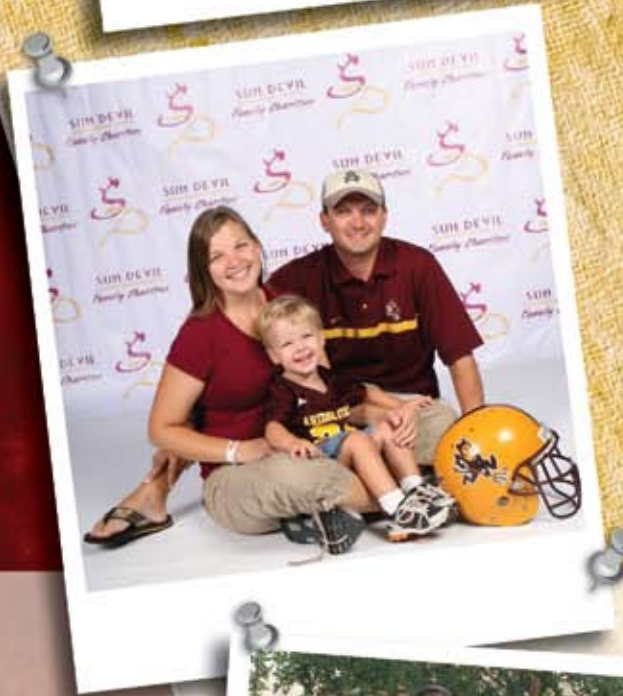


# 2010 | Annual Report



**SUN DEVIL**  
*Family Charities*

# 2010 Highlights

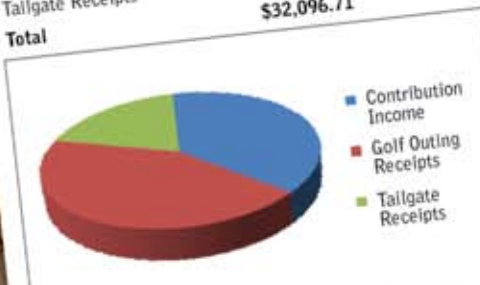
- Administrative cost at 12%
- Provided over \$15,000 in assistance
- Added 320 potential marrow donors to the Marrow Donor Program

# Board of Directors

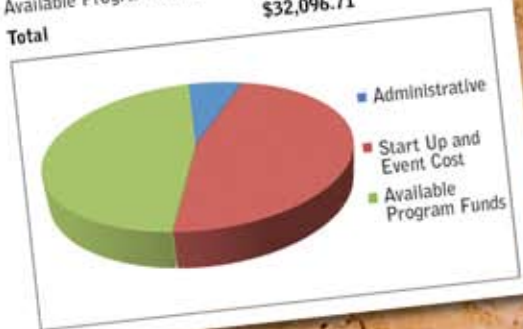
- JP Patchett
- Todd Hanley
- Joe Cajic
- Jenny Brooks Stang
- Tom Idczak
- Rob Gramhill
- Scott Holland
- Kyle Peavler
- Ben Van Horn

# 2009 Financial Information

	Revenue	
Contribution Income	\$12,180.04	38%
Golf Outing Receipts	\$13,972.32	44%
Tailgate Receipts	\$5,944.35	19%
<b>Total</b>	<b>\$32,096.71</b>	



	Revenue Distribution	
Administrative	\$2,104.65	7%
Start Up and Event Cost	\$14,866.38	46%
Available Program Funds	\$15,125.68	47%
<b>Total</b>	<b>\$32,096.71</b>	



# Fellow Sun Devils,

The last year was a truly a ground breaking period for Sun Devil Family Charities. In 2008, the founding board united to form SDFC in order to assist one of our honor patients with financial issues caused by continuing health problems. Only one year later, in 2009, SDFC has been able to offer the same assistance to multiple honor patients, all of whom are former or current Sun Devils like you and me.

