

*the*  
**JOY**  
*you make*  
**POSSIBLE**  

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**FY2019**



**LYLA**  
CCA Hero

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## A NOTE FROM OUR FOUNDER

The success of our efforts lies in the strength of our connections; our community makes Joy possible every day for thousands of seriously ill kids and teens—thank you.

For nearly 25 years, CCA has had the privilege to work alongside medical practitioners, augmenting standard treatment protocols to holistically improve the way pediatric patients and families experience treatment.

Today, CCA is the only organization working to position Joy as best practice in pediatric healthcare settings across the nation.

We see an extraordinary opportunity to disrupt the status quo of our nation's pediatric healthcare system by incorporating Joy as a new pathway from illness to greater wellness, reducing pain, anxiety, stress, and isolation to support increased emotional and physiological well-being.

Since our founding, the power of our community has created Joy for more than 137,000 seriously ill kids and teens in the Pacific Northwest.

We are honored to present FY19 impact highlights of CCA's Joy-based programs—including our flagship MyMusicRx program, now established in both Boston, Massachusetts, and Austin, Texas; and our award-winning Chemo Pal Mentor Program, which celebrates its 20th year.

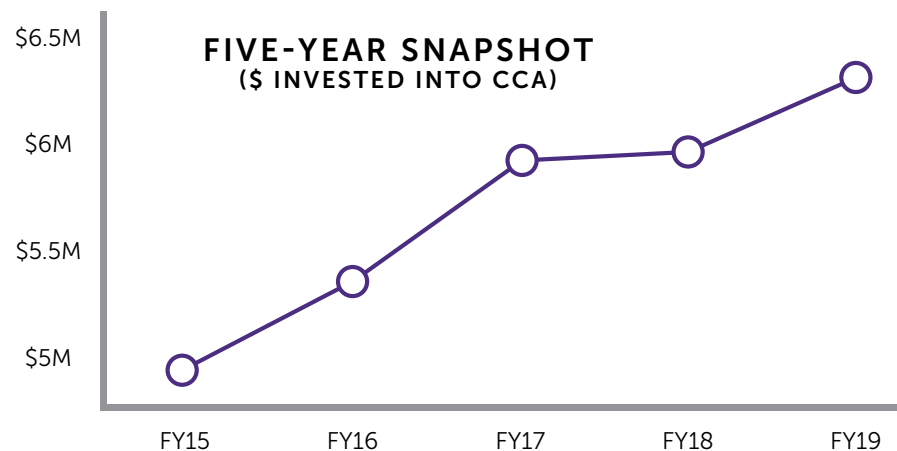
**You make this important work possible—thank you.**

In Joy,

**REGINA ELLIS**

*Founder and Chief Joy Officer*  
Children's Cancer Association

# FY19 *Financial Impact*



## FY19 FINANCES AT A GLANCE

**TOTAL REVENUE \$6.26M**

**TOTAL EXPENSE \$6.03M**

**ENDING NET ASSETS \$4.83M**



● **\$2.5M COMMUNITY EVENTS**

● **\$1.4M DIRECT PUBLIC SUPPORT**

● **\$1.14M IN-KIND DONATIONS**

● **\$842K GRANTS/OTHER**

● **\$428K CORPORATE SUPPORT**



CCA is a trusted organization that has been recognized for over 20 years as an excellent steward of financial resources. A copy of our latest financial statement is available at [JoyRx.org/About/Financials](http://JoyRx.org/About/Financials).

We are honored to announce that CCA has been named the Better Business Bureau (BBB) Torch Award's 2019 Oregon Charity of the Year. The BBB Torch Awards honors nonprofits that demonstrate excellence in their dedication to a high-level of trust, integrity, and ethical business practices.

# FY19 *Mission Impact*



## INVESTMENT INTO OUR COMMUNITY

- \$4.10M PROGRAMS
- \$1.17M FUNDRAISING
- \$758K MANAGEMENT/GENERAL




**11,926  
TOTAL  
KIDS & TEENS  
SERVED**



**30,945  
TOTAL FAMILY  
MEMBERS  
SERVED\***

*\*Includes Kids & Teens*



**289,625  
TOTAL JOY  
INTERACTIONS**



**CYRUS**  
CCA Hero

# JoyRx NOW

## PROGRAMMING INNOVATIONS & CELEBRATIONS

CCA is on a mission to transform the pediatric healthcare experience by empowering children and teens to manage the effects of illness through Joy-based programs that offer a pathway from illness to greater wellness, reducing pain, anxiety, stress, and isolation through interaction with music, friendship, and nature.

