1 MILLIONTH PILLOWCASE CELEBRATION
WELCOME TO RYAN'S CASE FOR SMILES
FORMERLY CONKERR CANCER

Dear friends,

2015 is a momentous year for us. On September 17th, all of our 120 chapters across North America delivered our 1 millionth pillowcase to a sick child at their local hospital! Each child received our specially designed 1 millionth pillowcase, and teachers and students across the country also helped us celebrate with PJ parties and fundraising events at their schools.

With this in mind, we’re excited to introduce to you our new name, new website, and refreshed look and feel! Welcome to Ryan’s Case for Smiles - formerly known as ConKerr Cancer - and our new website www.caseforsmiles.org. Our new name, which we will refer to as “Case for Smiles” for short, is supported by our new tagline, “helping kids feel better to heal better.” Why the change? It reflects the growth of our mission to serve all children with life changing illnesses and injuries - not just those with cancer. It also honors the thousands of extraordinary volunteers who are creating smiles each day.

Our mission is growing in one more important way. A hospital stay can be a terrifying experience for a child. So terrifying that up to 20% of children who survive a life changing illness or injury (and nearly 35% of moms) develop a full clinical diagnosis of Post-Traumatic Stress Disorder (PTSD). We are excited to be partnering with the nation’s leading child psychologists to distribute information and tools that help children and families avoid the long term effects of PTSD.

Check out www.caseforsmiles.org, and learn more in the pages that follow about our 1 millionth pillowcase event! Here’s to the next million!
Ryan’s
CASE for SMILES
Formerly ConKerr Cancer
To our incredible volunteers,

Our 1 Millionth Pillowcase Celebration was a huge success and I am so proud of each and every one of you who made this day possible. Whether you have been with us from the very beginning of ConKerr Cancer or have just recently joined the Ryan’s Case for Smiles team, you have all been an integral part of this unbelievable milestone.

This journey did not start from a tragedy as some so often say, but out of an act of love for my incredible son, Ryan. Each and every day, he inspired me through his courage, his sense of humor during those long hospital days and his love for others who fought their own battles. Even during inpatient treatment he found the energy to help others. Ryan spent numerous hours with a mother whose 6-month-old would never leave the hospital. They joked, they laughed and when her son, Anthony died Ryan cried alongside her. He was the oncology resident expert for families on how to make their computers work and would always make the nurses smile with his practical jokes. He formed bonds with other teenagers like himself who eventually lost their battle with cancer, and eight years later our families remain a constant source of support for one another.

The role you play is not much different than the one Ryan played years ago. Many of you have brought comfort to a mother or father, provided smiles and love through a simple but powerful pillowcase or brightened the day of the nurses and child life specialists through your smile or hospital sewing days. You have formed friendships with other volunteers which will last for years to come and you have given me, a mother who lost a son, a family to lean on during difficult days. Through your emails, hugs and photos you have brought me great joy and each and every day I know Ryan’s spirit lives on through you. And that is priceless.

So from our unbelievable 1 millionth milestone to the delivery of our next million, please know your tireless work has impacted so many lives in so many ways. As one of the recipients of your love and compassion, I thank you for your incredible gift and I am honored to be working alongside you helping kids feel better to heal better.

Thank you,

Cindy Kerr, Founder and CEO

Honoring 3 brave boys, Nick, Ryan and Michael
**LIGHTS, CAMERA, ACTION!**

1 MILLIONTH PILLOWCASE CELEBRATION

MEDIA IMPRESSIONS

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Special cancer fighter gets Ryan’s one millionth pillow case

“A bright pillow case can do a lot to make a sterile hospital room seem a little bit more like home, and for the kids staying at the hospital, some of them fighting for their lives, that can make a world of difference.”

-Casey Lund, Good Morning Northwest

New Name, Same Mission

“I get thank-yous that the pillowcase doesn’t just affect the child receiving them, but also the family of the child, because it brings such comfort to the child that it in turn brings comfort to the family.”