Our first year has been very successful, however, the year has also shown us how much more assistance is needed. Every day a new family is notified that they will be in for a long battle against a cancer diagnoses, a chronic debilitating illness, or some other insurmountable health problem. Unfortunately, for most of these families the associated medical bills can become almost as insurmountable as the illness itself.

Highlighted in this report are three families who understand the difference Sun Devil Family Charities can make. Ebony, Taylor and Kirsten whose stories of a lung transplant, Leukemia and financial challenge, demonstrate how the united Sun Devil Family can help change the life of a family and how our unity truly inspires these families during their time of need. We hope you, too, are inspired by these stories of family, unity and caring.

Fund raising events in 2009 laid the groundwork for the future. Attendance continually increased at our Sun Devil tailgate parties, as



did the community's awareness of our program. A collaborative effort with the National Marrow Donor Program added 132 new donors to the Marrow Registry during the ASU vs. USC game.

SDFC's first annual golf tournament was a great revenue source, in addition to being an excellent kickoff for the organization. One hundred and forty golfers participated in a day of golf followed by an awards ceremony, raffle, and silent auction. Money from this event funded two families in the SDFC Patient Specific Program.

Another triumph was SDFC's ability to maintain its philanthropic position with a staff of unpaid volunteers and no physical facility overhead costs. In our first year we have been able to keep our administrative cost to a very low 12%, in spite of start-up expenses. We plan to minimize expenses in order to maximize funds available to support our SDFC families.

SDFC's base is established. Our goal is to raise more money to assist more families. You can help us reach our goal by telling other Sun Devils about Sun Devil Family Charities, helping us financially, and volunteering your time. After all, Devils Helping Devils is what we are about.

Go Devils,

Joe Cajic



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BE THE ONE  
TO SAVE A LIFE.

Join the marrow registry.

BE THE MATCH



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# A Match Made In Heaven

It was a match made in Sun Devil heaven. In November 2009, Sun Devil Family Charities and Be the Match collaborated for the first time with impressive results. In a one day event, they simultaneously educated the public, increased registrations for the National Marrow Donor Program and invited Sun Devil fans to get involved in these amazing organizations.

Sun Devil Family Charities board member Joe Cajic's life was saved when he received a bone marrow transplant in 1999, and it was his story and spirit that led to the creation of Sun Devil Family Charities. Teaming up with the National Marrow Donor Program was a natural one.

Set against the exciting backdrop of an ASU football game, the Sun Devils "Be the Match" Marrow Drive kicked off. Through their combined efforts, the results were impressive. They were able to educate the public that signing up for the bone marrow registry is as simple as getting a cheek swab. In carrying this message at the Sun Devils "Be the Match" Marrow Drive, they were able to register over 100 new participants to the program! They also wanted to inform the fans and staff members that Sun Devil Family Charities have a meaningful presence and supporting SDFC in any way enables SDFC to support the needs of the ASU family, both past and present.

A powerful team came together that day and the two organizations are looking forward to their second annual Sun Devils "Be the Match" Marrow Drive in 2010. Sun Devil fans, alumni and faculty are a diverse group and this will be especially important in the upcoming events. Recruiting marrow donors



from as many ethnic background as possible is critical, as this plays a huge factor in likelihood of marrow compatibility between patients and donors. Sun Devil Family Charities are able to mobilize large numbers of like-minded people in the ASU family in events to raise money, awareness and in this case, marrow registrations. Knowing the spirit of the ASU family, upcoming events will be real Sun Devil success stories!



**SUN DEVIL**  
*Family Charities*



**SUN DEVIL**  
*Family Charities*

# Family Profile: Ebony Kelly

## WHO ME?

"Athletic, played tennis, coached basketball, had stamina, loved to travel." These are some of the ways Ebony Kelly describes herself before the day everything changed. Up until 2003, Ebony, an ASU alumni with a successful career at American Express, was working toward a life she had planned, expected and hoped for. Laid back with a great sense of humor, the thirty something lived a healthy life, worked hard and hoped to eventually retire in Costa Rica.

