The Valerie Fund’s mission is to provide support for the comprehensive health care of children with cancer and blood disorders.

**FOCUS**

Close to one third of New Jersey’s auto dealerships came together this summer to participate in a four month campaign and send a powerful message that despite operating in an intensely competitive arena, working collectively can support a worthy organization and touch the lives of deserving children from their local communities. NJCAR, a nonprofit organization that protects and serves the interests of automotive dealers in the Garden State, worked together with The Valerie Fund to coordinate the New Jersey Auto Retailers Unite campaign.

Participating auto retailers around the state made donations for every car that was purchased or test driven by customers who were then entered into a sweepstakes to win free cars. What excited Chairman Eric Nielsen and President Jim Appleton of the New Jersey Coalition of Auto Retailers (NJCAR) was the scope of this promotion. Appleton proudly reviews the statistics. “This unique campaign brought together dealerships representing more than 30 vehicle brands from northern, southern and central NJ in support of a common cause, and has been one of the biggest industry-wide charitable efforts ever.”

Two lucky sweepstakes winners were announced on September 14th at the Dancing With The Cars Gala. The event marked the completion of the four-month campaign called New Jersey Auto Retailers Unite, which partnered 177 retail auto dealerships to raise more than $700,000 for The Valerie Fund.

The Valerie Fund Executive Director Barry Kirschner recognized the auto dealers’ generosity, saying, “The gala is a celebration of a great group of community-minded businesses whose coordinated philanthropy will improve the quality of life of everyone affected by pediatric cancer and life threatening blood disorders.”

The most important beneficiaries of the initiative’s success are the children of The Valerie Fund. Revenue from this new special event will help expand psychosocial services for patients and families, including new programs that are just getting off the ground such as palliative care and educational liaisons.

“Dealerships throughout New Jersey support hundreds of youth, faith, social, and health-based charitable organizations every year.” said Eric Nielsen, owner of Dover Dodge Chrysler Jeep. “We are very proud of the success of the New Jersey Auto Retailers Unite campaign this year and honored to help the thousands of children with cancer and blood disorders served by The Valerie Fund.”

Judy Schumacher-Tilton, President of Tilton Automotive Group was instrumental in moving the campaign forward and believed the collaboration was an opportunity to showcase auto retailers’ philanthropy and their ability to work together for one cause. “We are so pleased with the campaign as 177 dealerships got involved and to see everyone working together to accomplish one goal, which is what life is all about.”
Sue Goldstein: Newest Member of the Douglass Society

Valerie Fund Co-Founder Sue Goldstein was one of three women recently inducted into The Douglass Society. An alumna of New Jersey’s Douglass College ('85), Sue was recognized by the Associate Alumnae for her exceptional life-time accomplishments. During the ceremony, she was thanked publicly for her support of the college and for the powerful differences she has made in her community.

Together with her husband Ed, they have fulfilled a vision to honor their nine-year-old daughter’s memory. Following Valerie’s death from Ewing’s sarcoma in 1976, Sue found the courage and strength to ensure that other critically ill children did not have to travel long distances to receive state-of-the-art medical care. As a result of the Goldstein’s efforts, thousands of children at seven Valerie Fund Children’s Centers have benefited immeasurably from receiving their medical treatment close to home.

Years later, devastating grief again guided Sue into yet another area of public service. When her daughter Stacy died in 2001 at the age of 37 from breast cancer, the Goldsteins collaborated with the Rutgers Cancer Institute of New Jersey and renamed their cancer center, the Stacy Goldstein Breast Cancer Center. This facility is New Jersey’s only National Cancer Institute-designated Comprehensive Care Center.

In her inspiring speech, Sue reflected on her capacity to move forward and change lives. “I never put a label to my work before, but I now know it as public service. And for me, public service means heeding the voices of our lost loved ones, an ongoing concern for others and a determination to do what’s right, with a good bit of j’oie de vivre thrown in!”

Her time at Douglass exposed her to both traditional and non-traditional students, all ambitious women with dreams. Sue was elected to Phi Beta Kappa and graduated summa cum laude. She went on to earn a Master of Arts degree in sociology at Rutgers University and was finishing her doctoral work in medical sociology when Stacy became ill.