**We can do this with you by our side.**

## MyMusicRx® Forges New Hospital Partnerships Across the Nation

While MyMusicRx, CCA's flagship program, continues to be deeply invested in the Pacific Northwest, adding new units of service at Randall Children's Hospital in Portland, Oregon, we are also working to expand our national footprint to provide music medicine to even more kids and teens.

MyMusicRx bedside service has been active at Boston Children's Hospital since 2016 and began at St. David's Medical Center in Austin, Texas, in 2018. Soon, MyMusicRx will be offered bedside at six additional pediatric healthcare sites in the Northeast and South markets, including Floating Hospital for Children in Boston and Dell Children's Medical Center clinics in Austin.

As we continue to grow, we are committed to transitioning from volunteer-based service in our national bedside model to a staffed model that more closely replicates our Portland programming. To fuel

this, we are building corporate and community partners in these markets, like the Berklee School of Music in Boston.

Our commitment to transition the model from volunteer to staff-run is informed by our time observing the program in action and working with staff in those hospitals. We know that staffed MyMusicRx Specialists in these markets will enable our program to thrive in the Northeast and South the same way it has here in the Pacific Northwest. This model will also allow us to create deeper connections with families, provide more consistent service, build stronger recognition of the CCA brand, and gather timely and accurate reporting.

Our goal is to deliver free access to Joy-based programs to more than 50,000 children and teens by 2025 through a national presence of our MyMusicRx program. Thank you for helping make this work possible.

**"We are in a national effort to reduce opioids and if we could have more psycho-therapies to help children relax and cope, it's so much better than giving them a pill. And that is the direction for the future. If we can do this through JOY and music, then CCA is the future."**

**PATRICIA HICKEY**

*Vice President (CV/CC Services), Boston Children's Hospital  
Assistant Professor of Pediatrics, Harvard Medical School*



## NatureRx® Boosts the Well-Being of Teens and Young Adults

In August 2018, CCA launched the NatureRx pilot program with a goal to harness the healing power of the Pacific Northwest's natural geography to increase resilience, self-esteem, socialization with peers, and a sense of independence for teens and young adults battling cancer and other serious illnesses.

Self-reported data from participating Young Adult Alliance members and teens shows that emotional well-being was improved across the board, as measured before and after nature outings and based on the following criteria:

- Fatigued to Energized
- Nervous to Comfortable
- Lonely to Connected
- Sad to Joyous
- Anxious to Calm

At the onset of the pilot, we set the following objectives, which we are now evaluating against the pilot:

1. Assess interest and engagement of teens in outdoor adventures
2. Develop strong internal procedures/processes for managing trips
3. Determine baseline measures on youth-level impacts
4. Secure strong external partnerships for program planning

Success was shown in each of these objectives, indicating compelling outcomes to support a full program launch. Additional learnings, gained through participant surveys tell us that teens and young adults are most excited about unique activities they can't access on their own and that this age group needs unstructured time within an activity to connect, share their stories, and as one teen put it, "talk about cancer without it being weird."

Taking this into account, we're taking steps toward launching a fully operational program. We will continue to offer monthly outings to boost awareness among teens and forge new community partnerships.

**"I value these NatureRx experiences so much, and I can't thank you all enough for this program! It is through NatureRx that I've been able to find some genuine friends who not only love to be outside trying new things, but who can understand my cancer experience and accept me for who I am."**

**ERIN**

*NatureRx Pilot Program Participant*

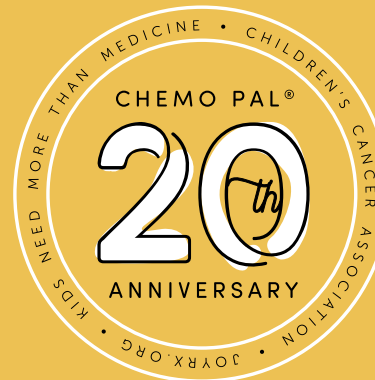
## CCA's Award-Winning Chemo Pal® Mentor Program Turns 20

Since 1999, we've had the privilege to match more than 1,500 trained adult mentors with kids and teens undergoing treatment, giving them much-needed friendship and their parents and loved ones a well-deserved break.

The Chemo Pal Mentor Program is the only program of its kind in the nation. Volunteer mentors go through a lengthy screening and training process before being assigned their first match. They are required to submit monthly

journals about their experience and attend ongoing Support & Education Night training sessions.

