The Cool Kids Campaign's mission is to improve the quality of life for pediatric oncology patients and their families by focusing on the academic, social, and emotional needs brought on by a cancer diagnosis. Cool Kids Campaign Foundation, Inc. is a registered Maryland non-profit. Tax ID 42-1634330

Cool Kids Campaign
8422 Bellona Lane, Suite 102, Towson, MD 21204
410-560-1770   www.coolkidscampaign.org

2016 Annual Report
## Table of Contents

<table>
<thead>
<tr>
<th>Section</th>
<th>Pages</th>
</tr>
</thead>
<tbody>
<tr>
<td>In Loving Memory of Rob Belanger</td>
<td>2 - 3</td>
</tr>
<tr>
<td>Anniversary Gala</td>
<td>4 - 5</td>
</tr>
<tr>
<td>Cool Kids Camp</td>
<td>6 - 7</td>
</tr>
<tr>
<td>Cool Kids Campaign Programs</td>
<td>8 - 11</td>
</tr>
<tr>
<td>Events</td>
<td>12 - 13</td>
</tr>
<tr>
<td>Cool Kids in the Community Fundraisers</td>
<td>14 - 15</td>
</tr>
<tr>
<td>Donors</td>
<td>16 - 22</td>
</tr>
<tr>
<td>Thank You</td>
<td>23</td>
</tr>
<tr>
<td>Executive Committee and Board Advisors</td>
<td>24</td>
</tr>
<tr>
<td>How You Can Help</td>
<td>25</td>
</tr>
</tbody>
</table>
It is with immense sadness that we announce that our dear friend and fellow Cool Kids Campaign co-founder, Rob Belanger, passed away in December from cancer. Rob was diagnosed three years ago with prostate cancer but was determined to live his life fully and on his terms. Which he did until the very end. Despite his intense treatments, Rob continued to play in his church band and coach his daughter’s softball team in addition to working and being a husband, father and son. Most who saw him never even knew he was sick at all much less as bad as it actually was.

Some may say it’s ironic that a co-founder of a cancer foundation was himself struck by the disease, but we all know that cancer does not discriminate and no one is immune. All we can do is continue to work together to help those who are currently fighting and honor Rob’s life and name in that way. We look forward to continuing Cool Kids Campaign’s mission in his memory and in the spirit which he lived: with great strength, kindness, and love.

In Loving Memory
of Rob Belanger
Wow! That is what comes to mind when we think about the past ten years, but Wow. First, how did it go so fast? And second, how lucky have we been to get to work with the families, volunteers and Board members over the years. We had a vision when we started Cool Kids, but not a real clear path on how to get there. We faced the same circle that anyone faces when starting a non-profit, we needed money to fund our programs, but we needed programs to ask for money.

It might not have been a typical approach but we decided not to overthink it and just make a leap of faith. And passion. Because for what we lacked in funding we made up in a genuine desire to make a difference in the lives of the kids and their families. It wasn’t easy. But we adopted a “cannot fail” philosophy and never looked back.

The families and kids that have passed through our doors and participated in our programs over the past 10 years have been a constant source of inspiration. We know how lucky we are to get to be a part of their lives during such a critical time.

Then add to the mix our Board of Advisors, volunteers, staff and donors and it’s clear to see how we have gotten to where we are now. It has taken every person involved over the years to help build a Foundation that now serves pediatric oncology families in every state, every day.

We are forever grateful for every word of encouragement, piece of guidance, and donation of time, treasure and talent that has come our way. And it is through this same network of support that we know we will be celebrating our 20 Year Anniversary with all of you in 2026.

From the bottom of our hearts, thank you.
2016 brought the first Cool Kids Camp which is the only local camp that invites both the patients and their siblings to share in a special weekend together. And the added bonus to having all the kids away at camp for the weekend? The parents get a much needed break to focus on themselves and not being a primary caregiver for a few days.
CARE PACKAGES
Over 200 care packages were sent out to newly diagnosed patients across the country in 2016. The contents of each package were individually chosen to reflect the interests of each patient and their siblings as well.

YOU ARE NOT ALONE
Our first book, published in September, is a compilation of advice for newly diagnosed patients by current and surviving families and Cool Kids. This book takes a new family from the initial diagnosis through each stage of their cancer treatments to survivorship. The good and bad they might find along the way along with a lot of helpful hints they will find useful. All from those who have already walked the walk.

