



Northern Nevada

Children's Cancer
FOUNDATION

Celebrating 25 years of **Help. Hope. Courage.**



2024 ANNUAL REPORT

THANK YOU FOR YOUR SUPPORT IN 2024

As we reflect on 2024, our hearts are filled with gratitude for the incredible support we received from our community last year. One of our shining moments this past year was the Inaugural Gold Ribbon Gala, where, thanks to your generosity, we not only surpassed our fundraising goals but also sold out the event in just two weeks. On top of that, the William N. Pennington Foundation graciously increased their match to an astonishing **\$1,100,000 from the starting goal of \$775,000!**

As you look at this annual report, we hope you find inspiration in the many ways you can make an impact. Together, as a northern Nevada community, we can continue to bring Help, Hope, Courage, and support to those who need it most.

"Throughout the years, I have had the rewarding experience of contacting families to offer our assistance, as their lives were turned upside down by a diagnosis. When we call to let them know we are here to help with financial support for medical bills, travel, household expenses, rent, counseling, and emotional support programs, they often express disbelief about how we can provide so much. Now in the role of Executive Director, I am looking forward to supporting children and families facing a cancer diagnosis from a place of deeper understanding and commitment during one of the most challenging moments they will face."



Brigette Cole

Executive Director

Brigette Cole

"As NNCCF enters the 25th anniversary of serving the northern Nevada community, I am astonished by the continued support and advocacy that our community extends to children and families in the fight. As a Co-Founder and current Board President, I have had the honor to see the organization grow programmatically in our financial and emotional assistance and in new ways we serve such as providing scholarships and support as our warriors enter into adulthood. As we continue into the next decades as an organization, I am thrilled that we will be lead by our very experienced and passionate Executive Director, Brigette Cole."



Shirley Folkins-Roberts

Co-Founder and President, Board of Directors

Shirley Folkins-Roberts

2024 - 2025 Board of Directors

PRESIDENT - Shirley Folkins-Roberts

*Panattoni Development Company, Inc.,
Community Development Director*

VICE PRESIDENT - Emily Jaenson

EmilyJaenson.com, Author/Keynote Speaker

SECRETARY - Tom Gurgui

Microsoft, Group Finance Manager

TREASURER - Ryan Gilbrech

Morgan Stanley, Senior Vice President

PAST PRESIDENT - Russ Pedersen

Retired Washoe County Sheriff's Office Captain

Brandi Anderson

*Push Consulting, LLC,
Performance Marketing Strategist*

Sophie Boel

*Redwood Materials, Senior Construction
Project Manager*

Daniel Buhrmann

*CBRE, Inc., Executive Vice President
Industrial Services*

Donald Carano II

*THE ROW/Caesars Entertainment, Director
Community Relations, Responsible Gaming*

Matt Cates

*Granite Construction Company,
Construction Manager Nevada Region*

Matt Clifton

*Alston Construction Company, Senior
Vice President, Regional Manager*

Steven Erger

Umpqua Bank, Retired Corporate Banker

Brandan Koehn

*Victory Woodworks, Vice President Finance
and Administration*

Meagan Noin

MN | G Partners, Inc., Principal

Kelly S. McIntosh

Sight Partners, Chief Legal Officer

Jennifer Reynoso

FSA Advisory Group, Senior Financial Analyst

Doug Roberts

*Panattoni Development Company, Inc., President,
North American Development Group*

Casey J. Stiteler

Snell & Wilmer L.L.P., Associate

Carol Truman

Self Employed

Dr. Robin S. White, MD

*The Medical Profession, LLC, Pediatrics,
Managing Partner*

Leonard R. Wohletz

*Morgan Stanley, Senior Vice President,
Financial Advisor*



NNCCF Staff

Brigette Cole

Executive Director

Lizzie Dalton

Director of Grants

Anne Pauly

Director of Programs & Services

Jessica Lee

Director of Development

Tiffany Kress

Community Relations Manager

Ashley Lopez

Marketing Manager

Kelly McDermott

Programs & Services Manager

Stacy Rowan

Finance Manager

Chloe Iler

Office Coordinator

Jenae Oxarart

Events Coordinator

Cheyenne Walker

Marketing Coordinator

Joan Carpenter

Volunteer Staff

Christine Duncan

3 CK Management, LLC

Lizbeth Garcia

Stress Free Bookkeeping, LLC

OUR MISSION



It is our mission to enhance the quality of life for children with cancer and their families by providing financial assistance and compassionate support programs, all while advocating for increased research funds and raising public awareness.