In 2003, Ebony had to face the first of innumerable obstacles when she was diagnosed with Polymyositis, a chronic inflammatory disease. In many cases the disease can be treated with high doses of steroids, but in some cases it can deteriorate into autoimmune connective tissue disorders with more devastating results. Despite numerous intense medical treatments, Ebony's health continued to go downhill and in December 2007, she had to face up to a grim realization: she needed a double lung transplant.

Her first reactions were of shock and incredulity. How could this be happening to her? She'd never smoked, she lived a healthy life, she was a vibrant, young woman and battling a grave illness was the furthest possible thing from her mind. Eventually the shock wore off and Ebony harnessed her strength and began the long battle to wellness unsure if she would emerge victorious.

## A CHOICE BETWEEN EATING & MEDS

Ebony had the benefit of good health insurance which included short term disability. Unfortunately, Ebony and many other patients in a similar situation, are faced with innumerable expenses that fall between the cracks; costs that can

easily skyrocket and add untold worry and angst on top of an already difficult position.

Trying to get well is a huge task; one without any guarantees. But imagine on top of that having to find a way to afford to live while trying to climb the already steep hill of recovery. Ebony was on the lung transplant list for 14 months. During that time and leading up to her eventual transplant, Ebony's health insurance had a deductible and out of pocket costs of almost \$3,000. Her short-term disability ran out and so did her regular income.

Unable to work, Ebony still had to pay for her Cobra health coverage which was \$500 a month. Added to that she had housing costs, a car, gas, bills, food costs, co-pays and more. Her choices seemed to be getting more difficult: was she to buy food or pay for her meds? Ebony was overwhelmed on many levels and being independent by nature, she struggled to accept help. In fact, she struggled to accept that she even needed help. Eventually, Ebony admitted to her innermost self, "I've come to terms with it. I do need help". That's where Sun Devil Family Charities, whom Ebony found through her friends JP and Todd, came onto the scene.

## THEY HELPED SAVE MY LIFE

Thanks to Sun Devil Family Charities, much of the financial hardship was mitigated for Ebony which allowed her to focus on surviving and getting well. Sun Devil Family Charities' fundraising events included a billiards tournament and a car wash. Funds raised went into the National Lung Transplant Registry in an account for Ebony's medical costs. Much of the help SDFC provided was practical; while some of Ebony's costs could be claimed for reimbursement, she lacked the funds up front which Sun Devil Family

Charities was able to provide. In this and many other ways, the impact of SDFC's help was critical. As far as Ebony is concerned, the assistance from SDFC helped saved her life.

She received her double lung transplant and hasn't looked back. Luckily she's had many people who generously gave their time and attention whom she calls her "angels". These angels drove her to numerous appointments, helped her with the 3 months of round-the-clock care she needed after surgery, and assisted in navigating the mountain of paperwork. All of this in addition to the aid of Sun Devil Family Charities has left Ebony Kelly an incredibly grateful woman.

## SAYING "THANK YOU" ISN'T ENOUGH

If it hadn't been for the help she received from SDFC, she isn't sure how she would've made it through. Ebony's gratitude is infectious. She is ecstatic with life and several months after her long, slow recuperation she was able to take a trip to Hawaii with close friends to relax and "to breathe". Though she gets tired easily, she's still breathing life into multiple efforts to, according to Ebony, "pay it forward." Intensely grateful for all the help she's received, Ebony feels it's her obligation and pleasure to now do what she can including raising donor awareness, taking part in marketing campaigns, participating in support groups and more. Having been an honor recipient of Sun Devil Family Charities, she knows the incredible support they provide and she takes her ongoing role in raising donor awareness seriously. Passionate about doing for others what was so generously done for her, Ebony is a true example of coming through diversity stronger, more positive and never taking life for granted.



