KEATON'S Child Cancer Alliance

Mission in MOTION




















Scan to See the Walk

Walking Together. Inspiring Hope. Changing Lives

What an incredible morning of HOPE! On Saturday, September 12th, our community came together for Keaton's Inaugural Gold Hope Walk, presented by Delta Dental, in a powerful show of love, unity, and support for children battling cancer and their families. Thanks to the incredible generosity of our walkers, fundraisers, sponsors, donors, and community partners, this special day helped raise $82,000 in support of the families we serve.

Together, we walked in honor of our brave warriors, survivors, siblings, parents, and caregivers. We also walked in loving memory of our Angels - forever loved, forever missed, and forever remembered.

With every step, we reminded our Keaton's families that they are never alone. Our Gold Hope Walk was more than a walk-it was a beautiful celebration of hope, courage, remembrance, and the extraordinary power of community.

To our Keaton's Kiddos and families, this day was for YOU! Your strength, resilience, and HOPE inspire us every day.

Thank you to everyone who walked beside us and helped bring our mission to life. Together, we are ensuring that no child or family navigates the childhood cancer journey alone.

Save the Date! We can't wait to walk together again on Saturday, September 11, 2027, for our 2nd Annual Gold Hope Walk!

THANKS TO OUR 2026 GOLD HOPE WALK SPONSORS

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COMMUNITY SUPPORTERS

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Pouring with Purpose, Raising Hope!





Scan to see the Pour for a Purpose Photo Gallery

Our hearts are full after an amazing Pour for a Purpose, where our community came together and helped raise an incredible $15,000 to support children with cancer and their families!

From our Celebrity Bartenders and everyone who joined us, to those who donated, supported, shared and helped make the evening possible, THANK YOU. Every person who showed up played a part in making this night so special.

A heartfelt thank you to Mario's Early Toast for opening their doors and hearts to our community, and to Mikuni Japanese Restaurant and Sushi Bar for partnering with us to make Pour for a Purpose such an incredible evening. We are deeply grateful for your generosity, partnership and commitment to bringing our community together in support of Keaton's families.

Thank you to our Celebrity Bartenders: Mario Astorga | Founder, CEO & Owner, Mario's Early Toast, Taro Arai | CDO, Mikuni, Patrick Harbison | Partner, Lighthouse Public Affairs, Freddie Silveria, CAI, BAS | Owner, FSA Auctions, Theresa Arnold | CEO, Style Magazine, Justin Raithel| Mayor of Folsom, Jeff Holden | Founder & Host, The Non Profit Podcast Network & Imperfect Heart Podcast, Gary Gelfand | Host, Studio40 Live, Bobby Jackson | Sacramento Kings Legend, Adrian Blanco | Founder & Owner, Adrian Blanco Jewelry.

This is what community looks like. When we come together, we can make an incredible impact and remind families facing childhood cancer that they never have to face this journey alone.

Thank you to EVERYONE who helped make Pour for a Purpose a night we will never forget! We look forward to another Pour For A Purpose in 2027 and hope you will all join us again!

Meet Keaton's Childhood Cancer Awareness Ambassadors



Bailey, 8 years old

Around Bailey's 7th birthday, she stopped eating and began losing weight rapidly. Her lack of appetite was accompanied by stomach aches and occasional vomiting, so doctors were primarily focused on her digestive system. After three months of appointments, different specialists, and lots of tests, her medical team finally figured out why she wasn't eating. Bailey had a brain tumor the size of a ping pong ball, which was pressing against her pituitary gland. Almost none of Bailey's symptoms up to that point were classic brain tumor symptoms, so this came as a surprise to everyone. Luckily, her medical team moved quickly and Bailey had emergency surgery to remove the tumor the next day. Thankfully, Bailey's surgeon was able to remove the tumor.