Nearly all mentors find the experience enriching and often request a second, or even third, match after their mentees have graduated from treatment or died. These volunteers are true heroes, creating life-long friendships with their mentees. Your partnership makes these friendships possible.



**"As a Chemo Pal mentor, you're in a space where kids are fighting for their lives; Chemo Pal mentors are that smile, that Joy, that bag of toys walking into their room—not a doctor."**

**ZACH ELLIS**

*Former Chemo Pal Mentor  
CCA Founding Family Member*

# MyMusicRx®

MyMusicRx is an innovative music medicine program that brings music into the treatment regimen of seriously ill kids and teens at pediatric hospitals.

CCA's bedside and online MyMusicRx programs engage hospitalized kids with tailored, one-on-one music experiences, relieving stress, anxiety, and perception of pain.

MyMusicRx's trained music specialists engage hospitalized kids of all ages and diagnoses, playing music for and with them and their families. Their state-of-the-art music carts are stocked with high-quality instruments for kids to explore and tablets loaded with music games and apps. The program extends online at MyMusicRx.org with exclusive artist performances and music lessons. Live, in-hospital concerts complete the MyMusicRx experience.



**140**  
**BAND/ARTIST**  
**PARTNERS**

**63,873**  
**TOTAL JOY**  
**INTERACTIONS**

● **38,685 BEDSIDE**  
● **25,188 DIGITAL**

**11,183**  
**INDIVIDUAL**  
**KIDS & TEENS**  
**SERVED**

● **7,994 BEDSIDE**  
● **3,189 DIGITAL**



# FY19 MYMUSICRx SURVEY RESULTS

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**100%**

OF PARENTS SAID  
PARTICIPATION IN  
**MyMusicRx** IMPROVED  
THEIR CHILD'S MOOD  
IN THE MOMENT



**93%**

OF PARENTS SAID THE  
**MyMusicRx** PROGRAM  
IMPROVED THEIR  
CHILD'S EXPERIENCE IN  
HOSPITAL

**93%**

OF PARENTS SAID  
THE **MyMusicRx** STAFF  
PROVIDED THE MUSIC  
THEIR CHILD MOST  
WANTED TO HEAR OR  
LEARN



## A MINI PIANO IS A WELCOME & FINE-TUNED DISTRACTION

Mia is eleven years old; her sister Mo is nine. The two sassy sisters share a love of all music and dancing. They also have something else in common—sickle cell anemia. It's an inherited disease; there is no cure.

Mia and Mo's condition requires them to spend lots of time in the hospital for treatment, which isn't much fun for the girls. It's also tough on their mother, Rolunda, who is a single mom juggling work shifts around hospital visits.

However, there is one aspect of their hospital stay that the girls look forward to: visits from MyMusicRx Specialist, Elke. One day Elke gave Mia a mini piano and a lesson on playing *Twinkle, Twinkle Little Star*. For the next three hours, Mia worked to perfect that song – forgetting that she was a sick little girl attached to an IV pole.

"In that moment, while engaged with music, it takes Mia away from the ruckus of IV machines and monitors beeping and makes her a normal kid. It makes me feel so good that she's smiling, even when she feels terrible," says Rolunda, Mia's mom.

Mia loves to play the piano whenever she can now and has been teaching Mo classics like *Mary Had A Little Lamb*. As for Mo, she's partial to the ukulele. Together, they love jamming with Elke, creating joyful noise, and feeling, even for a moment, just like regular kids.



We know that even simple experiences in nature can heal and change lives. Our NatureRx programs harness the power of the Pacific Northwest's natural geography to improve the well-being of seriously ill kids, teens, and their families to foster resiliency, create connection, and restore the energy and hope needed to battle serious illness.

### ALEXANDRA ELLIS CARING CABIN™

Since 1996, CCA has offered the healing power of nature to families through free-of-charge retreats at the secluded Alexandra Ellis Caring Cabin in Pacific City, Oregon, providing children in treatment, and their extended families, with an essential health connection to nature. Nestled in 24 acres of surrounding woods with plentiful wildlife and a serene lake, the Caring Cabin is an extraordinary place to retreat, relax, and create once-in-a-lifetime memories outside of the hospital environment.

### YOUNG ADULT OUTINGS

In 2018, CCA recognized a gap in service to teens and formed the Young Adult Alliance (YAA), made up of teen and young adult cancer patients and survivors who share their unique insights on ways to improve the treatment journey. As a result, a NatureRx pilot program was launched, offering monthly Joy-based nature experiences for this underserved age group to enhance their emotional well-being.