SUN DEVIL  
*Family Charities*



# Family Profile: Team Souza

What do you do when the unthinkable happens? When your 3 year old twin daughters should be playing dress up, having play-dates and going to preschool together, you're instead facing one of them having a grave illness and needing intensive treatment? This is just part of what the Souza family has endured since June 18th, 2009. Their story of crisis, courage, hope, faith and support has touched thousands of people and it was with great pleasure that Sun Devil Family Charities were able to lend a helping hand.

## A NORMAL, BUSY AND CAREFREE LIFE CHANGES IN AN INSTANT

Taylor Souza's story starts with a visit to the doctor for an ear infection. Her mother, Kristen, a former nurse, didn't consider herself one of those hyper-aware first time mothers. She had noticed the bruises on Taylor's stomach and legs, of course, but assumed her daughter had inherited easy bruising from her side of the family. Acute myelogenous leukemia was the farthest thing from her mind. However, she recalls an uneasiness settling in her stomach when, "the doctor seemed stressed" insisting they have blood tests done right away. It wasn't until a couple days later that Kristen and Sean Souza had to digest the horrible truth: Taylor had leukemia and was to begin treatment immediately.

## WHAT A TOLL IT TAKES

Everything in normal life seemed to stop mid-stream, as the enormity of what they were dealing with sank in. In addition to the harsh stress of a severely ill daughter, Savannah Souza (Taylor's twin sister) was in perfect health but was not old enough to understand what was wrong with Taylor, how come Taylor couldn't play anymore, where mommy is going and why daddy was "worried."

Taylor's treatment meant being in the hospital for 40-50 days at a time and Kristen would need to be with her 24/7, meaning she would have to leave her job. Because it was her child and not Kristin that was sick, Kristen didn't qualify for her employer's short-term disability, and though the Souzas' insurance was "amazing", there were hefty out of pocket costs they were responsible for. While both Sean and Kristen worked, the loss of Kristen's salary would be financially debilitating. Every day expenses such as the mortgage, car payment, and other bills would be added to the medical bills needed to save their daughters life.

## HELP ARRIVES

Kristen and Sean had great support in family and friends. But then something started to change, to grow. A friend suggested they begin a blog as a way to disseminate information to friends and family on Taylor's treatment. The blog began to get some steam and before long, loved ones and strangers alike were plugged in following Taylor's story. A friend suggested that the Souza's set up a fund to help with the culminating medical costs. Then Sun Devil Family Charities heard the story and the Souza families, both ASU alumni, were chosen to receive support from the charity.

"Knowing that we had the support of SDFC allowed us to put all of our energy into Taylor's recovery...not worrying about the medical bills."

The involvement of Sun Devil Family Charities had a hugely positive effect for the Souza's. Instead of worrying about how they should juggle credit cards to pay the mounting medical expenses, SDFC allowed the family the focus on surviving and recovering. Kristen and Taylor spent 8 months in the hospital going through regular cycles of

chemotherapy. Sean maintained his full time job, as well as the full time job of raising Savannah, in hopes of lessening the impact of the separation from Mommy and Taylor.

## "SDFC ARE LOVING, SUPPORTIVE, MOTIVATING, AND GIVING."

The help by SDFC was not only of a practical and financial nature. They also touched the Souza family on a personal level. Chairman of SDFC Joe Cajic, himself a leukemia survivor, was able to offer encouragement and hope in some of the darkest times. When it felt as if the fear may overrun them, Joe told them, "You can get bogged down in 'cancer world' but you need to stay positive." And because Joe lived through it, he would know. This was invaluable support for Sean, Kristen and the girls. Kristen will never forget the kindness and generosity of all those who have helped them, through the blog, friends, family and strangers who cared and for the support of SDFC.

"We would like the donors to know that they truly made a difference for our family."

Because of what has been so generously given to them, the Souzas are reaching out to do what they can for other families that are facing what they've gone through. Never far from their mind is the gratitude they have for those who were generous with their time, talent and money. According to Kristen, if it hadn't been for SDFC, "We would have had to use all of our savings to pay the medical bills. They have helped take a tragic, devastating situation and alleviated the financial stress." So far Taylor's monthly follow up tests are showing N.E.D, or "no evidence of disease" and each month is a gift for the Souza family who take things one day at a time, one thing at a time.



