

KEATON'S
Child Cancer Alliance **Mission**
in MOTION

A Letter from Leadership

2020 has been a difficult and unpredictable year for so many of us. As the world began to uncover our new normal, we knew that it was absolutely critical we continue to provide the hope, connectivity and support that children and their families need, in ways they need it the most.

In this issue of **Mission in Motion**, we're highlighting some of the community leaders who paved the way for us to build strength and resilience during this challenging time. We recognize our incredible pillars of support – our volunteers, business partners, and very generous donors. I am thrilled to be able to introduce you to some of these extraordinary people.

We are always appreciative for their support, but this year in particular, we are incredibly grateful to everyone in the Keaton's Family who have supported us. With your help, we have been able to remain dedicated to our mission, ensuring that local children battling cancer (and their families) have advocates, and that they don't have to go through this alone. #TogetherWeFight

Suzanne Olson
 Executive Director



The Attitude of Gratitude

Gratitude is a strong feeling of appreciation for someone or something. Research shows that it is the single most powerful method of increasing happiness. Having an attitude of gratitude doesn't cost money or take much time. And the benefits are plentiful.

This year is a good time to reflect and to find your silver lining. Has your commute time been cut shorter with more people working from home? Have you gotten around to cleaning out a closet that's been on your to-do list for years? Have you had time to learn a new skill?

Gratitude is great for the mind and soul, but there is also a positive correlation between gratitude and better sleep, increased patience, elevated happiness, more satisfaction in relationships, and better self-care. Research shows that positive thoughts have a nourishing effect, while negative thoughts have the opposite. A positive mindset is beneficial through tough times, such as battling cancer. Patients, survivors and caregivers say that through practicing gratitude, they have found closer relationships with family and friends; re-evaluated priorities; set and achieved new goals; enjoyed personal growth; and greater flexibility, patience and resilience.

Here are some ideas to help cultivate gratitude:

- Use an app like "Grateful," "Live Happy" or "Reflecty" (Apple and Android)
- Write a gratitude letter about life in general or to a particular person. (You don't have to send the letter.)
- Keep a gratitude jar. When something nice happens, write it down and put it in the jar. If you feel down, read the items to shift your attention to good.
- Be plentiful with compliments instead of complaining.
- Avoid Internet sites, movies, or TV shows that bring you down. Choose the ones that make your heart full.

*"Cultivate the habit of being grateful for every good thing that comes to you, and to give thanks continuously."
 - Ralph Waldo Emerson*



The BEST day

The Keaton's Team was thrilled to offer a memorable pumpkin patch experience with haystacks, tire swing, farm animals, corn maze and more. As Thiago shared, "This is the BEST DAY!"

Joy-filled experiences like this provide a much-needed break from cancer treatment and allow kids to "just be kids." Victor's mom shared, "We have not been anywhere since treatment began and the doctors shared that it's important for Victor to enjoy activities outdoors."

Childhood cancer creates isolation amplified with the current pandemic. Megan shared, "Thank you for having this sweet event. Oliver loves being outdoors."

Special thanks goes to Chick-fil-A Rocklin Station, League of Heroes Inspired, and Kids Helping Kids Sacramento for helping create this outing. We are so grateful for volunteers, Terri, Karen, and Isela for all of their help throughout the day.

A Birthday Wish - To Help Other Kids with Cancer



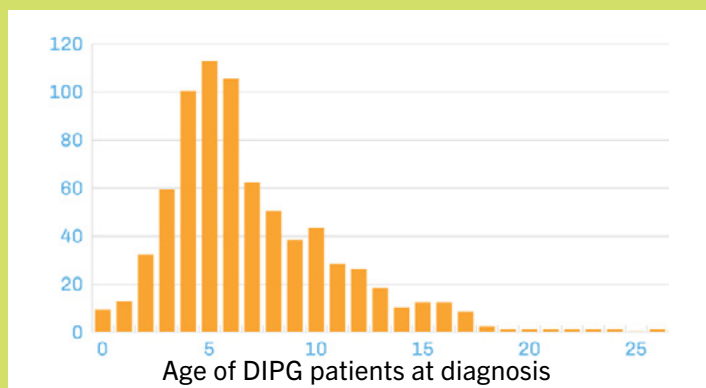
Amazing Alayna was diagnosed with Diffuse Intrinsic Pontine Glioma (DIPG) three weeks after her 7th birthday. This tumor typically affects children between the ages of 5 and 7, infiltrates the brain stem, and has a poor prognosis. As treatment began, her mom was told Alayna had only a 1% chance of survival.

From the moment of diagnosis, Alayna's parents dedicated themselves to caring for her, to loving her with every ounce of their being, and to embracing every moment. She is Daddy's princess and Mommy's world. Alayna loves watching Tim Burton's movies and Disney classics. "She loves music, so we still have her listen to her favorites like Taylor Swift, Bruno Mars, and Selena Gomez," shares Alayna's mom, Liz.

On October 20th, Alayna turned 8 with a magical unicorn-themed birthday celebration, surrounded by her family. Alayna's mom and dad chose to give the toys to Keaton's to share with others. "We want children to feel the same love and support Alayna and our family got to feel. Just our little way of saying 'Thank You' to you for taking some stress off our own backs through all of this," said Liz.

Sadly, Alayna passed away on November 14th. Alayna's legacy lives on through the generosity of her family, bringing joy and support to children with cancer. Keaton's sends heartfelt thoughts to all who knew and loved this amazing girl.

