



HOPE

Reimagined

2020 Annual Report



Braden's
HOPE
 for Childhood Cancer



Our vision is to deliver hope to children and 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 day 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 odds, Braden's doctors found no evidence of disease. Braden and Deliece were in remission until 2013. Braden was 8 years old and would face yet another deadly disease: a secondary form of Leukemia caused by the treatments designed to save his life from his Neuroblastoma. Doctors told the family they had never seen a child survive this form of Leukemia after relapsed Neuroblastoma. But, Braden embodies hope and he had proven them wrong before!



Braden's only option for a cure was a bone marrow transplant. Braden's brother Zach, 10 years old at the time, was a perfect match. In true form, Braden survived and continues defying the odds today and remains in remission from both of his cancers.

As we reflect on 2020, 'research and a cure' are as important as ever. The health of Braden and all children who fight cancer is why we exist and our community rallied around our mission to deliver HOPE to children and families fighting cancer.

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



“Fill Your Cart with Hope” event at Queen’s Price Chopper: Raised awareness and \$500



Snooze, an A.M. Eatery, Grand Opening event: Raised \$6,000 and donated breakfast to our golf tournament in August

Our CCFH “Wine with Heart” event: Raised \$5,000



WCRA Kansas City Rodeo Event: Raised \$8,000

Hope Pre-Pandemic



Callyn's Course for HOPE

On August 28th, the community safely joined us for our branch event, Callyn's Course for Hope. A golf tournament named for Hope Hero, Callyn.

Presenting sponsors:



The Callyn's Course for Hope Branch raised \$128,000.

Special thanks to: CCFH Committee: Jeff & Shawna Levy, April Wasleski, Liz Ferrigno, Amy White And to event photographers: Laurie Kilgore & Courtney Major





9th Annual HOPE Gala

The Hope Gala has become our largest fundraiser each year! And although, the 2020 Hope Gala was an event reimagined, it contributed to a **September fundraising total of \$575,000.**

Presenting sponsor:



Since 2014, Kiewit has donated \$1,783,386. The employees believe in the “Power of Hope” and participate in every Hope event and even host their own “Power of Hope Golf Tournament.”

*Special thanks to our Gala Co-Chairs:
Tony and Teresa Kempf & Rob and Leanne Gorman*



Every September, we dye the Memorial Fountain Gold, the color of childhood cancer awareness. Pictured here are Hope Heroes Arden, Maren and Callyn.



Thank you to RPM Photography & Cinematography



The 2020 Hope Honoree, Arden and the Wier Family

Hope Reimagined 9th Annual Gala, a Virtual Event

Our Virtual Hope Gala was streamed across the nation, with families and friends hosting COVID-friendly watch parties!



