

# Committed

to the fight against  
childhood cancer.



# IMAGINE

his next step is cancer




[www.jeffgordonchildrensfoundation.org](http://www.jeffgordonchildrensfoundation.org)

[www.facebook.com/jgchildrensfoundation](http://www.facebook.com/jgchildrensfoundation)

[www.twitter.com/jeffgordon4cure](http://www.twitter.com/jeffgordon4cure)

2010 ANNUAL REPORT





*Six months old –  
diagnosed with  
stage IV Neuroblastoma*

# Meet Nolan


He and thousands of children  
like him are the  
purpose of our work

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September 2010 - The Hargis family took their six-month-old son, Nolan, in for his routine check-up. During the exam, his pediatrician felt what she thought was a hernia, which later was determined to be a malignant tumor. At six months old, Nolan was diagnosed with stage IV Neuroblastoma. The Hargis family was in complete shock.

Nolan endured four cycles of chemotherapy along with several surgeries. The doctors were able to remove the majority of the tumor. A small portion of the tumor was wrapped around his vena cava (one of the large veins that transports blood from all parts below the diaphragm) and could not be removed. The active tumor is not aggressive but doctors will continue to watch Nolan carefully.

Today, Nolan is a healthy one-year-old with a zest for life that cannot be contained. The Hargis family lives their life day by day, enjoying every minute they have watching their son grow into a strong and healthy toddler.



*over 40,000 children  
in active treatment in  
the U.S. alone*

I am very excited to share our 2010 Annual Report with you as it has been an exciting year for the Jeff Gordon Children's Foundation. I am confident that you will be proud of the investment you have made in our mission. Never before has our commitment to assist children battling cancer been more focused.

Every day we take steps to further invest in the most promising research and resources to ensure that all children will have access to effective treatment protocols.

Currently, there are over 40,000 children in active treatment in the United States alone. While we have made significant progress in cure rates for children with the most common forms of cancer in this country, the fact is that one out of every five will die, and three out of every five will be left with significant negative, long-term effects from their treatment.

While these numbers are deeply concerning, the statistics are even more alarming outside of the United States where hundreds of thousands of children face their disease without hope. In developing countries diagnosis often comes too late, or treatment comes at too high a price tag to successfully fend off the disease.

Our vision is that there will be a day when no child will face the uncertainty of cancer, and that successful treatments will not result in negative, long-term effects. Your support will directly impact our ability to reach that vision as quickly as possible.

We are grateful for your commitment to all of the children that we serve.

— *Jeff*



- *One out of five children diagnosed with cancer will die.*
- *Three out of five will be left with negative long-term effects.*



## New name, new logo, same commitment.

Over the past two years, the Jeff Gordon Children's Foundation has refined both its mission and identity. As part of an overall strategic plan, the foundation focused its mission to concentrate on childhood cancer and the Jeff Gordon Children's Hospital.

In 2010, the foundation took the first steps to update the branding of the organization to better reflect this mission and to appeal to a broadening base of support.

The Jeff Gordon Foundation officially became the Jeff Gordon Children's Foundation. The decision to change the name was made in order to more clearly identify the foundation's key constituents - children with cancer and those who are cared for at the children's hospital. In July of 2010, the foundation publicly launched the new name and logo on the organization's new website. Additionally, the organization launched a new social media campaign on Facebook, Twitter and YouTube.

*“The new name and logo better identify the organization with our mission,”*

said Trish Kriger, Director of the foundation. “Adding ‘Children’s’ to the name was important to Jeff, who realized that our growing base of support was extending beyond those who avidly follow NASCAR and would identify solely with the Jeff Gordon name.”

Perhaps the most significant project was the re-design and launch of the foundation website. The new website engages visitors in the foundation’s mission, provides resourceful outlets for those seeking information and stirs a call to action in those looking to contribute and make a difference. The new website is content-driven and allows visitors to find articles and information on current research and treatment advancements made in the field of pediatric cancer. Users can read stories about children whose lives have been affected by cancer and can also stay up-to-date on the programs and events of the Foundation.

In September, Jeff proudly drove a special paint scheme designed by his daughter, Ella, and featuring the Foundation’s new logo. The special paint scheme, made possible by DuPont, was on track at Atlanta Motor Speedway to bring recognition to Childhood Cancer Awareness Month.

*Explore our new website*

*[www.jeffgordonchildrensfoundation.org](http://www.jeffgordonchildrensfoundation.org)*





## Tatum Parker

Tatum Parker is a two-time cancer survivor but that's the least important thing you need to know about her. In everyday life, you will meet people who are nice to talk to and generally make your day pleasant. You will even come to know a few that are genuinely interesting, offer a unique perspective, and give you something more than you ever expected. What if I told you that there's a young woman out there that does all of that, and is also an amazing source of inspiration? If I added that she also just happens to be in the 4th grade, would you want to know more about her? Sure you would.

