

JAY FUND BLITZ

TCJAYFUND.ORG • SPRING 2018



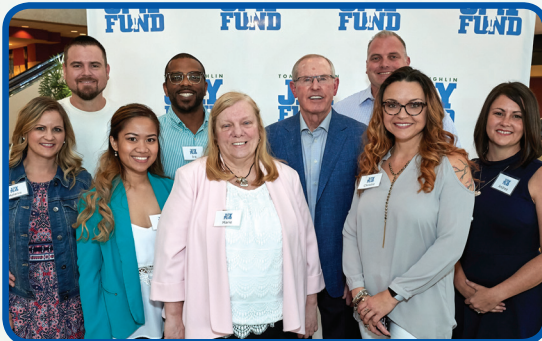
Our mission is to help families tackle childhood cancer by providing comprehensive financial, emotional and practical support. From diagnosis to recovery and beyond, we are part of the team, allowing parents to solely focus on their child's well being. Our goal is to **BE THERE** for parents facing the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

COACH'S CORNER



The word team is defined as a group coming together to achieve a common goal. Over the years, I have seen what teams are able to achieve, but for 22 years, I have witnessed a special group of people who come together to achieve one goal: to help families tackle childhood cancer.

Since 1996, the Jay Fund has distributed over \$9.3 million and touched the lives of over 5,000 families. Our team is powerful, but we couldn't do it without all of you!



Jay Fund Parents and Tom Coughlin

Our 14th Annual Wine Tasting Gala was a success. Being with over 1,000 Jay Fund team members including old and new friends, sponsors, volunteers, and members of the community gave Judy and I a great appreciation of all who make sure no area family fights this disease alone. I would also like to extend a special thank you to my 2018 Leadership Team for their continuous support of our work.

Ninety-one percent of respondents surveyed in 2017 said that, the work of the Jay Fund allowed them to **BE THERE** for their kids as they tackled childhood cancer. Thank you all for your support and we are so grateful to have you as part of our team.

Tom Coughlin



JAY FUND VOICES

"What a wonderful surprise! Thank you so much!!! The Jay Fund has taken so much stress and added countless blessings in our lives this year. We appreciate you all. "
Cassi, Gavin's Mother

"Thank you, thank you, thank you!! What an amazing show. We had such a fun time watching Lion King. I will never forget the giggles and thrills my children expressed last night. We are so grateful to have been able to go." *Kelly, Calvin's Mother*

"We appreciate the continued support from the Tom Coughlin Jay Fund Foundation and all that has been done for us this past year. Thanks to all the people who make this possible." *Keagan, Kaeden's Father*

"You all have made such a difference in so many lives. The energy and enthusiasm seems endless. The Jay Fund and its efforts are special and unique. I have never seen anything quite like the Jay Fund. I am so privileged to be part of this provider group, cancer fighting team, and community." *Dr. Katzenstein, Nemours Children's Speciality Clinic Division Chief Oncologist*

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FROM THE EXECUTIVE DIRECTOR



When a parent hears the words, "your child has cancer", the unthinkable has now become their reality. They instantly go from managing schedules of their everyday lives, to tackling the unknown.

This is a tremendous stress and they need to know they are not alone. We recently reviewed a study which found 72% of families reported losing more than 50% of their income since their diagnosis of cancer. The effects following a loss of income can be devastating to families. Easing the tremendous burden financially is a primary way the Jay Fund is able to help.

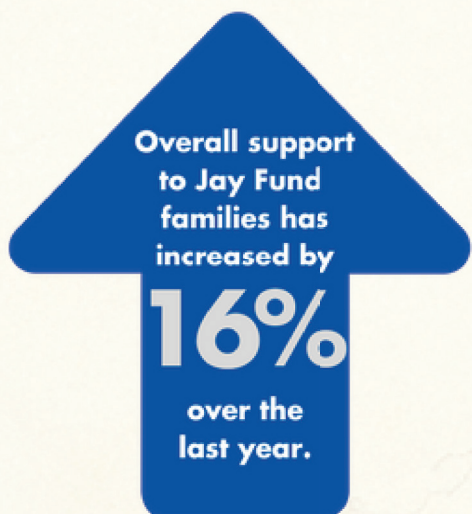
In 2017, the Jay Fund distributed over \$1.7 million in grants reaching over 800 families in Jacksonville and the NY/NJ area. Fifty-six percent of our dollars went to provide direct household support.

Last year, the Jay Fund hosted 65 special opportunities or events to bring parents, siblings and patients together in an enjoyable setting. Kids could be kids and parents could connect with others who truly understand the stress of childhood cancer. It's a day off from cancer.

Overall, in 2017 we saw a 16% increase in support to childhood cancer families. As the needs increase, so has your generosity. We continue to never turn a family away. Thank you all, we couldn't do it without you.

