

A Beacon of HOPE

for Children with Cancer



Vol. 2, Issue 1

The Keaton Raphael Memorial Newsletter

Spring 2006



Doug Roberts

Welcome to the inaugural edition of the Keaton Raphael Memorial - Reno chapter - newsletter. It has been a year since the chapter was established in Reno and the community support has been enormous. Our first year's fundraising easily surpassed our goals and has enabled us to fund numerous projects in the area, hire a local staff person, and assist area families who are facing a very difficult challenge, both emotionally and financially.

The Reno community, in its fine tradition of opening their hearts and wallets to those in need, has fully embraced our mission and allowed us to help families in the greatest need. We are very fortunate to live in such a giving community. There are many highlights in the past year but for me personally, none could surpass watching the many volunteers shave their heads at the St. Baldrick's event held in March. The funds raised through the event will go to fund the much needed research to search for the cure. It was truly a great event!

On behalf of the KRM Board of Directors, we look forward to continuing our work assisting families in the community and furthering the area's support services for children and their families afflicted with this horrible disease.

Thank you, Doug Roberts Chairperson

Pacific Coast Cutting Horse Association

KRM developed a partnership with the Pacific Coast Cutting Horse Association in August 2005. This relationship branded a new childhood cancer "educational component" to the PCCCHA's youth competition at the Reno Livestock Event. The Youth Committee rode on behalf of children battling cancer and each team name represented "the childhood cancer experience." For example, team "HOPE" rode for all childhood cancer survivors, team "UNITED" rode for all voices that speak for our children in our quest to find a cure, team "COURAGE" rode for all children still battling cancer, team "HERO" rode for all children who lost their battle in search for a cure, and team "STRENGTH" rode for all parents of childhood cancer patients. KRM displayed an informational booth at the week long event and hosted a VIP reception for sponsors of the KRM Chipping Away at Childhood Cancer Charity Golf Tournament.



In an effort to educate northern Nevadans about childhood cancer and local patient and family needs, the KRM-Reno Chapter has distributed more than 3,500 gold ribbon pins with childhood cancer facts. The gold ribbon symbolizes the national fight against childhood cancer and shows support to help find a cure. Please contact the KRM office if you're interested in helping spread information and share gold ribbon pins.

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for Neuroblastoma, Inc.

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"Chipping Away at Childhood Cancer"® Memorial Golf Tournament



KRM hosted its first signature golf event, "Chipping Away at Childhood Cancer"® Memorial Golf Tournament at Montreux Golf Country Club in September. KRM was chosen by the Country Club to be among eight charitable tournaments hosted each year at their venue. Hundreds of business professionals came together for a full field of play and a first class golf event which raised awareness and more than \$100,000 in family support funds. KRM would like to thank the many companies and individuals for their tremendous contributions with a special show of appreciation for the following platinum, gold and media sponsors:

- Panattoni Development Company- Platinum Sponsor
- Colliers International, Reno- Platinum Sponsor
- Wood Rodgers, Inc.
- DP Partners
- Panattoni Construction, Inc.
- Reynen & Bardis Communities
- Northern Nevada Business Weekly



Family Grant Program

The Keaton Raphael Memorial (KRM) is proud to announce it has initiated a family grant program which has provided financial assistance to 20 local families in northern Nevada. This program recognizes the financial impact that a diagnosis of childhood cancer has on a family and provides a one-time per year, unrestricted grant accompanied by additional resources such as: telephone, fast food, and entertainment cards, journals, and photo albums. Helpful information pertaining to the type of child's disease and sibling support information is also provided. Grants are available to local families treated at an accredited facility and may self- refer or be referred by the community or medical facility.

