



2011 Annual Report

SUN DEVIL

Family Charities

2011 Highlights

- Total receipts increased by 22% driven by golf tournament success.
- Program assistance and available funds improved by 22% to \$18,400.
- Administrative costs remained low at 8% due to event sponsorships, donated materials and volunteer support.

Board of Directors

- Joe Cajic
- Todd Hanley
- JP Patchett
- Thomas Idczak
- Scott Holland
- Robert Gramhill
- Anne Resnick
- Jennifer Brooks-Stang
- Ben Van Horn
- Christie Demas
- Brian Zavislak
- Jonas Berglund

2011 Key Financial Highlights

Cash Uses: FY2010 vs FY2011



◀ Combined Program Assistance and Available Funds improved by 22% to \$18,400

◀ Administrative Costs remained low at 8% of Total Receipts due to contribution from event sponsors, donated materials and volunteer support.

Total Receipts increased by 22% driven by success of the 2nd Annual SDFC Golf Tournament ▶

Revenue Sources: FY2010 vs FY2011



It's Made for People Like You ...

That is how Sarah Hess, describes you, us, our donors, our volunteers and Sun Devil Family Charities as a whole. I agree wholeheartedly because of what I have seen coming out of Sun Devil Family Charities in the last year.

Since we were first united in 2009, the board and myself are proud to be a part of an organization that relies upon the kindness of strangers and the goodness of everyday people to support Sun Devil families in the most important fight of there life!

Even during one of the most difficult of economic times, we could not stop thinking about the children and families we serve. Even when our own families anxiously cut personal and household budgets, we quickly learned of families that need assistance more than ourselves and for them we united. Due in no small part to our corporate sponsors, whose in-kind and product donations, helped reduce event and fundraising costs, we pressed ahead and concluded the year having raised more money for fighting families. Because you gave your time and financial resources, we delivered on a mission to give families a helping hand from life-threatening medical conditions into a life-affirming experience of hope, strength, and joy!

My years as president have been focused on establishing the foundation of Sun Devil Family Charities, but I am proud to pass the



torch to Scott Holland, who will continue to guide our board and grow our mission to assist more Sun Devil families. As donors, that is what Scott and mine expectations are and that is why we are entrusted with the hard-earned dollars of our donors. To that end, I am proud to report that at the conclusion of our fiscal year our functional expenses were as follows: Patient Services 47%, Fundraising 45%, and Administrative & General 8% and most importantly Salary 0%!

The information that follows in our Annual Report tells a story I am personally humbled to share - Stories about fellow Sun Devils - How we first reacted in fear to the challenges only to find our joy restored by the profound generosity of our friends. I ask you to continue to walk with us on a joyful mission, one that is regularly demonstrated in our Sun Devil Families, that anything is possible!

Thank you again and Go Devils.

Joe Cajic





“ The effect of their generosity rolled out through the whole year and not just one moment in time. ”



Family Profile :: Sarah Hess

In the prime of her life, Sarah Hess was 29 years old with a good job, happily married and with a brand new baby. Never could she have imagined a diagnosis of an aggressive form of breast cancer would leave her fighting for her life and facing financial devastation.

The summer of 2010 was a blissful time for Sarah Hess and her husband, Tim. Having just had their first child, daughter Nora, their lives were full of changing diapers, feeding and managing their growing family. It was during this time that Sarah first noticed a lump in her breast. Her doctor said it was a clogged milk duct and nothing to worry about; it would clear up on its own. Sarah recalls that while that made sense, somewhere in the back of her mind it didn't feel right. However, having used up all of her days off for her maternity leave meant she didn't have any time off from work left for more doctors' appointments. Plus with a new baby and having to go back to work, Sarah decided to wait and see what happened.

"I KNEW I'D HAVE TO FIGHT THIS FIGHT."

