

JAY FUND BLITZ

TCJAYFUND.ORG • FALL 2016

TOM COUGHLIN



Our mission is to help families tackle childhood cancer by providing comprehensive emotional and financial, emotional and practical support. From diagnosis to recovery and beyond, we are solely 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



It's hard to believe another summer has come to an end. Kids are back to school and parents are back to normal work hours, myself included. It has been an extraordinarily rewarding time for the Jay Fund: sending cancer patients off to camp, spending time with grieving parents at Remembrance Weekend, giving

moms and dads a day of pampering or a night at the ballgame, and of course, raising funds so we can continue to help families tackling childhood cancer.

Preparations are underway to celebrate our families and raise the visibility of childhood cancer during September. We will join our friends and partners as we Go Gold to show our support and highlight the challenges faced by pediatric cancer patients and their families. I hope each of you consider joining the conversation on social media, hosting a fundraiser, or purchasing Jay Fund swag at tcjayfund.org/gogold, we want you on the team.

As you know, I like to offer up inspirational words to move a team to action. This September I ask you to think on this, "I'm not looking to have God bring a blessing into my life; I'm looking to be a blessing in someone else's life." Many families need our help - families right in our own backyard - so I ask each of you, how can you be a blessing?

Thank you for helping us BE THERE for kids with cancer and their families. We do not accomplish our work alone. The Jay Fund has received many blessings. We are grateful.

Tom Coughlin



JAY FUND VOICES

"Many thanks and hugs of love. It was not about being sick, battling cancer, rich, poor, or famous.... It was a few hours of happy, of laughter, and living in the moment surrounded by people who care."

- Blaze's mom, Marie (while attending the Giants Tour and Sundae Blitz)

"Thank you for bringing cheer to Hassenfeld's patients and their families!" - Beck's mom, Bea

"Thank you for the work that you do. A huge weight has been lifted and we can now breathe a little easier and focus on healing our son."

- Gunner's mom, Andrea

"Thank you so much! My heart is full from this blessing." - Emani's mom, Betti

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FROM THE EXECUTIVE DIRECTOR



Imagine learning your child has cancer. Life is never again the same. Expenses increase dramatically, you are hit with unexpected costs for transportation back and forth to treatment, childcare for siblings, eating out because you are at the hospital, and other expenses like

co-pays, and medication. As the parent, you must leave your job (often without pay) to help your child fight for his or her life.

84% of families with a child with cancer will experience some level of financial hardship. 12% of families with a child with cancer will spend more than \$10,000 annually on treatment, not including these unexpected, hidden expenses.

"I called the Jay Fund to ask for help. In classic form, you responded quickly with love and support and within hours my expenses were covered." A quote from Heidi written in a note I received last week. The Tom Coughlin Jay Fund has provided support to Heidi and her daughter since 2011, and it's you, our friends and supporters, who make this possible.

The fact that we quickly meet short-term needs like transportation costs, mortgage payments, car payments, and grocery assistance as well as provide long-term financial and emotional support like financial coaching and Remembrance Weekend, makes a real, practical difference in the lives of our Jay Fund families.

We are honored you chose to join us in our mission, let's continue to BE THERE together.

Thank you.

Keli Coughlin Joyce



IMPACT PLAYERS

The Impact Players Program helps motivated individuals and organizations raise funds for the Tom Coughlin Jay Fund Foundation.

Community events, personal campaigns or challenges are great ways to have fun, build teams, and raise donations to support our work.

If you would like to be an Impact Player, call Cary Ann Moody at 904-543-2599 today!

BTIG Charity Day \$30,000

Tom Coughlin was a celebrity partner for the fifth straight year at the 13th annual BTIG Charity day where he was a guest trader.

Kerry Villa Foundation

4th Annual Charity Golf Tournament \$20,000

Over 145 golfers raised funds and Steve Brown, one of our Jay Fund scholars, received an additional \$1,000 scholarship from the Villa family following his remarks about how cancer has impacted his life.

