



# IMPACT REPORT

2022 Year in Review





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# A MESSAGE FROM OUR CEO & EXECUTIVE DIRECTOR

Though we all experienced the headwinds of inflation in 2022, your amazing support helped us serve 770 families, which was a record 72% increase from the year before! Because of you, your imprint is on every page of this report – milestones celebrated, funerals assisted, laptops for educational success, monthly bills paid, fertility assistance for future families, and every life changed.

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. We couldn't have done it without Heroes like you!

Inspiring hope for the future,

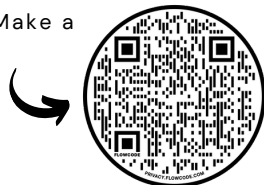


**David Hancock**  
CEO/Executive Director



***"LEADING WITH PURPOSE."***

Scan to Make a  
Donation



**1800 FAMILIES**

in Texas have a child diagnosed with cancer each year



# GIVE CONFIDENTLY & SUPPORT FAMILIES

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 certification verifies that 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.

## 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.



**66% of families**  
requested assistance for monthly bills in 2022



# HOW HFC SUPPORTS FAMILIES

**\$850K**

FINANCIAL &  
SOCIAL  
ASSISTANCE  
EXPENSES IN  
2022\*

**770**

FAMILIES  
SUPPORTED IN  
2022

**21**

HOSPITAL  
PARTNERS

Every week, Social Workers from our Hospital Partners submit applications on behalf of patients and their families. We process applications every Thursday. On Friday, we send a payment to the families. There is no other organization that provides direct and immediate assistance to families with such ease when it comes to restoring normalcy and bringing comfort to each family's journey. We are proud to be on 'Hero Time'.

## MAJOR HOSPITAL PARTNERS

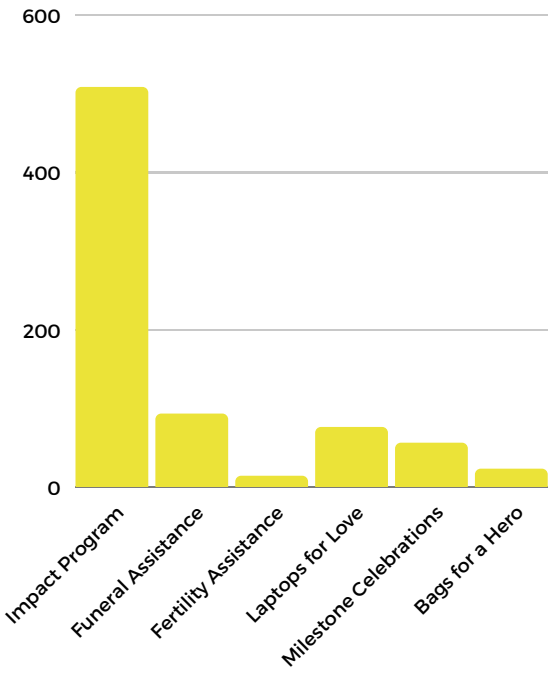


\*Based on preliminary unaudited numbers.

Through our Impact Program, we help families with monthly expenses including bills & basic needs, rent/mortgage, utilities, and transportation. We also provide families with financial assistance for milestone celebrations, fertility assistance, and funeral assistance. Through our Laptops for Love program we provide patients a free laptop to stay connected with friends, family, and schoolwork.

## 2022 Family Assistance at a Glance

A look at the type of assistance requests we received for HFC Families in 2022.



## The Breakdown of HFC Families we have supported:

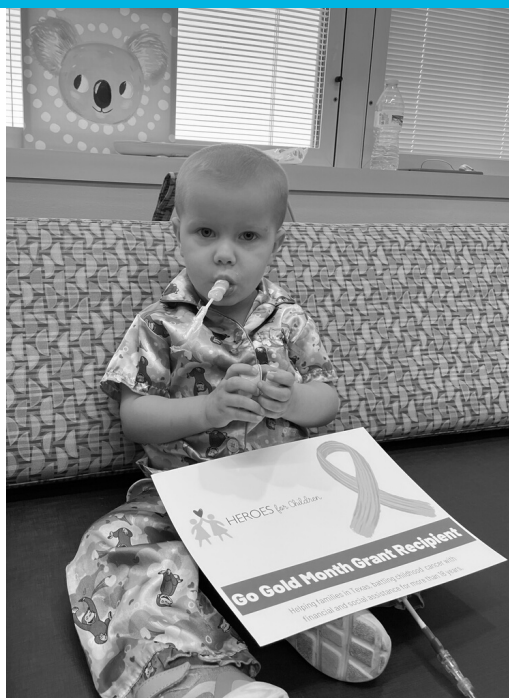
- 57% of our HFC children are male; 43% female
- 72% of HFC patients are minorities
- 87% of the zip codes for HFC families have lower average incomes than the Texas average
- 84% of all families HFC serves have a household income of \$50,000 or less
- 51% of HFC patients have an income of less than \$25,000



# PROGRAM HIGHLIGHTS

## Impact Program

In March, 2-year-old, Ella was diagnosed with medulloblastoma. It was almost exactly one year after her older sister was finishing treatment for her own battle with the same type of cancer. The multiple diagnoses put a financial, physical, and emotional strain on their family. In addition to the 2.5 hour drive to the hospital, mom and dad were forced to split time between home and hospital with her four siblings, while Ella underwent a bone marrow transplant and multiple months-long hospital stays. We were proud to support their family with financial assistance during their childhood cancer journey with both daughters.



