

# ANNUAL REPORT

2019



**SAM DAY**  
FOUNDATION

THE SAM DAY FOUNDATION  
STRIVES TO FUND  
RESEARCH FOR RARE  
PEDIATRIC CANCERS  
AND LIFE-GIVING  
EXPERIENCES  
SO KIDS WITH CANCER  
CAN SURVIVE  
AND LIVE WELL.

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MISSION STATEMENT

## FROM THE EXECUTIVE DIRECTOR

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Dear Sam Day Community,

Pediatric cancer comes with a realm of bumps, bruises, obstacles, setbacks, and a crash course on adapting to unwanted realities. Frequent hand washing, isolation, and missing out, become disappointing routines for kids with cancer. Above all, childhood cancer families understand the fear inducing impact of disease. One pediatric oncologist shared . . .

*Today a mother told me during our telemedicine visit that she looks around quietly thinking, “welcome to our world”, as everyone fears for their well-being and the well-being of their family and they put on a mask, wash their hands more diligently, and limit their exposure to others. All the while, the families who continue to live with the life-threatening nature of their child’s cancer are forced to find yet another level of resilience.*

Not only has COVID-19 inflicted more suffering to cancer families in treatment, it has caused delays to an already struggling research system. When I learned that many cancer research labs had to shut down because of the pandemic, I knew families would be discouraged. This is why I’ve felt so compelled to keep the work of Sam Day Foundation moving forward with a steadfast focus on our primary mission to advance pediatric cancer research.

Thanks to each of you, we had a highly successful Sam Day Soirée in February. With changes brought on by COVID-19 we’ve altered our budget and postponed plans to expand our experience programs and staff support, so research can remain the top priority. Your commitment has allowed us to step into these uncertain times with instrumental funding to continue the work of the CuReFAST program (which has been able to move forward at full speed), and by helping our local research labs re-open. Because of our generous community, I can say to families waiting for new discoveries, “Don’t worry, we can keep funding that.”

I’m honored to be working with a growing community of people who engage with us, so more kids with cancer survive and live well. In the midst of so much uncertainty and change we have proven that we too can adapt and continue the work we have set out to do with you. The world could use some good news right now, so thank you for your partnership.

Sincerely,



Lorna M. Day  
Executive Director



# WHY RESEARCH?

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**Childhood cancer research moves slowly.** It always has. On average, there are 12 drugs approved for adult cancers every year, but since 1978, there have been less than 10 total for children. While adult cancer drugs are being developed at lightning speed to match the specific genes and proteins involved in cancer growth, pediatric cancer researchers are still exploring the basic biology of many cancers. There are several factors influencing this reality, and a lack of funding is at the top.

The National Cancer Institute (NCI) designates

**LESS  
THAN 4%**

of its budget to childhood cancers.

**Prostate cancer** (average age diagnosis is 66) receives more funding from the NCI **>** than all of **pediatric cancers** combined.

Yet cancer remains the leading cause of disease related death for our children, and

**35% OF SURVIVORS WILL DIE** of treatment related health issues within 30 years.

**Even  
here in  
Oregon,**

where research for adult cancers is abundant, childhood cancer research funding remains neglected. This is why **Sam Day Foundation** is dedicated to the hard work of advancing research so a better future for kids can one day be realized.

Nationally, we are joining forces with other research funding organizations so that our efforts are multiplied, not duplicated, and our voice is heard, not neglected. We believe research funding and advocacy is how we will make progress toward complete healing for kids with cancer. It's complicated, daunting, and fundamentally the right thing to do.

*“Research for new and improved pediatric cancer treatments is truly critical and long overdue. Current treatments are often adult based solutions that pediatric doctors try to apply to children, resulting in major life-long complications that are often worse than the cancer it cured. My daughter survived cancer, but now she faces a life of significant physical disabilities due directly to her treatment. Her quality of life makes her question the value of surviving cancer.”* — Jerris Marr, SDF Board of Directors