We'd like you to meet Tatum Parker...

To tell the story of this impressive 10-year-old is not without the need to understand what she has gone through. When Tatum, a native from the Hoosier state, was five years old, pain in her right knee led her parents Kendra and Jayson to take her to the emergency room. An x-ray and MRI revealed that Tatum didn't have a reaction to a bug bite or simply a bad bruise;

*she had a cancer of the bone and tissue known as Ewing's Sarcoma.*

What was thought to be a pain in her right knee was actually a malignant cancerous tumor that was growing in her right femur.

The overwhelming and terrifying fears that Tatum's parents felt when they were given the diagnosis is difficult to understand unless you have been in their situation.

For all the pain and devastation her parents were feeling from the diagnosis, Tatum was able to pull them through it. Her great smile and selfless way helped put her parents at ease even through the darkest moments that were yet to come.

*Three major surgeries (one to remove three inches from her right femur and placing all sorts of hardware in the leg to keep it stable,)*



Tatum receives a gift bag from the Gabby Krause Foundation

thirteen rounds of chemo, and more pokes and scans than she could keep track of, would be more than enough for any adult to handle, much less a little girl.

A year and a half later a routine scan revealed

*the Ewing's Sarcoma had returned as a spot in one of her lungs.*

Recurrence is always a possibility when you have cancer and though no one knows exactly what causes Ewing's Sarcoma or its return, many of the chemotherapy drugs and radiation treatments that pediatric patients receive to treat their diseases are known to cause secondary cancers and latent effects. When asked what it was like for Tatum's parents to hear that her cancer had come back, Kendra said, "It was worse than the initial diagnosis." Imagine your worst nightmare never fully goes away. It's a paralyzing feeling: Jayson described it like "being in your own jail cell."

To aggressively treat the return of Tatum's cancer, over 10 months of chemotherapy was given in conjunction with specialized radiation therapy. For five weeks, and five days each week, she would receive highly focused beams of energy to help eradicate the spread of the malignant cells. Today, Tatum is 1 ½ years off treatment! An assortment of scans every three months is part of her plan.

Throughout the course of the cancer battle, Tatum and her parents began to notice that many children and teens that were receiving treatment did not have family or friends with them all the time. Tatum saw the looks on the patient's faces and knew that there could be something that she could do for them.

*It was a gift of a Bag of Fun from the Gabby Krause Foundation that Tatum had received that brought about her inspiration.*

A high school friend of Tatum's dad was also friends with the parents of Gabby Krause, a four-year-old-girl who had passed away from a brain tumor. In Gabby's honor, her parents, Tammy and Tom, started the Gabby Krause Foundation which serves to bring backpacks full of toys to kids who are undergoing cancer treatments in Colorado.

Jayson and Kendra contacted the Krause family and after waiting a year for Tatum to get through treatments, they joined with Gabby's foundation to create Tatum's Bags of Fun, a nonprofit group whose goal is to bring a backpack filled with toys to every child diagnosed with cancer in Indiana. The first backpack they gave away was in August of 2008 and to this day, they have distributed approximately 750 bags.

A typical Bag of Fun has gender-specific and age-appropriate electronic toys and activities for newly diagnosed cancer patients

When asked what the typical reaction is from a child receiving a Bag of Fun, Tatum mentioned how all the kids smile. That seems fitting for a child, but it is the reaction of their parents which touches the Parker's as well. Mothers crying at the site of such generosity are not uncommon. Here is one of the many thank you notes that were written to Tatum:

"What you do each day in the lives of these children is more than just games and toys. They are ego boosters, pride enhancers, hope builders, and possibly answered prayers.



*I thank you from the bottom of my heart for providing this. We are forever grateful!"*

What is remarkable about Tatum and her family is that they chose to help others during their own crisis. It's that unending spirit of selflessness and kindness that earned Tatum the honor of being a Riley's Champion at her hospital, a title bestowed upon a few kids each year. It's also what led her to meet Jeff Gordon.

The Jeff Gordon Children's Foundation made a trip to Riley Hospital in 2010 and it was at a luncheon there that Jeff met Tatum. After getting to know each other, the two handed out a Bag of Fun to young girl being treated for cancer. Jeff came away so impressed with Tatum's generosity and spirit of giving, that he decided to help her foundation with a grant of \$15,000.