-Thomas Franz, C&G Newspapers

Ryan’s Case for Smiles Delivers its One Millionth Pillowcase to All Children’s Hospital Patient

Hunter Swain, battling her second round of leukemia, lit up when she saw the official “One Millionth Pillowcase” … complete with balloon pattern, delivered just for her.

Power of the pillowcase: How one local org is sewing for smiles and PTSD awareness

“Ryan was always very adamant that I did not give up on anything and did not stop our lives, and that we kept going,” Cindy stated.

“For me, that’s the driving force. Because I don’t want to let him down.”

-Brandon Baker, Philly Voice
Founder and CEO Cindy Kerr Celebrates the 1 Millionth Pillowcase Delivery in her Hometown

PHILADELPHIA, PA
SOCIAL MEDIA BUZZ

Providence Spokane @providence_phx · Sep 18
@CaseForSmiles volunteers donated the one millionth pillowcase here yesterday. See the story at: kxly.com/news/spokane-n...

Special cancer fighter gets Ryan's one millionth pillow case
A Pennsylvania mom began sewing pillow cases to lift the spirits of her 12-year-old son diagnosed with bone cancer. Ryan Kerr lost that fight, but his legacy lives on across the country.

View on web

Tampa General Hospital @TGHCases · Sep 18
Big thanks to @CaseForSmiles for delivering homemade pillowcases to our kids Thursday! #OneMillionAndCounting

Nebraska Medicine @NebraskaMed · Sep 21
Proud to be part of @CaseForSmiles ceremonial 1 millionth pillowcase. Our kids love them! ChildhoodCancerAwareness

Wolfson Children's @WolfsonChildren · Sep 18
Leslie w/ @CaseForSmiles helping Nate feelbetterthenamebetter w/ special pillowcase delivery. Nate's 1 in a million!

Dave MacQueen @DavMacQueen1 · Sep 17
Ryan's Case for Smiles gave their 1 millionth pillow case to Trey Busby @MUSCkids See more tonight on @ABCNews4 4chs

Children's Hospital @ChildrensPgh · Sep 17
Thanks to @CaseForSmiles! The organization gave out its 1 millionth pillowcase to a patient here at @ChildrensPgh

Casey Lund KXLY @caseylundkxly · Sep 18
ICYMI @CaseForSmiles volunteers sew pillow cases for sick kids, celebrated 1 million cases. kxly.com/news/spokane-n...

KTVZ NewsChannel 21 @KTVZ · Sep 21
Video: 'Case for Smiles' marks '1 in a Million' milestone at St. Charles Bend ow.ly/8v14d

'Case for Smiles' marks milestone
The Central Oregon Chapter of 'Case for Smiles' delivers its 1 millionth pillowcase at St. Charles Bend,
SOCIAL MEDIA BUZZ

Healthcare Toolbox @HCToolbox Sep 18

Yesterday with @CaseForSmiles helping kids feel better & heal better by delivering the 1 millionth pillowcase 6abc.com/989650/ via @6abc

Action News on 6abc
6abc Philadelphia
3.0/5.0 stars – 642 ratings

FREE
Children suffering with cancer got a heartfelt reminder that they are loved

View on web

Kevin Sharrow @DefSporFanatic Sep 17

My little hero just got the 1,000,000th pillowcase from @CaseForSmiles @ChildrensDCC Huge thanks. #Priceless

St. Rose Dominican @SRosehospitals Sep 17

@CaseForSmiles delivered their 1,000,000th pillowcase today to a patient in our ped's unit. Thank you for all you do!

Providence Spokane @providence_pnc Sep 17

Ryan’s Case for Smiles is donating the ceremonial 1 millionth pillowcase at Sacred Heart Children’s Hospital today!

Golisano Children’s @URMed_GCH Sep 17

Congrats to @CaseForSmiles for celebrating your ceremonial 1M pillowcase delivery today! Thank you for all you do!