COOL KIDS LEARNING CENTER
Our learning center hosts such programs as Mommy & Me, Mommy Drop off, Team Sibs, tutoring, and Movie Nights. All these programs are designed to address the social, emotional and academic needs brought on by the cancer diagnosis by giving the families a chance to build friendships and give them a break from the medical aspects of their lives.

CANCER FEARS ME!
Our Cancer Fears ME merchandise provides a strong powerful statement to all those diagnosed with and living with cancer. Our Cool Kid families have adopted this slogan as their rally cry throughout their entire cancer journey.
COOL KIDS IN THE COMMUNITY
We enjoy relationships with other Baltimore institutions such as the Baltimore Orioles, Royal Farms Arena, Sky Zone, Fit Body Boot Camp and B&O Railroad Museum. Through these partnerships our Cool Kids are able to enjoy various games and activities to help alleviate stress. All Cool Kids Campaign programs and services are provided free of charge to all pediatric oncology families.

MYRTLE BEACH VACATION PROGRAM
Our Myrtle Beach condo is a big hit for free vacations to all our families. The condo is available year round for a week long vacation to all newly diagnosed and active treatment families. All Cool Kids survivors are also welcome to take part when remaining weeks are available.

TOWSON TOWN CENTER TILED WALL
After showcasing our Cool Kids and their artistic talent at the White Marsh Mall, Towson Town invited us to do the same for them. Our second tiled wall was installed off the food court in Towson Town Center in the fall once again highlighting all the amazing kids behind the random cancer statistics.

COOL KIDS CONNECTION
Our quarterly newspaper which was started in 2007, continues to go strong and is sent to 150 pediatric oncology hospitals across the country. We pack each issue with articles written by the families, resources, games and puzzles as well as inspirational stories about how these kids turn a cancer diagnosis into foundations to help others.

EXPANSION INTO CHARLOTTE, NORTH CAROLINA
We are pleased to build our base of support as we expand into the Charlotte area. Through our relationships with the local hospitals and resident Dan Jansen, we are helping to grow the Dan Jansen Celebrity Classic which supports both Cool Kids Campaign and the Dan Jansen Foundation. We are excited to broaden our reach to new families in the North and South Carolina areas.

Here We Grow Again

Cool Kids Campaign Programs Continued
2016 was the 8th year for the Ken Singleton Celebrity Golf Classic. This annual golf tournament started in honor of Mark Belanger has grown to include former Orioles as well as current and former players from various sporting events. Ken’s event has raised $800,000 for our Cool Kids programs over the past 8 years.

Needless to say our programs depend on the support of our donors, sponsors and community through fundraisers hosted by us and third party supporters. In 2016 we hosted our final American Girl Fashion Show as American Girl closed the curtain on that event after 25 years. Justin’s Berk’s Trek Across Maryland was another huge success bringing crucial awareness and funds to Cool Kids Campaign as he and other athletes walked and biked over 320 miles from Deep Creek Lake to Ocean City, Maryland.
Cool Kids Campaign Events

So many of our events highlight health and fitness and 2016 was no different. Besides Justin’s Trek, we once again hosted our own 5K, our Team Cool Kids at the Baltimore Running Festival, and participated in the Across the Bay 10K as a beneficiary of the Hogan Strong team. We are also grateful to so many community partners who chose Cool Kids as the recipient of their generosity. Some of those include Major League Baseball Player’s Association, Jersey Mike’s, Wilkins Subaru Share the Love, and Flowers and Fancies florist. And of course our own Wind For Change school assemblies and Trees of Hope holiday fundraising.
Honoring Seven Cool Kids (Donor Levels)

Our donor levels are specially named after Baltimore area kids who played an integral part in the early stages of Cool Kids Campaign. Cool Kids Campaign is extremely grateful to all of the corporations, foundations, and individuals who donated to the foundation in 2016.

ERIK’S ANGELS
$100,000+
Justin Berk’s Wind For Change
McCormick & Co
Pioneer Fund
The Charles T. Bauer Charitable Foundation
W.D. “Pete” Class Foundation

MacKenzie’s Mission
$50,000 - $99,999
Gray & Son, Inc
LMG Group
M&T Charitable Foundation
Major League Baseball Players Association
P&G
Ronald McDonald House Charities
The Color Run LLC
The Herman and Walter Samuelson Children’s Hospital at Sinai
Towson University Marriott Hotel

SPENCER’S FRIENDS
$10,000 - $24,999
Schochor, Federico & Staton, P.A.
Veurable Foundation

