



## Gala Raises Record High for ASK

On September 10, 2004 almost 300 guests gathered at the Omni Shoreham Richmond Hotel to celebrate and raise over \$100,000 for ASK.

Guests had an opportunity to view the Kourageous Kids exhibit on their way in before enjoying cocktails and a jam-packed silent auction. The bidding went fast and furiously while guests stopped by the Martini Bar raffle.

Then everyone moved on to the ballroom for dinner, the program and live auction. Honorary chairwoman, WRIC/Channel 8's Lisa Schaffner, welcomed the crowd and reminded them about the real reason they were there – to raise funds for ASK's children. She was followed by ASK's

Gala Co-Chairs Amy Carrington and Heidi Bassett



own nurse practitioner, Anne Mauck, who shared her story about how she became involved in pediatric oncology and how she sees ASK's impact on the clinic every day. ASK Board President, David Andrews, thanked co-chairs Heidi

Bassett and Amy Carrington and the committee of dedicated volunteers for their hard work.

The program was followed by the live auction that featured original works of art, vacation packages, and Nascar memorabilia. Afterwards, music was provided by After Five and guests danced until midnight.

# ASK

newsletter

### INSIDE THIS ISSUE

Kourageous Kids Reception	2
Young Artist Featured at Tennis Exhibition	3
Donations	4
FBLA Supports ASK	5
ASK Annual Report	6-11
Survivor Spotlight	12

### A Special Thank You To Our 2004 Sponsors:

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SunTrust Mid-Atlantic Foundation

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## Kourageous Kids Reception

by Payson Jones

On September 9, 2004 the stars were out in full splendor for the fourth year in a row as the children of ASK were put on display at the James Center with the newest of the "Kourageous Kids" pictures. Graciously provided, as usual, by Commonwealth Photographers, each one was a work of art with each of these beautiful children captured in a special way. Of the 30 photos shown, 12 were new this year, bringing the total to 50 in this unique, heart-warming exhibition. The exhibit was then moved to The Children's Museum for two weeks and then to VCU Medical during September's Childhood Cancer Month.

A good-sized crowd was on hand to enjoy the event in the beautiful lobby of the Center. Mingling together were the children being treated for cancer, their families, the VCU

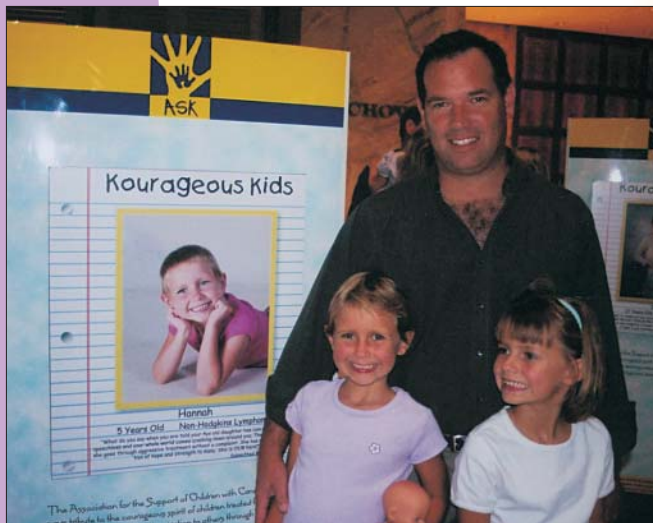
doctors, nurses and medical staff, friends, members of the ASK Board and ASK volunteers.

All were joined by a special love for these children and the camaraderie

was evident as they viewed the pictures and shared memories. Soft background music was provided by harpist Elizabeth Berry and dessert was provided in the form of a magnificent cake donated by Cakes by Graham along with coffee, tea and soft drinks.

Each of the children whose pictures were on display enjoyed seeing their own photos, although some were shy about being talked about than others. Most of the proud parents were snapping photos to preserve the moment.