St. Baldrick's Head-Shaving Celebration

KRM hosted its inaugural St. Baldrick's head shaving celebration and fundraiser March 17 at The Stadium Sports & Fitness Club in Reno. The signature charity event which drew hundreds of people provided a fun St. Patrick's Day celebration with food and spirits and raised nearly \$67,000.00 for childhood cancer research. The Keaton Raphael Memorial would like to thank the dozens of brave locals who shaved their heads for the event and collected pledges, the volunteers who donated their time, and the event sponsors for their tremendous contributions:

- The Stadium Sports & Fitness Club
- Genesis Salon and Medical Spa
- The Barnes Home Team ~ Ferrari and Lund
- IGT
- KRNv



The worldwide campaign by The St. Baldrick's Foundation honors children fighting childhood cancer and raises funds for much needed research. For the seventh consecutive year, St. Baldrick's Day Celebrations recruited volunteers to shave their heads in public in return for financial donations from friends, colleagues and family. Currently, there are over 200 National St. Baldrick's Celebrations scheduled world-wide.

Visit www.StBaldricks.org for more information.

Beacon of Hope for the Holidays

As you can imagine, the holidays are especially difficult for childhood cancer patients and their families. In an effort to help spread holiday cheer to these families, KRM sponsored 200 toys for the 2005 Washoe Medical Center's Pediatric Oncology Holiday Party. Our Board of Directors shopped for all the must have toys for all ages and attended a lively party sharing many laughs and smiles with childhood cancer patients and their families.



Spreading the Word

KRNV has been especially helpful in spreading the word about the needs of children with cancer in our community. In addition to sponsoring St. Baldrick's headshaving fundraiser, KRNV's Vickie Campbell produced an informative two part series on childhood cancer issues. This awareness piece featured a call to action to support childhood cancer funding efforts for families and was clearly a first in the Reno community.

Thanks Vickie and KRNV!

New Family Navigator

To assist in addressing the many issues facing childhood cancer families in Northern Nevada, KRM hired Lizzie Beers as a Family Navigator in February 2006. In her position, Lizzie assists local families with children battling cancer by providing local resources as well as resources in the community where the child is being treated. Lizzie helps families prioritize the issues facing their family and together, helps develop a plan of action to improve the family's situation. As Family Navigator, Lizzie processes family grants and develops relationships with hospital social workers and nurse coordinators to create comprehensive approaches to assisting families. Lizzie attends childhood cancer collaboration meetings and establishes relationships with all agencies to better evaluate local services and serve the needs of families in our area.



Lizzie Beers

Keaton Raphael Memorial Board of Directors



Top Row: Bob Walter, Senior Vice President, Nevada State Bank, Tierra Griffiths, Partner MassMedia Public Relations and Advertising, Debbie Strickland, Philanthropist, Brad Woodring, Economic Development Executive, Sierra Pacific Power Company, Robyn Raphael, Executive Director, Shirley Folkins-Roberts, Philanthropist
Bottom Row: Marcia Lu, M.D., Assistant Professor, Dept. of Family and Community Medicine at UNR, Joel Grace, Senior Associate Retail Properties Alliance Commercial, Jason Quintel, Partner Panattoni Development, Doug Roberts, Chairman of the Board, Kyle Larkin, Chief Estimator Granite Construction.

Ways to Contribute

In Memory or in Honor of someone special. Consider a gift that will not only touch the heart of the recipient, but also the life of a child with cancer. Make a donation for a Birthday, Memorial, Holiday, or other occasion in a special someone's name and a personalized card will be sent to the recipient.

Corporate

Check with your Human Resources Department to see if our organization is included in your "Employee Giving" Campaign. Companies will often "match" your gift. We would be happy to provide your workplace with any verifying information.

Donations can be made online by visiting www.ChildCancer.org or by mail

Did You Know.....

Despite great progress in research for some types of childhood cancer, cancer still kills more children ages 1 through 20 than any other disease- more than AIDS, asthma, diabetes and cystic fibrosis combined!



Thank You

A big thanks to digiprint for generously donating their printing services for the Keaton Raphael Memorial Spring 2006 Newsletter.



Research
Family Grants
Patient Care Fund
Advocacy
Education

www.ChildCancer.org

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The Keaton Raphael Memorial
"A Beacon of HOPE for Children with Cancer"

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