



IMPACT REPORT

2023 Year in Review



HEROES
for Children

20 Years
HONORING OUR PAST
BUILDING OUR FUTURE

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A MESSAGE FROM OUR CEO & EXECUTIVE DIRECTOR

You made an amazing impact to assist 1,151 families in 2023 by not letting them fight their battle alone. Because of you, your imprint is on every page of this report – milestones celebrated, funerals assisted, laptops for educational success, monthly bills paid, fertility assistance for future families, and every life changed.

As we enter our 20 Year Anniversary we want you to help us honor our past of the last 20 years, while we build our future for the next 20 years. Inside these pages will provide you some of the beginnings of how we can do that together!

On behalf of our board, staff and amazing partners like you, we are honored to support families in their greatest time of need so that they don't fight their cancer battle alone. We can't do it without Heroes like you!

Let's Do This,



David Hancock
CEO/Executive Director

20 *Years*
HONORING OUR PAST
BUILDING OUR FUTURE

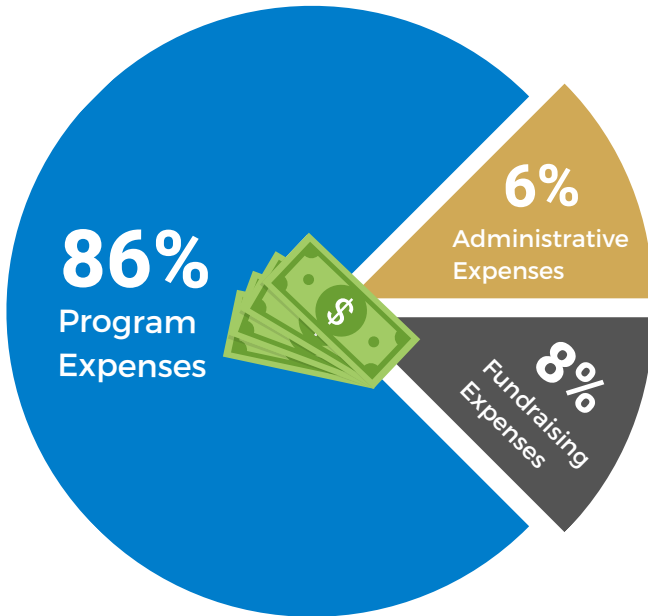


About 1 in 260 children
will develop cancer before the age of 20



GIVE CONFIDENTLY & SUPPORT FAMILIES

As an organization, we have made it a priority to ensure full transparency of our financial health and accountability. Out of every dollar given to our mission, 86 cents goes directly to our 5 Core Programs to help families who have a child battling cancer not fight that battle alone. You can give with confidence that your generosity is making a huge difference!



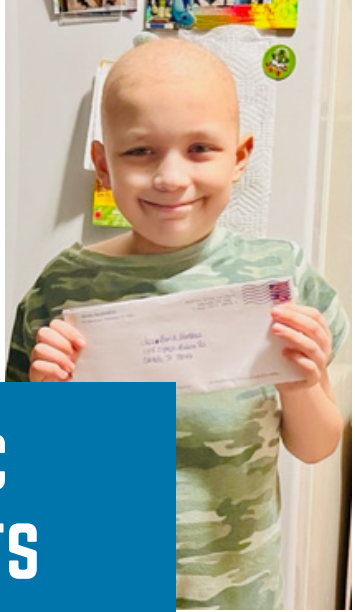
Give with Confidence!

*Based on preliminary unaudited 2023 final numbers

Platinum
Transparency
2023

Candid.

86 cents of every dollar
supports our 5 core programs for children



HOW HFC SUPPORTS FAMILIES

\$1.1M PROGRAM EXPENSES IN 2023*

1,151 FAMILIES SUPPORTED IN 2023

15 HOSPITAL PARTNERS

Every week, Social Workers from our Hospital Partners submit applications on behalf of patients. We process applications every Thursday. Then, on Friday, we send a payment to the families. There is no other organization that provides direct and immediate assistance to families with such ease when it comes to restoring normalcy and bringing comfort to each family's journey.