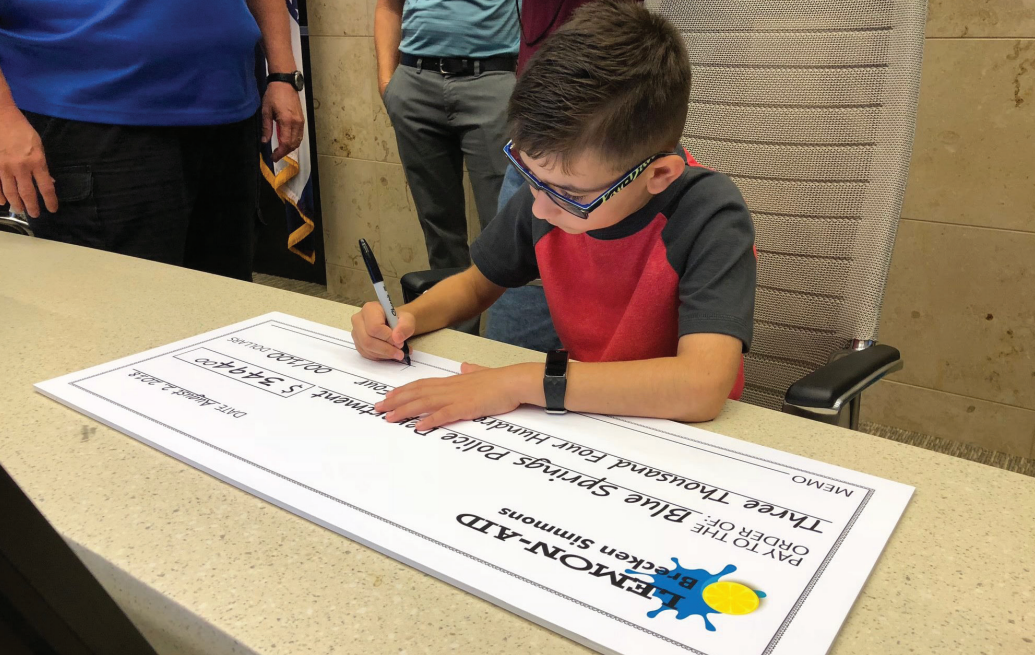


HOPE rises because of our history – and at the kitchen table.

Harvest Moon Natural Foods in Olathe is at the heart of Braden's Hope. Nine years ago, after hearing Braden's story, a special family stepped in to help! Watching all that Braden endured, they shared the belief that childhood cancer is underfunded and overlooked. They formed the first leadership team for Braden's Hope around a kitchen table! They had a dream to create an organization that could fill the void and deliver hope to children with cancer.

Susan "Mama Sue" Bennett and her daughter, Jenny Grindel came up with the Hope Gala concept. Harvest Moon became the first sponsor for Braden's Hope and the first Presenting Sponsor for the first Hope Gala held in September of 2012. The event and began as a 350-person event and raised \$64,000. As Hope grew, the Gala has grown, year after year!





The 2020 Paul Bennett Award

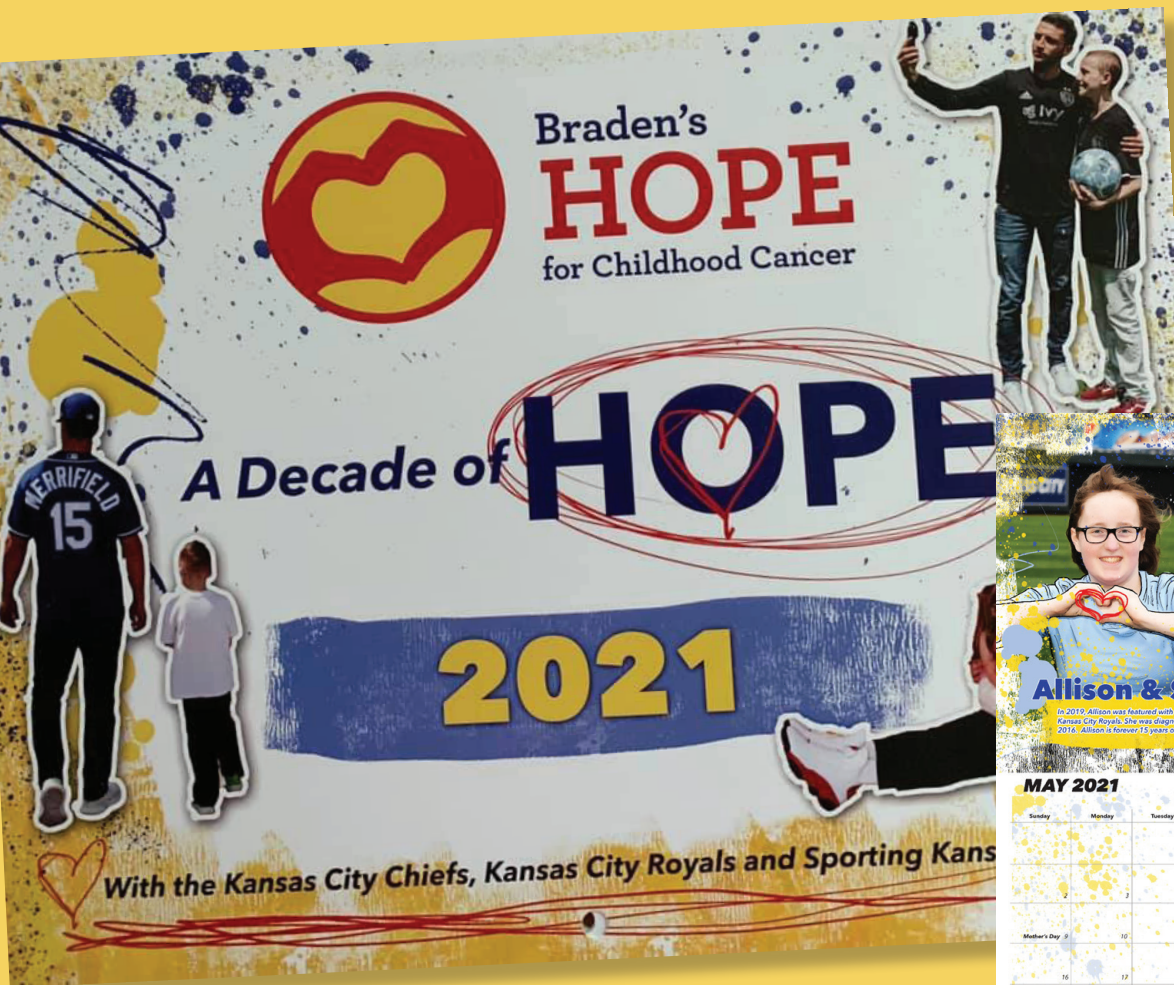
Harvest Moon, the Bennett Family, Grindel family and their employees, continue to sponsor our events and volunteer for many events. Jenny Grindel serves as our Hope Gala Event Coordinator and Calendar Coordinator each year.