'Roscolusa' 5th Annual Singer Songwriters Festival

Singer/songwriters from Nashville came to Nocatee to perform \$7,085

Pearl Jam Wishlist Foundation

Pre-concert party/fundraiser \$1,450

Charlie Ruebenacker

Third grade community service project \$1,420 for grocery cards

Jack Corey "Run for Jay" STYR Labs Badwater 135

Boston College teammate of Jay McGillis competed in the world's toughest footrace \$1,781

The Nevins Cup

Family Golf Tournament \$1,100

Friends of Nutley Singers, Nutley NJ

In honor of Francesca Lentini \$539

Hoops for Patty Basketball Clinic

In honor of Patty Gottlieb \$335

Studio 1014

Dance Contest Winner \$500

Gloria Perle

Sno-Cone sale by five-year-old Gloria \$292

Kleinberg Kaplan Law Firm

Donation Day \$140

SUMMER CAMPS

CAMP BOGGY CREEK

When did you have the most fun as a child? Chances are it happened during summer camp. Camp Boggy Creek offers kids with serious illnesses a free, safe and medically sound camp environment. The Jay Fund is proud to partner with them to help make it possible for area patients to attend.

In June, we threw a sendoff party for 44 Jacksonville area pediatric oncology patients headed to camp. At the conclusion they boarded a luxury coach, provided by the Jay Fund, for a comfortable ride to camp. Kids enjoyed five days of swimming, horseback riding, fishing, creating crafts, making new friends and building confidence. Boarding for ten campers was made possible by the Jay Fund.

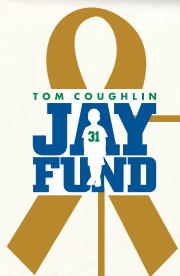
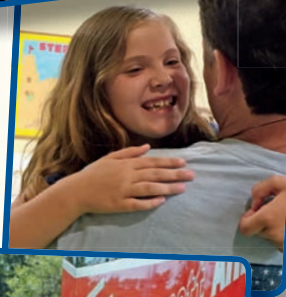
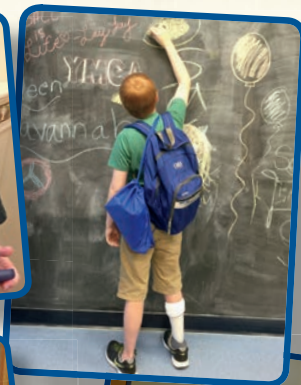
It was a terrific time for all, and these kids were not limited by their medical conditions.

CAMP HAPPY TIMES

We are proud to partner with Camp Happy Times, a summer camp for pediatric oncology patients run by The Valerie Fund.

We sent a bunk of 10 campers from Newark Beth Israel Medical Center up to scenic Tyler Hill, PA for a fun week of swimming, boating, zip lining, rock wall climbing, and fishing and many other summer camp favorites.

The 2016 camp theme was “Wild and Wacky Olympics.” As you can imagine, the races and contests bore little resemblance to the Olympics as we know them, but like the real thing, campers had incredible experiences making life-long memories and friendships.



GO GOLD IN SEPTEMBER

**Childhood Cancer Awareness Month
YOU CAN #BE THERE!**

- Purchase Tom Coughlin Jay Fund branded merchandise
- Make a gift in honor of a patient so we can BE THERE in a bigger way
- Hold a community awareness event or fundraiser to help our mission
- Join our conversation on Facebook, Twitter or Instagram to spread the word
- Lend a hand to a family tackling childhood cancer so they know they aren't alone

Visit tcjayfund.org/gogold for more information and get in the game!



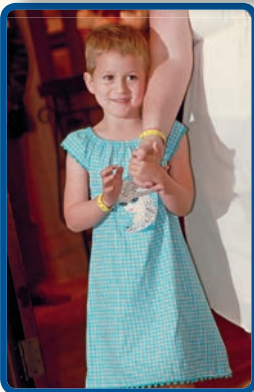
2016 CELEBRITY GOLF CLASSIC

The annual Celebrity Golf Classic, in partnership with THE PLAYERS, took place on May 22 & 23. Dozens of sports and entertainment stars from all over the country came out to show their support, including Chris Berman, Prince Amukamara, Gus Bradley, Harry Carson, Sean McDonough, Keenan McCardell, Bill Polian, Fred Taylor, and Justin Tuck.

Held at TPC Sawgrass, the premier dinner, one-of-a-kind auction, and star-studded tournament raised over \$550,000.