MAJOR HOSPITAL PARTNERS

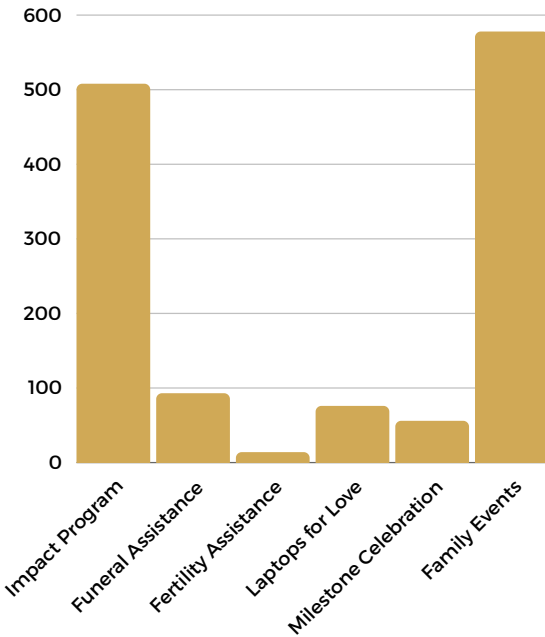


*Based on preliminary unaudited numbers

Through our Impact Program, we help families with monthly expenses including bills & basic needs, rent/mortgage, utilities, and transportation. We also provide families with financial assistance for milestone celebrations, fertility assistance, and funeral assistance. Through our Laptops for Love program we provide patients a free laptop to stay connected with friends, family, and schoolwork.

2023 Family Assistance at a Glance

A look at the 1,151 number of HFC families we provided Financial Assistance (5 Core Programs, 573) and Social Assistance (Family Events, 578) in 2023. You made that happen with your generosity.



The Breakdown of HFC Families we have supported:

- 57% of our HFC children are male; 43% female
- 72% of HFC patients are minorities
- 87% of zip codes for HFC families have lower average incomes than the Texas average
- 84% of all families HFC serves have a household income of \$50,000 or less
- 51% of HFC patients have an income of less than \$25,000

PROGRAM HIGHLIGHTS

Funeral Assistance Program

We honor the life of Jayden Xavier Simmons, who passed away in early 2024 from Osteosarcoma Cancer (bone cancer). This amazing 15 yr old made an impact on all who ever met him. The first time we met Jayden, he shared how he just ran his personal best 100 meter run and his enthusiasm for life was infectious. If you wanted to laugh and know the meaning of life you hung out with Jayden. Because of our donors like you, we were able to assist his mother Ashley and the entire family as they grieved and honored the impact he had on all he touched. Thank you Jayden for leaving your footprints in the sand for all of us to see.

(Jayden far left, standing w/ NBA All-Pro Spud Webb, and friend)



Impact Program

From the family of Landon,
"In early August 2023, Landon received his new stem cells from an unknown donor who was listed in the donor bank and was a 10-10 match. His body accepted the new cells on September 12, 2023 and he has been recovering well since then. Landon is still in recovery and is doing great! We are forever thankful and grateful that the donor gave Landon his life back. And we are extremely grateful for the financial help from Heroes For Children. That financial support has been a major blessing as we have been on the journey much longer than we anticipated. We are very thankful for the help."

OUR FAMILIES ENJOYED..

Across Texas in 2023, Heroes for Children families enjoyed social events and making memories while connecting with other families going through a similar experience.

AUSTIN, TEXAS

Top Golf Family Event
Holiday Heroes at Papasan Properties
OJO Trick or Treat Event

DALLAS, TEXAS

Top Golf Family Event
Texas Legend Basketball Game
Holiday Heroes at McKesson HQ

HOUSTON, TEXAS

Houston Dash Soccer Game
Date Night
Houston Dynamo Soccer Game

SAN ANTONIO, TEXAS

Holiday Heroes (1st year hosted in SA)
Ripley's Musuem Day



HOLIDAY HEROES

Austin, Texas



TEXAS LEGENDS

Dallas, Texas



DASH SOCCER GAME

Houston, Texas



ALAMO/DOWNTOWN

San Antonio, Texas

MORE THAN 578 FAMILIES

attended Heroes for Children social events this year

STRATEGIC PLAN: ONBOARDED 1ST HOSPITAL NATIONALLY



DOERNBECHER
OHSU

WELCOME ABOARD!

Doernbecher Children's Hospital in Portland, Oregon became our 1st Partner Hospital outside of Texas.

Doernbecher Children's Hospital is ranked in the Top #50 in US News & World Report Rankings for Pediatric Cancer in the USA, and they are one of the few children's hospitals verified as a Level 1 Pediatric Trauma Center and Surgery Site.

We are honored to have such a great partner with their high level of care and expertise in the area of pediatric cancer. We look forward to a long and successful partnership for years to come.

THE PATH AHEAD

The entire leadership team of our board, staff, and key partners are committed to the strategic plan fueled by four key initiatives driving our mission forward. Our commitment to grow our base in Texas as we expand nationally into the best children's hospitals in the country, propels our commitment to let no family who has a child battling cancer not fight that battle alone!

Scan QR Code to
explore Strategic
Plan & National
Expansion.