Susan's husband, Paul Bennett created our annual "Year of Hope Calendars" where we feature twelve "Hope Hero" children fighting cancer with our local professional athletes! Sadly, Paul unexpectedly passed away June 10th, 2013.

In memory of Paul and to honor his years of selfless service, we created the "Paul Bennett Award" given out each year at our Hope Gala. This award honors an individual who goes above and beyond to deliver hope to children and families fighting cancer.



The 2020 Paul Bennett Awardee: Brecken



A Year of Hope: Calendars Reimagined

Due to the pandemic, we introduced a throwback calendar. We collected images from past calendars featuring Hope Heroes and local athletes from the KC Chiefs, KC Royals and Sporting KC.

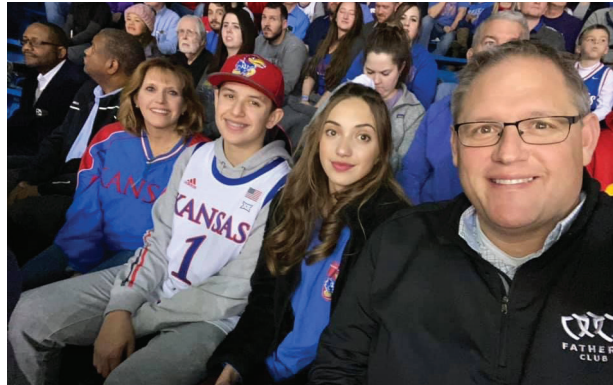
Hearts & hands *create* our Calendars



John Knell

Graphic Designer for our calendars.

Artist and owner of John Knell-
Impact Driven Art.



Dave & Tammy Strickland

Volunteer Photography
Coordinators for Braden's Hope.

Lead photographers for calendars.



Nicole Bissey

Lead photographer for Sporting KC
photos.



Minuteman Press, Olathe Kansas
Calendar Print Resource

Photographers

All photographers donate their
time for the photo shoots freely!

Sara Marie Photography
Kelsey Diane Photography
Christine Ward
Black Coffee Photo Co.
Hagen Hill Photography
Adri Guyer Photography
David Strickland Photography
Stephanie Smith Photography



2nd Annual (Virtual) Hope On The Hill 5K

Blue KC went above and beyond: In 2020, they offered a \$10,000 match for funds donated to the event. Since, 2016 they have raised \$35,000.