Six months later and no longer breast feeding, the lump was still there. In December 2010, Sarah went in for a mammogram and a subsequent biopsy. Right after Christmas came a call from the doctor urging her to see a specialist right away because the results were "not good". When Sarah asked, "not good how?" the doctor informed her it was cancer. Sarah remembers the devastation she felt upon hearing those words, "I knew I had a little girl who was only a baby. I was only 29! It didn't seem fair because I'd just

had a baby, I was in the prime of my life and I knew I'd have to fight this fight."

With such aggressive cancer, treatment followed quickly. Sarah and Tim worked as fast as they could to organize as much practical help as possible. A bilateral mastectomy was done in January 2011 followed by over a year of chemo and radiation treatments. Their friends, family and close-knit community rallied around to help the Hess family. But a few days after the treatments began, the financial impact was undeniable.

"WE'RE GOING TO BE DROWNING IN ALL OF THIS."

Prior to her diagnosis, Sarah and her husband Tim were in good financial standing. While undergoing treatment, Sarah was unable to continue her job as Geographical Information Systems Analyst. But having used up all of her medical leave with the birth of Nora, she had no choice but to take an unpaid absence. This severe cut in their family income combined with growing out-of-pocket costs left them with ever-increasing medical bills and concern that they may not be able to keep their home and cars. Sarah also worried about the extra stress this was putting on Tim, "How was he going to go to work, pay our living expenses, take care of our daughter, take care of me, and take care of our medical bills?" Sarah remembers clearly thinking, "We're going to be drowning in all of this."

It was her co-workers who first brought up the idea of Sun Devil Family Charities to Sarah, who had graduated from ASU in 2005, explaining, "It's made for people like you, to help people who went to ASU who are having hardships."

Thus Sarah submitted her application expecting the process to be slow-moving but was amazed to get a response within a couple of days. Explains Sarah, "They took my application to the Board and almost right away my application was approved! They told me to start sending my medical bills to them directly. It felt overwhelming." Since then SDFC has provided assistance for Sarah's medical expenses.

"IT'S JUST REALLY NICE TO KNOW THEY TOOK MY SITUATION AS SERIOUSLY AS I DID."

Sarah can't emphasize enough how fantastic her experience with SDFC has been. "It's just really nice to know they took my situation as seriously as I did," says Sarah who goes on to describe them as "...courteous, understanding and sensitive... SDFC seems to have a sense of urgency; it seemed they understood." The sense of ease that the SDFC financial aid provided was huge. "The effect of their generosity rolled out through the whole year and not just one moment in time."

Over a year since her treatment started, Sarah is doing well and due to finish the last course of chemotherapy very soon. During some of the darker moments of the past year, Sarah would remind herself to think only in terms of one day at a time and would focus on her family, friends and all of the support she received. Daughter Norah, now a toddler, is the light of Sarah and Tim's life and thanks to the generosity of friends, family and Sun Devil Family Charities, they can stay focused on staying healthy and being a family.



“ Everyone I was in contact with was genuinely concerned and wanted to help. ”



SUN DEVIL
Family Charities

Family Profile :: Cristine Topping

As a social worker for Hospice of the Valley, Cristine Topping knows the critical importance of offering support to those in need. After a routine procedure revealed invasive ductal carcinoma, Cristine faced a battle for her life that would require not only tremendous emotional and practical support, but crucial financial aid which was provided by Sun Devil Family Charities.

IT WAS JUST ANOTHER MAMMOGRAM UNTIL...

A married mother of two, Cristine was well accustomed to having cysts in her breast and kept up with regular mammograms and when necessary, aspiration of her cysts. So in June 2010 when a mammogram revealed what looked like a regular cyst in her right breast, Cristine and her doctor weren't overly concerned. Five months later, she was experiencing some pain and while undergoing a procedure to aspirate the problematic cyst, a solid lump was found in the same area. When a biopsy was ordered the very same day, Cristine thought to herself, "That's never good".