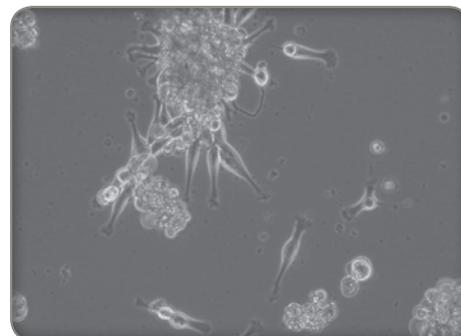
# IMPACT

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## RESEARCH GRANT TO ADVANCE RESEARCH FOR SOME OF THE MOST UNDER-STUDIED CANCERS

**\$120,000**

Your support made it possible to fund another year of the Cancer Registry for Familial and Sporadic Tumors (CuReFAST) program at the Children's Cancer Therapy Development Institute (cc-TDI). CuReFAST creates progress for the rarest and most incurable forms of childhood cancer through cell line and mouse model development for the entire pediatric oncology field.



Since SDF began funding this program in January 2019, over 70 patients have enrolled in the program with hope that their tumor tissue and medical information will make a difference for others living with these rare cancers. Not only does this program contribute to much needed discoveries, it gives patients and their families the power to participate in the effort.

***“The Sam Day Foundation is central to cc-TDI’s mission in so many ways, but especially the flagship CuReFAST program.”*** — Charles Keller, cc-TDI Scientific Director

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## CONNECTING WITH RESEARCHERS AND FAMILIES

Our partnership with cc-TDI involves more than research funding. Executive Director Lorna Day served as a host to several families and researchers from around the world attending cc-TDI’s week long nanocourse in August, 2019. This program brings together families and researchers to share new discoveries and develop strategies for moving research forward. This year’s research focus was on two cancers with similar biologic markers, ewing sarcoma and clear cell sarcoma.



## AWARDED IN SCHOLARSHIPS \$6,000

Sam Day Foundation awards scholarships to Sunset High School students who exude positivity, hard work and resilience while living with chronic illness or physical disability. Sam's life with cancer and amputation highlighted how difficult it is to excel in academics or extracurricular pursuits when life is full of doctor appointments, sick days, and various medical interventions. A small portion of our funding is given to students who have pushed through the obstacles of their disability and illness, because they were determined to live well.

This year's awardees have three very different stories of resilience and we know they will be a source of inspiration in their future college and career settings. This year, each received a \$2,000 scholarship.



**TIA LINDSAY**  
University of Arizona



**SALLY CAMPBELL**  
University of Colorado



**ANIBAL LOPEZ-BONILLA**  
Portland Community College

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## GETTING THE WORD OUT

September is childhood cancer awareness month and in 2019, SDF engaged multiple communities to spread the word about childhood cancer.

- Six varsity football teams wore gold ribbon stickers on their helmets for the month of September
- Three High Schools sold gold bandanas and stickers during school and at football games
- Four news clips highlighted Sam Day Foundation and promoted Childhood Cancer Awareness
- Three childhood cancer survivors told their stories on our social media sites



# EVENTS

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## SAM DAY SOIRÉE

The 2020 Soirée exceeded expectations by selling out 5 weeks before the event on February 22. Guests contributed more in revenue than ever before and demonstrated a growing energy around the need for better treatments for kids with cancer. The theme, One Day, pointed toward a hopeful vision for that One Day when more kids with cancer will survive and live well.



- \$323,000 raised
- 420 tickets sold
- Special appearances by young cancer survivors
- Words of hope by Executive Director Lorna Day
- Music by Brian O'Dell



## CREATE FOR A CURE

Portland creatives joined together for a beautiful collaborative event in which local artists donated pieces for auction to benefit SDF. Over 50 pieces of art were donated, and attendees responded with a high level of interest in growing the event next year.



Weinstein PR



## SAM DAY LAUGHS

Local comedian Terry Lomax brought together three of his favorite funny friends for an evening of laughter at Lake Oswego's Lake Theater to raise funds for Sam Day Foundation. Close to 80 people, including some young cancer fighters, filled the space to laugh and learn about SDF's mission.

