



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 focus solely on their child's wellbeing. Our goal is to **BE THERE** for parents facing the unthinkable so they can **BE THERE** for their families.

Coach's Corner Takeover



The McGillis and Coughlin Families

It's hard to believe it has been 25 years since Tom Coughlin started the Jay Fund in memory of our brother, Jay. Even though Jay's diagnosis and passing is now more than 25 years ago, there isn't a day that goes by where we don't think about him, the disruption his diagnosis and treatment had on our family, and all the support we were so fortunate to have from family, the Boston College and Brockton High football communities, and Jay's friends and teammates. For this support, we remain eternally grateful.

We continue to be honored by the positive impact the Jay Fund has had since its formation on so many families dealing with childhood cancer diagnoses, most of whom don't have the support network we had with Jay. It was a life-changing

event for us, and we can't imagine having to go through such a difficult experience alone. Thanks to the Jay Fund, these families aren't alone.

Jay would be so proud to know so many people have been helped in his memory, and so humbled that Coach Coughlin has turned his work off the field into Jay's legacy, and in so doing, truly amplified the meaning of the words inscribed on Jay's headstone: "The quality of a man's life is measured by how deeply he has touched the lives of others." We wish the Jay Fund continued success as they strive to Be There for families dealing with childhood cancer.

Sincerely,
The McGillis Family

A Note from Coach:

We want to take this opportunity to reassure our patients, families, partners, volunteers, and stakeholders that while the current state of affairs will impact the organization, as it is everyone across the world, the foundation is committed to fulfilling its mission of providing financial, emotional, and practical assistance to families tackling pediatric cancer. We support our communities in taking the necessary precautions to contain and prevent the spread of COVID-19. To that end, it will not interrupt the foundation's work of paying families' bills, keeping food on their tables, and a roof over their heads. As the situation continues to evolve, we will continue to find creative ways to **BE THERE** for families when they need us most.

We understand the coronavirus has disrupted the lives of our families and friends, resulting in loss of jobs and income and creating new challenges. For our families tackling childhood cancer who were already struggling to make ends meet, the challenge has grown exponentially as has their need for our assistance. Judy and I will be making an emergency donation to the foundation to help with these challenges. Taking care of your own family should be your top priority, but if you can help a Jay Fund family in need, I know they will be truly grateful.

Thank you for your continued support.

-Tom Coughlin

From the Executive Director



It's hard to believe that **2020** marks a quarter of a century of the Tom Coughlin Jay Fund Foundation providing critical financial, emotional, and practical support for families tackling childhood cancer. Because of your generosity, we've been able to provide over **\$13 million** in financial assistance to over **5,000** families when they needed it most. To give you a little more perspective, over the past 25 years, the foundation has been able to pay over **18,000** bills for our families. You have kept the roof over their heads, food on the table, the lights on, and so much more. You've embraced our mission and, in so doing, have kept Jay McGillis's spirit alive with each family we touch. **THANK YOU!** We could not have done it without you. You are our team.

As we think about the many children and families we've had the privilege to get to know and share in their journeys, we find ourselves humbled. These past 25 years have introduced us to a young man who conquered cancer and is now working towards becoming a pediatric oncologist, a mom who turned her son's passing into a way to **BE THERE** for other families facing the unthinkable, a dynamic brother duo who brought smiles to our faces with their caped crusades and their love and support for each other, and so many beautiful young people who have faced serious health challenges with courage and tenacity. Thank you for allowing us to **BE THERE** for you. It is an honor to be part of your team.

An old African proverb says, "If you want to go quickly, go alone. If you want to go far, go together." Thank you for helping us go far.

Keli Coughlin Joyce
Executive Director

2020 Wine Tasting Gala

On March 6th, we raised a glass to 25 years with the Jacksonville community. Thanks to the help of all our sponsors, supporters, celebrities, restaurants, and silent auction participants, we were able to raise over a quarter of a million dollars to mark 25 years of helping families! We couldn't have done it alone - thank you to everyone on our team.



THANK YOU TO OUR 2020 SPONSORS!

