

HEROES *for Children*

# IMPACT REPORT



HEROESFORCHILDREN.ORG

2024



**NO FAMILY WITH A CHILD BATTLING  
CANCER WILL FIGHT ALONE.**



HEROES  
*for Children*

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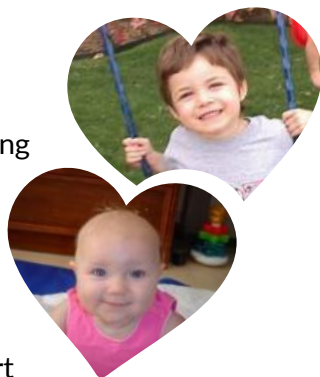




# Letter From Our Co-Founders

In November 2004, inspired by the lives of our beautiful daughters, Taylor and Allie, we embarked on a journey to make a meaningful impact on families battling childhood cancer. Through our daughters' treatments, we witnessed firsthand the challenges that families faced in the hospital—those who lacked the support we were fortunate to have, struggling under the weight of cancer's financial burdens.

Now, 20 years later, Heroes for Children has become one of the leading organizations in Texas dedicated to uplifting families fighting childhood cancer. We could never have imagined how far we would go with this mission when we first sat around that dining room table.



It is through the unwavering support of donors, volunteers, and advocates—both past and present—that we have touched the lives of nearly 11,000 families. Thank you for honoring the LEGACY of our daughters by ensuring that families facing cancer are not alone in their fight.

Together, we honor the past, celebrate the present, and provide a legacy for the future. Imagine what we can accomplish in the next 20 years!

With our sincerest gratitude,

Jenny Lawson and Larissa Linton  
Heroes for Children Co-Founders

*Heroes for Children was founded in loving memory of  
Taylor Anne Brewton and Allison "Allie" Leigh Scott*



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



# Impact Programs



At Heroes for Children, we recognize that the journey through pediatric cancer is deeply personal and challenging. Our Impact Programs are thoughtfully designed to offer targeted financial relief, nurturing social support, and tangible care items that ease everyday burdens.



## Financial Assistance

Providing critical financial relief to ease the burdens of pediatric cancer:

- Bills and Basic Needs
- Rent, Mortgage, and Utilities
- Transportation
- Fertility Assistance
- Funeral Assistance



## Social Experiences

Creating meaningful experiences and fostering community for families:

- Family Experiences
- Sibling Outings
- Milestone Celebrations
- Holiday Heroes Events



## Comfort and Care

Gifting tangible support and essential items to ease cancer journey:

- Laptops for Love
- The Blanket Project
- Parking Vouchers
- Toys and Activities
- Basic Need Items



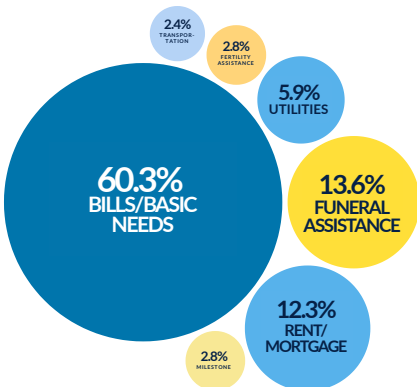
Heroes for Children Impact Programs support the cancer patient, the parents, and the family as a whole.



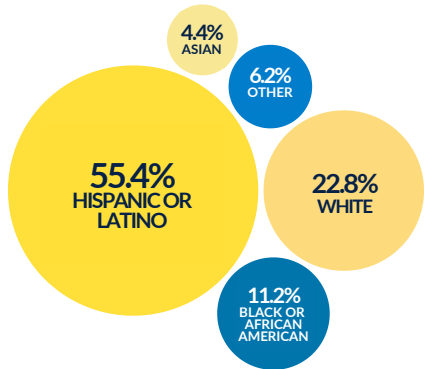
# Financial Assistance Impact

The Financial Assistance Program is committed to providing timely and dependable support. We process checks **every** Thursday and ensure that payments are sent out by the following day. Families can access the vital funds, without delay, when it matters most.

## Assistance by Need



## Recipient Demographics



57% of HFC children are male; 43% female  
 77% of HFC patients are minorities  
 84% of HFC families have a household income of \$50,000 or less

**589** families received financial assistance in 2024.

"You came alongside us at the worst time, and we are eternally thankful."

-2024 Assistance Recipient

### A Blanket for Peter

"He loved the blanket from Heroes for Children. It's the one he sleeps with like a little baby. Thank you for all that you have done for our family."



### Love from Genesis's Mom

"I give thanks to HEROES for Children for their amazing support during our journey. May God bless everyone."



### Thanks from Ainsley's Mom

"Thank you for supporting families like us, who didn't want to be in this club, but we now have a lifetime membership."



### Gratitude from Analyse's Mom

"HFC has done lots of different things for us... It's been a really nice experience in spite of all the crummy stuff we have to deal with."





# Social Experiences

Our Social Assistance Program is dedicated to creating meaningful experiences and fostering a strong sense of community for families facing the challenges of childhood cancer. Through engaging events, emotional support initiatives, and opportunities for connection, we provide families with moments of joy, relief, and togetherness.

