



Embrace the Year



A MESSAGE FROM OUR EXECUTIVE DIRECTOR

Dear C.U.R.E. Childhood Cancer Association Supporters and Friends,

A childhood cancer or chronic blood disorder diagnosis is devastating. When parents receive a diagnosis, I can only imagine the anger that rushes through their veins. Once the anger subsides, the feeling of fear can be overwhelming. The loving staff at C.U.R.E. Childhood Cancer Association understands this, and it is our goal to help alleviate their anxiety, worries, and anger – letting families know they are not alone.

C.U.R.E. is here and will be every step of the way. In 2019, fifty-one sets of parents in the Rochester area were shocked into action upon receiving their child’s cancer or chronic blood disorder diagnosis. We are genuinely appreciative of the unique partnership we have with Golisano Children’s Hospital, which allows our Parent Advocates to be on the front lines with the medical professionals at Golisano to offer support to our families. We have stayed true to the mission of our founders, ensuring we are helping parents through these difficult days. Caregivers can often feel isolated throughout treatment, but our Parent Advocates are there to let them know they are not alone — C.U.R.E. is here.

The support we receive from our Greater Rochester community is beyond words. By committing donations to our organization, you are giving us the great honor of helping local families. You enable us to continue to offer the help that these families need – often before they even know they need it. Your contributions to C.U.R.E. – of time, talents, and funds – have provided the opportunity to expand our programming and services. We appreciate you. Thank you for letting local families know they are not alone in their battles. *TOGETHER, WE ARE EMBRACING FAMILIES AT EVERY TURN.*

In 2020, we hope to continue offering opportunities for parents to connect with each other by increasing the number of Parents’ Night Out events and offering even more unique experiences. We understand how connecting with other parents can be therapeutic and helpful while navigating a diagnosis, treatment, and beyond. We hope to meaningfully help families overcome their challenges as they navigate their child’s diagnosis and treatment. We invite you to help us, joining in our mission, until no parent is halted by those devastating words: “Your child has cancer,” “Your child has a chronic blood disorder,” or “Your child’s cancer has returned.”

With a Grateful Heart,



Holly Dutcher

Executive Director

EMBRACING FAMILIES

OUR MISSION

C.U.R.E. Childhood Cancer Association provides emotional, educational, social, and financial assistance to Rochester-area families whose children have cancer or a blood disorder.

OUR STORY

C.U.R.E. Childhood Cancer Association was founded in 1976 after a group of parents each lost a child to cancer. C.U.R.E. (Counseling Understanding Research Education) provides support to children and their families coping with childhood cancer or chronic blood disorders. Founded under the principle of parent advocacy, we have made it a priority to care for children and their families, especially parents, during this difficult time. The partnership between Golisano Children's Hospital and C.U.R.E. Childhood Cancer Association has served as a model for other organizations across the country.

Our Parent Advocates are parents of childhood cancer survivors – peers to those parents who are hearing the words, "Your child has cancer." Whether the needs of the families are financial, educational, emotional or social, C.U.R.E.'s staff does everything they can to ensure families do not feel alone.

Our mission is to help alleviate the burden families find themselves under when their child receives a diagnosis. Our support ranges from small expenses, such as parking passes to more significant expenses, such as car payments, or sadly, funeral expenses. The support provided by the staff at C.U.R.E. Childhood Cancer Association is the support that our families would not have otherwise. We are Embracing Families at Every Turn.



HOW YOUR DOLLAR HELPS



FINANCIAL SUPPORT

Contributions	\$237,794
Special Events	\$228,207
Grants	\$36,750
United Way	\$51,328
Friends & Family	\$10,194
Investment Income	\$22,461

Total: \$586,734



FINANCIAL EXPENSES

Community Services	\$219,610
Management & General	\$51,141
Education	\$84,134
Fundraising	\$33,317