Today, she is co-authoring a book on resilience in mothers with special needs children. Her memoir is called “The View from Within: One Mother’s Story” and you can follow her blog at www.unexpectedlives.com.

Congratulations Sue!

The Valerie Fund’s Thomas J. Rice Grief Counseling Program

In July, The Valerie Fund’s Thomas J. Rice Grief Counseling Program was launched. Valerie Fund parents who have lost a child are invited to participate in this group, which meets every other Tuesday at the Hilton Short Hills.

The program was created to memorialize Thomas, a young Valerie Fund patient, with initial funding from his family, friends and community. The program offers Valerie Fund families a place to find support and connection in a group setting with skilled facilitators.

Please call The Valerie Fund office at 973-761-0422 for more information. Upcoming dates are below.

Grief Support Group
Hilton Short Hills
7:00-8:30pm

<table>
<thead>
<tr>
<th>2014</th>
<th>2015</th>
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<tr>
<td>December 2</td>
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<td>March 3</td>
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<td>March 17</td>
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2015 Save The Dates

The Valerie Fund Walk & JAG Physical Therapy 5K Run
Saturday, June 13 - Verona Park

The American Express Charity Golf Tournament
Monday, August 10 - Baltusrol Golf Club

18th Annual Burger King Metro NY Franchisees Children’s Charity Golf Classic
Tuesday, September 29 - Brooklake Country Club

CAREOKE for the Kids 10
Thursday, October 1 - Irving Plaza

24th Annual Thanksgiving Ball Gala
Friday, November 20 - The Hilton Short Hills

BECOME A MONTHLY DONOR!
Make giving easier with your recurring monthly donation.
A Letter From Our Executive Director

Dear Friends,

Just in the last year the difference you have helped us make at the seven Valerie Fund Centers is simply incredible. Beyond the Social Work and Child Life Programs, which have been the hallmark of The Valerie Fund since 1976, there is now so much more we can offer to children fighting their way past cancer and blood disorders.

Amongst everything else, there are now pediatric psychologists and educational specialists at three centers, integrative medicine programs at two centers, an additional child life specialist at Newark Beth Israel and a brand new pediatric palliative care program at our Valerie Fund Center at Columbia University Medical Center. This expansion is part of our Valerie Fund strategic plan which focuses on giving The Valerie Fund Center medical directors the flexibility to add to and expand upon the current psychosocial services offered to their pediatric patients and families.

The stories in this FOCUS will show you the difference we are all making for these same children. The stories will celebrate what many of you have helped create with your passion, energy and philanthropy. Help us provide even more programs for the children at our Valerie Fund Centers, at our amazing, free Camp Happy Times and in our larger than ever this year Scholarship Program because it is always all about the kids!

Sami Engel
Executive Director

Kids Helping Kids

Molly was just ten years old when she passed away last year following complications from leukemia but in her short life she had already cultivated the kind of deep friendships that adults would envy. Knowing how much The Valerie Fund meant to Molly and her family, three of her friends along with their families looked to honor Molly’s memory in ways that would benefit current patients.

Sami Engel held an arts and crafts drive at the elementary school she and Molly attended in Springfield. The student body’s generosity took the form of bags and bags of art supplies. Once a week for six weeks, Sami and her mother delivered these donations to The Valerie Fund office. Her older sister Jordyn Engel also got into the spirit and asked guests coming to her birthday party to make similar contributions in lieu of gifts.

It was important to Raquel Shapiro that her Bat Mitzvah project have a strong connection to her late friend who she called a true fashionista. “Anyone who knew Molly knows that she had a passion for entertaining and just making people feel good inside,” Raquel wrote asking for donations. The money was used to purchase cozy and colorful pajama pants for patients at The Valerie Fund Centers. Raquel was so pleased with the response. “My hope is that boys and girls of all ages will be more comfortable while receiving treatment and could feel a bit like the fashionista that Molly was.”

Amanda Levy couldn’t wait to come over to The Valerie Fund office and drop off the 72 iTunes gift cards she was able to purchase with generous donations from family and friends. Her Bat Mitzvah was just a week away and she wanted to set the tone for the religious ceremony with this special act of kindness. Amanda’s letter said, “Since Molly was so caring and loved cheering kids up, I wanted my Bat Mitzvah project to do the same. I would love to help brighten the day of the patients at The Valerie Fund.”