When asked what Tatum and her foundation meant to him, Jeff Gordon replied "Tatum is a tremendous young lady; brave and generous beyond her years. She is a true survivor and fighter and a wonderful role model to young kids everywhere, including my two children, Leo and Ella. Tatum has turned her battle with cancer into something positive. Delivering Bags of Fun to children that are in need of hope and laughter is just one of the many things that make Tatum an extraordinary survivor."



*"We have a great admiration for what Jeff does,"*

remarked Tatum's father. "He's as involved with his foundation as he is with his racing. He made a very generous financial contribution and we will forever be thankful for that."

When asked what Tatum thinks of Jeff's generosity, she said "(The grant) makes me feel really special that he would do that for my foundation. It was exciting!" Tatum also added, "He is a really nice guy and does more than just race."

If you would like to learn more about Tatum's foundation, please visit [www.tatums.bagsoffun.org](http://www.tatums.bagsoffun.org).



- *Average age of death is eight.*
- *One in every three hundred and thirty Americans develop cancer before twenty.*
- *Invasive pediatric cancer is up 29% in the past 20 years.*



# Pediatric Cancer

The Jeff Gordon Children's Foundation and partner organizations remain vigilant in finding a cure for pediatric cancer and finding pediatric cancer treatment options that provide the best possible outcomes while minimizing negative effects on children in their formative and adult years.

## Progression of Childhood Cancer

Today, pediatric cancer is the leading cause of death by disease in children under the age of 15 in the United States. The specific types of pediatric cancer are directly related to the age of the child. In general, pediatric malignancies tend to be associated with shorter latency periods, grow rapidly and are often widespread when discovered.

Childhood cancer occurs regularly, randomly and spares no ethnic group, socioeconomic class, or geographic region. The incidence of cancer among adolescents and young adults is increasing at a greater rate than any other age group, except those over 65 years.

## Adult Cancers vs. Childhood Cancers

Pediatric cancers differ considerably from cancer in adults. The differences include the kinds of cancer, the incidence rates, the symptoms that children experience and the ways in which they respond to treatment. When it comes to cancer, children are not miniature adults and they need to be treated in centers that have expertise in pediatric malignancies.

In the past 20 years the FDA has approved only one drug for any childhood cancer – half of all chemotherapies used for children's cancers are over 25 years old.

Research and development for new drugs from pharmaceutical companies comprises 60% of funding for adult cancer drugs and close to zero for childhood cancers. However, the National Cancer Institute (NCI) spends ninety-six percent of its budget on adult cancers and only four percent of its budget on children's cancer.



## **Long-Term Effects of Childhood Cancer**

With the improvement in overall survival, there is now a large group of survivors facing a broad range of long-term effects of their disease and treatment. 74% of childhood cancer survivors have chronic illnesses; survivors are also at a significant risk for secondary cancers later in life.

Cancer treatments can affect a child's growth, fertility and endocrine system. Radiation to a child's brain can significantly damage cognitive function, or if radiation is given at a young age, it is proven to limit a child's ability to read, do basic math, tell time and even talk.

Physical and neurocognitive disabilities resulting from treatment may prevent childhood cancer survivors from fully participating in school, social activities and eventually work.

## **The Future of Childhood Cancer**

In the last several decades, enormous progress has been made in understanding the biology of pediatric cancers. Pediatric cancers have improved from a nearly uniformly fatal disease for all tumor types in 1955 to one in which more than 78% of children are expected to achieve a disease survival of five years. Since the mid 1970s, there has been a 25% decrease in mortality. That progress continues today, but requires the coordinated integration of correlative biology studies with well-controlled clinical trials and development of risk-adjusted therapies.



- *Pediatric cancer is the leading cause of death by disease among U.S. children ages 1-14.*
- *On average, 46 children and adolescents are diagnosed with cancer every day in the United States.*



## Faith Griffin

On October 7, 2007, Sonia and Charles Griffin were told that their only daughter had an inoperable brain tumor that would take her life in 6 to 12 months. She lived 13 months. Her story is one you need to know and won't soon forget.

Faith Griffin was a healthy, loving, four-year-old energizing bunny. Sonia, her mother, described Faith as a "little monkey" at the playground or jungle gym. On October 6, 2007, an outing to a jungle gym gave Sonia an indication that Faith might have an issue; Sonia witnessed Faith having no strength to climb the playground equipment.

The preschool where she had attended had recently noticed that Faith, a normally very happy and well-adjusted child, had been exhibiting emotional changes that were out-of-character. These factors, as well as a limp with her left foot and some sporadic vomiting, gave the Griffin's the need to seek a medical evaluation. It was determined via scans and later a biopsy of a portion of the tumor that Faith's problems were being caused by a cancerous, malignant tumor known as a Diffused Intrinsic Pontine Glioma (DIPG). It was located on her brain stem and wrapped around a major artery.

