



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 well-being. Our goal is to **BE THERE** for parents facing the unthinkable so they can **BE THERE** for their families.

## Coach's Corner Takeover



I attended my first Jay Fund event 16 years ago, and I've seen firsthand the passion that Coach Coughlin has for this charity and the people it helps. Back then, I didn't even know that coaches were allowed to care about anything else besides football. But Coach did not hide his commitment and his desire to help those families that were dealing with a child with cancer. He not only preached about it, he encouraged players to get involved in the community and to help those that need it. It is because of Coach Coughlin's inspiration and the encouragement of the Giants organization that I got involved with the charities that I now support. And most of them are dealing with children and cancer.

On October 2nd, I was humbled to be honored at the 2020 Champions for Children and just moved to be the first recipient of the event's Giant of Compassion Award, as it represents the amazing service to the community from two organizations that I hold in the highest regard: The Tom Coughlin Jay Fund and the New York Giants.

Coach, I salute you on 25 years of calling the plays to change lives, to help those in need, to be a champion in life in every way. Thank you to the Jay Fund, the New York Giants, and to all of the Jay Fund supporters for stepping up to be on a team with such a profound impact.

Sincerely,  
Eli Manning

## Note from Coach:



Keli Coughlin, Pat Craft, and Susie Coughlin

**Volunteering, giving of yourself is a true gift. For over ten years, Pat Craft has selflessly donated her time to the Jay Fund. On a weekly basis, Pat shows up with a smile on her face, ready to tackle any administrative task the Jay Fund team needs assistance with. Pat, thank you for being an exceptional member of our team who we can always count on!**

-Tom Coughlin

## Jay Fund Team Spirit



Harper and Bronwyne

When Brian and Tiana received the Jay Fund summer newsletter, they used it as an opportunity to talk with their daughters, Harper and Bronwyne, about the importance of helping others, especially in a time of need. After reading the stories of Jay Fund patients, Harper and Bronwyne wanted to use some of the money they have earned and received over the years to donate to "help out any kids they could." Thank you, Harper, Bronwyne, Brian, and Tiana for being true helpers in a time of need!

## From the CEO



We began 2020 with gratitude for each and every one of you, and that is how we want to wrap it up as December draws to a close. It certainly has not been the year many of us planned for, but it has been a year that's reminded us how valuable the things are we cherish most: our loved ones, their health and well-being, and the place we call home.

Sadly, COVID-19 has demonstrated how a health crisis can create a financial crisis and rob us of those treasures. This is something the families we support have been experiencing for years, and the pandemic has only amplified exponentially. Many parents of our patients have found themselves furloughed or jobless, and on top of that have been forced into a position of both caregiver and educator. The foundation is proud to be able to continue to BE THERE for them when they need the Jay Fund the most, and that's because you continue to BE THERE for us. Thank you.

As the holiday season approaches, please remember the 756 Jay Fund families we are currently supporting who are facing the unthinkable. Their need is, indeed, dire. A gift to the Jay Fund would ensure the season is a little bit brighter and, perhaps, more hopeful for each of them in the new year.

Thank you once again for being part of our team for the past 25 years. My dad and the entire Coughlin family join me in wishing you great joy and good health throughout this season.

**Keli Coughlin Joyce**  
CEO

## 2020 Virtual Champions for Children Gala



Thank you to Jimmy Dunne, Lesa France Kennedy, Eli Manning, the Bush Family, our celebrity friends, and all our sponsors for your generous support of the 2020 Virtual Champions for Children Gala! Because of our teammates, we raised close to \$1 million dollars for families tackling childhood cancer in the New York/New Jersey area. Thanks to our celebrity teammates who participated in the successful event, and especially many from the NY Football Giants organization who contributed to the very COOL tribute to honoree, Eli Manning. We look forward to seeing you all (hopefully in person) for our 17th Annual Champions for Children Gala in the fall of 2021.



*Part of the COOL musical tribute to honoree, Eli Manning*

## New Patient Portal Launch

### Getting families the financial help they need FASTER

This summer the Jay Fund launched a contactless, web-based, HIPAA compliant patient portal. Currently being piloted in Jacksonville, with plans to roll out in NY/NJ in 2021, the TEAM Portal replaces the previously-used paper application and provides a user-friendly, direct, and accessible way for families to request assistance for their household expenses. This is one of the many ways the Jay Fund is making improvements to fulfill financial needs quickly and safely.



# JAY FUND FAMILY STORIES



## Meet Nicky

Nicholas, aka Nicky, was diagnosed with T-cell Acute Lymphoblastic Leukemia in January of 2018. His mom immediately deferred working to become Nicky's full-time caregiver. The family found a way to get by on one income for nearly two years. Then COVID-19 hit, Dad who works in construction, had his hours drastically reduced, and they sought out the Tom Coughlin Jay Fund's financial assistance. The Jay Fund has assisted with multiple car payments, vital in getting Nicky to and from appointments, and provided support with utility payments ensuring the lights will remain on in their home during this hard time for their family.

