



Shaving the Way to Conquer Kids' Cancer

www.StBaldricks.org

888.899.BALD

Fact Sheet

Our History

On March 17, 2000, reinsurance executives Tim Kenny, John Bender and Enda McDonnell turned their industry's St. Patrick's Day party into a benefit for kids with cancer. The three planned to raise "\$17,000 on the 17th," recruiting 19 colleagues to raise \$1,000 each to be shorn. Instead, the first St. Baldrick's event raised over \$104,000! The event had a life of its own and quickly grew into the world's largest volunteer-driven fundraising program for childhood cancer research!

About Us

- Worldwide, more than 160,000 children are diagnosed with childhood cancer each year.
- The St. Baldrick's Foundation is a 501(c)(3) non-profit organization. Federal ID #20-1173824.
- The St. Baldrick's Foundation coordinates worldwide head-shaving events that raise money to support childhood cancer research.
- St. Baldrick's is a fusion of "St. Patrick's Day" and "bald."
- The Foundation funds local institutions and cooperative research on a national scale to help doctors work together to develop the best treatments for all children with cancer.
- From 2000 to 2009, over 108,000 shavees—more than 8,600 women—have shaved their heads at over 2,500 St. Baldrick's events, raising more than \$69 million dollars with head-shavings in all 50 U.S. states, the District of Columbia, and 24 countries.
- St. Baldrick's live head-shaving events have been held internationally in Argentina, Australia, Bermuda, British Virgin Islands, Canada, China, France, Grenada, Guam, Honduras, Hong Kong, India, Iraq, Northern Ireland, Italy, Japan, Kuwait, Mexico, New Zealand, Poland, Spain, Switzerland, and United Kingdom.
- Two of St. Baldrick's largest groups of shavees are firefighters and police officers. These men and women are already making a big difference in their communities but have committed their time and hair to help St. Baldrick's conquer kids' cancer! In 2009, St. Baldrick's had more than 1,500 firefighters and 700 police officers shave for the cause.
- Celebrity barbers and shavees have included: Michael Douglas, Jackie Chan, Jay Leno, Molly Ringwald, Andrea Roth, Bow-Wow, Steve Wilkos ("The Steve Wilkos Show"), Patrick Elwood (FOX New Chicago), Joe Bartlett (WOR Radio), as well as professional athletes, educators and public officials.

**Every 3 ½ minutes a child is diagnosed with cancer.
Every 4 hours a child loses their life.**



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FAQs

What is the St. Baldrick's Foundation?

The St. Baldrick's Foundation is the world's largest volunteer-driven fundraising event for childhood cancer research. At St. Baldrick's events all throughout the year, brave volunteers shave their heads, raising funds for research. Like runners in a marathon, "shavees" collect donations from family, friends and associates. The Foundation receives these funds and makes grants to research experts to find new and better treatments for fighting kids' cancer.

Why do so many St. Baldrick's event take place on or around St. Patrick's Day?

The first St. Baldrick's event took place in New York City in 2000 when three Irish reinsurance executives turned their annual St. Patrick's Day party into a fundraiser, shaving their heads in solidarity with children with cancer. Although a large number of our events take place in March, St. Baldrick's events happen all year. September is Childhood Cancer Awareness Month and has also become a popular time for events.

How does St. Baldrick's raise funds for pediatric oncology research?

St. Baldrick's organizes events where volunteers shave their heads to stand in solidarity with kids fighting cancer. It is an amazing experience. However, you don't have to go bald to make a difference in the life of a child with cancer. You can donate money in honor of a St. Baldrick's Honored Kids, volunteer your time, or plan an event. St. Baldrick's is proof that one person, one shaved head or even one dollar can make a difference in the fight against childhood cancer.

How many kids are affected by childhood cancer?