BEN’S BUDDIES
$25,000 - $49,999
Kelly & Associates
Linden Thomas
Major League Baseball Players Trust
PHH Vehicle Mgmt Services
Michael’s Cafe
The RCMAD Foundation, Inc
Westminster West Middle

Subaru
Luu and Nancy Graemick
Wilkins Automotive
Mildred Mindell Cancer Foundation
Suzanne & Ken Singleton
The Rand Foundation
J C Steel Corp
Workforce Tactics, Inc
DAP inc
First National Bank of PA
Bridgewater Wealth Mgmt
Eniar USA Foundation

Johnny’s Jets
$5,000 - $9,999
NAFA
Allianz
Baltimore Area Health Underwriters
CAN Global Beach Charities
Chesapeake Bay Subs LLC, dba Jersey Mike’s Subs
DentaQuest
Dorothy Friedman-Caplan Guild
Embrace Home Loans
Fourth and Goal Fdtn/NFL Retired Players
Giant Food
Johns Hopkins Children’s Hospital
Kelly Integral Solutions LLC
Korbell Foundation
Mars Super Markets, Inc
Mercedes-Benz of South Charlotte
ParenteBeard LLC
Park Place Hospitality Group
Pavilion Development Company
PHH Corp
Philip & Diane Federico
Piedmont Natural Gas
Stanley Black & Decker, Inc
Wakefern Food Corp

Emily’s Educators
$1,000 - $4,999
Brown-Forman Corporation
Mount Royal Caramels
MV, Inc
Shoshy Lexus of Annapolis
Walmart
Jay Dermer
Stephen Garlisco
Mary Anne Heckwolf
Paul Mahlstrom
Bruce Mattheiss

Subaru
Luu and Nancy Graemick
Wilkins Automotive
Mildred Mindell Cancer Foundation
Suzanne & Ken Singleton
The Rand Foundation
J C Steel Corp
Workforce Tactics, Inc
DAP inc
First National Bank of PA
Bridgewater Wealth Mgmt
Eniar USA Foundation

Eisai USA Foundation
Fire, Light & Safety America
Jacksonville Elementary School

Yes Network LLC
Killingworth Environmental
River Rock Partners
Jena & Bob Gallagher Foundation
Toad Life Foundation
John Vos Family Foundation
Illinois Tool Works Foundation

2016 ANNUAL REPORT | 17
Ken & Suzanne Singleton
David Wilson Jr.
Certifikid LLC
Maryland Delivered LLC; dba The Maryland Store
Susan Shea
Billy Gandy Agency LLC
William Brousden
Alice Carpenter
Michael Cieslinski
Jeffery Gordon
Jon Leftow
Amanda R. Segal
Donna Larkin
Lyndsey E. Stauch
Lutherville Timonium Recreational Council
Classic Art Incorporated
CareFirst BlueChoice, Inc.
Giant Food/Ahold Financial Services
Kenneth Simpson
J. Margpreig Tiadale
Tim Apple
Associated Italian American Charities, Inc.
Elleride Club, Inc.
Maamech Mid-Atlantic, Inc.
Josh Chaney
Baltimore Football Club Inc.
BFG Community Foundation Inc.
Dorner Management LLC
Digital Citizens Alliance
DRW, Inc.
Industrial Battery & Charger, Inc.
Joel Charkatz
Robert Welbrett
Jennifer Bergman
Illinois Tool Works Foundation
Bacchus Importers, Ltd.
Gray & Son, Inc.
Maryland Paving Inc.
University of Delaware Registered Student Organizations
Carolina Tractor & Equipment CO.
Adams Jeep of Maryland
Julie Landau
Patterson Hill Middle-High School
1-800-GOT-JUNK? Klug Services, Inc.
DAVita Total Renal Care, Inc.
Manchester Financial NC, LLC
The Fick Bros. Roofing Company
John Vos Family Foundation
Associated Jewish Charities of Baltimore
Blackbird Endavors, LLC.
Children’s National
Richard Carter, DBA Accents Painting Co.
Farnen & Dermer, Inc.
Hofmann Associates, Inc.
Sizzle #1 of Maryland LLC
The Moving Company Dance Center
Thompson Financial Group, LLC
SIEGAR’S CIRCLE
$250-$999
Associated Jewish Charities of Baltimore
Blackbird Endavors, LLC.
Children’s National
Richard Carter, DBA Accents Painting Co.
Farnen & Dermer, Inc.
Hofmann Associates, Inc.
Sizzle #1 of Maryland LLC
The Moving Company Dance Center
Thompson Financial Group, LLC
Wood Waze Inc.
Daniel Baumwald
Jayne & Stan Charles
Roger Lerner
Arielle Libes
Jane Linde
Diane Martin
Amy Metzger
Jeff Olsen
Amy Paul
William Price
Charles Radolph
Thelma Stamper
Jessica Varrick
Cathy Werner
Joseph Wiley
Apogee Grant
Mitchell Baker
Samantha Gregory
Kelly Green
Meredith Blottenberger
Laura Hess
Anna Martin
Kristine Brown
Elizabeth Abbott
Symone Hammett
Linda Raveraz
Tracy Hess
David Maher
Jacksonville Elementary School PTA
The Millstones Homeowners Association
Wendy Leyhold
Lolanda Brownlee
Kimberly McCandell
Parkville Middle School
Trisha Williams
Angela Riesser
Gary Pritchett
Kelly Pinnell
Enterprise Fleet Management Inc.
MPM Capital Solutions Inc.
Philadelphia Insurance Companies
Terra Rubra Lions Club Charities Inc.
WB Moore Company of Charlotte  
Carolyn Barr  
Roy Cieslora  
Kris DeGregory  
Lisa Jacobsen  
John Linde  
Dena Limonade  
Michael Lyons  
Frank Marcotte  
Kathy Miller  
Michele Mitchell  
William F. Peck  
Stephen Powell  
Heidi Bowen  
Mary Gudeman  
Dolly Orens  
Ebony Rosaw  
Bethany Dorahue  
Samantha Falter  
Cynthia Wiega  
Margaretta L Dillon  
Beth Masters  
Dawn Miles  
Linda Miller  
Rebecca Anderson  
Moderata Kulisich  
Daryl Anne Belanger