Molly and Raquel Shapiro

Molly would light up a room with her smile and even throughout her illness she wanted to give back. Her friends’ empathy for others battling illness is a true tribute to Molly.

For the third consecutive year, The Valerie Fund Walk and Jag Physical Therapy 5K Run raised more than one million dollars and still counting. Like so many of our organization’s events, the Walk/5K is a collaborative effort among many dedicated, hard-working individuals and companies.

We are ready to launch Walk 2015! Please visit our new walk site at TheValerieFund.org/walk and sign up early. Join us in celebrating the 10th Birthday of the Walk!!

The American Express Baltusrol Golf Outing – August 11, 2014

A record setting $385,000 was raised at the 16th annual American Express Baltusrol Golf Outing thanks to the hard work of Co-Chairs Richard Wood of Plaza Construction and Steve Squeri from American Express. Many thanks go to our generous sponsors Joel & Ethel Sharenow, American Express, Enclos Corp, Inserra Shop-Rite Supermarkets, Richard Wood and Plaza Construction Corp., ShopRite of Lincoln Park, JDP Mechanical, Aspro Mechanical Contracting, as well as dozens of other supporters.

At dinner, the golfers were treated to an inspiring speech as Valerie Fund patient Nate shared his courageous journey and credited the love and support of his family for seeing him through the darkest of days. He spoke passionately about how important The Valerie Fund resources were to his recovery.

CAREoke for the Kids – August 20, 2014

This year, CAREoke 9 For The Kids will be remembered for breaking the cumulative $1.3 million dollar fundraising mark since it began in 2006. By the time the last of the 240 performers left the stage, more than 1,300 people were treated to an energetic display of talent and professionalism.

Special thanks again to our tireless Task Force: Brie Carlson, David Tannenbaum, Mike Graf, Lee O’Connor and Cara Lewis.

This year, BET took the trophy with a rousing performance of “Poison” by Bell Biv DeVoe. CAREoke 10 will be held on October 1, 2015 at New York City’s Irving Plaza.

The 17th Annual Burger King Franchisee Children’s Charities Golf Classic Brooklake Country Club September 15, 2014

The partnership between Burger King franchisees and The Valerie Fund is exceptional and their 17th Annual Golf Classic raised almost $100,000 from the participation of 106 golfers, sponsorships and the purchase of raffles and tricky tray tickets. Special recognition goes to this year’s major sponsors Maines Paper and Food Service, Coca-Cola North America, Dr. Pepper Snapple Group and Bimbo Bakeries USA.

Peg Caniff was honored for her many years of service and is one of the incredible “go to” people of the Burger King Franchisee Children’s Charities of Metro NY. Established in 1988 as a way for Burger King owners to make a philanthropic impact in the tri-state area, the charity has created incredible support for children at The Valerie Fund and other organizations.

23rd Annual Thanksgiving Ball Gala November 21, 2014

This year’s Thanksgiving Ball ambassadors, 18 current and former Valerie Fund patients shared their stories of survival and welcomed over 300 Valerie Fund guests at the Ball. The exchange set the tone for an evening of hope, courage and incredible generosity.

The night’s honorees, child psychologist Dr. Stephen Sands, and board member Brian Fuhro, were celebrated for their amazing accomplishments and the positive impact they’ve had on the lives of so many children. The speeches were poignant expressions of gratitude for their dedication to The Valerie Fund. Thanks to the enthusiastic response of the evening’s guests, over $600,000 was raised including the live and silent auction. Our donors actively bid on services which will underwrite child and family services, college scholarships, and the new palliative care program.

Special recognition and appreciation is extended to CBS 2 meteorologist and longtime Valerie Fund supporter John Elliott, Gala Chair Merrie Bernstein, Auction Chair and Co-Chair Gretchen Lerach and Bryan Luterman and a team of dedicated volunteers.
Why Donating Stock Is Good For The Donor

We are in the thick of holiday season and if you’re like most people, you are making your charitable donations between now and December 31. Your 2014 tax return is on the horizon. Even savvy individuals don’t always know that giving appreciated stock can offer a significant financial advantage to the donor. In a year when we saw some life return to our portfolios this could be especially true. It’s simply one way tax laws encourage Americans to take care of one another.

