



HEROES FOR CHILDREN

# 2020 Impact Report

# FROM THE EXECUTIVE DIRECTOR

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**W**hat does it look like to be a hero? Just take a look in the mirror! You have been a hero to the children we serve and I hope you know we don't take that lightly. You are part of every page of this report -- every rent paid, bill assisted with, laptop given, funeral aided, and family changed.

It would be an understatement to say 2020 was just difficult. In twenty years of leading nonprofits, I have never seen such challenges in one year. I knew we would have to rise up and lead with courage in the face of adversity -- our families were counting on us in this crisis.

With the great teamwork of our staff, board, and amazing



**DAVID  
HANCOCK**  
*Executive Director*

partners like you, we were able to stay on mission every month and support children like Rubye Rose and EJ whom you helped in their greatest time of need.

Thank you for standing in the gap for our families!

A handwritten signature in blue ink that reads "David Hancock". The signature is fluid and cursive.

Executive Director

## CONTENTS

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Hello.....	2	Funeral Assistance.....	7
Our Mission.....	3	Volunteer Profile.....	8
Financial Assistance.....	4	Financial Information.....	9
Social Assistance.....	6	Vision 2025.....	10



## OUR MISSION

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

## OUR VISION

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



# FINANCIAL ASSISTANCE

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**R**ubye Rose is one of our brave children. Only a month after she was born, Rubye was diagnosed with a rare eye condition called Anaridia, meaning she would lose her eyesight eventually. Her parents grieved this altered future for their little girl, but moved forward undergoing therapy to make her life as easy as possible.

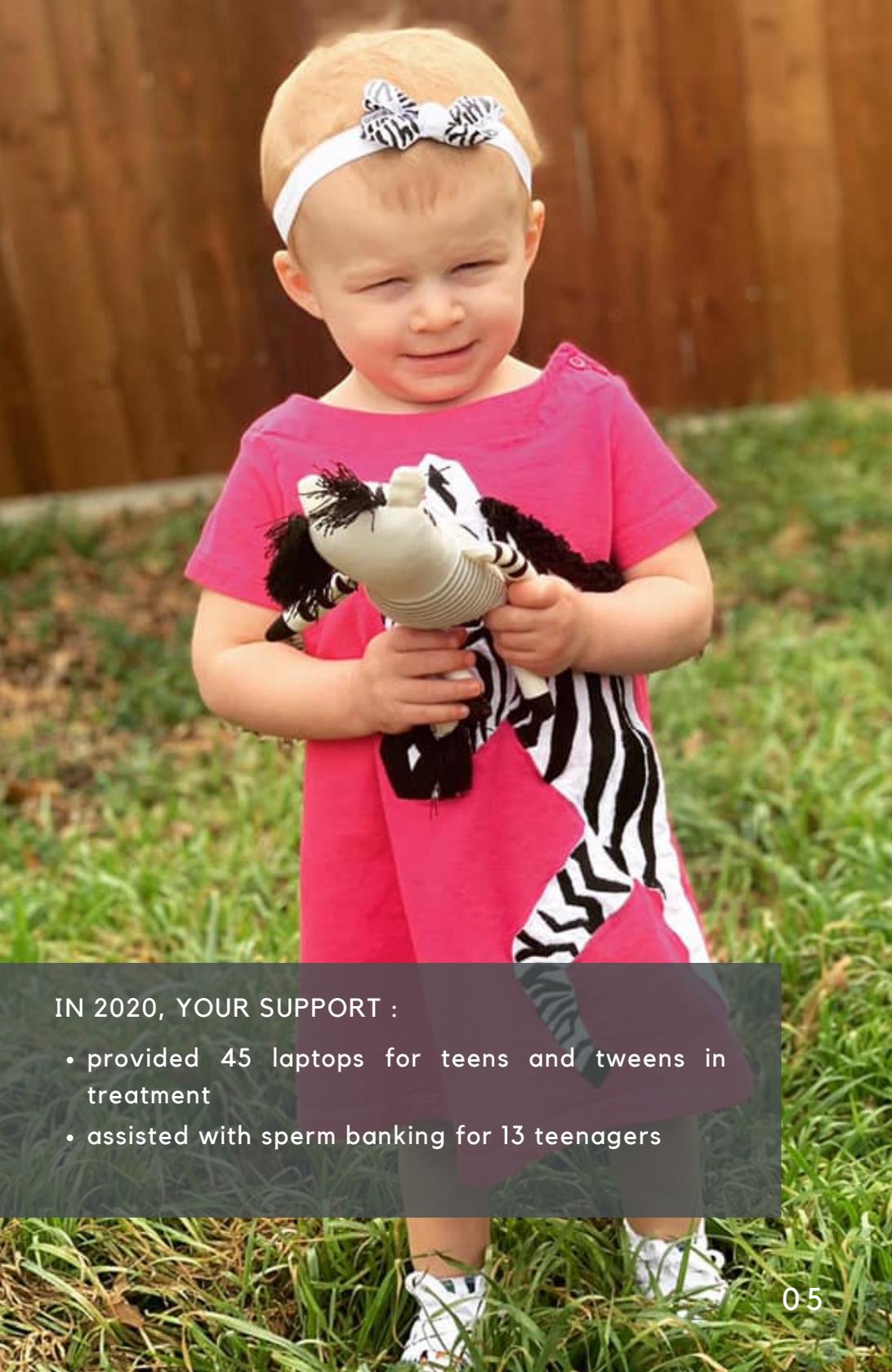
Just when Rubye and her parents started adapting, they received an even scarier diagnosis. She had a rare syndrome that accompanies Anaridia called WAGR, a disorder that can cause a kidney cancer called Wilms Tumor.