A DIPG is an insidious tumor that grows amidst the nerves inside the middle part of the brain stem, and therefore is not able to be surgically removed. Since the brain stem contains all of the nervous system pathways converging from the brain to the spinal cord as well as important structures involved in eye movements, face and throat muscle control and sensation, most children who are diagnosed are only given nine months to live post diagnosis. Unfortunately, all of this meant that Faith endured endless tests, drugs, and medical trials to combat a disease that there was no known cure for.

When asked what it was like to grieve for a child who had passed, Sonia remarked, "To be honest, the pain and grief started the day she was diagnosed. On that day of diagnosis, I went down to the chapel at the hospital and put all my faith in God. Our faith in God got us through this"

The Griffin family kept an online journal of Faith's medical condition to provide updates to a growing legion of friends, family, and well-wishers. Sonia, a Christian, often cited biblical passages as a way to express emotions and invite prayer warriors to keep vigil for her daughter.



Faith was what the Griffin family came to heavily rely on with the understanding that their daughter was in a life-or-death battle with DIPG. With the help of Faith's resilient spirit, two-year-old son Elijah's endless energy, and an army of relatives and friends for support, the Griffin's sought out every medical and wellness treatment they could find across the country. The family from Florida relocated to New York City for many months so Faith could be treated at NYU Medical Center.

The family sought treatment at a wellness center in Ohio for a few months and Charles made it his purpose to find any clinical trials that might provide the only hope left to save Faith's life. It was with profound sorrow and understanding of the terminal nature of the disease that Sonia and Charles made the heart-wrenching decision to take Faith home, 11 months post diagnosis, to spend her remaining time on palliative care.

Faith, in her weakened state, had the courage and strength to get through all of the treatments and gave her parents some hope while the tragedy was still unfolding. Parents are the ones that are supposed to set an example for their children, but take a look at Faith's story and you'll find that she was the one that showed others how to live.

On October 22, 2008, Sonia wrote the following entry in Faith's journal: "Our hope is that Faith's story makes a difference, that in some way it helps each and every one of us that have embarked on this journey with her to become a better version of who we are. The one thing that you still own and control is your attitude. Life is what happens to us; how we choose to live, is our response. We believe that there is value in sharing and opening our lives with all of you."

Almost two weeks later, on November 2, 2008, Faith Sonia Griffin passed away peacefully in the arms of her mother and father. She was nearly three weeks short of her sixth birthday.

In Faith's journal Sonia wrote: "When we removed the oxygen from her little face, we knew we had a few hours before her heart would stop. We immediately notified the hospital staff of our wishes to save another child in the future. We all know, because of the location of this tumor, (intrinsic in the pons, on the stem of the brain) there is no tissue to biopsy or research. So, we requested an autopsy of the entire central nervous system. We had the entire brain and tumor

tissue removed, the spinal cord, corneal fluid (since it connects to the brain stem) and as an extra to someone who can't see, the corneas removed and donated to the University of Miami."

"NYU informed us that Faith's brain and tumor tissue was only the second gift donated in the last five years. On Friday, November 7th, coming home from the cemetery, pulling up to our home, we received a phone call from University of Miami, informing us that Faith's corneas were good and already placed successfully to a 22-year-old female in Boca Raton, and a 30-year-old male in Merritt Island, Florida."



"We have to believe this whole process of Faith's diagnoses and loss is for a purpose. We try hard every day to allow this heart-wrenching experience to transform us. We seek GOD THE FATHER to fill and mold us, to help strengthen our relationship with HIM and to help prepare us for our own spiritual growth, final destination and salvation."

Sonia would also go on to write, "Without a doubt, we are a better family. We have blossomed from this journey, many new friends and relationships have formed, our purpose in life is now clear, and our need to be close to GOD and our faith is deep."

Faith Sonia Griffin lost her battle with cancer but won over the hearts and minds of everyone who knows her story.

- *Physical and neurocognitive disabilities resulting from treatment may prevent childhood cancer survivors from fully participating in school, social activities and eventually work.*
- *Cancer kills more children than AIDS, asthma, diabetes, cystic fibrosis and congenital anomalies combined.*





# The Jeff Gordon Children's Hospital

Jeff Gordon Children's Foundation proudly provides funding to the Jeff Gordon Children's Hospital to support programs that address the needs of children and provide the highest quality of care.