Mark Cortazzo, The Valerie Fund’s own investment manager, explains the specifics here. Take a moment to read about the benefits of donating public or company stock. If you’d like more information, please be in touch with Lori Abrams, Director of Development. She can arrange a call with Mark or with one of the fine tax attorneys who volunteer to speak to our donors.

How Uncle Sam Can Help You Contribute to the Valerie Fund

Impactful giving by donating stock to your favorite charity
By Mark Cortazzo, CFP®

Thanks to certain tax considerations, giving stock can provide you (the taxpayer) with worthwhile tax deductions while benefiting the impactful work of the Valerie Fund. Here are a few important considerations to discuss with your financial advisor.

Giving Appreciated Assets
The majority of donors write a check to their charities of choice, but if you're planning to make a charitable gift, it generally makes more sense to give appreciated long-term capital assets to the charity instead of selling the assets and giving the charity the after-tax proceeds. Donating the assets instead of the cash has two main benefits.

1) It prevents you from having to pay capital gains tax on the sale, which can result in considerable savings, depending on your tax bracket and the amount of tax that would be due on the sale. Once state taxes and Medicare surtaxes are included, long-term and short-term capital rates can be over 31% and 50%, respectively!

2) You can obtain a tax deduction for the fair market value of the property. If the gifts are deductible, the actual cost of the donation is reduced by your tax savings. For example, if you are in the 33% tax bracket, the effective cost of a $100 donation is only $67. As your income tax bracket increases, the real cost of your charitable gift decreases, making contributions more attractive for those in higher brackets. For a person in the highest tax bracket, 39.6%, the actual cost is only about $60. Typically, charitable donations are capped at 50% of your adjusted gross income (AGI), though limits of 20% or 30% may apply in some cases.

Company Stock in an Employer Sponsored Retirement Plan
For tax purposes, company stock within a 401(k) is treated differently than any other investment within the plan. For individuals with highly concentrated employer stock in a 401(k) or other company sponsored retirement plan, there may be a widely-overlooked tax benefit available to you that can also benefit the Valerie Fund. This tax benefit is referred to as Net Unrealized Appreciation (NUA)

When taking a lump sum distribution from your retirement account, you can request company stock be distributed in kind. As such, you would pay only ordinary income tax on the cost basis of the stock.

Here is a hypothetical example: Let’s say you have contributed $30,000 towards the purchase of company stock and it is now worth $300,000. You are able to take the entire amount of stock ($300,000 worth) out of the plan and only pay ordinary income taxes on the $30,000 cost basis. The $270,000 worth of gain that occurred while your money was in the plan is only subject to capital gains rates, currently capped at 20%. Additionally there could be a Medicare surtax of 3.8%.

NUA is an effective means by which to make charitable gifts, as the charitable deduction may be greater than the tax consequence on the cost basis. A no-net-tax liability can be triggered, and in some cases a net benefit is actually created while fulfilling your charitable intentions.

Don’t forget to ask your employer about charitable gift matching.

If you are considering a meaningful gift, but still need more income, contact Lori Abrams to learn whether a Charitable Remainder Trust is a good option for you.

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iv Defined by IRS Code 402(e) and described in greater detail in IRS Publication 575
The Valerie Fund Scholarship Program continued to grow in 2014, with $172,910 awarded to 62 current and former Valerie Fund patients, thanks to donors who recognize the importance of supporting patients’ dreams of higher and vocational education. The essays students submit as part of the application reveal a special combination of determination, wisdom and humility. A number of scholarship recipients tell us they are planning careers influenced by their experiences as patients, crediting their illnesses for career choices that include pediatric oncology and radiation oncology, social work, nursing and research. Scholarship recipients are selected by a committee of The Valerie Fund Board based on merit, need or both. The following is a list of the 2014-15 named scholarship recipients.

