



## Our Mission

The St. Baldrick's Foundation is a volunteer and donor powered charity committed to supporting the most promising research to find cures for childhood cancers and give survivors long and healthy lives.



CONQUER  
**KIDS'**  
CANCER

2024 PRESS KIT

## About Us

What started as a challenge between three friends in 2000 has grown into the world's largest charity funder of childhood cancer research grants.

Since then, volunteers have held more than 16,663 events and more than 630,454 shaves have taken place to stand in solidarity with kids fighting cancer.



## Childhood Cancer Treatments Require Childhood Cancer Research

### How Big Is The Problem?



Every 2 minutes a child is diagnosed with cancer worldwide.



Before they turn 20, about 1 in 263 children in the U.S. will have cancer.



Childhood cancer is the #1 disease killer of children in the U.S.



Even when kids get cancers that adults get – like lymphoma – they must be treated differently. Children are not simply smaller adults!



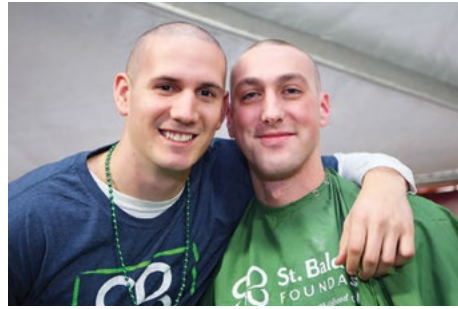
In the U.S., 1 in 5 kids with cancer won't survive, and for those who do the battle still isn't over.



By age 50, 99% of survivors have had a chronic health problem, and 96% have experienced a severe or life-threatening condition. With research, we can give kids being treated today a better outcome.

More than \$342 million. 1819 grants. 31 countries.

# How We Fundraise



## Fundraising

Donations raised through St. Baldrick's support the development of childhood cancer treatments to cure every child.

## Head-Shaving Events

The St. Baldrick's Foundation works with volunteers to coordinate signature head-shaving events worldwide, giving them the opportunity to stand in solidarity with kids fighting cancer and to raise funds to support the best childhood cancer research, wherever it takes place.

TO DATE:   
**630,454**  
Shaved Heads

  
**42,207+** Volunteer  
Barbers

  
**16,663+** Events  
Worldwide

In 2023, **21,513** volunteers, including **13,228** shavees, participated at more than **578** events.