On the following Sunday evening, the doctor called to tell her they had found grade three cancer cells. At that moment all Cristine could think of doing was to go for a long walk. And so began the process of notifying friends and family. With children aged 8 and 10, Cristine didn't want them to see her upset as the enormity of the situation began to dawn on her. Just 3 weeks after her diagnosis, Cristine was facing a double mastectomy. When it came time to tell their children, Max, 9, and Lindsay, 11, she approached it with a clear plan of what to say and how. According to Cristine, "I got the first sentence out and I couldn't say anything else. My husband took over." The news was initially hardest on her daughter. For Lindsay, news of mom's cancer filled her with

fear because her grandmother had died four years earlier from the same disease. In response, Cristine assured her kids, "We have a great team of doctors and we're going to fight it and I'm not going to die." And fight it, they did. Over the following nine months, Cristine underwent a double mastectomy, numerous rounds of chemotherapy, reconstructive surgery and a hysterectomy.

"EVERY DAY WAS A CONSTANT REMINDER OF FEELING OUT OF CONTROL."

Cristine and her husband Matthew were already under significant financial hardship. With considerable debts, the costs of having a son with special needs and decreased income due to the recession, they were struggling to pay their regular living expenses let alone their medical bills. Says Cristine, "the financial burden added stress where there was already so much. It affected my ability to focus on just getting well."

Cristine feels grateful to have a great employer and excellent health benefits but as the bills started to come in 1-2 months after the initial treatment, the reality began to hit home. Soon drowning in medical bills, Cristine tried her best to find a strategy; she listed them all in a spreadsheet and attempted to make payment plans but with little effect. Wanting to focus all of her attention on her health and getting well, the ever-increasing pile of bills stacked on her desk divided her energies, "Every day was a constant reminder of feeling out of control." She continues, "We had to worry about how to pay for this. It was awful. It affects everybody in the house, despite trying to keep things as normal as possible."

Cristine is an ASU alumna (class of 1966) and it was through her coworker Eileen that she first heard of SDFC. Hoping that somehow she

might be eligible for financial aid, Cristine applied. Describing the application process, Cristine says, "It was really fast and really easy".

"IT WAS LIKE A PILE OF MONEY HAD JUST MIRACULOUSLY FALLEN IN OUR LAP."

At one stage, despondent over the growing financial stress, Cristine remarked to her husband, "I have no idea how we are ever going to pay for everything we owe, unless an amount of money dropped into our lap!" With their characteristic speed and efficiency, SDFC responded to Cristine's application for financial aid granting her financial help. Cristine explains, "It was like a pile of money had just miraculously fallen in our lap! Things like that don't just happen ... I'm so grateful for that."

Not only was she moved by the generosity of Sun Devil Family Charities, but it was the people she worked with at SDFC who also made a huge impression. "Everyone I was in contact with was genuinely concerned and wanted to help. These people have huge hearts and seem to understand how financial burden adds so much stress."

Cristine found out during her testing that she has a genetic disposition to this type of cancer, and is currently in remission and doing everything she can to support her physical, mental and emotional health. The experience has forever changed her, "I used to know in my head that life was short, but having lived that experience...I really feel it." Now life is really about living in the present.

Cristine and her family will never forget the help of SDFC. To the donors who make SDFC possible, Cristine says, "Your generous donations allowed me to focus on healing, my family and on getting better rather than focusing on paying for treatment. They made a huge difference!"



“ *Sun Devil Family Charities are a part of why we're here, are healthy and doing so well.* ”



Family Profile :: Taylor Souza

To meet Taylor Souza today, you'd see a very normal six year old: she's spirited, inquisitive and loves having play dates. Having faced an extraordinary battle fighting leukemia, being a normal child today is nothing short of miraculous and worth celebrating.

In June 2009, a simple doctor's visit for an earache resulted in an astounding diagnosis for three year old Taylor Souza: acute myelogenous leukemia. Though the Souzas enjoyed excellent health insurance, Taylor's treatment meant being in the hospital for 40-50 days at a time leaving mom Kristen unable to work. The loss of Kristen's salary would have devastated the family leaving them unable to pay for their basic living costs, let alone any additional medical bills.

