



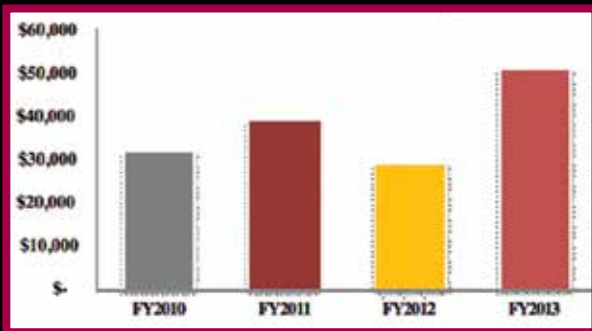
SUN DEVIL

Family Charities

30 **ANNUAL**
REPORT **QUAL**
FOR **REPRESENTATIVE**
20 **REPORT**

2013 KEY FINANCIAL HIGHLIGHTS

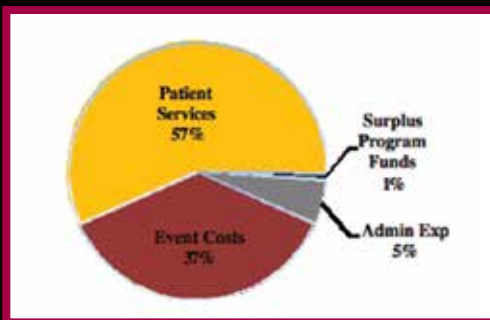
4-Year Trend: Total Receipts



▲ RECORD RECEIPTS

- SDFC generated the highest dollar amount of proceeds on record in FY2013, driven by a successful tailgate season with help from Cogburn's and 4th Annual Golf Tournament

FY2013 Receipt Distribution



▲ LOW OVERHEAD

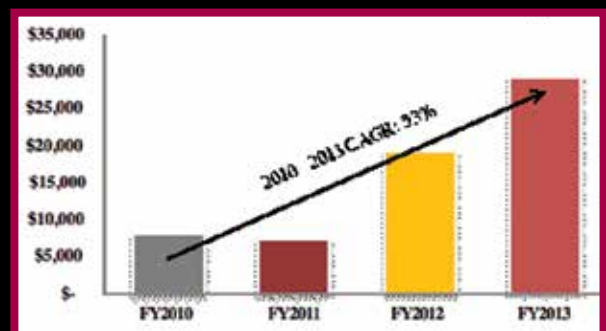
- Administrative & Event Costs totaled 43%, leaving 57% of Total Receipts available for Patient Services giving
- Low overhead supported by volunteers who donate materials and services

Board of Directors

- Jonas Berglund
- Joe Cajic
- JD Gallagher
- Robert Gramhill
- Todd Hanley
- Scott Holland
- Thomas Idczak
- Ken LaCivita
- Greg Mattern
- JP Patchett
- Anne Resnick
- Grey Ruegamer
- Ben Van Horn
- Brian Zavislak
- Ed Zubow



4-Year Trend: Patient Services Giving



▲ HIGH RECEIPT FLOW THROUGH

- Highest Patient Services Giving on record
- Patient Services giving increased by 52% YoY, driven by higher awareness and professional referrals



Making Inroads...

As I enter my second term as President of Sun Devil Family Charities (“SDFC”), and the charity enters its fourth year in existence, we have continued our goal of becoming more recognized within the Sun Devil community. There are a dizzying number of 501(c)(3) organizations all seeking donations for their causes, and we strive to stand out in that worthy, but competitive crowd.

Starting a charity in 2008 proved to be a difficult time... who knew Arizona, the U.S., and the global economy as a whole was about to experience the most disastrous economic upheaval since the Great Depression. As one would expect, purse strings were tightened across the board as people held on to every cent tighter than most of them had in their lifetime. Charities and their fund raising efforts were not immune to the effects of this lack of spending. The sad irony is that charity, by its definition, is the voluntary giving of help, typically in the form of money, to those in need. However, in times of serious financial crisis those who typically give voluntarily are forced to reduce or eliminate their giving in the vein of self-preservation and those who need the charity in good economic times need it even more in bad times.