Mercy St. Louis @mercyamplifly Sep 17

Thx to @StLizasCitySch & @CaseForSmiles for donating pillow cases to @MercyKids

TPCS Elem School @TPCS_LDS Sep 16

Great showing of PJs yesterday to show our support of @CaseForSmiles.

Tony Ruffolo @WPXI TonyRuffolo Sep 17

@CaseForSmiles gives out its 1 millionth pillow case at @ChildrensPgh @WPXI

#Pgh #Pittsburgh

View conversation

Mercy Springfield @MercySGF Sep 17

@jkl10kioz Thanks for having us out! @CaseForSmiles is such a great project for #MercyKids in #Oz & the #Ozarkst by @TKSmith
SOCIAL MEDIA BUZZ

Camp Enchantment shared Steve Stucker, New Mexico Weatherman’s post.
September 18 at 6:17pm

Nieves Garcia with Julia Garncal

Moultrie News
September 17 at 1:14pm

Today, Case for Smiles - formerly ConKerr Cancer volunteers will deliver the ceremonial 1 millionth pillowcase to a hospitalized child in each of its 120 chapters across North America.

Case for Smiles (formerly ConKerr Cancer) celebrates delivery of 1 millionth pillowcase
Case for Smiles (formerly ConKerr Cancer) — a nonprofit dedicated to helping kids feel better to heal better will celebrate the delivery of 1 millionth pillowcase with special delivery to a hospitalized child at MUSC Children’s Hospital. Ryan’s Case for Smiles announced a milestone in the nonprofit ...

MOUTRIENews.COM | BY HTTP://WWW.MOUTRIENews.COM

1 Like 1 Comment

MUSC Children’s Hospital added 4 new photos.
September 17 at 9:41am

MUSC patient Trey is the recipient of the Million pillowcase from Ryan’s Case for Smiles.

John Muir Health
September 17 at 7:56pm

A child at our Walnut Creek hospital recently received a ceremonial one millionth pillowcase from Ryan’s Case for Smiles. Every child who is hospitalized in our pediatric and pediatric intensive care units receives a special hand-made pillowcase with their choice of cartoon characters, princesses, superheroes or dinosaurs. The pillowcases bring joy, happiness and a sense of home to the lives of our hospitalized children. Ryan’s Case for Smiles is a national organization with more than 120 chapters.

Tampa General Hospital Foundation shared Tampa General Hospital’s post.
September 18 at 8:43am

Ryan’s Case for Smiles – Tampa Bay thank you for all you do!

Rady Children’s Hospital-San Diego
September 17 at 7:28pm

Today we received a very special donation. Ryan’s Case for Smiles delivered the one millionth pillow case to Rady Children’s and presented it to an amazing little girl named Jelly. We believe Jelly is “One in a Million” too!
SOCIAL MEDIA BUZZ

**Golisano Children's Hospital with Madison Knapp**

All 120 chapters of Case for Smiles - formerly ConKerr Cancer celebrated the delivery of a ceremonial 1 millionth pillowcase to kids in hospitals around the country today! Madison accepted a special pillowcase from our local chapter. Congrats to both Madison and Case for Smiles!

**Mercy**

Spirits were brightened this week when volunteers from Case for Smiles brought the symbolic 1 millionth pillowcase and more to #MercyKids at MercySTL. Details: bit.ly/Case4Smiles

**St. Rose Dominican Hospitals**

Case for Smiles - formerly ConKerr Cancer delivered their one millionth pillowcase today to a patient in our pediatric unit. There were definitely smiles! Thank you for all you do!