Tom delivered powerful remarks including an extraordinary note of support from long time Jay Fund champion, Chris Mortensen, who couldn't attend this year due to his own battle with cancer. We wish our friend 'Mort' a full recovery.

Of course a huge thanks to you, our philanthropic friends and supporters for another fun, successful event.



SPECIAL THANKS TO OUR GENEROUS SPONSORS



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MAKING A CHILD'S LIFE BRIGHTER

GIANTS TOUR & SUNDAE BLITZ

The annual Giants Tour & Sundae Blitz was held at the New York Giants' Training Facility in East Rutherford, NJ. Forty-one pediatric oncology patients along with their families, totaling over 150 guests, were treated to a once in a lifetime tour of the Giants' training facility.

Everyone enjoyed a behind the scenes look, including player and coaching demonstrations in the Field House, Weight Room, Athletic Training Room, and Locker Room. As always, the day wrapped with the fantastic ice cream sundae bar, photos and autographs.



A HOPE TO DREAM

The Jacksonville Jaguars and Ashley Home Store teamed up to host "A Hope To Dream" event at Everbank Field. The Jay Fund sent four patients and their siblings to participate in this epic sleeper.

The children enjoyed festivities in the stadium, slept in the Club overnight, and were thrilled to discover the beds and bedding they spent the night in would be theirs to take home. The next morning, Jay Fund volunteers delivered the beds for all 11 children to their homes.



SUPPORTING FAMILIES

REMEMBRANCE WEEKEND

The 15th annual Remembrance Weekend was held at the Sawgrass Marriott Golf Resort & Spa where 35 families who have lost a child to cancer participated in a weekend of support and healing.



Seven families attended for the first time, while many have come year after year. Dr. Garret Evans provided the keynote address sharing his story of coping with the loss of his own child.

The event concluded with a candlelight ceremony including a special time when each family places a flower in a vase to represent their child. It is a tender moment we are honored to share with these families.

SURVIVORSHIP DINNER

In honor of National Cancer Survivors Day, we sponsored "Optimizing Outcomes for Cancer Survivorship" for child and young adult cancer survivors and their families.

Families had the opportunity to mingle with other families, enjoy a delicious meal, and gain expert insights and strategies for wellness.



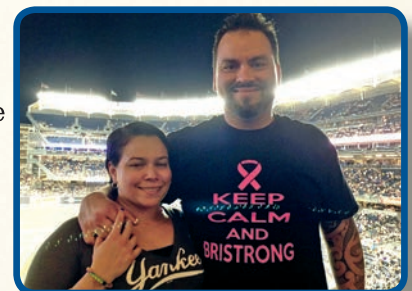
MOTHERS DAY PAMPERING

We pampered over a dozen moms at St Joseph's Regional Medical Center with glamorous hair styling, makeup applications and manicures. And, of course, what would a pampering be without hand-delivered flowers from NY Giants Ring of Honor Alumni, Chris Snee!

TAKE DAD OUT TO THE BALL GAME

Ten dads and their guests watched NY Yankees vs the Colorado Rockies in great seats with great food and parking.

This sweet dad had his wife join him for a date night, the first they'd had in months. Their daughter Facetimed them at the game from treatment!



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.

March 2016 - July 2016

Alliant National Title
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Barry & Linda Zeidwig
Jim & Sharon Zerwekh

TRIBUTE GIFTS

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

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Gary Chartrand
Lynn Chwatsky's birthday
Coach Tom Coughlin
Judy Coughlin's birthday
Braiden Crowley
Nicholas Durant
Emily Emmanuelidis
Edward Hanlon
Savannah Harvey
Mark Herzlich
Saundra Jackson's Birthday
Francesca Lentini
Sue Levine
Frances Mahoney
Mike & the Mad Dog Reunion
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Matt Ryan
Carli Schiefen's graduation
Hartley Ann Snee's baptism
Mr. and Mrs. Frank Spromberg
Ronsea Styles
Alyssa Sandler & Brandon Suggs wedding
Tara Sullivan
Natalie Walker
Amanda DiPane & Jerry Walis wedding
Wong Family

IN MEMORY OF:

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Lillian Jewel Begley
Hannah Brommer
Hugo Chavez
Troy Dinkel
Peggy Fredericks
Morton Goodman
Harvey Gross
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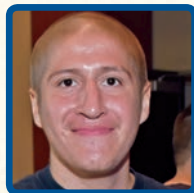
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2016 SCHOLARSHIP RECIPIENTS

The Tom Coughlin Jay Fund annual college scholarships were established to offer hope beyond cancer, providing financial support so cancer patients and survivors can attend college and live out their dreams.



