

FRIENDS4MICHAEL

F O U N D A T I O N

2014 ANNUAL REPORT

*Helping Children Fighting a Brain Tumor
and Honoring Michael's Life*



” LIFE’S MOST PERSISTENT AND URGENT QUESTION IS ‘WHAT ARE YOU DOING FOR OTHERS’”

Martin Luther King



“Daddy, if people want to help maybe we can collect donations and make one large donation. It is too late for me but maybe we can help some other kids.”

Michael J. Kwinn, III,
age 13 after being diagnosed
with a brain tumor

THANK YOU

My dearest Friends4Michael community,

2014 was an amazing year for The Friends4Michael Foundation. First, it was the start of our second decade as a Foundation. That is quite an accomplishment for any not for profit. Some have reported as many as 60,000 foundations and other not for profits fail each year. We have made it 10 years! We are very proud to continue to gain strength as a Foundation and increase the impact we are having on families whose child is fighting a brain tumor. We have made it because of you and because we will not let Michael down.

The theme for this report is “Michael’s Challenge”. Michael challenged us with his courage and strength to work to help other children who are afflicted with a brain tumor. We will not back down from that challenge ever. We answered the call in 2014 which, by many measures, was our best year ever.

As you will see in the next many pages, we continue our drive to improve our processes to support our families. We helped over 280 families again last year – and will go over 1500 this year! We touched more people this year through our outreach and our awareness campaign than ever before.

We also raised more money for families than ever before, mostly due to our tremendously successful Friends4Michael Running Team.

We have set the stage and are more determined than ever to make 2015 – and our next decade – even greater. This year, we will build on the successes we achieved in our four core values.

- **Be Compassionate:** We continue to personally speak to social workers and to families about their struggles and how we can help. We are increasing our support for each family from \$300 to \$500 per family. Also, with huge support from Singhal and Company and others, we again provided families with gift cards for their holidays which made a huge difference.

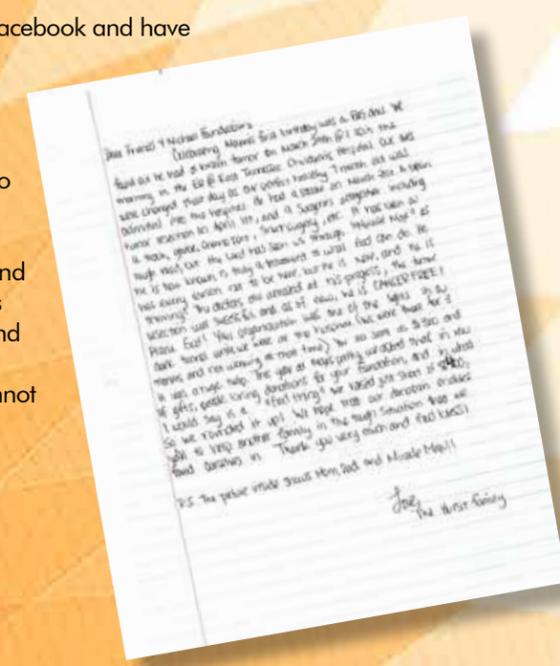
- **Be Responsive:** We have driven down our response time from receiving an application to sending a check to 5 days, but we know we can do better. In 2015, we hope to move to an online application system which we believe will drive our response rate to under 3 days.

- **Be Accessible:** We have a new phone number and field calls from families quite often. We talk to them and support them as much as possible. This year, we will build a new, more informative and responsive website and improve our email systems.

- **Build Community:** We have built a large following on Facebook and have had a successful Annual Appeal. We have moved to a new database to improve our contact to the community to include families and social workers. We also continue to work with other organizations in the brain tumor community to shape the future of research and our efforts to Fight for a Cure.

Please read this report and discover all that we are doing and how you can help. Michael challenged all of us to help kids fighting a brain tumor. We will drive into the next decade and we will never, ever let him down. Thank you for being in this fight with us. We cannot do it without all of you.

