This report represents National Pediatric Cancer Foundation, Inc.'s responses to Charting Impact, a joint project of BBB Wise Giving Alliance, GuideStar USA Inc, and Independent Sector. Charting Impact uses five simple yet powerful questions to encourage strategic thinking and help organizations share concise information about their plans and progress toward impact.

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**Mission:**
The National Pediatric Cancer Foundation is a nonprofit organization dedicated to funding research to eliminate childhood cancer. Our focus is to find less toxic, more targeted therapies by partnering with leading hospitals nationwide.

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information on Charting Impact, visit www.guidestar.org/chartingimpact
1. What are we aiming to accomplish?

We accomplish our mission through our research initiative, the Sunshine Project (SP). SP is an innovative collaboration among 20 hospitals nationwide. The need for new therapies for children battling cancer is dire. Currently, cancer remains the leading cause of death by disease among children under the age of 15 in the United States. Worldwide, more than 160,000 children are diagnosed with cancer each year. Childhood cancer occurs regularly, randomly, and spares no ethnic group, socioeconomic class, or geographic region. In the United States, the incidence of cancer among adolescents and young adults is increasing at a greater rate than any other age group, except those over 65 years. Survival comes with a cost. Ninety five percent of pediatric cancer survivors develop at least one chronic health condition because treatments are so harsh. That is why our Sunshine Project exists – to find less toxic, more targeted therapies for children battling cancer. The Sunshine Project's current research initiatives are: Clinical Research: Conducting five Phase 1 clinical trials and 1 Phase II trial Total Cancer Care Program: Opened first pediatric blood and tissue banking program in Florida. Translational Research: Funding new Sunshine Project laboratory at Moffitt Cancer Center and twelve translational preclinical studies at various hospitals. SP Goals - 2014 -2019 Goal 1: Successfully achieve the objectives set forth by each Sunshine Project clinical trial and research initiative. Goal 2: Complete four phase 1 clinical trials within the next five years. Goal 3: Open two new phase 1 clinical trials at participating institutions nationwide. Fund one phase 2 clinical trial in the next 5 years (following completion of a phase1 trial) Goal 4: Increase translational research funding to our Sunshine Project partners and institutions. This research is designed and supported to increase future trial proposals. Goal 5: Continue working closely with Moffitt Cancer Center to ensure strong oversight of the Sunshine Project with regards to research administration, contracting, budgeting, safety and data collection.

2. What are our strategies for making this happen?

Strategic Priority #1: Provide core programs and services to include: research, education nd awareness, and safety net support. A. Continue the "Sunshine Project" to research less toxic, more targeted therapies by partnering with leading hospitals / scientists leading to the elimination of childhood cancer. B. Develop an "Education & Awareness" platform that provides relevant disease and system content for patients and families impacted by pediatric cancer. C. Develop a "Safety Net" program that provides financial support for patients and families participating in NPCF programs. Strategic Priority #2: Develop a strong and visible brand that engages key audiences in the fight against pediatric cancer A. Build the NPCF brand as the nation's most effective nonprofit helping people fight cancer and live healthier lives through research, education and awareness. B. Increase constituents' engagement with NPCF across all channels, including digital platforms, live events and fundraising activities. Strategic Priority #3: Develop comprehensive fundraising models that bolster the NPCF brand and utilizes personalized engagement with donors of all types & sources, with the objective of continually moving them to more significant philanthropic commitments. A. Evaluate current fundraising models & relationships and explore possible new ways to partner that will increase financial support of new and existing NPCF programs and initiatives. B. Identify and secure increased revenues from legacy donors. Adopt and practice a high-touch, relationship-based fundraising model that seeks to engage donors and potential donors in increasingly personal and meaningful ways. C. Identify and secure new areas of potential philanthropic support outside of the cancer community. D. Build strategic partner engagement relationships to convert customers and other partners to donors. Strategic Priority #4: Continually develop and strengthen NPCF's infrastructure and top-quality workforce to support programs and services A. Continue to recruit and develop top-quality workforce through continuous improvement of a human resources system that incorporates recruitment, training, competitive compensation, retention, recognition, performance measurement and succession planning. B. Ensure NPCF's administrative systems and office operations run efficiently and effectively and align with changing management imperatives in support of accomplishment of strategic and operational objectives. C. Develop and maintain IT infrastructure to support and advance all organizational priorities in a timely and efficient manner.
3. What are our organization's capabilities for doing this?