From diagnosis and treatment through recovery and survivorship, Keaton's has surrounded Bailey and her family with emotional support, opportunities for joy and normalcy, and connections with others who understand the unique challenges of childhood cancer.Continue to read Bailey's story at **ChildCancer.org/Bailey.**



Rogelio, 3 years old

In early July 2024, at just 1 year old, sweet Rogelio's life and his family's world changed forever when he was diagnosed with Acute Lymphoblastic Leukemia (ALL). After spending a month receiving treatment in their home country, his parents faced an incredibly difficult decision. Wanting to give their son access to the best possible treatment and care, they made the courageous choice to bring Rogelio to the United States.

While cancer has been a major part of Rogelio's journey, it has also affected the entire family. Rogelio is not only a brave little boy fighting leukemia, but also a twin brother and one of six children. His parents have had to balance hospital visits, treatments, appointments, and the everyday needs of their other five children. With no extended family nearby to help, the weight of this journey has often fallen entirely on Mom and Dad. Continue to read Rogelio's story at **ChildCancer.org/Rogelio.**



Elias, 6 years old

On January 25, 2024, at just three years old, sweet Elias' life changed forever when he was diagnosed with an optic nerve glioma, a rare and challenging brain tumor that affected the vision in his left eye. For Elias and his family, the diagnosis was devastating. In an instant, their world was filled with uncertainty, fear, and countless questions about what the future would hold.

The months that followed brought countless doctor appointments, difficult treatments, long days in hospitals, and the emotional challenges that come with childhood cancer. Elias and his family also had to travel out of state in search of the specialized care he needed. Through every challenge, Elias continued to show an incredible amount of strength and resilience. Even on the hardest days, he never lost his infectious smile or his positive spirit. Continue to read Elias' story at **ChildCancer.org/Elias.**

Thank you to The Athletics!



During September, our friends at the Athletics welcomed Keaton's families as special guests for Childhood Cancer Awareness Night, giving our kiddos the incredible opportunity to take the field and be celebrated in a BIG way.

Experiences like these give our Warriors and families opportunities to step away from appointments, treatments and everyday challenges and simply enjoy being together, making memories and feeling the support of their community.

A heartfelt thank you to the Athletics for partnering with Keaton's and creating such a special night for our families.

An Incredible Night at John Adams Academy!



We are so grateful to the amazing senior who chose Keaton's Child Cancer Alliance as the organization to highlight for her Senior Project and for creating an incredible night at John Adams Academy - Roseville!

A huge thank you to both the JV and Varsity volleyball teams for welcoming our families and making the evening so special. Not only did you give us an incredible night filled with energy and community, but the thoughtful baskets you created and gifted to the kids were so heartfelt. They absolutely LOVED them!

Moments like these remind our families that they are seen, they are supported, and they are surrounded by a community that cares.

Thank you, John Adams Academy, for showing up in such a beautiful way. Your kindness made an impact far beyond the volleyball court.

Small Gestures. Big Impact



A huge thank you to our incredibly generous donor for donating diapers to support children and families!

For some, a box of diapers may seem like a small gesture, but for a family navigating childhood cancer, it can make a HUGE difference. This support helps ease another financial burden, allowing parents to focus more on what matters most, being there for their child during treatment.

We are so grateful for our amazing community of supporters who make it possible for us to provide these essential items to families when they need them most.

Thank You to our September Childhood Cancer Awareness Partners

JIMBOY'S TACOS EST 1954

MARIO'S EARLY TOAST Mimosa House & Eatery

A's

MIKUNI japanese restaurant & sushi bar Charitable Organization

Leatherby's Family Creamery Where every day is Sundae!

BARNES&NOBLE

Bayside CHURCH

DUTCH BROS Coffee

John Adams ACADEMY



CHILDHOOD CANCER Awareness Month

September

GO GOLD. GIVE HOPE. CHANGE LIVES.

Every child deserves a *golden* chance.

THE FACTS

1 IN 285
children will be diagnosed with cancer before their 20th birthday.

43
children are diagnosed with cancer every day in the U.S.

