

# Friend to Friend

## Winter Wonderland Brings Out the Best of the Holidays

The 2009 Winter Wonderland Party gathered the whole *Friends* family from far and wide for some holiday magic.

Kids were able to do just about anything inside the St. John's Mercy Von Goddard Conference Center. There were full arcade games, including a real wave runner machine, a full moon bounce, a money grabber machine, clowns, a magician, snakes, **Karen Mary Karaoke** and of course, Santa and Mrs. Claus.

**Kraus Katering & Kakes** donated quite the feast, with a buffet style

lunch for 500 and desserts to go with it! Sub sandwiches, pizza, fried chicken and nachos were also there to keep everyone full and happy!

We would like to thank the enormous number of volunteers for their help, and a special thanks to longtime chairs **Alan and Cindy Woods**, whose hard work pays off year after year. Also, thank you to St. John's for providing the perfect setting and maintenance staff each year, we couldn't do this without you!



### Patient Spotlight

### Mackenzie Hummer

**Mackenzie Hummer**, an 8-year old patient at Children's Hospital, made bracelets to sell and raise money for *Friends*. While she was at home watching TV or at the treatment center, she would make these bracelets herself. In her hometown of Danville, IL, she sold them for \$1 each at school and at local stores.

When she came into the office, she had made \$355 and donated it all to us! We would like to thank Mackenzie, her family and the Danville community for supporting us!

pssst...  
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# Our Mission

**Friends of Kids with Cancer** is devoted to enriching the daily lives of children undergoing treatment for cancer and blood related diseases.

Our mission is to be an advocate for these special kids and provide them and their families with the recreational, educational, and emotional support needed throughout the long hours of chemotherapy, illness and isolation.

Dear Friends,

We are so grateful for your loyal support and generosity to all the children and their families. We began last year not knowing what to expect, since so many people have been affected by the struggling economy. But you have continued to show strong support for the kids – emotionally, educationally, and recreationally. Thank you, thank you, thank you! You will see our great successes as you page through this newsletter.



We begin 2010 with new and long-time friends, events and programs. We serve our special kids and their families who deserve so much better than illness, chemotherapy and uncertainty. We provide hope for each and every one of them. And with your continued help, we can make a meaningful difference in their daily lives. We are here to help with educational and psychological testing, tutoring, art therapy, crisis intervention, play therapy, toys from the toy closets, and lots of fun events throughout the year. Thanks for everything you do for the kids and their families. It really does make a big impact...day by day.

All best,  
**Kathy Richey**  
 President

## Three New Board Members Inducted

### Al Goldman

Al, a longtime a member of our Honorary Board of Directors, became involved with *Friends of Kids with Cancer* when Board Member **Peter Cohen's** granddaughter was in treatment approximately 13 years ago. Al has worked with A.G. Edwards/Wachovia/Wells Fargo for 50 years, and recommended our current financial advisor to us approximately 10 years ago. He has been a major sponsor of both the Golf Tournament and the Fashion Show. Now that he has more time, he is anxious to become more involved!

### Chuck McDonnal

Chuck was introduced to *Friends of Kids with Cancer* when his daughter, **Lauren**, was in treatment at the Cardinals Kids Cancer Center over 4 years ago. After they lost Lauren, he immediately started volunteering for us.

He has co-chaired the Walk/Run for the last three years. He was instrumental in acquiring several major sponsors, including **First Watch**, where Chuck is the General Manager of the Chesterfield location. On a weekly basis, he is available to do any errands for us and was nominated for our Silent Hero Award. He has been a member of our Development Committee for one year.

### Kent Harrell

**Waste Management**, the title sponsor for our Golf Tournament, transferred Kent to St. Louis in August of 2008. He was not very familiar with *Friends of Kids with Cancer*, but after meeting with Rick Lommel and Judy Ciapciak he immediately came on board to continue their support. He is also very interested in getting Waste Management more involved.

Kent has over 22 years experience in the transportation industry with a bachelor of business degree. As VP of Waste Management, he is responsible for 25 hauling operations, five landfills, four landfill gas-to-energy plants and 800 collection vehicles.

## Questions Answered - 2010 Trivia Night!

Over 600 people packed into **CBC High School** for the 9th Annual *Friends of Kids with Cancer Trivia Night*, and they helped raise over \$18,000 for the charity and its programs. The room was buzzing with excitement, and nothing could quiet the crowd as the festivities began- except for one teenage girl.

Before the questions started, the crowd got some answers on why this night was so important. **Sasha Edwards**, 14, of Charleston, IL spoke about her time in treatment for cancer at **St. Louis Children's Hospital** and how *Friends* has made a huge difference in her life.