Anne Cuomo, coordinator for the event and former ASK Board Member, called each child and family up to say a few special words about them and present a rose while the assembled crowd listened appreciatively. Present for this recognition, along with their families, were: **Hannah Childress, Corey Dorton, Jeffrey Edwards, Morgan Ellenberg, Jazmine Gathers, Connor Godwin (represent-**



ed by his mother and sister), Nathaniel Kincaid, William “Bucky” Matthews, Amber Myrick, Hannah Shelton, Lucio Valverde and Jake Walsh.

The portrait display and Anne’s words were ASK’s way of honoring the courageous spirit of children being treated for cancer. She spoke of ASK’s role in helping to make the treatment of these children go as well as possible with the funding of special positions at the hospital to support them, as well as the financial support of the Pediatric Oncology and Hematology facilities and research, plus special activities for the children. In keeping with ASK’s dedicated 29-year ongoing mission, she said that if ASK can help these very special patients in any other way, that families should contact any of the ASK Board members, hospital staff or ASK volunteers.

It was a very special evening filled with love, honoring these very special children.



### Young Artist Featured at Tennis Exhibition

On September 17th, pediatric cancer patient and young artist Sarah White was recognized during the awards ceremony of Anthem Live’s exhibition match between tennis greats Serena Williams and Jennifer Capriati. Sarah presented each athlete with an original piece of artwork as their award for participating in the event. Anthem Blue Cross and Blue Shield hosted Anthem Live to benefit the VCU Health System’s Massey Cancer Center as part of a multi-year commitment to raise \$1,000,000 for an endowment fund.

### ASK To Hold Survivorship Conference

ASK will hold its first Childhood Cancer Survivorship Conference on Saturday, April 30th, 2005. The day-long conference will focus on late effects and the importance of follow-up in long-term survivors of childhood cancer. The event will also feature a panel of adult survivors of childhood cancer. The conference is open to all families, including those currently in treatment. If you would like more information or are interested in receiving a registration form, please contact Anne Mauck at (804) 828-9300 or Amy Godkin at (804) 360-3090.



Please remember ASK when making your United Way contribution this year.



## Important Numbers

All numbers are area code (804) unless otherwise noted.

**Pediatric Hematology/Oncology Clinic** –  
828-9300

**Dr. Russell, Massey and Dunn** – 828-9605  
After hours – 828-0951

### Peds Hem/Onc nurses

Chris Wilson, pediatric research – 628-1930  
Laura Saul, CRA, pediatric research – 628-1923  
Rose Thune, pediatric research – 628-1889

### Clinic Nurses

 – 828-9300

Margaret Sharp, Cassandra Cooley  
Kathy Tofferi, Jennifer Eglund

### Nurse Practitioners

 – 828-9605

Anne Mauck, Elizabeth Hall, Debbie Fisher

### Social Worker

Robyn Dillon – 628-0422

### Chaplain

Jim Bonomo – 628-1123

### Childlife Therapist

Stephanie White-Poyer – 828-2304

### Education Consultant

Alma Morgan – 828-0426

**Ronald McDonald House** – 355-6517

**Special Love** – (540) 667-3774

**Candlelighters Childhood Cancer Foundation** – (800) 366-2223

**American Cancer Society** – (800) 966-3586

**Leukemia Society of America** (800) 866-4483

**The Association for the Support of Children with Cancer (ASK)** – 828-1531

## WebWatch

In an effort to highlight more of the many helpful websites on the Internet, we will now feature different websites in each issue of the newsletter. If you have found a website that is helpful, please let us know by sending an email to: [agodkin@yahoo.com](mailto:agodkin@yahoo.com). Please note that a listing here does not imply that ASK endorses the site.

**askweb.org** – The Association for the Support of Children with Cancer (ASK)

**speciallove.org** – Special Love

**cancer.org** – The American Cancer Society

**bmtnews.org** – The Blood and Marrow Transplant newsletter for caregivers and patients who are interested in bone marrow, stem cell and cord blood transplants.

