



FLASHES of HOPE

smile  
2018 ANNUAL REPORT



As we sat down to write another annual report, we struggled to highlight what was unique about 2018. In many ways, it was exactly like the year before: our chapters were run by incredible volunteers, we invested in childhood cancer research and many of our generous donors have been contributing for years.

In looking for what was “new”, it finally occurred to us that each year, 5,000 newly diagnosed children are introduced to Flashes of Hope.

For these kids and their families, 2018 was unlike any year in their lives; one that turned upside down by childhood cancer.

And, we were honored to be there, as we have been since 2001, to brighten their lives and do everything possible to find a cure.

We are beyond grateful to have so many volunteers and donors that share our passion and commitment to making a difference in the lives of these courageous children.

Thank you for being there for the kids until the day that no family’s life is forever changed by a cancer diagnosis.

*with sincere gratitude,*

Allison & Kip Clarke  
Founders



5000  
*new smiles!*

When Flashes of Hope was founded, digital photography wasn't available and the thought of taking high resolution images with a cell phone seemed preposterous. Digital photography made the process easier to manage on a large scale, but our chapter directors still spent hours putting together and delivering framed portfolios while the staff manually archived and organized thousands of files. Now, families receive personalized digital galleries that can be shared with friends along with mounted portraits that are sent directly to their homes.

What hasn't changed are the smiles on the kids' faces when they step in front of the camera and the joy we feel watching their families take a break from the grueling demands of cancer treatment. Over the years, we have had the privilege of photographing more than **75,000 children** in 50 cities, each one leaving an indelible imprint on our volunteers and organization.



Ginelle & Nevaeh November 2018



Ginelle & Nevaeh February 2019

Nevaeh August 2018



FLASHES of HOPE photos by Renee Evans, August 2018 and Michael Ray, November 2018 & February 2019

## 2018 *volunteer* CHAPTER DIRECTORS

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Rhiannon Mack	Cindy Wieties

*passionate  
and committed*

VOLUNTEERS ARE AT THE  
HEART OF OUR MISSION



## *volunteer* 2018 STYLISTS

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Aveda Institute Orlando	John Robert's Spa	Kimberly Ross
Aveda Institute Winter Park	Kayla Jordan	Kayla Rubacha
Aveda Ivy Salon	Aga Kaskiewicz	Beth Ryan
Briana Barzey	Jennifer Knipp	Keirra Ryan
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Katie Brown	Debi Maker	Elizabeth Scello
Rebecca Butz	Rebecca Malone	Angelica Schneider
Morgan Byrne	Emily Manley	Amanda Shallow Desjardins
Drea Carreno	Julie Marckisotto	Kelly Sherling
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Millie Cseszneki	Stephanie McIntyre	Kelsea Spain
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Shannon Davis	Jill Nassif	Barbara Thompson
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Bronwyn Demich	Candace Orlandi	Tyler Mason Salon
Laura Dillon	Marisa Palacios	Jacqueline Vogt
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Nora Gano	Paul Mitchell The School - Tulsa	Brandy White-Johnson
Beth Gunter	Amber Parks	Olivia Wilson
Amra Hukic	Valerie Perelman	Autumn Yarski
Zoe Hunt	Richard Piana	Carmen Zamora
Adrieli Hunziker	Primp Hair and Makeup	



# volunteer

## 2018 PHOTOGRAPHERS

Helen Adams  
Arnie Adler  
George Anderson  
Sylvia Arbalaez  
Christina Armenian  
Paul Audia  
Markham Badim-Jenkins  
Daemon Baizan  
Lee Balgemann  
Kevin Banks  
Annette Barr  
Mark Bealer  
Mark Beaven  
Jake Belcher  
Al Bell  
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Wendy Zins

special thanks to







Families have always received three gifts through our photography program. The first is the photo shoot itself; which turns a typical day in the hospital to one filled with music, energy and laughter. The second gift is the portrait package and digital photo gallery which helps the kids see themselves in a new light. The third and most powerful gift, especially for bereaved families, is the memory of a moment in time when their child's beautiful smile was all that mattered.