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JAY FUND
25 YEARS OF
BEING THERE

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20 30 40 50 40 30 20 10

Jay Fund Hall of Fame



Sam and Eli - Then and Now

"On July 1, 2011, our youngest son, Samuel was diagnosed with Acute Lymphoblastic Leukemia. Before I continue, I would like to give you a little backstory about our family. My husband, Rick and I, are life-long, diehard Giants fans. Our oldest son, Eli, was named after Eli Manning, and we found out I was pregnant with Sam the day the Giants won the Super Bowl in 2008! Our kids, from the start, were destined to follow our lead. Our house bleeds blue.

The fall and winter of 2011/2012 was rough for us. Sam was really sick. He was the poster child for childhood cancer. Bald and pale, but still the happiest, most joyful three-year-old to be around. He was a champ. He took everything that was thrown at him with the strength of Godzilla. Godzilla was and still is his favorite. A friend had suggested I reach out to the Jay Fund, a foundation run by, in our opinion, the best coach to grace the Giants organization: Tom Coughlin.

I sent an email thinking they probably couldn't assist us financially. A woman by the name of Keli reached out to me. I'm not sure when it was, but at some point, I realized the woman that I was communicating with was Coach Coughlin's daughter.

I still go back to some of the emails she sent. The communication was a bright light in a very dark time. She sent coloring books, a hat signed by her dad, car magnets. You name it! Anything to make the kids smile. That meant the world to us.

We were even asked to go to their ice cream social at the Giants practice facility where I finally got to meet the person and the people of an organization that was so incredibly kind to our family. We met some of the Giants team and even got to meet Coach Coughlin and his lovely wife Judy.

When a child is diagnosed with cancer, your world goes dark. The darkest dark you could ever imagine. Your entire world crumbles. You are brought to your knees, literally and figuratively. As a parent, you look for any glimmer of hope, any sliver of light that will begin to pierce through that consuming darkness. The Tom Coughlin Jay Fund Foundation and the Coughlin's were part of that light for us. We are forever grateful for their generosity and kindness.

Sam is 11 now. Cancer free. Five years off treatment, so in the childhood cancer world, we were able to say that he is finally cured this year. The Jay Fund promises to BE THERE for families facing a childhood cancer diagnosis. So, from the Grady Bunch: Thank you for BEING THERE."

~Rick, Pauline, Eli, and Sam

Visit TCJAYFUND.org/25 to read more Hall of Fame stories

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Thank You Impact Players

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



Stringle Jingle



Stroke Out Cancer



Kerry Villa Golf Tournament



Board & Brush Paint Night

November 2019 - January 2020

\$10,000+

1010XL Radiothon

Marsh Landing New Year's Eve Party

Peter & Terri Schmidt

Stringle Jingle

Greg & Angela Stringfellow

Stroke Out Cancer

Michael Bucher

Kerry Villa Golf Tournament

\$5,000 - \$9,999

JAX Chamber Paint the Paws

NFL Legends Community Gala

Ben & Jerry's Americone

Stephen Colbert

\$1,000 - \$4,999

Kraken Open Golf Tournament

Armada Youth Soccer League

Bar Method Class

Cancer Conquerors

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Jay Fund Holiday Happy Hour

Luke Delavan

Honey Baked Ham Gift Card Sale

J. Fletcher Creamer Annual Football Game

Rockaway Gardens Sip & Shop

Donna Augustyniak, Selin Hensley,

Kathy Robertson

Signature Inc. Holiday Party

Ten Salon of Ponte Vedra

\$100 - \$999

Amazon Smiles

Board & Brush Paint Night

Brooks Hicken Annual Birthday Giving

J. McLaughlin Sip and Shop

My Sweet Life by Melita Cookie Auction

Melita Ganoë

Scout & Molly's Boutique

Jay Fund MVPs

We are marking our 25th with gratitude and celebrating the team of supporters who have made it possible for the foundation to BE THERE and help families when they need it most. Thank you for being part of our team. #ThisIsOurTeam



Stan Barrasso and ACOSTA



Cathie Hurlburt



The Tom Coughlin Jay Fund Foundation has earned its seventh consecutive 4-star rating from Charity Navigator. Charities are rated by evaluating Financial Health & Accountability and Transparency. Ratings show donors how efficiently a charity will use their support today, how well it has sustained its programs and services over time, and their level of commitment to being accountable and transparent.