**leukemia.org** – Leukemia & Lymphoma Society of America.

**nccf.org** – National Childhood Cancer Foundation

**childhoodbraintumor.org** – Childhood Brain Tumor Foundation

### Feature websites:

**rxlist.com** – information on prescription drugs, side effects and drug interactions.

**ulmanfund.org** – support and resources for young adults with cancer.

**clinicaltrials.gov** – federally-mandated registry of clinical trials put together by NIH.

**livestrong.org** – Full of information for cancer survivors.

## Donations

June 1, 2004 – August 31, 2004

Altria Group  
Amelia Pres. Church  
Marion Anderson  
Wanda Baily  
Virginia Bascom  
Meridith W. Betke  
Bland High School  
Anne Boerner  
Victoria Bradt  
Constance W. Brecht  
Lisa Bloom  
Nelson Cage, III  
Janice Campbell  
Capital One  
Janet Caudle  
Dawn Colapietro  
Lois Cooper  
John P. Cuomo  
DMX Music

Joseph W. Doetzer  
Debra Eubank  
FBLA  
Rebecca Farthing  
Jennifer Fisher  
Caroline Fowler  
Ft Lee Baptist Church,  
In Honor of Gracie Verlander  
Paul Francischetti  
Theresa Geckle  
Lisa Sprickler Goodwin  
Lyn Hains  
Alfred A. Heyer  
Mr & Mrs Jim Ingram,  
In Honor of Mattie Moore and  
her nurse Casandra Cooley  
Innsbrook Rotary  
Nancy Jamer  
Murray Janus  
William A. Jiranek  
Rev. James W. Jones  
Payson Jones  
Shelly E. Kim  
Kroger, c/o Deborah Alamar,  
donation of Easter Items  
Lord Fairfax Community College  
LSU Alumni, Central VA Chapter  
Gay King  
Marcia Manseau  
Patric and Tiffany McCarthy  
Kathy McDonald  
Michelle McKenna  
Middlesex High School

Patricia Mills  
Millwood School  
Dianne Montgomery  
Jennifer I. Moore  
Cynthia Morrison  
Connie F. Murray  
James Murray  
Barbara Nelson  
Michelle Niciphor  
Angela O'Toole  
Judith Outland  
PHIBRO  
Sarah Peabody  
Diane Petrie  
Janelle Pridgen  
Elizabeth Rangel-Riberia  
Diane Ray  
Diane Reale  
Richard Academy of Medicine  
Judith Rocawich  
Sidewalk Cafe'  
Denise Small  
Dean L. Smith  
St. Mark's Cross Trainers  
Tim and Sue Steff  
Cheryl Stein  
William Thomson  
Carl A. Tinhoopen, III  
VAMAC  
Jason Voight  
Nancy Yglesias  
Sue Weinstock  
Kathy Wine

### In memory Armand Lemire

Patricia Lemire  
Paul Lemire  
Bob and Jenny Butt  
Dannette and James Bean  
Direct Systems Inc.  
Louise Mc Cready  
Herald C. Packer

## FBLA Supports ASK

by Darren Gower, ASK Board Member

The Virginia State Future Business Leaders of America (FBLA) is an organization for high school students enrolled in Business and Information Technology courses. Virginia FBLA's state service project is Project ASK. For the 22 years that FBLA has been involved with Project ASK, members from across the state of Virginia have contributed \$826,040.51 to Project ASK.

In the 2003-2004 school year, high schools competed in two categories. The first category, Public information, consisted of chapters developing business plans to increase community awareness about childhood cancer and the activities of ASK. Robert E. Lee High School won this category. Other place finishers were as follows:

2nd place: Brentsville District High School

3rd place: Marion Senior High School

4th place: Arnold R. Burton Technology Center

5th place: West Point High School

The second category involved students raising funds for ASK through various activities, such as selling books (e.g. The Penny Tree and the ASK Cookbook), holding bake sales, and washing cards. The total contribution for 2003-2004 was \$40,700.30. Valley Vocational Technical Center made the largest financial contribution in the amount of \$7,255.42. The high schools listed below made the highest financial contributions in their respective FBLA region:

Germanna Region: Brentsville District High School

JSRCC Region: Hermitage High School

Longwood Region: Rustburg High School

New River Region: Pulaski County High School

Northern VA Region: Langley High School

Radford Region: Arnold R. Burton Technology Center

Shenandoah Region: Valley Vocational Technical Center

Thomas Nelson Region: Woodside High School

Tidewater Region: Norfolk Technical Vocational Center

UVA at Wise Region: Grundy High School

VSU Region: Prince George High School

On behalf of the ASK families, we appreciate the tremendous efforts and dedication of FBLA members to benefit ASK!