**SUN DEVIL**  
*Family Charities*

# Family Profile: Kirsten Weiss

In 2008, Kirsten Weiss, started to notice she wasn't feeling well. She developed chronic pain, breathing difficulties, hives and swelling. Thus began an ongoing medical ordeal that would last for more than two years. Despite a battery of tests, doctors weren't able to diagnose Kirsten's ailment. And even though she had health insurance, the extended tests, MRIs, CTscans and biopsies all required out of pocket payments.

A social worker who's never been particularly money oriented, Kirsten was facing skyrocketing bills. Because doctors weren't sure what ailed her, she was taking a myriad of different medicines, sometimes a dozen pills a day. Many of these prescriptions were being paid out of pocket, only to be discarded because of her adverse reactions to them.

Stress after stress piled up on her; ill health, with no indication of what was making her sick, coupled with mounting health expense debts created a perfect storm of stress. Kirsten finds it hard to convey what that does to a person, "I can't even put words to it". But she knows first-hand how it can leave you feeling completely broken, "It destroys your mind and spirit" and can at times make it even difficult to get out of bed in the morning. So

unwell and facing over \$20,000 of medical debt despite having insurance, Kirsten struggled to see any light at the end of the tunnel.

Thankfully, Sun Devil Family Charities appeared on the horizon one day when a coworker emailed her details of SDFC and how it supported ASU alumni. Kirsten wryly laughs that she's never been a magnet for luck, she's never even won an office raffle! All of that changed when she applied to SDFC for help, sure she wouldn't be considered. Within 24 hours, she was notified that SDFC had chosen her to be one of their honor patients. Kirsten marvels, "It was so easy, I almost didn't know what was happening!"

Sun Devil Family Charities relieved much of the immediate financial stress by helping with her medical bills and covering some of the out of pocket expenses. Without that help, Kirsten knows things would have been very bleak, "Without the help SDFC gave me, I would be in deep trouble. I'd be behind in my mortgage, or wouldn't be able to get medicine or even buy food."

Recently things are looking up for Kirsten. Along with some of the financial crisis alleviated by SDFC, she is also feeling more hopeful about her health

situation: a tentative diagnosis has been made and so far she is responding well to the treatment.

Thanks to SDFC, she doesn't have to worry about how she'll manage to pay the mortgage on top of all her medical expenses. Instead, she can harness her strength and energy into her recovery and finding some normalcy back in her life.

She is passionate about Sun Devil Family Charities and is full of gratitude for the generosity of all the donors. To those who may think they don't have much money to donate, she urges them to give, if only a little, "Even if people can only donate 20 bucks, I mean, that's food, that's gas for someone!" She wishes she could let each donor know what a difference they have made to her. When asked to explain the tremendous impact SDFC and their donors have had, she doesn't mince her words, "You saved someone's life."



  
**SUN DEVIL**  
*Family Charities*

# How To Help...

**W**hen families are stricken with serious ailments the first and most important task is to fight the diseases. But sometimes the ailments require that one member of the family leave work to help the other get better. Then the families find them self fighting two battles, the second being to keep the steady wave of bills at bay.

That's how many of the Sun Devil Family Charities' honor patient families feel when they reach out to us for financial assistance. Sadly, there are many more people still feeling overwhelmed, isolated and scared because they haven't heard of Sun Devil Family Charities or they don't understand the

simplicity of our service or the difference it can make.

Sun Devil Family Charities is more than a united network of ASU Alumni, Students and Faculty trying to fill the financial needs of these families it is also a unified group of Sun Devils that support families in finding additional resources to help win their battle.

Please help us in spreading the news about Sun Devil Family Charities. We'll continue our outreach but we know the most effective introduction to Sun Devil Family Charities comes through a personal recommendation.