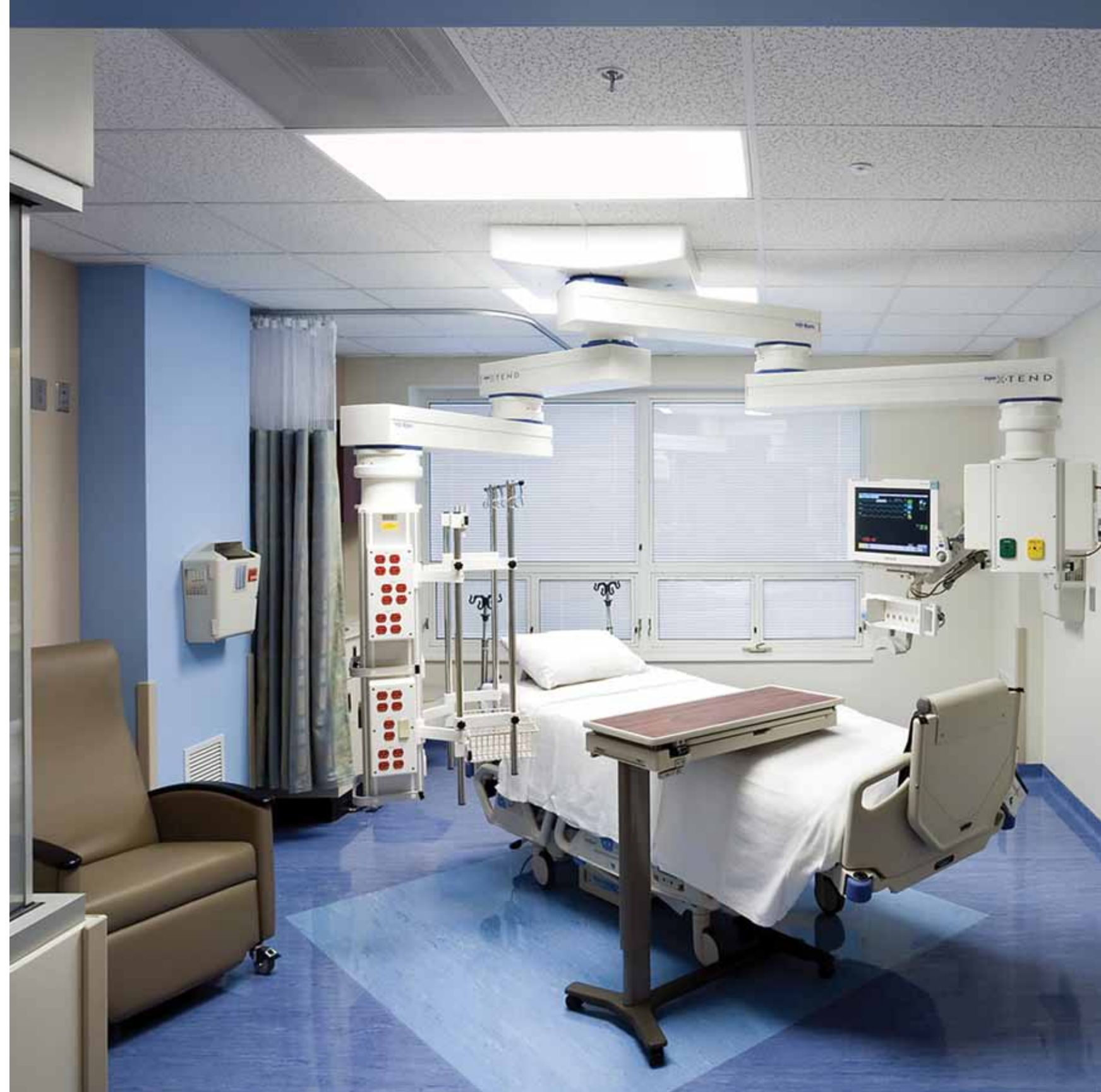
Last year, at the request of hospital staff, the Foundation provided funds to cover the purchase of fourteen cardiac respiratory monitors and the training associated with the new equipment. These monitors are designed to measure and display heart rate, rhythm, and blood pressure, along with evaluating oxygen saturation levels and frequency of breath — critical measurements in sustaining the life of a child.

In pediatric patients, breathing directly affects the function of the heart. In fact, breathing problems can actually lead to cardiac arrest in children. Having this piece of equipment dedicated to the needs of the pediatric patient that can more effectively monitor both cardiac and respiratory outcomes is critical for patient care at the Hospital. The monitors were installed in pediatric inpatient rooms at the Jeff Gordon Children's Hospital.



