Put your hands together for the FY19 ASK Impact Report.
It's full of all kinds of facts. Fun fact: we served 720 juice boxes. Inspiring fact: we changed the lives of more than 1,000 kids and caregivers impacted by childhood cancer. Read on to learn more about the critical moments cared for and our vision to do more.
Fun events like ASK Night at The Diamond with The Flying Squirrels helps our families know we’re there for them every step of the way.
"Your child has cancer." I remember those words like they were yesterday instead of 18 years ago. I am sure that all of our ASK parents remember that moment. It changed their families forever.

We know that a child’s cancer diagnosis can affect their entire family. That’s why we expanded our services this year to offer more support, more focus on the entire family.

Thanks to your generosity, we’ve added programs for our siblings, increased financial assistance and provided more one-on-one care to our newly diagnosed families.

With your help, we’re taking care of our ASK families like we would our own. Thank you for being there, lending a hand to our families!

With unending appreciation,

Amy Godkin
Executive Director
WE'D LIKE TO POINT OUT WHAT OUR KOURAGEOUS KIDS ACCOMPLISHED THIS YEAR.

26 kids attended weekly afterschool enrichment and homework help in Richmond, Colonial Heights and Fredericksburg.

36 middle and high school students went online twice a week for tutoring through Trilogy Mentoring.
We’d like to point out what our accomplished this year.

8 of our youngest ASK kids and siblings headed off to First STEP Preschool, a program held in partnership with First Baptist Preschool.

83 patient, survivor and sibling campers attended one of our weekly summer enrichment programs offered in Richmond and Fredericksburg.

ASK kid Jack had a great week of summer camp, as did his sister and brother who attended sibling camp.
ASK BY NUMBERS

**1-2** KIDS DIAGNOSED EACH WEEK

$243,400 provided to Children’s Hospital of Richmond at VCU for in-clinic support staff

4,369 psychosocial contact hours* with kids

103 active patients

480 survivors

51% increase in appointments with child psychologists

1,107 ASK KIDS + FAMILY MEMBERS ATTENDING EVENTS*

2 sibling-only socials

23 just-for-fun events

15 KIDS IN MOVING FORWARD, OUR PARTNERSHIP PROGRAM WITH THE GREATER RICHMOND YMCA

*410 guests at our largest annual event, the ASK Holiday Party!

*Hours spent with our patients, survivors and families helps to reduce the fear, stress and anxiety of childhood cancer.
In 24 hours or less, we take care of a family’s financial assistance request. We know worrying-less means focusing-more on taking care of their child.

56
FAMILIES RECEIVED
A HELPING HAND

130
REQUESTS PAID FOR
EVERYDAY EXPENSES

I never imagined that we’d be struggling like this. We’ve always been able to pay our bills. I’m so embarrassed and didn’t know where else to turn.

- ASK Mom

$69,059
in financial assistance to families with a child in treatment – the most we’ve ever given!*
Your donations have brightened the days of 41 families in the midst of active treatment.
Every ASK family is different. That’s why it’s important to get to know them on an individual basis to understand how best to help them cope with their new normal. That’s how we’re getting to the heart of what matters.

**Meet Mary Jo Bell. Family Support Coordinator – a new position created to help newly diagnosed families face the day-to-day of having a child in treatment.**

Since coming on board in September 2018, Mary Jo has connected with 41 newly diagnosed families through phone calls, text and hospital visits. She learns the family’s dynamics and all of the little things that matter.

Whether sending care packages to siblings, providing gas cards to families facing long drives to the hospital or spending time with children inpatient, Mary Jo tends to the heart and to the moments that need to be cared for.
We enjoyed having 26 ASK Siblings in for a special week of camp just for them!
Brothers and sisters of a child with cancer experience their own unique cancer journey which is why having a tribe that understands makes a huge difference.

This year we held our first SIBLINGS ONLY summer camp. This special week offers siblings fun, normalcy and stress relief while surrounded by people who love and care for them.

We’ve also added sibling only social events throughout the year. Seeing our sibs smile and build friendships makes our days shine brighter!

Words used by parents, kids and counselors to describe camp:

- Support
- Acceptance
- Second Family
- Connection
- Positivity
- Love
- Confidence
- Not Alone
Arianna, 9 years old, and her family shared their story at the ASK Above & Beyond Gala inspiring guests to give generously in what was our biggest fundraising night with over $540,000 raised!
Arianna’s mom, Ashely Powell-Stowers, shared the following reflections to a packed ballroom of 450 gala guests:

> Our world was so dark and with each phone call delivering the news to family and friends it became an abyss. One of the first people to helping us shine some light into the seeming impossible was Dr. Elizabeth Rohan, ASK child psychologist.

