

# PLAY BY PLAY

March 2021  
tcjayfund.org

BE  
THERE

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



Virtual Celebrity Bingo for patients and their families

Dear Jay Fund Team,

The new year has us off and running, but before we get too deep into 2021, I want to thank all of you for your support in 2020. We could not have made it without your generosity. In December alone, we were able to provide our families over \$175,000 in financial support, allowing them to focus on their sick child. That's because of you.

But that's not all we've been up to. Don't believe that saying about old dogs and new tricks because this past year I learned how to use Zoom – for interviews with reporters, visits with patients, and even a Jay Fund family Bingo night that brought out the competitive side of our patients. It was great fun and I look forward to continuing these virtual visits.

The Jay Fund's mission has always been one born out of necessity: to BE THERE for families so they can BE THERE for their sick child. There is an old saying that there's no limit to what you can accomplish, if you don't mind who gets the credit. But we haven't accomplished our work alone. You've been with us for every household payment made, every smile given, every tear shed, and every thank you spoken along the way.

Thank you for always stepping up and offering the helping hand our families need. There is no limit to what we can accomplish together.

**Tom Coughlin**  
Founder and President

## Jay Fund Voices



Jay Fund patient, Lucy (center), and her family

*"Words can't express the thanks and gratitude we have in our hearts for this foundation. I never thought there would be a time in my life that I would openly welcome charitable donations for my family. I have been the charity giver all my life. Since Payton was diagnosed with Hodgkin's Lymphoma, I have been her care taker and chose not to work. Thank you so much for the financial assistance that this foundation shared with us. Financially, I can't afford to repay you, but hopefully in the near future I can offer my skills, services and education to assist others. Thank you so much for being there for us and being so generous."*

- Doris, Payton's mom

*"The Jay Fund has consistently provided assistance to our most vulnerable and disenfranchised families. Having a child with cancer is catastrophic and disrupts families. The Jay Fund became that medicine that was very much needed when the pandemic hurt the labor force and forced families to choose between food or shelter, electricity or phone service. The Jay Fund and its Board understood the unique circumstances of a child with cancer, as well as the taxing impact on the family. I am grateful to work with this foundation and relieved to know that your "medicine" is just as important."*

- Candy, Social Worker

## From the CEO



Dear Friends,

As this new year progresses, we remain optimistic and full of hope for the months to come. The generosity of your support

continues to have a direct impact on the lives of our families. We are thrilled to share that as a direct result of your support, for the entirety of the first half of the year, we will be able to extend our COVID relief fund, providing emergency financial assistance for those who are still feeling the effects of the pandemic. Additionally, in the weeks to come, we will be announcing an exciting new partnership with a group that will help us expand the reach of our financial coaching.

In December, the foundation started a fund to provide auto maintenance and repair upkeep. Working closely with our social workers, we were able to determine this need is great. Traveling back and forth to medical appointments certainly increases the amount of wear and tear on a family's vehicle. We hope this fund eases the burden a family may have addressing maintenance issues. In December alone, we were able to provide financial assistance for auto maintenance for 36 families, almost \$35,000. If you are interested in supporting efforts such as this one, please email me at [keli@tcjayfund.org](mailto:keli@tcjayfund.org).

Thank you for helping us to fulfill our mission to BE THERE for families tackling childhood cancer. Your support is the beacon of light our families need.

**Keli Coughlin Joyce**

## Board Member Recognition



*Lamar Wheeler*

The Tom Coughlin Jay Fund would like to recognize and thank Tom Scerbo, Lamar Wheeler, and Barry Zeidwig for their years of dedication and hard work on the Tom Coughlin Jay Fund Board of Directors. You will always be a part of our team.



*Tom Coughlin and Barry Zeidwig*



*Tom Coughlin, Tom Scerbo, and Patrick Scerbo*

### BOARD OF DIRECTORS

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Special thanks to the teammates that advise the Board Members in Committee roles: Donna Augustyniak, Susie Coughlin, Joli Craver, John Crawford, Christian D'Alessandro, Dustin Fries, Gary Hiatt, Marshall Hill, Dr. Saundra Jackson, Kerry Miller, Rick Plotkin, Tom Rackley, Peter Reynolds, Helena Richards, Pablo Saldana, Marcy Sandler, Terry Wilson, and Barry Zeidwig.



# Jay Fund Family Stories



## Jalayah

Jalayah is a kind, brave and energetic nine-year-old girl who enjoys painting, unicorns, arts and crafts, swimming, and scary movies. She was diagnosed as a baby with congenital dysplastic kidney disease and underwent a kidney transplant in 2013. In April 2017, Jalayah was diagnosed with Post-Transplant Lymphoproliferative Disease (PTLD is classified as a lymphoma, a cancer that affect the lymphatic system.) She underwent chemotherapy which was completed in August 2017. Jalayah has had two relapses of PTLD, once in 2018 and again in June 2019. She underwent a stem cell transplant in April of 2020, and completed her chemo last month at Newark Beth Israel Medical Center in Newark, NJ.