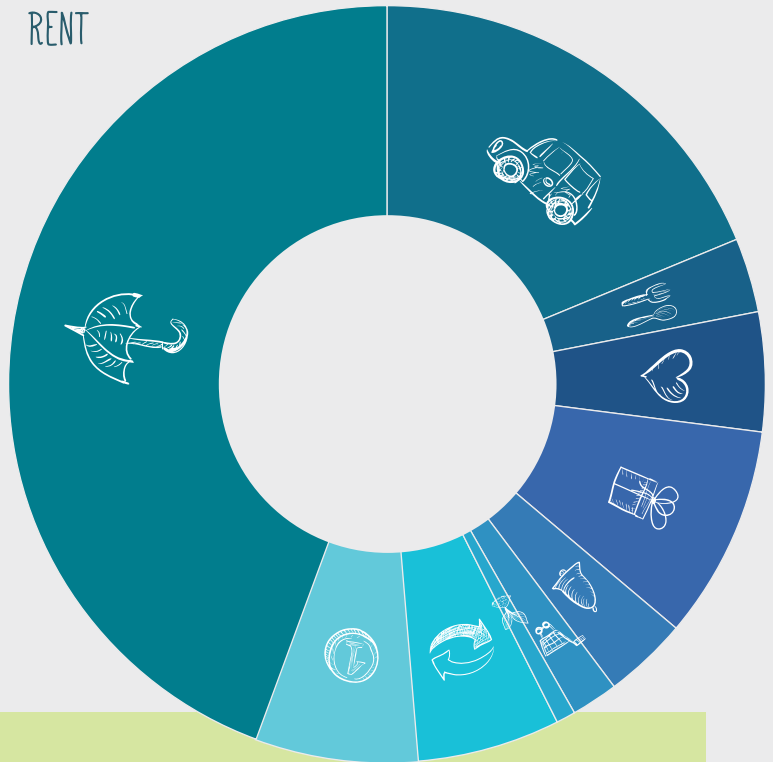
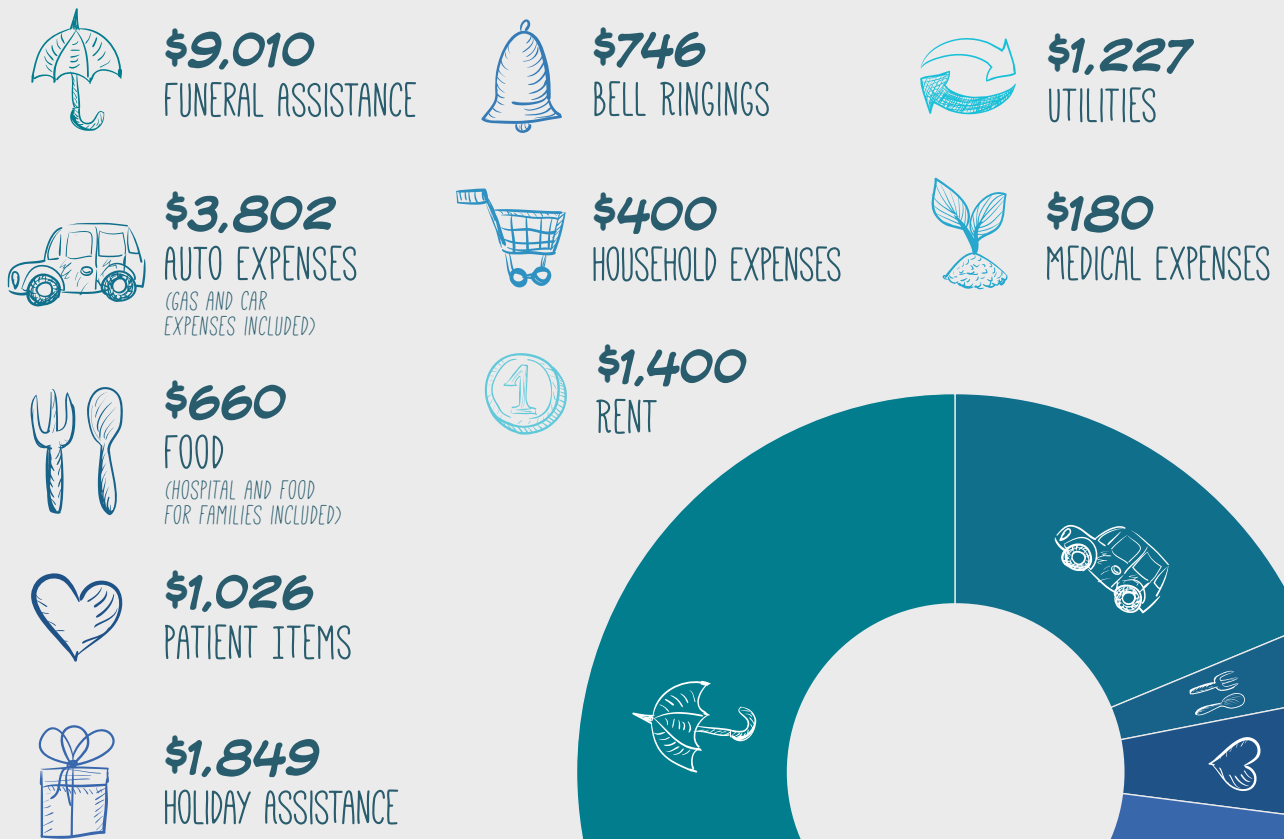
Total: \$388,202