This event raised over \$37,000!



Special thanks to our Young Professionals Advisory Board



Community partners *deliver* Hope



Jersey Mike's Subs Day of Giving

The 2020 Annual Day of Giving was cancelled, to date they have contributed \$153,000.

TREASE
MORTGAGE GROUP



Trease Mortgage Group Prime Lending: Give Back Program

Special thanks to Chad Trease for spearheading the Give Back Program, they have contributed over \$33,000.

GARMIN®

Garmin Multi-Event Sponsor & Donor

Special thanks to Laurie Minard, founding Hope Advisory Board member and tremendous advocate for Hope! Garmin has contributed \$187,453 since 2013.



Garney Construction A Network of Hope

Steve McCandless (retired from Garney) has held an honorary seat on our advisory board despite passing away in 2019. As a result, Garney has contributed over \$42,000 since 2015. They hosted a corporate networking breakfast and matched all guest donations, raising \$30,000 in total.



Sourcepoint Sponsor and print resource

Special thanks to Jeff Levy, President and owner of Sourcepoint. Jeff and his wife, Shawna are founding members of the Callyn's Course for Hope committee and Sourcepoint provides print resources to many Braden's Hope events.

Top 
Consumer
Reviews.com

Top Consumer Reviews

has contributed to Braden's Hope since our humble beginning. To date, they have contributed \$65,000 and countless volunteer hours. Owners, Laura and Brian Dolezal are founding members of our Advisory Board and continue to serve.

Community partners *deliver* Hope



Overland Park Police Dept. Robots Give HOPE

OPPD raised over \$4,000 during "Movember" and they donated those proceeds to Braden's Hope. They safely delivered a check to Braden's Hope with a SWAT Robot!

SCHEELS

Scheels of Overland Park Giving Campaign & Give \$2020

We were selected to receive \$1,000 as part of the Giving Campaign and honored as one of the Give \$2020 charities!



Reflections Body Solutions Customers Appreciate Hope

Raised over \$2,800 during their Annual Customer Appreciation Days!

KC Chiefs & Royals deliver Hope

The Kansas City Chiefs

Have a  for kids with cancer

The Chiefs invited Braden's Hope to select a Hope Hero to represent all children fighting cancer at two special games in 2020!

KC Royals

Childhood Cancer Game

A special Tribute: 43 children a day are diagnosed with cancer. During the month of September, 43 cut outs of childhood cancer heroes and angels remained in the stands. Additionally, several of our Hope Heroes participated virtually in the player introductions on Childhood Cancer Awareness Night!



Hope Hero Lane at the AFC Playoff game in January 2020.



KC Chiefs invited Hope Heroes to two games!



Hope Hero Ke'Von was asked to participate in the drum ceremony at the 2020 Crucial Catch Game as the honorary designee.



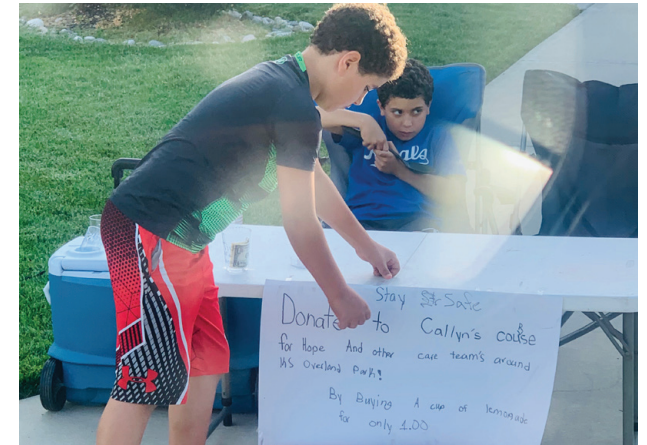
I am Hope



Donna held the 2nd Annual CCFH Garage sale raising \$5,000.



Lakin, sibling to Hope Hero, Lane, created a Facebook fundraiser for her birthday and raised \$200.