After receiving confirmation for a recent bill payment, Nicky's mom, Liz, wrote, "Thank you all so much for this huge help! I teared up a bit reading this email and my husband is so appreciative for all the help Tom Coughlin Jay Fund has been able to offer us. Please know we will continue to do what we can to pay it forward."

In September, Nicky and his family participated in the Jay Fund's GO GOLD Fitness Challenge with Kilter Rewards, where they raised money for the Tom Coughlin Jay Fund by staying active throughout the month.

The Tom Coughlin Jay Fund has been able to help Nicky and other Jay Fund families located in New York City thanks in part to a grant from the Mother Cabrini Health Foundation.

## Meet Isaiah

Nine-year-old Isaiah bounces around his family's home like his idol Spiderman. You would never guess that in 2013, this now-healthy young boy was diagnosed with the blood cancer Acute Lymphoblastic Leukemia. Isaiah was just 18 months old when his cancer journey began. He underwent three and a half years of treatment, which included 6 hospitalizations and 12 outpatient procedures.

Nicole, Isaiah's mom, was one of the first parents to fully utilize the Jay Fund's Financial Game Plan, a financial literacy program that helps families get their finances back on track while their child is fighting cancer. The Jay Fund financial coach spent one-on-one time with Nicole to help her to develop a budget and long-term financial blueprint. After implementing the plan, Nicole was able to save enough money to buy a house that she and Isaiah could call "home". Isaiah remains healthy but will continue long-term follow ups, scans, and monitoring for the rest of his life.

To read more about Isaiah and our other 25th Family Stories, please visit [tcjayfund.org/25](https://tcjayfund.org/25).

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## 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 [edye@tcjayfund.org](mailto:edye@tcjayfund.org) today.

Thank you for being part of our team!

May - October 2020



### Virtual Boston Marathon

Thank you to Tommie Sheridan, Korn Ferry Tour, Truck Karma, and Golf Fights Cancer for raising over **\$50,000** for Jay Fund patient families!

**\$5,000+**

Go Gold Fitness Challenge  
*Kilter Rewards*

**\$1,000 - \$4,999**

Charity Top Takeover  
*Mulligans Pub*

Bake Sale and Penny Wars  
*Target Marsh Landing*

Paint Night  
*Board and Brush Rutherford*

Go Gold Ribbon Sale  
*The Swandrak Family*

Project 50xJoy  
*John Hays*

**\$100 - \$999**

AmazonSmile

Merchandise Store  
*First Coast Promotions*

Kanines for Kids  
*Kanine Social*

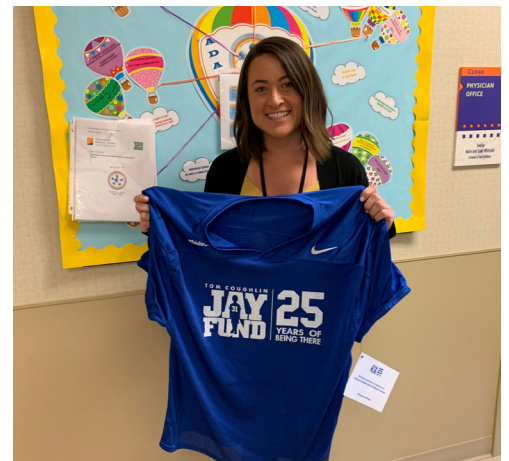


## Jay Fund MVPs

As we wrap up our 25th year anniversary, the Jay Fund celebrates 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



Joli Craver, Child Life Specialist at Nemours Children's Specialty Care



Stephanie Heasman Social Worker at Goryeb Children's Hospital



MVP Ernie Anastos (right) with Jay Fund Advisory Board member, Kevin Boothe, and Program Director Mary Jane Pulzello