Michael J. Kwinn, Jr.



MICHAEL'S CHALLENGE

WHO WE ARE

Michael's Challenge is simple: Help kids fighting a brain tumor.

Michael started this Foundation with that challenge after he was diagnosed. When he could have asked for anything in the world from others, he responded with "Daddy, if people want to help maybe we can collect donations and make one large donation. It is too late for me but maybe we can help some other kids."

Michael was only 13 years old when he was diagnosed. He endured 8 brain surgeries, radiation and chemotherapy during his entire 14 month fight. He never complained and he never asked "Why me?" He just fought and took on what came next.

Shortly after his first surgery in March 2002, he raised \$15,000 in just two weeks for the Brain Tumor Society (now called The National Brain Tumor Society) and presented the check at the Race for Hope in Washington, DC. One year later, he presented a check for over \$50,000 at the same race. Unfortunately, he passed away from the brain tumor just four weeks after that second run. We launched this Foundation shortly thereafter and have not looked back – we cannot. Michael challenged us! He challenged us to

be as courageous and as generous as he was. We cannot let him down. This is how we respond to that challenge:

Michael's Race – The Race for Hope

This will be the 14th consecutive year that we will participate in this race. This is our way of remembering Michael and our way to help Fight for a Cure. We hope to again have over 200 supporters on our team this year and raise over \$15,000 (commemorating Michael's first race). In total we have raised over \$300,000 at this race which provides funding for research to fight brain tumors.

Family Assistance Committee

We provide support, primarily financial support, to families across the country whose child is fighting a brain tumor. How much we have provided to each family has varied but our resolve to help anyone in need has never waived. We will help our 1500th family this year and we are getting stronger each year as the word of our generosity grows. We focus on quick response because we know that families in this fight don't need paperwork and don't have time. They need help – we respond better than anyone else.

Supporting the Make a Wish Foundation

The Make a Wish Foundation was great to Michael. He visited his favorite team, The Miami Dolphins! They took care of Michael and we continue to support their cause by providing a wish to a child fighting a brain tumor.



Mission: The mission of The Friends4Michael Foundation is to support children like Michael and their families, to keep alive the memory of Michael and his spirit, to increase awareness of the devastating effects of brain tumors on afflicted children and their families and to continue to "Fight for a Cure" for this horrible disease.

Vision: To be recognized as the most responsive and compassionate support organization to children afflicted with brain tumors and their families progressing towards a world with a cure for pediatric brain tumors.

Core Values:

Be Compassionate

Most of the members of the Foundation Board were close witness to the devastating effects Michael's fight had on his family and on Michael. We know that a family – or a single mother or father – would give everything they had for a cure including all their time. Their entire focus is on their suffering child. We will do everything we can to make our process quick and simple. We will work through the Social Worker and/or the nurses to relieve the burden on the family.

Be Responsive

We realize that we cannot provide each family with enough funding to "make it all better", but also know that when families turn to our Foundation, they need help quickly. They need to fix the car they use to take their child to radiation treatments. They need to pay a heating or rent bill so that they can bring their child to a warm home when they are released from the hospital. They need a birthday or Christmas present and it cannot wait. That is why we work to keep our family assistance process to as short a time as possible. Our goal is 3 days – and not "business days" because for a family whose child has a brain tumor, every day is a business day.

