



2023 ANNUAL IMPACT REPORT



THANK YOU!

Dear Friends and Supporters,

As we reflect on 2023, we are filled with immense pride and gratitude for the remarkable achievements and growth of Kids Cancer Alliance. This year has been a testament to the resilience of our community, the generosity of our supporters, and the dedication of our team.

Last year our outreach extended beyond the campgrounds. We served over 3,000 meals and snacks to children undergoing treatment at our partner medical facilities, offering comfort and nourishment during challenging times. Additionally, we provided over \$275,000 in financial assistance, easing the burdens faced by families dealing with pediatric cancer.

Our Family Retreat at Great Wolf Lodge was a resounding success, with 44 families joining us for a weekend of relaxation and bonding. Events like the Kentucky Kingdom family day and the Louisville Bats game drew hundreds of participants, offering opportunities for families to create joyful memories together.

Our in-hospital programs, including “Meals and More” and “Flashes of Hope” photography sessions, continued to provide vital support and uplifting experiences to children in treatment and their families. In 2023 we were able to take these programs to a third facility, the Norton Children’s Cancer Institute – Outpatient Clinic, which allowed us to reach more families than ever before.

In 2024, our focus remains on enhancing the quality of life for children with cancer and their families. We continue to expand our programs, seek innovative solutions, and forge new partnerships to meet the evolving needs of our community. Your continued support and belief in our mission will be crucial as we strive to reach even greater heights in the coming year.

None of our successes last year would have been possible without the unwavering support of our donors, volunteers, and partners. Your contributions, whether financial, in-kind, or through dedicated volunteerism, have fueled our ability to provide comprehensive care and joy to children battling cancer. We are deeply grateful for your commitment to our mission and your belief in the potential of every child we serve.

As we look towards the future and step into the future, we carry forward the hope, strength, and love that have defined this year. Thank you for being an integral part of the Kids Cancer Alliance family. Together, we will continue to create moments of joy, comfort, and resilience for children and families navigating the challenges of pediatric cancer.

With heartfelt thanks,



Jay Mackin
Board President



Shelby Russell
Executive Director

MEET OUR 2023 BOARD

Jay Mackin, Board President
Interlock Industries

Thomas Perrone, Past President
Perrone Wealth Management

Larry Judd, Treasurer
Judd & Judd CPA

Jessica Clark, Secretary
Humana

Dr. Sherry Bayliff, Medical Director
University of Kentucky Healthcare

Aaron Cook
University of Kentucky Healthcare

Jon Dubins
Retired UPS

Greg Gitschier
Deacon, St. Patrick Church

Aimee McCaa
Norton Healthcare

Eric Wood
ACC Network

Lauren Cox
Boxcar PR

Jim Hayne
Stites & Harbison

FEATURED SUPPORTERS



**John &
Jean Wasz**

**Matt &
Sherry Ott**



**Michael &
Kathryn Mackin**

**Jon & Adrienne
Dubins**

**Clark Family
Foundation**



Steve Poe

**Jay & Lisa
Mackin**

**THE PORCINI/FARMER
Children's Foundation**

The mission of Kids Cancer Alliance is to enhance the quality of life for children with cancer and their families through recreational and support programs.

THE IMPACTS OF PEDIATRIC CANCER

Pediatric cancer deeply impacts every aspect of a family's life – emotionally, financially, and even in terms of long-term health. Explore the complexities of pediatric cancer and its profound effects on children and their families in our community. With your support, Kids Cancer Alliance can continue its mission of enhancing the quality of life for children with cancer and their families through recreational and support programs.