Keli

Keli Coughlin Joyce



Molly Hicks, Passion Project for a Cure

IMPACT PLAYERS

BE THERE to support the Tom Coughlin Jay Fund's mission by hosting a fundraising event or campaign, big or small. Every dollar raised helps families tackling childhood cancer. For more information contact caryann@tcjayfund.org today!

THANK YOU IMPACT PLAYERS

November 2017 - February 2018

Global Publishing Summit \$21,000

Stroke Out Cancer \$10,100
Michael Bucher

Percentage of Dumpster Rentals \$6,885
BAC Dumpsters

Cancer Shootout \$2,500
The Englehardt Family

Give & Go \$5,964
Jaguars Foundation, Nonprofit Center of Northeast FL

Hops that Help \$5,346
Southern Swells Brewery, Really Good Beer Stop, Steve Nix

Holiday Sip & Shop \$3,125
Rockaway Gardens, Donna Augustyniak, Selin Hensley

Kraken Open \$2,500
Armada Youth Soccer League

Honey Baked Ham Gift Card Sales \$1,402
Honey Baked Ham

Networking Event & Auction \$1,090
Jacksonville Real Producers

Marroney Boloney Sales \$1,000
Dandee Foods

Tailgate for a Cause \$1,000
Section 16H Group

Locker Sale \$970
Acosta Sales & Marketing

Passion Project for a Cure \$700
Molly Hicks

Fundraiser in Honor of Sean O'Mallery \$500
Kelly O'Shea

Other Creative Events & Gifts

Bingo Night
Kamalia Livres
Candy Sale
CSX, Marie Olsen
McKenzie's Run
The McKenzie Noelle Wilson Foundation
No Shave November
Hoptinger
Race for Presents
Enjoy Fitness, Joy Murphy
Sip & Shop
Inguz, Cara Montemuro, Peggy Barker

MEET JOSE

Jose is a 9-year-old boy who was diagnosed with leukemia in July of 2017. Jose immediately began treatment at St. Joseph's Children's Hospital in Paterson, NJ. Jose's infectious smile and loving personality warms the hearts of the Jay Fund and the hospital staff. He has a way of making people smile even when he is having a tough time.



Jose is a huge football fan, so the Jay Fund invited him and his family to the Giants Training camp in August, but unfortunately he was too ill to attend. Later on, the Jay Fund reached out to him again to invite him as a special guest to a Giants game. Thankfully Jose was feeling better and was able to join the Jay Fund at the game with his grandfather. The two of them had a wonderful time.



Jose and his family, including his sister, also had a thrilling time at the NFL Experience in NY City. The entire family had a chance to relax and forget about cancer.

The Jay Fund has helped Jose and his family with emergency household expenses this past year. Karen, Jose's mom said "There are no words to describe what the Jay Fund means to Jose and our family. In his hardest moments the Jay Fund was there to cheer him up. They have provided Jose with activities, which brings excitement to his life. The Jay Fund is always so helpful and we are extremely appreciative for their support. The Jay Fund should be proud of what they do because they do a great job."



MEET LUCY

Lucy was diagnosed at age one with a brain tumor known as Diffuse Astrocytoma. The location of her tumor greatly affected her balance and coordination. She began her treatment with a ten hour surgery to remove the tumor. Following surgery, her treatment plan has consisted of chemotherapy and relearning how to sit, stand, and walk all over again.



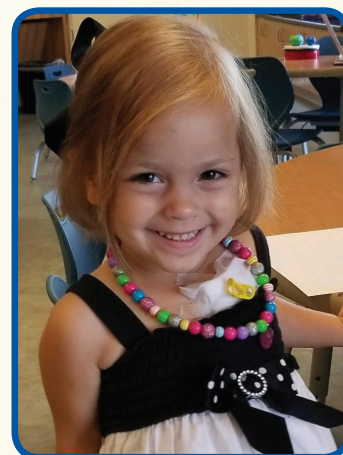
The day of Lucy's diagnosis turned her family's world upside down, putting them on an emotional rollercoaster they didn't know how to get off of. This is when the social workers connected them to the Jay Fund, who stepped in to provide emotional and financial support to this precious family.

The Jay Fund has been there for Lucy and her family by providing financial assistance when needed. Emotionally, the Jay Fund continues to help Lucy, her two siblings, and her parents by providing special experiences they can all do together, like attending Disney's On Ice and the Holiday Party.



Melanie, Lucy's mother, attended Momcology, a Jay Fund mom's retreat, where she met a group of mothers who were also tackling childhood cancer. "This was life-changing because not only did it bring awareness to myself, but I have new friends who understand what it's like to tackle cancer. We have become a team and I can lean on them when times are tough. This would not have been possible without the Tom Coughlin Jay Fund," said Melanie.