## Do What You Want

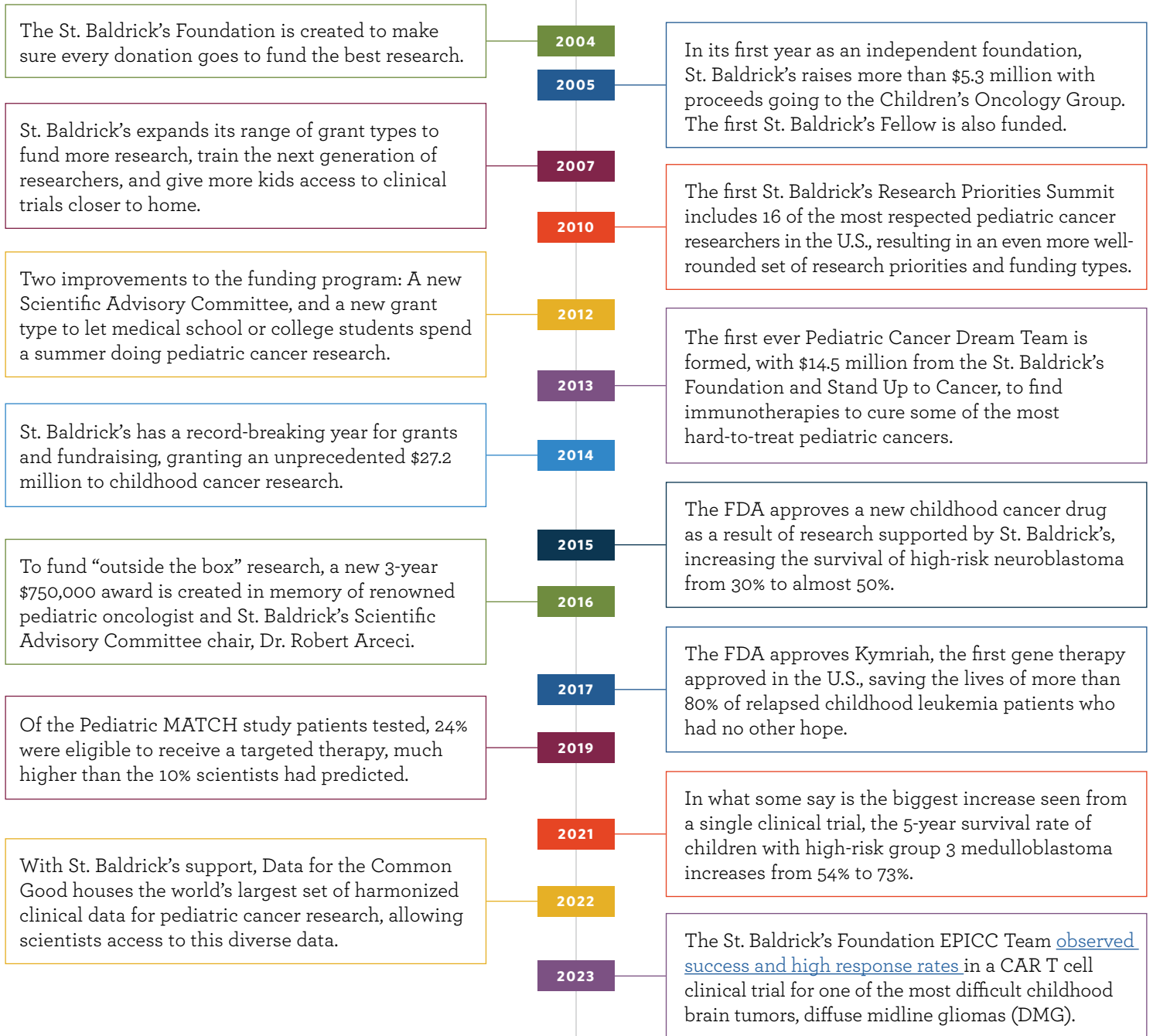
If going bald isn't your thing, you can Do What You Want to raise funds. Let your creativity flow!



Find out how you can get involved at [StBaldricks.org/get-involved](https://StBaldricks.org/get-involved).

# 25 Years of Impact

A few highlights you've made possible for kids with cancer:



## The Next 25 Years

What does "accelerating the next 25 years of cures" mean? What do donations support to make it happen?



### More Cures, Better Survivorship

Priority #1: cures for all kids — and treatments that decrease the long-term health consequences faced by today's survivors.



### Train the Next Generation

One of the best investments we can make is to train young researchers who will bring fresh new ideas and spend decades discovering new cures for kids.



### Cures Closer to Home

Support of clinical trials across the country means fewer kids must travel to be part of a clinical trial, often their best hope for a cure.



### International Impact

Children in developing countries rarely survive cancer. By continuing to train researchers in those countries, we can change that.

# Advocacy

Collaboration is essential in bringing about change for kids with cancer. Our advocacy efforts on Capitol Hill are most effective when we are unified as one voice with our coalition partners in our quest to make childhood cancer a higher national priority.



Through our work, including community partners, accomplishments include:



Passage of the Childhood Cancer STAR Act in 2018 and the Childhood Cancer STAR Reauthorization Act in 2022, plus full implementation funding for FY 2019-FY 2023



The creation and full funding of the Childhood Cancer Data Initiative, a new program at the National Cancer Institute to enhance data collection for childhood cancers and incentivize the cancer research community to develop new treatments for children with cancer.



Empowering St. Baldrick's advocates through education, training, and advocacy events to speak up for kids with cancer and grow our legion of congressional childhood cancer champions.