And now, we are providing a fourth gift at the shoots: Our Happy Packs contains items that address personal needs and provide distraction from the monotony, isolation and anxiety of hospitalization. Designed with help from Child Life Specialists, Happy Packs include items such as a tablet/e-reader, headphones, fuzzy socks, games, and gift cards.

## happy pack



FLASHES of HOPE photo by Mark Watson



WITH LESS THAN 4% OF FUNDING  
DIRECTED TO PEDIATRIC CANCER,

*it's not enough to hope  
that a cure will be found.*

In 2001, 12,000 children were diagnosed with cancer. The incidence of pediatric cancer has steadily increased with 15,700 new cases in 2018. Researchers believe the increase may be caused by a combination of genetic and environmental factors, but the cause of most childhood cancers remains unknown.

We funded a \$20,000 research project in 2009 and have now contributed more than \$6,000,000 to studies across the country. We are unwavering in our commitment to find better, less toxic cures and work closely with our charity partners to ensure that every dollar is efficiently distributed directly to the labs.

## *research* 2018 FUNDING PARTNERS

Alex's Lemonade Stand Foundation  
Bear Necessities Pediatric Cancer Foundation  
The Children's Tumor Foundation  
The Children's Oncology Group

Philadelphia, PA  
Chicago, IL  
New York, NY  
Philadelphia, PA

### STUDY LOCATIONS

Dana-Farber Cancer Institute  
Massachusetts General Hospital  
The Johns Hopkins University School of Medicine  
University of Texas Southwestern Medical Center  
University of Texas Health Science Center at San Antonio  
Children's Hospital Los Angeles  
The Children's Hospital of Philadelphia  
Cleveland Clinic Children's Hospital  
The Washington University  
Columbia University

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Boston, MA  
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Dallas, TX  
San Antonio, TX  
Los Angeles, CA  
Philadelphia, PA  
Cleveland, OH  
St. Louis, MO  
New York, NY



FLASHES of HOPE photo by Christina Armenian



# keep on kicking it!

What started on an elementary school field ten years ago has grown into a national fundraising program. Kick-it events have been held in major league ballparks, NFL stadiums and NASCAR tracks. At every location, big or small, communities of volunteers play a child's game so children with cancer have the opportunity to be kids again.

In partnership with Alex's Lemonade Stand, the Kick-It program raised \$617,000 for research through corporate events, school games and the Kick-It Champion program for student athletes.



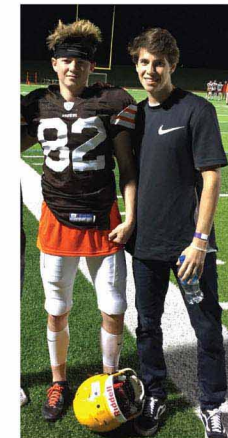
The Cleveland Kicks-It event hosted by the Cleveland Browns at First Energy Stadium raised \$80,000.



One of Kick-It's biggest supporters, Brent Ramer, passed away after battling cancer for years. In his memory, his family asked for donations to research: friends and family contributed \$11,500 to honor Brent's courage, sense of humor and commitment to helping others.



Brecksville-Broadview Heights Middle School once again held the top school fundraising event, raising \$38,000. The school has funded a total of \$300,000 in research projects since 2009.



The Kick-It Champion program continues to grow. Sam Babish was the top national fundraiser with \$11,000 in donations.



# all together to brighten the lives of children with cancer

## BIG SHOTS & LITTLE STARS

In 2009, the Cleveland Cavaliers helped us turn a small benefit held in a mall to a sold-out event in an arena. The annual Big Shots and Little Stars event is more than a fundraiser: it's an unforgettable night for the kids who truly feel like superstars instead of cancer patients.

Thanks to the generosity of Dworken & Bernstein, The Wesley Family Foundation and many long-time sponsors, the 2018 event raised a record 1.3 million dollars.



