

# Children's Cancer Network

## Annual Reporting 2005-2008



### **Mission Statement**

Children's Cancer Network provides financial, educational and psychosocial support to children and families dealing with childhood cancer. We also strive to increase awareness of pediatric cancer research and the need to find a cure for cancer.

*“I get the opportunity to meet many families whose children have been diagnosed with cancer. Many of these families struggle financially and obviously emotionally due to the diagnosis and struggles that come along with it. I know I can always count on Children’s Cancer Network as a resource when working with these families.”*

- Josie Jones,  
LMSSW, Cardon Children’s Hospital.

## Message from the Founders

It is hard for us to believe that it has been five years since our daughter Jenny organized and produced a fashion show featuring and honoring children dealing with cancer and their siblings. The support and success of that show gave us the confidence to form Children’s Cancer Network (CCN).

Having personally experienced many of the issues of childhood cancer through our son Jeff, we understood the demand for an organization like CCN. We obtained our 501c3 nonprofit status in 2005 and dedicated our mission to providing financial, educational and psychosocial benefits and services to the families we served.

Starting a new organization is somewhat daunting, and for us, funds were scarce. In our early years we held garage sales to raise money to pay deposits required for our fashion show. What we lacked in initial funding, we made up for through a determination to succeed. We are fortunate to have Board Directors who are energetic in their support for our mission and give freely of their time and talent to ensure we achieve our goals.

Our signature event has, and likely will always be, our annual fashion show that showcases our very special models. We have watched the show’s production grow each year and it is so fun for us to share in the excitement of the models as they shine on the runway. Our goal is that models and guests alike leave the show with a very positive feeling about themselves and others.

We have implemented a number of programs designed to help us achieve our mission and we are proud of how they have grown. These programs are discussed later in this report and we are committed to their continued success and expansion while also to forming new programs to benefit our families.

We have been humbled by the support our organization has received from the community. We are so appreciative of both the financial support and countless number of volunteers who have committed their time and effort to our events. Without this support we could not begin to accomplish the things that we do.

While every contribution, no matter the size, is important to us, we have made special mention of those contributors, from 2005 to 2008 who have provided more than \$1,000 in cash or “in-kind” donations to help fund our events and programs. Providing responsible stewardship of funds received is nonnegotiable for us. We have no paid positions at CCN and it is our goal that 90 cents from each dollar realized is directed to our mission programs. We are proud that in 2007 and 2008 we exceeded this goal.

As we look to the future we see an expanding need for the services provided by CCN. When our son Jeff was first diagnosed with leukemia in 1993, there were 5 Pediatric Oncology doctors in the Phoenix metropolitan area servicing the majority of the state. Today there are over 17 practitioners serving an ever growing population of children with cancer. Hopefully a day will come when organizations like ours are no longer needed. Until that time comes though, with your continued support, we will strive to help with the challenges faced by children and families dealing with a cancer that is both unexpected and undeserved.

Thank you so much,



Steve and Patti Luttrell

*“All of the activities of Children’s Cancer Network are directed at supplying meaningful support to families at a time of tremendous needs. They look for ways to creatively say ‘We know that you are facing something monumental and we are right here with you’.”*

- Maureen Cahill,  
SCM, Cardon Children’s Hospital.

## The Niche We Serve

Children’s Cancer Network focuses its efforts on the needs of children and families dealing with childhood cancer. The diagnosis of cancer to a child is devastating and life changing, not only to the child, but to every family member of that child.

After the initial shock of a cancer diagnosis, families are faced with a new uncertainty regarding their futures. Parents and children face concerns that were previously not contemplated. These include:

### Financial Concerns:

- “Will I be able to keep my job and still care for my child?”
- “How will I pay for treatments?”
- “How will I pay for added expenses such as transportation and lodging related to the treatments?”

### Educational Concerns:

- “How can I learn about the cancer treatments to help make decisions?”
- “What risks will my child face during and after treatments?”

### Psychosocial Concerns:

- “How will my child keep his/her self-esteem and handle life during and post cancer?”
- “Why is my brother/sister with cancer getting so much attention?”
- “Will treatments change my appearance?”
- “How will my friends react to my cancer?”
- “How will my child cope as a cancer survivor and what issues will he/she face?”
- “How can I help my family cope with this life changing event?”

*CCN strives to provide meaningful assistance to these special children and families as they cope with these uncertainties.*

*“The survivorship conference was the most beneficial and life changing event I have ever attended. It is at events like this where I am able to converse with other survivors about how to live life after cancer, and it is much easier to accept myself and my health problems when I know I am not alone.”*

- Sarah Maurer,  
Cancer Survivor

## Programs

CCN programs have been tailored to our mission and include:

**Gas and Food Card Program:** Funding to cover food and gasoline are consistently cited as major needs for families facing the unexpected diagnosis of cancer. In the last four years CCN has provided more than \$41,000 in food and gas cards that are distributed by Social Services at Phoenix Children's Hospital, Cardon Children's Hospital and St. Joseph's Hospital and Medical Center.

