

KEATON'S
Child Cancer
Alliance

Mission in MOTION



TOGETHER WE FIGHT TO ENSURE THAT NO CHILD OR FAMILY NAVIGATES THIS JOURNEY ALONE

In September, Childhood Cancer Awareness Month, we united for one purpose: to bring Hope, Strength, and Healing to children battling cancer and their families.

Every 3 minutes, a family's life is turned upside down when they hear the four devastating words, "Your child has cancer." At Keaton's Child Cancer Alliance, we believe that every child deserves a fighting chance – and with the support from our community, we can make that a reality.

Thank you to our compassionate community for coming together to Strike Out Kids' Cancers. From bowling to donating to spreading awareness, there were countless ways to make an impact. Let's continue to come together, raise our voices, and take action to ensure no child or family faces cancer alone.



Thank you for your support, Placer County Sheriff's Office, Roseville Area Chamber of Commerce, Roseville Firefighters 1592, and West Park Jr. Panthers. Together We Fight. Together We Overcome. Together We Heal.

Meet Keaton's Childhood Cancer Awareness Ambassadors



Gianna, 7 years old

Gianna is a smart and beautiful 7-year-old who enjoys art, music and playing outside. In March of 2022, when Gianna was just four years old, her family received the devastating news that she was diagnosed with B-Cell Acute Lymphoblastic Leukemia (ALL), a form of cancer that affects the blood and bone marrow, leading to the rapid production of immature white blood cells. For a young child like Gianna, the diagnosis was a harrowing journey that would test her resilience and the strength of her family.

Very recently, Gianna's family was informed that she has relapsed for the 2nd time. As her family prepares to support her through intense treatment once again, Gianna's journey encompasses the true meaning of strength, resiliency, and family. While the future holds its uncertainties, hope and determination continue to carry Gianna and her family as they prepare for the next steps of her journey. Continue to read Gianna's story at ChildCancer.org/Gianna.



Pedro, 17 years old

Facing the reality of three brain surgeries and years of chemotherapy, Pedro embarked on a tumultuous journey that transformed him in ways he never anticipated.

At just 14 years old, he was diagnosed with a juvenile brain tumor, known as "pilocytic astrocytoma", a type of brain tumor that can occur in any area where astrocytes are present. While the tumor itself was benign, its size and location necessitated a rigorous regimen of surgical and chemical treatments. For a teenager with dreams of excelling as a star student athlete, this diagnosis felt like a devastating blow. For a moment, Pedro's future seemed to spiral into chaos, and his high school aspirations were overshadowed by a harsh new reality.

The experience, while incredibly challenging, reshaped his perspective on life and fueled a new-found determination. He emerged from this ordeal, not just as a survivor, but as someone driven to make a difference for others navigating similar hardships. Continue to read Pedro's story at ChildCancer.org/Pedro2024.



Peyton, 8 years old

At just 3 years old resilient and joyful Peyton's life was forever changed when she was diagnosed with acute lymphoblastic leukemia (ALL).

When Peyton's mom, Dianna, noticed unusual symptoms like persistent low-grade fevers, pale skin, and unexplained bruises, she followed her instincts and pushed for further tests. This led to the heartbreaking leukemia diagnosis, but Peyton and Dianna quickly found solace in the network of support provided by Keaton's Child Cancer Alliance.

"You have helped my daughter and I so much. Every family that works with you is so lucky! I am grateful that we are still active with your charity," shares Dianna, Warrior Mom. Continue to read Peyton's story at ChildCancer.org/Peyton.



Stryder, 5 years old

Stryder is a fun-loving 5-year-old who enjoys animals and race cars! At just two years old, Stryder was diagnosed with stage 4 high risk neuroblastoma, a form of cancer that develops from immature nerve cells, and spreads to distant parts of the body.

Typically, neuroblastoma treatment spans about 18 months. However, being stage 4 and high risk, Stryder's journey has been far longer, spanning over two and a half years and counting. This young warrior has persevered through so much, and on June 13th, 2024, after being deemed stable for 6 months, Stryder rang the bell at his local treatment Hospital while surrounded by love and joy. Continue to read Stryder's story at ChildCancer.org/Stryder2024.

WAYS TO CONTINUE TO GLOW GOLD & SUPPORT ALL YEAR

Childhood Cancer Warriors, their siblings, caregivers, and families need our love and support throughout their journey, and beyond. Please join in continuing to show your love and support as we #GlowGold to ensure that no child or family navigates this journey alone.

Raise Awareness

Turn your social media GOLD by liking and sharing Keaton's impactful content.

Become A Champion of Love

Enroll at ChildCancer.org/Donate in monthly giving of \$25 and support a family for less than \$1 per day!

Adopt A Keaton's Family

Share in providing the joy of the holidays a Keaton's Family. Become a Holiday Adopt-A-Family Sponsor at ChildCancer.org/Feature/Adopt-A-family/.

