



PLAY BY PLAY

DECEMBER 2025



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 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



Jay Fund patient Giuseppe with Tom Coughlin.

Dear Friends,

As we close out another incredible year, I want to take a moment to express my heartfelt gratitude to all our champions—our supporters, volunteers, and community partners—who make everything we do possible. Your dedication continues to change lives every day. And speaking of champions, this fall, we were proud to host our annual Champions for Children Gala which honored New York Giants Board Director Susan Mara McDonnell, ESPN Chairman Jimmy Pitaro, and two-time NCAA Men's Basketball National Champion Coach Rick Pitino. Together, we raised over \$1.3 million for families tackling cancer. It was an incredible evening, and we are so grateful for the support.

In September and October, we got to see our impact up close and personal through a grocery store shopping spree with families courtesy of Winn-Dixie, the Winn-Dixie Gives Foundation and THE PLAYERS. We also provided a very special grocery gift card giveaway surprise thanks to ShopRite's Inserra Family, and with the help of the New York Giants, Eli Manning and Gotham FC Head Coach Juan Carlos Amorós. To paraphrase the lyrics of *Toy Story*'s theme song, we've got a friend in these folks.

But none of it would happen without you, and as we enter this season of giving, I invite you to join us once again in making an impact through our year-end giving campaign. Your generosity fuels our programs year-round—keeping our patients engaged, our families supported and our mission alive. Every gift, no matter the size, helps us continue building a brighter future for those who need it most.

From all of us at the Foundation, thank you for being part of this journey. Together, we've made a difference. No one fights cancer alone. It takes a team, and we are so grateful to have you on ours.

With gratitude,

Tom

Coach Tom Coughlin
Founder, Tom Coughlin Jay Fund Foundation



JAY FUND NEWS

A MESSAGE FROM OUR CEO

Dear Friends,

As we reflect on another meaningful year, I want to THANK YOU for standing with the Jay Fund and the families we serve. Your compassion reminds every parent and child facing childhood cancer that no one fights alone. Because of your generosity, this year nearly 600 families have felt hope, relief and support when they needed it most. And we are not finished yet!

Food insecurity continues to be one of the biggest struggles our families face. In addition to the consistent financial and emotional support the Jay Fund provides this holiday season, we're making sure Jay Fund families can celebrate and make memories. Grocery store and Target/Walmart gift cards are being distributed to ensure families have the means to prepare special meals and pick out the perfect gifts for their children. And our Jay Fund holiday parties will bring families together to celebrate the season with fun and games and lots of treats.

We are wrapping up 2025 with our Year-End Giving Campaign, and I hope you will give so we can continue to bring hope, comfort and stability to families tackling childhood cancer in 2026 and beyond. My best wishes for a happy and healthy holiday season to you and your family.

Keli

Keli Coughlin Joyce
CEO, Tom Coughlin Jay Fund Foundation



Keli Coughlin Joyce, Jay Fund patient
Natalie, & Coach Coughlin.

LISA LANDERS WINS JUDY COUGHLIN—BE THE LIGHT AWARD

Lisa Landers was named the winner of the 2025 Judy Coughlin—Be the Light Award. After losing her 15-year-old son Charlie in 2022 to Ewing's sarcoma, Lisa transformed grief into purpose – founding The Charlie Landers Foundation to help other families facing this disease.

In honor of Lisa, the Jay Fund will support the Charlie Landers Foundation in providing comfort kits to patients with Ewing's Sarcoma. The kits are thoughtfully curated care packages filled with essentials for a comfortable hospital stay, providing joy and support during a challenging journey.

The Judy Coughlin—Be The Light Award is named for the matriarch of the Coughlin family and is given annually to recognize an individual, group or team who embodies Judy's qualities of love and positivity, and goes above and beyond to support families tackling childhood cancer.



Chris Snee, Kate Snee, Lisa Landers,
Mark Landers, Andrea Coughlin & Tim Coughlin.

FAREWELL AND WELCOME!



Rita Malie, Julie Zapala &
Keli Coughlin Joyce.

After 23 years of dedicated service, Julie Zapala has retired from her role as Volunteer Coordinator at the Jay Fund. Julie has been an integral part of our team, and her passion, commitment and leadership have built a strong and caring community of volunteers.

We are excited to welcome Heather Bateman as our new Volunteer Coordinator! Heather comes to the Jay Fund from the Chattanooga Zoo, where she served as the Director of Community Engagement. Please join us in wishing Julie a happy, healthy retirement and giving Heather a warm Jay Fund welcome.



Heather Bateman,
Volunteer Coordinator.

