



NO MORE
KIDS WITH CANCER

No More Kids With Cancer

2017 Impact Report

OUR MISSION

No More Kids with Cancer focuses exclusively on accelerating the discovery of safer, less toxic and more effective treatments for children with cancer.

Our Promise

100% of public donations fund groundbreaking childhood cancer research.

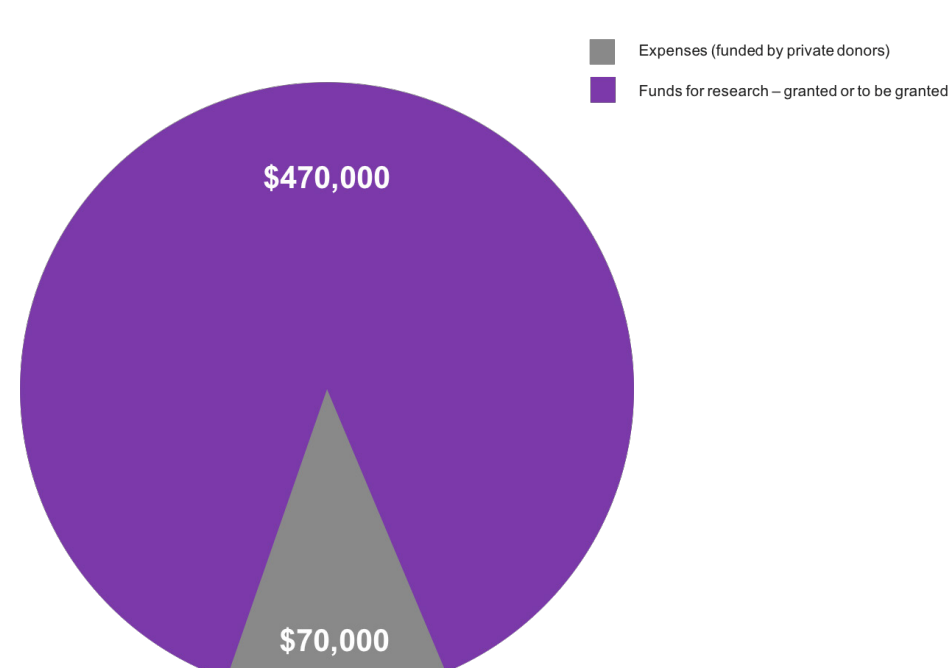
From the beginning, we made a commitment to our donors: 100% of their donations go to our mission. Donors give, and we do the work of funding research which could lead to safer, less toxic and more effective treatments in childhood cancer. Private donors cover modest expenses that include technology, office supplies and other basic needs to fuel our long-term vision. In our first two years of operations, we've stayed true to this promise.

We are very proud of the impact we're making with donor support. The research we are funding is groundbreaking, and is already creating options for children with cancer, their doctors and their families.

Yet, we know we have a long road ahead. With over 80% of childhood cancer survivors living with significant side effects from treatment, and 1 out of 3 kids losing their life in their 40s, more research will be required to change these statistics.

2016 Donations

No More Kids with Cancer and The Naya Foundation 2016 Results (audited financials)



Note: A copy of audited financials is available upon request

Changing Childhood Cancer

Groundbreaking Research Funded in 2017

100% of donations to No More Kids with Cancer go towards groundbreaking pediatric cancer research. Over the past two years, we have supported 1 Dream Team, 2 clinical trials, 8 research projects and 15 different hospitals.

At the end of 2017, our Board of Directors and independent reviewers approved our second major grant, a \$230,000 grant to accelerate new treatments and breakthroughs for acute myeloid leukemia (AML). Acute myeloid leukemia (AML) is one of the most challenging childhood cancers to treat. The phase I trial leverages the latest in immunotherapy and science to treat AML. Details of this grant will be announced in early 2018.

Our \$155,000 grant towards a pediatric brain cancer phase I trial supporting University of California, San Francisco (UCSF) and Pacific Pediatric Neuro-Oncology Consortium (PNOC) made tremendous progress in 2017 and is being offered to children across the United States. We expect the trial will go to phase II. The first phase tests the effects and safety of using the measles virus to kill brain cancer cells.

\$75,000 was granted to support pioneering research at The Children's Hospital of Philadelphia. Kristina Cole, MD, PhD is focused on research that could signal cancer cells to stop dividing. The shortening of DNA sequences at the tips of normal cells' chromosomes (aka telomeres) flags the cells to stop dividing. Pediatric malignant gliomas, embryonal tumors and other cancers have developed mutations that keep their telomeres extra-long. Known as alternative lengthening of telomeres (ALT), this gives these specific cancer cells a growth advantage. Dr. Cole is studying the effect of mutations that cause ALT. The goal is to discover the genes and proteins that are involved and to find drugs that can selectively halt telomere growth.

The #MustardChallenge Goes Viral



The Mustard Challenge Campaign

The No More Kids with Cancer #MustardChallenge campaign raised awareness and funds for new treatments. The campaign shed light on the antiquated and toxic drugs used to treat children with cancer. Over 8 million people engaged with the message that "1950s Drugs Are Unacceptable" for kids. The campaign was covered nationally, by over 40 news outlets.

The Mustard Challenge raised over \$120,000, and those funds will be matched \$1 for \$1, up to \$6 million by Stand Up To Cancer to support a Pediatric Brain Cancer Dream Team. A Dream Team is a cross-institution, cross-discipline team with a focus on accelerating new, groundbreaking discoveries in cancer treatments which can save lives today. You can learn more at www.mustardchallenge.com.

The Purple Ball

An evening celebrating breakthroughs in childhood cancer

The Purple Ball is an evening that celebrates childhood cancer research and raises funds to discover groundbreaking, safer and less toxic treatments for children with cancer.

The inspiration behind the Purple Ball is Naya Summy. Her favorite color was purple, and she loved a good party with friends and family. She also raised hundreds of thousands of dollars for childhood cancer research, and asked her parents to continue her efforts so other children would not suffer.

Collectively, The No More Kids with Cancer Purple Ball in Philadelphia has raised over \$450,000. 100% of the proceeds from The Purple Ball are used to fund new grants or trials.



Change The Facts And Stand Up For Kids

1 in 3 kids with cancer will not survive beyond 30 years of diagnosis.

Over 200 kids die from cancer everyday.

300,000 kids are diagnosed with cancer worldwide every year.

Less than 4% of federal cancer research funding is dedicated to childhood cancer research.

1950s DRUGS FOR TODAY'S KIDS IS UNACCEPTABLE

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