Already fighting so much in her little body, Rubye took on kidney cancer in the fall of 2020 at two years old. With her father out of work, the family's financial situation took a turn for the worse. They needed help, and you provided it. A check from Heroes kept their heat on in the cool winter nights.

And Rubye's story has taken a happy turn. She was recently given a clean bill of health and she's currently cancer-free!

*"Your assistance in an already difficult time helped us take one more worry off of our plates!"*

Rubye Rose is one of only 452 people in the world with WAGR syndrome, but her parents don't have to feel alone. A gift from you is so much more than financial support. It tells families we hear them, we see them, and we are standing with them.



IN 2020, YOUR SUPPORT :

- provided 45 laptops for teens and tweens in treatment
- assisted with sperm banking for 13 teenagers

# SOCIAL ASSISTANCE

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**T**his dynamic duo is why we do what we do. These two attended our Valentine's Day dinner in memory of the third that couldn't be there with them. The youngest of the family lost his battle with cancer, but they wanted to attend to remember him and thank heroes for all we do. The laughs, games, and fun brought them back to what their family is about.

Some of our 2020 social programming had to be postponed or cancelled due to COVID-19, but luckily we were able to shift a few of our events to be virtual or COVID-friendly. The global pandemic has hit our families extremely hard, as the children we work with are already severely immuno-compromised.

Our founders knew how isolating this could be, which became the foundation for our social support. We couldn't do this without your generosity.

70% of our families cited COVID-19 as a financial stressor in 2020



## YOUR IMPACT

306

financial assistance  
grants provided

40

funerals subsidized

404

families helped in the  
state of Texas



## FUNERAL ASSISTANCE

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**E**J Rose was a kind, joyful, and active fourteen-year-old, involved in football and sports. Diagnosed with leukemia at the end of 2019, he underwent treatment and a bone marrow transplant during the first days of the pandemic.

Though he fought the cancer with determination, EJ lost his battle in 2020. His parents were devastated and grieved the loss of their only son, but they wanted to bury him with the rest of their family in North Carolina. Because of your support, Heroes for Children was able to help the Rose family give their son a permanent resting place.

*"EJ remained positive throughout his diagnosis."*

# VOLUNTEER PROFILE: LAUREN

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**L**auren Zlotky, a Heroes volunteer, has been generously giving her time and talents to Heroes for Children since its inception in 2004. She got to know Heroes founder Jenny Lawson through her friend Dana while their children were in treatment, and she saw firsthand the toll their children's cancer took on both Dana and Jenny.

Lauren co-chaired our annual Heroes for Handbags event in 2020, persevering through scheduling changes and a global pandemic to make sure the families we serve would receive the much-needed financial support we provide. Her whole family makes a point to volunteer and her children are active members on our Teen Board.

As a cancer survivor herself, Lauren says the only thing worse than being diagnosed with cancer herself would be if one of their children had cancer.



"THE FINANCIAL AND EMOTIONAL HARDSHIPS THESE FAMILIES AND CHILDREN GO THROUGH IS REALLY HEARTBREAKING. HEROES FOR CHILDREN IS ONE OF THE FEW CHARITIES IN THE COUNTRY THAT RECOGNIZES THE TOLL THAT CANCER PLACES ON THE ENTIRE FAMILY."

