2019 Annual Report

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Hands For Holly Memorial Fund

Reflections from the CEO

Greetings,

As a Co-Founder and Chief Executive Officer of this wonderful nonprofit, I've had the ultimate pleasure of witnessing a compassionate idea turn into a reality. It has been nothing short of hard work and determination by our board members, volunteers, financial supporters, community partners and partner hospitals, to turn Holly's last wish into a full-fledge successful organization. From the moment Holly, Bill, and I witnessed the hurdles and battles other families were facing outside of their child's cancer treatment, we instantly knew an organization like Hands for Holly was needed.

I personally want to thank each and every person who has contributed in some big or small way to Hands for Holly Memorial Fund. We would not have been able to coordinate and deliver our services without believers and supporters like you!

Hands for Holly Memorial Fund's mission is to provide financial assistance to families in need caring for a child with cancer.

As I reflect, I believe 2019 was our most successful years to-date. As an organization, we spent considerable time developing strategic plans for the future. We held our very first board retreat, revisited our operating structure and program goals and qualifications. We grew our board membership and leadership team. Because of all of this, there has been an even stronger renewed sense of purpose that is fueling our path forward to help families in need battling childhood cancer.

My hope is that we will be able to look back on Hands for Holly ten years from now and see a wonderfully powerful organization that is truly stamping out Cancer Related Financial Toxicity (CRFT)! It takes a village and I am so happy to know we have such a strong one established - but there is always room for more. More partners, more volunteers, and more donors. Hold on to your seats because we are aiming for the sky because that is our only limit!

- Christine Wade, Co-Founder & CEO

Hands for Holly Memorial Fund does not discriminate on the basis of race, color, national origin, sex, religion or disability in its programs and activities.

The Problem: Cancer Related Financial Toxicity (CRFT)

Cancer Related Financial Toxicity refers to the out-of-pocket expenses that patients incur during and after cancer treatment. It can affect quality of life and even prevent patients from receiving their cancer treatment. This is where the Hands for Holly Memorial Fund plays a critical role. We believe that families caring for their child should focus their energy on their loved one and less on where to find the money to keep the lights on. Here are some stats to consider:

Research shows that financial issues are the second most frequent source of distress identified by cancer patients.

- **37%** cut back on groceries
- **36%** deplete their savings
- **24%** borrow against their retirements
- **86%** of cancer survivors reporting serious financial burden had health insurance
- Cancer patients are **2.65** times more likely to go bankrupt than people without cancer
- Those experiencing bankruptcy are **80%** more likely to die from any cause than others with cancer

**Research provided by the Foundation of Financial Planning, 2019*

One Solution: Hands for Holly Memorial Fund

Hands for Holly is a 501(c)3 charity that was co-founded by 14-year old Holly Wade as she was battling brain cancer. Hands for Holly's mission is to provide financial assistance to families in need caring for a child with cancer. Our vision is to eliminate Cancer Related Financial Toxicity (CRFT) by providing a continuum of assistance for families with cancer through direct financial assistance and access to financial planning and education.

OUR SERVICES

FINANCIAL ASSISTANCE

Hands for Holly provides our hospital partners throughout the Carolinas with an annual budget for financial assistance for essential expenses not covered by insurance (housing, utilities, transportation, food, etc.). Social workers within our partner hospitals assess the financial needs of patients, provide receipts for expenses, and request a check be paid directly to the creditor. In addition, Hands for Holly provides financial assistance directly to families outside our hospital partners.

In 2019, Hands for Holly helped over 325 people in families battling childhood cancer with an average family grant of $1,400.

FINANCIAL PLANNING

In 2019, Hands for Holly established a partnership to incorporate the early intervention service of financial planning. This service pairs cancer patients and their families with pro bono financial planners to help them manage cash flow and debt during cancer treatment. Families are referred to the program by social workers and utilize a digital hub that matches patients and families with certified financial planning professionals.

EDUCATION & AWARENESS In 2019, Hands for Holly collaborated with partner organizations to provide families battling cancer with a Financial Handbook. This tool helps social workers facilitate necessary conversations with newly diagnosed families to help them understand their financial options and plan proactively.