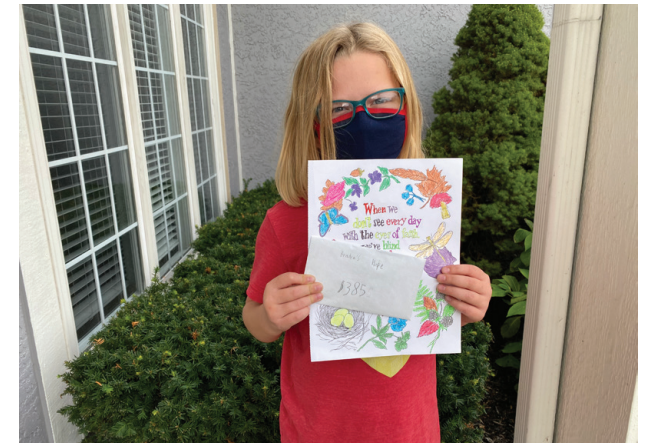
Adam and Yusef walked dogs and held a lemonade stand, raising over \$100.



Jen made face masks when the Pandemic began and gave them away for free. Her dad, who works at Olathe Ford, started taking donations for them and collected \$400.



Annika, sibling to Hope Hero, Joel, was selected "Volunteer of the Month" at her local thrift store. They donated \$100 to a charity of her choice, Braden's Hope.



Hope Hero, Elise wanted to help other children, so she made and sold tea and cocoa mixes. She raised \$385 to help children like her!

I am Hope



Adam has his own lawncare business as a sophomore in high school. He donated \$300 of the money he made to help children with cancer.



Molly helped softball players create skills videos on behalf of KC Peppers Wallace 16U and 18U teams. She donated the funds, a check for \$1,000.



The Deets family tuned in to the Virtual Hope Gala. Their 6-year old ran to her room and brought back the \$10 she had in her piggy bank. Her siblings followed with their own piggy bank money, donating \$28, 100% of what they had saved.



The Dautenhahn Family donated a week's stay at their property, Cedarwood Farmstead, for our Hope Gala Live auction. And they generously matched the dollars!



Doug Reed with Riedel-the Wine Glass Company, hosted our wine tasting event, helping raise \$5,000.

Impactful Research **Continues**



Impacting up to
4,000 children
each year



2019 Braden's Hope Award
Midhat Farooqi, M.D., Ph.D.
Director, Molecular Oncology
Children's Mercy Genome Center

Targeting solid tumors with multi-antigen specific T cells by identifying the genetic and epigenetic determinants of therapeutic response

T cells, a type of immune cell, circulate in our bodies and scan for microbes as well as abnormal cells. In the laboratory, exposing T cells to small fragments of proteins ("antigens") expressed on the surface of tumor cells trains these T cells to recognize cancer cells and eradicate them. This finding led to the recent development of 'multi-antigen specific T cells' (MAS T cells), a safe and novel form of targeted therapy for a range of pediatric solid tumors including neuroblastoma, Ewing Sarcoma and Wilms tumor. Dr. Farooqi's team seeks to understand whether a tumor's genetic profile affects its response to MAS T cell infusion. With funding from Braden's Hope, his team is performing comprehensive genetic sequencing of patient tumor samples pre- and post-therapy. The project involves patients and tumor samples from Children's National Medical Center in Washington, D.C.; Children's Health in Dallas, Texas, and Cook Children's in Fort Worth, Texas, with plans in the near future to include samples from the Instituto Nacional de Pediatría in Mexico City, Mexico.



Impactful Research Continues



2018 Braden's Hope Award

John M. Perry, Ph.D.

