Leading the way

When I joined the PBTF last fall, I was inspired by its critical mission and by the opportunity to lead a strong, well-established health nonprofit to new levels of significant growth.

Throughout this annual report, you’ll read the highlights of our 2012 accomplishments. The PBTF is the world’s leading non-governmental funder of childhood brain tumor research, and we have made tremendous strides in this area. However, after meeting so many families who have lost a child or who are dealing with the aftermath of treatment, I am convinced that we must redouble our efforts.

We’re doing this by implementing bold changes to elevate awareness of childhood brain tumors and our role in funding research and supporting families. We’ve introduced a new logo that symbolizes our mission. Later this year we’ll debut a new website, and we’ll continue to increase our online and social media outreach. We’re also implementing changes to enhance and grow the Ride for Kids program. Work is underway to develop a second national signature fundraiser in 2014 so we can increase our mission investment strategically to make the biggest research impact. We’ll also explore more opportunities to collaborate in the childhood brain tumor community and expand our family support programs.

The challenge is huge, but so is the potential to advance our mission. That’s why we’re accelerating our efforts. Our children and their families deserve no less.

With appreciation and best wishes,

Robin Boettcher
President and CEO

Our Mission

The Pediatric Brain Tumor Foundation is a nonprofit charitable 501 (c)(3) foundation that works to eliminate the challenges of childhood brain tumors.

Our goals include increasing public awareness about the severity and prevalence of childhood brain tumors, aiding in their early detection and treatment, supporting a national database on all primary brain tumors, and providing hope and emotional support for the thousands of children and families affected by this life-threatening disease.

Executive Officers
Robin Boettcher, President
Chris Hoefflin, Chairman
Glenn Wilcox, Vice President
Jack McGinnis, Treasurer
Don Goden, Secretary

Board of Directors
Neil Bookman
Rosemary Gullikson
Tom Gullikson
Bob Henig
Larry Little
Ted Nielsen
Wayne Toyota
Investing in the future

Last year was bittersweet with the passing of co-founder Dianne Traynor and the advent of new leadership that she set out to secure to ensure the Pediatric Brain Tumor Foundation’s future.

The Board of Directors worked closely with Dianne to choose her successor, President and CEO Robin Boettcher. We have rounded out the senior management team with the additions of Joanne Salcido, vice president of research and family support and Melissa Hudson-Gant, national development director. They join Chief Financial Officer Don Goden and Mary O. Ratcliffe, vice president of marketing and communications.

This leadership team has worked with the board and PBTF staff to develop a strategic plan that will guide our growth in the coming years. This behind-the-scenes work is critical to the success of our mission to meet the challenges of childhood brain tumors, from medical research to family support.

Our mission is straightforward and so are our goals. We’re on course to develop new revenue streams, expand our program funding, increase organizational capacity and raise awareness about the PBTF and the disease we’re here to fight.

Of course, our ultimate goal is to cure the kids. We can’t do it without you, and we thank you for your continued support.

For the kids,
Chris Hoefflin
Chairman of the Board

Research that matters

The Pediatric Brain Tumor Foundation awarded $1.9 million in research grants in 2012, more than any other non-governmental source.

We are committed to funding peer-reviewed research at leading institutions in North America where we believe the greatest discoveries will lead to better treatments and ultimately a cure for childhood brain tumors.

Our research projects have taught us a great deal about the mystery of childhood brain tumors, but there is more to learn. The scientists we fund are working to translate research findings into clinical trials that will lead to less invasive, more effective care and to tools for early detection.

On the next two pages, you’ll read about our research investments at our three Pediatric Brain Tumor Foundation Institutes and at Johns Hopkins, as well as our support of scientific meetings and conferences, lectures, young investigator awards, epidemiology studies and a scientific journal.