Create a Fundraiser

Host a Keaton's Hope Chest Care Package donation drive with items from our Amazon Wish List at ChildCancer.org/Donate.

Striking out Kids' Cancers!



Our gratitude is overflowing for everyone who joined us to Strike Out Kids' Cancers! Donations made through this event will provide financial, emotional, and educational support to children with cancer and their families as we strive for no child or family to navigate this journey alone.

We want to extend a heartfelt thank you to our incredible venue, Foothills Bowl, our enthusiastic emcee, Patrick Harbison, from Lighthouse Public Affairs, and talented DJ Brandon!

To our Platinum Sponsors – Kaiser Permanente, UC Davis Health Comprehensive Cancer Center, and Raley's – your unwavering commitment is a beacon of hope for children and families battling cancer. Your leadership and compassion inspire us to keep fighting for a better tomorrow.



A special thank you goes to our Gold Sponsors – WGG Wealth Partners, Roseville Fire Fighters 1592, and Insights Counseling. Your support offers families strength when they need it the most.

We're also grateful to our incredible Community Partners – ABC 10 Your California Life, Bayside Church Granite Bay, Auburn Ale House, Dez Vision Photography, Roper's Jewelry, All Quality Graphics, Old Town Pizza Auburn and Alicia Kay Marketing. Your collaboration truly made this event shine!

Thank you to our dedicated and determined fundraising teams – Insights Counseling, ID Logistics, Enhypen Fundraisers, Max's Mighty Strikers, Team TylerStrong, Team Yazmine, Colby's CVS Crusaders, Team Make-A-Difference, Team Bianca, and Team Lola. We are grateful for your support in raising funds, while also spreading awareness for childhood cancer and the supportive services your donations help to provide.



To our Volunteers, including First Tech Federal Credit Union, and our Supporters, including Keaton's Team and Board Members, we are in awe of your dedication. From setting up every detail to cheering from the sidelines, your energy was the heartbeat of this event.

And finally, to our Keaton Kiddos, Super Siblings, & Warrior Caregivers – you are the inspiration and driving force behind all we do. You are our WHY. We will continue to offer LOVE, HOPE, and STRENGTH to you.

Together, we will continue to Strike Out Kids' Cancers!



Denio's Market Plaza Galactic Spectacular



The Galactic Spectacular at Denio's Market Plaza was a stellar success in raising awareness for childhood cancer! Guests enjoyed appearances from the 501st Legion, Ariel and Belle from Bibbidi Bobbidi Bridget, plus activities like face painting, balloons, crafts, and games.

We're grateful to all attendees, donors, the Denio's team, and volunteers from Boys Team Charity League for their support. Your contributions help provide financial, emotional, and educational support to children with cancer and their families as we strive for no child or family to navigate this journey alone.

Together we will continue to spread awareness of childhood cancer and will remind our families that #TogetherWeFight!



Stronger Together ~ Thanking Our #GlowGold Community Partners



MARK YOUR CALENDAR!



#TogetherWeFight
Keaton's Child Cancer Alliance

Keaton's Warrior Store

Show your support to Keaton's Child Cancer Warriors with our limited edition 2024 Warrior Apparel.

Stand in solidarity with child cancer warriors, their siblings, families and caregivers to remind them that #TogetherWeFight!

A portion of your proceeds will help support our Keaton's Family Navigator Programs.

Order yours today at Bonfire.com/Store/Keatons-Child-Cancer-Alliance-Warrior-Store



The color gold symbolizes how precious children are and the resiliency of childhood cancer heroes. Unlike other awareness ribbons that symbolize one specific disease, the gold ribbon stands for over 12 major types of childhood cancers and over 100 subtypes.



Keaton's Adopt-A-Family Program

Make this holiday season unforgettable for children fighting cancer and their families!

Get into the holiday spirit early by signing up for our Holiday Adopt A Family Program. Join us in this heartwarming tradition that brings joy, hope, and holiday magic to families facing the challenges of pediatric cancer.

Each sponsor is matched to a Keaton's Family and receives children's wish lists. Basic needs such as gas and food cards are provided, too. Wrapped gifts are delivered to families just in time for the holidays!

Sign up today! Visit ChildCancer.org/Feature/Adopt-A-Family.org or call 916.784.6786.



Keaton's 12th Annual Glow for Gold Gala

Saturday, February 8, 2025, 5 pm
The Rocklin Event Center
2650 Sunset Blvd, Rocklin, CA 95677

Be part of Keaton's 12th Annual "Glow for Gold Gala," our largest event of the year, featuring a Carnival theme. Please join us for an evening of Hope – Loving and Supporting Children with Cancer & Their Families!

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 or call her at 916.757.6134. Visit ChildCancer.org/Gala for details.

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** needed. If you are interested in volunteering, please contact Melinda, Director of Operations, at 916-757-6136 or email her at 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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