Lucy is now three-years-old. The Jay Fund is proud to continue to BE THERE for her and her family.



2018 WINE TASTING GALA

The luck of the Irish returned to us at our 14th Annual Wine Tasting Gala on the evening before St. Patrick's Day, March 16th. Selling out weeks in advance, over 1,000 friends, guests, and supporters gathered at the Wells Fargo Center in downtown Jacksonville for an evening of over 200 fine wines, samplings from 40 of the finest areas restaurants, and a fabulous array of auction items. A popular and meaningful addition was "Willis' Pub" named in tribute to our dear friend Willis Jones, who poured his heart and soul into this event. Our reception featured live entertainment, mixologists, and a relaxed lounge atmosphere for mixing, mingling, and magic tricks. We raised over \$300,000, a milestone. A special thank you to Byron Hayes, Hal Murdock, and the staff of Southern Glazer's Wine & Spirits who make the event possible.



TOM COUGHLIN JAY FUND WINE TASTING GALA



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Linda and Barry Zeidwig

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SUPPORTING FAMILIES

Jacksonville

Motivating and inspiring young adults with cancer is how 2018 got started for the Adolescent and Young Adult (AYA) group in Jacksonville. The young adults, along with their immediate family, spent the evening enjoying scrumptious burgers and strawberry cheesecake at the Omni Hotel. Afterwards, they walked over to the Times-Union Center for the Performing Arts to hear the inspirational, Theo Epstein, speak about his successful career at the Florida Forum Event.

Valentine's is a special holiday filled with lots of love, but for fifty Jay Fund families, it was also filled with Disney's The Lion King Broadway Production. Before the show, families grabbed sandwiches from Dandee Foods, decorated heart-shaped cookies from Cinotti's Bakery, created candy necklaces and made homemade Valentine's cards for their parents. Then, they enjoyed the spectacular show together!

Parents got together to hear a presentation from the Jay Fund Financial Coach on "Managing the Financial Challenges of Childhood Cancer". It was night out for parents as they gathered at Season's 52, to enjoy drinks, dinner and dessert while learning valuable information.



FROM OUR PLAYBOOK

Do you need to take a Required Minimum Distribution from your IRA in 2018? If you are 70 ½ years or older, you may want to consider donating that Distribution tax-free to the Jay Fund. IRA account holders who may not need their 2018 Distribution can donate up to \$100,000 for Individual tax filers or up to \$200,000 for couples who file jointly. This is a great way to reduce your 2018 tax bill and BE THERE for families tackling childhood cancer.

SUPPORTING FAMILIES

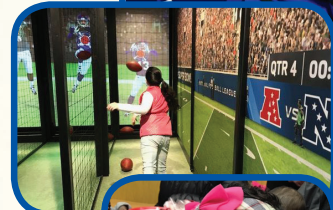
New York/New Jersey

What better way to prepare for the Super Bowl than to attend the one and only, NFL Experience in New York City. Five Jay Fund families were treated to a fun day of all things football. Families got to call plays, throw touchdown passes and truly experience what it's like to be an NFL player.

Families at the Valerie Fund Children's Center at Newark Beth Israel Medical Center celebrated Valentine's day a little early with the help from Artie the Magician. Families decorated Valentine's cards, learned cool magic tricks and snacked on delicious treats.

At the Hassenfeld Children's Center at NYU Lagone Medical Center, families attended a Valentine's party where the children created nutritious snacks and beautiful cards for their mom and dad. Thanks to Jay Fund friends at NYU and Leslie Carrara-Rudolph, there was a lot of love being spread!

To continue spreading the love, Kevin Greene at Honey Baked Ham Company in West Caldwell, NJ, donated sweet hams for ten Jay Fund families at Tomorrows Children's Fund.



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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 2017 – February 2018

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

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PROGRAMS

Adolescents and Young Adults (AYAs) tackling childhood cancer are a unique population because they do not fit into a distinct group. Many of these individuals are beginning the process of finding their independence and no longer feel like children, but some are not yet quite adults. Normalcy in the life of a cancer patient is rare and their treatment is something family and friends don't always understand. That is why the Jay Fund has chosen to BE THERE for AYAs by enhancing a program to help them tackle one of the hardest journeys in their life.

In the NY/NJ Area, the Jay Fund supports the AYA Program at Tomorrow's Children's Fund at Hackensack University Medical Center.

In the Jacksonville Area, the Jay Fund funds the Nemours Children's Specialty Care Program known as Cancer Healing Adolescents Talking (C.H.A.T.).

Both programs provide support through an educational and motivational environment. The goal is to help create and establish new friendships among the group so AYAs can find support with one another. They meet to talk, enjoy dinner, play games, and listen to speakers discuss a variety of topics. The patients attend events together including movies, outdoor activities and sporting events that are outside of the hospital setting.





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