DIPG Statistics



Brain tumors are the most common type of cancer and cause of cancer-related death in children less than 15 years of age, accounting for approximately 25% of all childhood cancers. Diffuse intrinsic pontine gliomas (DIPG) are the most common brain stem tumors in children — approximately 75-80%. While research over the last ten years has helped improve treatment and somewhat increase life expectancy, the prognosis is still not good—the median survival range is from 8-11 months.

- Approximately 150-300 patients are diagnosed with DIPG in the USA per year.
- The median age of patients with DIPG is approximately 6-7 years old.
- The overall incidence rate of all primary brain tumor is 5.8 per 100,000 population in the US for children and adolescents 0-19 years of age.
- 2-year survival is approximately 10%
- 5-year survival is approximately 2%

Patient information collected by the DIPG Registry has helped find correlative data, which is already being used to influence new research.



We our Volunteers!

Angie & Georgina have been involved with us for several years, serving on both the Golf and Gala committees. They bring their expertise in food and beverage, as well as marketing materials and their incredible work ethic and follow-through.

Angie shares all the tricks of the trade when it comes to catering, having owned her own catering company. She is a pro at communicating with chefs, creating unique menus and strategic planning to deliver 150 meals to multiple locations. She is creative, kind, energetic, and always has a new business idea up her sleeve.

Georgina and her husband are parents of a young daughter, who was diagnosed with Leukemia in 2011 and is now cancer-free since 2013. As a

parent of a cancer child, Georgina brings valuable insight to what Keaton's families are experiencing through their journeys and beyond. Georgina has a bright and fun personality, and we love her creative energy. She never ceases to amaze us with her talents!

Angie and Georgina's continued commitment and inspiration is reflected in all they do to support Keaton's and our mission.

Volunteers are the heart of our organization.

"The heart of a volunteer is not measured in size, but by the depth of the commitment to make a difference in the lives of other."

- Deann Hollis



SPONSOR SPOTLIGHT

It is an honor to present our November sponsor. Monte Christo Communities, a longtime supporter and advocate, took the spirit of giving to a new level in 2020. From inspiring others during Fund-a-Family at our Gala to providing an extraordinary wish-come-true for a teen returning home from her second battle with cancer.

The Gala would not have been the same without John and Nancy McDougall and business partner, Brock Kaveny. John and Nancy hosted a private-watch party and wowed us with their Fund-A-Family generosity. This was in addition to their annual support and help with unique circumstances, like Betzy's. Betzy was due home from hospital cancer treatment

just after her 15th birthday and needed a space of her own to heal in her family's small trailer. John made that happen, and Nancy ensured that Betzy had everything she needed upon returning to her perfect space!

Monte Christo is a Northern California-based business specializing in operating mobile home communities and RV parks in areas where affordable quality living is needed. Giving is taken seriously here, as evidenced by their motto "Helping people live life to the fullest." Via "Monte Christo Cares," they find creative ways to help homeowners upgrade the things that matter while creating a more beautiful place to live.

Many thanks to Monte Christo!



Mission in Motion Moments



Year End Giving - Braeson's Story

Prior to the COVID-19 pandemic, families with a child fighting childhood cancer experienced financial burden, trauma, isolation, and emotional distress as they battled every day for their child's survival. Now, all of these stressors are enhanced with additional income loss due to unemployment, food insecurity and increased isolation for fear of exposure to the deadly virus. This year has been tough for us all, but you have the power to help those most in need right now.

Braeson's family is no exception. With a cancer re-diagnosis amid the COVID crisis at just three years old, they found themselves isolated and needing additional resources, beyond even their first traumatic diagnosis experience. More local families like Braeson's are currently experiencing an immense gap in financial resources due to unexpected job loss, evictions, and increased transportation costs. This gap has reduced the ability to provide basic needs, such as food on the table. Can you imagine? No one should experience food insecurity, but particularly children undergoing cancer treatment require a balanced, nutritional diet to ensure their bodies can recover from the harsh treatments necessary to fight the cancer, as well as boost immunity. **Please consider making a year-end gift to lessen the burdens felt by the families we serve**, so they can focus on getting their children the care and treatment they need. Donate and learn more at childcancer.org/donate-now.

Thank you **Medshare** for a generous donation of masks for Keaton's Families!
#mask4kidscancer



Thank you **Roseville Toyota** for your generous support of Angel's family. Angel, his single mother, and siblings are so grateful for the auto repairs during this crisis.

Thank you **Monte Cristo Communities** for the creation of Betzy's private room. She arrived home after five months of treatment to a wonderful surprise!

Thank you **Delta Bedding and Furniture** for the bed donation for Betzy. Because of you, she enjoys the comfort of a new bed.



Keaton's Kiddo

Meet Amelia "Mimi", a 15-year old, bright and resilient kiddo who enjoys singing, playing the violin, drawing and reading. Mimi was referred to Keaton's after being diagnosed with T-Cell ALL, an aggressive malignant neoplasm of the bone marrow. Following her diagnosis, Mimi has faced many challenges, but remains positive and motivated to keep fighting. Keaton's Family Navigator Team is supporting Mimi and her family with follow up calls, a hope chest and a financial grant. Our team is more than honored to be a part of Mimi's journey! **#TogetherWeFight**

Connect with Us

See Keaton's Mission in Motion as it happens on our social media channels. "Like" us on Facebook, "follow" us on Instagram and Twitter, and subscribe to our YouTube channel. You will be glad you did!

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