

KEATON'S
Child Cancer
Alliance

Mission in MOTION



SPRING INTO FUN: KEATON'S 5TH ANNUAL FAMILY FUN DAY

Our 5th Annual Spring Family Fun Day presented by Gill Orchards was truly magical! Under perfect blue skies and beautiful spring weather, over 100 guests enjoyed a day filled with smiles, hugs, and laughter as beautiful childhood memories were created. Families delighted in arts & crafts, games & music, balloon animals, face painting, cotton candy & snow cones, spring egg hunts with treats, and delicious lunch from Rolling Stone Pizza and Chinto's Wings & Tacos. Special highlights included Yolo County Sheriff patrol vehicle tours, hayrides through the orchards, and a surprise visit from Frozen's Anna!

As one family shared: **"We had a wonderful time at the family fun day event last Saturday!!** Lily had so much fun and she really enjoyed it. We appreciate your invite and the great effort from the team!!" The joy on the children's faces reminds us why our mission matters.

We extend our deepest gratitude to our presenting partner, Amar Gill and the Gill Family, for dedicating their love and passion to creating beautiful childhood memories for those we serve. Our event was made special by Church of Latter Day Saints, Sunset Rotary Club of Davis, Madeline Snoke with Glitter and Glow Face Painting Services, Bibbidi Bobbidi Bridget, Christine Hale and team with Lend A Heart Animal Assisted Therapy, YOLO County Sheriff's Department, and John Adams Academy El Dorado Hills donated eggs with Shine with Purpose.

Our day wouldn't have been complete without the delicious offerings from Rolling Stone Pizza and Chinto's Wings & Tacos, the marketing support from Alicia Kay Marketing, and the wonderful balloon creations by Jas Singh. Special thanks also to our dedicated volunteers: Betty Marchbanks, Margaret Teichert and family, Liz Krohn with Zeta Alpha Pau, Randy Smedley, Ashley & Zack Koerber with The Griffin Project, Brenna Romo with Ronald McDonald House, Hannah & Benjamin Kaganovich, Jess, Maddie the Easter Bunny, and The Hayward Family. We also appreciate Costco Wholesale for their generous contributions. Your generosity made this special day possible!



We've Moved to Better Serve our Community



This Spring Keaton's Child Cancer Alliance moved into a new space which we are transforming into a beautiful, healing sanctuary that will bring warmth, comfort, and peace to the families who need it most.

Every day, parents hear the words no one should ever have to hear: "Your child has cancer." In that moment, their world changes. Suddenly, life is filled with hospital visits, medical treatments, and overwhelming uncertainty.

For these families, Keaton's Child Cancer Alliance is a lifeline - offering financial assistance, emotional support, educational resources, and moments of joy to families facing the unimaginable. Beyond these essential services, Keaton's Family Wellness Center is a place of refuge - a home away from the hospital, where families can connect, grieve, heal, and hold onto hope.

Our new space will include:

🌿 A welcoming family gathering area

🦋 An Angels & Warriors wall to honor our precious children served.

🎨 A cozy play & art nook for patients & siblings 💡 A kitchen & hospitality space for families to gather

This space will be so much more than furniture and décor—it will be a place of healing, love, and hope.

Your support, generosity and love provide vital services to families in our region that are **facing the unimaginable child cancer diagnosis.**

Introducing our new Team Members - Welcome to the Keaton's Team



We are pleased to introduce **Sonya Silva** as Keaton's new **Development Director**. Sonya is passionate about fostering both longstanding and new partnerships with exceptional stewardship. Her mission is to elevate Keaton's to new heights, enabling the organization to fund even more programs and services for the children and families we serve.

Sonya's nonprofit journey began in 1998 with the American Cancer Society, where she supported the fight against cancer for over 26 years. Her final role as Development Manager for Making Strides Against Breast Cancer allowed her to make a significant impact on the community by building relationships, providing crucial support, and raising essential funds. These invaluable skills have made Sonya the perfect fit to join the Keaton's team.

