



Our mission is to help families tackle childhood cancer by providing 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



Dear Friends,

Purpose is a powerful word. It's what each of us seeks as we journey through life. While football has always been my passion, I believe my purpose is encapsulated in the work of the Jay Fund Foundation. Helping families when they are worried and frightened about a child's illness is humbling, but it also makes you realize how connected one life is to the next. For the past 28 years, our purpose has been singular: to BE THERE for families so they can BE THERE for their sick child. And as long as we exist, we will continue to strive to do just that.

To date, we've provided over \$20 million in financial assistance to over 5,600 families, and we can do that because of the generosity of each of you. This year our annual appeal raised a record amount. While other nonprofits have been feeling the effects of a lagging economy, you continue to dig deep and help others. There are not enough words in the human language to express our thanks, but none of this would be possible without you. Thank you.

On a personal note, I want to express my gratitude for the outpouring of love these past few months and for the many tribute gifts in Judy's memory. My family and I were deeply moved by your generosity and thoughtful messages of support. Judy's absence is still very real, but we are reminded of her impact every day. A philosopher wrote, "What you leave behind is not what is engraved in stone monuments, but what is woven into the lives of others." Judy loved the Jay Fund and how it brought so many wonderful people into our lives. We are grateful for all the gifts the foundation has received as a tribute to her legacy. Rest assured she is flashing that beautiful smile from up above in appreciation.

Thank you again for all you do. We look forward to seeing many of you in May as we gear up for our annual Celebrity Golf Classic.

*Tom*

Tom Coughlin  
 Founder and President

## JAY FUND VOICES



ABBY AND HER MOM ESMERALDA

**"We still have a home to go to and a car to get Abby to treatment, which I owe to the Jay Fund. Between work and the hospital, paying for gas has been one of my biggest worries. You have no idea how much the gift cards help me, too. Keep doing what you do. You are changing lives and saving families from ending up on the streets in such a difficult time."**

- Esmeralda, Abby's mom

**"Liliana's cancer has taken an enormous emotional toll on every member of the family. My other children are deeply worried about their sister, and it causes all of us great anxiety. My older kids have attended Jay Fund programs for siblings and the bonds my children have developed with other kids who have a sibling with cancer will never be broken."**

- Tiffany, Liliana's mom

## FROM THE CEO



Dear Friends,

In 2022, the Tom Coughlin Jay Fund surpassed \$3 million in total assistance provided to our families for the first time. The infographic to

the right highlights some additional milestones we reached in 2022. As inflation continued to take its toll, the amount of financial support we provided increased by 8% compared to 2021.

Our families also appreciated the emotional support the Jay Fund provided in 2022, which included 142 opportunities and experiences for them to gather together and bond with those on a similar journey.

There is nothing more powerful than hearing the stories of this journey firsthand from every person childhood cancer touches—patients, parents, siblings, doctors, nurses and social workers all have unique and powerful perspectives to share. That's why the Tom Coughlin Jay Fund is kicking off a year-long **Letters to Cancer** campaign to reach beyond the facts and figures and share the honest and emotional voices of those mostly deeply impacted when a child confronts this life-threatening disease.

We want people to speak from the heart and address "Cancer" directly in the form of a letter, sharing the impact it has had on their lives. You'll find one of these letters in this newsletter and in our communications throughout the year. We hope these stories will help you to appreciate even more the difference you make in the lives of Jay Fund families.

Keli Coughlin Joyce

## 2022 IMPACT

# \$3,073,854 in Total Assistance for 730 Families

**JAX: \$1,885,291**  
375 families

**NY/NJ: \$1,188,563**  
355 families



8% increase in financial support over 2021



3,606 bills paid (10/day)



142 Jay Fund emotional support opportunities/experiences

## WINE TASTING GALA



2023 started off strong, with the Wine Tasting Gala bringing in \$331,000, the highest total yet. Thank you for making this success possible—your generosity and support have an incredible impact on Jay Fund families. The gala brought together hundreds of wine enthusiasts, gourmets, philanthropists, friends and local celebrities to raise funds for children tackling childhood cancer. Guests enjoyed sampling a variety of renowned wines and culinary delights along the Downtown Jacksonville Riverfront. The gala featured a silent auction with exclusive items including tickets to sporting events and memorabilia, travel packages, golf outings, entertainment experiences and beautiful patient artwork.



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# JAY FUND FAMILY STORIES



**STEPHANIE, AVA, JULIANNA AND ROBERT AT JAY FUND FAMILY FUN DAY**

## AVA

A whirlwind of chaos struck Ava's family on February 2, 2021. For weeks prior, 9-year-old Ava was suffering from fever, body aches and swollen lymph nodes, but tests for flu and COVID came back negative. With a massive snowstorm looming, Ava's mom, Stephanie, rushed her daughter to the emergency room to find answers... but the answer she got was crushing. Ava had T-cell acute lymphoblastic leukemia, a rare and aggressive cancer.