<table>
<thead>
<tr>
<th>Scholarship Name</th>
<th>Recipient Information</th>
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<tbody>
<tr>
<td>Albertelli Family Scholarship</td>
<td>Nicole Foster is a freshman at Marist College.</td>
</tr>
<tr>
<td>Choquette-Bertolani Family Scholarship and Schiller Family Scholarship</td>
<td>Regina Jackson is a freshman at High Point University.</td>
</tr>
<tr>
<td>Faith Cherasia/Walter Bennett Scholarship</td>
<td>Shannon Moley is a freshman at University of New Hampshire.</td>
</tr>
<tr>
<td>Hannah Xue Scholarship</td>
<td>William Ramirez is the recipient of the Hannah Xue Scholarship, the first permanently endowed scholarship of The Valerie Fund. He is a freshman at Bentley University.</td>
</tr>
<tr>
<td>Joshua Goldstern Scholarship</td>
<td>Traci Fox is a sophomore at University of Scranton.</td>
</tr>
<tr>
<td>Julia L. Weintraub Scholarship</td>
<td>Shelby Caban is a junior at Hofstra University.</td>
</tr>
<tr>
<td>Julia L. Weintraub Scholarship</td>
<td>Richard Suarez is a junior at Rowan University.</td>
</tr>
<tr>
<td>Julia L. Weintraub Scholarship</td>
<td>Nelson Strickland is a junior at Rowan University.</td>
</tr>
<tr>
<td>Justin Garvey Scholarship</td>
<td>Dominick Sarappa is a freshman at University of Rochester.</td>
</tr>
<tr>
<td>Lenni Sue and Andrew Perry Family Scholarship</td>
<td>Ashley Lopez is a senior at Rider University.</td>
</tr>
<tr>
<td>Margaret Richter Scholarship and Schiller Family Scholarship</td>
<td>Tyler Schicke is a freshman at Brown University.</td>
</tr>
<tr>
<td>Mayer Family Scholarship and Schiller Family Scholarship</td>
<td>Carl Huebner is a junior at Drexel University.</td>
</tr>
<tr>
<td>Mia Garvey Scholarship</td>
<td>Meghan Gambichler is a senior at New York University.</td>
</tr>
<tr>
<td>Ryan Garvey Scholarship</td>
<td>Sierra Spriggs is a junior at Seton Hall University.</td>
</tr>
<tr>
<td>Schiller Family Scholarship</td>
<td>Amir Ismael is a senior at William Paterson University.</td>
</tr>
<tr>
<td>Schiller Family Scholarship</td>
<td>Asim Ismael is a senior at William Paterson University.</td>
</tr>
<tr>
<td>Witherell Family Scholarship</td>
<td>Joyce Tumfour is a freshman at Union County College.</td>
</tr>
<tr>
<td>Yedid Family Scholarship</td>
<td>Dylan Ferri is a freshman at St. Joseph’s College.</td>
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</table>
The Valerie Fund.org

Camp Happy Times 2014

Camp Happy Times went to the beach this summer with the theme, “It’s a Shore Thing.” Close to 200 campers and leaders in training enjoyed an amazing week of fun in the sun, making lasting friendships and memories. Special activities included a sandcastle contest, a day at the boardwalk, a night at the casino and a beach party with the band, “Digital Getdown.” Select counselors participated in the fabulous Mr. & Ms. CHT Pageant, where the campers voted for the winners. Categories included CHT Q & A, talent and formal wear competitions. Campers were able to shop for their own formal wear for the always-popular dance...gowns for the girls and suits and ties for the guys. And the girls participated in a day of beauty hosted by Chanel, who generously donates cosmetics to CHT each year. Also, campers performed in the annual Talent Show, with acts including; dancers, singers, comedians and poets. And finally, a very special induction ceremony took place at Camp Happy Times. Thirteen counselors were recognized for 20+ years of dedication to camp. The honorees were the following: Millie Finkel, Mike Turk, Sue Turk, Dottie Ward-Wimmer, Stacey Springer, Margaret Copplestone, Karen Feinblatt, Natalie Feingold, Tracy Scripko, Ellen Ruban, Debi Neretich, Joanne Williams and Edna McClure. Thank you all for sharing so many years of your lives with our Camp Happy Times children.