## Save The Date!

### Sunday, December 5th

#### ASK Christmas Party

Sheraton Park South  
Call Heidi Bassett for more information, 794-3302.

### Upcoming Special Love Events

#### December 5th

Holiday Party  
Franconia, VA

### January 7-9th, 2005

#### Teen/Young Adult Weekend

Ski, snowboard, inner tube or just hang out and eat pizza! Open to 13-25 year old cancer patients.

### February 18-21st

#### Family Ski Weekend

Canaan Valley Resort, WV  
Families of children 17 and under who are within 3 years of cancer treatment can join us for a four-day President's Day weekend of skiing, inner tubing, indoor swimming and more!

Visit Special Love's website at [www.speciallove.org](http://www.speciallove.org) for more details on all our upcoming fun.

For more information on ASK events, go to [www.askweb.org](http://www.askweb.org).

*annual report*

*annual*

*report*

ASK ANNUAL REPORT FOR FISCAL YEAR 2004



### Message from the President

Chris Swanson was kind enough to introduce me in his final letter as President in the summer newsletter. Chris did an outstanding job leading our organization last year with many accomplishments. On behalf of the Board and as my first "thank you", I would like to thank Chris for his service last year. I hope to continue his efforts and achieve the goals he has left with the Board. Chris took our Board through a memorable meeting in which we discussed the direction and aspirations of our organization. As I write this letter through the year, those goals will be referenced and new ones will be set. Thank you Chris for a job well done.

Our year has started strong. We started with adding to the Board eight strong people that already have made a difference in our organization. They are Becca Adams who is assisting with Public Relations, Tony Basch, Co-chair of Development, Shaaron Brown, Patient Care Co-chair; Jim Eck, who is updating our database among a number of other things; Lisa Goodwin, Patient Care co-chair; Donnie Harper, Development Co-Chair; Tara Matthews, our new Treasurer; and Becky Young who will continue her great work to organize our Gala. In working with this group since our fiscal year started June 1, I already see our organization realizing the benefits of their strengths. Welcome them and thank them for volunteering their time as you see them around the clinic and around town.

Part of what ASK is about is the extraordinary volunteer effort people give to make life better for children with cancer and their families. An important group of volunteers I would like to recognize is the Gala Steering Committee. If it were not for this group's tireless efforts, our Gala on September 10, 2004 would not have been possible. Three instrumental people on this committee are co-chairs Heidi Bassett (an important Board member) and Amy Carrington along with Auction coordinator Becky Young. Becky's efforts again this year with our auction were greatly appreciated. As I write this letter, the final tally on the fund raising success of the Gala is almost complete. Early indications are this year's event may have been the most successful ever! Thank you to everyone that attended and made it a success. The night before the Gala, our Courageous Kids exhibit continued to be a huge annual hit in the James Center Atrium. If you did not have the chance, please make it a part of next years calendar to attend both. You will not be disappointed.

Our Board has two special initial initiatives. One of them has been working over the summer renovating four pediatric rooms on the Bone Marrow Transplant floor. Following in the footsteps of a clinic renovation that won a National Top 10 Award for Most Innovative Facilities in Healthcare in the United States last year, the renovation of these rooms is almost complete. We will have pictures in our next issue to show the results. The second is hiring an Executive Director. The Board has agreed that an Executive Director will take our organization to the next level. We are in the process of defining the scope and reviewing candidates. We hope to report our decision in the next newsletter.

A couple of other "thank you" comments are necessary. Our clinic staff continues to do a fantastic job carrying out their work. What they do in clinic each week is sincerely special and greatly appreciated. The volunteers in clinic are also so important. We thank them for the time spent in clinic each week to make a difference to the children and their families. Also, you have noticed our newsletter has an updated look. Amy Godkin, our editor, has done a great job bringing you a more vibrant and easier to read newsletter. Thanks also to Kelly Kerner Graphic Design and Colonial Printing.