Kelly Kolenda  
Curt Silberst  
Stephen Rogers  
Jessica Phillips  
Elana P Biddulph  
Fahwot Abdah-Shahid  
Karen Stengel  
Michael Herko  
Jessica Price  
Donald Schiegl  
Julia Sussan  
Jon Parry  
Nicole Jantzi  
Holly Chavis  
Stephanie Harley  
Norwood Elementary School  
Flooring Solutions  
JRL Community Connections  
JR’s Bar & Grill  
Baltimore Community Foundation  
Fortis Construction  
Internet Testing Systems  
La Dolce Vita Charities, Inc.  
Northeastern Supply Inc.  
Red Rocks Café-Birkdale, LLC.  
Ruth Staffing Companies, L.P.  
SPM Fitness, LLC T/A G&J’s Gym  
Winfield Truss 733  
Bonnie Blair Crislkshank  
Julie Cox  
Donald & Maureen Gaddis  
Melody Ann and Timothy Greenhouse  
Marilyn Mattingly  
John Holste  
Dante Parrini  
Greg Rooney  
J B Wheelihan  
Maria Bookser  
John Eno Jr  
Louise Brown  
Kimberly Sponaugle  
Rebecca S F Milisk  
Danielle Rosier  
Nicole Tamberrino  
Active Network, LLC.  
Blackmon Service Inc.  
Marriott International Inc.  
Reliable Churchill, LLC; DBA Breakthru
THANK YOU! We could not do all that we do without all of YOU!

Beverage Maryland
Ronald McDonald House
Texas Instruments Foundation
Evelyn Jay
Gina Minoglio
Melissa Johnson
Steven Silverman
Michael Newcomb
Bethany Donahue
Essex Elementary School Fund

Katherine Schisler
Kim McCandell
Woody Freiman
Joni Shue
Casey Sullivan
Front Porch Micro Winery, LLC.
Board of Education of Carroll County
David Jones
Charles Bauermann

Monarch Academy
Randy Giddens

Thank you to everyone who contributed to our 2020-2021 school year.

Financials
Contributions & Revenues – $845,767
Expenses – $804,587
Change in net assets – $41,180
Total Assets – $324,060
Total Liabilities – $14,534
Net Assets – $309,526

Disclaimer: We have made every effort possible to make sure everyone who donated made it on this list. Please accept our apologies for any unintentional oversight in acknowledging your support!
Executive Committee and Board Advisors

Executive Committee
Robert Belanger Chairman & Co-Founder
Cool Kids Campaign
Brown Advisory
Christopher Federico President & Co-Founder
Cool Kids Campaign
Sharon Perfetti Executive Director
Cool Kids Campaign
Mark Gleason Deutsche Bank
Greg Garman Treasurer
Cool Kids Campaign
Dr. Nancy Grasmick Former Superintendent
Maryland State Schools
Towson University
Presidential Scholar
Bob Reiners
DAP, Inc.

