



*Giving Sick Kids a reason to smile...*

*One pillowcase at a time.*



# 2014 Annual Report

*Helping Kids Feel Better to  
Heal Better*

## From Our Founder and CEO:

Over 50,000 children throughout North America found comfort and a reason to smile during their long hospital stays in 2014. An astounding 193,000 pillowcases with a value of over one million dollars were delivered in 2014 to children in over 330 hospitals. Coordinators across the country provided patients with a distraction from long hospital stays through our in-patients sewing program.

During this past year I have marveled at how tirelessly our volunteers, staff and board have worked to ensure that every child continued to receive our support even with the rising cost of fabric and increased demand for our services. In 2014, our chapters began serving an additional 60 hospitals.

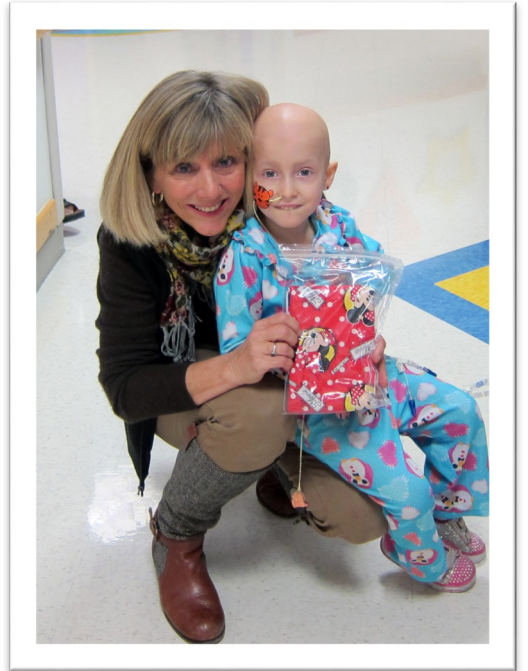
We look forward to 2015 when we will partner with the nation's leading pediatric psychologists at the Center for Pediatric Traumatic Stress to develop and distribute tools to help children and families cope with their serious illnesses and injuries. These tools will be piloted at Nemours/A.I. DuPont Children's Hospital and Children's Hospital of Philadelphia and introduced to an additional 228 hospitals throughout North America in early 2016.

I wish to express my admiration and thanks to our chapter coordinators, volunteers and donors who continue to make a real difference. They are truly what makes ConKerr, "A Case for Smiles."

With gratitude,



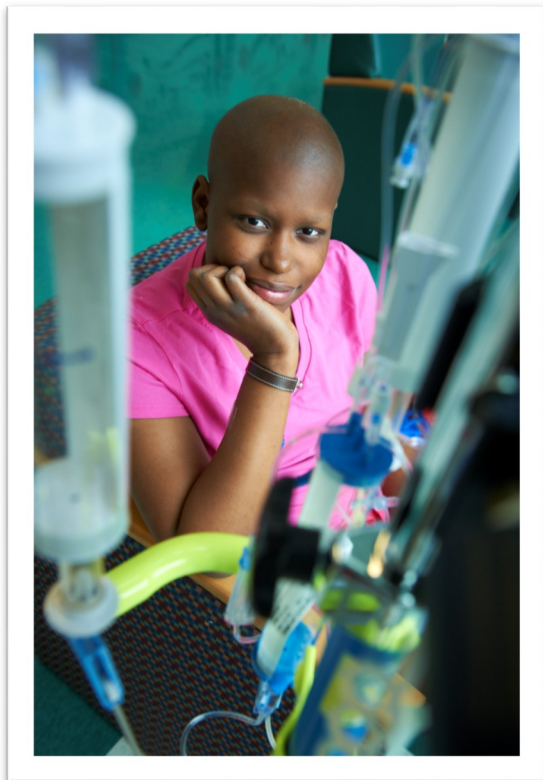
Cindy Kerr  
Founder/CEO





## Smiles Delivered...

A hospital stay can be a terrifying experience for a child - especially those with cancer and other life changing illnesses. Recent research indicates 20% of children who are hospitalized with cancer and 30% of their mothers suffer full symptoms of Post-Traumatic Stress Disorder (PTSD). The good news is trauma can be minimized and outcomes improved through experiences that reduce stress.



**ConKerr Cancer** is one of the few volunteer organizations solely dedicated to helping sick children cope with the stress of their illnesses and injuries. We provide children with whimsical pillowcases to brighten their hospital rooms, as well as provide a diversion from long hospital days by sewing together. While seemingly simple, a pillowcase provides seven proven stress reducers that enhance the emotional well-being of the children and their families: Comfort, Play, Choice, Familiarity, Expression, Connection and Hope. Enhanced emotional well-being leads to faster and enhanced recovery. **Our ultimate goal- To help kids feel better to heal better.**

## ConKerr Counts ...

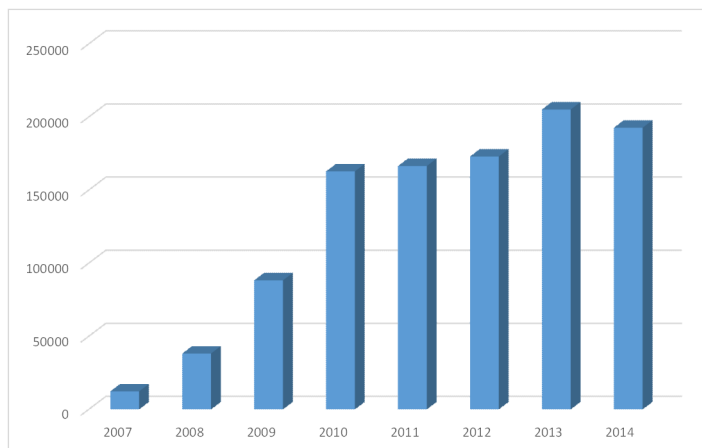
- 989,022 Pillowcases delivered worldwide since founding in 2007
- \$9,890,220 = Total value of pillowcases delivered since 2007 (\$10.00 per pillowcase)
- 193,000 pillowcases delivered to children during 2014
- 82,000 pillowcases created during our September 2014 Miles of Pillowcase Smiles Campaign
- 127 Cities and 330 Hospitals