"What children lose most going through cancer are pieces of their childhood, and *Friends* helps put those pieces together," said Sasha during her speech. "The gift cards I received helped me take my

mind off my treatment, and what girl doesn't love to shop?"

Even though it was a tough act to follow, **Heidi Glaus** of **KSDK** took over the microphone with hosting duties for the evening. She entertained the crowd with quips and questions as the trivia buffs got their fill.

Participants were treated to a raffle featuring upscale jewelry, a **Blues** and a **Cardinals package**. Games such as "Dead or Alive" kept the crowd engaged in between rounds. Thank you to our sponsors, CBC for donating the space, our volunteers and everyone who packed the place, especially our new co-chairs: **Susan Miller Warden** and **Christine Sadler**. Hope to see you next year for another great event!



Susan Miller Warden, Sasha Edwards, Heidi Glaus and Christine Sadler



One of three **CJ's Journey** Tables with the **Aubuchon** Family!



The **Buchanan** Table at the end of the night!



**Circle of Hope** bracelets, who gave us a portion of their proceeds, thank you!

### Major Sponsors:

**CBC High School**  
**Moneta Group**

### Sponsor a Round:

• **Round 1**

**CJ's Journey**

• **Round 2**

**Dave Sinclair Ford**

• **Round 3**

**Dave Sinclair Lincoln-Mercury**

• **Round 4**

**Dave Sinclair Buick-Pontiac**

• **Round 5**

**The Godfrey, Willett, Detwiler and Sinclair Families**

• **Round 6**

**Goodnite Rooms**

• **Round 7**

**The Sedlack Family Proudly Celebrates Kelsey's 13 Cancer-Free Years**

• **Round 8**

**The Daisy Project**

### In Kind Donations:

• **Anheuser-Busch, Inc.**

• **Blumenhof Vineyards**

• **Bank Star**

• **Stella & Dot**

• **Southwest Bank Wealth Management**

• **Waste Management**

• **Butler's Pantry**

• **First Watch**

## 12th Annual Friends of Kids with Cancer Golf Tournament

Sponsored by:



May 24th, 2010

Whitmoor Country Club

Shotgun Noon Start

Catered Lunch, Gourmet Dinner and Auctions!

\$300 per golfer - check out our sponsorships too!

Sign up your foursome, sponsorship or get your raffle tickets online at [friendsofkids.com](http://friendsofkids.com) or call the office at 314-275-7440



# Helping in Time for the Holidays!

**The busy holiday season had everyone going! While Friends was reaching out to kids and their families to make their holiday a little brighter, many people were busy finding different ways to help us put a smile on a child's face...**

## Shopping Trip Gives Kids a Way to Give Back!



Kids battling cancer go through painful treatments, long days and late nights, but they don't do it alone. Their parents and siblings shoulder quite a burden and share in their struggle.

The holidays are a natural time for people to recognize their loved ones, but kids with cancer don't have the means for family gifts.

That's when *Friends* stepped in for 30 lucky kids to be able to give back this year: each child went on a \$100 shopping spree at **Target in Kirkwood**, who graciously accommodated our group. Volunteers walked with the kids to pick out gifts for parents, siblings, cousins and grandparents, and then



*Thanks to all the volunteers who made this event so much fun!*

had them wrapped so they could all be a surprise!

## KPMG Employees Build-a-Bear for Kids in St. Louis



Local accounting firm **KPMG** teamed up with one of their clients, **Build-a-Bear Workshops**, to make bears for needy kids throughout the country. Here in St. Louis, all employees created a bear in a workshop set up in their office. All of the bears were then collected and donated to local charities. *Friends of Kids with Cancer* was the recipient of 100 Build-a-Bears from KPMG, and we would like to thank them for being so generous. Also to **Heather Inman** and **Kurt Emshousen** for making multiple deliveries!

## RJP Electric's Annual Holiday Toy Drive Party Brings in Another Haul!

Thank you to **Bob Peat** and **RJP Electric** for their amazing annual toy drive party! The toys were collected in the wonderful toy chests (seen below) that were created by Bob's son, Brogan, for his Eagle Scout Project. Thanks to Bob and the entire RJP family!



## Santa Claus Comes to Cardinal Glennon!

Santa Claus came to town with the **Town Planner**, visiting both the Bob Costas Center and the 4th Floor Oncology. Some special kids in treatment for cancer got a special treat! **Prairie Farms** and **North Star Frozen Treats** donated some ice cream specialties, with milk and cookies for an event fit for the North Pole! Kids received gifts from Santa, including teddy bears with a certificate to name a real star or full art design sets with sketch pads. Everyone had a magical time, and we would like to thank **Dan and Rocky Rosen**, and the Town Planner staff for organizing and sponsoring this event and making it happen!