Each year 160,000 children worldwide are diagnosed with cancer and they need our help more than ever. About one in 300 boys and one in 333 girls will develop cancer before their 20th birthday. In the United States, childhood cancer kills more children than any other disease - more than AIDS, asthma, diabetes, cystic fibrosis and congenital combined. In the U.S., 1-2 children will develop cancer for every 10,000 children that makes for more than 15,000 children diagnosed with cancer each year. This is a diagnosis every 3 minutes. Every 4 hours a child with cancer loses their battle.

What does St. Baldrick's do with the money it raises?

The St. Baldrick's Foundation provides grants to over 230 institutions for laboratory research and to help make clinical trials available to more children than ever, giving those children treatment that offers the best chance for a cure and long-term survival. St. Baldrick's has also funded 36 Fellows and 21 Scholars, younger professionals who are the experts of tomorrow. Your support truly makes a difference!

How much money has St. Baldrick's raised for childhood cancer?

Since 2000, St. Baldrick's has raised more than \$69 million USD by hosting more than 2,500 events and shaving more than 108,000 heads in 24 countries and all 50 U.S. states and the District of Columbia.

Childhood cancer is the number one disease killer of children in the United States.



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Get Involved

Donate

Fighting childhood cancer is a year-round battle, and baring a bald head is only one way to show your support. Check out the many other ways you can make a difference.

Matching Gifts:

You can double your donation to the St. Baldrick's Foundation!

Make a Tribute or Memorial Gift:

Your tribute or memorial gift can honor a child who has - or had - cancer, or another special person in your life.

Donate Goods or Services:

The St. Baldrick's Foundation keeps a tight budget - help reduce our expenses and improve our organization.

Be a Shavee

Go ahead - throw vanity out the window. We dare you to experience the boldness of getting bald while raising funds for life-saving research. Your fundraising efforts will raise much-needed research support and your bald head will be a display of solidarity with kids who have cancer - most of whom don't get to choose how to style their hair today. Give them the best chance for a cure!

Organize an Event

Have a knack for organizing? Become a Volunteer Event Organizer (VEO). The Foundation provides all VEOs with a personal event coach and all of the materials necessary to plan a head-shaving event. As a VEO, you contribute greatly to the character of your event; in other words - your event is what you make it. Big or small, short or long, we take 'em all!

Recruit a Shavee

To make 2010 our biggest year yet, we hope to see more than 35,000 shavees. Help recruit a shavee.

Be a Volunteer

Shaving your head isn't the only way to participate! Volunteers are needed for many tasks such as shavee registration, photography, collection of funds and more. Register today, and contact your local event organizer for details.

Involve Your Business, Organization or Foundation

Many hands make light work - your business, club or organization can help St. Baldrick's shave the way to conquer kids' cancer! Regardless of the size of your business or organization there are many ways to get involved.

Spread the Word

Help the Foundation raise even more awareness and funds for life-saving childhood cancer research. Add St. Baldrick's links to your internal and external Web sites; hang St. Baldrick's posters, distribute St. Baldrick's brochures and much more

What started as a challenge among friends has become the world's largest volunteer driven fundraiser for childhood cancer research.



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2010 Child Ambassadors

The five St. Baldrick's Foundation 2010 Child Ambassadors represent the startling reality that one in five children diagnosed with cancer will lose their lives.

Khalid



4, North Carolina, neuroblastoma, no evidence of disease (NED)

Despite his battle with cancer, Khalid is now more rambunctious than ever. Yet this wasn't the case two years ago when he was diagnosed with neuroblastoma, one of the most fatal types of childhood cancer. Although treatment saved his life, Khalid lost sight in his right eye and also suffered partial hearing loss. Khalid is now eager to learn and excitedly preparing for kindergarten.

Sara



5, Illinois, Wilms tumor, no evidence of disease (NED)

Sara's favorite activity is playing nurse with her sisters, pulling from her own experiences when receiving cancer treatments. Following Sara's initial diagnosis, she had surgery to remove the twelve-centimeter tumor growing on her left kidney, which had also spread to her chest and liver. After a year of intensive treatments, Sara's most recent scans showed no sign of cancer in her system.