**Children's Hospital of San Antonio**

1 million is a lot! Our patient "Lupita" recently received the 1 millionth pillowcase from Ryan's Case for Smiles. Ryan's Case for Smiles donates colorful, kid-friendly pillow cases to our hospital to brighten our patients' day. We are so happy they selected our patients to celebrate the "1 millionth" pillow case delivered to our much deserved sweet patients! Thank you! See the video here: https://youtu.be/dZzYGzkLw

**Pillows of Comfort - Children's Hospital of San Antonio**

Thank you Ryan's Case for Smiles for making beautiful colorful, kid-friendly pillow cases and donating them to patients to help brighten their day.
SOCIAL MEDIA BUZZ

Levine Children's Hospital
October 1 at 3:45pm

Nolan was the lucky recipient of Case for Smiles - formerly ConKerr Cancer's one MILLIONTH pillowcase donation! This volunteer group provides pillowcases to children’s hospitals across the country to brighten a patient's day and hospital room. While seemingly simple, a whimsical pillowcase can give a child an emotional boost and help them cope with the stress of their illness or injury.

We are so appreciative of the hundreds of pillowcases that they donate to us each year, and congratulations on the one millionth!

St. Joseph's Children's Hospital of Tampa
September 28 at 3:31pm

Special thanks to Ryan's Case for Smiles - Tampa Bay for including our patients in your 1 millionth pillowcase celebration. We're so grateful for your continued support.

Arnold Palmer Hospital for Children
September 17 at 11:23am

Pat Hemrick, The Orlando Chapter President of Case for Smiles - formerly ConKerr Cancer donated their one millionth pillowcase made nationwide to a lucky patient here at Arnold Palmer Hospital. The mission of Case for Smiles is to provide hospitalized children with whimsical pillowcases, giving them an emotional boost and reminding them that they are not defined by their illnesses. The Orlando Chapter has made and donated 4,488 pillowcases to Arnold Palmer Hospital since 2012, which equates to 12,164 hours of volunteer service. Thank you for your hours of hard work and dedication to the children and families we care for at the hospital.

KTVZ - NewsChannel 21
September 21 at 6:54pm

Video: 'Case for Smiles' marks '1 in a Million' milestone at St. Charles Bend http://ow.ly/Sv14d

'Case for Smiles' marks milestone
The Central Oregon Chapter of 'Case for Smiles' delivers its 1 millionth pillowcase at St. Charles Bend.
St. Christopher's Hospital for Children
September 17 at 2:54pm

Today, patients at St. Christopher's accepted the ceremonial 1 millionth pillowcase by Ryan's Case for Smiles, a 501(c)3 organization that provides sick children across North America with whimsical pillowcases that give hospitalized children an emotional boost and remind them they are not defined by their illness. Congratulations Cases for Smiles on the accomplishment and thanks for all of the pillowcases!

Nebraska Medicine
September 21 at 5:52pm

Being hospitalized for long periods of time is difficult — especially for children. They desperately miss the comforts of home, including their own bed and pillows. Last week, volunteers with Ryan’s Case for Smiles delivered their ceremonial 1 millionth pillowcase to our pediatric cancer patients. The sweet gesture helps our kids’ rooms feel more like “home.” #ChildhoodCancerAwareness

Kat Orient
September 17 at 2:22pm

He received our Millionth Pillowcase! WOO HOO!!

Mass General Hospital for Children
September 24 at 2:25pm

Big thank you to Case for Smiles - formerly ConKerr Cancer, for coming in last week and sharing their 1 millionth pillowcase celebration with us. It always brings a smile to the kids’ faces! #ChildhoodCancerAwareness
SOCIAL MEDIA BUZZ

SSM Health Cardinal Glennon Children's Hospital

October 1 at 8:05pm ·

Spreading smiles - one pillowcase at a time! Our thanks to Case for Smiles - formerly ConKerr Cancer for their recent donation of more than 100 pillowcases to the patients at #CardinalGlennon! The organization’s donations reach far and wide - and this one here is the one-millionth pillowcase.

Bayside Stitches Quilting Shop

September 17 at 12:52pm ·

The one millionth pillowcase was delivered! This is a Hernando County child. Such a great charity! Please join us on Tuesday 22nd for another day of sewing pillowcases.