Priority #1: a) Sustain and enhance NPCF’s research program b) Consult with stakeholders c) Establish an education and awareness program to promote/enhance the mission d) Establish "safety Net" program to support patients and families

Priority #2: a) Establish cause marketing campaigns that align NPCF with major stakeholders and partners geared to women, children and families that will bring national attention to NPCF generating both business and social impact. b) Launch a redesigned and responsive website that reflects our mission and brand value. c) Ensure website achieved first-page web results when individuals search Google for specific terms d) Ensure that NPCF is accurately and fully communicating the value of our programs and services to the public, donors, patients, and other key audiences. e) Use effective communication and marketing strategies to drive visibility for signature events f) Continue to develop patient and event profiles as a key driver of NPCF’s visibility and brand image g) Maximize pediatric cancer month as opportunity to build brand awareness h) Provide accurate financial impact data to public, media, sponsors and policy makers during meetings and other interactions. Priority #3: a) Grow annual public support using a multi-channel revenue stream strategy b) Expand corporate giving opportunities by engaging new partners and leveraging existing assets c) Produce high-quality scalable Special Events d) Refine and Expand NPCF’s Direct Mail / Annual Appeal Response strategy (integrated into Individual Giving Metric) e) Build out proactive Individual / Major Gift / Foundation / Grant program including Planned Giving and workplace giving. f) Explore specialty giving programs such as car donations, time shares and thrift stores Priority #4: a) HR support in development of training opportunities to meet specific needs. b) Assessment of workplace satisfaction and develop efforts to address issues identifies as staff concerns and areas for recommended improvement.

4. How will we know if we're making progress?

Details regarding each trial and their success measurement are outlined below: i. Relapsed Acute Lymphoblastic Leukemia Trial: (currently open and accruing children) ALL is the most common cancer in children. Metformin, commonly known as GlucophageTM, is a medication frequently used to treat Type II diabetes. The combination of metformin and chemotherapy is a new way to target resistant leukemia cells. This trial will determine if combining metformin with chemotherapy is safe and effective at treating leukemia. Eighteen children will be treated on this FDA approved clinical trial. ii. VIT & Metformin in Relapsed or Refractory Solid Tumors Trial: (currently open and accruing children) Solid tumors account for 60% of all childhood malignancies. Unlike other childhood cancers, minimal improvement in survival has been seen in children with solid tumors over the past twenty years. These disappointing results have prompted PCF to find new agents in the fight against this disease. Twenty-five children will be treated on this FDA approved clinical trial. iii. Topotecan & Sorafenib in Relapsed or Refractory Solid Tumors Trial: (Completed 5/2005), published in "Cancer Medicine" 11/2005 Topotecan is a chemotherapy drug that has been used safely for over a decade in children with anti-cancer activity in leukemias, solid tumors, and brain tumors. Sorafenib is from a newer class of targeted chemotherapy drugs also with safety data in children when used alone and activity in multiple pediatric research models. The combination of these two agents was tested along with numerous others in sarcoma models and found to work well together to kill cancer cells. Thirteen patients participated at six sites. iv. Total Cancer Care Program: In 2013, PCF opened the first pediatric blood and tissue banking program in Florida to further personalized medicine for children with cancer. We hope the results of this effort will lead to a better understanding of a child's malignancy or lead to a better matching of therapy to the patient. v. Phase II Study of nab-Paclitaxel in Combination with Gemcitabine for Treatment of Recurrent/Refractory Sarcoma in Teenagers and Young Adults This trial will look at this combination of nab-paclitaxel and gemcitabine in its ability to prevent the formation or growth of tumors in teenagers and young adults with relapsed or refractory osteosarcoma, Ewing sarcoma, rhabdomyosarcoma and other soft tissue sarcoma. vi. ACTioN : Adoptive Cellular Therapy following Dose-Intensified Temozolomide in Newly-diagnosed Pediatric High-grade Gliomas: An immunotherapy trial for the treatment of high grade gliomas (HGG) in children vii. LSD1 inhibitor - This project will be used to support research and development efforts relating a unique therapy (lysine specific histone demethylase 1 (LSD1) inhibitor) addressing Ewings Sarcoma
5. What have and haven't we accomplished so far?

1. In the past five years, NPCF has completed one Phase 1 trial and currently has five Phase 1 and 1 Phase II trials open that are actively accruing children. 2. Total Cancer Care Program is the first pediatric blood and tissue banking program in Florida. This program allows our researchers to collect rare cases into meaningful groups and investigate these understudied cancers with the aims of finding better targets for therapy. 3. Sunshine Project Research Laboratory at Moffitt Cancer Center is rapidly evaluating agents for Phase 1 trials. During this last year, there have been six combinations for osteosarcoma published and one additional combination is being investigated. This system has the potential to identify dozens of potent combinations to be used towards clinical trials. 4. Funded twelve translational preclinical studies at various hospitals. 5. Increased the number of participating hospitals and investigators nationwide. 6. Created a very qualified and reputable clinical trial Oversight Committee to increase the safety and reporting mechanism for Sunshine Project Trials. 7. Since 2010, conducted seven successful Annual Retreats for doctors, coordinators, NPCF Board members and donors to discuss new trials and research projects, as well as opening avenues of communication and trust. 8. National Pediatric Cancer Foundation has donated more than $10 million to the Sunshine Project since 2007. 9. 88% of our operating expenses are directly related to our program services. 10. NPCF has been rated a 4-star charity by Charity Navigator for fiscal responsibility and transparency and given a Gold Level rating by Guidestar for commitment to transparency. It has also received accreditation from the BBB Wise Giving Alliance. These are the highest ratings a non-profit can receive. 11. Established clear objectives and lines of communication among staff, Board of Directors, donors and volunteers to raise needed funds and develop materials to promote our events, research initiatives, and overall mission.