*The Jeff Gordon Children's Hospital opened its doors to patients in December of 2006 with a commitment to providing highly specialized care to children that allows pediatric patients and their families to remain close to home rather than having to travel outside of the region to receive the very best in care. The Jeff Gordon Children's Hospital provides the highest level of primary and specialty care, including: cardiology, endocrinology, oncology, neurology, pulmonology and several other specialties.*

*The Jeff Gordon Children's Foundation is proud to provide ongoing support to the hospital by funding the purchase of state-of-the-art medical equipment, training and support programs for hospital staff and initiatives dedicated to a multidisciplinary team – that is part of the Children's Advocacy Center (CAC) – to address physical and sexual abuse of children in the local community.*



*The Promise Circle delivered 30 large boxes of new socks and underwear.*

## Children's Advocacy Center Sock and Underwear Drive

The Promise Circle coordinated a sock and underwear drive that benefited the Children's Advocacy Center.

When a child enters the CAC, they are provided with new clothing and the clothing they arrived in is collected and documented for forensic evidence for use by the Department of Social Services to ensure the child's safety, by law enforcement to identify perpetrators and by the District Attorney in prosecutions. As a result, the CAC is always in need of new clothing, particularly essentials like socks and underwear.

The drive collected more than thirty large boxes filled with new packages of socks and underwear for children of all ages.



## Pepsi Refresh Project

In 2010, Jeff Gordon competed against fellow Hendrick Motorsports teammates Jimmie Johnson and Dale Earnhardt, Jr. in an effort to win a \$100,000 Pepsi Refresh Project grant benefiting the Children's Advocacy Center.

Each driver outlined an idea for a project they were passionate about and the idea with the most votes received a \$100,000 grant to fulfill their initiative.

In a very close race among all three drivers, Jimmie Johnson took home the checkered flag. However, Jeff and Dale Jr. each received a \$25,000 grant for participating in the competition to use to fund their initiatives.

At the press conference held to announce the winner of the Pepsi Refresh Project grant competition, Jeff thanked Pepsi for their support of the Children's Advocacy Center and announced that he would personally commit the remaining \$75,000 needed for the grant in order to fulfill his project initiative to fund an additional Child Life Specialist Children's Advocacy Center.



pepsi refresh project



## The Promise Circle

In 2010, the Jeff Gordon Children's Foundation embarked on a new initiative dedicated to women, through the development of The Promise Circle

The Promise Circle presently boasts twenty-seven members who come together in an effort to improve the lives of pediatric cancer patients. Members evaluate and collect funding for childhood cancer initiatives, take part in special programming designed to educate members about the fight against childhood cancer, participate in service projects and attend semi-annual meetings.

Within its first year, our founding members have raised over \$25,000 for their grant fund, completed their first service project, held their first annual meeting and are currently working on their first fund raising event.

For more information about The Promise Circle, or to become a member, please visit [www.jeffgordonchildrensfoundation.kintera.org/thepromisecircle](http://www.jeffgordonchildrensfoundation.kintera.org/thepromisecircle).



*"It was during my daughter's intensive treatment that I vowed to join the fight against childhood cancer, and the energy and passion of The Promise Circle resonated with me. It is within this group of dedicated group of women that I believe we will make a difference in childhood cancer."*

Robbie Howler,  
Fund Raising and Grant Committee

*"As a mother of two I felt the need to become more involved in the fight against childhood cancer. The Promise Circle has given me the ability to have an active voice in raising awareness and funds as an ambassador to the overall mission of the Jeff Gordon Children's Foundation. The Promise Circle is comprised of dynamic women who share the same passion for making a difference."*

Melissa Rosato,  
Membership Committee



*"I am motivated to help pediatric patients not so different from the childhood cancer survivor that I am, and The Promise Circle allows me to incorporate my experience with cancer into helping children battling cancer."*

Katie Strumpf,  
Communications Committee



### Founding Members:

Danielle Hutcheson

Debbie Thompson

Dianne Bailey

Ingrid Vandebosch

Jill Reagan

Katie Strumpf

Kim Thompson

Lauren Swartz

Lori Fitzwater

Melissa Rosato

Michelle Fuller

Nancy Washko

Pamela Kern

Rita Hawthorne Runnels

Robbie Howler

Shannon Gustafson

Sharon Murray

Tricia Letarte



2010  
making a difference

Gordon Celebrity Bowl 🍷

*Ultimate Speed*

Tech Asthma Camp

NBC  
Interview

Cure Search Walk

CORVETTE PRESENTATION

# grants

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## Major Recipients

### \$280,000 CureSearch

*Long-Term Follow-Up Center at the Keck School of Medicine, University of Southern California* — The Jeff Gordon Children's Foundation has committed to a three-year agreement to support the Long-Term Follow-Up Center which permits researchers to follow the health of childhood cancer survivors into adulthood, further adding to the overall knowledge of the short- and long-term complications of cancer and its treatment

### \$300,000 Hendrick Marrow Program

*National Marrow Donor Program's Recruitment Efforts and Patient Assistance Program* — The Jeff Gordon Children's Foundation continued its support of the National Marrow Donor Registry by providing funding for Donor Recruitment efforts and the Patient Assistance Program. Tissue typing helps find the best match of tissues or blood cells, allowing doctors to determine if donor tissue is compatible with the recipient.