Interaction with nature provides teens with the opportunity for needed peer connection as well as healthy challenges that enhance self-esteem, physical and mental health, and creates a greater sense of belonging, independence, and empowerment.



*\*Numbers reflect NatureRx Pilot & Young Adult Alliance programs.*





## A WELCOME ESCAPE

Edward was just four years old when he was diagnosed with acute lymphocytic leukemia (ALL), a type of cancer of the blood and bone marrow. In the three years since, this brave little boy has endured all kinds of tough treatments, including multiple rounds of chemotherapy.

As Edward's family knows all too well, when a child is fighting cancer, it affects the whole family. Long stays in the hospital disrupt the normal routine, family dinners become few and far between, and siblings can often feel neglected. That's where the Alexandra Ellis Caring Cabin comes in.

Edward and his family recently spent four unforgettable days at the Cabin, giving everyone the chance to reconnect and spend some much-needed time together. For a big-city kiddo from Portland, paddling around on the serene lake was a special experience for Edward. "That was definitely his favorite part," said his mom Maria. "It was his first time ever doing something like that."

As for Maria, she says her favorite part was seeing the Joy on her children's faces. "For us as parents, the best part is when you see your kids' eyes shine with happiness, especially in the midst of what we're all going through with Edward's leukemia. We are so thankful to all the people who made this possible."

## FINDING CONFIDENCE & CONNECTION IN THE GREAT OUTDOORS

Maddie was 14 when she was diagnosed with acute lymphocytic leukemia (ALL) six years ago. She spent her teen years in and out of the hospital, feeling isolated from friends and surrounded by much younger children.

Maddie jumped at the chance to join CCA's Young Adult Alliance to help create better experiences and friendships for young adults living with illness. She helped envision NatureRx.

"NatureRx is there so you don't feel like you are overlooked. It's a really good way to make connections, because it's hard to find people that know what you're going through. It's so hard not to let your anxiety stop you."

NatureRx is now in its second year, and Maddie is proud to see how the program has grown. She's also grateful for the chance to connect with other teens who understand the challenges she's faced.

"When your old friends are physically healthy and fit, it can be hard to put yourself in that situation. I just don't want them to see me struggle and have to explain why. It can be embarrassing. But with NatureRx you're with people who totally get your situation and why you're not always physically able to do something. For me, the best moment was kayaking for the first time," she said.

Now in remission and armed with new confidence, Maddie is looking forward to more NatureRx adventures and hitting some big milestones in her life: moving out, getting a job, and perhaps getting another dog. Maddie credits this confidence to the support system she found through the generosity of your gifts.



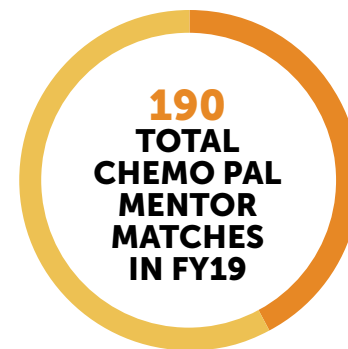
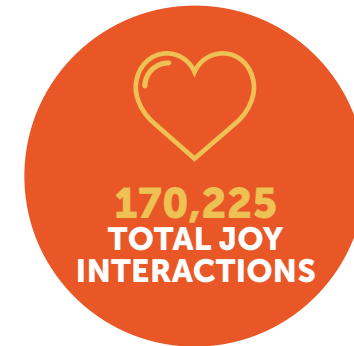
# Chemo Pal<sup>®</sup>

## MENTOR PROGRAM

CCA's 20-year-strong Chemo Pal Mentor Program—the only program of its kind—pairs trained, adult mentors with kids and teens in treatment, creating long-term trusted friendships.

CCA's Chemo Pal mentors play games, listen to music, share hobbies, or simply offer the comfort of companionship, relieving the anxiety, loneliness, and isolation experienced by children in treatment. A Chemo Pal mentor can also give parents a much-needed break to grab a cup of coffee, talk with doctors, or spend time with their other children.

To date, the program has matched trained and trusted adult mentors with more than 1,500 kids undergoing lengthy treatment regimens.



- **107 ONGOING MATCHES**
- **83 NEW MATCHES IN FY19**



- **934 SPORTS**
- **587 CULTURE**
- **508 EXCLUSIVE ACCESS**
- **419 OUTDOORS**
- **301 OMSI**
- **81 OTHER**





## FRIENDS ARE BRIGHT SPOTS IN CHALLENGING DAYS

Axel is a cheerful 20-month-old who loves bananas, coloring, and playing at the park. At birth, he was diagnosed with Pompe disease.

