

hope

photographing every
child with cancer until
every child is cured



FLASHES OF HOPE 2011 Annual Report

Mission: Flashes of Hope is dedicated to changing the way children with cancer see themselves through the gift of photography and raising money for pediatric cancer research

IN 2011, 6500 CHILDREN SMILED DURING A FLASHES OF HOPE SHOOT – THAT REPRESENTS MORE THAN 50% OF THE CHILDREN DIAGNOSED IN THE UNITED STATES

Where to find Flashes of Hope...

Every month in 55 hospitals across the country, our volunteers transform oncology units into photo studios. Children and their families take a break from the hospital routine to smile for the camera and for each other.

A day outside of the hospital is cause for celebration and our photographers capture those moments through our Special Events Program. Photo shoots have been held at hospital picnics, holiday parties and at summer camps for children with cancer.

Thousands of volunteers make it possible. Chapter Directors, commercial photographers, stylists and assistants bring professionalism, talent and compassion to every single shoot. Their volunteer efforts make it possible to direct 86 cents of every dollar to fund program services.

Volunteers contributed in-kind services valued at more than \$830,000 in 2011 alone.



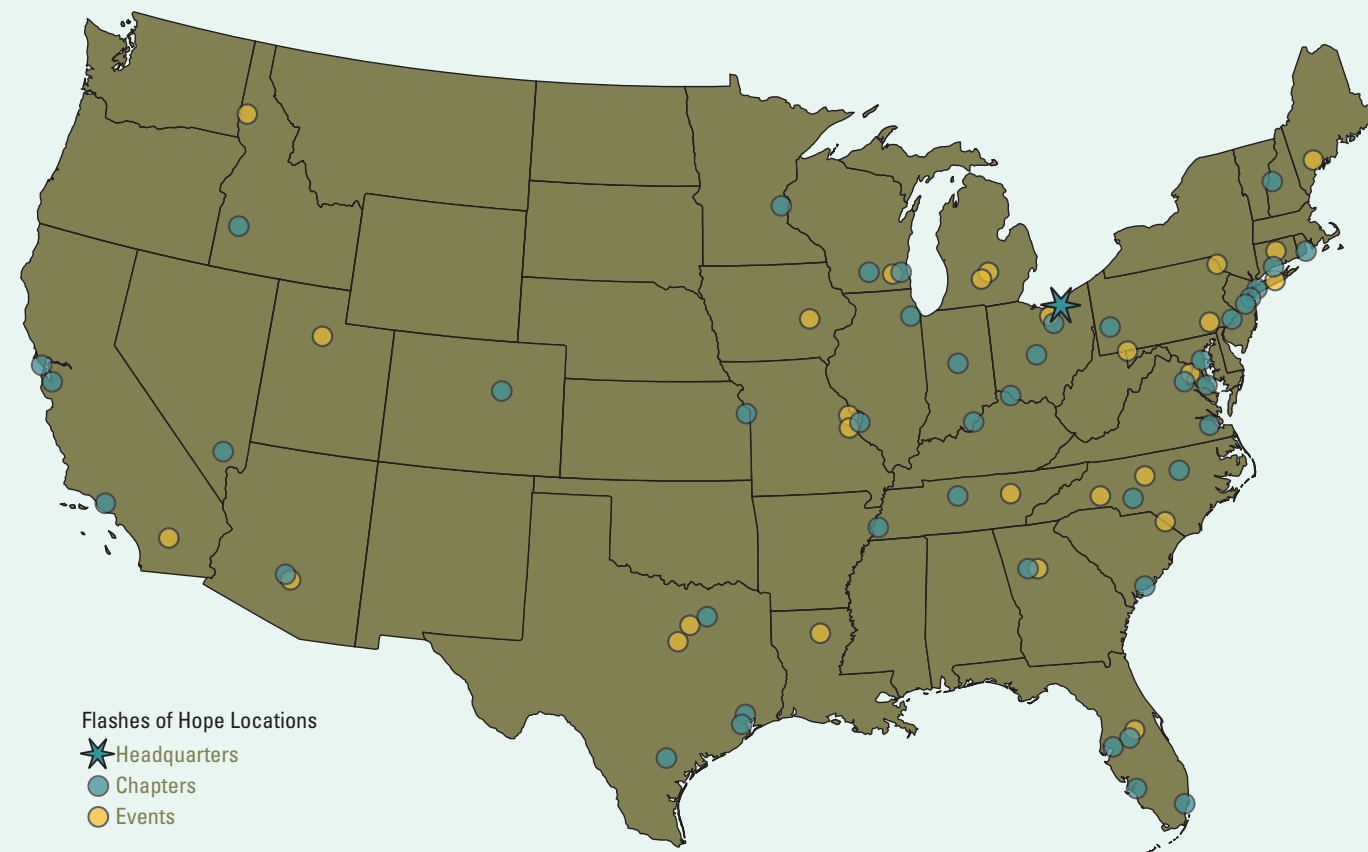
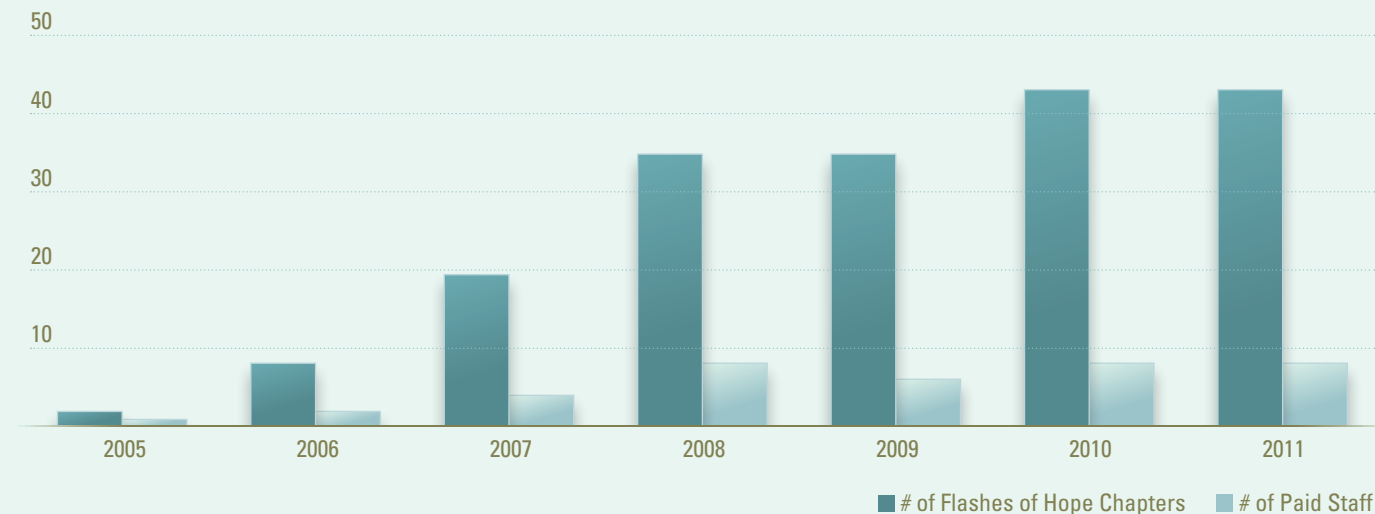
PHOTO BY SCOTT FARENDE