Supporting Families - Jacksonville



Holiday Parties for the Whole Family

The Jay Fund had a great turn out at both the December holiday party and the February Valentine's event. Patients and their families joined us to unwrap the magic of the holiday season. We made snow globes, bounced around with Olaf, smiled with Santa, and so much more! During our February event at Urban Air, not only did we continue bouncing around, we also soared across zip-lines, raced with go-carts, and climbed to the highest peak! These holiday events provide opportunities for patients and their families to meet other families walking similar journeys, entertain the mind, and make memories!



Holiday Help

The Tom Coughlin Jay Fund vows to BE THERE for families throughout the entire year. We know that the holidays can add an extra level of stress for families. This past holiday season, the Jay Fund provided toys for every child that attended the holiday party and "adopted" 31 families to make their holidays extra bright with gift cards, presents, and holiday meal baskets for both Thanksgiving and Christmas.



Sibling Support

One of the goals for our sibling program is to make sure they don't feel left out. Both our school-age and teen sibling groups participated in their own holiday cooking feasts at Publix Aprons Cooking School in December. In February, right in time for Valentine's Day, our siblings were able to create a one-of-a-kind wood project that had everyone smiling. These events gave siblings the opportunity to share their thoughts, feelings, and receive some peer support throughout the evening.



Adolescents and Young Adults (AYA)

In December, the AYA group perfected their culinary skills and had a blast cooking up a feast for their annual holiday gift exchange at Publix Aprons Cooking School! In February, the group channeled their artistic selves and created beautifully painted, personalized wood signs. Each event provided some much-needed peer support and socialization that reminded AYAs that they are not alone in their fight against cancer.

#THISISOURTEAM

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 - JANUARY 2020

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

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Supporting Families - New York/New Jersey



Hospital Visit

NY Giants Alumni and Jay Fund Advisory Board Member, Kevin Boothe, made a special Thanksgiving visit to Stephen D. Hassenfeld Children's Center for Cancer and Blood Disorders, at NYU Langone. Kevin met several patients including Ryan and her family, who all loved the bling of his Superbowl rings.



Adolescents and Young Adults (AYA)

We kicked off our new partnership with HealthBarn USA and hosted an Asian Noodle Cooking Night for our amazing AYA group. A thumbs up to Stacey Antine for teaching culinary tricks and nutrition tips. This was a great team effort to cook the Japchae veggie stir-fry, prepare a salad and make stuffed crepes for dessert. The best part was the laughter and support that filled the room!



Family Fun Day

On a cold Sunday, Jay Fund families flooded into Humdingers for an action-packed Jay Fund Family Fun Day. It started with family bowling and then the time flew by with arcade games, laser maze, batting cages, and photo booth fun. There were smiles everywhere! The highlight of the day was a visit by Giants Alum and pediatric cancer survivor, Mark Herzlich, who inspired both patients and their families, making sure to spend time with every family. The day was topped off with lunch and of course the all-time favorite ice cream sundae bar. Joey's mom said, "Thank you so much for a wonderful day! We all had a great time; my son Joey can't stop talking about it, he is so happy!" Special thanks to our partner Servier for sponsoring this event.



Holiday Helping Hands

Our amazing Jay Fund Volunteer, Lori Chomko, along with faculty and students at Grover Cleveland Middle School in Caldwell, made sure that all 32 Jay Fund families at Newark Beth Israel were taken care of at the holidays. When the teachers and principal arrived at the hospital on their school bus, it was packed to the brim with 65 huge, bright red bags for the families. The parents were thrilled and patients could not believe their eyes!



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Headquarters
P.O. Box 50798
Jacksonville Beach, FL 32240-0798

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SAVE THE DATES!

2020 Events

May 17th-18th - 25th Celebrity Golf Classic
Stadium Course at TPC Sawgrass
Ponte Vedra Beach, FL

October 2nd - Champions for Children Gala
Cipriani 42nd Street
New York, NY