## **SDFC OFFERS MULTIPLE DONATION OPTIONS INCLUDING:**

- **Become a Sun Devil Family Charities fan on Facebook**
- **Support our mission with a monetary donation by sending a check or money order made payable to "SDFC" and mailed to:  
Sun Devil Family Charities  
2525 E Camelback Road, Suite 570  
Phoenix, Arizona 85016**
- **Donation of items for auction or raffle at fundraising events. For more information, please contact us at [donate@sundevilfamily.org](mailto:donate@sundevilfamily.org).**
- **Provide in-kind services, please contact us at [donate@sundevilfamily.org](mailto:donate@sundevilfamily.org).**
- **Volunteer your time to help fundraise or run events, please contact us at [volunteer@sundevilfamily.org](mailto:volunteer@sundevilfamily.org).**



  
**SUN DEVIL**  
*Family Charities*

# Donor Profile: Myrna & Joan

Sun Devil Family Charities is all about Sun Devils helping Sun Devils. No one epitomizes this better than the story of SDFC donors Myrna Hoon and Joan Hill. Friends for over 25 years, Myrna and Joan are a sporting enthusiast double team! So passionate are they, says Myrna, "We'd watch two roaches race; if it's a sporting event, we'll go!" Their first love is college football, Arizona Sun Devils football, to be precise. And it was in the late 90's that their love of the Sun Devils and their empathy and compassion came together in a touching act of kindness.

Joe Cajic, then an Arizona State University offensive guard, was undergoing treatment for chronic myeloid leukemia. Though neither Myrna nor Joan had ever met Joe, they couldn't shake the feeling that Joe might be feeling all alone in the hospital. Myrna turned to Joan and said, "You know, I think Joe needs a teddy bear to hug." And thus Myrna went into sewing mode, customizing a store-bought teddy bear into special Sun Devil bear, complete with maroon and gold scarf, horns and tail.

Myrna and Joan didn't stop there. Thanksgiving weekend arrived, which meant lots of football. But not for Joe, who was ensconced in a

Tucson hospital undergoing a bone marrow transplant. The dynamic duo, empathizing how difficult the long weekend might be for Joe, promptly headed to Tucson, bear in hand. Not knowing if they'd be able to give it to him directly, they felt they needed to at least try "...so he wouldn't be all by himself for the big game." They couldn't have known what their generosity of spirit would do for Joe. He recalls, "The teddy bear really lifted my spirits at time when things were darkest. It went with me through my transplant and still to this day, every time I look at the Sparky Bear it brings a smile to my face."

Over a decade later, they saw Joe, now in full remission and chairman of the newly created Sun Devil Family Charities, at an ASU event. Joe, remembering the comfort the teddy bear had offered him, asked Myrna and Joan if they would create another "Sparky" Bear, this time for Sun Devil Family Charities patient Taylor Souza. And they launched themselves into creating a new bear for three year old Taylor! Joe, Myrna and Joan delivered the bear to Taylor at the hospital bringing a smile to her and her family's faces. Describing the feeling she gets from donating her time and energy, Myrna says, "It made Joe feel a little good, which

made me feel a little good. So it was a good-good feeling!"

Myrna and Joan are disarmingly humble about the difference they've made through their efforts. However, they are keen for others to know you don't have to have a lot of money to contribute to SDFC. Myrna encourages others who would like to help, but can't afford to donate money, "to offer other services which could help the families, such as yard work, baby sitting or other creative ideas."

According to SDFC chairman Joe Cajic, without the generosity of Myrna and Joan, "Sun Devil Family Charities would be just another charity. Myrna and Joan show that the gifting of a talent and time is a big gift, in my case one that keeps giving even after the turmoil. This is what Sun Devil Family Charities is about, family uniting to lend a helping hand."