1 in 5
children diagnosed with cancer in the U.S. will not survive

85%
of children diagnosed will survive. Research saves lives.

Together, we can ensure no child or familynavigates the childhood cancer journey alone.

MARK YOUR CALENDAR!



Adopt a Keaton's Family this Holiday

Keaton's Child Cancer Alliance is looking for compassionate individuals, families, and businesses to help make the holidays brighter for local children battling cancer and their families!

Through our Annual Holiday Adopt-A-Family Program, YOU can help ease the burden of the holiday season and bring joy, hope, and cherished memories to families who need it most.

As a sponsor, you'll be matched with a Keaton's Family and receive their children's holiday wish lists. Along with thoughtful gifts, families also receive essential support like gas and food cards - helping lift both hearts and burdens during this special time of year.

Be part of the magic. Sign up today at **ChildCancer.org/Feature/Adopt-A-Family** or call **916.784.6786** to learn more.

Together, let's make spirits bright!



Be part of the 4th Annual Fill the Moving Truck with Toys event!

- **Saturday, November 7 | 5 PM - 7:30 PM**
- **Pancho Villa BBQ in Fair Oaks 6716 Madison Avenue, Fair Oaks, CA**

Hosted by Connections Networking and House to Home Moving, this festive fundraiser brings our community together to spread holiday joy to local children and families, benefiting Keaton's Child Cancer Alliance and Logan's Little Warriors!

Bring a new, unwrapped toy to place in the truck!

Scan the QR code to get your tickets that include:
- A delicious BBQ buffet from Pancho Villa
- A silent auction
- Music, games, and plenty of fun
- Connecting with amazing local business owners who believe in giving back!



Keaton's 14th Annual Glow for Gold Gala A Night of Pure Imagination!

Back by Popular Demand David Garibaldi!

- **Saturday, February 27, 2027 | 5:30 PM**
- **Bayside Church Blue Oaks Campus | Roseville, CA**

Join us for an extraordinary evening of inspiration, entertainment, and generosity as we come together to make life sweeter for children with cancer and their families.

Keaton's 14th Annual Glow for Gold Gala is more than a celebration, it's an opportunity to turn imagination into meaningful impact. Funds raised will provide vital emotional, financial, and educational support to local families navigating childhood cancer.

Visit **ChildCancer.Org/Gala** for sponsorship opportunities and details.

Contact Sonya Silva, **916.801.0849** / **Sonya.Silva@ChildCancer.org** to be part of Keaton's 14th Annual Glow for Gold Gala!

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

Aflac · Shine With Purpose · Aborn Powers Real Estate · SAFE Credit Union · Kaiser Permanente · SuperCuts · Sutter Health · Westfield Galleria at Roseville · Kiwanis Club of Roseville · Delta Dental · Chicago Fire · Gill Orchards · A's · UC Davis Health Comprehensive Cancer Center · Sierra Health Foundation · Deacon · Monte Christo Communities · Sacramento Republic FC · Placer Community Foundation · Safelite AutoGlass · Kids Helping Kids Sacramento · Bell Bros. Plumbing, Heating & Air · Northrock Partners · Raley's · First Tech Federal Credit Union · Sacramento Region Community Foundation · Toys for Tots · Bayside Granite Bay · McCoy Fatula · Janay Taua Realtor | DRE #02159742 · First Northern Bank · League of Heroes Inspired · Beth Firkovich Foundation · quinn emanuel trial lawyers · Costco Wholesale · Turner · Jimboy's Tacos · Sundt Foundation · Funderland Amusement Park · Barnes & Noble · Together We Heal Community · Chick-fil-A Madison Avenue Sacramento · ISDA · Greathouse Family Foundation · Sacramento Kings · Community International · Hearts Landing Ranch · New York Life Foundation · DezVision Photography · Promote Me · Enterprise Holdings

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.

2150 Douglas Blvd., Ste 100, Roseville, CA 95661
916.784.6786
ChildCancer.org