



2019 Annual Report



Braden's
HOPE
for Childhood Cancer

bradenshope.org

Hope Hero, Braden



Our Mission

Our mission is to raise awareness and funds for research studies of targeted therapies that shut down the activators of childhood cancers.



Delivering Hope for Children & Families Fighting Cancer

Doctors diagnosed Braden Hofen with stage IV Neuroblastoma at just 3 years old.

Neuroblastoma is a solid mass tumor often found in the adrenal glands. Braden's tumor was so large it was pushing organs out of its way. Braden had extensive surgeries, round after round of high-dose chemotherapy, radiation, a bone marrow transplant and countless other treatments over the next 18 months. He knew the hospital as "home" and spent the majority of his days enduring harsh treatments designed to save his life. At 5 years old, Braden's Neuroblastoma relapsed. While other parents were preparing for the milestone of starting kindergarten, Braden and his family were told there was "no known cure" for relapsed Neuroblastoma. His survival odds fell to less than 10%.

Unbelievably, Braden's mom, Deliece, was diagnosed with stage II Breast Cancer shortly after Braden's relapse. Mother and son were now fighting cancer together and even had chemotherapy on the same days in two different Kansas City locations.

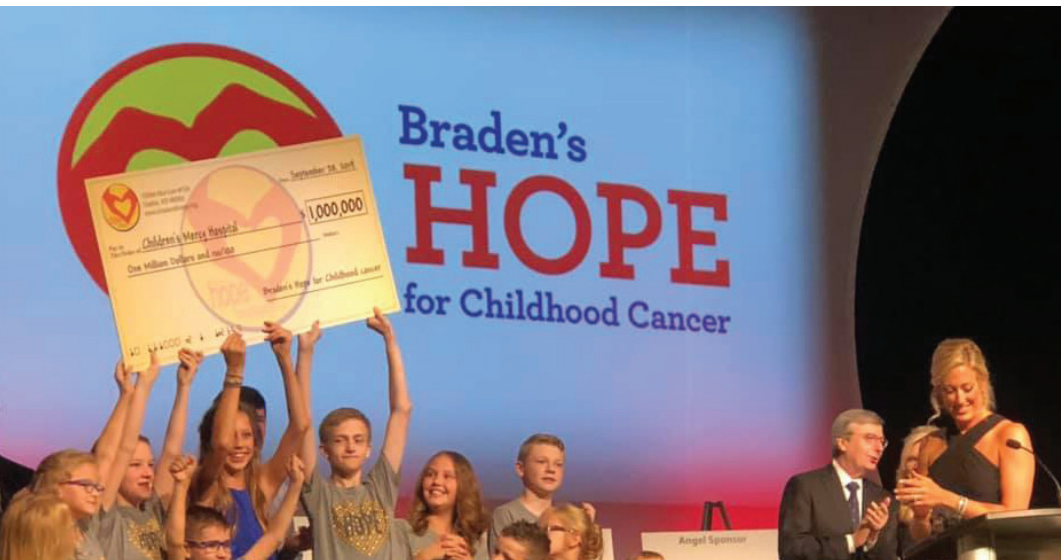
Because there was "no known cure" for Braden's cancer, doctors ordered empirical treatments with unknown results. Despite the poor odds, the treatments worked. Afterwards, Braden's doctors could find no evidence of disease and both he and his mom were in remission. Braden began daily treatments designed to keep his cancer at bay. And for a few years, Braden and his family looked for joy in the little things, despite all that they endured—*until 2013.*

Braden was 8 years old when he faced yet another deadly disease: a secondary form of Leukemia caused by the treatments designed to save his life from Neuroblastoma. Doctors told the family they had never seen a child survive this form of Leukemia after relapsed Neuroblastoma. But, Braden embodies hope and had proven them wrong before. Braden's only option for a cure was a bone marrow transplant. Braden's 10 year old brother Zach, was a perfect match, underscoring what the Hofens know all too well, that families fight cancer and all that comes with it together.

True to form, Braden survived and continues defying the odds today.



2019 Hope Events



HOPE Gala

In September of 2012, we hosted our first annual Hope Gala with 350 people in attendance and raising \$64,000. Fast forward to September of 2019 where we hosted our 8th Annual Hope Gala attended by over 1,200 guests.