GLOBAL IMPACTS



400,000

Children are diagnosed each year worldwide ²

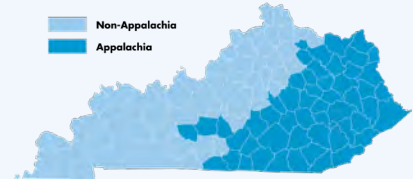
Pediatric cancer comprises **more than 100** subcategories of cancer ⁵

LOCAL IMPACTS



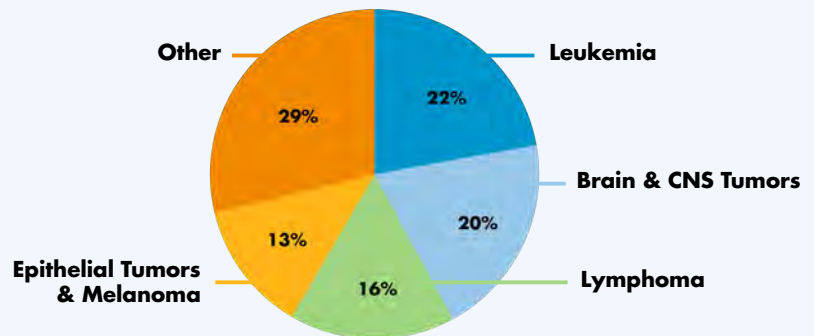
229

New cases of pediatric cancer are diagnosed each year in Kentucky on average ¹



In Kentucky, childhood cancer incidence exceeds the national average by 7.2%, rising to 13.7% in Appalachia ¹

Pediatric cancer cases in Kentucky: ¹



NATIONAL IMPACTS



Pediatric cancer is the **leading cause of death by disease for children** in the United States ^{1,2}

42

Families find out their child has cancer every day ²

1 in 6

Children pass away within the five-year mark as a result of their diagnosis ²

8

Average age of pediatric cancer diagnosis ²

EMOTIONAL & FINANCIAL IMPACTS



63%

Of siblings of children undergoing cancer treatment experience difficulties adapting ⁴



Pediatric cancer survivors use nearly **twice as many** medications for anxiety and depression than the typical American ⁵

\$833,000

Average financial impact of pediatric cancer ³

10-15%

Of families battling childhood cancer enter into poverty during treatment ³



PROGRAM IMPACTS

In-Hospital Programs

Our meal delivery and recreational activities bring comfort and smiles to help make the hospital more hospitable. Kids Cancer Alliance served families in the Norton Children's Hospital, Norton Children's Cancer Institute – Outpatient Clinic, and Kentucky Children's Hospital – DanceBlue Pediatric Hematology & Oncology Clinic in 2023. In addition to the snacks and meals served, we were able to provide **32 Flashes of Hope Photography Sessions!**

2,295

Meals Served

1,652

Snacks Served

3

Facilities

Financial Assistance

Total Financial Assistance:

\$273,259

20 Survivor & Sibling Scholarships

68 Families Received Financial Assistance

17 Families Received Bereavement Support

Volunteers

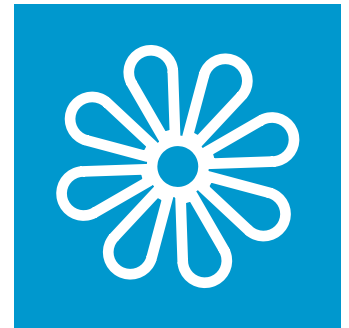
Total Volunteers

229

Total Hours Donated

14,042





"Thank you for caring for my family and me during my treatment. Cancer was a scary time that changed me but KCA helped make this change more positive than negative."

– Molly, Camper

PROGRAM IMPACTS

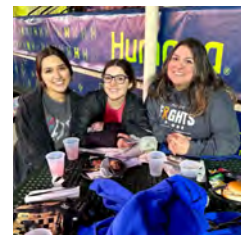
Family Events

Kentucky Kingdom 50 Families Served

Holiday Party 25 Families Served

Holiday Shop at KCA 15 Families Served

Louisville Bats 10 Families Served



Camps & Retreats

86

Campers Served at
Camp KCA

44

Families Served at
Family Retreat

16

Campers Served at
Teen Weekender



PROGRAM HIGHLIGHT

Family Retreat at Great Wolf Lodge

In April, we hosted a memorable Family Retreat at Great Wolf Lodge, welcoming 44 families for a weekend of relaxation, fun, and camaraderie. This year's retreat marked one of our most successful and well-attended family events, offering a much-needed escape for families dealing with pediatric cancer.