Thank you for supporting our mission to eliminate the challenges of childhood brain tumors.
PBTF Institute Program
Pediatric Brain Tumor Foundation Institute at Duke
Grant Award 2003-2012: $12 million
Director: Darell D. Bigner, MD, PhD
Hai Yan, MD, PhD, Systematic Oncogenic Profiling of Pediatric Glioma Genome
Yiping He, PhD, Roles of the MLL2/MLL3 Pathway in Medulloblastoma (This project resulted from Career Development Award: Biomarkers Identifying Pathways Regulated by Medulloblastoma Tumor Suppressor).
Oren Becher, MD, Characterization of the Genomic Alterations of Human Diffuse Intrinsic Pontine Glioma (DIPG) and the Development of Improved Mouse Models of DIPG
Sally Kornbluth, PhD, Eliminating Brain Cancer Cells Through Apoptosome Activation
Wei Chen, PhD, Clinical Treatment of Pediatric Medulloblastoma Using Novel Small Molecule Inhibitors of Smoothed Activity: A Translational Approach
Matthias Gromeier, MD, Oncolytic Poliovirus Against Metastatic Medulloblastoma
John Sampson, MD, PhD, and Duane Mitchell, MD, PhD, Dendritic Cell Vaccines Targeting Medulloblastoma and Medulloblastoma Stem Cells
John Sampson, MD, PhD, Gerald Grant, MD, and Duane Mitchell, MD, PhD, T Cell Adoptive Transfer Therapy for Recurrent Medulloblastoma
Michael Zalutsky, PhD, Targeted Radiotherapy of Medulloblastoma
Darell Bigner, MD, PhD, and Chien-Tsun Kuan, PhD, Specific Antigen-Targeted Immunotherapy of Medulloblastoma
Roger McLendon, MD, Biorepository Core
Darell Bigner, MD, PhD, and Henry Friedman, MD, Cell Lines and Xenograft Core
Darell Bigner, MD, PhD, Administrative Core, Developmental Research and Career Development Programs
Mark Dewhirst, DVM, PhD, FASTRO, FAAS, Developmental Research Award, Mn Porphyrins in the Treatment of Pediatric Medulloblastoma
Zachary J. Reitman, PhD, Career Development Program Awardee, Determining the Genetic Landscape of Pediatric Gliomas to Inform New Therapeutic Approaches
Hai Yan, MD, PhD, Clinical Investigation Core, Therapy for IDH1 Brain Tumor Mutation

Pediatric Brain Tumor Foundation Institute at the University of California, San Francisco
Grant Award 2005-2012: $2.3 million
Director: Mitchel S. Berger, MD
Co-director: Nalin Gupta, MD, PhD
David H. Rowitch, MD, PhD, and Arturo Alvarez-Buylla, PhD, Spatial, Temporal and Cellular Origins of Pediatric Glioma
William A. Weiss, MD, PhD, MYCN and Medulloblastoma Tumorigenesis
Nalin Gupta, MD, PhD, Joanna J. Phillips, MD, PhD, and C. David James, PhD, Preclinical Research Using Novel Models for DIPG
Joanna J. Phillips, MD, PhD, and C. David James, PhD, Tissue and Animal Core Facility

Pediatric Brain Tumor Foundation Institute at the Hospital for Sick Children
Grant Award 2005-2012: $2.3 million
Director: James Rutka, MD, PhD
James Rutka, MD, PhD, and Michael D. Taylor, MD, PhD, Translational Targeting of Group D Medulloblastoma
2012 Awards, Grants and Sponsorships

Research Grant Award
Johns Hopkins University School of Medicine
Grant Award 2010-2012: $300,000
The Development of Novel Diagnostic Methods for Managing Children with Brain Tumors

Peter A. Steck Memorial Lecture and Young Investigator Award

Guest lecturer: Frank McCormick, PhD, director of the University of California, San Francisco Cancer Center, delivered the 2012 Steck Lecture, “New Ways of Targeting Ras.” McCormick received the American Society of Clinical Oncology’s Science of Oncology Award in 2010. This award is presented to an individual who provides outstanding contributions to basic or translational research in cancer.

Young Investigator Award: The 2012 award went to Xiaochong Wu, PhD, with the Hospital for Sick Children in Toronto, Canada. Wu, a graduate of the University of Texas-Houston, received this award for her research on how clonal selection drives genetic divergence of metastatic medulloblastoma.

Epidemiology
- Central Brain Tumor Registry of the United States
- Brain Tumor Epidemiology Consortium

2012 Meeting & Program Sponsorships
- Platinum Sponsor, Society of Neuro-Oncology (SNO)
  SNO Annual Conference
- PBTF Institute Research Review Meeting

Dr. Frank McCormick (left), pictured with Dr. Al Yung of M.D. Anderson, delivered the 2012 Steck Lecture.
Family Support Programs

Parents often describe hearing the words “brain tumor” in the same sentence as their child’s name as life changing. At the time of diagnosis, families feel overwhelmed, frightened, helpless and alone. The long journey of treatments, follow-ups, late effects, and for some, end of life, brings changes none of us want to imagine.

The Pediatric Brain Tumor Foundation helps by offering free educational and emotional assistance to families in many ways.

- Our social worker is on call to answer questions and provide referrals.
- College scholarships for brain tumor survivors ease the financial burden for families with large medical expenses.
- Educational materials about brain tumors and their treatment are available to the public, social workers and medical offices. Several editions are in Spanish.
- Our website, curethekids.org, is a resource for families looking for information and support.
- Informed Parent & Survivor Internet Conference audio programs are available online or on CD.
- Our national newsletter informs the public about our programs and events.
- Ride for Kids events honor children with brain tumors, connect patient families with each other and offer community support.

