

25 Years of Assisting Families



Isabel, now 3, was diagnosed with a spinal cord tumor at 13 months of age.



Avery and Bella became best friends while battling cancer.



Taylor lost his battle to cancer in March 2016.

We Support... The Whole Family

For 25 years, Embrace Kids Foundation has been assisting families whose children have cancer and blood disorders. We use the words “assisting families” because the entire family (along with close friends) is going through a very stressful experience, and they all need support. Embrace Kids helps the children (first and foremost), the parents, siblings, grandparents, the entire extended family and dear friends. That is the only way to get through your child being at risk – with the support and love of family and friends. It is an important philosophical approach and one that our Foundation “embraces” – we are all in this together.



Naomi, her twin sister Nyah and their parents have been a part of the Embrace Kids family since Naomi's initial cancer diagnosis in 2010.

We Support... Cancer and Blood Disorders

Embrace Kids takes great pride in being diverse and inclusionary – that starts with assisting the pediatric cancer and blood disorder families for the past 25 years.



Trevor completed treatment for Osteosarcoma in July 2015 and Scarlett will be a lifelong patient for Beta Thalassemia, which is a blood disorder.

We Support... New Programs

Since 2012, Embrace Kids has been striving to assist even more families. These are families whose children have catastrophic and chronic illnesses, as well as genetic disorders. We have committed 6% of our annual budget to expanding the Foundation's mission and increasing support for all of the pediatric programs that we support.

Embrace Kids met Mikayla and Alexia when we expanded our mission to support families with chronic and catastrophic illnesses at RWJ Hospital – New Brunswick.



Mikayla (neuromuscular disease)



Alexia (rare skin disorder and white matter disease)

Impact Over 25 Years

\$2 million in direct Emergency Financial Assistance to families.

\$2 million in Educational Services, Individualized Tutoring and Scholarships to families.

\$2 million in Family Services, Inspirational Events, Holiday Parties & Gifts.

\$ 5 million in gifts to Rutgers Biomedical Health Sciences in support of Pediatric Hematology & Oncology for counseling and social services, child life, faculty development, research and the Embrace Kids Foundation Endowed Chair.

\$5 million in gifts to RWJBarnabas-New Brunswick in support of Pediatric Hematology & Oncology for child life, counseling and the David E. Zullo Pediatric Palliative Care Program.

\$1.5 million to fund the Rutgers CINJ – Embrace Kids Foundation Endowed Chair in Pediatric Hematology & Oncology