Our Board is always looking for ways to improve our organization. Please feel free to reach me at 804-673-1100 or dandrews@tscgva.com. I look forward to your guidance and inspiration as we work to improving the lives of our children and their families throughout the year.

Sincerely,

David Andrews

*"We are thrilled to partner with ASK as our event beneficiary of the Ukrop's Monument Avenue 10k. Their work in support of kids and their families battling cancer is so important to this community and we are proud to aid their efforts."*

Tracey Russell  
Director of Events  
Richmond Sports Backers

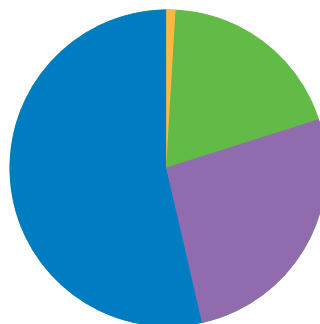
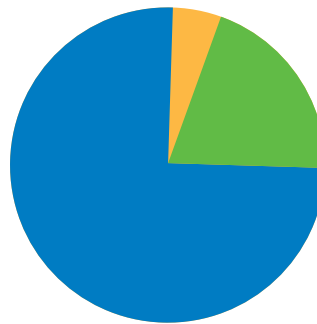
**MISSION**

*To provide social, emotional, financial and spiritual support for children with cancer and their families. ASK steps in at the time of diagnosis to help the family deal with the non-clinical side of what's happening. While the hospital and medical staff focus on the treatment ASK works to provide the children and their families with the quality-of-life support they need to make going through it all less traumatic.*

**ASK REVENUE AND EXPENSES FOR FISCAL YEAR 2004**

*(JUNE 1, 2003 – MAY 31, 2004)*

<b>TOTAL REVENUE</b>	<b>\$379,427</b>
<b>TOTAL EXPENSES</b>	<b>\$281,377</b>



Based on the unaudited financial statements. For a copy of ASK's most recent audited financial statements, please call ASK at (804) 828-1531.

## ORGANIZATIONAL PROFILE

### **Founded**

1975

### **Board of Directors**

21 volunteer board members

### **Staff**

Four program staff positions—chaplain/counselor, child life therapist, and nurse practitioner. No paid administrative staff.

### **Who We Support**

ASK serves children with cancer, ages 0-21, who reside in central Virginia through the ASK Pediatric Hematology/Oncology Clinic. The clinic is located at the VCU Health Systems, Children's Medical Center in Richmond, the only pediatric oncology facility in the region. The center currently handles over 400 out-patient clinic visits each month and receives, on average, five new diagnoses each month.

### **How We Support Them**

ASK steps in at the time of diagnosis to help the family deal with the non-clinical side of what's happening. While the hospital and medical staff focus on the treatment, ASK works to provide the children and their families with the quality-of-life support they need to make going through it all less traumatic.

ASK enhances the Pediatric Hematology/Oncology Department by funding several positions including a nurse practitioner, chaplain, and child life therapist. ASK also tries to provide opportunities for cancer patients and their families to forget about their disease and enjoy life. The organization sponsors trips to such places as Kings Dominion and a camp for children with cancer. Monthly parties, and annual high school graduation ceremonies, and weekly celebrations for successful treatments are ongoing. Families frequently have financial concerns and emergencies that are addressed by the staff and are taken care of through a designated fund.

### **How Our Children See ASK:**

A friendly face when they walk into clinic, a juice box and snack during a long afternoon of treatments, a day of fun at Kings Dominion, a quiet prayer offered before a major surgery, crayons and paper to draw a picture about how they're feeling, a trip to the treasure chest after a blood draw, a surprise visit from the Easter Bunny, a Christmas party in July, a laptop computer to help keep in touch with classmates during a long hospital stay, a handbook to help navigate the hospital and explain what's going to happen, toys to play with, a video to help pass the time in the treatment room.