STRATEGIC GOAL

To become the Susan G. Komen of Children's Cancer



NEW IN 2023! HEROES BLANKET PROJECT

MAKE BLANKETS

This is a great team building activity for your team/business or group. With a minimum of a \$2,500 to help raise funds for our 5 core programs, you can make a difference by making a warm blanket for kids currently in hospital treatment. YOU can make a blanket. YOU can make a video to the child. YOU can make a difference.



MISSION IN ACTION

Since the pandemic we have been challenged in how to get our donors/partners more connected to our mission. How can they volunteer? How can they see the mission in action? Most hospitals since the pandemic have now set up strict protocols and limited the number of people who can come into the oncology unit floor. We have created a solution with our **Heroes Blanket Project**. As a fundraising project, now businesses & groups can have a great team building activity and make blankets for our kids to keep warm, while they are in hospital treatment. We come to your location and help you make a difference for our kiddos. For more info scan QR code:



OUR VISION

that no child battling cancer will fight alone



GO GOLD SEPTEMBER

How we partnered with the community to help raise awareness for Childhood Cancer Awareness Month

Connectivity Source made the 1st Heroes Blanket Project

McKesson iCare Golf Tournament & Backpack for Patients

Highland Park High School Gold Out Pep Rally

United Healthcare & Trade Org Golf Tournament in San Antonio

Midlothian Heritage High School sold "Go Gold" t-shirts for a "Gold Out" football game

Houston Dash VIP Game Experience

COMMUNITY PARTNERSHIPS

This past September for the 3rd year in a row, we partnered with organizations, businesses, schools, dance teams, and more to increase awareness about childhood cancer and raise funds to provide financial and social assistance for families who are currently battling childhood cancer. We were astounded by the involvement and the impact we were able to make together during Childhood Cancer Awareness Month.

10 FAMILIES

were selected for special assistance in September

FUNDRAISING EVENTS

WE CAME TOGETHER FOR..

AUSTIN HOLD 'EM

First Hold 'Em in Austin since pandemic

HOUSTON HOLD 'EM

Huge turn out for biggest event of year

DALLAS HOLD 'EM

Our second Hold 'Em Tournament since the pandemic

SAN ANTONIO

NABIP Golf Tournament - 1st ever fundraiser event in SA

DALLAS LOVE FOR HEROES

Our third Love for Heroes 105 Tennis Tournament in Dallas.

HOUSTON HANDBAGS

One of the largest turnouts we have had in years.



AUSTIN

Hold 'Em for Heroes



DALLAS

Hold 'Em for Heroes



DALLAS

1st Blanket Project



DALLAS

Love for Heroes



HOUSTON

Fashion Show



HOUSTON

Heroes & Handbags



HOUSTON

Hold 'Em for Heros



SAN ANTONIO

Golf Tournament

84% of HFC families we serve
have a household income of \$50,000 or less

THE HEART OF A HERO

TRACY HENNESSY

We have been so honored to have Tracy Hennesy be such an integral part of our leadership. For the past six years, she has served on our Board and for the last four years been the Treasurer of our Board. In addition to that she has served on our Advisory Council in Houston and been such an advocate of our signature events of Holiday Heroes, Heroes & Handbags, and Hold 'Em for Heroes.

Tracy said, "I support Heroes and show up for our families because it is so important that they know and feel that they are not fighting this battle alone. We are here for them and will show up for them in their darkest times and we will show up for them in the holidays and milestones that should be celebrated in big ways. This is what life is all about – showing up for and supporting our fellow human beings in need. ."

Tracy Hennesy
Marketing Managing Partner
Grant Thornton, Houston TX



17 Board Members

served Heroes for Children in 2023

2024 BOARD OF DIRECTORS

Ashley Amerman
Dallas Board Member

Rex Catton
Dallas Board Member

John Crabb
Houston Board Member

Karalynn Cromeens
Houston Board Member

Danielle DeWolf
Austin - Treasurer

Susan Dray
Houston Board Member

Gina Eckerman
Houston Board Member

Stan Goldman
Dallas Board Member

Manny Gonzalez
Dallas Board Member

Morgan Hallman
Dallas Board Member

Roy King
Houston Board Member

Jesse Llamas
Dallas Board Member

Jenny Lawson
Dallas Co-Founder

Larissa Linton
Dallas Co-Founder

Randal Locke
Dallas - Board Chair

Mandy Lu Ristow
Dallas Vice Chair

Nicole Scott
San Antonio Board Member

Emily Zoog
Dallas Board Member

David Hancock
Dallas Ex Officio

CONNECT WITH US



heroesforchildren.org



6010 W. Spring Creek Pkway
Plano, TX 75024



@heroesforchildren.org



@heroesforchildren.org

