



HEROES *for Children*



HEROES FOR CHILDREN

2021 Impact Report



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FROM OUR FAMILIES

Maria, Mother of 7yr old Baruch

"We couldn't have made it without the support of Heroes for Children. Thank you for being there in our time of need for Baruch!"



Anna, Mother of Veronica

We are eternally grateful for programs like Heroes for Children. They get it. Getting our check from Heroes for Children says, "We see you. You are not alone."

FROM THE CEO/EXECUTIVE DIRECTOR

Heroes rescue those in need. And YOU did that in 2021! You were a hero to all the families with a child battling cancer, so they did not fight alone. Your action of generosity is on every page of this report – every rent and monthly bill paid, laptop provided, fertility assisted, milestone celebrated, funeral aided, and every life that was changed.



We had a remarkable year, as we provided 61% more in financial assistance than the year before! You will also see more testimonials of mission success in the pages that follow. Our families were counting on you and you stepped up to the plate and hit home runs for our families.

With the great teamwork of our staff, board, and amazing partners like you, we were able to stay on mission every month and support families in their greatest time of need.

Thank you for having the heart of a Hero!

A handwritten signature in blue ink that reads "David Hancock".

David Hancock
CEO/Executive Director

*"We make a living by what we get, we make a life
by what we give." - Winston Churchill*

OUR MISSION

Heroes for Children advocates for and provides financial and social assistance to families with children (0-22 years of age) battling cancer.

OUR VISION

Our vision is that no family with a child battling cancer will fight alone.

GIVE WITH CONFIDENCE

As an organization, we have made it a priority to ensure full transparency of our financial health and accountability. With the help of our great partners at The Center for Nonprofit Management, we are proud to be awarded the CNM Certification this year. This certification proves we are using valid methodology for analyzing and reporting program outcomes, making data-driven decisions, improving program performance, and engaging stakeholders in a meaningful way.



FINANCIAL ASSISTANCE

The Rodriguez family is the perfect example of those Heroes for Children helps daily. A young family with three beautiful loving girls, living everyday life running to practices and school events.

In 2018, the family was on vacation at Sea World when their middle daughter, Jadelyn, had a bad headache and became ill. After two trips to the ER and some testing, a tumor was found and she was flown to Dallas right away. Two days later, the 8-year-old and her family would hear the news of a Glioblastoma Brain Tumor Diagnosis and she would undergo surgery to remove the tumor.

After the treatment plan was made and in just a matter of months, they had to make many tough decisions. One that our families often face when time, insurance, and work leave benefits run out, is the decision of choosing which parent would keep their full-time job to help care for their child.

As a family, it was decided that Jadelyn's father would leave his 20-year career to be the full-time caregiver. A dual-income family became a single-income family at a time when bills would ultimately increase in many areas of their life.



Two years later, Jadelyn's outcome was looking grim. Her family drained their savings account to attempt a stem cell transplant that ultimately did not work. Her father's faith never wavered, it was time to visit MD Anderson for another approach to save his daughter. She was admitted and a third tumor was found. After she had another surgery to remove part of the tumor, Jadelyn lost her eyesight. Another unplanned outcome of surgery that led to lead to more changes among the family.



Their battle with childhood cancer continues to this day. Year four in cancer treatments, Jadelyn just celebrated her 13th birthday. She and her dad continue their Thursday trip to Houston every week, waking up at 3:00 am to make the drive. A detailed schedule of appointments, therapies, school, and scans fill their days. The stress of the unknown future weighs heavy on her entire family. Big sister has taken on caring for her younger sibling and helping mom and dad in a way most 15-year-olds cannot comprehend. She proudly fixes Jadelyn's hair each morning to cover her scars. Her dad is a true girl dad. His positive attitude as they guide their daughter through the changes she's endured over the last few years motivates us as an organization.

We are thankful our hospital social workers bring families like the Rodriguez family to us. Being a part of their journey and easing some of the financial pressures so they can focus on Jadelyn, is truly special. This is why we continue to be encouraged by the work we do. 18 years later, there is still a need.

Because of you, our donors, and our supporters, Heroes for Children continues to help alleviate the financial hardships that many of these families face in just a blink of an eye.

FAMILY SOCIAL EVENTS

Allowing Heroes for Children families to enjoy a free day together, making memories while connecting with other families going through a similar experience.



"Thank you Heroes for Children for all the wonderful events, support, people, and time you take to give to families like ours!"

J'Lisia, Mother of 5yr old Aubrey

- Multi-City Top Golf Outings
- Houston Livestock Show & Rodeo
- Multi-City Zoo Days
- Opening Night at CircoMetropolis
- Texas Legends Basketball Game
- Valentine's Date Night
- Multi-City Holiday Heroes Party





SEPTEMBER GO GOLD

Because of your support during 2021 and the pandemic, we were able to celebrate September, Go Gold Month, in a big way.