Jalayah has older twin siblings, Jamiyah and Jeremiah. They live with their mom, Patrice. Their dad died a year before Jalayah's cancer diagnosis. As a single parent and her daughter's caregiver, Patrice has been unable to work since Jalayah's cancer diagnosis in 2017.

The Tom Coughlin Jay Fund has been there for this family through their long journey, providing financial assistance for household expenses, transportation and holiday support, as well as including them in various in-person and virtual events.

Most recently, the family's furnace cracked, and the repair company told them it would be 3-4 days to make the repair. The first night Patrice turned the oven on for warmth and stayed up all night to be sure the house didn't catch on fire. The stress of providing safe, warm shelter for her family along with Jalayah's post treatment follow-up scans was tremendous. Mom reached out to ask for assistance and the Jay Fund immediately agreed to pay for a hotel for three nights.

Four days later when the family returned home, Patrice reached out with this message, "Thanks a million again, we're home!!! We came back to a warm house this morning. I truly appreciate the Jay Fund from the bottom of my heart. I thank you a trillion times, we love you."



## Theo

Chase says that her almost 9 year old son, Theo, has been asking to learn martial arts for a while. She has been hesitant to enroll him because his Glioma of Intracranial, a brain tumor, diagnosed in March of 2018, has affected his eyesight. When she saw that the Jay Fund was offering a virtual class, she jumped at the opportunity to sign Theo up. Chase said it was Theo's first time trying martial arts and he was tired towards the end but enjoyed every second. Chase has now enrolled Theo in martial arts after seeing he was able to do everything in the virtual class safely.

# 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!

**\$10,000+**

Birdies for Charity  
*THE PLAYERS CHAMPIONSHIP*

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

Americone Dream Ice Cream  
*Stephen Colbert*

Christmas Cancer Kicker  
*Chris Narusas*

Guana 50K Trail Race  
*Marissa Hollenbacher*

JFC Golf Classic  
*Jacksonville FC Youth Soccer*

Kick off Cook-off  
*The Law Offices of Brett Hastings*

Ten Salon Gives Back  
*Ten Salon*

"The Minshewian Beer"  
*Wicked Barley*

**\$100 - \$999**  
AmazonSmile

Facebook Fundraiser  
*Frank Gorman*

Giving Tuesday Facebook Fundraiser  
*Sarah Palmer*

Giving Tuesday Facebook Fundraiser & Tennis Challenge  
*Norm Blum/First Coast Promotions*

Want to do more? You can become an Impact Player. Safely organize an event or campaign like the ideas listed below. Raise funds for the Jay Fund with your family, friends, or co-workers.

If you'd like to become an Impact Player, email [edye@tcjayfund.org](mailto:edye@tcjayfund.org).

- Car Wash
- Dog Wash
- Youth Yard Service Drive
- Putt Putt Tourney
- March Madness Bracket
- Virtual Happy Hour
- Youth Outdoor Skills Camp
- Virtual Bike Challenge
- Business Give Backs
- Virtual Draft Party
- Outdoor Fitness/Yoga Class
- Virtual Lemonade Stand
- Paint Ball Tournament
- Outdoor Fitness Challenge

## The Gate Foundation Coin Box Campaign

The Gate Foundation, the philanthropic arm of Jacksonville-based Gate Petroleum Co., and Gate customers raised \$80,000 for the Tom Coughlin Jay Fund. Funds were raised July 1-Dec. 31, 2020, as part of GATE's coin box campaign and charity round-up option. Thank you to Gate, the Gate Foundation, and all Gate customers who donated. Big thank you to Gate employee and Jay Fund mom, Brittany, for nominating the Jay Fund for the campaign after her daughter Rylie's personal battle with cancer.



Edye Wright, Keli Coughlin, Tom Coughlin, Kathy Brady, Rylie, and her mom, Brittany, at the Gate Foundation check presentation

## FROM THE PLAYBOOK | WHAT ARE MAJOR GIFTS OF ASSETS?

They are donations made from your discretionary income in the form of cash, appreciated securities/stock, real estate or personal property, life insurance, etc. typically, more assets means more taxes. Gift planning is a way for donors to make a positive charitable impact while also reducing any financial burdens on themselves or their families. Such tax benefits include avoiding capital gains tax on donations of appreciated property, and estate tax exemptions. For more information, contact [alex@tcjayfund.org](mailto:alex@tcjayfund.org).