PHOTOS BY (L) JESSICA LEIGH, (R) SCOTT FARENDE



PHOTO BY MICHELLE EVANS



I just got home from the Cancer Center event. What a day! As I finished taking one of the portraits, the beautiful child said to me “I feel better already.” That quiet comment, spoken just above a whisper has been with me ever since it floated by.

– Jeffrey Yardis, FOH Photographer



PHOTO BY NATALIE KONTUR

In 2011, seventeen teams from all over Cleveland played in a huge Kick-It tournament on Progressive field, raising more than \$21,000 in one fun day.

KICK-IT RAISED \$287,000 FOR RESEARCH IN 2011 AN 88% INCREASE FROM 2010

KICK CANCER OUT OF EVERY CHILDHOOD!

Our Kick-It program to raise money for children's cancer research was launched with the help of the Cleveland Indians in June 2009. Kick-It events, whether held in a backyard, on a school playground or on Progressive Field, bring hope to families waiting for a cure.

Proceeds were donated to the Children's Tumor Foundation and Curesearch for clinical research at the Children's Oncology Group. 90% of children with cancer are treated at Children Oncology Group member hospitals.



Josh Cribbs of the Cleveland Brown playing kickball with cancer patient Micheal Orban.



PHOTO BY BILLY BASS

Kick, run, have fun. All to help cure cancer.



PHOTO BY NATALIE KONTUR

The Cleveland Indians mascot Slider steps up to the plate.



The World Adult Kickball Association (WAKA) donated 1,000 kickballs for Kick-It games across the country.



PHOTO COURTESY THE CLEVELAND INDIANS

Cleveland Indians President Paul Dolan's long time commitment to pediatric and AYA cancer research has had a huge impact on the success of Kick-It.



Kick-It Continues To Increase Funds For Cancer Research Every Year

Top 2011 Kick-It Events

Brecksville Broadview Hts. MS	\$25,738.12
Chagrin Falls Kicks-It 2011!	\$23,630.00
Cleveland Kicks-It 2011	\$21,566.00
West Side KICK-IT	\$15,134.00
Kicking It For Michael	\$12,451.81
Kick-It 2011 at Helfaer Field	\$12,154.00

When 5-year old cancer survivor Ava Harb was introduced on stage, 1,000 people broke into a thunderous standing ovation. They had just learned of her long battle with a Wilm's Tumor and how a new research protocol saved her life. Inspired by her bravery, \$80,000 was raised during the live "Fund-A-Cure" in only four minutes! The money funded a Children's Tumor Foundation identified study of MPNST tumors at Harvard Medical College.