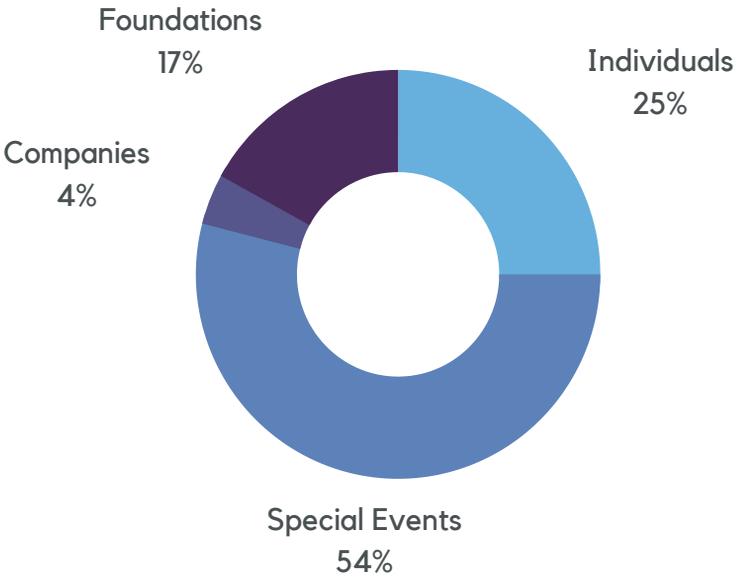
Lauren, pictured left, with Handbags co-chair Dana Eisenberg

# FINANCIAL INFORMATION

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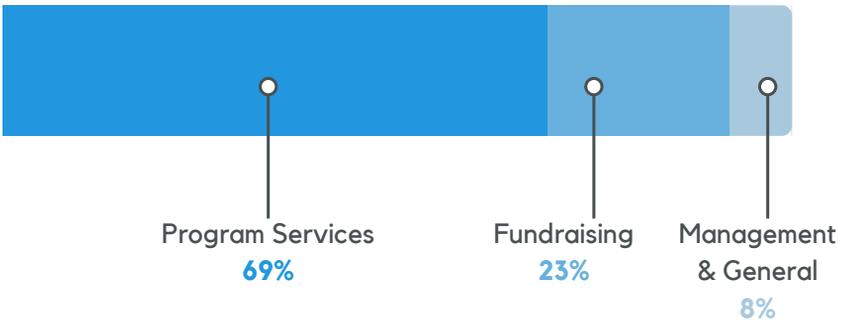
## SOURCES OF REVENUE

\$999,698



## EXPENSES

\$1,052,779



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

# Vision 2025



Serve all 1,800 Texas families who hear the words "your child has cancer" every year by 2025.

## EXPAND LAPTOPS FOR LOVE PROGRAM

1

Treatment can be very isolating for children, often causing them to be separated from friends and family for months at a time. **Currently, we serve about 50 families annually and want to expand our program to serve 1,200 families by providing laptops.**

## PROVIDE FERTILITY ASSISTANCE

2

When teenagers get diagnosed with cancer, most don't know that cancer treatment can make them sterile or infertile. We desire to strengthen our fertility assistance to help build future families with their own biological child.

## COVER FUNERAL EXPENSES

3

The cost of a child's funeral can be devastating for a family, no matter their socio-economic standing. **We desire to provide any comfort for the 200 Texas families who lose a child to cancer every year, so that they don't grieve alone in their deepest time of need.**

## ASSIST WITH MILESTONE CELEBRATIONS

4

With the burden of cancer treatment, even a small birthday party or graduation ceremony can be financially out of reach for the families HFC serves. These everyday celebrations allow our children to win back their childhood, one milestone at a time. **We want to expand our program to assist with 600 celebrations every year.**

## SERVE FAMILIES UNDER FINANCIAL DURESS

5

1,200 low-income families in Texas will have a child diagnosed with cancer this year. Many of them will lose their jobs, forced to choose between income and time spent by their child's bedside. **We want to serve all 1,200 of these families, tripling our yearly impact to reach more Texans.**

## INFLUENCE TEXANS TO BECOME HEROES

6

Without the support of our local community, we couldn't provide families with all these necessary services. **We want to reach more Texans who don't know they can be heroes for children battling pediatric cancer through comprehensive marketing efforts.**



HEROES *for Children*

## BOARD OF DIRECTORS

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[heroesforchildren.org](https://heroesforchildren.org)



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