*"We can't make the cancer  
and treatments go away  
but we can help create as  
many good memories as  
possible for a child."*

*"How do I measure success?*

*When I see a child  
at the end of the day,  
who has gone through  
three needle pricks  
and a blood transfusion,  
having a tantrum because  
he doesn't want to go home,  
I know it's been a successful day."*

Stephanie Poyer,  
ASK Child Life Therapist

#### HOW YOU CAN HELP

##### **Annual Giving Fund**

General support from individuals and organization is an important source of income for ASK. It allows ASK to direct funding to the areas of greatest need.

##### **The Rainbow Gala**

The Rainbow Gala is a special event held each autumn consisting of dinner and dancing as well as live and silent auctions. You can support the event through the purchase of individual tickets or a sponsorship package.

##### **The Ukrop's Monument Avenue 10K Run/Walk**

ASK is the beneficiary of the Ukrop's Monument Avenue 10K Run/Walk, held each spring. This year's event attracted 8,500 runners and walkers.

##### **Volunteering**

Volunteers are vital to the continuing success of ASK. Lend your time and energy and help make a difference in a child's life. Volunteers are needed to help organize special events for children as well as fund raising.



*“The Ronald McDonald House of Richmond, VA’s mission exclusively serves out-of-town families, so we are proud to support organizations, such as ASK, that Richmonders can reap the benefits of, as well as support all families at differing places on the treatment continuum.”*

*Jason Young, Executive Director,  
Ronald McDonald House Charities of Richmond, VA.*

### ***School Supplies and Toys***

Our clinic’s staff is always looking for small ways to bring a smile to a child’s face. Sometimes, all this takes is a new toy or a coloring book. We are always happy to receive gifts of new or gently used toys or school supplies to help our children or ASK Families.

### ***Honorary and Memorial Gifts***

Many donors make gifts “in honor” or “in memory of” a loved one. ASK will send an appropriate letter to the person or family acknowledging the thoughtful gift.

### ***Matching Gifts***

If you are employed, retired or a board member of an organization with a matching gift program, you may be able to double your gift to ASK. Please forward your corporation’s matching gift information along with your contribution.

### ***Bequests and Special Gifts***

ASK welcomes special gifts to ensure that its vital services continue into the future. As a non-profit organization, ASK can be named as a full or partial beneficiary in a will, life insurance policy, retirement place, annuity or trust fund. Donors are welcome to meet with an ASK board member or have their lawyers or accountants contact ASK. Copies of ASK’s tax-exempt certification and audited financial statements are available upon request.

### ***Stock Gifts***

Making a gift via stock can reduce or eliminate capital gains tax and result in a charitable deduction for the full, appreciated value of the stock. ASK will send stock transfer instructions upon request to your broker or agent.

### ***Ukrop’s Golden Gift Certificates***

ASK accepts and redeems Ukrop’s Golden Gift Certificates. This is an easy way to support ASK.

## Survivor Spotlight



This past summer, childhood cancer survivor Oscar “OJ” Holmes took a break from his regular job to help others in Honduras. During July 2004, Oscar joined a team of medical volunteers on a mission trip that was organized by the Friends of Barnabas Foundation. Oscar was introduced to the foundation by Connie Richardson, a former ASK Board Member and clinic volunteer.

Each month, the Friends of Barnabas Foundation sends a medical team to Honduras to offer free deworming, eye and general medical clinics.

It also sends surgical teams several times a year. Overcoming the language barrier is a challenge for the volunteers so Oscar used his Spanish-speaking skills to serve as a translator between patients and the medical team.

Oscar was known to the clinic staff as “OJ” when he was diagnosed with Hodgkin’s Lymphoma at the age of 14.

He is now 23 years old and a Spanish teacher at George Wythe High School and a Behavioral Counselor with the Virginia Treatment Center for Children. He is also finishing his Masters of Liberal Arts degree in International and American Culture Studies at the University of Richmond.



### Association for the Support of Children with Cancer

Medical College of Virginia Hospitals  
P.O. Box 980121  
Richmond, VA 23298-0121

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Permit No. 1850

*ASK, a private, non-profit organization, provides unique social, emotional, spiritual and financial support for children with cancer and their families. ASK also supports clinical and laboratory research at the Medical College of Virginia Hospitals of Virginia Commonwealth University to aid in finding the causes and cures of childhood cancer.*