2012 Accomplishments

- Served 1,274 family support program clients.
- Awarded $107,000 in college scholarships to students affected by brain tumors.
- Reached more than 90,000 listeners through our radiothon program, which inspired the public to give $230,970. Our 2012 radiothon partner was G105 in Raleigh, N.C.
- Sponsored the Association of Pediatric Oncology Social Workers’ Annual Meeting.
- Participated as a member of the Alliance for Childhood Cancer to lobby legislators on cancer issues, advance research and cancer prevention policies, increase public awareness, and improve the diagnosis, treatment, supportive care and survivorship of children and adolescents with cancer.

“It has been such a relief to take that financial burden off of myself and my parents...and it's incredible that it comes from such a great organization and from people who have never met me.”
- Jimmy Sutehall, 2012-13 scholarship recipient
Riding to cure the kids

The Pediatric Brain Tumor Foundation grew out of a motorcyclist’s desire to help combat a deadly disease. We’ve come a long way since the first Ride for Kids. In 2012, our 40 national events attracted:

- $4.2 million in cash, donated goods and services
- More than 13,000 participants
- 2,785 volunteers
- 253 patient families

Ride for Kids events honor brain tumor survivors in each of these communities. These children are our Stars, and they’re the reason we ride. At our family-friendly events, they can forget about cancer for a few hours and have the ride of their lives.

This supportive environment lifts spirits and gives families an important source of hope. The Ride for Kids program also raises awareness about childhood brain tumors.

National visibility is provided by our corporate partners. America Honda has been our presenting sponsor since 1991. GEICO is our insurance sponsor, and we have a strategic partnership with Cycle World Magazine. Ride for Kids also receives support from Advanstar Communications and many other companies in the motorsports industry.

In 2012, event drawing prizes were donated by American Honda, AGV, Dunlop Tires, Tourmaster and Cardo Scala Rider.

“It’s hard to put into words how amazing the [PBTF] is and how they do so much work for research just trying to find some ways to make our lives better.”

– Amanda Witzig, Ride for Kids Star
Top supporters in 2012

$100,000 and Greater
American Honda Motor Co., Inc.
GEICO Direct

$50,000 to $99,999
David H. Chase
Grainger Matching Charitable Gifts Program
Hardee’s Food Systems
Kyrie Foundation
Steve & MaryAnn Ready

$25,000 to $49,999
Samuel Caine Trust
Stephen M. Coffman Charitable Trust
Jersey Mike’s Co-Op
Larry H. & Gail Miller Family Foundation
Ann & Lynn Perrin
RideNow Powersports Management Group
Taylor Rozier’s Hope for a Cure Brain Tumor Foundation
SNR Denton
Wal-Mart Foundation

$10,000 to $24,999
American Collectors Insurance
Sam & Dawn Caine
Card Payment Services
Steven & Karen Chaikin
Champion Retail Services
Jack & Carolyn Ferguson Charitable Foundation
Sam Harry Foundation
Honda of America Manufacturing
Honda Manufacturing of Alabama

Thomas & Nancy Kanyuk
Friends and Family of Sophie Kawejsza
Lee & Aidan McMahon Foundation
Anthony C. May
Maxim Honda
Nielsen Enterprises
Trung Nguyen
John K. & Alice O’Neill Powers Foundation
Pacifica Christian High School
Shine Foundation
Robert & Jamie Taylor Foundation
Walgreens
John Worthington

$5,000 to $9,999
Andrew Baum
Bayer Foundation
Bleiwise Family Charitable Foundation Trust
BikeBandit.com
Clifford S. Bonesteel
Neil Bookman
Cargill Inc.
Carter Powersports
Sandra Chaikin
ChevronTexaco
Crystal Family Foundation
Jerry Duke
Bob & Lu Dumas
Enabler Foundation
Epic
William J. Evans
Everett Powersports
ExxonMobil Foundation

Anthony & Kathleen Ferrito
W. Gordon Ford
GKN Foundation
Glacial Energy
Grey Dragons Foundation
Randy & Pam Gulseth
International Brotherhood of Electrical Workers Local Union #617
Pat Italiano
Jewish Communal Fund
Kabelin Ace Hardware
Stephanie Kerrish
Kohl’s
M&T Investment Group
Mash Charity Fund
Eva May
John & Bonnie Miccarelli
Motorola Foundation
Mungenast Foundation
Northrop Grumman
David S. Odess
Charlie & Virginia Portes
John K. Powers
Holly Roesch
SAIC and Subsidiaries
Saint Nick Project
Maureen Serri
Friends and Family of Evan Sharp
Shell Oil Company Foundation Matching Gifts
David Shurbutt
Margaret & Terry Sims
Lynn & Paul Smelser
Amy F. Snyder
Spectra Energy Foundation
Stanislaus Community Foundation
The Pediatric Brain Tumor Foundation is grateful to the following individuals, foundations and companies that made substantial donations in 2012. Their support is making a difference in the fight against one of the deadliest forms of childhood cancer. See page 11 to learn more about how you can work with us to cure the kids.