Be Accessible

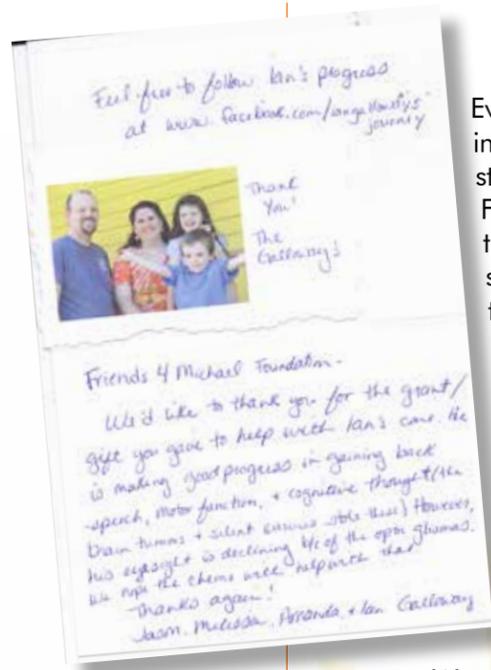
We are available for families and social workers at all times. We often share our personal mobile numbers with families and social workers to be there for them. We have cried on the phone with parents and we have worked with bankers on Christmas Eve to get checks cashed. This is not a job for us, it is a passion.

Build Community

We are the embodiment of "small but mighty." From a few friends, we have quietly built a community. This community includes all the families we have helped, the social workers with whom we work to help the families, our Friends4Michael Running team participants and most especially our donors. They know what we are all about and how we are making a difference. Together we are strong beyond our individual strengths.

*M*ICHAEL'S CHALLENGE: HELP KIDS FIGHTING A BRAIN TUMOR.

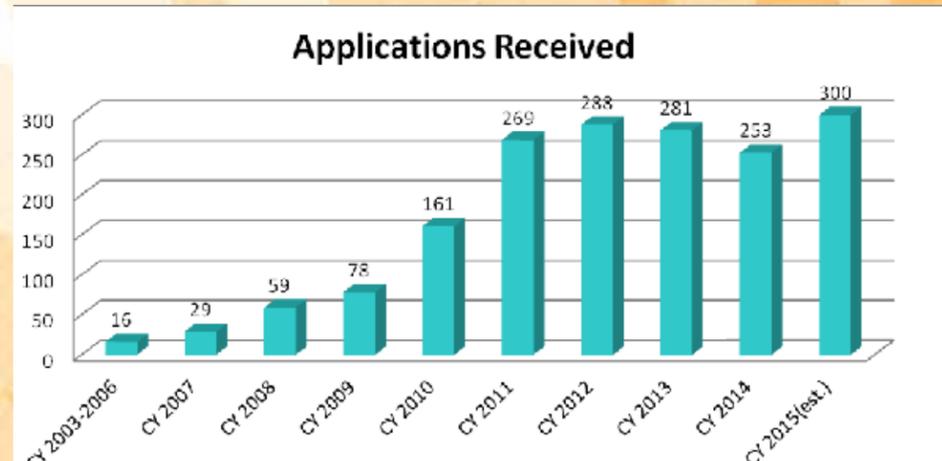
FAMILY ASSISTANCE COMMITTEE (FAC)



Every year, roughly 4,000 children are diagnosed with brain tumors. The impact on their family is devastating creating emotional and financial stress. These challenges can be overwhelming. Many years ago the Friends4Michael Foundation realized that helping these families in their time of great stress was our calling - it was Michael's Challenge. Quite simply, it is through the Family Assistance Committee (the FAC) that we rise to Michael's Challenge every day.

The FAC is responsible for the development of the assistance program to include social worker and hospital interaction, review and approval of applications, verification, and other tasks deemed necessary by the Board of Directors. We are all volunteers and dedicated to serve a child fighting a brain tumor and a family struggling. In 2014, we helped 253 families and the time between receiving an application and issuing a check to families in need was less than 5 days! Not 5 business days... 5 days.