Research Faculty, Children's Mercy Research Institute
Hematology/Oncology/BMT

Overcoming therapeutic resistance by repurposing a classic chemotherapeutic drug as a targeted therapy to reactivate anti-cancer immunity

Our immune systems normally recognize potentially cancerous cells early enough to prevent tumor development. However, cancer stem cells, which are resistant to most therapies and cause cancer relapse, are especially good at evading and resisting the immune system. Dr. Perry's team found that a long-used chemotherapy drug, Doxorubicin, could be used in a more targeted manner to stimulate the immune system and replenish normal stem cells, while inhibiting cancer stem cell's immune evasion. Dr. Perry is now focused on developing a new drug, with similar properties as Doxorubicin but with more potent and specific effects. With support from Braden's Hope, Dr. Perry's long-term goal is to 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.

Director, Translational Laboratory Oncology Research Program, Children's Research Institute
Volunteer faculty of Department of Cancer Biology, KUMC
Co-leader of Cancer Biology Program, KU Cancer Center

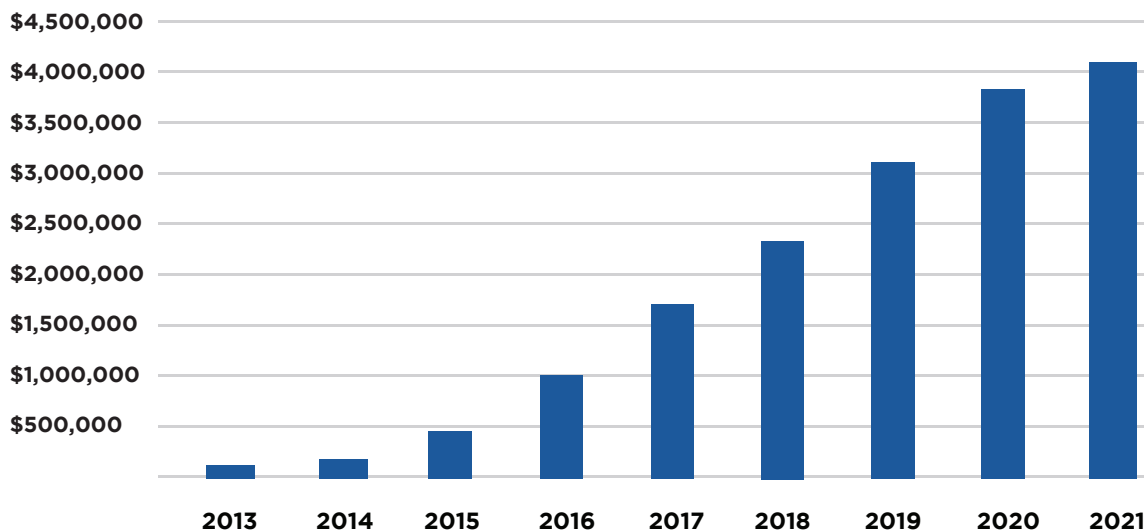
Capitalizing on p53 loss/mutations in osteosarcoma by novel compounds

Dr. Iwakuma's team has identified a new compound that kills only cancer cells lacking a key cancer-preventive protein called "tumor suppressor p53." Since over 50% of human cancers and specifically about 80% of osteosarcoma cases lose the p53 activity, and because normal tissues have intact p53 activity, Dr. Iwakuma's compound has the potential to only kill cancer cells with minimal side effects to healthy cells. With support from Braden's Hope, Dr. Iwakuma's team recently discovered that this compound also blocks one of the key DNA damage repair machineries in cells that lose p53 activity and inhibits osteosarcoma tumor growth in mouse models. The team is modifying the chemical structure of this compound so that it can be suited for clinical use in pediatric patients. Dr. Iwakuma is quick to point out that without Braden's Hope, his research would not have progressed as far as it has in less than three years.

Grant Payments



Cumulative Total Research Grants Funded



Braden's Hope for Childhood Cancer was born out of disparity in funding for pediatric cancer research. At its inception, Braden's Hope made it their mission to award grants in the amount of \$100,000, knowing that amount would make a sizeable impact and garner more attention for the research. It took two years to raise enough, but in 2013, Braden's Hope awarded our first research grant for \$100,000. Since then, as we have grown and awareness has spread, so has our ability to fund grants and make a difference. Our last three grants awarded were \$1 million each and to date we have awarded over \$4 million in research grants.