MEET DANIEL

Daniel is an 8-year-old boy diagnosed with Hodgkin's Lymphoma in July 2019. At the time, he had an intact family including his mom, Debbie, his step-dad, 2 sisters, and 3 step-siblings.

His mom stopped working at the beginning of his diagnosis. Throughout the course of treatment, Debbie became a single mom. She is now faced with balancing Daniel's treatment demands and providing for her three children.

Hands for Holly quickly responded to the needs of Daniel's family and issued funds to cover their rent while their family focuses on Daniel's care.

MEET MCKENNA

Eleven (11) year old McKenna was diagnosed with brain cancer. Like many families faced with this unexpected and critical diagnosis, their focus was steadfast on ensuring McKenna got the best treatment and all of the necessary aides needed.

McKenna's family turned to Hands for Holly to cover their utility bills when finances were falling short. This support allowed her family to continue to be by McKenna's side.

There are so many families just like McKenna's faced with having their electricity shut off due to lost wages while they tend to the needs of their child fighting cancer. More than 50% of these families will file for bankruptcy creating yet another trauma for the family.

A Once in A Lifetime Opportunity

Play it Forward with Andy Roddick held on November 2, 2019 was a wonderful success. The event raised $56,000 for the families we serve.

Our VIP Clinic participants enjoyed a once in a life time opportunity to interact and play with Andy in a fast-paced competitive clinic format. In addition, a catered lunch and Q&A with Andy and Luka was provided.

Of course, the highlight of the day was the sold-out exhibition between Andy and his long-time hitting partner Luka Gergorc (former world #172).

It was a very competitive and entertaining match. We were blessed with a sunny fall day and the feedback was that everyone had a fantastic time.

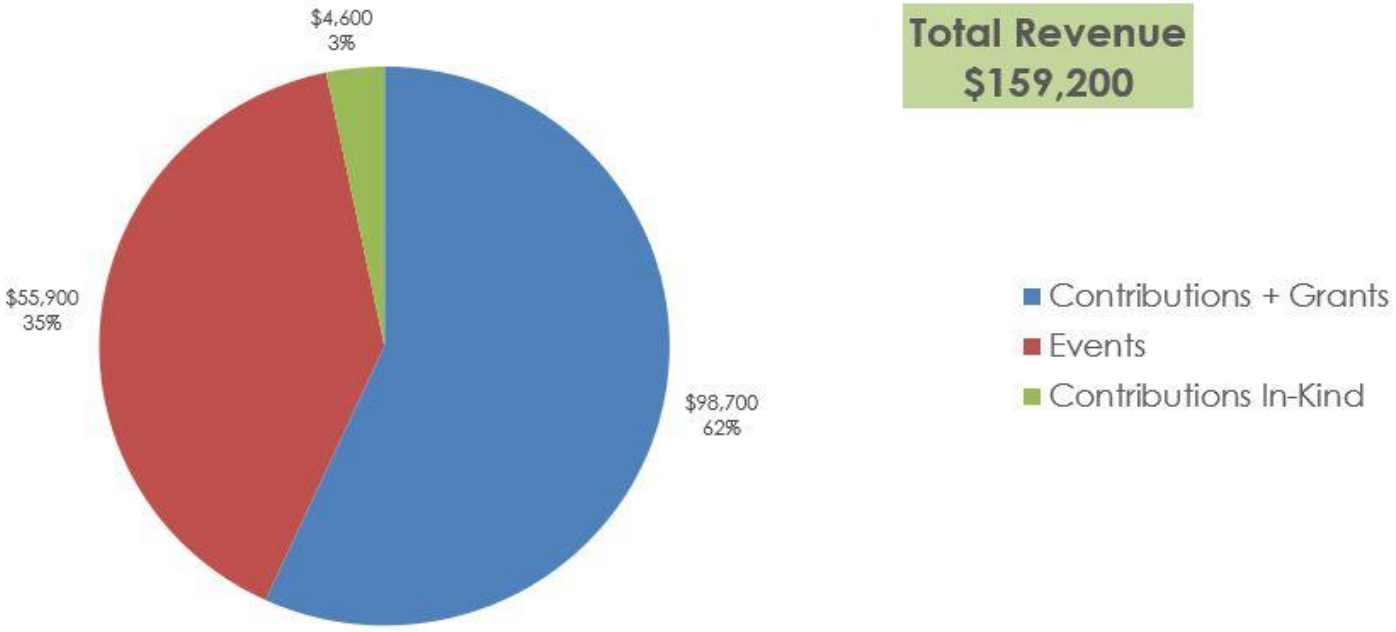
Many "thanks" go to Andy & Luka, our volunteers, staff, Board, BCC, the Kullick family and many other Hands for Holly supporters and sponsors who were involved in the planning and facilitation of the event.