September is Childhood Cancer Awareness Month, a month that brings awareness to all of our warriors. This year, we were able to spread cheer to 20 families across the state of Texas. We worked with our social workers to identify families in need of an extra boost of support. We spent the month surprising these families in person with a check to cover their entire rent or mortgage for the month of September.

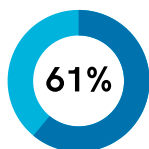
Being able to take the largest household bill off their plate for the month was a big highlight of our year. We won't forget their surprised reactions, tears, and hugs. We are excited to make plans for this September and we hope you will join us!

2021 FINANCIALS AT A GLANCE

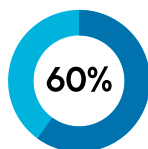
In 2021, your support enabled Heroes for Children to expand our reach in the community. Thank you for your generous gifts and support in helping us continue our vision that no family in Texas battles pediatric cancer alone!



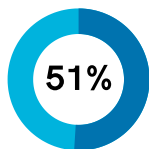
446 Texas families
received financial assistance
(11% increase from 2020)



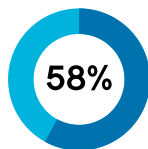
more financial
grants provided
to families



more funerals
subsidized



increase in
hospitals' budgets



more donations
received in 2021



50 patients
received a laptop



200+ families
attended HFC events



\$794 average
family check request

Note: Figures shown are unaudited. A complete audited statement is available upon request.

VOLUNTEER PROFILE: ALI KATZ

"The goal at Heroes for Children is to show these families that someone cares, their community cares. And we are that "someone."

Ali Katz, a Heroes volunteer, has generously given her time and talents to Heroes for Children for over five years. She fell in love with Heroes For Children and its mission during the Holiday Heroes program.

Through this program, she got to know some of the children who were in treatment, and saw firsthand the toll it took on the parents she met in person.

In 2021, Ali co-chaired our annual Heroes for Handbags event, adding new vendors to the event helped to ensure the families we serve would receive the much-needed financial support we provide. Ali has also involved her whole family as volunteers at our social events.

Having seen our mission in action, Ali says she can't imagine the hard choices these families have to make when faced with childhood cancer.



Left to right - Lauren Wiseman McCulloch, Courtney Zavala, Ali Katz

2021 PARTNERS

We are so grateful for all of our supporters during a successful year in 2021. Below are our major contribution partners that have been dedicated to helping our organization increase hospital budgets and strategically plan for 2022.

10K & UP SPONSORS

CORPORATE

4Change Energy
ADAM Energy Forum
Connectivity Source
Cromeens Law Firm
The Daniel Group
Delta Troy Interests, Ltd
The Go Solution
Sewell Automotive
Solar Soccer Club
T-Mobile
United Healthcare

INDIVIDUAL

Ryder Booth
Ali & Haydeh Davoudi
Steve & Gina Eckerman
John Hancock
Nan Morkel
Gary Peterson
Matthew & Tracie Reiter
Mandy Lu Ristow
Joel Showalter
David Stein
Anonymous

FOUNDATION

Adobe Foundation
Beasley Foundation
The Dallas Foundation
Morris Hartley Jr Foundation
Enrico & Sandra di Portanova Charitable Foundation
Coulter & Lily Rush Hoppess Foundation
The Lewis & Joan Lowenstein Foundation
McKesson Foundation
The Moody Foundation
CN Papadopoulos Charitable Foundation
The Peter J Seippel Foundation
Jordan Spieth Family Foundation
The Michael and Alison Weinstein Family Charitable Foundation

HOSPITAL PARTNERSHIPS

Heroes for Children partners with social workers from 20 hospitals throughout Texas to identify the families who need assistance. Social Workers submit applications weekly to Heroes to request financial assistance, fertility payments, funeral subsidization, laptops, and bags for a hero. We process the applications every Thursday and by the weekend, we've already cut and mailed a check directly to the family or the billing company.

We continue to be one of the fastest resources for Texas families in need who have a child battling cancer.



"Heroes is the sole foundation in Texas that helps families at this most devastating time. I cannot fully express my gratitude as HFC gives parents the ability to honor their children."

- From a Social Worker at Children's Health

MAJOR HOSPITAL PARTNERS



VISION 2025

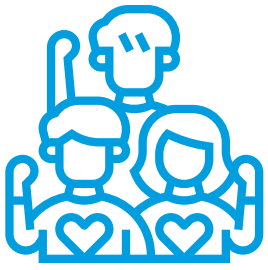
1 Serve all **1,800 families** who hear the words "your child has cancer" every year.



2 Expand our Laptops for Love program to serve **1,200 families.**

3 Strengthen the fertility assistance program to **increase** the number of patients who are given the opportunity to build families with their own biological child in the future.

4 Help cover funeral expenses for the **200 Texas families** who lose a child to cancer each year.



5 Increase our yearly impact by **3x** to reach the 1,200 low income families in Texas who have a child diagnosed with cancer each year.

6 Expand the Milestone Program to assist with **600 Parties** each year for patients.

7 Engage our local community to increase our support and reach **More Heroes.**



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