Stephanie and her husband Robert were bombarded with rapid-fire details about treatment plans and procedures. Ava was rushed into the operating room for port implantation surgery and immediately began chemotherapy. For the next several months the family navigated a multitude of medical complications and hospital admissions. Stephanie spent countless nights in the hospital by Ava's bedside, isolated from Robert and her other daughter, Julianna. Just as the world slowly started to open back up during the pandemic, the family

began a level of isolation that kept them completely separated from family and friends to protect Ava's compromised immune system.

Job and income loss compounded the family's worries. After Stephanie took a leave of absence from work to care for Ava, Robert lost his position with a local public works department. The family blew through their savings.

"We were buried in bills, but how do you leave your daughter's side when she is facing a life-threatening illness?" Stephanie asked. "The Jay Fund carried us through the most difficult part of the journey and paid our mortgage and utility bills to keep us afloat."

Unfortunately, Ava suffers from significant pain and debilitation and no longer has the ability to run and play like other kids. She continues to receive daily chemotherapy and is on track to complete treatment this July. "The chaos my family has lived through the past two years has been insane," Stephanie said. "At times it felt like there was an ocean between us and the rest of the world. But it has made us stronger and brought us closer."



The Tom Coughlin Jay Fund is kicking off a year-long **Letters to Cancer** campaign to reach beyond the facts and figures and share the honest and emotional voices of those impacted when a child confronts this disease. We want people to speak from the heart and address cancer directly in a letter, sharing the impact it has had on their life. This letter is from Lillian's mom, Patricia. Lillian, age 4, was diagnosed with leukemia in 2020.

**Dear Cancer,**

I am ready to leave you behind. You have robbed my family of too many happy adventures and replaced them with pain, fear, anxiety and financial devastation. There are not enough words to describe the physical, emotional, mental and spiritual toll you took on my family. You are a thief.

I remember how my sweet baby girl started crawling at six months, walking at nine months and her sweet smile and jubilant laugh. She would dance like a ballerina in the living room one minute and chase lizards in the park the next. Her age was measured in months, not years, when you tried to rob my beautiful princess of her joy.

After nearly three years of your ugliness, I am ready for adventures without six chemo doses a week, adventures without late night emergency trips to the hospital, adventures without transfusions, adventures without fearful tears and confusing rashes and adventures without hair loss. Your destruction seems to know no bounds.

But new adventures await; you have been defeated. I am thankful the Lord has protected my baby girl and brought so many people to aid and assist my family and help us carry the financial burden. It is time for you to go.

I am ready to leave you behind.

Patricia  
Lillian's mom



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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 through third party fundraisers.

Thank you for being part of our team!

**NOVEMBER 2022 - FEBRUARY 2023**

**\$5,000-\$9,999**

*Ten Salon Holiday Give Back*

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

*Facebook Birthday Fundraisers*

*JFC Golf Classic*

*Michael's Roscommon House Tailgate Party, Danielle McCartan*

*Shopping for a Cause at Makk Fashions, Taylor Shedlin*

*Tito's FL-GA Tailgate*

*United EVENTures*

**\$100-\$999**

*AmazonSmile*

*Brooks Hicken Birthday Donations*

*Flight Adventure Park*

*Glen Rock Creative Den Holiday Sip & Shop*

*HoneyBaked Ham Gift Cards*

*UK Giants Fan Group*



## GLEN ROCK FOOTBALL TEAM BRINGS COMFORT & CARE TO JAY FUND FAMILIES

The big-hearted football players from Glen Rock High School collected soap, shampoo, toothbrushes and other personal care items for families at St. Joseph's Children's Hospital and Hackensack Children's Hospital to bring some comfort to families during prolonged hospital stays.

## IMPACT PLAYERS SPOTLIGHT

### MICHAEL'S ROSCOMMON HOUSE/DANIELLE MCCARTAN TAILGATE PARTY

Danielle McCartan from WFAN sports radio teamed up with Michael's Roscommon House sports bar in Belleville, NJ, to host a tailgate party for the New York Giants vs. the Minnesota Vikings playoff game and raise funds for the Jay Fund. They raised \$1,000 for families tackling childhood cancer.



### CREATIVE DEN SIP & SHOP

Creative Den in Glen Rock, NJ, invited shoppers to the boutique to sip champagne and discover unique gifts for all the special people on their holiday list. Shoppers discovered beautiful jewelry, bags and holiday décor and a portion of the proceeds was donated to the Jay Fund.