A financial foundation ensures the viability of any organization. The C.U.R.E. Board of Directors recognizes this and that fundraisers performed better than expected in the 2018-2019 fiscal year. As such, income was transferred to the growing endowment fund with the hope that C.U.R.E.'s future in our community is being further endowed.

2019 Net Assets: \$958,580

OUR IMPACT BY THE NUMBERS

Financial Assistance is made possible through the
AGNES K. MACKEY FUND AND THE ANGEL FUND



Total: \$20,300



C.U.R.E. BY THE NUMBERS



10
BELL RINGINGS

Embracing the Path Forward. C.U.R.E. celebrates the big wins with our families — when they finally receive a cancer-free diagnosis. C.U.R.E. shares in the joy of the “end of chemo” bell ringing and hosts a get together to continue the celebrations with families and their hero. Survivors participate in a handprint party which is then proudly displayed in our office.



378
VOYAGE BEADS
STRUNG TOGETHER

Embracing the journey. Our C.U.R.E. kids and their siblings participate in our Voyage Bead Program which helps children to track their journey throughout treatment visually with color-coded beads. Different procedures and situations have a colored bead associated with them and C.U.R.E. kids and their siblings string their beads along a cord to track their various journeys.



5,510
PARKING VOUCHERS

Embracing the needs that are sometimes overlooked. C.U.R.E. distributes parking vouchers to every family in the Hematology/Oncology Department at Golisano Children’s Hospital and the Wilmot Cancer Institute’s transplant unit ensuring none of our families ever have to worry about parking fees.



82
FAMILIES RSVP'D FOR
SURVIVOR DAY PICNIC

Embracing the Fun! Our annual Survivors Day Picnic is another way we embrace families as they celebrate being cancer-free. The event is hosted in the summer and made possible by tremendous support from volunteers and community partners.



711
MEAL VOUCHERS

Embracing family. Our Meal Voucher Program enables parents to have a meal with their child in the hospital — covering the cost of a meal tray and bringing a sense of normalcy and family to a stressful situation.



2,183
FAMILY VISITS FROM
PARENT ADVOCATES

Embracing parents in their toughest hour. Our C.U.R.E. Parent Advocates meet with every family to provide resources as well as financial, emotional, social, and educational support.



51
FOOD BASKETS DISTRIBUTED
TO FAMILIES IN NEED

Embracing the spirit of giving. During the holidays and thanks to our incredible community of C.U.R.E. donors and supporters, we were able to provide families with food baskets to help relieve their everyday burdens and stress.



2,649
TEXTS SENT BY
PARENT ADVOCATES

Embracing meeting parents where they are. Our Parent Advocates, parents of childhood cancer survivors, are available for our families whenever they're needed — which includes text messages, if that's what works best for families.



92
CAFE CARDS DISTRIBUTED

Embracing the small things in life. We understand that families often spend many days and nights in the hospital with their children which is a financial burden in and of itself. Though small, C.U.R.E. provides Cafe Cards to help ease the financial burdens many parents face.