"It is such a privilege to be part of Keaton's Child Cancer Alliance, which aligns with my passion and goals to make a meaningful difference in the fight against cancer."



Meet **Iocabeth "Betty" Olson**, Keaton's new **Family Navigator** and **Thriving Together Coordinator**. In this role, she has the honor of walking alongside families as they face the challenges of a pediatric cancer diagnosis, providing guidance and compassionate support. Her responsibilities include care coordination and mental health advocacy, ensuring that families have access to vital emotional and psychological resources during such a critical time. Betty earned a Bachelor of Science degree in Behavioral Health Sciences with an emphasis in Trauma from Grand Canyon University in 2024.

"It is truly an honor to be part of the Keaton's team, and I look forward to supporting families impacted by pediatric cancer so they can focus on what matters most – their children and each other. It is my heartfelt mission to be both a shoulder to lean on and a trusted resource for those seeking mental health support. I believe it is essential to ensure that not only are children seen and understood through their journey, but that parents also have a safe space to process, share, and grow. With the dedication of our team at Keaton's, I am committed to helping families Thrive Together."

Together We Are Making A Difference

In the first quarter of 2025, we loved and supported **224 childhood cancer patients, 338 siblings, and 399 caregivers**. The impact on all children and families served thus far in 2025 includes:

Family Connect
Program

961

individuals
impacted

Financial Assistance
Program

\$10K+

provided

Joy-Filled
Experiences

166

individuals
impacted

Nutritional Aid
Program

127

individuals
impacted

Travel Solutions
Program

104

individuals
impacted

28th Annual "Chipping Away at Childhood Cancer" Golf Tournament

THANK YOU

TO OUR 2025 GOLF SPONSORS

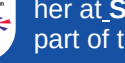
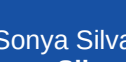
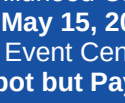
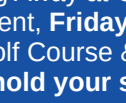
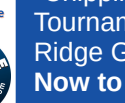
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Keaton's Kiddo Kodiak Rings The Bell!



After more than two years of fierce determination, endless courage, and unwavering resilience, **Keaton's incredible Kiddo Kodiak has officially COMPLETED treatment!**

Back in the fall of 2023, at just 6 years old, Kodiak bravely began his battle against not one, but **two rare and aggressive cancers**: Mixed Acute Myeloid Leukemia (AML) and Myelodysplastic Syndrome (MDS), also known as "preleukemia." What started as a few seasonal illnesses quickly turned into a life-changing journey.

Kodiak's Warrior Mom, Tonya, shares:

"We thought we were just going in for a checkup, but they admitted us and started blood transfusions right away. So far, he's had Spider-Man blood, Batman blood, Hulk blood, Superman blood—and we just did Aquaman! We're calling it 'superhero blood' because it makes us strong. I told him God's putting us through a special strength training course—and that's how he understands it."

And what a superhero Kodiak has been! With every step, he's shown inspiring strength, heart, and bravery.

To celebrate this milestone, our Family Navigators had the absolute joy of welcoming Kodiak and his amazing family to our Family Wellness Center for a special **end-of-treatment ice cream party** - topped off with a triumphant ringing of our brand-new Keaton's bell!

We're beyond honored to have walked alongside Kodiak and his loved ones on this journey. **Congratulations, Kodiak! You did it!**

Generosity Share during Big Day of Giving!



We are overwhelmed with gratitude for the community's generous support on Big Day of Giving! Thanks to your kindness and generosity, Keaton's Child Cancer Alliance unlocked the generous \$2K matching funds from the Alonso Insurance Agency and **raised over \$9K to support children battling cancer and their families within our region.** With the anticipated demand to serve more families in our region, this support will help us continue to **provide critical support for children battling cancer and their families.**

These generous gifts will ensure that **families never walk this journey alone - not at diagnosis, not after treatment, and not during survivorship.** Together, we will continue to provide HOPE.