In our case, those in need are people who are having financial hardships due to serious medical conditions and, as we all know, illnesses don't consider timing before striking. In fact it seems that they appear at the worst possible times - like during the Great Recession when not only more people were financially strapped but charitable organizations were struggling to keep their donation bags full and at the ready. I am happy to report that we have continued to increase the amount of funding given to those in need. In the last 3 years the funds allocated to applicants has increased nearly 4x. We strive to continue this growth as we work to develop new fund raising opportunities via new events, new donors and other fund raising alternatives.



The SDFC board, its volunteers and donors are very proud of the efforts made to raise funds during this timeframe and the number of Sun Devil Families that we were able to help. As we enter somewhat calmer waters (although not as calm as I would like) we feel bullish about our fund raising efforts going forward and our continued ability to help more of our cherished Sun Devil Family members.

Thank you and GO DEVILS!!!



Scott Holland



What strikes those who spend any time with Nashua is how big his heart is and how he puts others first.

Nashua Robinson

Eight-year-old Nashua Robinson was diagnosed with Spastic Quadriplegic Cerebral Palsy which affects his limbs and trunk. Confined to a wheelchair since his diagnosis, Nashua's doesn't have "off time". But with the help of specialized therapy partially funded by SDFC, Nashua is experiencing much improved coordination and greater suppleness.

Nashua came into this world a bit late, ten days to be exact. The first child of Gina and Glenn Robinson, his first few months were normal and the new family was settling into their routine. At 4 months old everything changed. Dad Glenn remembers the day very clearly. Sitting in the kitchen and having coffee, he looked at Nashua, "who had a blank stare and was doing unusual motions." It was determined that the little boy was having epileptic seizures. When he was just shy of turning one, the family received a further heart-breaking diagnosis: Nashua suffered from Spastic Quadriplegic Cerebral Palsy.

"NASHUA IS ON 24-7, THERE'S NO OFF TIME FOR HIM."

The impact of his condition is far

reaching. Nashua's body suffers from contracture where his body is contracting so often and so tightly, he's extremely rigid and is completely dependent on others for his basic needs. Because of the constant muscle activity, Nashua can't gain weight. Father Glenn explains, "He's 'on' 24-7, there's no off time for him."

While there may be no off time for him, in many respects Nashua is a typical little boy. He loves sports, especially baseball and ASU football. Using his iPad, Nashua endlessly watches videos of ASU football. According to Glenn, "He can tell you how many yards Taylor Kelly had on any given day!" What strikes those who spend any time with Nashua is how big his heart is and how he puts others first. Says Glenn, "He's more concerned with you and making sure you're happy."

"HAVING SDFC'S ASSISTANCE ALLOWED US TO DO MORE THINGS THAT BENEFITTED NASHUA."

Although Nashua's long-term care is covered by the state, the costs of special therapies which can significantly improve Nashua's quality of life are not. One such therapy is Giger MD Therapy in San Diego which works to cross train the brain to develop coordination and increase suppleness. And that's where SDFC stepped in to help. As an alumnus of ASU, Glenn submitted his application and SDFC happily stepped up to cover the costs of this key therapy for Nashua.

In October of 2012, the family went to San Diego so Nashua could have his first course of the Giger MD Therapy. On the first day of therapy, Nashua wasn't able to coordinate his arms and legs. According to Glenn, the improvement happened soon after he started, "Within a day or two, he could do arms and legs together!" This success inspired Nashua to work even harder. To the family's amazement, that wasn't the only improvement. At the end of therapy, Nashua could actually lay back flat on the mat. This was something they had never seen him be able to do before.

Glenn describes some of the support provided by SDFC as a big relief, "If it hadn't been for the help of SDFC, we probably wouldn't have been able to do it for as long." To the SDFC donors, Glenn wants to express his family's gratitude, "Thank you, it was a huge load off of our shoulders. Having SDFC's assistance allowed us to add on more things that benefitted Nashua."

"WE GO FORWARD, WE DO WHAT WE CAN."

The long-term prognosis for Nashua is uncertain. However, The Robinson family, which now includes three year old Eric and 14 month old Vance, continue to look forward. This summer, they're hoping to head back to San Diego for another round of therapy. When asked about the future, Glenn simply says, "We go forward, we do what we can."

It makes Joe feel exceedingly proud that not only are two of his children going to such a good school, but that the support of SDFC makes them feel that they're all part of a large ASU family.