# Droves of Toy Drives



Pat Bond and Family



Medtronic in memory of Josh Puszkas

Despite the holidays being far behind us, these generous donations of toys will be sustaining *Friends* for many months to come. The overwhelming response this year from these individuals, groups, companies and organizations helped us provide toys around the holidays **AND** fill up our toy closets with brand new toys. For more information on our Toy Closet program, go to [friendsofkids.com/toy-closets](http://friendsofkids.com/toy-closets).



Anthropologie



Kenn Ritchey of EPC delivering toys yet again, thank you!



The Sherman Family delivering toys from EPC!



Mandarin Happy Hour - Toys and \$500

We would also like to recognize these other great people and organizations that pulled together and donated toys, and put smiles on the kids' faces!

- Alphabet Soup Academy
- Altair Travel
- Gateway Farm Club
- Original Corvette Club of St. Louis
- 5th Floor Old Timers
- Bill, Karen & Jessica Riggs
- Beth and Stephen Mueller
- Melanie & Joyce Brucker
- St. Louis Circuit Attorney's Office
- UHY Advisors
- Keith Rawlings & Youth in Action
- Express - St. Clair Square
- Kelly and Tim Buchanan
- Bob & Sue Finley with St. Norberts
- VanGronigen Holiday Party

## Commerce Bank Shows They Care with Carolling Event!

**Caroling for Kids Sake** started four years ago by **Jennifer Barker**, the Inside Sales Manager at the Clayton branch. After soliciting staff from her department as well as the credit department, the group of carolers went floor to floor at their branch collecting donations. This year, Jennifer was joined by **Kala Gebhard, Kelli Higgins, Jessica Isenberg, Jammie Qualls, Tesa Salopek, Susan Scherck Richard Berra, Kathy Diehl, Heather Wicker, Connie Moore and Carla Stafford**. **Joe Chapman** was Santa Claus and key fundraiser, joined this year by **Anna Murphy** (pictured above), **Jeff Price** and **Mark Slyman**. "I was amazed by the talent and singing ability from the entire group," said **Judy Ciapciak**. "All the performers had great enthusiasm for singing and collecting money for the kids!" Thank you to Susan Scherck and everyone at **Commerce Bank** for raising \$2100 for *Friends*!



## Third Party Events Bring in \$160,000 in 2009!



**\$2,000**

*O'Charley's in O'Fallon had a pancake breakfast with Santa!*

- Thanks to **Bob and Michelle Galik** for their annual **Holiday Light Display**, which collected **\$1,300** during the month of December!



**\$300**

*Sweet Harmony put on a musical showcase of holiday favorites!*

In 2009, third party events combined to raise over \$160,000 for *Friends* and its programs.

Big and small, every little bit that people generously donated from their parties, celebrations and unique events enabled us to help kids with cancer and their families in the St. Louis area.

So if you are organizing a family get-together, putting on a party with friends or simply attending an open event, remember you can put a cause behind it! People love helping out our community, and *Friends* has been doing that here in St. Louis for 18 years!

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### Corporate Spotlight

## Captiva Marketing

Founded early in 2002, **Captiva Marketing** has evolved from a Search Engine Marketing Company to a full service provider of comprehensive Internet marketing programs. It is a combination of five unique sets of talent that work together to design, optimize, and promote websites that generate more leads, convert more sales, and reduce operating and advertising costs.

"When first meeting with *Friends*, I knew Captiva could help them expand their reach and accomplish their goals," said **Bill Brasser**, Partner at Captiva Marketing. "As a father of three children, it feels good knowing that the efforts and tools we have provided *Friends* will help put smiles on many children's

faces inspires me to continue to help this great organization grow."

Captiva recently branched out to develop the new **Empowere**n content management system, which is powering the new **Friends** website.

Empoweren gives both technical and non-technical personnel the ability to quickly and easily modify web pages, without learning a programming language. Anyone in an organization will have the ability to add, edit or remove content, images, forms and other elements of the website through an easy-to-use web based interface. This interface makes managing a website extremely simple for any industry.

"From the very beginning, it was evident that Captiva could help us accomplish our mission," said **Judy Ciapciak**, Executive Director. "They have been professional and extremely supportive in getting us where we want to go."