Zoe



6, California, acute lymphoblastic leukemia, in treatment

Zoe was diagnosed in 2009. Advances in research enabled doctors to determine that her cancer tested positive for the rare Philadelphia Chromosome. Though Zoe dreams of being a mother, her ongoing treatment, which saves her life, will also prevent her from bearing children. For now, Zoe will continue to play mother to her favorite doll and her own mother will continue to support research in hopes of a cure.

Ty



14, Idaho, osteosarcoma, no evidence of disease (NED)

Ty was diagnosed with osteosarcoma in 2007 after he noticed a bump on his leg. After three months of chemotherapy, Ty bravely opted to have his right leg amputated through the knee. Following the amputation, Ty continued with chemotherapy treatment and began physical therapy to learn to walk with a prosthetic leg. He is working to regain strength and balance in his leg so he can ride his bike again.

Averi



16, North Carolina, Ewing's sarcoma, passed away (Dec. 31, 1992 - March 12, 2009)

Averi was a talented artist who loved life. Her skills stretched past the edges of a canvas and found their way into other mediums such as poetry, mosaics and more. Averi left her legacy of artwork behind for all to enjoy. Averi passed away after a courageous four-year-long battle with cancer, only three days before her father shaved his head for St. Baldrick's for the third time.

Rachel Kemble Photography and Kirk Shepherd Photography

One in five children diagnosed with cancer will not survive.



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Our Goals

Our Commitments

- To raise awareness that childhood cancer is the #1 disease killer of the children in the United States.
- To raise funds for cures and advances that save lives and improve the quality of life for children with cancer.
- To provide quality support, material and coaching to all who are giving their time, energy and/or hair for the cause, and to make the most of everyone's efforts.
- To encourage as many people as possible to participate in St. Baldrick's either as an Honored Family, shavee, volunteer event organizer, barber, volunteer, and/or donor.
- To serve as conscientious stewards of all funds, so every penny possible goes to the cause and not to operational costs.

Our Guiding Principles

We are frequently asked how we operate, and we happily share the principles which guide us daily in our journey to conquer kids' cancer: Transparency, Integrity, Efficiency, Pioneering Spirit and a Sense of Fun. All of these serve a higher purpose – effectiveness.

Integrity

Our awareness of the great trust you place in us – as stewards of the funds you raise and as partners with you in the fight against childhood cancer - guides us every day.

Efficiency

Our commitment to always operate in the most cost-effective manner possible so that the greatest number of money raised goes directly to fund cancer research.

Transparency

Our pledge to be completely open with you, understanding that it is only through your support of St. Baldrick's that we are able to continue our vital mission.

Pioneering Spirit

Our unique approach to fundraising is bold and daring, the same qualities we look for in the doctors and researchers dedicated to finding the cure.

Sense of Fun

Our head-shaving events are fun and people come back year after year, joining together to have a great time while supporting a very serious cause.

Since 2000, more than 2,500 St. Baldrick's events have raised more than \$69 million by shaving more than 108,000 heads.



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Where the Money Goes

The St. Baldrick's Foundation funds more in childhood cancer research grants than any organization except the U.S. government.

- More than \$69 million USD has been raised from 2000 to 2009. Research is bringing us closer to the day when cancer no longer claims the lives of children.
- St. Baldrick's donors and volunteers made possible over \$12 million in funding for childhood cancer research in 2009! This includes 28 grants, as well as funding for 45 young doctors who will be tomorrow's top researchers.
- The Foundation funds local institutions and cooperative research on a national scale to help doctors work together to develop the best treatments for all children with cancer.
- St. Baldrick's adheres to the standards set forth for top rated organizations by the United States Better Business Bureau and charity rating agencies.
- Foreign beneficiaries receive funds raised by St. Baldrick's events held in their countries.