Meet Our New Staff

Nicole Trujillo – Child Life Specialist at Newark Beth Israel Medical Center

“Not many people can say that they are working at their dream job. I am thankful and honored to be a part of such an amazing staff,” Nicole says. She considers herself incredibly lucky to have had the opportunity to intern at Newark Beth Israel’s Child Life Department while studying for her Bachelor’s Degree in Child Life at Montclair State University. The internship allowed Nicole to be mentored by a dedicated staff and “the children and families filled my heart with so many unforgettable memories,” she remembers. After a year and a half as a Child Life Specialist at Mount Sinai’s Child Life and Creative Arts Therapy Department, Nicole came back to Newark Beth Israel to cover a maternity leave position and was then fortunate to be hired as a Valerie Fund Child Life Specialist.

Heather Ginter – Psychologist at Morristown Medical Center, Goryeb Children’s Hospital

Dr. Heather Ginter, a clinical psychologist joined the Valerie Fund Children’s Center at Goryeb Children’s Hospital this past fall. Dr. Ginter specializes in the treatment of children and adolescents and will be working with families in Morristown. She is available for psychological and educational testing to help patients with their educational path and planning. Dr. Ginter is also available for therapy with patients and their families. Dr. Ginter previously worked at local independent schools and mental health clinics.

Suzanne Goldberg – Educational Liaison at Newark Beth Israel Medical Center

Suzanne is looking forward to combining her background in teaching and educational policy to ensure no patients’ academic future is compromised due to their diagnosis. Previously, Suzanne worked as a hospital educator at Newark Beth Israel and was responsible for the one to one education of all school aged patients.

Dana Kramer – Pediatric Palliative Care Nurse Practitioner at Morgan Stanley Children’s Hospital of New York-Presbyterian, Columbia University Medical Center

Dana Kramer is a Family Nurse Practitioner who completed palliative medicine fellowships in adult and pediatric palliative care at Memorial Sloan-Kettering. In June, Dana joined the NY-Presbyterian’s Center for Comprehensive Wellness team. Palliative care is a medical specialty devoted to the treatment of distress, be it physical, emotional, or spiritual. The multi-disciplinary approach includes special expertise in pain and symptom management to ensure that patients and families have the best possible quality of life from the time of diagnosis throughout treatment.
How to Contact a Valerie Fund Center Near You

Children’s Hospital of New Jersey at Newark Beth Israel Medical Center
201 Lyons Avenue
Newark, New Jersey 07112
973.926.7161
Medical Director: Dr. Peri Kamalakar
Key Contact: Christina Rua

Children’s Hospital of Philadelphia, NJ Section of Hematology/Oncology, Specialty Care Center
1012 Laurel Oak Road
Voorhees, New Jersey 08043
856.435.7502
Medical Director: Dr. Barbara Greenbaum
Key Contact: Donna Wasik

Morristown Medical Center, Goryeb Children’s Hospital
100 Madison Avenue, Box 70
Morristown, New Jersey 07960
973.971.5161
Medical Director: Dr. Steve Halpern
Key Contact: Cathy Cerutti, LSCW, DCSW

NewYork-Presbyterian Morgan Stanley Children’s Hospital
Columbia University Medical Center
161 Fort Washington Avenue, IP 7th Floor
New York, New York 10032
212.305.5808
Medical Director: Dr. Andrew Kung
Key Contact: Dr. Stephen Sands, Psy. D.

Overlook Medical Center
33 Overlook Road, Suite 211
Summit, New Jersey 07901
908.522.2353
Medical Director: Dr. Steve Halpern
Key Contact: Cathy Cerutti, LSCW, DCSW

Saint Barnabas Medical Center
94 Old Short Hills Road, East Wing, 1st Floor
Livingston, New Jersey 07039
973.322.2800
Medical Director: Dr. Peri Kamalakar
Key Contact: Julie Wagner

The Unterberg Children’s Hospital at Monmouth Medical Center
300 Second Avenue
Long Branch, New Jersey 07740
732.923.7455
Medical Director: Dr. Peri Kamalakar
Key Contact: Susan Dulczak, NP

Visit us at
TheValerieFund.org

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Matthew Ruttler, Camp Happy Times
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Tina Kaplan, Walk Campaign Coordinator
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