

JAY FUND BLITZ

TCJAYFUND.ORG • SPRING 2017



Our mission is to help families tackle childhood cancer by providing comprehensive financial, emotional and practical support. From diagnosis to recovery and beyond, we are part of the team, allowing parents to solely focus on their child's well being. Our goal is to **BE THERE** for parents facing the unthinkable so they can **BE THERE** for their families.

COACH'S CORNER



Dear Friends,

It is great to be back in Jacksonville, and Judy and I can't thank you enough for the warm welcome. Even though we've called New York home for over a decade, with our

continuous work through the Jay Fund, we feel like we never left Florida. Of course, we feel the same way about the families in the NY/NJ metro region. Our goal has always been to **BE THERE** for the communities where I was an NFL Head Coach, and I am thrilled to continue our work in both areas.

A perfect day means doing something for someone who can never repay you. A football team comes together to win a game, but through the Jay Fund, communities come together to help their own. Coming together in unity of purpose makes us stronger. It makes us better. Through teamwork, incredible things can be achieved.

Thank you for being part of the Jay Fund team. Your generosity continues to help childhood cancer patients and the families who need it most.

Tom Coughlin
Tom Coughlin



JAY FUND VOICES

"Elijah was so touched you guys still think of him and include him even though he is not in treatment right now. As his mom, thank you for that! It has been a long struggle, one that still continues in many ways, this was a nice break and a good time for us to enjoy as a family." *Elijah's mom*

"We are SO grateful for the Jay Fund. Our girl is doing well so far after transplant; this has helped us focus just on her!" *Katherine's mom*

"I cannot wait to tell everyone that this is our last year and we will be a cancer free family come September and how much The Jay Fund has supported us every single step of the way!" *Liam & Emma's mom*

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FROM THE EXECUTIVE DIRECTOR



Statistics on the cost of childhood cancer are often difficult to find. I was recently reviewing a study conducted by the Dana Farber / Boston Children's Cancer Center and I was not surprised to see their results show that

almost one-third of families whose children were being treated for cancer faced food, housing or energy insecurity. The researchers also found that nearly 25% of families lost half their income due to time away from work.

**1 IN 3 FAMILIES
WHOSE CHILDREN ARE
BEING TREATED FOR
CANCER FACE FOOD,
HOUSING OR ENERGY INSECURITY**



**TO MEET THIS NEED IN 2016
THE TOM COUGHLIN JAY FUND
PROVIDED **\$877,704***
FOR HOUSEHOLD EXPENSES**

* pre-audit

When a child has cancer the entire family is affected. Parents often spend countless hours in the hospital room with their children, sometimes for days on end. On top of staggering medical expenses there are hidden costs to families, like transportation back and forth to the hospital, childcare for siblings, and eating out due to being at the hospital or clinic for days on end.

Our primary grant making focus continues to be providing much needed financial help to cover household expenses like utilities, mortgage bills, gas and groceries. We know this support is necessary and makes a difference, not only to the families we help, but in the communities we serve.

Thank you for allowing us to BE THERE!

Keli Coughlin Joyce



IMPACT PLAYERS

The Impact Players Program helps motivated individuals and organizations raise funds and awareness for the Tom Coughlin Jay Fund Foundation. If you'd like to be an Impact Player, email caryann@tcjayfund.org today!

THANK YOU IMPACT PLAYERS

November 2016 – February 2017

Stroke Out Cancer \$10,500
Michael Bucher

The Brighter Day Foundation \$5,000
2016 PLAYERS Champion, Jason Day, in honor of THE PLAYERS Celebrity Shootout

Cancer Conquerors \$2,550
T. J. Harkleroad

Real Housewives of Nocatee \$2,000
Mardi Gras Party

Tailgate with a Cause \$2,000
Section 16H Group

Honey Baked Ham \$1,805
Online Gift Card Sales

Forking Amazing Restaurants \$1,024
Collaborate & Give Program

Professional Bull Riders \$500
Curtis Dvorak, Jay Fund Bull Rider

Run for Presents
Enjoy Fitness
Braddock Metallurgical Management Co.

Other Creative Events & Gifts:
Kid City USA, Ponte Vedra
Ryan Williams, Wedding Favor for Guests
Catherine Cook, Lemonade Stand
Sally Clark & Jan Lescroart, India Hicks Jewelry
Stephen & Nicole Quinn, Lemonade Stand

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NY/NJ FAMILY STORY

Seven-year-old Joey had a few stomach viruses when his mom, Lauren, decided to take him to the pediatrician. After a urinalysis, the pediatrician said he was fine, but offered to do some bloodwork just to be on the safe side. The next day Lauren got the news Joey had leukemia.