Northern Nevada Children's Cancer Foundation (NNCCF) has provided Help, Hope, and Courage to local families affected by childhood cancer for 25 years. NNCCF is a nonprofit located in Reno, Nevada, providing services to all of northern Nevada including Carson City, Winnemucca, Elko, Incline Village, Tonopah, etc. It is the only nonprofit in the region solely dedicated to childhood cancer.

Meet Brianna

Brianna is a beautiful eight-year-old girl who radiates love and light wherever she goes. With her bright smile and imaginative spirit, she brings joy to everyone around her. Her favorite things include unicorns, all things pink, and magical stories like My Little Pony, Encanto, and Coco, which bring her comfort even in the toughest times.

In November 2023, at the age of seven, Brianna was diagnosed with leukemia. After her diagnosis, Brianna and her parents' lives were turned upside down with the unknown they faced ahead. Despite this challenging journey, Brianna always thinks of others, and her parents say that she continues to show her incredible strength, love, and compassion. Brianna is truly a warrior, and every day she continues to amaze us with her resilience and determination at such a young age.



From Brianna's Parents:

"Northern Nevada Children's Cancer Foundation is such an amazing nonprofit organization making us feel like family as if we had always been part of each other's life. NNCCF has helped us emotionally and economically making sure that we have money to cover meals for long stays at the hospital, gas money for hospital visits, and helping to pay medical bills. To the NNCCF donors, thank you for all you do for our cancer families. With the help of your donations, some of the weight is lifted off our backs and we can focus on our child's health. It takes a village to save a child."

As Brianna would say, 'Mommy don't cry, we're in good hands.'"

-Maria & Antonio

2024 BY THE NUMBERS



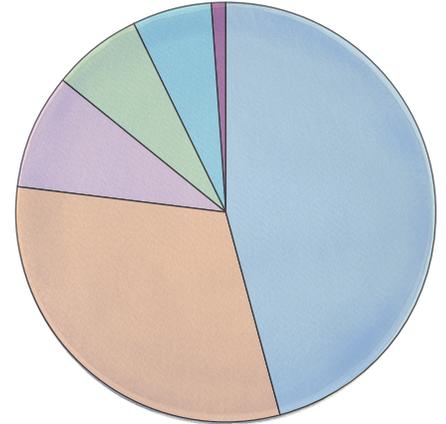
How We Help

Family Assistance Fund • Inspire Scholarship Program • Hope for the Holidays
Emotional Support and Family Events • Bell Ringing Celebrations
Promote Research, Awareness, and Advocacy



2024 Sources of Income

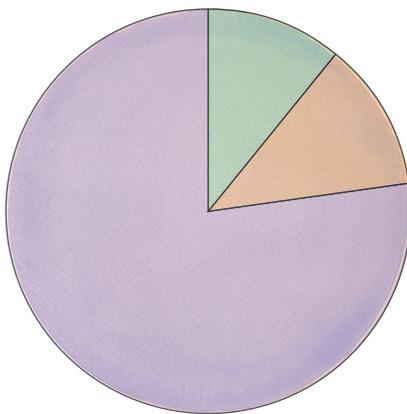
- Fundraisers - 46%
- Grants - 31%
- In-Kind Donations - 9%
- Individual Giving - 7%
- Community Partners - 6%
- Corporate Matching - 1%



The need for financial support continues to grow as NNCCF experiences a record number of families seeking assistance. **Over the last four years, the organization's Family Assistance Fund (FAF) grew by a staggering 90%.**



2024 Expense Categories



- Programs & Services - 77%
- Fundraising - 12%
- Management & Development - 11%

In 2024, **\$.77** of every dollar donated supported our programs and services.

Facing a Diagnosis

Once a cancer diagnosis is confirmed, NNCCF can provide support instantly. Families are then invited to work side by side with NNCCF throughout their intimate journey to manage their financial and emotional needs related to childhood cancer.

In our efforts to help every child and family who walks through the doors, NNCCF is strongly committed to reviewing each circumstance. Some families require six months of treatment while others need three years, which can include long hospital stays and bone marrow transplants.



Beyond offering financial assistance to families, the Programs & Services team is available to provide crucial emotional support when a child receives a diagnosis, when a parent needs a voice of experience to talk them through the difficult treatment process, or at the most unimaginable moment for any parent, when a child passes away from their illness.