## 2024 Heroes for Children Social Events

- Basketball Outing by **Texas Legends**
- Shopping Experience by **Walmart**
- Mad Science event by local supporters
- Kicks for Kids by **Houston Dynamo FC**
- Kick Cancer Game by **Houston Dynamo FC**
- Go Gold Game by **Sugar Land Space Cowboys**
- Chicken N' Pickle Event by a generous donor
- Trunk or Treat by **UnitedHealthcare**
- Halloween Party by **UnitedHealthcare**
- Dallas Holiday Heroes by **McKesson**
- Austin Holiday Heroes by **Papasan Properties Group**
- San Antonio Holiday Heroes by **UnitedHealthcare**
- Houston Holiday Heroes by local supporters



Basketball Outing



Holiday Heroes



Kick Cancer Game



Holiday Heroes



Halloween Party



Chicken N' Pickle



974 Families attended social events in 2024.





Holiday Heroes



Chicken N' Pickle



Halloween Party



Holiday Heroes



Kick Cancer Game



Trunk or Treat



## Care and Comfort Programs



### Blanket Project

Provides handmade blankets to children battling cancer, offering warmth and a reminder that they are not alone in their fight.



### Laptops for Love

Supplies laptops to children undergoing treatment to help them stay connected with school, friends, and family during extended hospital stays.



### Back to School Kits

Ensures young cancer warriors and their siblings have essential school supplies, helping them start the school year with confidence and support.

### Care Packages

Provides toiletries, clothing, toys, activities, and necessities to children in active treatment.



200 children received blankets through our Blanket Project in 2024.  
50 children received laptops through our Laptops for Love program in 2024.



# Childhood Cancer Awareness Month

## September Highlights

**Chick-fil-A** joined us as a first-time partner, raising over \$68,000 in support. 30 Houston locations participated in the Cookie for a Cause event.



The **McKesson iCare Golf Tournament** contributed more than \$40,000 in donations.



**Midlothian Heritage High School** raised over \$8,000 through "Go Gold" t-shirt sales for their Gold Out football game.



**Walmart** partnered with us during Go Gold September to provide clothing and toiletries for families in need.





# Fundraising Events



Heroes for Children hosts our annual fundraising events that supporters have come to love each year! Through these events, we unite the community in compassion, advocacy, and action.



## Hold 'Em for Heroes

Hold 'Em for Heroes is our annual poker tournament and casino night. This evening brings together poker enthusiasts, casino game lovers, and generous supporters.

*Hosted in Houston and Austin in 2024.*



## Heroes & Handbags

Heroes & Handbags is our annual ladies' luncheon, auction, and fashion show that blends shopping and philanthropy.

*Hosted in Houston, Frisco, and Dallas in 2024.*



## Love for Heroes

Love for Heroes is our annual ladies' tennis tournament. North Texas women come together for friendly competition, community, and generosity.

*Hosted in Dallas in 2024.*



Thank you to all our sponsors, volunteers, donors, and attendees for supporting our signature fundraising events!



Fashion Show



Hold 'Em for Heroes



Love for Heroes



Heroes & Handbags



Hold 'Em for Heroes



Heroes & Handbags



# Heart of a Hero

## Mandy Lu Ristow

We are honored to announce our 2024 “Heart of a Hero” award to Mandy Lu Ristow. For the past six years, she has served on our Board and the last four years served as Vice Chair. In addition, she has served on our Advisory Council in Dallas and been such an advocate for our signature events of Heroes & Handbags and Hold ‘Em for Heroes.

Mandy Lu shared, “As I reflect on the past six years with Heroes for Children, I am filled with an overwhelming sense of gratitude. It’s been an incredible journey to be a small part of such a meaningful mission, knowing that our work impacts thousands of families and children battling cancer. Every moment, every effort, is part of a much bigger picture, and I’m proud to have contributed in whatever way I could.

I am deeply thankful to those who chose me to serve as a board member, as an event chair, and most importantly, as a friend to this extraordinary organization. In the process, I have not only had the privilege of helping families in need, but I have also found a family of my own—one built on compassion, resilience, and a shared commitment to making a difference.

Heroes for Children has changed my life, and I will forever be grateful for the opportunity to work alongside such an inspiring group of people, all united in the mission to bring hope and support to those who need it most”

**Mandy Lu Ristow**  
CEO JML Distribution  
Dallas, TX



Heart of a Hero recognizes a volunteer or supporter that has gone above and beyond for families battling childhood cancer.



# 2024 Board of Directors

The Heroes for Children Board of Directors supports the mission of advocating and providing financial and social assistance to families with a child battling cancer.

**Ashley Amerman**

Dallas Board Member

**Roy King**

Houston Board Member

**Rex Catton**

Dallas Board Member

**Jesse Llamas**

Dallas Board Member

**John Crabb**

Houston Board Member

**Jenny Lawson**

Dallas Co-Founder

**Karalynn Cromeens**

Houston Board Member

**Larissa Linton**

Dallas Co-Founder

**Danielle DeWolf**

Austin - Treasurer

**Randal Locke**

Dallas - Chairman of the Board

**Susan Dray**

Houston Board Member

**Mandy Lu Ristow**

Dallas Vice Chair

**Gina Eckerman**

Houston Board Member

**Nicole Scott**

San Antonio Board Member

**Dr. Stan Goldman**

Dallas Board Member

**Emily Zoog**

Dallas Board Member

**Morgan Hallman**

Dallas Board Member

## CONNECT WITH US

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HEROES   
for Children

# Give with Confidence!

Heroes for Children is proud to have received the top ratings from both Charity Navigator and Candid.



## Would you like to be a HERO for Children?

We would love to discuss partnerships to make a meaningful difference in the lives of children battling cancer. Scan the QR code and join Heroes for Children today!



**87 cents** of every dollar support our Impact Programs for children with cancer.