"Once he was diagnosed, we were told he needed to begin treatment right away or he wouldn't survive the first year," said his mom, Colleen.

That treatment involves a weekly trip to the hospital for enzyme replacement therapy. Being attached to an IV for six hours can feel like an eternity for a mile-a-minute kid like Axel – that's where Chemo Pal mentor, Kristine, comes in.

"Kristine shows up with toys and books, pulls him around in a little wagon, and somehow manages to keep him entertained all day. He loves her so much; he always reaches for her when she walks in the door," said Colleen.

Axel isn't the only one who benefits from a Chemo Pal mentor. When Colleen needs a quick break, Kristine is there to cover. And when Colleen needs someone to talk to, Kristine is there to listen. "She's so lovely and kind to me," said Colleen. "The support she provides to both Axel and me is amazing."

As Axel starts to understand more about his condition, Colleen knows how important it will be to keep him focused on the positive. "We want to make sure he has bright spots in his life and things to look forward to in the hospital. Kristine is definitely one of those bright spots—she's been a gift to our family."

## FY19 CHEMO PAL MENTOR PROGRAM SURVEY RESULTS



**97%**

OF MENTORS  
REPORT THEY  
ARE PROUD TO  
BE A PART OF THE  
PROGRAM



**100%**

OF PARENTS  
CONFIRM THEY  
WOULD RECOMMEND  
OTHER CHILDREN  
BE MATCHED WITH A  
CHEMO PAL MENTOR



**97%**

OF PARENTS  
STRONGLY AGREE  
WHAT "HAPPENS  
IN THE CHEMO PAL  
MENTOR PROGRAM  
HELPS MY CHILD"



CCA's Link program takes the profound emotional and financial hardships of serious pediatric illness head on, engaging a network of caring people and organizations to provide families with essential needs assistance and support.

Link supports families with projects like bathroom renovations for wheelchair accessibility or backyard maintenance for safe play, and provides gas cards, new tires, or assistance with car repairs for safe travel from home to the hospital. Joy for the Holidays offers gift giving support to families, alleviating financial burdens and pressure of time spent away from the hospital while shopping. Packs of Joy provides backpacks filled with school supplies so parents can focus on their sick child's care. Dinner Donors provides meal preparations for families discharged from the hospital so they can go directly home to cook and enjoy a meal together.



**270**  
**INDIVIDUAL**  
**FAMILIES**  
**SERVED**

**1,080 FAMILY MEMBERS**



**8,690**  
**TOTAL JOY**  
**INTERACTIONS**



**1500+ PEOPLE IN 60**  
**GROUPS SPONSORED 65**  
**FAMILIES FOR JOY**  
**FOR THE HOLIDAYS**

**\$69,300 IN GIFTS**  
**& GIFT CARDS**



## GOOD NEIGHBORS MAKE A BACKYARD FULL OF DIFFERENCE

Five-year-old Wesley and his family had just moved into their new home when he began rigorous treatment for a rare form of childhood leukemia. So, the backyard took a back seat while the family focused full attention on Wesley's care.

Wesley spent more than 200 days in the hospital, many days with his counts too low for visitors. When he was finally well enough to play again, his parents wanted him to have a safe place to play outside, but realized their backyard needed serious TLC.

That's when CCA's Link program stepped in and contacted friends at the Northwest Utility Contractors Association who wrangled more than a dozen volunteers to help with the

project. The group cleaned-up the yard, and assembled a fun play structure.

As a result of this team effort, Wesley now has a wonderful outdoor space, complete with new "headquarters," as Wesley calls his new play structure,

"CCA sent a team to make our yard safe for Wesley and his brother to play and make his time at home way better. We never thought we would get this done; I will never be able to truly express how grateful we are! It definitely helps us feel more together and like a normal family," said Abby, Wesley's mom.

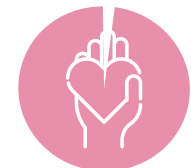


- 177 ESSENTIAL NEEDS
- 59 SPECIAL REQUESTS & WISHES
- 39 MEMORIAL STARS & FUNERAL SUPPORT

## FY19 ESSENTIAL NEEDS SURVEY RESULTS



**98%**  
OF FAMILIES  
REPORTED THE  
SUPPORT LESSENED  
A FINANCIAL  
STRAIN



**98%**  
OF FAMILIES  
REPORTED THE  
SUPPORT FILLED  
AN IMPORTANT  
NEED



# Community Outreach AND EDUCATION

CCA's volunteers are the heart and soul of our organization: they mentor children, share their musical talents, staff community events, host toy drives, directly support families, and serve on our leadership boards. In return, our volunteers often find their own lives changed by the extraordinary spirit of the courageous kids and families they serve.