Research Grants

These grants are to fund a specific research project that is hypothesis-driven and may be either laboratory or clinical in nature. All research grants are directed at finding cures for childhood cancers, gaining information crucial to improving treatments, or improving the quality of life for patients and survivors. Research grants are funded for one year.

Fellowships

To specialize in pediatric oncology research in the U.S., one must first graduate from medical school, then complete a pediatric residency, and finally be accepted into a hematology-oncology research fellowship training programs, lasting three years. The first year of a fellowship is devoted to training and patient care. In years two and three - the years funded by St. Baldrick's Fellowship grants - the fellow conducts his or her own childhood cancer research project, under the mentorship of an expert. Funding may be granted for one additional year for projects needing extra time to complete.

Scholars

The Scholars awards are to help develop the independent research of highly qualified individuals still early in their careers. Applicants must hold a faculty-level position at an academic or non-profit research institution or laboratory, and must have held such a position for no longer than five years at the time of application. Because grant funds are so scarce, it is difficult for these young investigators to compete with more established researchers. These awards keep new researchers focused on childhood cancer. Scholar awards are funded for three years, with an additional two years possible upon approved application.

Infrastructure

Infrastructure Grants are one-year grants, funded in the fall which support institutions with the potential for more significant participation in childhood cancer clinical trials or other research, but which currently lack necessary resources. Most Infrastructure Grants fund a clinical research assistant or similar position. Preference is given to institutions with high needs and low philanthropic support, in areas where St. Baldrick's funds are raised.

Currently, childhood cancer research funding accounts for less than 3% of all cancer research funding allotted by the federal government.



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Where the Money Goes

Multi-Institution

In addition to the cooperative research and laboratories of the more than 230-member Children's Oncology Group, St. Baldrick's has funded consortiums of institutions working on pediatric brain tumors, neuroblastoma, and bone marrow transplants for childhood cancer patients.

Multi-Institution Grants in the 2008-2009 fiscal year* include:

Children's Oncology Group (more than 230 Institutions and more than 5,000 Researchers)
Pediatric Brain Tumor Consortium Foundation

Beneficiaries Outside the U.S. - 2009

(Funded during July 1, 2008 – June 30, 2009, from events in the following countries)
P.A.L.S. Childhood Cancer Care Endowment, Paget, Bermuda
Childhood Cancer Foundation Candlelighters, Canada, Toronto, Canada
Children's Cancer Foundation, Hong Kong, China
CLIC Sargent, London, England
Children's Leukemia Research Project (CLRP), Dublin, Ireland
Children's Cancer Association of Japan, Tokyo, Japan

Recipients of the St. Baldrick's Foundation grants include:

The Children's Hospital of Philadelphia, Philadelphia, Pa. - Michael Hogarty, M.D.

University of Colorado at Denver, Aurora, Colo. - Jean Mulcahy Levy, M.D.

Memorial Sloan-Kettering Cancer Center, New York, N.Y. - Kevin Curran, M.D.

Oregon Health & Science University, Portland, Ore. - Bill Chang, M.D.

University of Illinois at Chicago with Rush Medical Center and John H. Stroger - Hospital of Cook County, Chicago, Ill.

Research Institute at Nationwide Children's Hospital, Columbus, Ohio
- Acute Lymphoblastic Leukemia and Neuroblastoma

*The St. Baldrick's Foundation's audited financials are for a fiscal year of July 1 – June 30.

Two thirds of childhood cancer patients will have a long lasting chronic condition from the very treatment that helped save their lives.



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Testimonials

Parents and Honored Kids

"When our daughter was diagnosed, it felt like our world shrunk. As we researched her illness, we were shocked to realize just how many children are diagnosed with different cancers every year. It was heartbreaking to realize that as difficult as our journey was, we were only one family. Many, many more families were having to endure the same difficulties we were. We are incredibly grateful to St. Baldrick's for working to find a find a cure for childhood cancer so that no other family should ever have to suffer like this again."

Mike and Sarah Brown, New York, parents of Ashley, 7, in treatment for Ewing's sarcoma.