2024 BY THE NUMBERS



Family Assistance Fund (FAF)

FAF is our primary program that provides vital monetary support to families in northern Nevada that have a child with cancer. Funds help with expenses such as medical, household, educational, and travel expenses related to treatment. In 2024, NNCCF provided **\$1,147,444** in direct financial support to local families.



Inspire Scholarship Program

The Inspire Scholarship Program provides college and trade school scholarships to young adults as they pursue higher education and seek to return to a sense of normalcy in their lives. In 2024, the program awarded **\$145,131** to students reaching their educational dreams.



Hope for the Holidays Program

The Hope for the Holidays Program gives relief to parents each holiday season as they know there will be gifts under the tree. Each year, NNCCF partners with sponsors throughout the community to provide gifts and meals for local families facing the challenges of a diagnosis. In 2024, **37 sponsors adopted 48 families**, ensuring every household member felt the warmth and magic of the holidays.



Shave for the Brave

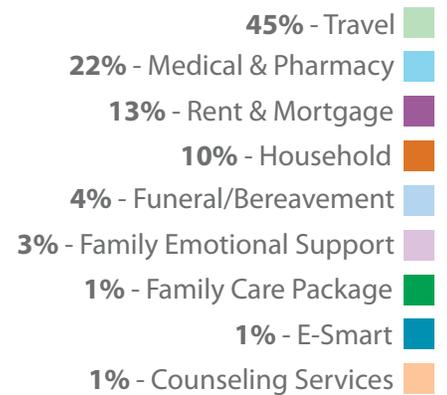
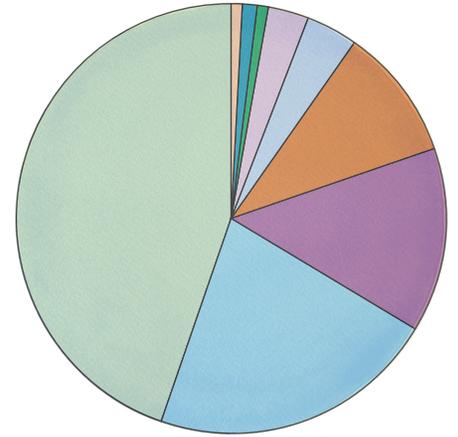
Each year we ask the community to “Shave for the Brave” and go bald in support of childhood cancer research. In partnership with the St. Baldrick’s Foundation, NNCCF raised **\$200,042** in 2024 and over **\$3.6 million** since the first event in 2006. The need for research funds is crucial as **one in five children diagnosed with cancer in the U.S. will not survive.**



Bell Ringing Celebrations

This celebration is truly the most impactful and special event for the children, parents, siblings, caretakers, and staff. When a child completes treatment, we throw an individualized party with a bell ringing – which could mark the end of chemo or radiation, cancer-free milestones, and more. In 2024, NNCCF hosted **15 Bell Ringing Celebrations.**

Financial Support Provided Through the Family Assistance Fund



2024 Age Distribution from the Family Assistance Fund



Age 0-5
13%



Age 6-11
15%



Age 12-18
34%



Age 19-25
38%

THANK YOU FROM OUR FAMILIES

Jully, Leukemia, Four Years Old

Jully is a brave four-year-old who has already shown more strength than most of us can imagine. Diagnosed with leukemia, Jully's journey began unexpectedly after a routine dentist visit turned into an emergency hospital trip.

"Without NNCCF it would have been 10 times harder in this entire process and because of NNCCF you all have given my family hope to focus on what's truly important, and that is Jully's care. I can't thank you enough from the bottom of my heart." - Jully's Mother



Bijan, Colon Cancer, 19 Years Old

Tyrell "Bijan" is an outgoing, kind young man who was diagnosed with stage III colon cancer at 19 years old. His diagnosis was an unexpected shock, especially since, in the same week, he learned he was going to be a father.

"Thank you all for everything you've done for our family. We don't know where we would be without you guys. Words could never fully express our gratitude towards all of you. Thank you guys truly from the bottom of our hearts! We love all of you at NNCCF." - Bijan & Deriyannah



Era, Leukemia, Eight Years Old

Era is a sweet, soft-spoken little girl who was diagnosed with leukemia at age five. After a long journey, she joyfully celebrated her pink, purple, and unicorn-themed bell ringing party at NNCCF surrounded by family and friends.