Our Hope Gala has grown to be our largest fundraiser of the year; making our 2019 September total **over \$715,000**.

The gala is such a special evening with Hope Heroes as the evening's emcees. **These heroes inspire and share their gratitude on behalf of all children who fight cancer!**

I am HOPE



Jackson, Friend of Hope

Asked for donations to Braden's Hope instead of birthday presents.



Brooke, Cancer Survivor

Asked for gift cards for the Hope Gala instead of birthday presents.



Callyn's Course for Hope

In 2017, Callyn's Course for Hope began as our first 'Hope Branch' of Braden's Hope. In 2019, this group hosted the 3rd Annual CCFH Golf Tournament, a Drew Six Concert at the Bowry KC, and a local Shop for Hope Event.

This branch and their committee of volunteers raised over \$120,000.



Hope On The Hill 5K

Our Young Professionals Advisory Board successfully put together the largest new 5K in Kansas City presented by Blue KC.

Hope on the Hill 5K was the KC Running Company's largest 'new event' in 2019; netting nearly \$35,000!



Kansas City

I am HOPE



Emily, Friend of Hope

Attended a Braden's Hope video shoot, went home, then donated the only \$5 she had because she thought the kids needed it more than she did.



Layne & Finley, Friends of Hope

Held a bake sale at their neighborhood fishing derby and donated all of the money they made.



Hope Homes

Our Hope Homes raise funds for Braden's Hope through area home tours. The tours are a fun way to showcase beautiful homes, local builders and residential areas while generating awareness of childhood cancer.

The Hope Home Tours have raised thousands of dollars for Braden's Hope.





Pay to the order of:

Braden's Hope

Forty four thousand eight hundred ten ^{36/100} Dollars

Jersey Mike's SUBS

Hope : 983047235884:1956

Our Community Gives Hope



Kiewit

A construction focused engineering company based in Lenexa, KS. Kiewit has generated hope over the years with their Power of Hope Golf Tournament. They are a repeat Gala Presenting Sponsor, they provide many volunteers at our events, and **they have donated over \$1,000,000 to date.**



SPX Cooling Technologies

A leading global manufacturer of cooling towers with headquarters located in Overland Park, KS. SPX selected Braden's Hope as one of the beneficiaries of their 2019 Corporate Golf Tournament **donating over \$53,000!**



Jersey Mike's Subs

Nationally, Jersey Mike's Subs hosts an Annual Day of Giving Campaign where they donate 100% of sales to local charities. The Jersey Mike's stores in Olathe, KS, Overland Park, KS and Lee's Summit, MO choose Braden's Hope as their charity to support. For the past three years, the Olathe store has been the #1 grossing store in the nation on that day!

In 2019 alone, we raised over \$45,000.



KBP Foods

This locally based organization owns and operates over 700+ restaurants; including KFC and Taco Bell. They serve in 25 states and have 15,000+ employees. KBP partnered with our Hope Branch, Callyn's Course For Hope Golf Tournament as our Golden Title Sponsor. **They created a coupon program and were able to donate an additional \$20,000.** Many of their employees volunteer at various Hope Events throughout the year!

I am HOPE



Donna, Friend of Hope

Held a garage sale,
donating \$2,000.



Garney Construction, Sponsor of Hope

Hosted a networking
event that inspired
donations. Garney
matched those
donations for a total
of over \$30,000.



Our Research Gives HOPE



Our research is innovative and GIVES HOPE

Once a year, we bring together donors and sponsors to hear our research results directly from the research teams. We believe that research is correlated with better outcomes. We work hand in hand with Dr. Tom Curran, Executive Director and Chief Scientific Officer at Children's Mercy, Roy Jensen, M.D. Head of KU Cancer Centers, and our own Research Review Board to select our research grants that match our mission and vision. This unique opportunity allows our donors to see the impact their contributions are making. At this event, we also give them an opportunity to be the first to learn about our newest research grants!

I am HOPE



Addison, Friend of Hope

Sold slime, raked leaves, and sang at the end of her driveway. Donated the money she earned.



Will, Cancer Survivor

Had an end of treatment party and donated proceeds to Braden's Hope!

2019 Braden's Hope Award

Midhat Farooqi M.D., Ph.D.