To learn more about volunteer opportunities at CCA, email us at [Volunteer@JoyRx.org](mailto:Volunteer@JoyRx.org) or visit [JoyRx.org/Get-Involved](http://JoyRx.org/Get-Involved).



- 315 NEW VOLUNTEERS
- 3,026 RETURNING



A VALUE OF \$354,723



- 67 DINNER DONOR MEAL KITS
- 63 PACKS OF JOY
- 9 HOUSE CLEAN PROJECTS

## WAYS TO GET INVOLVED

- Become a **Chemo Pal® mentor** to a child in treatment
- Bring your talents to Portland hospitals as a **Hallway Musician**
- Volunteer with friends to staff one of our many **Community Events**
- Team build with colleagues as part of the **CCA House Cleaning Project**
- Complete grounds projects with your corporate group to help our **Caring Cabin** families have a more comfortable stay
- Support kids and families during the new school year with **Packs of Joy** and throughout the year with **Dinner Donors**
- Sponsor a family in need with **Joy for the Holidays**
- Explore our **Youth Volunteer Opportunities**, special projects designed for middle and high school age supporters
- **Share Your Day** when you donate your birthday to CCA on Facebook
- **Host a Joy Party** to introduce your friends to CCA



## LEADING BY EXAMPLE TO CREATE JOY FOR FAMILIES

Jen Hammill (pictured above, second from left) first learned about CCA years ago while listening to the annual Valentine-a-thon fundraiser on the radio at work. Inspired by what she heard, Jen rallied her co-workers at Micropump to donate to Valentine's Day for CCA and has been a champion for our cause ever since.

Over the years, Jen has volunteered for CCA at every opportunity and has led her co-workers to do the same. In fact, Micropump volunteered 140 hours of service in the past year, with Jen logging 30 hours herself and doing all the recruiting and scheduling of her team.

"Encouraging my friends at work to volunteer and see them use their talents and time to help our community is so rewarding on so many levels," she said. "It truly brings me Joy."

By making a powerful difference in the lives of children in need, Jen says her own life has been forever changed as well. "From getting to know the CCA staff, to meeting some amazing families, being a volunteer for CCA has impacted me in so many incredible ways," she said. "Thank you for letting me be a part of your wonderful mission of spreading Joy."



# THE PAST YEAR IN *Events*

1. **BEDSTOCK** • MyMusicRx®'s 2018 Giving Tuesday music festival featured in-bed performances from CCA kids plus artists including Weird Al, Death Cab for Cutie, Elle King, and TV on the Radio. More than 95 artists invited their fans to join them in supporting MyMusicRx, helping raise more than \$35,000.

2. **JOY DRIVE & WINTER CAR RAFFLE** • CCA's annual community engagement campaign raised an incredible \$738,429, thanks to key partnerships with KGW, Dick Hannah Dealerships, Nike, Elmer's, and Papa Murphy's—as well as passionate community members, dedicated corporate and hospital partners, board members, craft businesses, volunteers, and families.

3. **CELEBRATION OF COURAGE** • We celebrated the courage and optimism of another year's class of CCA Heroes at OMSI. Visit [JoyRx.org/Spotlight](http://JoyRx.org/Spotlight) to learn more about the Celebration of Courage and meet our celebrated heroes.

4. **GET INSPIRED BREAKFAST** • CCA's annual "friendraiser" welcomed 500+ attendees to the Joy Revolution and helped raise over \$76,000. This inspirational morning included CCA guest speakers, an interactive audience music moment, and an opportunity to engage new community members with CCA and our mission.

5. **LIVE FROM THE HEART AUSTIN** • CCA's first fundraising event in Austin featured an intimate concert with Shakey Graves at the exclusive Gibson Showroom. Our new friends generously gave more than \$100,000 to support our programs and MyMusicRx bedside service in Austin.







6. **GOLF FOR JOY** • Pumpkin Ridge Golf Club Founder, Gay Davis, led his 9th Annual Golf for Joy, culminating with his one-man golf marathon. Gay walked 131 holes and inspired his friends to donate more than \$535,000 in support of programming to seriously ill kids and their families.