TITLE SPONSOR



PRESENTING SPONSORS



## NHL PARTNERS

Monumental Sports & Entertainment Foundation, the official charity of the Washington Capitals, Mystics and Wizards, donated \$25,100. We are also grateful for the long-time support of the Buffalo Sabres Foundation, Columbus Blue Jackets Foundation, Dallas Stars Foundation, Nashville Predators Foundation and the St Louis Blues Foundation. In addition to sponsoring local chapters, the athletes spend time with the kids at photo shoots in the hospitals and in the arenas.



FLASHES of HOPE photos by Virgil Ocampo

## PINWHEEL PARTY

With the help of our incredible bartending teams and support from Porsche Beachwood, the 3rd annual Pinwheel Party event raised \$75,000.





# 2018 *Thank you!* HONOR ROLL OF DONORS

We gratefully acknowledge all of our donors and truly appreciate every dollar donated to our organization. Due to space constraints, we are unable to recognize all of our donors in print.



FLASHES of HOPE photo by Kim Ponsky

## **\$100,000 +**

Cleveland Cavaliers  
Dworken & Bernstein, Ohio Lawyers Give Back  
The Wesley Family Foundation

## **\$65,000 - \$100,000**

Mark & Alissa Luttner  
Sam Rajan  
White House Custom Colour

## **\$30,000 - \$65,000**

KeyBank National Association  
Marc's  
Motorcars Honda & Toyota  
Tito's Handmade Vodka

## **\$25,000 - \$30,000**

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Kip & Allison Clarke  
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Edward A. & Catherine L. Lozick Foundation  
Monumental Sports & Entertainment Foundation  
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PPA Charities  
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## **\$10,000 - \$15,000**

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Bear Necessities Pediatric Cancer Foundation  
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Columbus Blue Jackets Foundation  
Cohen & Company  
JP Morgan Chase  
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Dickenson & Associates  
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Penske Cleveland  
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Bill & Kate Trainor  
Wellspring Financial Advisors  
Jillian Wolstein  
AJ Zappitelli/Zappy's Auto Washes

## **\$5,000 - \$10,000**

Akron Children's Hospital  
Koby and Rachel Altman  
Elizabeth Ames  
Dennis & Heather Bentley  
EJ & Martha Burke  
Chip & Karen Chaikin  
Cleveland Ballet  
Cleveland Clinic  
Cleveland Construction  
Cleveland Monsters



**\$5,000 - \$10,000** continued

Connecticut Children's Medical Center  
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**\$5,000 - \$10,000** continued

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**\$2,500 - \$5,000**

1000+ Club to Benefit Cancer  
Albany Medical Center  
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Julia May 2018



September 2018



November 2018



FLASHES of HOPE photos by Jack Saady, May 2018,  
Bud Hayman, September 2018 and Jim Greipp, November 2018



# 2018 HONOR ROLL OF DONORS



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Creative Photography Society  
Crystal Mountain Resort  
DANTE Dining Group