As ASU alumni, Kristen and husband Sean were eligible to apply for financial assistance from Sun Devil Family Charities. Kristen and Taylor spent eight months in the hospital for her treatment and having had their application approved; SDFC was there to bring them much needed relief from the financial worry. As Kristen described June of that year, "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." Thankfully, since Taylor left the hospital in January 2010, her follow up tests continue to show N.E.D, or "no evidence of disease".

"A HUGE MILESTONE"

Today Kristen and Sean rejoice in the "normalcy" of having

two healthy, twin daughters. And that normalcy includes a multitude of activities, ballet, gymnastics, art classes and more! When asked what milestones Taylor has achieved since she left the hospital two years ago, Kristin doesn't hesitate to answer with the day her daughters started kindergarten. When children begin kindergarten, it can be emotional for any parent. But for Kristen, it was a moment she thought she may never see. Says Kristen, "So many nights in the hospital, I didn't know if we'd get there." Taylor starting kindergarten also left her parents with some pressing worries: had Taylor's treatments caused serious side effects such as a learning disability? Would she need growth hormones as so many other children do after having undergone chemo? Answering those questions, Kristen says, "Taylor hasn't been affected whatsoever. So this is a HUGE milestone!" In fact, one of the resounding memories of that first day of kindergarten was watching Taylor and sister Savannah running up to school so excited.

Grateful that Taylor continues to have excellent results at her bimonthly blood tests, the Souzas are also appreciative of all the little things that they can enjoy today. Going for a family bike ride, throwing birthday parties for the girls, even seeing Taylor squeal over her favorite cupcakes is a source of joy. For mother Kristen, the juxtaposition to all of the joyful moments is the always-present fear that at any time Taylor's illness could return. What would be a simple ear infection to most parents causes Kristen's stomach to

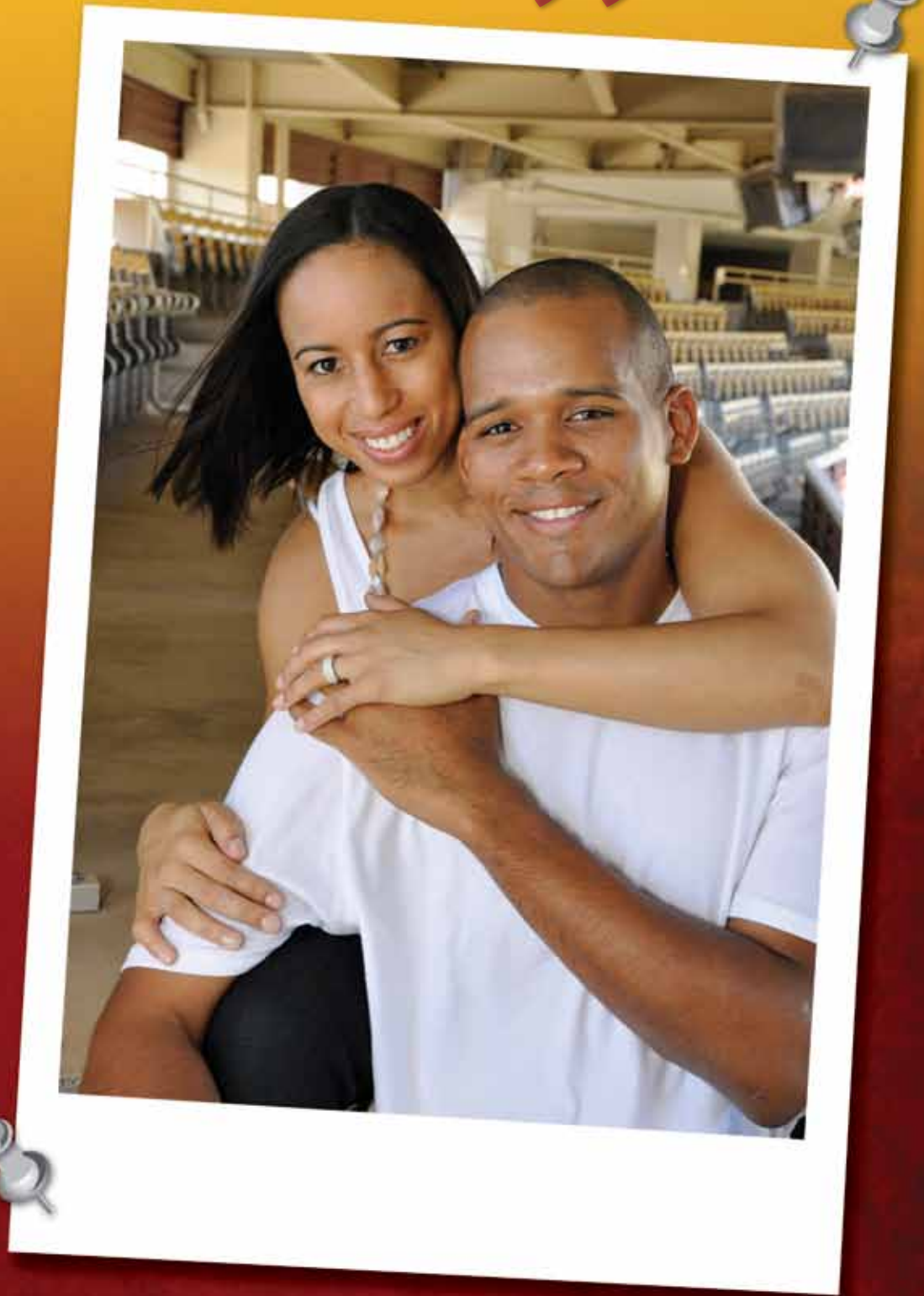
drop through the floor. Kristen is grateful, however, that even if she tends to overreact, it doesn't rub off on Taylor. Says Kristen, "She doesn't live in fear like I do!"