We review and process each application with care and sometimes tears. Our goal is to reach out to more families in 2015 and beyond. Below is a chart showing our activity since the inception of the FAC:

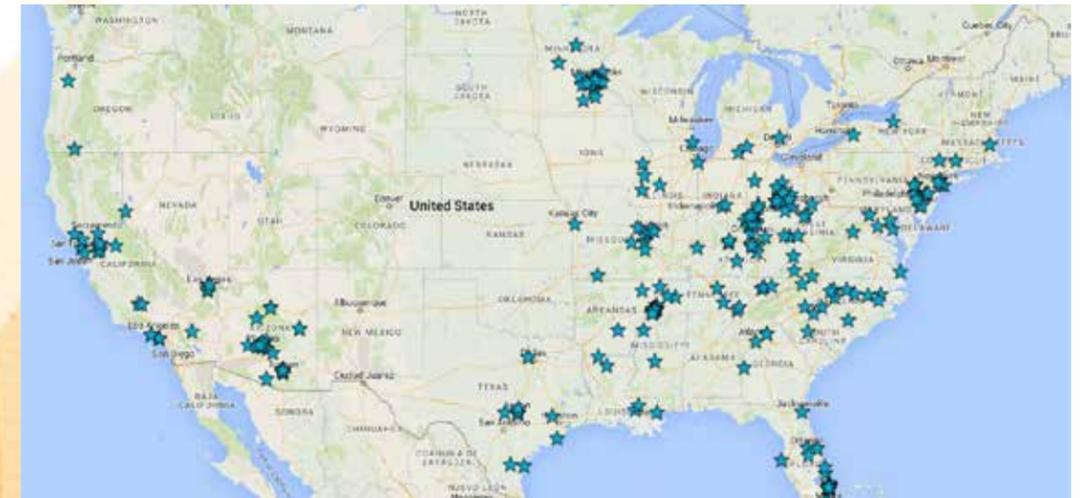


At the heart of all our efforts is the clinic or hospital social worker. The FAC works with many social workers in various facilities across the country. The outstanding support they provide families serves as an inspiration to our Foundation. We are truly grateful for their service.

Because of the generous support of our donors, the Board of Directors approved for 2015 an increase to \$500 for each family we support. Families use this money to help defray the cost of gas, pay bills, help put food on the table, pay for a new wheelchair or

buy a present. In 2015, we will help our 1,500th family! If you know someone who is in this fight, a doctor, nurse or social worker, please pass our information to them. Let's reach more!

Even though we are small, we are mighty! We have helped families all over the country this past year. The map below shows the extent of our reach and out impact. Is your region represented? Then we are local for you and families near you! Is your region not represented? Then refer a hospital or a family to us so we can help them!



We had a pleasant surprise in 2014 when "Hogs for the Cause", a New Orleans based non-profit organization, asked to partner with the Friends4Michael Foundation to help over 20 families. We are all humbled by their generosity. This is a class organization with an awesome fundraising Cookoff held each year. This year their event takes place 27-28 March at the New Orleans City Park. Great music, great food, and some ice cold refreshments. If you can, please attend and bring many friends.

To all the families that have contacted the Friends4Michael organization, know that we care and will continue to pray for all of you. Having been with Michael as a young teenager, we understand how difficult the struggle can be. You are not alone.

To the good people who continue to support the Friends4Michael Foundation with contributions, we are indeed grateful. Your support is allowing the FAC to transition Michael's vision to reality and rise to his Challenge.



Our Family Assistance Committee will help our 1,500th family in 2015.

THE FRIENDS4MICHAEL RUNNING TEAM



The major theme of 2014 was growth! In addition to the wonderful people around the country who ran races, rode bikes, jumped rope, and did yogathons for us, we had over 250 runners wearing our orange shirts at four huge races for us. The Friends4Michael Running Team raised over \$67,000 to help the families that the Foundation has been helping for over a decade. The team returned to a pair of annual DC runs and called on a lot of familiar races to serve as the Foundation for the growth. We ran a couple of new races and enlisted a lot of new faces.

FAMILIAR PLACES

The Running Team will never stray far from its roots and once again we anchored the year with the Race For Hope in Washington, DC in May. This past year was our 13th Race for Hope, which we call "Michael's Race" because Michael doing this race started it all. This past year, we had our biggest team ever with 200 runners and once again raised over \$15,000!