PHOTO BY OLIVER SENDRA

PHOTOS BY KALIMAN + PABST, CIA STUDENTS



Thanks to the generous support of Dan Gilbert, The Cleveland Cavaliers and Title Sponsor KeyBank, our Big Shots & Little Stars event at Quicken Loans Arena was our most successful benefit to date, raising \$460,000. More than 1,000 guests were wowed by the spectacular runway show that featured pediatric cancer survivors, Cleveland business leaders and members of the Cleveland Cavaliers organization.



**\$460,000
RAISED FOR
CHILDREN
WITH
CANCER**



PHOTO BY BRICKY RHODES



**BIG SHOTS &
LITTLE STARS**

benefit event for
FLASHES of HOPE





FLASHES OF HOPE & THE NHL: PARTNERS IN THE FIGHT AGAINST CANCER

PHOTO BY BRANDON FLETCHER

Six years ago, Michael Hanline and White House Custom Colour (WHCC) began processing Flashes of Hope images free of charge. As we have grown, he has remained committed to providing this incredible gift. WHCC has donated 100,000 prints this year alone.

whcc

SPECIAL THANKS TO Mike Hanline & White House Custom Colour



PHOTOS BY (L) BRENDON SU, (R) KALLISTA REBHOLZ



PHOTOS BY (L) DAMIAN ROYSD, (R) CRESNCE CAT KENNEDY

Flashes of Hope and NHL share a commitment and passion for pediatric cancer patients. Teams sponsor local Flashes of Hope chapters and it's not uncommon to find a NHL player making a child laugh at one of our shoots.

We truly appreciate the support of our NHL partners.



Thanks to Bob and Rhonda Silver and the Silver Family Foundation. 41 of our volunteer Chapter Directors attended our annual event and participated in a seminar.

Chapter Directors

- | | | | |
|------------------------|----------------------|-------------------|----------------------|
| Paola Abello | Lindy English | Christie Kwiat | Julia Roberts |
| Judy Abrams | Erica Garcia-Frausto | Mary Laliberte | Sue & George Sherwin |
| Helen Adams | Sophia Garner | Leslie Landsman | Marc Silbiger |
| Jori Appleberry | Michele Gibson | Jill MacLean | Rhonda Silver |
| Mark Bealer | Carrie Gowans | Rebecca McCue | Tam Smith |
| Jodie Boutilier | Jodie Gregory | Sandra Montgomery | Amy Spelman |
| Trudy Brule | Jen Greulich | Carla Mooney | Kyra Spivey |
| Nat Clymer | Bobbi Herrington | Kerry Moss | Beth Tepper |
| Kim Conard | Betsey Holley | Loretta Nasca | Claire Thoms |
| Teresa & John Cordeiro | Dana Hudepohl | Lisa O'Brien | Melia Trost |
| Ila Coretti | Herb Irvine | Kim & Jay O'Leary | Jenna Waltz |
| Selma Dakota | Laura Jacobi | Bill Owens | Jenna Waltz |
| Vickie Daniels | Kristine Jarosz | Nancy Padgett | Mark T. Watson |
| Diana Davidson | Amanda & Joe Johnson | Kelly Patterson | Laura Westerhold |
| Barrie Dekker | Jane Keller | Deanna Phillips | Cindy Wieties |
| Nancy DeLuca | Kari Kimmis | Karen Post | Angela Young |
| Jon Dubins | Jeannie Kruidenier | Andrea Rapanos | |



“Seeing the smiles on kid’s faces during a photo shoot is priceless. When you have a camera at your disposal, it is hard to imagine how important a picture is to a mother or father who does not. Flashes of Hope families will have these incredibly heroic experiences caught in time forever.”

– Phoenix Coyotes’ Captain Shane Doan

Historical Financials

	2011	2010
Sources of Funds		
Events	\$368,225	\$273,689
Corporate Donations	433,660	262,565
Private Donations	243,621	310,693
Gift In Kind Services	832,087	916,405
	1,877,593	1,763,352
Use of Funds		
Programs	449,375	556,219
Fundraising	132,479	98,815
Donated Services	832,087	916,405
Administration	74,448	53,670
Childhood Cancer Research	286,847	155,600
	1,775,236	1,780,709
Net Assets	\$520,279	\$330,645