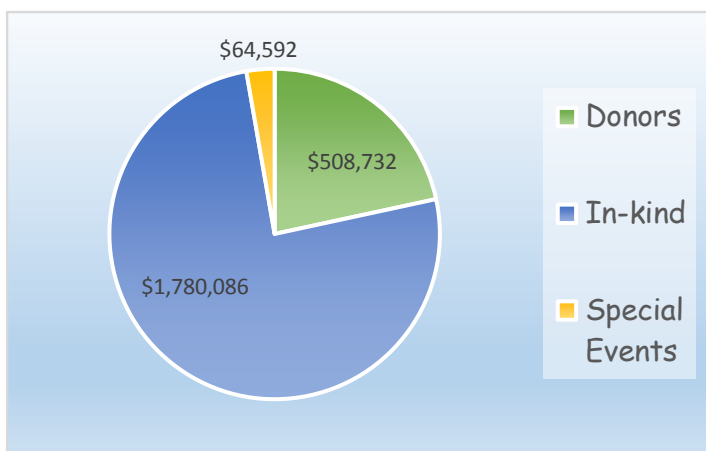
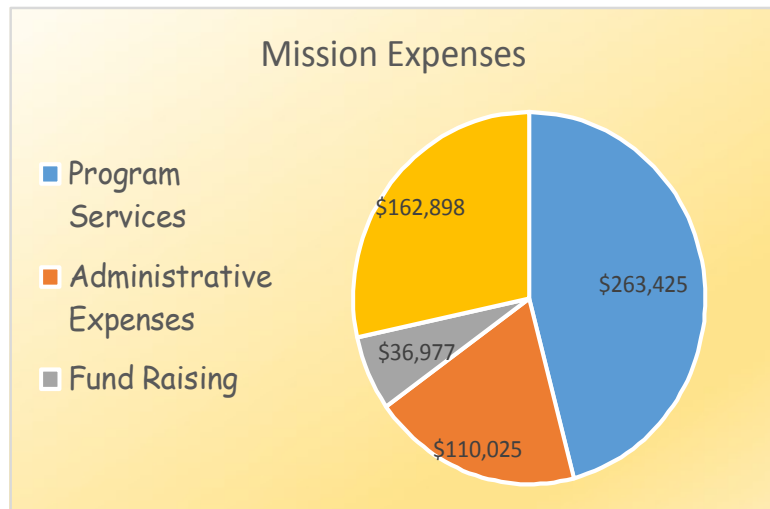
In 2014, ConKerr Cancer hosted our second Pillowcase PJ Party for children and families cared for in Philadelphia, Delaware and New Jersey hospitals. The event was a huge success !

"Thank you for putting on the ConKerr Cancer PJ Party at the Please Touch Museum in Philadelphia. We are from MN and were in Philadelphia for Lilah's proton radiation. My daughter Lilah who is 21 months old had the night of her life! This was the first opportunity we had to take her out to something like this since starting treatment for Neuroblastoma 8 months ago. She had such a wonderful time. Thank you!"

## Pillowcases Delivered ...



## Expenditures Made ....



- Administrative Expenses = 19% Cash Donations, 4.7% Total Donations
- Largest Expense is Fabric and Sewing Supplies = 83% of Program Expenses
- Strategic Fund being built to ensure sustainability of the mission even during challenging times.

## Funds Raised ....

### Thank you to:

Kohl's

Wawa

TEVA Pharmaceuticals

Baby Lock

Michigan Children's Hospital

Phillies Wives

Ronald McDonald House

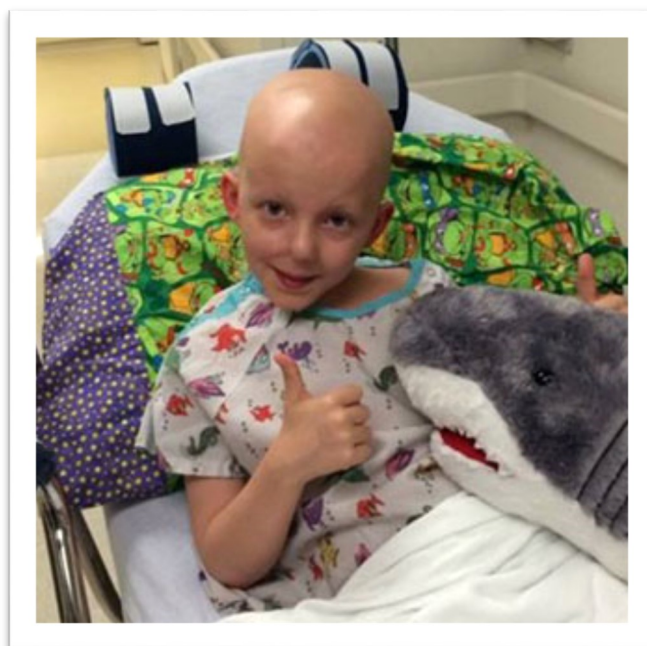
Alex's Lemonade Stand

Abramson Family Foundation

Please Touch Museum

Independence Blue Cross

And our many other generous sponsors







## Join Us!

Visit us at [www.conkerrcancer.org](http://www.conkerrcancer.org)

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Visit our YouTube channel



Contact Cindy at: [Cindy@conkerrcancer.org](mailto:Cindy@conkerrcancer.org)