

Fall 2010



embrace  
kids foundation



## 20TH ANNIVERSARY ON THE HORIZON



Embrace Kids Foundation, formerly known as The Institute for Children with Cancer and Blood Disorders, has a long history in assisting local families. In the late 1980's, a group of interested parents, friends and medical professionals were brought together by a child diagnosed with cancer. Their first large event was named after that child; the Christine Lee Bike Tour. This group became affiliated with The Valerie Fund and eventually decided to form their own organization.

The group became an official organization in 1991 and flourished throughout the past 19 years into a network of parents, community leaders, university students, professionals and other hard working individuals. The budget for family programs and services increased each year and is now over \$1 million annually.

In 2011, please join us in celebrating the 20th anniversary of this great and worthy organization. There will be a number of special events and initiatives throughout the year. Please make sure you are signed up to receive our electronic newsletter and check the website for more information. If you would like to participate on the 20th Anniversary special committee, please contact Glenn Jenkins at [Glenn@EmbraceKids.org](mailto:Glenn@EmbraceKids.org).

## EMBRACE KIDS RECOGNIZED BY RWJUH FOR \$1.5 MILLION IN GIFTS TO THE DAVID E. ZULLO PEDIATRIC PALLIATIVE CARE PROGRAM

On August 18, 2010, Embrace Kids Foundation received special recognition from Robert Wood Johnson University Hospital for cumulative gifts totaling \$1.5 million to the David E. Zullo Pediatric Palliative Care Program, also known as PACCT. A reception was attended by RWJUH senior management and staff, and patient families from the Bristol Myers Squibb Children's Hospital. Please visit [www.RWJUH.edu](http://www.RWJUH.edu) for more information.

Picture above from left to right:  
Daniel DiDomenico, Board President, Embrace Kids Foundation  
Dr. Joyce Johnson, Sr. Vice President/Chief Nursing Officer, RWJUH  
Glenn Jenkins, Executive Director, Embrace Kids Foundation  
Stephen K. Jones, FACHE, President & CEO, Robert Wood Johnson University Hospital



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

# FUNDRAISING EVENTS

## GREG SCHIANO CHARITY GOLF CLASSIC



The Greg Schiano Charity Golf Classic was held on June 14 at Fiddler's Elbow Country Club in Bedminster. Close to 300 golfers attended the event. Each participant received a photo with Coach Greg Schiano and a \$100 Nike Gift Card. Embrace Kids Foundation would like to thank Coach Schiano and Pat Morris for choosing our organization to be a beneficiary of this event.

## RUTGERS UNIVERSITY DANCE MARATHON



The 2010 Rutgers University Dance Marathon was held the weekend of March 27-28. A record 725 dancers took part in the 32 hour dance-a-thon in the College Avenue Gym. The results were amazing - \$378,000 raised for Embrace Kids Foundation, a new record! In the past 11 years, Dance Marathon has donated close to \$2 million to the charity. Dance Marathon is a yearlong series of fundraisers that culminates in the 32 hour event in the College Avenue Gym. To keep the students in good spirits there are bands, theme hours and other activities. Patient families were invited to join in the closing festivities on Sunday to cheer on the dancers in the final hours of the event.

## BRIAN LEONARD'S RALLY AT THE ALLEY

On Tuesday, March 2, 2010, former Rutgers standout and current Cincinnati Bengals running back Brian Leonard hosted Brian Leonard's Rally at the Alley presented by Wells Fargo Advisors. Over 330 guests joined 25 professional athletes at 300 New York (Chelsea Piers) to raise money and awareness for Embrace Kids Foundation. Brian Leonard's Rally at the Alley, organized by Lunar Sports Group, raised more than \$60,000(net) to support Embrace Kids Foundation.



In the picture above Baltimore Ravens Running Back Ray Rice and Cincinnati Bengals Running Back Brian Leonard act as auctioneers during the Rally at the Alley.

The 3rd Annual Embrace Kids Radio-Thon was also held during Marathon weekend. Magic 98.3FM broadcast from the gym and interviewed patient families, students and other supporters of Embrace Kids Foundation.

Embrace Kids Foundation would like to offer our heartfelt gratitude to everyone who selflessly donated their time to make the Rutgers University Dance Marathon and Embrace Kids Radio-Thon a success.



Gabriel and Mom at Rutgers Dance Marathon 2010

# FUNDRAISING EVENTS



## JOANNE J. AMATO KICK CANCER

The Fourth Annual Joanne J. Amato Kick Cancer fundraiser was held on Wednesday, July 14 at Heavenly Farms Park in East Brunswick. Clinics were set up for kicking/punting, long snapping, receiving and quarterbacks. The staff of Special Teams Solutions, Lee and Adrienne McDonald and the Amato family are commended for continuing to organize a first rate event.