### \$282,994 Jeff Gordon Children's Hospital

*Equipment/Training expenses for fourteen cardiac respiratory monitors Children's Advocacy Center - Child Life Specialist* — Funding from the Jeff Gordon Children's Foundation will provide the equipment and training expenses for fourteen Phillips Intelli-vue cardiac/respiratory monitors that will be installed in pediatric inpatient rooms at the Jeff Gordon Children's Hospital. In addition, funding was distributed specifically to address child physical and sexual abuse utilizing a multidisciplinary team approach to child abuse through the Children's Advocacy Center. Support provides items needed by the Child Life Specialist to aid them in their work with the pediatric patients.

### \$100,000 Leukemia & Lymphoma Society

*Pediatric Blood Cancer Research Portfolio* — The Jeff Gordon Children's Foundation supports breakthrough advances in diagnostics, stem cell transplantation, combination chemotherapies and safe and effective "targeted" therapies researched and achieved through the Leukemia & Lymphoma Society. The pediatric cancer research portfolio provides funding to nine researchers conducting the most promising work in basic biology, and transitional and clinical oncology research.

### \$305,000 Riley Hospital for Children

*The Jeff Gordon Foundation Pediatric Cancer Research Fund* — The Jeff Gordon Children's Foundation proudly provides funding for leading clinical research trials. These trials evaluate the usefulness of the most promising therapies, performing laboratory investigations to uncover potential cancer therapies, and linking lab discoveries with their value in children.

### \$75,000 Speedway Children's Charities - Texas Chapter

Funding from the Jeff Gordon Children's Foundation will be designated to programs throughout the state of Texas at the discretion of Speedway Children's Charities that focus on providing cutting-edge research and treatment options and patient support programs for children with cancer.

## Competitive Recipients

### \$15,000 Brain Tumor Foundation for Children, Inc. – Butterfly Fund

Provides emergency financial assistance for basic necessities of life and items not covered by insurance when children are on treatment.

### \$12,500 The Children's Medical Center – Oncology Needy Patient Fund

(Ohio and Eastern Indiana)  
The Oncology Needy Patient Fund exists to help in-need families who are financially impacted by cancer, lengthy hospitalization, sudden job loss or other significant life-altering events.

### \$15,000 Cincinnati Children's Hospital Medical Center – Cincinnati Children's School Intervention Program

Interdisciplinary medical and educational professionals at Cincinnati Children's Hospital Medical Center work with childhood cancer survivors, their families, and their school staff to facilitate effective reintegration of the cancer survivors into home, school and society. Services are designed to reduce the burden of addressing educational and socio-emotional needs associated with cancer diagnosis and treatments.

### \$15,000 Jay's Hope 4 Kids with Cancer – Giving Hope

The Giving HOPE Program provides temporary financial relief of economic stresses caused by the cost of medical treatments, time off work or loss of jobs, by assisting with non-medical or unanticipated expenses. For the purpose of this grant, we will focus on the financial assistance for funeral expenses portion of Giving HOPE.

### \$15,000 Memorial Sloan-Kettering Cancer Center – Patient Free Care Fund/Artificial Eye Fund

This Memorial Sloan-Kettering program grant will provide three young children who have lost an eye to cancer treatment with an ocular prosthesis, or artificial eye.

### \$7,000 Pablove Foundation, Inc. – Wilm's Tumor Symposium

This symposium is designed to gather the Wilm's Tumor cancer community together to discuss advances in treatment, educate and empower the families impacted by this type of cancer and improve the quality of life for children living with Wilm's Tumors.

### \$15,000 Tatum's Bags of Fun

The mission of Tatum's Bags of Fun is to make a difference in the lives of children and their families in Indiana who are faced with fighting cancer by providing them with 'Bags of Fun' – included in the bags are items that help distract from the hospital atmosphere and offer a relief for a child battling cancer.

# Making a DIFFERENCE



## \$250,000 +

Jeff Gordon, Inc.