Five months later we returned with 16 runners to conquer the Marine Corps Marathon (for the tenth year in a row)! We raised over \$15,000! Leading our wonderful team for the 10th consecutive year was Michael's mom, Brigitte. She ran alongside Michael's sister Cheryl in what was a very emotional race for them both. This was Cheryl's first marathon and she very proudly represented her best friend and brother.

NEW YORK MARATHON

In 2014, a small but mighty team wearing our orange shirts ran the famous New York City Marathon once again - this is one of the hardest race in the country to get into to. This amazing group of 10 runners - including runners from Oregon, Texas and England! - raised over \$30,000 for those wonderful families.



LOS ANGELES MARATHON

2014 marked our first significant event on the West Coast as we jumped into the Los Angeles Marathon in March. We again had a small team of 10 runners, but they were more than mighty - they were amazing! These runners, including Michael's dad, his Aunt Louise and Uncle David set a LA Marathon record for fundraising by a team of 10 - how cool is THAT?

RUNNER OF THE YEAR

One of our favorite Friends4Michael runners is Julia Khvasechko Garling. One doesn't really think twice when hearing about Julia running a marathon, but Julia saved a very special marathon for us. In 2013, Julia ran the Marine Corps Marathon with our Running Team and that was her 100th marathon! Wow! She has some special history with that race and with our team. Her very first marathon was as a part of the Running Team in 2005. She also joined our team to run in the LA Marathon!

She found us at the Race For Hope only a few months after surviving a brain tumor herself and signed up that day to run her first marathon. Needless to say she caught the bug



and we were honored that she saved her 100th marathon to run with us and thrilled that while doing so, she raised over \$6,000 dollars for the Foundation. In January of 2014, she ran the Maui Marathon which completed her quest to finish a marathon in all 50 states. She did stop along the way at the 17 mile mark and married her running - and now life - partner, Shane Garling. Shane is a Marine and he is also a member of the Friends4Michael Running Team! Congratulations to these great friends and members of our Friends4Michael family!

INDEPENDENT RUNNING TEAM

We know that some of our best supporters simply cannot make it to one of big races and we love it when they join our team from afar. You can contribute to the running team in a vast variety of ways.

It only takes one runner in an orange shirt to help spread our message and raise some funds for the cause. These runners pop up in places all over the country, too often to list them all.

In 2014 we have a group of runners running a race in Georgia and we have an athlete completing Ironman Chattanooga on September 28, 2014. Another runner is running a series of half-marathons in the and donating to the Foundation on a per mile basis. We have people raising money to help kids while they bike, do a yoga-thon or even pushups during the year!

LOOKING FORWARD

We have made huge strides in our focused running team events and we will continue to expand to new areas of the country and different types of events. In 2015 we have a team planning to tackle the LA Marathon and the New York City Marathon again. We will soon start a partnership with the race series in Chicago including the Spring Half-Marathon and the Chicago Triathlon.

RUNNING TEAM COORDINATOR

If you have ever thought about running a marathon or a half-marathon or even a triathlon, we have a slot for you. Or you can get a slot in another race and ask us to setup a fundraising site for you. You can do this - you can run for a reason and help a child in the fight for their lives.

If you want to run, ride, race, bike, or just cheer for the Friends4Michael Foundation Running Team, please contact Michael Tilton at michael.tilton@friends4michael.org and he will point you in the right direction.



THE FRIENDS4MICHAEL RUNNING TEAM RAISED OVER \$67,000.

MORE FUNDRAISING EVENTS

The Michael J. Kwinn, III Memorial Golf Outing: We are excited for the 9th Memorial Golf Outing at Mansion Ridge Country Club in Monroe, New York. This event will take place on July 11th because Michael loved playing golf and he just would have had a blast at this event. We plan on selling out our slots this year and increasing our sponsorship. This just continues to grow and it is a destination event for many dedicated participants.

Bikers Against Brain Tumors Motorcycle Run: In late September or early October, we will host the 4th Annual Bikers Against Brain Tumors Motorcycle Run. We launch this run each year at the famous Redline Saloon in Cortlandt Manor, NY with the generous support of the owners and great friends, Jason and Kerie Elias. Last year, we had nearly 100 bikes which travelled across Orange and Putnam Counties sharing the word about the fight against pediatric brain tumors. This past year's run even went through historic West Point and past the cemetery in which Michael is buried – very emotional for everyone.