7. **SUMMER JOY GAMES** • BurnCycle got us moving with games, exercise, and the power of community on the field of Providence Park, raising more than \$18,000 to support JoyRx for kids.

8. **CCA INVITATIONAL** • The 11th Annual CCA Invitational featured 22 Oregon and SW Washington PGA golf professionals and a celebrity panel including sports legends Roger Clemens and Drew Bledsoe, and long-time sportscaster Sean McDonough, raising more than \$470,000.

9. **DAWN TO DUSK PADDLE** • Led by CCA Ambassador Board Member and Bridge City Paddling Club President and Head Coach Jeremy Shattuck, Dawn to Dusk participants hit the river once again for a 12-hour paddle that raised over \$20,000.

10. **JOIE DE VIVRE WONDERBALL** • More than 900 guests raised \$1.2M at the 19th annual Wonderball. Attendees celebrated the Joy of life by indulging in the charms of French culture. Family speaker Heidi Bruno and young adult speaker Levi Seed spoke movingly about the powerful ways that CCA continues to support them and their families.

11. **WALK FOR JOY** • Over 400 students from Jesuit, Central Catholic, Valley Catholic, La Salle Catholic, De La Salle North Catholic, and St. Mary's participated in this year's Walk for Joy. Wearing purple and walking together as one team, the students raised over \$50,000 for Joy.



# Our Extraordinary Leaders

Thank you to the community leaders who comprise our Boards and champion our programs, giving generously of their time and talents to make good things possible for the children, teens, and families we serve. Visit [JoyRx.org/About/Leadership](https://JoyRx.org/About/Leadership) to learn more.

## CCA EXECUTIVES

### REGINA ELLIS

Founder & Chief Joy Officer

### DANIELLE YORK

President & GM

### CATHY MARCHANT

VP of Brand Marketing

### JENNY O'BRYAN

SVP of Revenue & Development

### JACK PIPKIN

VP of Development, Regional Markets

## BOARD OF DIRECTORS

Elected volunteer business and civic leaders with diverse backgrounds and decades of experience. They manage fiduciary responsibilities, budget and policy oversight, and strategic vision for the organization.

### ROSEMARY COLLIVER

Board Chair

Head of Legal & Business Affairs  
ShadowMachine

### SCOTT BURTON

Vice Chair

Director of Revenue Management & Portfolio  
Positioning, Cambia Health Solutions

### ANDY LYTLE

Board Chair Emeritus, (11-18)  
CEO, AtTheJoy LLC  
Co-Founder, Lytle-Barnett

### PAUL GULICK

Board Chair Emeritus

(08-10)

Co-Founder, In-Focus  
Founder, Clarity Visual Systems  
(Retired)

### CLARE HAMILL

Founding Board Chair

(96-05)

Vice President, Nike Growth Initiatives, Nike, Inc.

### REGINA ELLIS

Ex-Officio

Founder & Chief Joy Officer  
Children's Cancer Association

### SUZANN BARICEVIC MURPHY

Owner/President  
(w)here inc.

### PAULA BARRAN

Partner  
Barran Liebman, LLP

### MARK BYRUM

Owner & Operator  
Urban Restaurant Group

### AARON COOPER

Community Leader

### TIM COOPER

Senior Vice President, Brown & Brown Northwest Insurance

### ANDREA CORRADINI

VP, FUEL Footwear  
Nike, Inc.

### JESSI DULEY

Founder & Instructor  
BurnCycle

### ANALIA EARHART

Community Leader & Philanthropist

### CHRIS FUNK

Artist, Musician & Producer  
The Decemberists

### LORI GAFFNEY

CEO

Borders Perrin Norrander

### MIKE GOLUB

Chief Operating Officer  
Portland Timbers

### ROB GOODMAN

Owner/President of Sales  
American Medical Concepts, Inc

### SHARON GUECK

Portfolio Manager & Financial Planner, Becker Capital

### TRICIA HECHT-GLAD

First Vice President  
Alliant Insurance Services

### PAUL HOGAN

Principal  
Jesuit High School

### PETER KWONG

Audit Shareholder & Director of Assurance & Advisory  
Perkins & Co

### SCOTT LAWRENCE

Founder  
Breakside Brewery

### MATT LOUNSBURY

Senior Vice President  
Proud Mary Coffee Roasters

### ALBERT MENASHE

Attorney & Shareholder  
Gevurtz Menashe

### LESLEY OTTO, MD

Physician & Surgeon

### RON PENNER-ASH

Winemaker & Owner  
Penner-Ash Wine Cellars

### TOM SAND

Partner, Miller Nash Graham & Dunn, LLP

### JOHN SIMPSON

Startup Advisor

### SONJA STEVES

SVP of Human Resources  
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Our foundation leaders  
steward, manage, inspire  
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the benefit of CCA's long-  
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# Thank You

Thank you to the many individuals, foundations, companies and organizations that make CCA's work possible. While we are not able to print the names of every single donor, **we thank each of you for making a powerful difference.** Your generous gifts are catalysts for Joy for thousands of seriously ill kids, teens, and their families.

