because he was able to enjoy a few hours of pure joy! Pure Joy!!!!" – Jessica, Eddy's Mom

Together We Are Making A Difference

In 2023, we loved and supported 446 childhood cancer patients, 631 siblings, and 830 caregivers. The impact on children and families served in 2023 includes:

<p>Family Connect Program</p> <p>1,546 individuals impacted</p>	<p>Financial Assistance Program</p> <p>\$104K+ provided</p>	<p>Joy-Filled Experiences</p> <p>1,417 individuals impacted</p>	<p>Nutritional Aid Program</p> <p>334 individuals impacted</p>	<p>Travel Solutions Program</p> <p>269 individuals impacted</p>
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Meet Two-Year-Old Ellora



Ellora is a new big sister to a baby girl, and loves cooking, Disney, and tea parties. Her parents describe her as bright, sweet, and strong-willed with a dash of sass!

Months before a clear diagnosis, Ellora was experiencing a loss of appetite, night sweats, and oversleeping. For Ellora, these symptoms were seen as normal for her or seen as natural changes in the growth of a 2-year-old. Eventually, she developed little spots on her hands and unexplained bruises on her body, which the doctors deemed Idiopathic Thrombocytopenic Purpura (ITP), but after seeing an informative TikTok video on the symptoms Ellora was experiencing, her mom's gut told her it was something more than a bleeding disorder.

On January 2, 2024, Ellora was admitted to the hospital and her parents were blindsided with her potential diagnosis when they realized their daughter was roomed on the oncology floor, and had no idea that would be their home for the next month. Later that day, Ellora received an official diagnosis of B-Cell Leukemia. Her parents and family were heartbroken to hear this news. With a newborn baby at home and a 2-year-old receiving cancer treatment for the next 2 years, Ellora's parents had to quickly grasp their new reality.

Keaton's loves having the unique ability to customize support for each individual family knowing that a child's care comes first, often resulting in a loss of income. As Ellora's family settles into their new reality, a Keaton's Family Navigator will continue to check in and offer additional resources as needed. Please read Ellora's story at ChildCancer.org/Ellora.

Spreading Love & Joy this Holiday Season



Thanks to the generosity of 57 community partners across our region, 72 childhood cancer families, comprising 324 individuals, received holiday wish list items and support with basic needs such as gas and food gift cards. All families were intentionally selected based on their need and impact of financial strain due to navigating the complexities of their child's cancer treatment. By providing these special Holiday wishes, caregivers were able to focus on creating everlasting memories of love, joy, and togetherness with their children. Our Holiday Adopt-A-Family program continues to grow each year while sharing a special opportunity for the community to directly support and greatly impact the lives of childhood cancer families during the holiday season.

Thank You Kids Helping Kids



Thank you Kids Helping Kids Sacramento & El Dorado Hills for hosting the annual "Holly Jolly" Gift Drive and donating over 225 gifts for cancer patients and their siblings at our annual holiday celebration. Your continued involvement provides so much joy and countless smiles to the children and families that we serve.

Thank You R Cubed Lifestyle



Keaton's Director of Operations, Melinda, had the pleasure of visiting community partner, R Cubed Lifestyle to receive their donation of goodies.

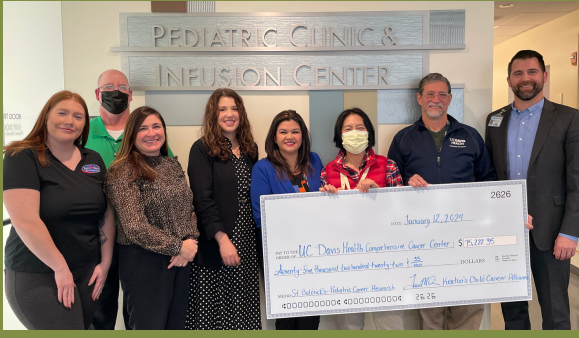
Each year Shannon, her sweet son, and the R Cubed Lifestyle team and community generously donate toys through fundraising efforts. This year they continued their traditional toy drive for kids with cancer in our region. It's community partners like them that keep our Mission in Motion!

Funding Pediatric Cancer Research

We were honored to present UC Davis Comprehensive Cancer Center with over \$75K raised from the 2023 Keaton's "Brave the Shave" community events!

Special thanks to our dedicated shavees and event partners from Westfield Galleria at Roseville, Mulvaney's Building & Loan, Bell Brothers, UC Davis Health, Spinelli Elementary, SuperCuts, and St. Baldrick's Foundation.

Funds will directly support the local pediatric cancer research conducted by Drs. Marcio Malogolowkin, Elysia Alvarez, and Noriko Satake - all striving towards better treatments and outcomes for our young cancer warriors.





MARK YOUR CALENDAR!



Brave the Shave!
TO FUND PEDIATRIC CANCER RESEARCH
SHAVE • DONATE • VOLUNTEER

REGISTER AT GETBALD.COM



Hoops for Hope!

Help us raise funds with our Alliance Partner, Sacramento Kings, in support of local children fighting cancer and their families. Grab your family, friends, and co-workers for a night out to cheer on the Sacramento Kings as they take on the Los Angeles Clippers. Purchase tickets via our Keaton's link below and a donation will automatically be made to support our Family Navigator Programs. Join us as we Light the Beam! and offer HOPE to young cancer warriors and their families.

Golden 1 Center

Sacramento Kings vs. Los Angeles Clippers
Tuesday, April 2, 2024
Game starts at 7:00 PM

Purchase tickets online at:
kingsgroups.com/Keaton.



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 or call her at 916.757.6134.

Sponsorship details are available at 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 "Chipping Away at Childhood Cancer" golf tournament. If you are interested in volunteering, please contact Melinda, Director of Operations, at 916-757-6136 or Melinda.Sober@ChildCancer.org.

Visit ChildCancer.org/GetInvolved/Volunteers for additional details.

Connect with Us

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



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