The retreat was packed with activities creating a perfect blend of adventure and relaxation. Families enjoyed swimming in the expansive indoor water park, where the sound of laughter echoed through the lodge. Children and parents alike participated in various activities such as bowling, mini-golf, and scavenger hunts, all designed to provide moments of joy and to strengthen the bonds among family members.

The retreat provided not just a break from the medical routines but also a safe space where families could connect with others facing similar challenges and sharing their stories. Each morning and evening families would gather together to enjoy meals together, forming lasting friendships.

This retreat exemplifies the heart of our mission: enhancing the quality of life for children with cancer and their families. By creating an environment where families can relax and bond, we aim to alleviate some of the emotional burdens brought on by a cancer diagnosis and provide joyous experiences that these families can cherish.

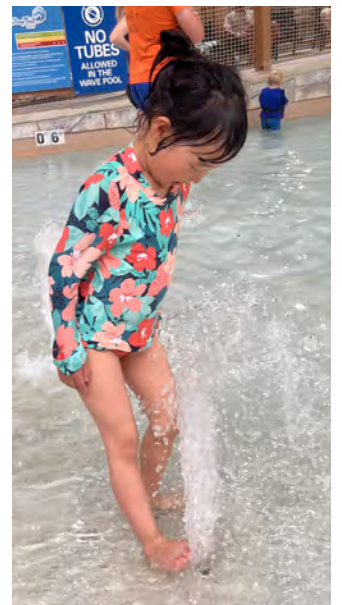
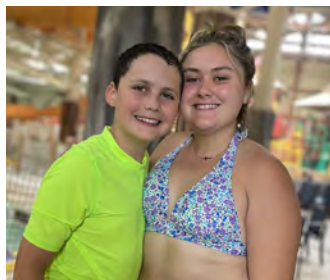
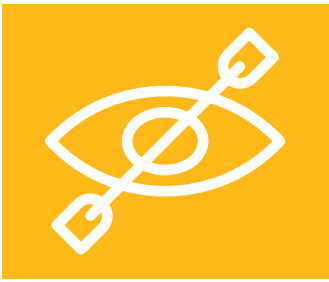
Given the resounding success of this year's retreat, we were excited to return to Great Wolf Lodge in 2024. We are committed to continuing to provide these valuable experiences for our families, and we are deeply grateful to everyone who made last year's retreat possible.

Thank you to our donors, volunteers, and the staff at Great Wolf Lodge for making this event a highlight of 2023. We look forward to creating even more cherished memories with our families.



"You guys are awesome! We hope you understand how truly thankful we are for each of you and the experiences you give us."

– Family Retreat Guest



CAMPER SPOTLIGHT

Lillian Morris

Lillian has been a part of Camp KCA for an incredible 13 years. Diagnosed with Acute Lymphoblastic Leukemia just before her third birthday, Lillian's journey through childhood cancer has profoundly shaped her and her family's outlook on life.

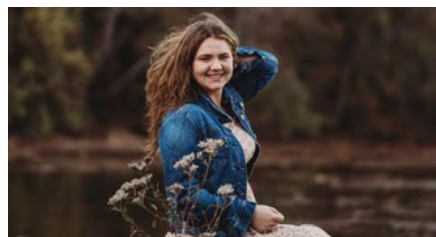
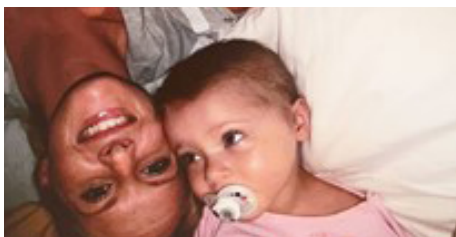
Reflecting on her experience, Lillian shared how cancer brought a sense of fragility to her family's life, teaching them to appreciate the small moments amidst the upheaval of hospital stays and home quarantines. Despite these challenges, Lillian found solace and joy at Camp KCA, where her favorite memories include exhilarating tubing adventures on the lake and the thrill of making new friends.

For Lillian, the Kids Cancer Alliance has been a beacon of hope, consistently providing joy and support through long clinic days and hospital stays. She cherishes the thoughtful gifts, engaging activities, and most importantly, the volunteers' time. These gestures transformed difficult days into cherished moments of comfort and happiness for her and her family.