## LEGACY OF JOY: PLANNED GIVING SOCIETY

CCA's Planned Giving Society celebrates individuals who have included CCA in their will, as a beneficiary of their retirement or insurance plan, or have set up long-term gifts, including charitable gift annuities (CGAs) and charitable remainder trusts (CRTs). Thank you for the lasting impact that these gifts create in the lives of seriously ill kids and their families when they need more than medicine. To learn more about how to join our Legacy of Joy society, please visit [JoyRxPlannedGiving.org](https://JoyRxPlannedGiving.org).

Marsha Brockmeyer	Cliff Ellis	Estate of Leif Birger Larson	Dwayne & Merritt Richardson
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Bruce & Jacqueline Elgort	Estate of Viola Lee Howe	Timothy & Kristen Phillips	Rene Zingarelli
Estate of Thomas Elliott	Zachary & Kristin Krahmer		

## SOCIETY 5

Society 5 is an innovation accelerator that enables CCA to seek out and fund game-changing, mission-focused projects and initiatives. It is inspired by Alexandra Ellis's five years of life and the community of Joy that she ignited.

Pete & Jennifer Baker	Rita Duyn	Clare Hamill	Tim & Kristen Phillips
Suzann Baricevic Murphy	Regina Ellis	Hannah Jones, Zach & Leah Neuray-Jones	The Sheffield Family
Marsha Brockmeyer	Rob Gloeckner	Clayton Knechtges	Matthew & Michele Shelley
The Byrum Family	Rob Goodman	Andy & Mary Lytle	Chris & Mirel Suarez
Rosemary Colliver & Frank Weiss	Christine Grimm	Ron & Lynn Penner-Ash	

### FOR MORE INFORMATION

If you are thinking about ways to get more engaged philanthropically, including planning an estate gift or joining Society 5, please contact Tanya Sloan, Director of Philanthropy, at [TSloan@JoyRx.org](mailto:TSloan@JoyRx.org) or (503) 200-5122.

TO MAKE A GIFT NOW, VISIT [JOYRX.ORG/DONATE](https://JOYRX.ORG/DONATE)



## A LASTING GIFT OF JOY

Kim and Brian Corekin have a long history of supporting causes that matter. They've volunteered for Habitat for Humanity, raised service dogs, and given their time to the Special Olympics. So when they learned of CCA's mission to provide transformative moments of Joy to children facing serious illness, they were all in.

"The mission really spoke to me," said Kim. "I just love the whole idea of bringing Joy to these kids. While you can't change their diagnosis, this is something that you can do to help."

For the last two years, Kim has volunteered as a Chemo Pal mentor, and she and her husband, Brian, make an annual contribution to CCA. But this year, they decided to take their support one step further by including CCA in their estate plans.

As Kim explained, deciding what kind of legacy you want to leave is a process that's filled with reflection. "It made me realize that life is about more than just you," she said. "Both Brian and I knew that we wanted to pass on something that will make a difference for others."

After working with an attorney to plan out the details, Kim and Brian chose to include CCA as a beneficiary in their will, ensuring that our programs will continue to deliver Joy to seriously ill children and their families for years to come.

"We've just always felt that it's a responsibility and privilege to give back," she said. "We're grateful to be able to do so, as it's a gift that's truly from the heart."



What  
Brings you  
**JOY?**



**HANNAH**  
CCA Hero



**D.J.**  
CCA Hero

# Give Joy

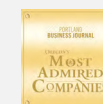
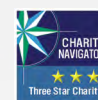
Let Children's Cancer Association craft a customized partnership strategy for your company, as together, we work to make JOY a best practice in pediatric healthcare settings across the country.

Since 1995, CCA has invested \$53M directly into our community. Join us in creating transformative moments of joy for kids and teens facing cancer and serious illness.

## EXPLORE THE POSSIBILITIES:

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(503) 200-5114 | [JOBryan@JoyRx.org](mailto:JOBryan@JoyRx.org)

**Jack Pipkin, VP of Development, Regional Markets**  
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