"SDFC'S HELP MEANS THAT NOW WE'RE FOCUSING ON BEING BACK TO NORMAL RATHER THAN HOW TO PAY THE BILLS OFF."

Another part of their busy lives is giving back to the organizations that made such a difference to them in raising money, volunteering and spreading the word whenever possible. Sun Devil Family Charities is one such organization. Groups such as Sun Devil Family Charities are, according to Kristen, "a part of why we're here, are healthy and doing so well."

The effects of the generosity of SDFC continue to this day. Explains Kristen, "I know of families who have bills still hanging over their heads years later, but we're not in that situation. SDFC's help means that now we're focusing on being back to normal rather than how to pay the bills off." And that is exactly what Kristen and Sean intend for their family in 2012. In April, they will celebrate two years of Taylor being completely free from leukemia and out of treatment. Their main goal is to continue creating normal memories. According to Kristen, they want to watch Taylor and Savannah, "...be 6 year olds and watch them have fun with life. I would like to focus on that more than anything!"

“ If we are the cure, and the only thing we have to do is register. Being a donor is no-brainer. ”



SUN DEVIL
Family Charities

Donor Profile :: Kendrick Bates

Kendrick Bates goes through his day like most of us: work, play, family, except for one incredible difference. He carries with him the knowledge of something amazing: he may be a life-saver. Thanks to the collaborative efforts of Sun Devil Family Charities and “Be The Match™”, Kendrick’s bone marrow was identified as a perfect match for a 20 year old woman with leukemia and is scheduled to donate his possibly life-saving bone marrow in February 2012!

BECOMING A PART OF SUN DEVIL FAMILY CHARITIES

To speak with Kendrick is to hear the passion, drive and commitment that personifies his outlook on life. Raised by a single mother in California, he learned that intense focus and hard work reap rewards. Those lessons helped Kendrick excel in academics, basketball and football, which in turn brought him to Arizona State University on a football scholarship. He continued his playing career in the XFL with the Orlando Rage and became the first member in his family to earn a degree from Arizona State University.