J. McIntyre

Traffic Reporter Joe McIntyre is in a life and death battle with colon cancer. A top medical team, ongoing medical trials and his loving family are allies in his ongoing fight. Also on his side are SDFC and its donors who are helping Joe against the weight of the financial burden.

At the end of 2011, Joe was recovering from a stroke which had left him partially sighted. When he noticed blood in his stool, he thought it might've been a result of heart spasms related to his stroke but his GI discovered differently; Joe had a cancerous tumor. That December, Joe underwent surgery, an "intestinal resection", where a baseball sized tumor was removed.

"IT DIDN'T REALLY HIT ME HOW BAD IT WAS UNTIL I SAT DOWN WITH THE ONCOLOGIST TO START CHEMO."

On Valentines Day of 2012, Joe began what would be 24 rounds of chemotherapy. It was at this point only six weeks post-surgery, and still with a few cancerous spots they hadn't been able to remove, that Joe began to comprehend the full picture of his condition. Explains Joe, "It turns out

that I was at least advanced stage three; it didn't really hit me how bad it was until I sat down with the oncologist to start chemo."

Over the course of the following year Joe underwent chemotherapy with the help of his supportive employer and a loving family who buoyed him each step of the way. However, the financial implications of his ordeal were beginning to mount.

"IT'S HARD ENOUGH TO GET BEATEN UP BY THE DISEASE; FACING THE UPHILL FINANCIAL BATTLE IS LIKE GETTING HIT AGAIN."

For Joe, wife Ann and their four children, the medical costs were steadily mounting. "Despite good insurance, it'd gotten to the point where medicals bills weighed on me and I was deeper and deeper into debt," explains Joe. "Even with support available, there's no real financial relief for so many of the costs... and boy it adds up."

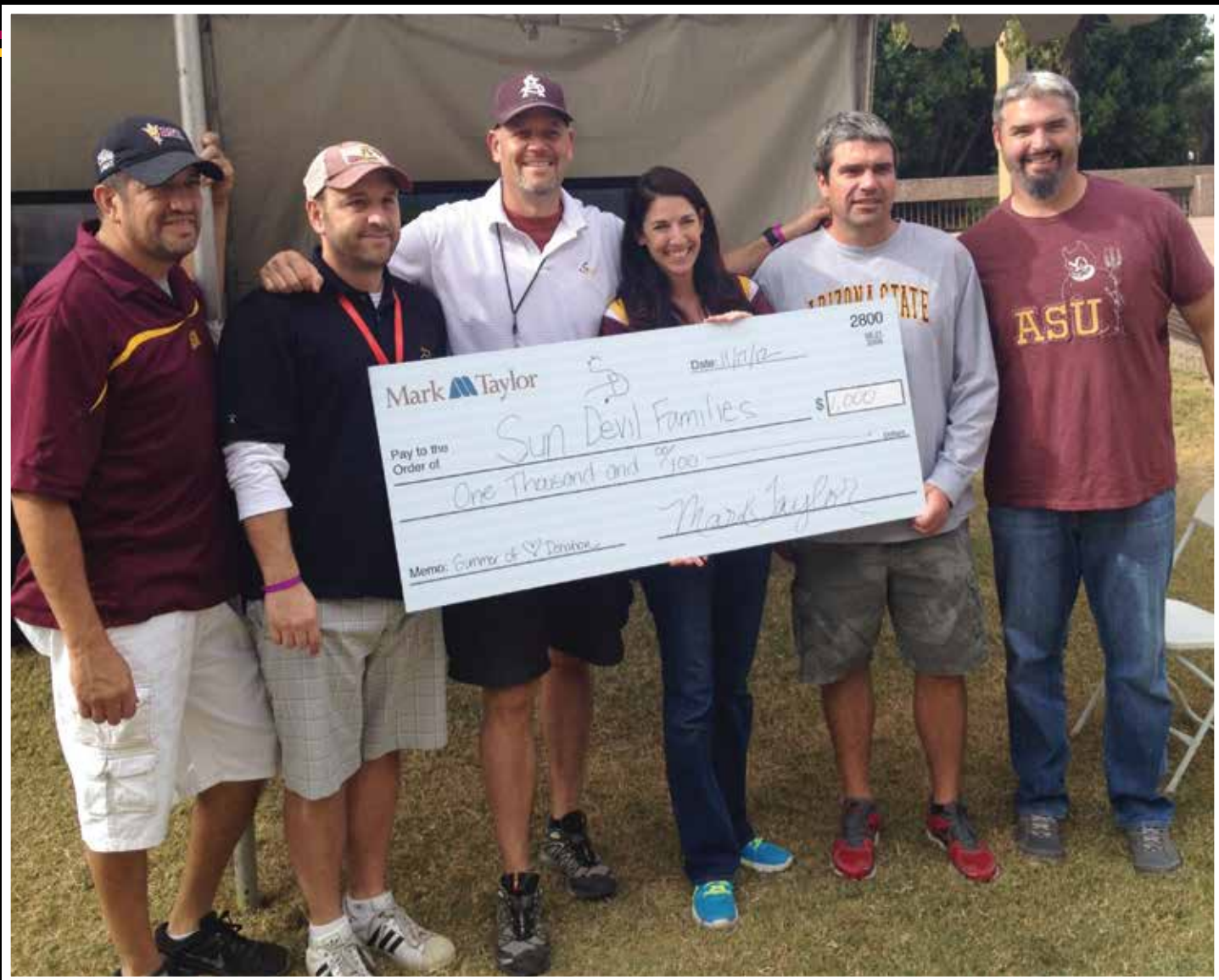
Joe actively sought venues for support. Many sources were out of funding or he didn't meet their criteria. Feeling like he'd hit a series of dead ends, already exhausted and worn out from his treatment, Joe felt increasingly low by the financial burden he was carrying. He explains, "It's hard enough to get beaten up by the disease; facing the uphill financial battle is like getting hit again."