The support she provided to Arianna helped her transition into her new WARRIOR role. When Arianna proclaimed that she would fight back, a little sunshine peeked through!

With every interaction with Ms. Katie at clinic, Arianna became more comfortable with treatment and even began to enjoy her visits. Mr. Tom David’s presence alone was such a comfort! Ms. Gina helped Arianna become more confident in her math abilities and her grades continue to improve.

All of these special people and countless others helped a bit more light enter our world, the impossible was now very much POSSIBLE.
Thank you to our amazing community of helping hands! You are the people power behind helping us go above and beyond. We couldn’t reach our lofty goals without you!

A SHOW OF HANDS FOR OUR BIG-HEARTED SUPPORTERS

Thank you to our amazing community of helping hands! You are the people power behind helping us go above and beyond. We couldn’t reach our lofty goals without you!

- **2,224** thoughtful donors
- **3,348** donations & in-kind gifts
- **488** dedicated volunteers
- **2,035** volunteer hours
- **75** birthdays shared with us on Facebook that helped raise awareness and $17,169 to support the kids!
MLB Opening Day is the perfect day for Making Life Better which is exactly why ASK young adult survivor Charlie Mingroni gets friends together every year at Gus’ in Mechanicsville to celebrate the start of baseball season. This year’s event was a grand slam with over $10,000 donated!

Carter Myers Automotive went gold for September’s Childhood Cancer Awareness Month with a donation for every vehicle sold. Beep, beep for $10,040 raised!

Isaac and Andrea Wright held their third annual Fawls Invitational, an afternoon of putting around with friends, which raised over $13,000 to support ASK’s holiday party.
HOLY MOLY.
THESE NUMBERS ARE EXTRAORDINARY!

The financial and emotional costs of cancer are extensive. That’s why we’re most grateful to YOU for providing the Assistance, Support and Kindness that helps to make life better for our children and families.

FY19 REVENUE: $1,323,540
FY19 EXPENSES: $1,070,360
FY19 PROGRAMS: $782,514

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<tr>
<th>Source</th>
<th>FY19 Revenue</th>
<th>Percentage</th>
<th>FY19 Expenses</th>
<th>Percentage</th>
<th>FY19 Programs</th>
<th>Percentage</th>
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<td>Events (net)</td>
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It was an eventful year! In 2018-2019, we held three signature events that provided inspiration, fun and over $764,000 in record-breaking support! Big cheers, too, for our go-getter supporters who held some amazing events to raise money and awareness for the kids.

**ASK 5K Donut Run & Kids Donut Dash**
*presented by Dunkin’*
$64,425 raised
1,000 participants

**ASK 5K & Fun Walk**
*presented by Anthem*
$156,423 raised
1,250 participants

**ASK Above & Beyond Masquerade Gala**
*presented by Old Dominion Insulation*
$543,686 raised
450 attendees

**Community Fundraisers**

$116,926 raised
39 fundraisers organized by individuals, ranging from lemonade stands to corn hole tournaments.
OUR VISION FOR THE FUTURE IS 20/20!

Thanks to you, our future is filled with bright ideas and big plans to bring even more support to children with cancer and their families.
Increasing focus on mental health.
When children are diagnosed with cancer, their entire lives change. In addition to going through treatment, children battle anxiety, depression and low self-esteem. We’ll be incorporating activities into our current patient and survivor programs to build-up resiliency and create positive growth.

Reducing the financial strain.
Half of our families will experience severe financial hardship as a result of their child’s cancer diagnosis. Currently, your support helps to provide up to $1,500 in assistance so families can focus on their child’s treatment. We know this doesn’t always cover the need, which is why we’re committed to growing our financial support for our most vulnerable families.

Raising the level of care across Virginia.
ASK has been taking care of Central Virginia’s children with cancer for over 44 years and we always will. But our work doesn’t stop there. We’re starting to work with partner organizations across the state to help raise the level of care for all children with cancer in Virginia. Our efforts include forming the Virginia Childhood Cancer Work Group and organizing the Virginia Childhood Cancer Awareness Day at the General Assembly.
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Treasurer: Darry Newbill
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Leslie Armstrong
Scott Armstrong
Jim Baber
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Incoming FY20 Director
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