**(L-R) Shawn Meers, Austin Priest, Bill Brasser, Laura Steppig & Jon Jensen**

Captiva has received several accolades in recent years due to the company's growth. In 2009, Captiva made its debut on the INC 5000 list at number 1,431 due to the company's sales growth of 223.5% from 2005-2008.

Additionally, it was once again listed by the St. Louis Business Journal for the third consecutive year in 2009. Small Business Monthly also recognized Captiva as one of their Top 20 Under 20 local businesses.

*Don't Miss Out on*  
**\$10,000!!**

**Check out the insert  
in this edition of the  
Newsletter on the  
\$15,000 Raffle!**

**1st prize - \$10,000  
2nd - \$3,500 | 3rd - \$1,500  
Tickets are \$100  
ONLY 400 WILL BE SOLD\***

**\*if less than 400 are sold, prizes will be  
awarded in proportion to the original  
percentage**

**Help Your Business GET**

Find out how you can use Casual Fridays to help local kids battling cancer and their families.

At no cost to your business, you can give employees something they will love AND give back to your community!

Casual for Kids can also use ADP Payroll to reduce administrative time and hassle!

Visit [friendsofkids.com/casual-for-kids](http://friendsofkids.com/casual-for-kids) and see what this unique program can do for your office!



# KIDS HELPING KIDS



**NFTY of Missouri Valley** donated a large quantity of Build-a-Bears



**Eric Millner** donated \$800 from his Bar Mitzvah



**Kristen Clark** donated toys from 10th birthday party



**Chaminade Preparatory School** has been running the Soccer Shootout now for many years. Kids raise money in the morning (of a day off) before the actual soccer kicks off! Participants get pledges to play for two hours. Thanks Chaminade, Tim Gauvain and all the soccer fanatics!



As part of her Girl Scout Gold Project, **Gretchen Spanel** built a fully functional and intricate doll house. She donated the house along with accessories to play with to *Friends*.

## Here are a few more examples of Kids Helping Kids!

- The **McDonnal family** donated toys celebrating **Lauren's** birthday, who was lost to cancer 4 years ago
- **Sharon Harvey** and her 2 kids, **Evan & Leah**, donated blankets and toys
- **Daisy Troop 4507** from **Oak Brook Elementary** made tray favors for hospitalized kids
- **Oak Hill Elementary's** 5th grade class organized a toy drive for **Esther**, a young girl from Africa with cancer in St. Louis

## Hats On Day Kicks Off for 2010

Hats On Day is off to a great start in 2010 thanks to a number of schools and a special girl in treatment for cancer. Sasha Edwards, a current patient at Children's

Hospital (see Trivia Night) saw HatsOnDayastheperfectway to give back after being a part oftheFashionShow.Herfamily helped her bring this great fundraiser to her hometown of Charleston, IL, and they pulled the Elementary, Middle and High Schools together for one big Hats On Day! Four schools total participated, and they combined to raise over \$1700!

Othergreatschoolsandplacesofworship



have been participating this school year, while many others are still gearing up for events later in 2010.

Hats On Week is coming up soon, scheduled as always during the first week of March. If your school, place of worship or business would like to participate,

please call the office at 314-275-7440 or email us at hats@friendsofkids.com.



April 24th, 2010 • 5k Run and 1 Mile Walk • Maryville Centre

Sign up online at [friendsofkids.com](http://friendsofkids.com) or call the office at 314-275-7440!



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## 2010 Friends of Kids with Cancer Calendar

### Friends Fundraisers:

Walk with a Friend - April 24th  
Golf Tournament - May 24th  
Fashion Show - November 4th

*Get the full details at  
friendsofkids.com or  
by calling us at  
314-275-7440!*

### Upcoming 3rd Party Fundraisers:

Month of February - Southwest Bank "Touch the Heart of a Child"  
Feb. 27th - Mustache Madness at Indigo Joe's  
March 4th - Shopping for Friends at the home of Lisa Nixon  
March 5th - Youth in Action Safari Trivia Night at Kirkwood HS  
April 3rd - Kaya's Wine and Spirits Trivia Night  
April 23rd - Kirkwood HS Girls Soccer Kick for Cancer vs Lafayette  
May 1st - 3rd Annual Aaron Hubbell Memorial Golf Tournament at Pevely Farms  
May 21st - Fashion for a Cause - Westmont at Chesterfield  
May 22nd - CBC Car Show  
June 12th - Clynes Family Golf Tournament at Country Lakes  
June 13th - CJ's Journey's Garden Party at Rau Garden in St. Charles  
June 26th - Austin Murphy Memorial Golf Tournament at Innsbrook