On behalf of Keaton's Child Cancer Alliance, thank you for joining us at the 28th Annual Chipping Away at Childhood Cancer Golf Tournament! We are incredibly grateful to every golfer, sponsor, donor, and volunteer who helped make this event a huge success. Together, we raised an incredible **\$100,000** to provide financial, emotional, and educational support to local children and families impacted by childhood cancer. Your generosity brings us one step closer to ensuring that no family faces this journey alone.

This year's special highlight was spending the morning with our three-year-old Honored Kiddo Finan and his beautiful family! It was so sweet hearing about Finan's love for monster trucks with Gravedigger being his favorite of all! Thank you all for joining us in wishing Finan a very Happy 4th Birthday!

"Finan was diagnosed with Leukemia in July 2024 at just 3 years old. He receives regular chemotherapy and will continue treatment over the next two years. Throughout this challenging journey, he has shown remarkable bravery. Our mantra to encourage him is, 'I'm brave, I'm smart, I'm resilient!'" ~ Elizabeth, Warrior Mom of Finan

Reserve Your Foursome for 2026!

Save the date for Keaton's 29th Annual "Chipping Away at Childhood Cancer" Golf Tournament, **Friday, May 15, 2026**, at The Ridge Golf Course & Event Center. **Pledge Now to hold your spot but Pay in 2026!**

Contact Sonya Silva at **916.801.0849** or email her at **Sonya.Silva@ChildCancer.org** to be a part of this unforgettable day on the greens!





MARK YOUR CALENDAR!

21ST ANNUAL **Vote!**

★ ★ ★ ★ ★ 25 ★ ★ ★ ★ ★

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Cast Your Votes for Keaton's!

Voting is NOW OPEN for Style Magazine's 21st Annual Readers' Choice Awards, and we'd be absolutely honored to have your support!

Your vote is a powerful way to show your love and support to the brave child cancer warriors and incredible families we serve right here in our region!

Please vote for **Keaton's Child Cancer Alliance** in the **Community Category** for:

- ✓ **Best Charitable Organization**
- ✓ **Best Place to Volunteer**
- ✓ **Best Annual Event** → Chipping Away at Childhood Cancer!

Vote at <https://rgbr.stylerca.com/category> to make some noise for hope, healing, and childhood cancer heroes!

A long time ago in a galaxy far, far away....

GALACTIC SPECTACULAR

BENEFITTING: KEATON'S CHILD CANCER ALLIANCE

SPECIAL APPEARANCE BY THE 501ST LEGION
FREE FACE PAINTING, CRAFTS, BALLOON ARTIST, BIBBIDI BOBBIDI BRIDGET AND MORE!



DENIO'S FARMERS MARKET | 1551 VINEYARD ROAD, ROSEVILLE
EVENT LOCATION: MARKET PLAZA LIVE | \$5 PARKING

2nd Annual "Galactic Spectacular"

We're teaming up with Denio's Farmers Market and the legendary 501st Legion to help us #GlowGold for brave Child Cancer Warriors.

- **Sunday, September 21, 2025**
- Denio's Farmers Market, 1551 Vineyard Rd., Roseville
- \$5 parking

This family-friendly celebration is packed with exciting activities the whole family will love:

- ✂️ **FREE Face Painting**
- ✂️ **Fun Crafts**
- ✂️ **Creative Balloon Art**
- ✂️ **A magical visit from Bibbidi Bobbidi Bridget**

- 📷 **Photo ops with the 501st Legion** (Suggested donation: \$5+)

All donations & proceeds benefit Keaton's

Come out, have a blast, and make a difference. Let's shine together – for these brave warriors and their families!



Strike Out Kids' Cancers Bowling Fundraiser

Be part of Keaton's 2nd Annual "Strike Out Kids' Cancers," Sunday, **September 28th** at Foothills Bowl, Auburn, CA!

Experience a fun-filled afternoon of bowling with food, beverages, and prizes! Proceeds 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.

Contact Sonya Silva at **916.801.0849** or email her at Sonya.Silva@ChildCancer.org to be a part of this inspiring afternoon on the lanes!

Visit ChildCancer.org/Bowling to join us and for sponsorship opportunities. Together we will "Strike Out Kids' Cancers!" and give HOPE to families in need.

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

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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 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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