# Thank you

FOR GIVING HOPE,  
SMILES AND JOY TO  
CHILDREN WITH CANCER



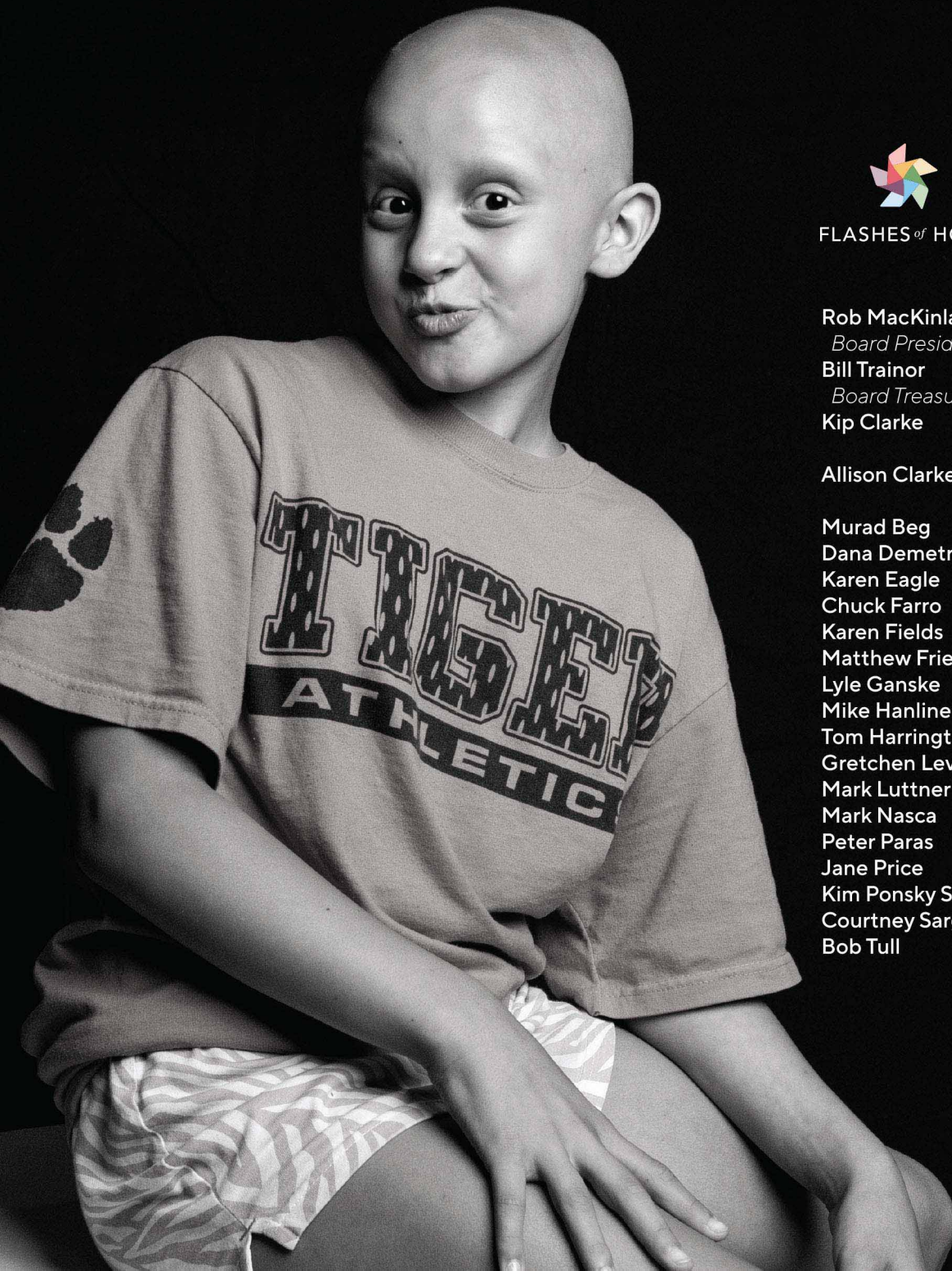
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 Beth Forsythe  
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 Ladies Philoptochos Society  
 Renee Leslie  
 Robert Lewis  
 John & Annette Lipaj  
 Robert Lipson  
 Michael & Kelly Livesay  
 Michael Long  
 David Loper  
 Christopher Lux  
 Sue Malecki  
 Richard Malson  
 Michelle Levy Mandella  
 Bassem Mansour  
 Maryland Photography Alliance  
 Carl Mastronardi  
 Mark & Stacey Mazzurco  
 Craig & Lisa McConnell  
 Robert & Meredith McCreary  
 Boersma McDonald