CHAMPIONS FOR CHILDREN

Thanks to our generous sponsors, donors and auction winners, our Champions for Children Gala raised over \$1.3 million for patients and families tackling childhood cancer. Together, you stepped forward and said, "Put me in, Coach," ensuring the Jay Fund can continue to serve as a vital lifeline for families who have a critically ill child.



Jimmy Pitaro, Chairman, ESPN; Tom Coughlin, Founder & President, Jay Fund; Susan Mara McDonnell, Board Director, NY Football Giants; Rick Pitino, Head Coach, Men's Basketball, St. John's University; Keli Coughlin Joyce, CEO, Jay Fund.



Ethan & Urbi Medley enjoying cocktail hour.

THANK YOU TO OUR CHAMPION SPONSORS



The Tisch Family



Magician Sha'king Branch entertaining attendees.



The G-Line, the drum line of the NY Giants, performing at cocktail hour.



Jay Fund patient Kaylee & Lisa Marie Falbo interviewing Rick Pitino.

GIFTS MAY-SEPTEMBER 2025

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 of \$500 or greater.

Amos & Pam Almand
Ryan Archey
Baptist Health System
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The Ward Foundation
Kristopher & Keli Waterman
Richard Werner
Salvatore Zuccaro

TRIBUTE GIFTS MAY-SEPTEMBER 2025

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

IN HONOR OF

Lyla Casanova
Tom Coughlin
Julia H. Davis
Vicki Davis family
Emily Emmanuelidis
Finn Halloran
Jonathan Har Even
Dan Hicken
Pat Lucas
Susan Mara McDonnell
Ally Mechling
Zachary Ostapeck
Brian Sexton
Jackie
Rick

IN MEMORY OF

Rafael Armando Solano
Bermudez
Evan Bell
David Bollech
Lyla Burchnell
Carole Carlson
Mark Charpier
Norene Cieslak
Bernard (Bernie) Connelly Jr.
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Tom Scattaglia
Duncan Shannahan
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Michael Stowers
Margo Werner
Sean Witherspoon

PATIENT FAMILY SUPPORT EVENTS



GROCERY SHOPPING SPREE BRINGS RELIEF TO 10 FAMILIES

In partnership with Winn-Dixie, the Winn-Dixie Gives Foundation and THE PLAYERS, the Jay Fund hosted 10 families for a grocery shopping spree as part of our Childhood Cancer Awareness Month activities. Each family filled two shopping carts with what they needed to keep their family well-fed with nutritious meals.



CAREGIVER RETREAT

Parents enjoyed a much-needed night to relax, recharge and connect with others who understand the challenges of childhood cancer. The evening focused on self-care, mindfulness and supportive conversation in a warm, welcoming space. It's a chance to step away from daily stress, nourish meaningful relationships and focus on the emotional and physical wellness caregivers deserve.



KIDS ONLY!

In order to strengthen the special bond between childhood cancer patients and their siblings, we hosted two fun-filled events just for kids: a Lilo & Stitch movie day complete with popcorn and candy, and a festive Halloween Party with a pumpkin patch, cookie decorating and games. The kids enjoyed some sibling fun – while parents were offered a moment of respite.



NY/NJ LAUNCHES REMEMBRANCE WEEKEND

To honor the lives of children lost to cancer, the Jay Fund hosted its first Remembrance Weekend in the NY/NJ area in partnership with the New York Life Foundation. The weekend provided supportive resources as well as the opportunity to find connection and build community with others who have shared a similar loss.

IMPACT PLAYER PROGRAM



GOLF FIGHTS CANCER

Six Jay Fund golfers raised \$20,337 by participating in the 2nd Annual JAX Golf Fights Cancer Golf Marathon. Twenty-three golfers went the distance for eight cancer-related North Florida nonprofits raising \$100,000 together!



TCS NEW YORK CITY MARATHON

Months of dedication and training led to Team Jay Fund competing in the TCS New York City Marathon and raising \$34,719 for families tackling childhood cancer. We are so grateful for their hard work.

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#BETHHERE





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NO ONE FIGHTS ALONE

It takes a team to tackle childhood cancer, and we are grateful for all the donors like Tracy who support our mission. Our **year-end giving campaign** is running now, and if you **give by Dec. 31**, your impact will be **doubled** thanks to a generous **matching gift**.

WHY I GIVE

“After volunteering with the Jay Fund for over 20 years, I have witnessed the incredible impact they have on families facing the unthinkable. The staff’s dedication and compassion are unwavering, and every donation directly helps families when they need it most. I have seen first hand how they live their mission everyday. The Jay Fund doesn’t just talk about helping families — they do it every single day and that’s why I give.” — **Tracy Williams, Donor**



Tracy Williams with
Jay Fund patients.



SCAN ME TO
GIVE NOW



Four of the Jay Fund’s
cancer-fighting superheroes:
Saige, Shane, Giuseppe & Camilla