Additionally, we are in deep planning for a cross country motorcycle run organized by the US Military Class of 1984. This run will go from Seattle, down to Arizona, across to Washington, DC, through Wisconsin and the midwest and back to Seattle sharing the word about the Friends4Michael Foundation and raising money to help kids fighting a brain tumor. Contact us if we are coming close to your area and you want to take part - it should be a total blast!

Our Annual Appeal: This was another success this year. It really highlights that our donor continue to be dedicated to our Foundation and all that we are doing. This is a great motivator for us and we appreciate the support. A huge thanks to our printers, Artistic Images, who did all the graphics design and the printing at no cost to the Foundation!

Corporate Donations/Major Giving: We continue to be fortunate to have ArcLight Capital Partners provide us with such great support. A couple years ago, they were joined at the Corporate Legacy donation level by Singhal and Company, Inc. SCI has long been a supporter of our Foundation but these past couple years, they really turned it on for us and our families - including completely funding our Holiday Gift Card initiative to provide the families we have helped throughout the year with gift cards during the holiday season. We cannot thank them enough. Finally, we welcomed the support of Toltec Global Services this year and they have committed to having an even greater impact this year. It is great to have them totally committed to our success and to serving kids fighting a brain tumor. In all, we are moving in the right direction in this area.



FINANCIAL CONDITION

Statement of Financial Condition

ASSETS

Current Assets

Bank Checking \$30,016

Money Market \$145,472

Total Current Assets \$175,488

TOTAL ASSETS \$175,488

LIABILITIES & EQUITY

Equity

Unrestricted Net Assets \$115,202

Net Income \$60,286

Total Equity \$175,488

TOTAL LIABILITIES & EQUITY \$175,488



THIS PAST YEAR WAS OUR BEST YEAR EVER IN TERMS OF FUNDRAISING.

BOARD OF DIRECTORS



Michael J. Kwinn, Jr., PhD and **Brigitte T. Kwinn** are Michael's parents. Mike is the President of the Friends4Michael Foundation and Brigitte is the Foundation Secretary. They are both 1984 graduates from the US Military Academy and have retired from the Army as Lieutenant Colonels. They each received a Masters from the University of Arizona in Systems Engineering and Mike received his Doctorate from the University of Texas at Austin. Mike currently teaches Systems Engineering at the US Military Academy and Brigitte teaches Systems Engineering at the Naval Postgraduate School.



Ed Gomez is the Foundation Vice-President and chairs our Family Assistance Committee. He and **Nancy Gomez** are married over 25 years and currently living in the Cincinnati area. Ed is a sales manager for a technology company and a 1984 graduate from the US Military Academy at West Point. Nancy writes children's books and is a program director for supervisory visits at a local counseling center. Nancy received her undergraduate degree at Muskingham College and her Masters in counseling at the University of Louisville. Both are avid Miami Dolphins football fans.



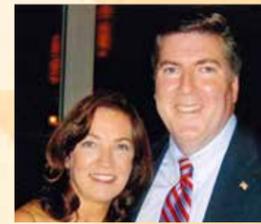
Ron Celeste is the Foundation Treasurer. He works on medical device and drug safety as the President of ThinSpring. He graduated in 1984 from the US Military Academy at West Point where he received a BS in Engineering. **Lucina Celeste** is the Foundation's Financial Controller. She works as the Director of Quality Assurance and Regulatory Affairs for Ivoclar Vivadent Manufacturing, Inc. She holds a BS in Microbiology from Cal Poly Pomona and an MBA from Cal State, Northridge.