**Annual Fashion Show:** Our annual fashion show is not just a fundraiser but actually fulfills an important part of our mission. Children who are cancer survivors and their siblings are spotlighted in a fun and positive way designed to boost self-esteem and family morale.

**Holiday Surprise Program:** Since 2005, CCN has provided more than \$27,000 in toys, clothing, furniture and basic household items to local families with children in treatment needing assistance to make their holiday dreams come true.

**John W. Luttrell Scholarship Program:** From 2006 to 2008, CCN awarded 13 College and University scholarships, totaling \$18,000, to survivors of childhood cancer, their siblings and family members of those who did not survive their cancer.

**Childhood Cancer Survivorship Conference:** More than 300 childhood cancer survivors, family members, and health care professionals have attended our 2005 “The Road to Health and Healing” and 2007 “Keys to Empowerment” survivorship conferences. Featuring nationally recognized speakers, the multi-track conferences offered participants the opportunity for education, networking, and support.

**Ronald McDonald House Program:** CCN provided \$10,000 in total funding to Ronald McDonald House in 2007 and 2008, which included the furnishing and decoration of an efficiency apartment at the new Ronald McDonald House on the campus of Phoenix Children's Hospital.

**Admission Bag Program:** CCN supports newly diagnosed children and families at Cardon Children's Hospital and St. Joseph's Hospital and Medical Center with a backpack of both fun things and essentials to be used during this difficult time. This program will be expanded to include patients of Phoenix Children's Hospital in 2009.

*“The most amazing stories of cancer survivors are told at the Children’s Cancer Network Fashion Show.”*

- Rhonda Anderson,  
*Pediatric Administrator, Cardon Children’s Hospital*

## Program Funding

It is our goal that 90 cents out of every dollar realized from events and contributed by donors is directed to our mission programs. A comparison of mission related funding to operating and other expenses from 2005 to 2008 follows (in \$):

	2005	2006	2007	2008
<b>Mission Programs:</b>				
Gas & Food Card	0	6,650	15,452	19,248
Holiday Surprise	866	4,638	11,067	10,925
Survivorship Conference	11,371	0	16,402	0
JWL Scholarship	0	6,000	4,500	7,500
Ronald McDonald House	0	0	3,000	6,663
Admission Bag	0	564	690	2,053
General Family Support	3,500	323	8,801	2,842
	<u>15,737</u>	<u>18,175</u>	<u>59,912</u>	<u>49,231</u>
Operating/Other Expenses	6,846	4,010	4,314	4,817
Percentage of Mission Program Funding to Total Expenditures	69.7%	81.9%	93.3%	91.1%

*“Your generosity and shared commitment to servicing our patients is profoundly appreciated.”*

- Jeremy Krout-Ordovery,  
*CFRE, Phoenix Children’s Hospital Foundation*

## Donors

Children’s Cancer Network extends a special thank you to the following donors and sponsors who have contributed more than \$1,000 from 2005 to 2008 in cash or “in-kind” donations to our programs and events.

### **\$10,000 and above**

Michael and Ashley Bradley  
Jerger Pediatric Dentistry  
Phoenix Children’s Hospital  
Simpson Norton Corporation

### **\$5,000 to \$9,999**

Cardon Children’s Hospital  
Dillards  
East Valley Women’s League  
Entrepix  
GG Gems  
Great Harvest Bread Company  
Steve and Patti Luttrell  
Philosophy

### **\$1,000 to \$4,999**

Arizona Biltmore Resort  
Arizona Cardinals  
Bank of Arizona  
Tonya Barnes-Matt  
Best Buy  
Chandler Service Club  
Chilipepper Productions  
Ed and Andrea Collins  
Daniel Petroleum  
Pat and Mary Kay Flynn  
Ron and Maureen Gas  
Julie Hein  
Dustin James, The Artist’s Den  
John Jacobs Golf Schools  
Kathy Klein  
St. Patrick’s Council Knights of Columbus

Albert and Joan Kranz  
Lincoln Diagnosis  
Greg and Barbara Luttrell  
Tom and Mary Luttrell  
Norman Morales  
North Ranch Elementary School  
PSAV Presentation Services  
David and Becky Pena  
William and Elisabeth Riggle  
The Room Store  
St. Joseph’s Hospital & Medical Center  
Scottsdale Conference Center  
Southwest Airlines  
Swank Audio Visual  
Tee Up For Tots  
U Group  
University of Arizona

*Special thanks to Mrs. Jo Ann Luttrell for directing memorial contributions in the name of her late husband, John, to provide funding for the CCN scholarship program.*