Revenue

2020 Revenue

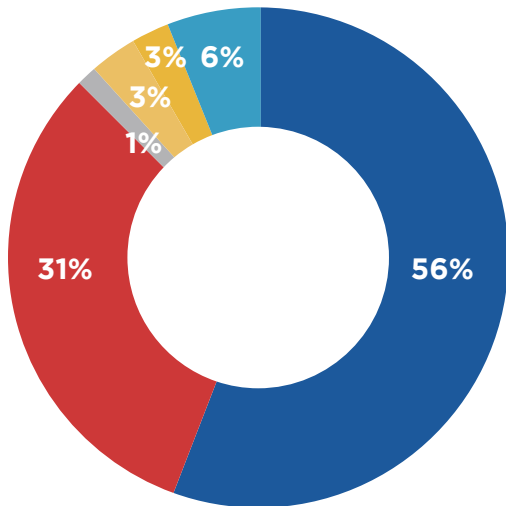
Fundraisers	\$506,723
Corporate Sponsorships	\$284,814
Payroll Designations	\$9,844
Community Events	\$24,371
Memorial Donations	\$24,705
Individual Donations	\$55,398

\$905,855

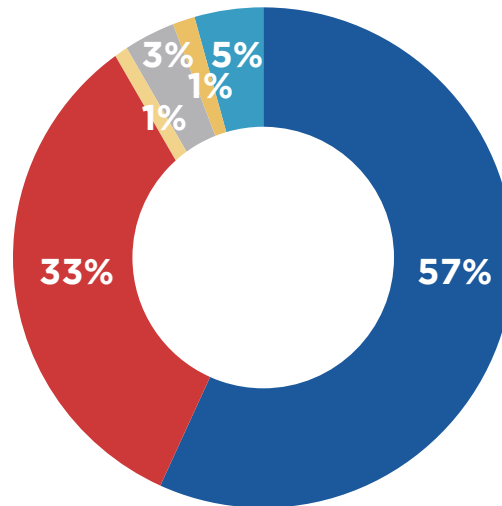
2019 Revenue

Fundraisers	\$667,666
Corporate Sponsorships	\$385,122
Payroll Designations	\$8,852
Community Events	\$36,499
Memorial Donations	\$17,790
Individual Donations	\$52,891