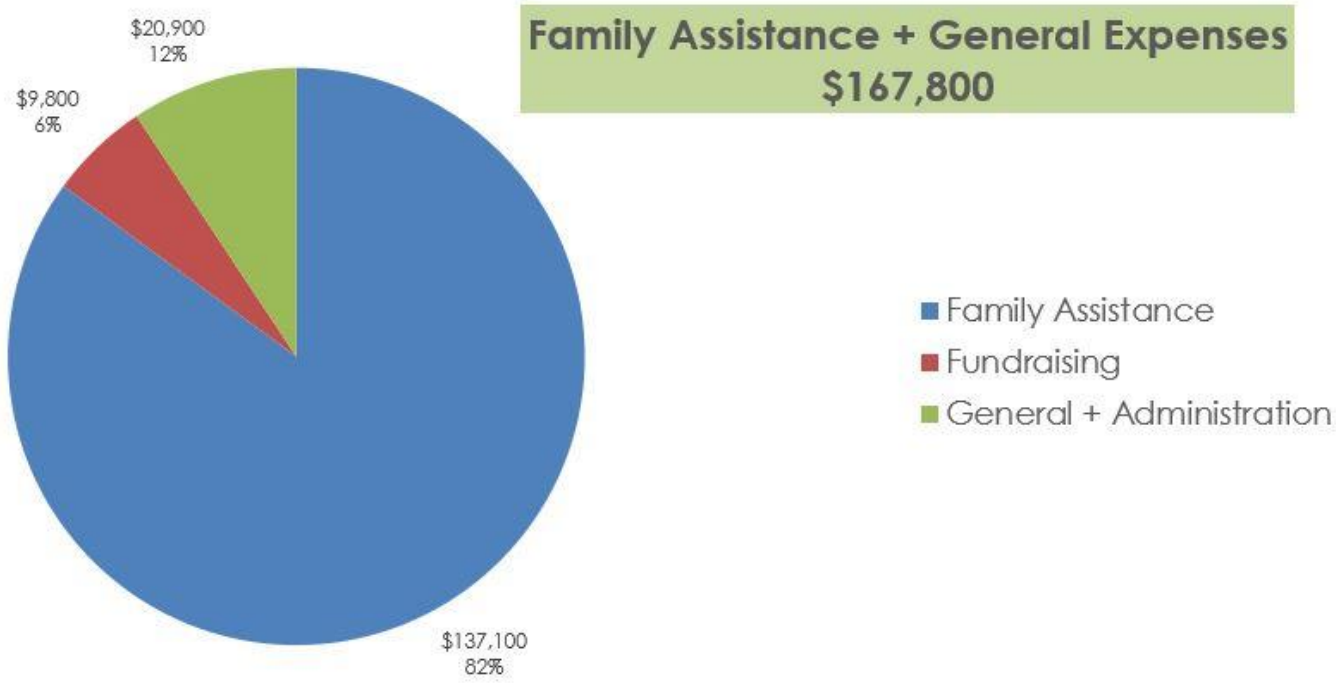
THANKING OUR DONORS!

On June 9, 2019, Hands for Holly Memorial Fund held our first Donors Appreciation event. Brewers at 4001 Yancey hosted the event offering free beer and a special tour of the brewery conducted by, General Manager, CA Decamp. Guitarist Matthew Ablan, provided wonderful music entertainment for the crowd and the event culminated with a surprise door prize drawing.

Co-Founder and CEO, Christine Wade, gave a Hands for Holly update and shared impactful stories with the crowd. A great time was had by all and most importantly, we got to share our gratitude and appreciation to some of the ambassadors of Hands for Holly.

2019 FINANCIAL REPORT





Note: Hands for Holly maintains a small operational reserve fund each year to cover unmet programmatic and operational expenses.

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