Joey and his parents spent a week in the hospital for his first round of chemo. Lauren recalls, "Joey was in a bad place. He was so sad. The reality of what was happening was setting in. He wouldn't get out of bed. He was so angry. As I sat there with him, we heard happy people in the hallway. They wanted to come in and take pictures and have Joey and me meet Coach Coughlin. I have to be honest, I am not a football person, and I thought, 'Who cares? No one is coming in here.' I was so upset."

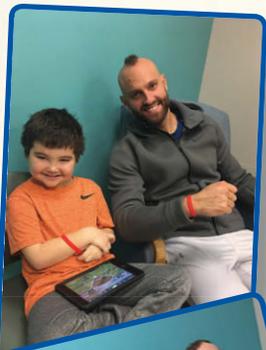
But after talking with the Jay Fund staff Lauren says, "I just felt a connection. They listened to me, and here I was in pajamas. I hadn't slept in four days. They encouraged me to let Coach and Judy come in and talk with Joey. Coach Coughlin came in and they talked about being a free safety. Joey didn't take his head off the pillow, but you could tell by the end of the conversation Joey was listening and he really made a connection with Coach. It was truly remarkable."

Lauren continues, "After Coach left, Joey took a nap and when he woke up he said, 'OK I got this. I want to do it.' And literally up until this week that has been his motto."

Lauren is thankful for the emotional support the Jay Fund continues to provide. Most recently, Advisory Board Member Mark Herzlich, NY Giant linebacker and pediatric cancer survivor, visited Joey and checked out his football card collection.

"The Jay Fund brought Mark into our lives," said

Lauren. "He changed how I think and believe, meeting him was a defining moment. I have his book highlighted, reminding me to rephrase how I say things to Joey. I believe God put these people in my life for a reason."



JACKSONVILLE FAMILY STORY

Jeremy and Krista are all too familiar with the stress of childhood cancer. Their sweet and carefree daughter Kacey was just five years old when they learned she had Osteosarcoma, cancer of the bone.

"We had three or four days between diagnosis and starting treatment, it was a whirlwind," recalls Jeremy. "No words can describe what happens when your child is sick and you hear the word *cancer*. Everything else became second. The only important thing was to take care of Kacey."

Krista knew she would be with her daughter throughout treatment, which meant walking away from her job. Every week for 10 months, Kacey and Krista went to the hospital for chemotherapy.

In addition to chemo, Kacey underwent multiple surgeries. The stress took its toll on the family, Kacey was lethargic and spent many hours playing simple games with Krista.

The Jay Fund is part of a community of people who understand the stress of caring for Kacey. The stress is exacerbated by financial pressures, "There probably aren't a lot of people financially sound enough to go through this. Cancer is ungodly expensive." Jeremy estimates he and Krista spent upwards of \$60,000.

The Tom Coughlin Jay Fund provided financial assistance to help the family get through the challenge of lost income and increased expenses.

Kacey is now cancer free, but regularly requires a new prosthetic the same way other kids require new shoes. Regardless of her challenges, she lives each day full of joy and grace.



2017 WINE TASTING GALA

The luck of the Irish was with us and nearly a thousand friends for our annual Wine Tasting Gala on St. Patrick's Day! Our guests delighted in tasting hundreds of world-class wines from all over the world and cuisine from 40 of the areas finest restaurants.

The night included an opportunity to visit with our leprechaun friend in the special Irish pub we designed for the night, named O'Barry's, and taking in **Legacy Irish Dance Company** performers. The VIP sponsor's reception featured live entertainment, two mixologists and a relaxed intimate, lounge atmosphere.

We owe much gratitude to **Southern Glazer's Wine & Spirits** for this wonderful event, which has become one of Jacksonville's most popular charity galas. We are thrilled to announce that over \$280,000 was raised in our most successful Wine Tasting Gala to date!

We salute **Barry Zeidwig** upon his retirement from Southern Glazer's. Barry's vision for the Wine Gala, along with his generosity, compassion and support make him an inspirational leader. We are thankful he will continue to serve on our Board of Directors. Over the past 14 years, the Wine Tasting Gala has raised \$2.3 million dollars.