SunTrust
Telefonix
Valero Energy Foundation
Nicholas & Lauren Vantzelfde
Janet B. Vonkohn
Cody Waters Foundation
Robert & Sandra Werner

$2,500 to $4,999
Alpha Phi Omega ETA Chapter
Ted & Julia Batchelder
Bayer CropScience
Joseph & Beth Bentz
Bob’s BMW
James & Denise Burke
Patricia Campbell
Capital Chrysler Jeep Dodge
Rick Case Enterprises
Claudio Chaves, MD
Creative Training Solutions
Roy & Jackie Crowder
Meredith V. Daniels
Dominion Foundation Matching Gift Program
Elzey Insurance Agency
EMG Surgical
Employee’s Community Fund of the Boeing Company
Equifax
Judy & Steven Ferguson
Thomas H. Finley
General Parts International
Tyler Gold & Brandon Keller
Goodrich Foundation
Gregg & Kiyomi Hardman
Janet D. Hart
Hartwig Transit
Holy Name School
Honda Federal Credit Union
Honda Marysville Motorsports
Hexberg Family Foundation
IBM Corporation
Deanna Ide-Eames & Gregory J. Eames
Charlie & Donna Jackson
Amy Kanyuk
Keybank Foundation
Kraft Foods
L&S IBC
John Levy
Roland Logan
Ronnie Lunsford
Donita Mallak
McDowell NW Pile King
Timothy McKennis
MidAmerica Auctions
Motorcycle Sport Touring Association
Nestle Waters North America
John & Marcella Newell
Joe & Jo Nugent
Occidental Fire & Casualty Company
Josephine M. Pintozzi Foundation
PNM Resources Foundation
Law Office of Robert L. Reda
Red Rider Informatics
Sabre Holdings United Way Campaign
Enzo & Jill Scognamiglio
Gaten & Rose Sharbeno
Shattuc Cord Specialties
Shawnee Cycle Plaza
Timothy & Cynthia Smith
Star Olympic Real Estate

G.R. Stauffer
Dennis & Deborah Summers
Sunnyside Automotive Group
Tejas Tubular Products
Toyota Dealer Match Program
Jimmy & Billie Tragle
Turner’s Honda
Twin Cities Motorcycle Escort Corp.
Louis Vanderveen & Wendy Genz
Dee Vangura
WakeMed Gives Employee Campaign
Waz Service Machine
Whaleyville Animal Hospital
Jennifer Witt

THANK YOU
2012 Financial Statement

The independently audited Revenue and Expense Statement for the Pediatric Brain Tumor Foundation for the year ending Dec. 31, 2012, is reflected below. Please see the preceding pages of this report for a detailed explanation of our programs. Totals agree to the audited statement of activities for the year ending Dec. 31, 2012.

Source of Funds

Total: $5,564,928*

- Direct public support: $3,325,260 59.8%
- Corporate support: $1,224,880 22%
- Memorials/tributes: $196,172 3.5%
- Non-cash and other: $818,616 14.7%

*exclusive of investment gains and losses

2012 Use of Funds

Total: $5,513,994

- Program funds: $4,658,265 84.5%
- Fundraising: $237,504 4.3%
- Management, administration: $618,225 11.2%

*exclusive of investment gains and losses
Every gift makes a difference

Every donation we receive makes a difference to children fighting brain tumors. Your gifts of money, goods and services, time and talent enable us to grow our programs. There are many ways to give, and we encourage you to find the way that works best for you.

- Memorial and tribute gifts are a meaningful way to honor a friend or loved one, or to commemorate a special event.

- Fundraising events raise awareness as well as money. Whether you’re selling cupcakes or holding a golf tournament, your event can benefit the PBTF. Go to curethekids.org/help/ to complete our fundraising application.

- Your gift of $1,000 will fund a college scholarship for a brain tumor survivor.

- Legacy giving is a lasting way to support our mission. By naming the PBTF as a beneficiary in your will, life insurance policy or retirement plan, you’ll give hope for years to come.

- Matching gift programs can greatly increase the value of your contributions. Ask your employer if your PBTF donations are eligible for matching funds.

- Shop, sell and donate for a good cause on eBay, where you can buy from sellers who donate to the PBTF, or give a percentage of your own auction proceeds to us. Go to ebay.com/givingworks to learn more.

- Volunteer at one of our fundraising events, radiothons or other activities.

For more information, please call us at 800-253-6530 or email info@curethekids.org.
Working to eliminate the challenges of childhood brain tumors.