"...I WAS SPIRITUALLY UPLIFTED; SDFC WERE THERE TO HELP ME"

With two kids enrolled at ASU, Joe was eligible for financial help from SDFC. It makes Joe feel exceedingly proud that not only are two of his children going to such a good school, but that the support of SDFC makes them feel that they're all part of a large ASU family. Joe says, "It was like I was spiritually uplifted; SDFC was there to help me."

Joe is so thankful to the people and donors who make SDFC possible. He also appreciates how simple the process is. Explains Joe, "A lot of these places have so much paperwork and so many hoops to jump through which makes it that much harder. I'm trying to work and I'm trying to fight cancer and instead I have to fill out all of these forms and cut through the red tape? But not with SDFC, it was so simple!

Joe's currently feeling encouraged by the trial drugs he's been taking for the last two months. While the cancer isn't yet completely eradicated, the growths have not gotten any larger. He maintains his positive outlook, "You need to convince yourself that you're going to be okay, you keep yourself busy and keep a lot of family and friends around." And with the recent arrival of his first grandchild to focus on, Joe's enjoying each day as it comes.



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Scott Holland

Cogburn's Big Wings

For Sun Devil Family Charities' sponsor, Cogburn's Big Wings, its multiple fundraising events are not only incredibly successful but deeply meaningful for those involved.

Among the several fundraising events SDFC has throughout the year, one of the most popular and successful are the tailgating events sponsored by Cogburn's. The sports bar began its sponsorship of SDFC at the start of the 2012 football season and provides food and drink at the tailgating events. With 5-7 home games per season, it's a key fundraiser.

Cogburn's Bar is named after John Wayne's iconic portrayal of Rooster Cogburn in the classic western *True Grit* and was established in 2011 in Gilbert. One

of its founding partners, Ken La Civita, is proud of the legacy Cogburn's is creating by sponsoring SDFC. La Civita's wife and three kids, as well as up to twenty staff, all vie for the chance to take part in the fundraisers gladly donating their time and effort at each event making it a true family affair. With donations by suppliers such as Miller Beer and serving Cogburn's delicious food, it's the go to place for many ASU football fans who line up to sit in the beer garden and enjoy the food and atmosphere.

La Civita says that it's truly meaningful because they are able to see the difference they make. To know the funds they raise go towards supporting not only patients in need but programs such as the funding of bone marrow screening tests fills their hearts. Says La Civita, "There are many great charities out there, all deserving, but with SDFC the difference is you get to see the face and the families' faces of those you help, their stories, triumphs and struggles."



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 2013 include:



BellaCreative
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illustration • web design
bellacreativearizona.com

**SUPPORTING THE NEEDS
OF THE ASU FAMILY...**

...BOTH PAST AND PRESENT



**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.