Curtis Dvorak (with Keli Coughlin) Jay Fund Celebrity Supporter



Marge Gallardo Jay Fund Volunteer, JAX

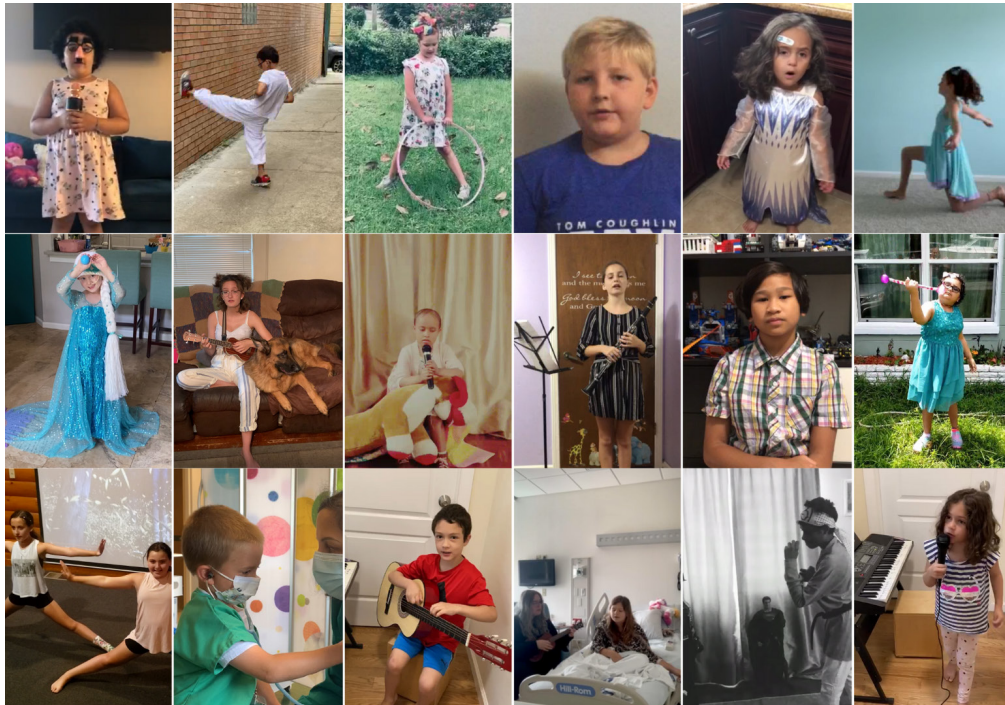


Lori Berlin and Therese Hoarty Jay Fund Volunteers, NY/NJ



# Emotional Support for Patient Families

The pandemic has added additional stress, fear and feelings of isolation for our families tackling childhood cancer. The Jay Fund continues to find opportunities to bring our patients and their families joy and moments to take a break from cancer.



## Jay Fund Voices

"I just wanted to say thank you. You really made a very big difference in my life. You have helped me through very rough times. Saying thank you is not even enough compared to how much you have helped me emotionally and especially financially. You are angels on earth." -Abraham's (10) mom

"Thank you for the recipe. Allen really enjoyed baking brownies virtually and learning about macro nutrients. He appreciated that the Jay Fund is finding different ways to help children, especially during this time, to not focus on the negative. The brownies were overly delicious. He will definitely attend more sessions." -Allen's (18) mom

## Virtual Talent Show

The Jay Fund team gathered via Zoom to showcase the talents of 16 patients and their siblings in the first-ever Jay Fund Virtual Talent Show. The guest judges were wowed by a wide range of skills and expertise, including singing, dancing, comedy acts, magic tricks, karate demonstrations, hula hooping, and so much more! Thank you to all of our talented patients and their families, as well as our guest judges - we know you had the hardest job of the night picking winners. Big thank you to Lolly Lardpop and Leslie Carrara-Rudolph for hosting!

## A Day at the Zoo

This fall, the Jay Fund provided admission and boxed lunches for 75 families to enjoy the Jacksonville Zoo's exhibits and attractions at their leisure. It was a big hit with all! Sloane's mom wrote, "Thank you for a wonderful zoo day. Sloane is still talking about it! We haven't been able to do anything like that since February, so it was beyond a special treat. You all have been a saving grace to our family!"



Sloane (right) with her sister



## Sibling Support - Summer Camp

This summer, the Jay Fund offered unique day camp experiences for siblings to support their physical and emotional well-being. Fifteen siblings took part in a variety of camp opportunities, including STEAM camp, golf camp, and a cat care camp. One mom, Sarah, emailed saying, "Due to Covid-19, Anna couldn't attend any other camp this summer because I just didn't trust it. But because the Jay Fund sponsored this, I felt comfortable sending Anna and I am very glad I did. We both loved it. Thank you for allowing Anna to participate and doing something special for the siblings. It really makes a huge difference!

# #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.

## MAY - SEPTEMBER 2020

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

### IN MEMORY OF:

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## FROM THE PLAYBOOK

DID YOU KNOW ABOUT THESE IMPORTANT  
PARTS OF THE 2020 CARES ACT?

- TAXPAYERS WHO ITEMIZE CAN DEDUCT **100% OF ADJUSTED GROSS INCOME** (THIS WILL REVERT BACK TO 60% IN 2021)\*
- TAXPAYERS WHO TAKE THE STANDARD DEDUCTION CAN MAKE UP TO \$300 OF CHARITABLE CONTRIBUTIONS TO QUALIFIED CHARITIES

\*GIFT MUST BE GIVEN DIRECTLY TO THE CHARITY  
(DONOR FUNDS DO NOT QUALIFY)



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.



Thank you to all of our families for letting us tell your stories throughout our 25th year!



To read all of the Jay Fund's 25th patient stories, visit [tcjayfund.org/25](http://tcjayfund.org/25)







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# THANK YOU FOR



# YEARS OF BEING THERE

# SAVE THE DATE!

TOM COUGHLIN



CELEBRITY GOLF CLASSIC

MAY 16 & 17, 2021  
TPC SAWGRASS