# Donor Profile: Jeremy Hammill

By day, Jeremy Hammill is an analyst at a commercial mortgage brokerage firm. By night, Jeremy is the creator and webmaster of [www.sundevilfamily.org](http://www.sundevilfamily.org), which is no small task. Any credible charity needs a website that is able to deliver its message, provide clear info and be an easy to navigate platform for those who want to help or be helped. Over a period of two months, Jeremy spent his free time creating a website for Sun Devil Family Charities which does all of that.

When SDFC board member Scott Holland, asked Jeremy if he was up for pitching in and helping out, Jeremy had no way of knowing how enriching an experience it would be. He also wasn't sure how he would manage to accomplish the huge task of developing SDFC's new website in his limited free time. However, Jeremy, outgoing and optimistic, believes in going the extra mile and tackled the project with enthusiasm. While others may have been overwhelmed, Jeremy enjoyed stretching

himself and learning new things. He considers the experience thoroughly satisfying. According to SDFC Board member Todd Hanley, Jeremy single-handedly did what none of them was able to do: design and manage a professional website which is easy to use and which is, "educational about our mission and even allows them to donate right there on line...he does this for no charge which saves us approximately \$5,000 a year or more."

These days Jeremy likes to stay involved; he continues to contribute his time to SDFC in a couple ways. Not only does he do the ongoing maintenance and updates of the website, he likes to get involved at the events, helping set up and staying connected. Todd Hanley explains that Jeremy, along with other key donors have, "listened to our mission, recognized the need for our organization and volunteered to take on very time consuming projects for no personal gain." While Jeremy downplays the impressive impact his time and talent have had on SDFC, he doesn't hold back when it comes to how much he's gained. When asked to describe how contributing has helped him, he exclaims, "To see and be involved with something that benefits other people, it just feels like it flows back to me".





# Donor Profile: Misty Eibner

**M**isty Eibner is passionate! She has palpable enthusiasm for art, loves meeting new people and has a commitment to working with charities. What a fantastic combination for one of Sun Devil Family Charities' donors. Harnessing her keen eye for design and love of charitable work, Misty designed SDFC's visual brand, including the logo, first brochure, business cards and letterhead. Not to mention the very annual report you are reading!

A freelance designer, Misty's design work has included ad designs, magazine work and much more. When approached by ASU alumnus Mike Clancy and asked if she could help out the newly formed Sun Devil Family Charities with some design work, she happily agreed to meet with Todd Hanley, one of the founding SDFC members. Over lunch she was presented with their initial design drafts as well as their goals and vision for the charity. Misty came back the very next day having started from scratch. According to Todd, Misty created advertising and marketing materials of the caliber of any Fortune 500 company. He believes Misty's donation of her talent resulted in, "giving our organization a look and feel of professionalism which provides the potential donor with a comfortable feeling about the mission and legitimacy of our organization."

Misty didn't realize just how big it would become. She remembers attending a fundraising event where newly created signs bore her designs, "To see it being used everywhere, helping to get their name out...it is really rewarding". Her key role in establishing the brand of Sun Devil Family Charities has been invaluable. According to Todd, without Misty's donation of talent and time, "We would not be able to deliver our message to even a fraction of the people and businesses that we now reach," adding that volunteers like Misty are, "directly tied to almost every dollar we have raised and are invaluable to us."

She wholeheartedly believes in the work SDFC does, "It's really awesome because their organization helps so many families." Even though the majority of the work that she did was when SDFC was in its infancy over eighteen months ago, she's at the ready to lend a hand if called upon. When asked to describe how being a donor makes her feel, Misty is effusive, "It's priceless!" To her, the personal benefits of being a donor makes any and all efforts so worth it, "To be around those you've helped, that feeling of giving is indescribable."





***Supporting the Needs of the ASU Family...  
...Both Past and Present***



**Sun Devil Family Charities  
2525 E. Camelback Road, Suite 570  
Phoenix, Arizona 85016**

For donation inquiries, please email us at [donate@sundevillfamily.org](mailto:donate@sundevillfamily.org)  
If you'd like more information about volunteering, please email us at [volunteer@sundevillfamily.org](mailto:volunteer@sundevillfamily.org)