998
CALL MINUTES BY
PARENT ADVOCATES

Embracing connection. Our Parent Advocates are on call to connect with parents in their time of need. When they need understanding or someone to simply talk to on their hardest days, C.U.R.E. is there at every turn.



It's not a community you seek out, but they gave us hope. Not a week went by when someone didn't tell me they were praying for my child.

Sara, The Harrison Family

EMBRACING THE FUTURE

With a tagline as strong as **“Embracing Families at Every Turn”**, we are charged with the responsibility of providing comfort and support to families throughout their journeys.

Our focus moving forward will be maintaining and expanding our programs for parents throughout the year. With the success we’ve seen from Parents’ Night Out, we hope to engage grandparents and create more inclusive family-friendly programming. Upcoming events include cooking classes, painting parties, axe throwing, bowling, and more!

We are also developing relationships with our community to offer more unique and entertaining experiences to our parents and families — giving them the opportunity to recharge, reconnect with each other, and connect with new parents.

With plans underway to create a more structured volunteer program, we aim to make it easier for volunteers to support our mission and understand what to expect when volunteering with us. This restructure will also help us to spread our recently revamped messaging throughout our community.

Families facing a diagnosis have a scary road ahead of them. We invite our community to Embrace the Year and come along for the ride. We hope to see you at our events and around town!



Save the Date for our 2020 SIGNATURE EVENTS

April 25, 2020

11th Annual 5K and Fun Walk

*Presented by Cornerstone
Wealth Management*

July 20, 2020

5th Annual Patrick Carr Memorial Golf Tournament

*Presented by Brighton Securities
and A.S.P. Industries, Inc.*

September 27, 2020

12th Annual Recipe for a C.U.R.E. Sunday Brunch



C.U.R.E. events gave us a chance to get away from the hospital for a little bit, and to meet people who are going through similar experiences or who have been in the same shoes.

Marie, The Misere Family

OUR LEADERSHIP

BOARD OF DIRECTORS

July 1, 2018 – June 30, 2019

Dr. Jacob Adams

Melissa Sturge-Apple, Ph.D.

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Rayon Boxx

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Brittany Gold

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THANK YOU

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		Young and Company CPAs LLP

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AmazonSmiles
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Rochester Press-Radio Charity Fund, Inc.

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The M&T Charitable Foundation
The TJX Foundation, Inc.
Varysburg Lions Club
Wayne County Children's Cancer Fund
Wellsville Lions Club
Women's Club of Pittsford



Back in 2015, a beautiful soul, Patrick Carr, left this world. Although I did not know the Carr family personally, my son's boys had played hockey with him. The sadness in the community inspired me to seek out an organization that worked closely with the families and the children. On December 23, 2015, with my daughter Marissa and granddaughter Jazmyn, our first stop was C.U.R.E. Holly greeted us and I instantly felt the warmth in her heart. She explained what C.U.R.E. does for these families, the children, and the community. I was so touched by Holly and the passing of Patrick, I knew immediately this was the organization I wanted to help in any way that I could. After many tears and giggles, my family has been forever blessed by this first encounter.

I spoke to Holly about organizing a golf tournament in Patrick's name. I asked my eldest son, David, if he could work with C.U.R.E., the Carr's, and the community to make it happen and since 2016, every year has been a success. None of this could be achieved without the C.U.R.E. family, volunteers, and community. **Tomorrow is not promised to anyone, and the warmth that I felt in my heart when I first met C.U.R.E. has not dwindled.**

I implore the community, friends, and businesses to make 2020 a record year for C.U.R.E., the children and families affected by the heartache of childhood illness.

Suzanne Phillips, A.S.P. Industries, Inc.





C.U.R.E.

Childhood Cancer Association

EMBRACING FAMILIES AT EVERY TURN

C.U.R.E. Childhood Cancer Association

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The C.U.R.E. Childhood Cancer Association is a 501(c) (3) not-for-profit, tax-exempt organization and your contributions may be tax-deductible to the extent allowed by law. Our tax-exempt number is: 51-025037