# Emotional Support for Patient Families



Left: Drawing submitted by Jay Fund sibling, Emilio  
Right: Final animation from Tim

Patients and their siblings met virtually with Tim Nicklas, a professional animator and character designer. Tim talked about working in animation, the different shows he worked on (Spider-Man being one of those!), what goes into making a cartoon, and demonstrated the various steps to make a cartoon from a storyboard to animatics to final product. At the end, Tim surprised all the kids by asking them to send him their own drawings for him and his colleagues to animate!

At the end of 2020, the Jay Fund hosted a **Virtual Financial Game Plan Panel**, a financial literacy panel moderated by former NFL player and Jay Fund teammate, Don Davey. The panel consisted of Teresa Powers, a Patient Services Supervisor from Nemours Children's Specialty Care; Mark Cagnassola, a Financial Advisor and Jay Fund One-on-One Financial Coach; Katy DeBriere Esq., the Managing Attorney at Jacksonville Area Legal Aid; and Julie Babayeva Esq., the Senior Attorney at Legal Health of New York Legal Assistance Group. During the one hour session, the panel fielded various questions on topics, including Supplemental Security Income (SSI), Medicaid, and Healthcare bills. Thank you to Don, Teresa, Mark, Katy, Julie, and all the parents who were able to join us!

## Sibling Support

The Jay Fund wanted to make sure that the whole patient family was feeling the love this Valentine season! As part of JAYS Team (Just Among Us Siblings), siblings of Jacksonville patients were invited to a social distanced, private lollipop making class at Sweet Pete's. Sixteen siblings were able to attend, have fun, and talk to siblings of other cancer patients. This sibling program is possible thanks to a generous gift from the Wenger Family.



Aaron, Jay Fund sibling

## Virtual events

The Jay Fund Programming Team continues to find fun and creative ways to connect with patients and their families via virtual events.

***"Makenna has really enjoyed the virtual events! They've created a nice distraction from medical testing and the mundane of social distancing. Thank you so much for providing opportunities for her to just be a kid while fighting cancer during these unprecedented times!"***

– Jackie, Makenna's mom



Sloane, 4, and her dad

## Valentine's Celebration

The weekend before Valentine's Day, over 75 Jay Fund patients were able to celebrate with their families safely and outside at the St. Augustine Alligator Farm. The Jay Fund wanted to provide an opportunity for families to take a day off from cancer and make memories as a family outside of the hospital.

***"Thank you so much for this amazing opportunity! It was the first time at the Alligator Farm for my husband and son, and the first time we got to go as a family. We had a great day together and enjoyed not thinking about anything medical today."***

– Meleah, Julia's mom

A big thank you to **AT&T** and the **DuBow Family Foundation** whose generous support made this event possible.

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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.

### OCTOBER - DECEMBER 2020

Kevin Abrams  
Action News JAX  
Scott Adams  
James Adkins  
Rick Alexander  
Jorge Alicea  
Wade Andree & Sandra Jackson  
Kristin Barbato  
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Sal Zuccaro

## TRIBUTE GIFTS

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

### IN MEMORY OF:

Frank Adinolfi  
Mr. Alvstad  
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Robert Bergbom  
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Nazim Cheek  
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The Coughlin Grandchildren  
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Tina D'Alessandro  
The Damone Grandchildren  
Destiny Daniels  
Aaron Davis  
Kadesh Levi Ellison  
Emily Emmanuelidis  
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Mrs. Shaw  
Christina Shurts  
Kate Snee and Family  
Tim Stiles  
Emmanuel Talley  
Cheryl Waters  
Pam Yonge  
Will Zapala



# Holiday Support

## Holiday Drive-In

In December, the Jay Fund hosted a family experience for over 80 patient families to enjoy a holiday movie from the safety of their cars. The evening included movie snacks, entertainment from Jax Treblemakers and their friends, Singing Santa and Elf on the Shelf for some socially distanced fun!



Families arriving at the Holiday Movie Experience



Jay Fund patient, Braiden, and his brother, Garrett



Grover Cleveland Middle School dropping off holiday presents and packages to St. Joseph's Health in Paterson, NJ



Camila and her family receiving their holiday care package of gifts and food

Thank you to all our supporters and holiday 'elves' for making Jay Fund families' lives a little bit brighter during the holidays.

### JACKSONVILLE:

Stephanie Bowyer Fannin  
Katika Chuon & Mike Blackert  
CSI Gives Back  
Danis Construction  
Anthony Depinto  
Trish Dorazio  
Susan DuBow  
Kristen Hood  
Saundra Jackson & Wade Andree  
The Jarrett Family  
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Glenn Rock High School Football Team  
Grover Cleveland Middle School  
Lil' Bravest  
Ryan Marshall & FASST Animal  
The Snee Family

## 2020 Tom Coughlin Jay Fund Holiday Support

528 families  
2,113 people



997 meals



\$124,775  
in gifts



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P.O. Box 50798  
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**CELEBRITY GOLF CLASSIC**

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