2011 - 2012 Board of Directors

Sarah Blakely	Hermine Krasny Ostro
Susan Carmen	Amanda Johnson
Paige Christopher	Gretchen Levy
Allison Clarke	Rob MacKinlay
Kip Clarke	Don Maloney
Dana Demetriou	Ellen Minadeo
Ellen Driggs	Mark Nasca
Umberto Fedeli	Jeff Robinson
Karen Fields	Greg Ross
Lyle Ganske	William Rowley
Rich Haber	Bill Trainor

Our Generous Sponsors

Cleveland Cavaliers	\$50,000 + The Silver Family Foundation	Cleveland Indians
	\$20,000 - \$50,000	
The Valerie Fund	The Edward and Catherine Lozick Family Foundation KeyBank / Keybank Foundation	Washington Capitals
	\$15,000 - \$20,000	
Aleris International American General Life Companies	Jeffrey & Stacie Halpern Medical Mutual of Ohio	Sydell & Arnold Miller Family Foundation Southstar Energy Services, LLC
	\$10,000 - \$15,000	
The Beulah Fund Camping World Cohen & Company Columbus Blue Jackets	Fifth Third Bank The Jeff Gordon Children's Foundation Stewart & Donna Kohl	Douglas & Jane Price PriceWaterhouseCoopers, LLP William Rowley St. Louis Blues & The Fourteen Fund
	\$5,000 - \$10,000	
American Greetings Corporation Aspire Brands Atlanta Thrashers Aveda Institute Baker & Hostetler, LLP Bear Necessities Ped. Cancer Foundation Anne Bloomberg Chip Marous Kip & Allison Clarke Dallas Stars Daryl and Jennifer Deckard Butch & Tammy Davis Denver Avalanche (Kroenke Sports Charities)	Diebold Fairmount Minerals Foundation Ferro Foundation First Energy Foundation Forest City Enterprises, Inc. Invacare The Jennifer Ferchill Family Foundation Jones Day JPMorgan Chase The Kluth Family Foundation Donald Kruschke Gregg & Gretchen Levy John & Mary Martin	Materion Megan L. Cordeiro Memorial Foundation Bill & Dee Dee Miller Nashville Predators Ohio Natural Gas Omnova Solutions Paul Belair Phoenix Coyotes Steven & Lauren Spilman The Toney Family Foundation Kristin & Bob Tull U.S. Endoscopy David & Ivy Zelman
	\$2,500 - \$5,000	
The Ahuja Foundation American Family Mutual Insurance Co. Mark & Sarah Blakely The Branden Lombardi Foundation Bret Cimorell Cleveland Clinic Pat Feighan Larry Gogolick	Horsehoe Cleveland/Caesars Entertainment Keith & Jane Keller Luce, Smith and Scott, LLC Make a Difference Fund, Inc. Thomas & Carla Mooney Parker Hannifin Corporation Michael Russell Samuel T. Byron Jr. Charitable	Santa Rosa Children's Hospital Foundation The Selhorst Family Foundation Herb Siegel Grant Thornton Tiger Global Managment LLC The Timothy O'Connell Foundation Windward Partners Daniel & Ellen Zelman
	\$1,000 - \$2,500	
All Children's Health System, Inc. Benjamin & Paige Anderson Association of Pediatric Hematology Dr. Virginia Ayers & Dr. Sarah Aronson Dan Barnett Eric & Jodi Bell Benesch, Friedlander, Coplan and Aronoff James & Siri Benjamin Donna Bennett Max Benton Blue Goose Chicago Pond Richard Buoncore Collection Auto Group Counts Container Group Crane Fund for Widows and Children Embrace Kids Foundation The Fedeli Family Charitable Foundation Findaway World, LLC Thomas Fischer Barry & Sam Gabel George S. Sherwin Trust	Claudia Gherlein Giving Circle of Hope Mike & Eve Goebel Gold Wing Road Riders Andrew & Judy Green The House of LaRose Howard B. Smith Agency ITT Technical Institute The Jonathan and Meg Ratner Family Foundation Kelly Joyce Todd & Carolyn Kennedy Steven & Denise Kestner David Klausner & Karen Sue Fields Angela Klodrick Lake Sunapee Bank Matt & Erin Lewallen Jack & Nancy Liber Lincoln Electric MAI Wealth Advisors, LLC Mario M. Morino Trust Meaghan C. Herry Charitable Foundation Terry & Ellen Minadeo	Jerime Mordew Kevin & Debra Onnela Kathleen Puella Brad Roller Gregory and Deborah Ross Bill & Maria Schneider Jaball Sheard Michael Sherwin The Sherwin-Williams Company Michael Siegel John & Susan Sirpilla Dan & Mary Skaljac Gregory & Stella Skaljac Armond Smith The Sonkin Family Foundation Emmanuel Stephens Storm Midwest Corp Steve & Sally Terrell Robin Trautmann James & Margo Walker Whole Foods Market