John Edelen is the Chief Risk Officer of the Federal Home Loan Bank of New York. He and his wife, **Debbie Edelen**, are both graduates of the US Military Academy and have received MBAs from Columbia Business School and Duke University's Fuqua School of Business, respectively. In addition to serving on the Friends4Michael Board, Debbie is actively involved in several other non-profit organizations.



Jeff (Yaakov) Elias is a 1981 graduate of the Pennsylvania State University and did post graduate studies at UCLA and the University of Arizona. He did active duty in an Armored Battalion and is a First Sergeant (Res) in the Israel Defense Forces Armored Corps. Jeff has worked for major technology corporations in sales, marketing and management positions. Today he is the CEO of Toltec Global Services in Arizona.



Caroline Frawley is a Senior Vice President and Senior Supervising Officer of the Federal Reserve Bank of New York. She holds a B.A in Economics from Iona College and is a graduate of the University of Wisconsin's banking school. **Chris Frawley** is the Assistant Director of Planned Giving at the West Point Association of Graduates. Chris is a 1984 graduate of the US Military Academy and holds an MBA from Columbia Business School. He has over 18 years of banking and financial planning experience, has served on several not for profit boards and as an elected official in Tuckahoe, NY. They are the proud parents of one son



Alex Gomez and **Kristen Gomez** have been married for 15 years and live in Cincinnati, Ohio where they raise their four children, Isabelle, A.J., Ben and Grace. Alex Gomez is a graduate of the University of Maryland and Kristen Gomez is a graduate of Miami University in Oxford, Ohio. They both work as a Talent Acquisition Managers for Accenture. Alex is responsible for managing director (senior executive/partner) level hiring for Accenture's Management Consulting practice in North America. Kristen works as an interviewer for the Performance Factor Interviewing team.



Rick Gomez currently resides in Maryland with his wife (Elida) of 25 years and their four children. Rick is employed in the Washington D.C. area for a communications and security company. Rick and the senior management of his company have been instrumental in support of the Brain Tumor charity run held every May. Rick is a huge fan of Star Trek (all of them).



Cheryl Kwinn is Michael's older sister and oldest daughter of Mike and Brigitte Kwinn. She works as Human Factors Engineer for Farm Product Development in Nashua, NH but still gets to Boston as much as possible. She is also finishing up her Masters of Science in Human Factors at Tufts University. She graduated in 2009 from the Massachusetts Institute of Technology with a Bachelors of Science in Brain and Cognitive Sciences.



Dan McCarthy is a career Army officer who has served in the United States, Germany, Somalia, Iraq, and Afghanistan. In addition to his operational experience as a helicopter pilot, he has served on the faculty at West Point for more than 10 years and has conducted strategic planning and assessment in support of operations in both Iraq and Afghanistan. Dan holds degrees in Organizational Leadership (BS, USMA), Systems Engineering (ME, UVA), and Management Science (PhD, MIT). He and his wife, Patty, are the proud parents of four boys – Matt, Shane, Michael and Jack.



Bob Phelan is a 1983 graduate of Notre Dame and works for Deloitte Consulting in Washington, DC. Bob retired from the Army in 2009 at the rank of Colonel. He was stationed for many years in the Pentagon. His previous assignments were as an Instructor in the Department of Systems Engineering at West Point and as an Artillery Officer in the United States and in Europe. He commanded an Artillery Battery in the 101st Airborne Division during Operations Desert Shield and Desert Storm.



Robb Turner is Co-Founder and Senior Partner of ArLight Capital Partners. He graduated from the US Military Academy in 1984 and also received an MBA from Harvard Business School. **Lydia Turner** graduated from Drury College with a BS degree. Robb and Lydia are also founders and owners of Crown Maple, LLC.

THANK YOU TO OUR BOARD FOR THEIR SELFLESS SERVICE.

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It is friends like these that have helped make The Friends4Michael Foundation successful for the past 12 years.

Thank you again for all of your support.



This past year we lost our dear friend and supporter Karen Weinstein to cancer. Karen was such a wonderful person and beautiful spirit. She was a true supporter of our Foundation and we miss her very much