*"After learning about the needs and the lack of funding for pediatric cancer, I jumped on board to help in any way I could. I have learned after volunteering for the Sam Day Foundation for the last couple of years that it is amazing what can happen when one shows up to serve. I am definitely getting back more than I am giving."*

— Leslie Boyd, Event Volunteer

Sponsored by:



# FINANCIALS

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## REVENUE

Signature Events: \$375,000

Donations: \$64,000

Grants: \$5,000

**Total Revenue: \$444,000**

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## EXPENSES

Fundraising: \$76,000

Operations: \$48,000

**Total Fundraising + Operations: \$124,000**

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## PROGRAM

Research: \$120,000

Experiences: \$0

Scholarships: \$6,000

**Total Programs: \$126,000**

**Reserve: \$188,000\***

*\*Reflects increased funds held in reserves until fiscal year 2020, in order to allow for a more effective response to COVID-19's impact on cancer research programs.*

# BOARD MEMBERS

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## SAM DAY FOUNDATION

### Lorna Day

Executive Director  
Sam Day Foundation

### Bob Day

Deputy Chief  
Portland Police Bureau - *Retired*

### Jerris Marr (President)

Principal  
Pepper Foster Consulting

### Kelley Doering (Secretary)

Founder and Chief Executive Officer  
ENGIN Creative

### Liz Sarles (Treasurer)

Office Assistant  
Terra Linda Elementary School

### Chris Sarles

Chief Executive Officer  
Oregon Fruit Products

### Jae Cho, MD

Chief, Pediatric Neurology  
Scientific Director, Pediatric Brain  
Tumor Program  
Oregon Health and Sciences University

### Sarah Friend

Executive Vice President of  
Sales and Marketing  
The Partners Group

### Tracy Nordyke

Vice President of  
Training and Curriculum Development  
Mission Increase Foundation

### Nancy Reynolds

Senior Business Director  
Challenged Athletes Foundation

## OPERATIONS ASSISTANT

### Tracee Hiller

Tracee joined Sam Day Foundation as the part-time Operations Assistant in January 2019. Tracee has been an incredible asset by taking on many of the administrative elements of the job. She makes the logistics easier and she's very fun to work with.



### SDF Mascot

Duncan is an English Cream Golden Retriever and he is in training to become a therapy dog. Lorna and Duncan will team up to love and put smiles on the faces of kids in the hospital fighting cancer. Duncan will also make appearances at most Sam Day Foundation events. *(All of Duncan's expenses are paid for by the Day Family)*



## MEDICAL RESEARCH ADVISORY

### Melanie Gillingham, PhD, RD, LD

Associate Professor, Department of Molecular and Medical Genetics School of Medicine  
Oregon Health and Sciences University

### Alan Herr, PhD

Research Associate Professor,  
Department of Pathology  
University of Washington

### Stacey Zahler, DO

Pediatric Hematology/Oncology  
Cleveland Clinic

### Steven DuBois, MD, MS

Associate Professor, Pediatrics  
Director, Experimental Therapeutics  
for Pediatric Oncology  
Dana-Farber Cancer Institute



ATTICUS



SOPHIE

# ONEDAY



VIOLET



CHARLIE



STELLA



SAM



COOPER

## MEMBERSHIPS

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## TOP SPONSORS

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## GOING FORWARD

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In November, 2019, the SDF board gathered for a full day retreat to dive deep into our mission, values, and a 3-5 year plan. What rose to the surface was a unified desire to fund local research with national impact, where we can vet the researchers and oncology specialists, their approach and be part of the conversation to find a cure. We will push to create opportunities for local children to access the most promising research available because every child deserves equal opportunity for a hopeful future. When the country's best clinical trials, lab researchers, and oncology specialists are several states away, receiving novel treatments means that only the most financially secure and socially supported families can manage. We believe every child with a rare cancer should have access to hopeful possibilities.

Through ongoing conversations with the highest levels of leadership within Portland's hospitals, SDF is moving toward a plan for high impact engagement. We are willing to dream big with smart strategy and a generous community, and we hope you will partner with us on this exciting journey. We hope to change the conversation in our local oncology clinics from "I'm sorry, there's nothing we can do," to "We have an exciting opportunity for you, right here in the Northwest."

ONE DAY  
THE SURVIVAL  
STATISTICS  
FOR CHILDHOOD  
CANCER  
WILL IMPROVE  
AND MORE  
KIDS WITH CANCER  
WILL SURVIVE  
AND LIVE WELL.

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JOIN US, TO CHANGE LIVES  
IN POWERFUL WAYS.



**SAM DAY**  
FOUNDATION