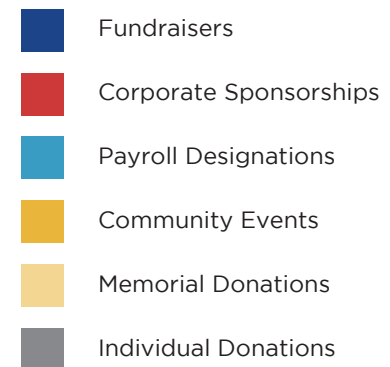
\$1,168,820



2020



2019



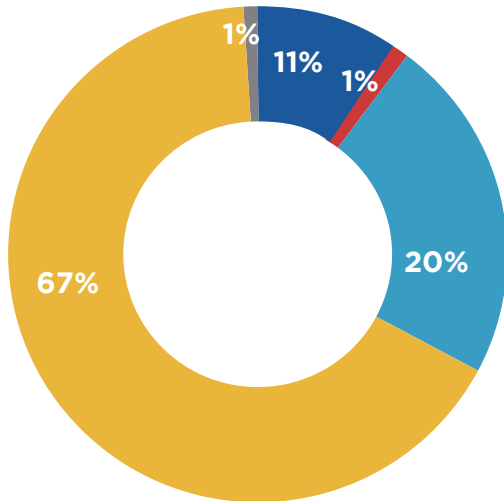
Expenses

2020 Functional Expenses

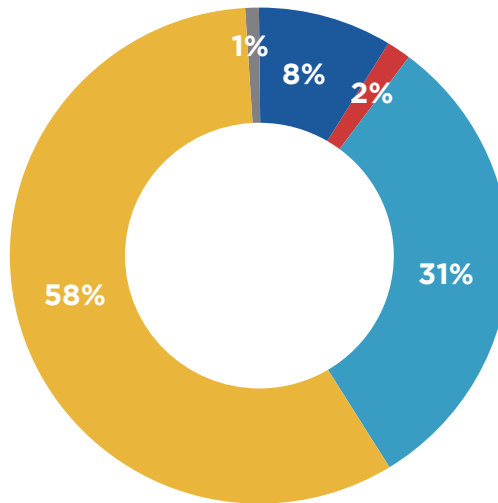
Administrative	\$110,314
General Operating	\$8,652
Fundraising	\$212,251
Payments on Awarded Grants	\$700,000
Awareness	\$7,920

2019 Functional Expenses

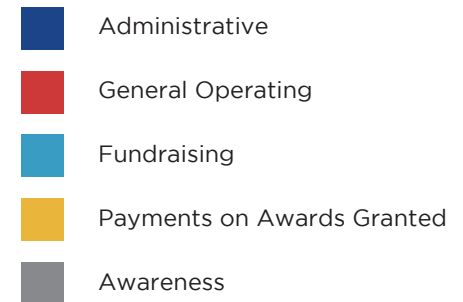
Administrative	\$104,844
General Operating	\$21,766
Fundraising	\$375,310
Payments on Awarded Grants	\$700,000
Awareness	\$10,745



2020



2019



Hearts & Hands



Linda Horner

Linda is the mother to Angel Hope Hero, Mandi. She has volunteered to help with the Hope Gala since we began and is an integral part of making the event come together.



Erika Andrews

Erika and her husband Sandy sponsored our Hope Gala through Fellert. Erika hosted an awareness event at her home and volunteered countless hours to The Virtual Hope Gala.



Mike Hall

Mike is the muscle behind getting things done and set up for many events!



Brandi Thomas, Hope on the Hill: Volunteer Marketing Coordinator

Brandi heads up all marketing efforts for Hope On The Hill. She is an active volunteer with our events.



Mike True

When we have a need, our first call is to Mike! In 2020, Mike delivered Gala Baskets to Sponsors and VIP Party guests. Mike always delivers a smile and hope!



Will Miller, Hope on the Hill: Volunteer Race Director

Will is a passionate leader behind our Hope on the Hill 5K. He has heart for our heroes and a personal connection to the cause.



Tammy Somogye

Tammy's leadership and hard work are indispensable with our Hope Gala and specifically with our silent auction. She and her daughters volunteer each year with happy hearts and helpful hands.



Danita Hill, Jersey Mike's Day of Giving: Volunteer Event Coordinator

Danita works with the team at Jersey Mike's every year to plan, create promotions, and organize volunteers to help on the Annual Day of Giving.

Our Board Delivers Hope

Executive Board Members

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

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

Dave Flickinger, President | Kiewit Power

Rob Gorman, GM Commercial HVAC | SPX Cooling Technologies

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

Rob Rogers, President | Mid-State Aerospace, Inc

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

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

Keith White, CEO | WireCo World Group

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Lori Werth

Brian Dolezal

Jill Meyer

Jordan Wilcosky

Laura Dolezal

Laurie Minard

Ellen Wood

Angie Ebright

Barry Nelson

Mikel Flickinger

Tom Oltjen

Lesley Hewlett

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Kelsey Bradley

Bill Cross, Legal Counsel

Abby Curry

Brittney Diehm

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Mackenzie Fuller

Rosie Hollis

Dr. Kory Kirkegaard

Steve Lotz

Will Miller

Madeline Plankers

Blake Straatman

Blayr Studer

Brandi Thomas, Project Manager

Special thanks to Event and Promotional Marketing Volunteers:

Nichole Asquith

Erin Barham

Robin Broder

Robyn Caulfield

Amy Conway

Eileen Hawley

Jen Lerner

Azure Miller

Mara Thorpe

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Help us deliver
HOPE
to children
and families
fighting cancer.



Deliece Hofen, President
Kim Stanley, Director of Development

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