NY/NJ PROGRAMS & GRANTS

We are thrilled to expand our relationship with the **Hassenfeld Children's Center for Cancer and Blood Disorders at NYU Langone** by providing an Emergency Household Expenses Grant. This grant allows us to BE THERE for pediatric oncology families in the five boroughs of NYC by providing critical financial support. This program is in addition to our annual event honoring National Cancer Survivors Day, and our ongoing Nutrition Program.

We celebrated Spring with a Spring Fling Party at **St. Joseph's Regional Medical Center**. NY Giants Ring of Honor Inductee Chris Snee showed off his Super Bowl rings while helping with crafts. Kids were delighted by fun balloon animals and face painting, and loved the yummy cookies. Thanks to Dave and Corinne from **Daveevents**, the **Market Basket** and photographer **Jodi Crandell** for the magical moments in photos.

We had a fun Valentine's Day Party at the **Hassenfeld Children's Center for Cancer and Blood Disorders at NYU Langone** with our special friends, Abby Cadabby and Rosita from Sesame Street. Adults and kids enjoyed lots of love and giggles! Special thanks to **Sesame Workshop** and to **Leslie Carrara-Rudolph** and **Carmen Orbahr**.

Four families were guests at the NY Rangers vs. NJ Devils hockey game. Everyone had fun, even the few Devils fans who had to endure the Rangers huge 5-0 victory! Special thank you to Advisory Board member, **Sandy Montag** for making the fun possible and to **Tom Scerbo** for providing the hospitality.

JACKSONVILLE PROGRAMS

We kicked off 2017 with a packed schedule of financial, emotional and practical support.

Southern Oak Insurance and **SMG Jacksonville** helped send 19 families to enjoy the final season of the Greatest Show on Earth. They had a joyful time making memories at their final Ringling Brothers circus.

Love was “in the air” when we celebrated Valentine’s Day at **Velocity Air Sports** with 69 patients and their families. Trampoline fun and crafts were highlights. Thanks to **Sawyer Gas**, dinner was provided to all and sweets from **Cinotti’s Bakery** were the perfect ending to the fun.

We visited **Wolfson Children’s Hospital** accompanied by **Stormy Wing, Professional Bull Rider**, and again with artist **Dennis Campay** and magician **Rick Devine**. Many smiles were created.

Seven families enjoyed a night watching bull riding stars at the PBR series, courtesy of the **Professional Bull Riders Association**.

Fifteen boy patients participated in our C.H.A.T. outing (Cancer Healing Adolescents Talking). They enjoyed dinner and being inspired by Tim Tebow’s speech at the **Florida Forum** event.

Eight couples who have a child with cancer participated in our Financial Game Plan Seminar where dinner, a presentation, and a Q&A session with Financial Coach, Kathy Devine were served. The Financial Game Plan provides parents with tools and knowledge to navigate the financial challenges of childhood cancer. The goal is that they emerge from the crisis financially intact.



PANTRY PARTNERSHIP

We would like to celebrate a unique partnership in Jacksonville between the Tom Coughlin Jay Fund, **Wolfson Children’s Hospital, Feeding Northeast Florida and Optimum Healthcare IT**.

The family lounge on the pediatric oncology floor at Wolfson Children’s Hospital is a place for parents to take a short break, gain some nourishment and relax. Combined efforts have created a method for providing nourishment efficiently and a shared infrastructure has strengthened the effort.

The Tom Coughlin Jay Fund coordinates the effort where on a weekly basis employees from **Optimum Healthcare IT** take time away from work to procure cartons of healthy food and snacks from **Feeding Northeast Florida** and deliver it to this food pantry where they stock the shelves for families tackling childhood cancer.

In 2016 this partnership provided 6,715 pounds of food at an average value of \$248 per week in savings for families.



Jason Mabry and Gene Scheurer from Optimum Healthcare IT with Keli Coughlin.

We recognize and thank all involved in this community partnership and hope it serves as an inspiration for more of us to work together.

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GIFTS

The Tom Coughlin Jay Fund is grateful for every single gift, regardless of amount. If possible, we would list every person who contributes. However, due to space limitations, this list is limited to gifts greater than \$500.

November 2016 – February 2017

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We deeply appreciate all those choosing to give to the Jay Fund in memory and honor of their loved ones.

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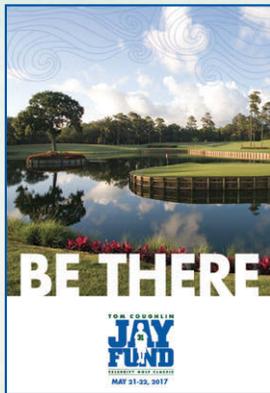
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