Visa, Inc. Scholar Luis Aguilar

"I want to be able to reach out to other students and help them reach their dreams and goals."

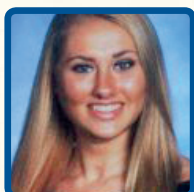
- Brooklyn College freshman, majoring in physical education
- Avid soccer player
- Currently undergoing treatment for T-cell Leukemia/Lymphoma
- Currently maintaining a full academic load



Bisginano Family Scholar Brianna Bove

"This scholarship shows hope financially and emotionally. There is more to life and [cancer] is just a bump in the road."

- Wagner University freshman, studying nursing
- Acute Lymphoblastic Leukemia, 2011
- Relapse in 2015 required bone marrow transplant



Tisch Family Scholar Amber Ferrante

"I find an immense amount of joy in assisting others, and it is truly a rewarding experience."

- Rowan University freshman, aspires to become a special education teacher
- First in family to attend college
- Acute Lymphoblastic Leukemia, 2007



Tom Coughlin Jay Fund Scholar Peyton Leigh Johnson

"I want to work with children going through what I went through."

- Florida State College of Jacksonville freshman, aspires to become a Child Life Specialist
- Juvenile Pilocytic Astrocytoma, 2013
- Future Business Leaders of America, President
- National Beta Club



Viniar Family Scholar Brian Moran

"The main goal that I have for myself is to make a difference in the world, whether it is a large impact or even a small impact."

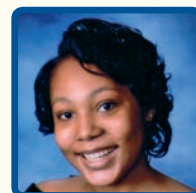
- Loyola University freshman, hopes to become a teacher
- 4.07 GPA in high school
- Varsity volleyball player
- Student Council President Brian
- Acute Lymphocytic Leukemia, 2001



New York Football Giants Scholar Daniel Nachum

"Personally, while I never want cancer to define who I am, I never want to forget how lucky I am to be a survivor."

- Northeastern University freshman
- Acute Lymphoblastic Leukemia, 2001
- Eagle Scout project with Hackensack UMC



Scharf Family Scholar Jessica Scott

"After having experienced my battle with cancer and seeing all the helping hands needed to heal, I know there is a place for me."

- Kean University freshman, studying psychology
- Acute Lymphoblastic Leukemia, 2014
- Excited about giving back to the community



Commander Rick Murray Memorial Scholar Sierra "August" Williams

"I plan to make movies to bring joy to children in hospitals."

- University of Georgia freshman, studying computer animation
- Acute Lymphocytic Leukemia, 2009
- Merit Scholar Award recipient
- Soccer player and coach
- Outstanding Community Service Award for serving 746 hours in 3 years



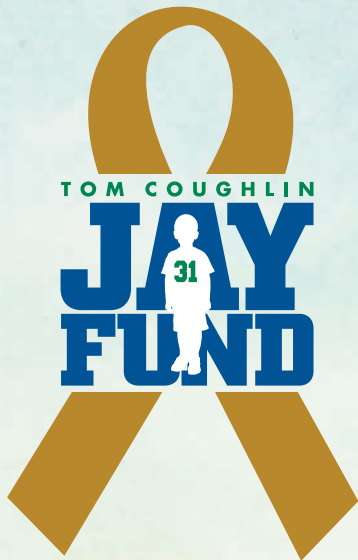
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SAVE THE DATE!

FRIDAY, OCTOBER 14, 2016

12th Annual
CHAMPIONS FOR CHILDREN GALA

HONORING
THE NATIONAL FOOTBALL LEAGUE
accepted by Commissioner Roger Goodell

**STEVE TISCH, LAURIE TISCH,
LIZZIE AND JONATHAN TISCH**

MASTER OF CEREMONIES
BRUCE BECK

CIPRIANI WALL STREET
55 WALL STREET, NYC

#GoGold in September
for childhood cancer
awareness visit
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