"St. Baldricks means a lot to me because it helped me cope with my cancer. Knowing that so many people were raising money and shaving their heads just to support me truly touched me and made me feel special. I continue to support St. Baldricks because I believe that all cancer patients deserve this feeling as well and it is such an awe inspiring event."

Jamie Deibel, 20, Kentucky, former shavee and St. Baldrick's Honored Kid, in remission from Acute Lymphoblastic Leukemia (ALL).

Volunteer Event Organizers (VEOs)

"The North Plainfield Firefighters annual St. Baldrick's Day Event has become a staple in our community; raising awareness of the pursuit for a cure of childhood cancer and highlighting our commitment to the community. The Foundation is easy to get behind because of its mission and the people who make it happen at every level. It is a privilege being a part of bringing a St. Baldrick's Event to life and have a small part in carrying out the Foundation's mission of raising awareness and funds to cure kids' cancer."

Rob Beattie, New Jersey, six-year organizer and shavee, firefighter, events raised more than \$268,000.

"Treating kids with cancer with child specific therapies is vitally important to finding cures and raising money to specifically fund children's cancer research is St. Baldrick's bread and butter. I believe that shaving heads connects children with cancer to adults with cancer to all people without cancer as it crosses the boundaries of illness so that those sick with cancer feel some sense of normalcy. I shaved my head to show these kids that they are not alone and if laughter and tears come naturally at the sight of my bald head... I can't think of a more healing side effect!"

Lisa Baracker, California, two-year event organizer and shavee, mother of Isaac, 4, in remission from Optic Nerve Pilocytic Astrocytoma, events raised more than \$229,000.

**Students, from elementary school through graduate school,
are organizing St. Baldrick's events across the globe.**



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Testimonials

Shavees

"In January of 2006, my 9-year-old friend Nick lost his seven-year battle with cancer. I wanted to find a way to 'do something!' Then I heard about the St. Baldrick's organization. St. Baldrick's gave me the opportunity to continue Nick's fight. I have shaved my head for the last 4 years to raise money to find a cure for children's cancer. This is a great organization. I started doing this when I was 11 years old and with the help of St. Baldrick's, even I could make a difference. Unlike many of these kids fighting cancer, like Nick, I am lucky enough to know that my hair will grow back."

Dylan Hanlon, 14, Minnesota, four-year shavee, raised more than \$3,200.

"I shaved my head because: I wanted to make a difference; I wanted to help children with cancer live long, happy, healthy lives; I wanted to change the typical concept of 'beauty;' I wanted to try something new; I wanted to challenge myself; I wanted to feel the wind on my head; I wanted shorter showers; I wanted good head rubs--I shaved my head because of so many reasons, but mostly because I WANTED to! And still do, I plan to shave for the third year in 2010. St. Baldrick's is a great way to realize how big of an impact one person can make on the lives of many and how you can make an impact on yourself."

Danie LaRock, Virginia, two-year shavee, college student, University of Virginia, raised more than \$15,000.

Researchers

"St. Baldrick's is the major foundation that is financially supporting clinical research for childhood cancer in the United States. The patients, their families, and their clinicians need this support to assure optimal treatment is available for all children afflicted with this serious disease today and tomorrow. All children deserve to be healthy and through research funding, St. Baldrick's is helping make that happen."

Dr. Jerry Finklestein, M.D., Medical Director of Jonathan Jaques Children's Cancer Center at Miller Children's Hospital in Long Beach, California, former shavee and grant recipient.

"Without the support of St. Baldrick's, it would be impossible for us to continue to understand the cause and development of childhood cancers. Through their funding, we are not only looking at new ways to treat the disease but the best possible ways to extend the lives of survivors. By saving these children's lives, we may indeed be saving the child who will one day discover the cure for cancer."

Dr. Jeffrey Lipton, M.D., Ph.D., Director, Pediatric Hematology/Oncology and Stem Cell Transplantation at Schneider Children's Hospital, New Hyde Park, N.Y., former shavee.