## AN EVENING FOR THE KIDS

Stephen K. Jones, FACHE, President and CEO of Robert Wood Johnson University Hospital and Robert Wood Johnson Health System, was honored at An Evening for the Kids on June 10. The event was held at the Pines Manor in Edison, NJ. Guests were treated to live music and the chance to win auction items such as a Weekend at the W Hotel in Miami and a trip to Napa Valley. To close the event, the winner of the Continental Airlines First Class Vacation Raffle was announced.



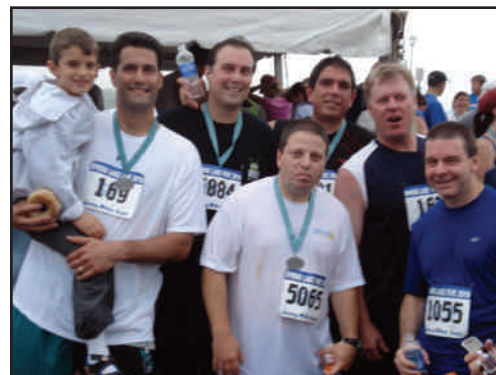
## HEEL TO HEAL

The 21st Annual Heel to Heal was held on Sunday, September 26 at Johnson Park in Piscataway. There were over 50 teams and 1,200 participants enjoying the beautiful day in the park, kids activities and celebration barbecue. Over \$130,000 was raised at this year's event. Special thanks to all of the new teams that participated in the event as well as the teams that have supported the event throughout its 21 year history.



## FRONT AND CENTER FUND TEAM

The Front and Center Fund Team participated in the 2010 Spring Lake 5 Mile Run to raise funds for Embrace Kids Foundation. The results were impressive and they were able to raise over \$35,000. The Front and Center-Embrace Kids Scholarship Fund was created with the proceeds in order to assist with college tuition for our current patients and survivors.



Special thanks to Mike and Jennifer O'Leary and everyone on the Front and Center team that participated in the 2010 Spring Lake 5 Mile Run. Pictured in the photo are Front and Center Fund Team members Elias Loucopoulos, Mike Loucopoulos, Luke Loucopoulos, Anthony Lardieri, Nick Kambitsis, Tom Duimstra and Chris Brown.



## DUKE CLASSIC

The Duke Classic Charity Golf Outing has raised more than \$80,000 for Embrace Kids Foundation over the years. The 9th Annual Duke Classic was held on September 22 at Hendricks Field in Belleville, NJ. Ken Constantino organizes this event in honor of his father Canio "Ken" Constantino, who passed away of lung cancer in 2001.



# FAMILY SERVICES



## SICKLE CELLABRATION

On June 19, 2010, Embrace Kids teamed up with the Sickle Cell Association of New Jersey to commemorate World Sickle Cell Day. Attendees enjoyed educational workshops on sickle cell disease, activities for children and teens, informative exhibits and a luncheon. The Sickle Cell Poster Child and Teen Spokesperson of New Jersey were announced at this event; Savion Smith was named the New Jersey Sickle Cell Poster Child and Amanda Salazar was named the New Jersey Sickle Cell Teen Spokesperson. In addition, the American Red Cross hosted a blood drive to collect blood specifically for sickle cell patients.



Mary Bentley LaMar, Executive Director of The Sickle Cell Association of NJ, is joined on stage by Georgie, Savion, Shyanne, Jimmy and Amanda at Sickle Cellabration



Leeya having a blast with the Summer Sibling Program at the clinic



Khushi and Mom enjoying the Mother's Day party at the hospital

## RU4KIDS PROGRAM

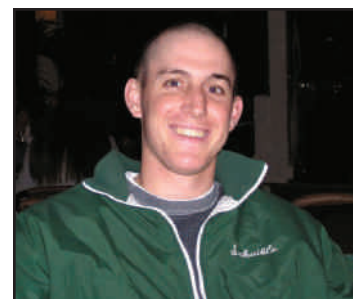


Audrey with her RU4Kids organization, Phi Sigma Rho, at the 2010 Dance Marathon

Embrace Kids offers several programs and services that provide different types of support for patient families. One program that has flourished over the last twelve years is the RU4Kids program (formerly called the Adopt-a-Family Program). RU4Kids pairs Rutgers student organizations who participate in Rutgers Dance Marathon with patient families. One mother, Kelly-Jane, remembers her daughter's RU4Kids experience: "Not only were these students a constant, comforting presence at Audrey's weekly chemo sessions, they also made time for us on weekends, hosting a birthday party for Audrey at a sister's home and a crafts session in the Busch Campus Center. At a time in their lives when they had every right to spend their free time having fun, they chose to enter a cancer clinic and entertain a pre-schooler. I'll never forget that."