### UNITED EVENTURES

United EVENTures has been a valued partner of the Jay Fund for many years. They host corporate team building experiences and, as their charity of choice, the Jay Fund is a frequent beneficiary of United EVENTures' generosity. We are extremely grateful for their ongoing support.



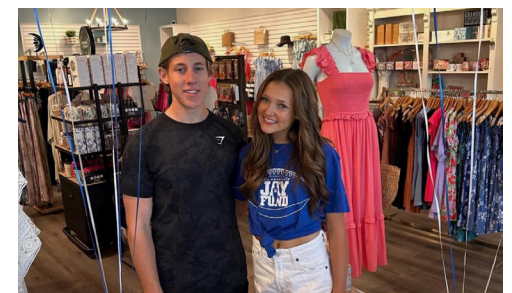
### JACKSONVILLE FC GOLF CLASSIC

The Jacksonville FC Golf Classic, which supports Jacksonville FC's nonprofit youth soccer leagues, donated 10% of their tournament's proceeds to the Jay Fund, which totaled \$2,688. Thank you, Jacksonville FC, for your support!



### 10 SALON

2022 marked the 3rd consecutive year Ten Salon has donated a portion of their December Kérastase and Oribe treatments to the Jay Fund. This year they raised \$5,000.



### SHOPPING FOR A CAUSE AT MAKK FASHIONS

Taylor Shedlin, whose brother is a former Jay Fund patient, partnered with Makk Fashions, a women's clothing boutique in Jacksonville, to donate 20% of their proceeds to the Jay Fund on March 4. Together they raised \$1,400 for the Jay Fund. Thank you, Taylor and Makk Fashions!

# PATIENT FAMILY SUPPORT EVENTS

## JACKSONVILLE

### VALENTINE'S CELEBRATION



Love was in the AIR... along with lots of kids jumping on the trampolines at Urban Air Adventure Park at our annual Valentine's Day party. A fun night of family love and bonding included creating Valentine cards, decorating heart-shaped cookies and lots of connecting!

### CREATIVITY IS KEY



Teen oncology patients spent an evening with friends at Nailed IT DIY Studio transforming unfinished wood pieces into beautiful, personalized works of art. Our J.A.Y.S. Team (Just Among You Siblings) hosted events for both school-aged kids (6-12) and teens (13-18) to gather for a creative night of cookie decorating, painting and peer support.

### CAREGIVER CARE COOK OFF



Caregivers gathered for a friendly cooking competition to learn to make homemade ravioli and a traditional tiramisu. Each dish was judged on presentation, texture and taste... and everyone went home well-fed! Caregivers had a chance to get to know each other and bond during this team-building activity, forming lasting connections with those going through similar experiences.

### HOSPITAL VISITS & CAREGIVER MEAL DELIVERIES



The Jay Fund team visits monthly with patients at Wolfson Children's Hospital and delivers meals for their caregivers. These visits are a chance for Jay Fund staff to connect with caregivers and remind them that the Jay Fund is here for them. During the visits the team brings toys and art projects for patients to help keep them entertained while they are in the hospital.

## NEW YORK/NEW JERSEY

### Q&A WITH THOR!

Thor (aka Chris Hemsworth) visited with Jay Fund patients virtually and answered all their probing questions about the Marvel Comics superhero. We would also like to thank MDC Productions for making this experience possible.



### ADULTS NIGHT OUT AND SELF-CARE WORKSHOP

Forty caregivers were treated to a night out with a delicious dinner at Fleming's Prime Steakhouse and a self-care workshop led by life coach and yoga instructor Heidi Hartung, MSW 2023 candidate. Heidi provided strategies to manage stress and improve mental health.



### HAKUNA MATATA! JAY FUND FAMILIES VISIT BROADWAY

More than 80 family members enjoyed Disney's Tony Award-winning spectacular Broadway show, *The Lion King!* It was the first Broadway show for many of our young audience members. Families had a special visit with cast members following the show.



### READ ACROSS AMERICA WITH HODA KOTB

Hoda Kotb, co-anchor of NBC News' TODAY Show and best-selling author, joined a Zoom call with young kids tackling pediatric cancer in a celebration of Read Across America, a year-round program that focuses on motivating kids and teens to read. Hoda shared her warmth and support with the kids and read her best-selling children's book, *I've Loved You Since Forever*.



