



OUR MISSION:

Cookies for Kids' Cancer is committed to raising funds for research to develop new, improved, and less toxic treatments for pediatric cancer. We provide inspiration and support for individuals, businesses, and organizations to raise funds by hosting grassroots events and other fundraising opportunities.

Date Founded: September 13, 2008 (National Childhood Cancer Day)

Number of Employees: 10

Office locations: New York City, New Jersey & North Carolina

Guidestar Rating: Gold

Funds granted (as of 1/20): Over \$16 million (and counting!)

Awards & Recognition: Founder Gretchen Witt has been recognized with the Traditional Home Magazine Classic Woman Award and as a L'Oreal Women of Worth National Honoree

As Seen On: *The Today Show, Good Morning America, CNN, HSN, CBS News, Parent's Magazine, Reader's Digest, The Wall Street Journal, InStyle, Bloomberg Business, TIME For Kids, Daily Mail, People, Teen Vogue, Town & Country, Food & Wine, Women's World, The New York Times, Associated Press, Family Circle & more*

ORIGIN:

When 2-year-old Liam Witt was diagnosed with childhood cancer in 2007, his parents Larry and Gretchen were shocked to learn of the lack of effective treatments for pediatric cancers due to insufficient funding. They pledged to support the funding of research for safer, more effective treatments for children battling cancer. With the help of 250 volunteers, his mom Gretchen baked and sold 96,000 cookies, raising more than \$420,000 for research. Word spread, and people nationwide began asking, "How can I help?" With that movement, Cookies for Kids' Cancer was born.

FUNDS GRANTED:

As of January 2020, over \$16 million in grants have gone to support the research of our partner centers for new therapies and treatments for childhood cancers, the leading disease killer of children in the US. Since our inception in 2008, Cookies for Kids' Cancer has funded nearly 100 childhood research grants, leading to over 20 promising new treatments and clinical trials available to children fighting cancer TODAY. Additionally, your funding has supported the enrollment of over 780 young patients in clinical trials across the U.S.

WAYS TO GIVE:



FUNDING STRUCTURE:

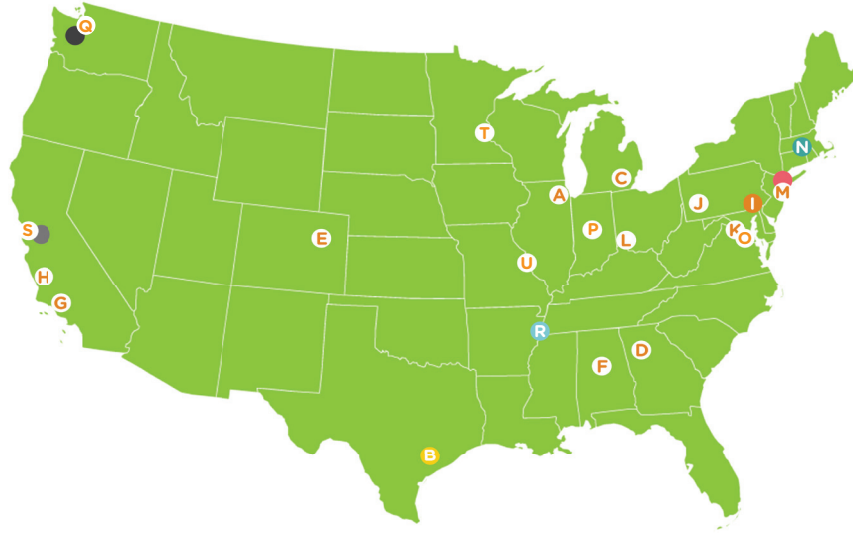
The Cookies for Kids' Cancer grant process is objective, with checks and balances to ensure the funds given to the organization will be distributed to the most promising scientific research available. Decisions are made through two key groups leading the organization: The Medical Advisory Board and The Board of Directors.

The Medical Advisory Board (MAB) is comprised of leading childhood cancer researchers from the Cookies For Kids' Cancer partner centers. The MAB serves to advise the Board of Directors by providing their assessment of the merit of research proposals, while prioritizing them for funding based on alignment with the mission and potential for success. Using the same rigorous criteria of the National Cancer Institute, the Cookies for Kids' Cancer Board of Directors meets to hear recommendations on each application from the Chair of the MAB. Based on the guidance of the MAB, the Board of Directors funds as many meritorious projects as possible.

MEDICAL ADVISORY BOARD MEMBERS:

Scott Armstrong, MD - Dana-Farber Cancer Institute
Susan Blaney, MD - Texas Children's Cancer Center
Douglas S. Hawkins, MD - Seattle Children's Hospital
Kim Kramer, MD - Memorial Sloan Kettering Cancer Center
Michael LaQuaglia, MD - Memorial Sloan Kettering Cancer Center
Mignon Loh, MD - University of California, San Francisco
John Maris, MD - Children's Hospital of Philadelphia
Alberto Pappo, MD - St. Jude Children's Research Hospital

WHO WE SUPPORT:



PARTNER CENTERS

- Memorial Sloan Kettering Cancer Center
- Children's Hospital of Philadelphia
- Texas Children's Cancer Center
- St. Jude Children's Research Hospital
- Dana-Farber Cancer Institute
- Fred Hutchinson Cancer Research Center
- UCSF Benioff Children's Hospital

COG PHASE 1 CENTERS

- A Ann and Robert H. Lurie Children's Hospital of Chicago
- B Baylor College of Medicine
- C C.S. Mott Children's Hospital
- D Children's Healthcare of Atlanta - Egleston
- E Children's Hospital of Colorado
- F Children's Hospital of Alabama
- G Children's Hospital of Los Angeles
- H Children's Hospital of Orange County
- I Children's Hospital of Philadelphia
- J Children's Hospital of Pittsburgh of UPMC
- K Children's National Medical Center
- L Cincinnati Children's Hospital Medical Center
- M Columbia University Medical Center/Herbert Irving Cancer Center
- N Dana-Farber/Harvard Cancer Center
- O National Institutes of Health Clinical Center
- P Riley Hospital for Children
- Q Seattle Children's Hospital
- R St. Jude Children's Research Hospital
- S UCSF Medical Center - Mission Bay
- T University of Minnesota/Masonic Cancer Center
- U Washington University School of Medicine

CHILDHOOD CANCER BY THE NUMBERS:

#1

cause of death by disease of children in the U.S.

3%

of NCI's 4.6 billion federal budget went to the 12 major groups of childhood cancer

2/3

kids develop long term side-effects as a result of treatment

13,000

kids in the U.S. are diagnosed with cancer each year

4/12

most common childhood cancers have average survival rates over 80%

40,000

children in the U.S. are actively battling cancer right now

cookiesforkidscancer.org