Director, Molecular Oncology

Children's Mercy Genome Center

Dr. Farooqi's project seeks to help children with hard-to-treat and/or recurring solid tumors found in a range of pediatric cancers like neuroblastoma and Ewing sarcoma. His research focuses on T cells, a type of immune cell that circulates in our bodies and scans for microbes and abnormal cells. Dr. Farooqi seeks to improve a new and targeted therapy that uses a patient's own T cells which are engineered in a lab and infused back into the body to treat these aggressive tumors. Thanks to Braden's Hope, Dr. Farooqi hopes to enhance this treatment's effectiveness by sequencing a patient's DNA first to help pre-determine the tumor's response to this therapy. His project includes patients at Children's National Medical Center in Washington, D.C., Children's Health in Dallas, Texas, Cook Children's in Fort Worth, Texas, and even children being treated for these cancers in Mexico.

2018 Braden's Hope Award

John M. Perry, Ph.D.

Research Faculty, Children's Research Institute

Hematology/Oncology/BMT

Dr. Perry's project seeks to repurpose a classic chemotherapy drug—doxorubicin—to help the body's own immune system kill therapy-resistance leukemia stem cells. These leukemia stem cells are resistant to most therapies, partly because they are especially good at evading and resisting the immune system. By using doxorubicin in a better, more targeted manner, Dr. Perry's lab found they can reactivate anti-cancer immunity by stimulating the immune system to "seek and destroy" these cancer stem cells. Thanks to Braden's Hope, Dr. Perry expects this work will one day eliminate cancer stem cells and provoke an immune response that will effectively vaccinate patients against relapse.

2017 Braden's Hope Award

Tomoo Iwakuma, M.D., Ph.D.

Frank B. Tyler Professor of Cancer Research

Adjunct faculty, Department of Molecular & Integrative Physiology, KUMC

Director, Translational Laboratory Oncology Research Program, Children's Research Institute

Thanks to funding from Braden's Hope, Dr. Iwakuma has recently identified a new compound that induces cell death in cancer cells lacking the tumor suppressor p53. Since over 50% of human cancers and specifically about 80% of osteosarcoma cancers lose p53 activity, Dr. Iwakuma's compound has the potential to kill only those cancer cells lacking the p53 tumor suppressor, all with minimal side effects to healthy cells. His research also shows that this compound can stop the growth of osteosarcoma tumors. Currently, Dr. Iwakuma's team is modifying the chemical structure of this compound so it can be more stable in the human body and can kill cancer cells lacking p53 activity more effectively. The team consists of more than 10 researchers and Dr. Iwakuma is quick to point out that without this support from Braden's Hope, his research would not have progressed as far as it has in less than two years.

Thank You Braden's Hope

2017



3 Groundbreaking research projects



8 Major findings



32 Scientists

2018



\$3 Million
Reasons to Hope



14 Presentations/
Publications



11 Collaborating
institutions

2019



Impacting up to **4,000** children
each year

Together with Braden's Hope,
we can strong-arm cancer!



We are building HOPE



Callyn & Braden, Survivors



Since our inception, we have awarded over \$4.1 million dollars to fund research grants



It takes a village.



2019 VOLUNTEER HOURS

4,532

Executive Board Members

Stacy Albin, SVP- Head of National & Strategic Partnerships | Northern Trust Asset Management

Christine Barbour, Boutique Owner

Andrea Bennett, Accountant | Braden's Hope for Childhood Cancer

Dave Flickinger, President | Kiewit Power

Rob Gorman, GM Commercial HVAC | SPX Cooling Technologies

Jenny Grindel, Owner | Harvest Moon

Brian Hofen, VP Sales | Advanced Input Systems

Deliece Hofen, President | Braden's Hope for Childhood Cancer

Jon Holmes, Licensed Marriage and Family Therapist

Steve Linder, Regional Market Manager | Boulevard Brewing Company

Kim Stanley, Director of Development | Braden's Hope for Childhood Cancer

April Wasleski, Director Global Technology Center | H&R Block

Keith White, CEO | WireCo World Group

Help us
eliminate
childhood cancer.



Deliece Hofen, President
Kim Stanley, Director of
Development

bradenshope.org



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