## \$175,000 +

Mr. & Mrs. Jeff Gordon

## \$50,000 +

Pacific Technical Resources, Inc.  
Village Pantry

## \$20,000 +

American Book Wholesale  
HGJ Licensing LLC  
Just Marketing, Inc.  
Pepsico  
Perfection Products, Inc.  
Schwan's Home Service, Inc.

## \$10,000 +

Anonymous  
Eldora Speedway, Inc.  
Hendrick Motorsports  
Just Rite Acoustics, Inc.  
Mitchell Swaback Charities Inc.  
NASCAR Foundation  
Speedway Children's Charities

## \$5,000 +

DuPont Motorsports  
Jimmie Johnson Foundation  
Ms. Rebecca Kasten  
Kraft Foods Global, Inc.  
Midwest Maintenance and Construction  
PRE Solutions, Inc.  
Mr. & Mrs. Kiro Sistevaris  
Sprint Nextel  
Mr. Tracie & Mrs. Debbie Thompson  
Mr. Paul Wellnitz

## \$2,000 +

Ms. Christine Eurich  
Mr. J. D. Gibbs  
GlobalGiving Foundation  
Mr. Frederick & Mrs. Patricia Kriger  
Lance, Inc.  
Mr. Kevin Landry  
Mott's LLP  
Mr. & Mrs. William Murray  
Mr. Roger Penske  
Mr. Julian W. Rawl  
Robinson, Bradshaw & Hinson, P.A.  
Mr. Brent Shay  
Mr. C. L. Werner  
Hubert Whitlock Builders  
Mr. Dean Winegardner

## \$1,000 +

Ms. Charlotte Ahlemann  
Mr. & Mrs. David Albano  
Ms. Debra Barrowclough  
Lt. Col. & Mrs. Bennie E. Callis  
Mrs. Dianne Chipps Bailey  
Mr. & Mrs. Ryan Elble  
Ms. Michelle Fullen  
Rita Hawthorne Runnels  
Mrs. Robbie Howler  
Danielle Hutcheson  
Irby's Property Maintenance, Inc.  
Monarch Beverage Co., Inc.  
Mrs. Pamela J. Kern  
Mrs. Tricia Letarte  
Mr. Seth Mankin  
Maplehurst  
Mr. Jeff McFarland  
PSC Automotive Group  
Mr. & Mrs. Nicholas Prenatt  
Racing For A Reason  
Mrs. Jill Reagan  
Mrs. Melissa Rosato  
Mrs. Lauren Swartz  
Mrs. Kim Thompson  
Time Warner Cable  
Mr. George W. Wilson

## \$500 +

Bank of America  
Dr. William A. Biermann  
Mr. Bill & Mrs. Gloria Buck  
Bunn-O-Matic Corporation  
Mr. Alfred Gloddeck  
Ms. Eileen J. Gorton  
Mr. Gordon S. Hermanson  
Mr. & Mrs. Ryan Hutcheson  
Mrs. Kathleen Johnson

## KPMG

Ms. Judith Kean  
Mr. Kirby Lane  
Mr. & Mrs. Mark Novitch  
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Jeff Gordon Children's Foundation

# 2010 Functional Expenses

	<i>Prog</i>	<i>M&amp;G</i>	<i>F/R</i>	<i>Total</i>
Personnel	75,994	75,971	75,971	227,935
Cost of Goods Sold	0	0	2,001	2,001
Event Expenses	0	0	13,252	13,252
Occupancy	9,067	9,065	9,065	27,197
Donations	1,181,664	0	0	1,181,664
Travel	0	0	18,153	18,153
Professional	0	67,600	0	67,600
Office	0	16,215	16,215	32,429
Other	0	72,987	0	72,987
Deprec	2,317	2,317	2,317	6,951
Total	1,269,042	244,154	136,973	1,650,169
	76.90%	14.80%	8.30%	

In keeping with the foundation's commitment to reducing its environmental impact, a portion of the report appears exclusively online at the web address below. You will find members of the Jeff Gordon Children's Foundation community who make possible the fulfillment of its mission: our generous donors. As always, we are grateful for your support.

[www.jeffgordonchildrensfoundation.org](http://www.jeffgordonchildrensfoundation.org).



## Functional Expense

<i>Description</i>	<i>Percentage</i>	<i>Amount</i>
Program Services	76.90%	1,269,042
Management & General	14.80%	244,154
Fund Raising	8.30%	136,973
<b>Total</b>	<b>100.00%</b>	<b>1,650,169</b>



## Support and Revenue

<i>Description</i>	<i>Amount</i>
Cash Contributions	715,659
In-Kind Contributions	147,880
Special Events	678,531
Investment Income	90,948
<b>Total</b>	<b>\$ 1,633,018</b>