St. Baldrick's advocates have been nominated and placed on committees at the Department of Defense, NCI, FDA and other key committees that ensure the voices of kids with cancer are at the table.

Learn more about Advocacy at [StBaldricks.org/advocacy](https://StBaldricks.org/advocacy).



**St. Baldrick's  
FOUNDATION**

**2024 AMBASSADORS**



St. Baldrick's Ambassadors represent the more than 400,000 kids worldwide who are diagnosed with cancer each year. Ambassadors come from diverse geographic areas, ages, diseases, and treatment statuses. Their stories highlight the importance of supporting the best childhood cancer research so all kids diagnosed can live long, healthy, productive, and happy lives.

Every child is so much more than a cancer diagnosis. Each has their own unique personality, gifts, and talents. Read on to learn more about these remarkable kids.

### **Scott, 15, Cary, NC, acute lymphoblastic leukemia**

Scott was just 3 years old when he was diagnosed with acute lymphoblastic leukemia. He endured 3 1/2 years of countless spinal taps and blood transfusions, received 40 bitter nebulized antibiotic treatments for immunosuppression, and spent more than half of his life on chemo. Now 12 years in remission, Scott is enjoying the 9th grade and is a passionate advocate for childhood cancer research.

### **Aaron, 16, Coral Springs, FL, Ewing sarcoma**

Aaron suddenly stopped walking at 4 years old and an MRI showed he had Ewing sarcoma, a rare bone and soft tissue cancer. Aaron endured more than any child should - two surgeries and physical therapy, he underwent 14 rounds of chemotherapy and 28 rounds of proton beam radiation. 11 years since his diagnosis, Aaron is now an accomplished guitar player and athlete.

### **Julianna, 5, Mandeville, LA, neuroblastoma**

The Jack Sparrow loving 5-year-old Julianna (a.k.a., Juju), who also enjoys swimming, dancing, and baby dolls, was diagnosed with stage L2 neuroblastoma in January 2022. Over the course of treatment, chemotherapy was able to reduce the tumor by more than 96%. Early the next year, the same week Juju received her initial diagnosis, she relapsed with stage 3 neuroblastoma. Determined and headstrong, Juju endured additional chemotherapy, radiation, a 12-hour surgery, and a stem cell harvest. Through it all, Juju maintained her kindness and beautiful heart.

### **Sam, 20, Studio City, CA, acute promyelocytic leukemia**

Sam is an accomplished musician, pilot and philanthropist who had fundraised for St. Baldrick's prior to his acute promyelocytic leukemia diagnosis as a teen. His treatment caused dangerous bleeds and resulted in him being paralyzed from the waist down. Thanks in large part to the treatments of a clinical trial partly funded by St. Baldrick's, Sam is now a sophomore at San Diego State University where he excels as a musician and continues to give back to fund childhood cancer research.

### **Camden, Forever 9, Orinda, CA, acute lymphoblastic leukemia and acute myeloid leukemia**

Camden (a.k.a., Cam) was 3 years old when he was diagnosed with acute lymphoblastic leukemia in February 2017. The following September, he was diagnosed with acute myeloid leukemia, likely caused by the chemotherapy used to treat his initial diagnosis. Cam faced four challenging years of rigorous treatments, but it wasn't enough. On December 16, 2022, Cam passed away. Throughout his life, he inspired others with the courage he showed during the hardest times in his cancer fight - none of which could bring down his beautiful spirit. Honoring Cam's memory is how his family celebrates the permanent mark he left on us all. And that, ultimately, is his everlasting story.

## Other Ways to Get Involved

Donate, volunteer, involve your business, give a matching gift, make a tribute or memorial gift, create a Hero Fund or spread the word!

## Media Contact

Interested in speaking with a St. Baldrick's Foundation representative?

Reach out to our media team,  
[Media@StBaldricks.org](mailto:Media@StBaldricks.org)



Together, let's Conquer Kids' Cancer! Visit [StBaldricks.org](http://StBaldricks.org)