PhillyVoice

September 25 at 9:54am ·

Delaware County nonprofit Case for Smiles - formerly ConKerr Cancer delivered its one-millionth pillowcase to a child with cancer last week. Now, alongside Children’s Hospital of Philadelphia, they’re advocating awareness of pediatric medical traumatic stress disorder, a lesser known form of PTSD.

Ann & Robert H. Lurie Children’s Hospital of Chicago

September 20 at 8:30am ·

A Case for Smiles Chicago - Formerly ConKerr Cancer - Chicago celebrated National Childhood Cancer Awareness month by delivering whimsical pillowcases to our patients this week. The nonprofit organization is dedicated to helping kids feel better to heal better. While at Lurie Children’s, they delivered their 1 millionth pillowcase to patient Olivia.
SOCIAL MEDIA BUZZ

Kat Orient shared Case for Smiles - formerly ConKerr Cancer's photo.
September 30 at 3:11 pm

We have awesome volunteer RYAN'S CASE FOR SMILES FORMERLY CONKERR CANCER ROCKS!

University of Missouri Women's and Children's Hospital added 3 new photos. September 16 at 5:19 pm

Thank you to Ryan's Case for Smiles for brightening the day of 2-year-old DeAndre Washington, who was the recipient of the group's ceremonial one millionth pillowcase.

The pillowcase delivered today was made by Jefferson City seamstress Connie May, who has made and donated numerous pillowcases to MU Children's Hospital.

Read more here: https://www.muhealth.org/.../special-pillowcase-delivery-

Mission Children's Hospital September 24 at 2:14 pm

A big thanks to ConKerr Cancer for including Mission Children's Hospital in their One Millionth Pillowcase Celebration on Friday, September 18th. The organization, now known as Ryan's Case for Smiles, is devoted to helping sick children with life changing illnesses by providing them with whimsical pillowcases. As of last Friday, they have now delivered over one million pillowcases.

Healthcare Toolbox September 18 at 9:23 am

Yesterday with @CaseForSmiles helping kids feel better to heal better by delivering the one millionth pillowcase http://t.co/KUPQeeL6lz via @Sabc

Reminder of caring
Children suffering with cancer got a heartbeat reminder that they are loved

5ABC.COM/989t50v
Organization delivers special pillowcase to Hershey Children’s Hospital

“They just really do make it feel homey. They bring them back in if they’re going to be here for awhile, they’re just a great, great thing. Pillowcases are awesome. The parents, the patients everyone loves them.”

-Alysa Poindexter, FOX43

Making a case for smiles: Volunteer sewers craft pillowcases

-Rick Kazmer, The Daily American

As part of Clark Hill’s Thrive 125 Initiative (celebrating its 125th anniversary), Janine Laskowski from the Philadelphia office spent the day sewing pillowcases for Tyson’s Case for Smiles to be given to children who are coping with the stress of illnesses and injuries. A pillowcase provides seven proven stress relievers that enhance the well-being of the children and their families: comfort, play, choice, familiarity, expression, connection and hope. With improved emotional well-being, the children are more likely to regain their health faster.
1 MILLIONTH PILLOWCASE CELEBRATIONS AND MEDIA COVERAGE IN YOUR AREA

ARIZONA

DELAWARE

CALIFORNIA

[Images of people with pillowcases in different settings]
1 MILLIONTH PILLOWCASE CELEBRATIONS AND MEDIA COVERAGE IN YOUR AREA

FLORIDA

Small stitches make big difference

-Jennifer Epstein, FOX13
Boise students make brightly-colored pillowcases
1 MILLIONTH PILLOWCASE CELEBRATIONS AND MEDIA COVERAGE IN YOUR AREA