We invite you to join us. Together, we can conquer kids' cancer!

**Over the past ten years, more than 8,600 women have proven
bald is beautiful.**



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Fundraising Accountability

St. Baldrick's remains committed to complete transparency, accountability and efficiency, adhering to the Donor Bill of Rights as created by the Association of Fundraising Professionals (AFP), the Association for Healthcare Philanthropy (AHP), the Council for Advancement and Support of Education (CASE), and the Giving Institute: Leading Consultants to Non-Profits.

Charity rating agencies generally require non-profit agencies to exist for several years before rating them. The St. Baldrick's board has implemented policies to ensure the highest possible ratings.

Source of Funds:

- St. Baldrick's does not raise funds through mass mailings or telemarketing, nor does it receive or solicit government funds.
- St. Baldrick's volunteer event organizers, shavees, barbers, sponsors, donors, staff, board members and other volunteers generate 100% of revenues.

Use of Funds:

- Childhood cancer researchers submit proposals to St. Baldrick's. These are reviewed and rated by a Scientific Advisory Committee and other qualified experts, who make funding recommendations. Final decisions are made by the board of directors.
- Fundraising expenses include:
 - The continued development of the Web site, without which the St. Baldrick's Foundation could not operate or continue to grow.
 - Equipping the ever-increasing numbers of events and shaves (t-shirts, posters, telephones, postage for shavee kits, etc.).
 - The processing of over 300,000 donations (data entry, credit card fees, banking fees, postage, etc.).
 - Continued development of new systems for greater efficiency and service to volunteers. Staff to support and serve the fantastic St. Baldrick's volunteers, and more.
- Charity rating agencies recommend that overall fundraising costs per dollar raised be kept under 35%; special events often cost as much as 50% of funds raised. Our fundraising cost in this fiscal year was a healthy 21%, and we strive to be more efficient each year.
- St. Baldrick's volunteers and donors can help cut costs by giving online, using donation forms for gifts by check or cash and following all donation handling and submission instructions.
- St. Baldrick's takes very seriously its responsibility to be efficient and good stewards of every dollar donated, and to put the most funding possible into the hands of researchers who can cure childhood cancer.

The St. Baldrick's Foundation funds more in childhood cancer research grants than any organization except the U.S. government.



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The Social Buzz

We're social in more ways than one; sharing support for St. Baldrick's just got easier! Friends, families and media can follow St. Baldrick's and spread the buzz about the Foundation to all their social circles.



Make our news, your news. Become a Fan of St. Baldrick's on Facebook. In fact, while you're at it, bring all your closest friends along with you! Share the latest posts, photos, notes and more. Visit www.facebook.com/StBaldricksFoundation.



You + @StBaldricks = a front row seat to the latest St. Baldrick's buzz! Visit www.twitter.com/StBaldricks.



Bald heads, smiles, laughter and tears – words simply can't describe the Serious Fun that's had at a St. Baldrick's event. Sneak a peek (or two, or three) at the latest St. Baldrick's pics from events in the U.S. and around the world. Visit www.flickr.com/photos/stbaldrickpics.



Ever wonder what it's like to experience a St. Baldrick's event? Subscribe to St. Baldrick's Non-profit Channel on YouTube and catch all the action. Learn more about the Foundation, St. Baldrick's participants and the children and families of the cause. Visit www.youtube.com/user/officialstbaldricks.



Meet Lucky the Leprechaun, St. Baldrick's mascot and frontrunner for all the fun at St. Baldrick's events. Become Lucky's friend to learn more about him and the Foundation. Visit www.myspace.com/lucky_stbaldrick.



St. Baldrick's was founded by three well-connected business people. Join the St. Baldrick's Group on LinkedIn and share the cause with colleagues and other business networks, spreading the word one connection at a time. Visit www.linkedin.com and search for St. Baldrick's under Groups.

The average person has more than 100,000 hairs on their head.