# 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 2022 - JANUARY 2023

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## TRIBUTE GIFTS

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

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# HOPE FOR THE HOLIDAYS RECAP

Thank you to all the individuals, organizations and companies who collected toys, food and gift cards for Jay Fund families this holiday season. You put smiles on the faces of so many during a time of year that can be especially difficult for those facing a cancer diagnosis. The following companies and organizations donated: **ACOSTA; ANIMAL Strength & Conditioning; Citi Families Matter Networks; Danis Construction; GORUCK; Huelman; JAA; Mayo Audiology Group; Newmark Grubb Phoenix Realty; Optimum Healthcare IT; Strategic Sites; System Innovators; and Vision Fitness & Performance.**

## JACKSONVILLE

### “UNDER THE SEA” HOLIDAY PARTY



Families soaked up some fun at our Under the Sea holiday party at WJCT studios. Santa and his elf and mermaid friends stopped by for photos, and families enjoyed carnival games, arts and crafts, dancing, lunch and treats.

### ALL ABOARD!



Providing emotional support to siblings of childhood cancer patients plays an important role in keeping the family unit strong. The holiday spirit was in full swing on Florida's East Coast Railroad Christmas Train as our school-age siblings enjoyed a ride on the Polar Express pajama train car, while our teenage siblings donned their ugly Christmas sweaters and played a fun Christmas scramble game.

## NEW YORK/NEW JERSEY

### COACH COUGHLIN & CHRIS SNEE VISIT ST. JOSEPH'S REGIONAL MEDICAL CENTER



Coach Coughlin and New York Giants Ring of Honor member Chris Snee spent time visiting with kids and their parents tackling cancer at St. Joseph's Regional Medical Center prior to the holidays. They brought gifts and words of support to these special families.

### THANK YOU GROVER CLEVELAND MIDDLE SCHOOL!



Once again, their dedicated staff and students adopted families at St. Joseph's Children's Hospital and Newark Beth Israel Hospital. They provided bags filled with age-appropriate gifts and brought smiles to the faces of many families tackling childhood cancer. The students and staff also donated cozy pajamas and soft blankets for pediatric cancer patients at several local hospitals.

## CHILD LIFE



### WELCOME CAROLINE ERWIN, CHILD LIFE SPECIALIST

We are thrilled to welcome Caroline Erwin, CCLS, to the Jay Fund team. As program manager and a certified child life specialist, Caroline will focus on the mental, emotional and social needs of our childhood cancer patients. Caroline earned her bachelor's degree in child life from East Carolina University and her certification in 2017. We are excited to have her on our team, where she will assist our families as they navigate the difficult journey through pediatric cancer.

### Q & A: THE IMPORTANT ROLE OF CHILD LIFE SPECIALISTS

Q: What is a child life specialist?

A: The goal of a certified child life specialist (CCLS) is to reduce stress and anxiety children and families experience related to healthcare and hospitalization. CCLSs are experts in child development. They promote effective coping through education, preparation and play.

Q: What interventions do child life specialists provide?

A: At the Jay Fund, our child life specialists provide education about diagnoses and psychosocial opportunities for emotional and peer support for patients, siblings and parents that are tackling childhood cancer. We do monthly hospital visits to provide bedside activities and support and deliver snacks and meals to families. We host events to improve the overall well-being of caregivers by providing opportunities for fitness and physical health, education on the importance of a healthy diet and self-care as well as nourishing peer, family and spousal relationships.

Q: How does therapeutic play contribute to medical care?

A: Children spend the majority of their time playing, which is their form of learning. CCLS's engage patients in therapeutic play to help them cope and reduce stress and anxiety. Jay Fund psychosocial events are held at locations such as art studios, game rooms, cooking studios, and yoga classes. During these events, participants can engage in normalized activities while also discussing common joys and concerns related to children with cancer.

Q: How can I help my child cope with doctor appointments?

A: Talk to your child about what to expect. Having expectations and understanding can allow a child to feel in control. Bring a familiar toy or comfort item. When a child has something familiar to interact with, they cope better with the stressful experiences.

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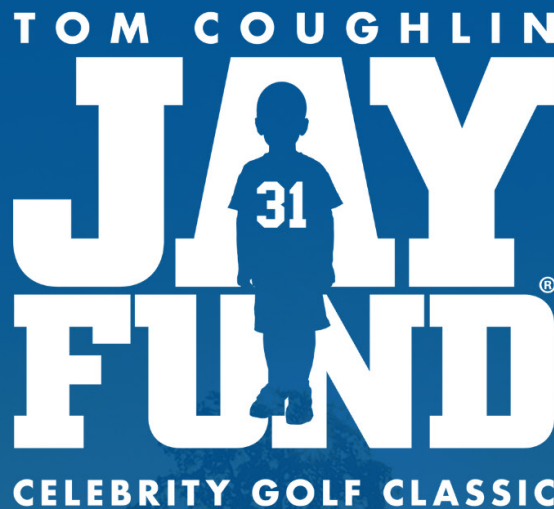


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