## Laptops for Love Program

In October, 15-year-old, Ruzaani was diagnosed with high-grade osteosarcoma. He had been feeling a minor pain that started under his knee and a tender spot that would not go away. After a series of doctor's appointments, his family learned he had a tumor on his right tibia. Over the next few weeks, they discovered that his cancer had metastasized into his upper right lung and he started chemotherapy treatment right away. At the start of his treatment, his social worker reached out to request a Laptop for "a very active teenager" so that he could keep up with his school work and friends while he was in treatment.



# OUR FAMILIES ENJOYED..

Across Texas in 2022, Heroes for Children families enjoyed social events and making memories while connecting with other families going through a similar experience.

## AUSTIN, TEXAS

Evening Riverboat Bat Cruise  
Snow Cone Day at Dell Children's Hospital  
Holiday Heroes in Austin

## DALLAS, TEXAS

Afternoon at the Fort Worth Zoo  
Frisco 5K  
Maverick's Game  
Holiday Heroes at Pin Stack Plano

## HOUSTON, TEXAS

Valentines Night  
Houston 5K  
Pickleball & Pool Outing  
Dash Soccer Game  
Holiday Heroes at Studio City Movie Grill

## SAN ANTONIO, TEXAS

River Boat Cruise



## HOLIDAY HEROES

Austin, Texas



## FORT WORTH ZOO

Fort Worth, Texas



## DASH SOCCER GAME

Houston, Texas



## RIVER BOAT CRUISE

San Antonio, Texas

# MORE THAN 300 FAMILIES

attended Heroes for Children social events this year



*A thousand blessings, thank you very much for being so special with the families that fight with such a difficult battle. God always puts angels like Heroes for Children here.*

**Mom of Childhood Cancer Patient**



*Thanks for everything you do! Heroes for Children is one of our most valued resources for families! HFC is reliable and consistent and has been so great to work with over the years.*

**Social Worker from Pediatric Oncology Unit in Dallas**





# GO GOLD IN SEPTEMBER

How we partnered with the community throughout Childhood Cancer Awareness Month:

Houston Dash VIP Family Game Day Experience

Children's Circus Project's Carden Circus Family Event

McKesson Employee Golf Tournament & Patient Care Bag Assembly

Tiffs Treats donated 20% of sales

Credit Union of Texas Childhood Cancer Awareness Panel

Kendra Scott Give Back Events with Dallas & Houston Young Leaders

Midlothian Heritage High School sold "Go Gold" t-shirts for a "Gold Out" football game

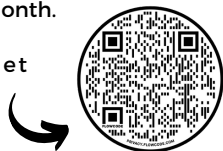
Shafer Elementary's "Caps for Cancer" dress up & donate day

Highland Park High School Gold Out Pep Rally

## COMMUNITY PARTNERSHIPS

In September 2022, we partnered with organizations, businesses, schools, dance teams, and more to increase awareness about childhood cancer and raise funds to provide financial and social assistance for families who are currently in the battle against childhood cancer. We were astounded by the involvement of our community partners and the impact we were able to make together during Childhood Cancer Awareness Month.

Scan to Get  
Involved



## 10 FAMILIES

were selected for special assistance in September



# FUNDRAISING EVENTS

## AUSTIN CLIMB FOR A CAUSE

Our first Go Gold fundraiser in Austin.

## DALLAS HOLD 'EM

Our first Hold 'Em Tournament in Dallas in three years.

## DALLAS LOVE FOR HEROES

Our second Love for Heroes 105 Tennis Tournament in Dallas.

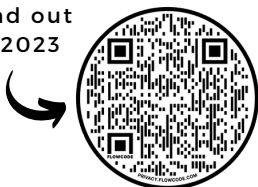
## HOUSTON HANDBAGS

One of the largest handbag auctions we have had in years.

## HOUSTON HOLD 'EM

Our biggest Houston Hold 'Em in HFC history.

Scan to find out  
about our 2023  
events



**\$1,301,881 RAISED**  
for Heroes for Children in 2022

# THE HEART OF A HERO

"Heroes for Children is such a humbling organization that provides immediate financial and social needs to families that have a child battling cancer. Over the years during my involvement with Heroes, I've seen us execute and expand our footprint in a very distinct manner. I have been very fortunate and blessed to not only sit on the board for 6 years but sit as chairman for the last 3 years. We've managed to overcome the test and trials of COVID and while providing the necessary support to our families. Our goal at Heroes is to increase individual donor support and galvanize corporate partnerships. I'm confident the determination and passion of the staff and board members will drive strong results in supporting our mission."

**Cindy Goodman**

**Vice President of Sales**

United Healthcare, North Texas



## 17 Board Members

supported Heroes for Children in 2022



# 2023 BOARD OF DIRECTORS

**Rex Catton**  
Dallas Board Member

**Morgan Hallman**  
Dallas Board Member

**John Crabb**  
Houston Chair

**Tracy Hennesy**  
Houston Treasurer

**Karalynn Cromeens**  
Houston Board Member

**Jenny Lawson**  
Dallas Co-Founder

**Danielle DeWolf**  
Austin Secretary

**Larissa Linton**  
Dallas Co-Founder

**Steve Eckerman**  
Houston Board Member

**Nicole Scott**  
San Antonio Board Member

**Pablo Franco**  
Houston Board Member

**Mandy Lu Ristow**  
Dallas Vice Chair

**Dr. Stan Goldman**  
Dallas Board Member

**Randall Wilkins**  
Dallas Board Member

**Manny Gonzalez**  
Dallas Board Member

**Emily Zoog**  
Dallas Board Member

## CONNECT WITH US



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



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[@heroesforchildren.org](https://www.instagram.com/heroesforchildren.org)