"We are forever grateful for the financial support we have received throughout this cancer journey. The assistance has enabled us to prioritize the health of Era and our family overall. We couldn't have done it without you." - Era's Family



Landen, Ewing's Sarcoma, 20 Years Old

Landen is an active young man who enjoys playing sports. He was diagnosed with Ewing's sarcoma at the age of 15 during golf season and thought the pain was because of overuse. He recently had the opportunity to travel to D.C. for Childhood Cancer Action Days.

"I had such an amazing time at the Capitol. It was a very enlightening experience to see how advocacy can make an impact on our representatives. While we are pushing the funding for children's cancer research and preserving their right to quick and affordable care, the bar can always be set higher. The job is never finished for those who bleed gold." - Landen



**The gold ribbon
is the national
symbol for
childhood cancer.**



FUNDRAISING HIGHLIGHTS

Signature Event Spotlight: Inaugural Gold Ribbon Gala

We hosted our Inaugural Gold Ribbon Gala this year on November 15th at the Eldorado Resort Casino. This event was especially meaningful as we honored the life of Alyssa Carano Grant, a beautiful warrior whose legacy inspires us to continue this fight. What began as “A Giant Event for Childhood Cancer” in a backyard with 50 people, has grown into something beyond what we ever imagined.



With the generous support of our community and donors, **we raised an incredible \$938,236.77 to support local children and their families battling cancer.** This instrumental increase in funds has provided NNCCF the opportunity to enhance support programs that will begin to be implemented in 2025.

Thank you to the amazing northern Nevada community that made this event possible. We are excited to see where the future of the Gold Ribbon Gala will take us. This event has opened a new world of support for local families battling childhood cancer, and has increased NNCCF’s exposure to more resources and community involvement from donors and volunteers.



“Alyssa Carano Grant was a warrior until the day she passed in the fall of 2023. She spent several months in the hospital during her battle, where she would always try to make the best of extremely challenging situations. Advocating for more pediatric cancer research and reaching out and supporting children and their families on their cancer journey will be her legacy. NNCCF is a vital part of the village it takes to fight cancer and assist families in our community. We are honored to be associated with NNCCF, and we are proud to do so in Alyssa’s name.” - The Gregg and Lisa Carano Family

Community Partner Spotlight: New Millennium Golf Tournament

In 2024, an incredible **75 events hosted by groups, businesses, schools, and others raised substantial funds** for children and their families battling childhood cancer in northern Nevada. These events ranged from golf tournaments, weightlifting competitions, to craft beer sales, Halloween haunted houses, penny drives, art auctions, and so many more, showcasing the creativity and generosity of our community.



New Millennium’s 6th Annual Customer Appreciation Golf Tournament at The Club at ArrowCreek selects a nonprofit to support each year. NNCCF was chosen for a second consecutive year in 2024 due to the strong personal connections with NNCCF patients, annual sponsors, and board members. The golf tournament **raised an incredible \$48,650** which was donated to NNCCF. This year’s event was particularly remarkable, with funds raised tripling the total from the 2023 tournament. Thank you to New Millennium for continuing to support NNCCF by fundraising and helping to spread awareness for childhood cancer in our community.

“Our business is located in a more rural part of the state, and seeing that NNCCF comes and supports the community where we operate every day has made us realize what a special organization NNCCF is to the community. Over the years, as we see the commitment to NNCCF to create such fantastic support for these inspiring children and their families, it is an opportunity for us as a business to fund a project that we know is making a dramatic impact on those families.”

- Kelly, New Millennium General Manager

Save the Date for Our Upcoming Events



Tournament of Hope Golf Tournament
June 23, 2025
Montreux Golf and Country Club



Reno Arch Lighting
September 2, 2025
Reno Arch



Dozers & Dirt
September 20, 2025
Rilite Aggregate Pit



Presented by Microsoft

All in for Childhood Cancer Poker Tournament
October 16, 2025
The Club at ArrowCreek



Gold Ribbon Gala
November 15, 2025
Silver Legacy Resort Casino



Globally, a child is diagnosed with cancer every two minutes.
With your help, NNCCF can continue to provide financial and emotional support to children and families in northern Nevada.



**SUPPORT A LOCAL WARRIOR
BY DONATING TODAY!**



How to Get Involved:

- Become a 2025 Annual Event Sponsor
- Become a monthly-recurring donor
- Host a fundraising event and become a Community Partner
- Ask your employer to match your gift
- Make a tribute in honor of a loved one
- Donate a gift to a child from our Amazon Wish List
- Add NNCCF as your preferred charity on your Walmart Account
- Follow us on social media @NVKidsCancer