In 2008, Kendrick Bates and Joe Cajic, founder of Sun Devil Family Charities, connected at an Arizona State University Football Alumni Function. SDFC brings awareness to ASU alumni of the importance of supporting each other through medical crisis. Recently married to his wife, Carrie, Kendrick describes himself as “family-oriented” so it was only natural that SDFC’s mission and ethos would resonate with him.

REGISTRATION IN LESS THAN A MINUTE

In November 2009, SDFC and “Be The Match™” united on a

bone marrow drive to register as many alumni as possible to the National Bone Marrow Registry. Once Kendrick saw how simple and easy the procedure was he didn’t hesitate to join up. A simple information form and mouth swab were all that was required for registration. According to Kendrick, it was fast and easy, “It took less than a minute”. He didn’t give it that much more thought as he believed the chances of ever being a match were negligible. Meanwhile, his awareness of cancer and the impact on its sufferers and family members took a more personal turn for Kendrick when his mother was diagnosed with breast cancer. As his mother continues her treatment, Kendrick finds much inspiration from Joe Cajic’s cancer survival story and the stories of recovery he hears being involved with SDFC.

TO BE OR NOT TO “BE THE MATCH™”

In July of this year, Kendrick received the call from “Be The Match™” telling him, “You may be a match”. They then helped arrange for Kendrick to provide blood samples. A mere week and a half after providing his blood samples, Kendrick got the call telling him, “You are a match!” It turns out his bone marrow is a perfect match for a young woman who was suffering from leukemia, and the bone marrow transplant she needs could save her life.

Being a potential life-saver, the thought of helping save a life is an idea that doesn’t get old. Kendrick says he thinks about it “all the time”. Already enthusiastic about the work SDFC does, he’s emphatic when he talks about the simple process of becoming a bone marrow donor and the honor he

feels about what he can offer. He hopes that he can help raise awareness and encourage others to register. Kendrick is only aware of the basic details of the young woman who will receive his bone marrow. But he firmly believes that at 20, she should be thinking about all the wonderful things still to come in her life, not “...how many more months she’s going to live or where she’s going to find a donor.” If the bone marrow transplant is successful and her remission permanent, he will have been part of the process of her getting to live that life.

As he goes through the process leading up to the donation, Kendrick cites working with “Be The Match™” coordinators as being one of the best parts of the process so far. The coordinators are there to support him, offer information and answer any and all questions he has. The transplant team will decide if bone marrow is extracted under general anesthetic or via a blood aphaeresis, a process where a prescription medicine can draw bone marrow into the blood stream where it can be drawn via transfusion. In either case, he can expect a quick recovery and in a matter of days resume normal activities. Kendrick has been told there could be some minor discomfort during the recovery process but is keen to let others know, “For a couple days of discomfort, you’re giving someone an additional 50 years of life. It’s well worth it.”

WHY EVERYONE SHOULD DO IT

For Kendrick it’s simple: The bone marrow we carry within our bodies could actually save someone else’s life, “If we are the cure, and the only thing we have to do is register. Being a donor is no-brainer”. Kendrick says.

How To Help

When 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 themselves 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
One East Washington Street, Suite 1400
Phoenix, Arizona 85004
- ▶ Donation of items for auction or raffle at fundraising events. For more information, please contact us at donate@sundevilfamily.org.
- ▶ Provide in-kind services, please contact us at donate@sundevilfamily.org.
- ▶ Volunteer your time to help fundraise or run events, please contact us at volunteer@sundevilfamily.org.

Special Thanks

To reduce the overhead costs associated with the production of its charity fundraising events, SDFC relies on local businesses committed to community involvement for underwriting up to the full costs of such events. Some of the sponsors and volunteers that have been vital to the success of our events in fiscal year 2011 include:





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



Sun Devil Family Charities
One East Washington Street, Suite 1400
Phoenix, Arizona 85004

For donation inquiries, please email us at donate@sundevilfamily.org.
If you'd like more information about volunteering, please email us at volunteer@sundevilfamily.org.