## JASON'S HELPING HANDS

The family of a child diagnosed with cancer, sickle cell, or another blood disorder is often confronted with financial stress. A parent may have to take an unpaid leave of absence from work while incurring medical bills. Small expenses such as purchasing hospital food and parking at the clinic and hospital quickly add up for our patient families. The Jason P. Schaible Memorial Fund generously donated funds to provide gift cards to the hospital cafeteria and "free" parking vouchers to be used for both hospital and clinic parking.



Jason P. Schaible 1989-2007



# FAMILY SERVICES



## INSPIRATIONAL EVENTS

Embrace Kids enjoys hosting many parties for our patient families throughout the year. Whether it is a holiday, birthday, or just an excuse for a celebration, the charity makes sure our patients and their families are having as much fun as possible during this difficult time in their lives. Our patients and their families attend holiday parties at the hospital and clinic, as well as at outside venues such as our annual Halloween celebration, which is held on a private farm in Monroe, New Jersey.



Randi and Jessica enjoy the party in their costumes



Jimmy decorating his very own pumpkin

## EMBRACE KIDS LEARNING CENTER

One of the most drastic changes in the life of an ill child is an extended absence from school. Embrace Kids attempts to make this transition smoother with our Learning Center. Two teachers in the outpatient clinic and hospital, and a part-time math and science tutor ensure that each child does not fall behind on his or her school work. The teachers have constant communication with each patient's school to make sure they are receiving proper educational support throughout treatment.



Lilly, age ten, works with Miss Flo in the hospital classroom



Jimmy, age ten, makes crafts at the hospital Valentine's Day party

## CONTINENTAL AIRLINES VACATION RAFFLES

Continental Airlines has continued to show their generosity to the charity by sponsoring two successful raffles in 2010. The winner of the first raffle received 2 roundtrip Business First tickets anywhere Continental Airlines flies in the world as well as a \$3,000 travel voucher to the hotel of their choice. The second raffle provided 2 roundtrip First Class tickets anywhere in North America, Central America or the Caribbean and a \$1,000 travel voucher. Continental Airlines supports the charity in numerous ways throughout the year and we are proud to call them " the official airline of Embrace Kids Foundation."



Mya petting one of the farm's horses



# Remembrances

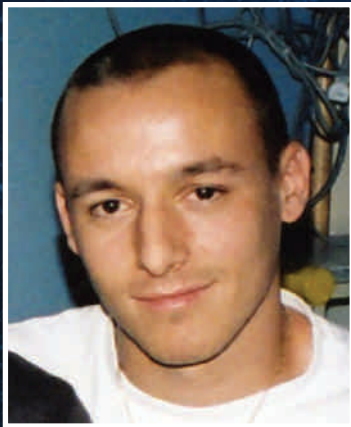
*" Perhaps they are not stars, but rather openings where the love of our lost ones pours through and shines down upon us to let us know they are happy."*



**ELIZABETH GORGA**  
9/28/95 - 1/9/10



**JASANTI ROACH**  
5/5/97 - 6/24/10



**SERGIO DOS SANTOS**  
10/7/88 - 12/26/09



**JADIEL ORTIZ**  
6/20/03 - 5/7/10



**ASHANTI ANDERSON**  
2/8/89 - 9/19/10



**CHRISTIAN WIETCHA**  
8/11/94 - 11/28/09



**AXEL HERNANDEZ**  
7/13/05 - 3/17/10



**BRADY WELLS**  
8/21/08 - 7/30/10



**MARK LEVINE**  
9/18/00 - 5/30/10



**CHRISTOPHER BASILE**  
8/26/04 - 12/2/09



**BRIAN ARENA**  
7/18/91 - 5/8/10



**The Edith and Martin Stein Building of Hope**

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2000 & 2001 David Zullo  
1998 & 1999 Anthony Pascazio  
1997 & 1998 Peter Pogany

David E. Zullo - Chairman Emeritus  
June 11, 1948 - March 3, 2004

*Embrace Kids Foundation receives matching gifts from the employers of hundreds of our donors. Below is a partial list of those companies. Please make sure to check with your employer as to whether they have a similar program.*

- |                                  |                                  |
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| Aetna Foundation                 | John Hancock                     |
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| Coach                            | Novartis Foundation              |
| Colgate-Palmolive Company        | Oracle                           |
| Deutsche Bank                    | PepsiCo Foundation               |
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| Gap Foundation                   | Prudential                       |
| Glaxo SmithKline Foundation      | PSEG Power of Giving Campaign    |
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