Board Advisors
Jonathan Anders
Mark Allen Belanger
Jennifer Bergman
Justin Berk
Edie Brown
Linda Burton
Jonathan Chiado
Peter Callier
Julie Cox
Steve Dilleggio
Ronald Freval, Jr.
Pete Gilbert
David Himbs
Johnny Holliday
Mellina Johnson
Henry Kars
Bruce Laird
Julie Landau
Scott McGregor
Kimmie Meissner
Jim Preukel
Frank Remesch
Brooks Robinson
Steve Rogers
Kate Snell
Jonathan Chiodo
MARK B.
Pete Gilbert
Bannon
Kathy Kassendrew
Beverly M.
Brent L.
Brett L.
Brian L.
Bryan L.
Bryan L.
Bryan L.
Bryan L.
Bryan L.
Bryan L.
Bryan L.
Bryan L.
Bryan L.
Bryan L.
Bryan L.
Bryan L.
Bryan L.
Bryan L.
Bryan L.
Bryan L.
Bryan L.
Bryan L.
Bryan L.
Bryan L.
Bryan L.
Bryan L.
Bryan L.
Bryan L.
Bryan L.
Bryan L.
Bryan L.
Bryan L.
Bryan L.
Bryan L.
Bryan L.
Bryan L.
Bryan L.
Bryan L.
Bryan L.
Bryan L.
Bryan L.
Bryan L.
Bryan L.
Bryan L.
Bryan L.
Bryan L.
Bryan L.
Bryan L.
Bryan L.
Bryan L.
Bryan L.
Bryan L.
Bryan L.
Bryan L.
Bryan L.
Bryan L.
Bryan L.
Bryan L.
Bryan L.
Bryan L.
Bryan L.
Bryan L.
Bryan L.
Bryan L.
Bryan L.
Bryan L.
Bryan L.
Bryan L.
Bryan L.
Bryan L.
Bryan L.
Bryan L.
Bryan L.
Bryan L.
Bryan L.
Bryan L.
Bryan L.
Bryan L.
Bryan L.
Bryan L.
Bryan L.
Bryan L.
Bryan L.
Bryan L.
Bryan L.
Bryan L.
Bryan L.
Bryan L.
Bryan L.
Bryan L.
Bryan L.
Bryan L.
Bryan L.
Bryan L.
Bryan L.
Bryan L.
Bryan L.
Bryan L.
Bryan L.
Bryan L.
Bryan L.
Bryan L.
Bryan L.
Bryan L.
Bryan L.
Bryan L.
Bryan L.
Bryan L.
Bryan L.
Bryan L.
Bryan L.
Bryan L.
Bryan L.
Bryan L.
Bryan L.
Bryan L.
Bryan L.
Bryan L.
Bryan L.
Bryan L.
Bryan L.
Bryan L.
Bryan L.
Bryan L.
Bryan L.
Bryan L.
Bryan L.
Bryan L.
Bryan L.
Bryan L.
Bryan L.
Bryan L.
Bryan L.
Bryan L.
Bryan L.
Bryan L.
Bryan L.
Bryan L.
Bryan L.
Bryan L.
Bryan L.
Bryan L.
Bryan L.
Bryan L.
Bryan L.
Bryan L.
Bryan L.
Bryan L.
Bryan L.
Bryan L.
Bryan L.
Bryan L.
Bryan L.
Bryan L.
Bryan L.
Bryan L.
Bryan L.
Bryan L.
Bryan L.
Bryan L.
Bryan L.
Bryan L.
Bryan L.
Bryan L.
Bryan L.
Bryan L.
Bryan L.
Bryan L.
Bryan L.
Bryan L.
Bryan L.
Bryan L.
Bryan L.
Bryan L.
Bryan L.
Bryan L.
Bryan L.
Bryan L.
Bryan L.
Bryan L.
The Cool Kids Campaign's mission is to improve the quality of life for pediatric oncology patients and their families by focusing on the academic, social, and emotional needs brought on by a cancer diagnosis.

Cool Kids Campaign Foundation, Inc. is a registered Maryland nonprofit.
Tax ID 42-1634330

Cool Kids Campaign
8422 Bellona Lane, Suite 102, Towson, MD 21204
410-560-1770  www.coolkidscampaign.org