Now at 18 years old, as a volunteer herself, Lillian emphasizes the vital role of support for organizations like KCA. She believes that contributing to KCA not only brings smiles to children facing critical illnesses but also fosters empathy and compassion within the community.

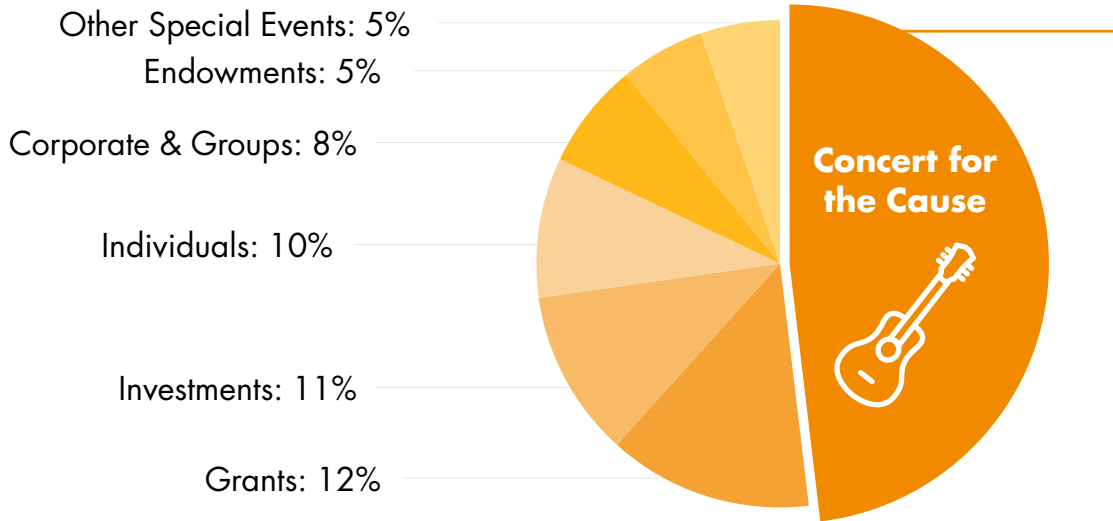


Scan here to watch an interview with Lillian and her siblings at Camp KCA!



FINANCIALS

2023 Revenue Sources:

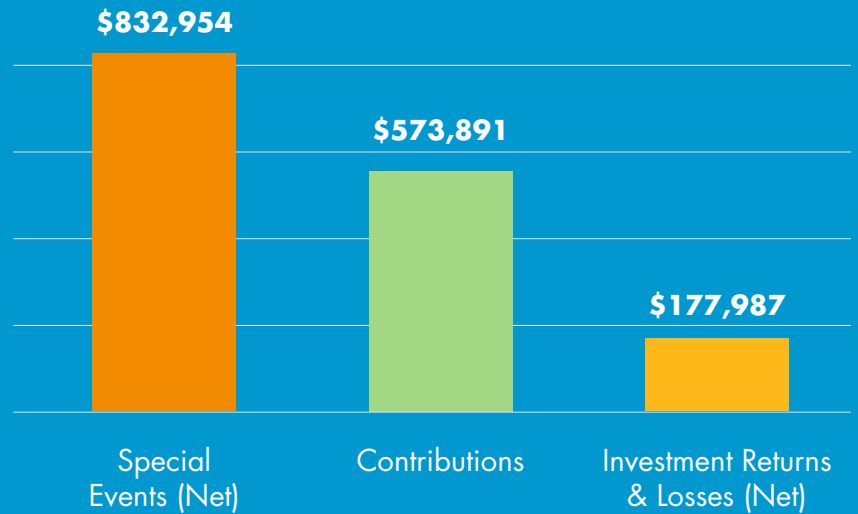


Concert for the Cause: 49%



Total Revenues & Support:

\$1,584,832



Program Services	\$922,823
Fundraising	\$194,285
Management & General	\$188,132

Total Expenses:

\$1,305,240

Change in Net Assets	\$279,592
Net Assets Beginning of 2023	\$1,830,439
Net Assets End of 2023	\$2,110,031

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