ILLINOIS

LOUISIANA

IOWA
1 MILLIONTH PILLOWCASE CELEBRATIONS AND MEDIA COVERAGE IN YOUR AREA

INDIANA
Maryland

Ryan’s Case for Smiles Delivers its One Millionth Pillowcase to All Children’s Hospital Patient
MACOMB TOWNSHIP
New name, same mission

Group helps bring smiles to children in hospital via pillowcases

-Thomas Franz, C&G Newspaper
Volunteers Spread Pillowcase Cheer to Young Cancer Patients

Group helps bring smiles to children in hospital via pillowcases
1 MILLIONTH PILLOWCASE CELEBRATIONS
AND MEDIA COVERAGE IN YOUR AREA

NEBRASKA

NEVADA

Ryahn's Case for Smiles
NEW JERSEY

Wildwood Students Make a Case for Smiles

“Their dedication in reaching out to help hospitalized kids is amazing. Not only have they given of themselves but they have received so much back in learning to pay it forward.”
NEW YORK

Bough Hills Raises Money for Children Battling Illness

“This was a great opportunity for students to learn how their good fortune can help those in need”
Homemade pillowcases help cheer up kids in the hospital

“They celebrated the gift of some comfort and a smile, and Stucker even got a pillowcase of his own.”

Group marks 1M donated pillowcases

They came with an armful of brightly colored pillowcases, looking to bring cheer to patients at Toledo Children’s Hospital.

-Lauren Lindstrom, The Blade
Sewing a case for hope

“They celebrated the gift of some comfort and a smile, and Stucker even got a pillowcase of his own. ”

- Nicholas Elmes, The Stokes News
Addison Hitt, 8, ceremoniously gave out the special pillow to a young lady named Maggie Leabo at Sacred Heart Medical Center at RiverBend.

- Connor Giampietri, KDRV News
1 MILLIONTH PILLOWCASE CELEBRATIONS
AND MEDIA COVERAGE IN YOUR AREA

TEXAS

WISCONSIN
Special cancer fighter gets Ryan’s one millionth pillow case

-Casey Lund, Good Morning Northwest Reporter
“It was a WONDERFUL day at Johns Hopkins Children’s Center. Delivery day...500 pillowcases for the 10 units we serve and the 1 Millionth Celebration pillowcase!”

-Marcy Crawbuck Kelly - Case for Smiles Baltimore Coordinator

“What an AMAZING MORNING! Our little patient was amazing. He was really not feeling well so we were not sure he would be up to it, however he is a little trooper and the TV cameras were most appealing! He smiled and was really happy to add another pillowcase to his collection. Cindy, thank you for inviting me on this INSPIRATIONAL JOURNEY. I know RYAN IS REALLY SMILING TODAY. YOU are one in a million!”

-JoAnn Shaw - Case for Smiles Phoenix Coordinator

“We got some exposure for this area and HOPEFULLY SOME NEW VOLUNTEERS! Thanks again – I appreciate YOU!!”

-Cindy Growcock - Case for Smiles SW Missouri Coordinator

“WHAT A WONDERFUL DAY! We were at Mercy Children's Hospital in St. Louis for our 1 MILLIONTH CELEBRATION. The folks at Mercy were wonderful. We saw a number of children and families and heard firsthand how much the kids and their folks LOVE THE PILLOWCASES AND THE SMILES THEY BRING.”

-Pat Mohrman - Case for Smiles St. Louis Missouri Coordinator

“One of the students who participated in Pajama Day at my school also happened to be a recipient of one of our pillowcases. She brought her pillowcase with her to school for the celebration. What a WONDERFUL SURPRISE.”

-Samantha Bunster - Case For Smiles Long Island Coordinator
PHOTOS OF OUR FANTASTIC COORDINATORS AND VOLUNTEERS
OUR WORK: BY THE NUMBERS

More than 120 chapters comprised of Thousands of volunteers

More than 5 million hours of volunteer time donated

Over 50,000 children at over 330 Hospitals helped annually

MORE THAN 1 Million PILLOWCASES DELIVERED AND COUNTING!