## \$500 - \$1,000 *continued*

Patrick McManamon  
 Mike McMichael  
 Beth Mikes  
 Maria Miller  
 Timothy & Leslie Miller  
 Jeff & Susan Moore  
 Tom & Carla Mooney  
 Napa Valley Wine Train  
 John & Betty Notarianni  
 Kathleen Oliver  
 Orvis  
 Pete & Anne Paras  
 Rico & Amanda Pietro  
 Roger & Nancy Pelissier  
 Ann Pompeani  
 Kim Pustulka  
 Dan & Ann Ramer  
 Maria Revello  
 Marcia Rigda  
 Ken & Mary Ripich  
 Rob & Trish Risman  
 Jim & Terri Schaffer  
 Jeff Scott  
 Scott & Terry Sheffield  
 James & Nina Sheffler  
 Michael & Carol Sherwin  
 Bill & Nancy Seelbach  
 SeaWorld Parks  
 Seven Springs Mountain Resort  
 Mike Slogar  
 Timothy Smith  
 Michael & Debra Star  
 Ellyn Tamulewicz  
 Tomato Bros Restaurant  
 Tom James Company  
 Bob & Kristin Tull  
 Beth Turco  
 Two French Blue  
 Victoria Campbell Photography  
 Ryan & Maribeth Weber  
 David & Helen Wnukowski  
 Westin Cleveland  
 Doris Zurak





FLASHES *of* HOPE

**Rob MacKinlay**  
*Board President*  
**Bill Trainor**  
*Board Treasurer*  
**Kip Clarke**

**Allison Clarke**

**Murad Beg**  
**Dana Demetriou**  
**Karen Eagle**  
**Chuck Farro**  
**Karen Fields**  
**Matthew Friedman**  
**Lyle Ganske**  
**Mike Hanline**  
**Tom Harrington**  
**Gretchen Levy**  
**Mark Luttner**  
**Mark Nasca**  
**Peter Paras**  
**Jane Price**  
**Kim Ponsky Sable**  
**Courtney Sargent**  
**Bob Tull**

## 2018 BOARD OF DIRECTORS

President, Cohen & Company

Co- Founder & Managing Partner, Mutual Capital Partners

President, Business Banking, Key Community Bank  
Co-Founder, Flashes of Hope  
Co-Founder, Flashes of Hope

Partner, Provariant Equity Partners  
Owner, Fringe Boutique  
Principal, Karen Eagle Group, Howard Hanna  
CEO, Cleveland Market, Marsh & McLennan  
Director, Ford Modeling Agency (retired)  
Chairman & CEO Bear Diversified Inc.  
Partner, Jones Day  
Owner, White House Custom Colour  
Vice President, Northern Trust  
General Counsel, US Endoscopy (retired)  
Managing Partner, Luttner Passov Investment Group  
Principal, JDI Realty  
CEO, Vox Mobile  
Fundraiser  
Owner, Kim Ponsky Photography  
Partner, PWC  
Sr. Managing Director, Fifth Third Bank



# 2018 Financial Statement

YEAR ENDING DECEMBER 31, 2018

## SOURCE OF FUNDS

Events	1,116,809
Corporate Donations	309,629
Private Contributions	666,070
Gift in Kind Services	1,097,931
Interest Income	5,045
	3,195,484

## USE OF FUNDS

Programs	1,600,773
Fundraising	514,053
Administration	105,233

Childhood Cancer Research	950,000
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Change in Net Assets	25,425
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Net Assets	863,096
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SOURCE: 2018 FORM 990 AND AUDITED FINANCIAL STATEMENTS

FLASHES OF HOPE, INC. REGISTERED 501(c)(3) ORGANIZATION

TAX ID 04-3648694





FLASHES of HOPE brightens the lives of children with cancer through a national photography program, special events and by investing in critically needed research.

*flashesofhope.org*

440.442.9700

36 South Franklin Street  
Chagrin Falls • Ohio • 44022

FLASHES of HOPE front cover photo by Michael Ray  
Ginelle & Nevaeh • February 2019

FLASHES of HOPE back cover photo by James Walters  
Treveon • February 2018