

Dear Friends,

In October 2010, the Board of Directors of Friends of Karen together with senior staff gathered in retreat to discuss the future of our organization. With unanimous commitment to the mission and core values of Friends of Karen, we reached consensus about a plan for the future through challenging and thoughtful discussion.

It gives us great pleasure to share with you highlights of the 10-year Strategic Plan adopted by the Board earlier this year. It is an ambitious blueprint that charts a course to bring Friends of Karen's services to many more families of critically-ill children. Three key building blocks for achieving this aim are:

- Friends of Karen will strive to **broaden and deepen our services** to assure that all critically-ill children and their families receive the range and depth of services they need to continue functioning, remain stable, and able to cope through the frightening and overwhelming world of childhood cancer.
- Friends of Karen will **continue to focus on serving families in the Tri-State area** (New York, New Jersey and Connecticut) rather than expand to a larger geographic area, in order to reach more children in our current service area.
- Drawing on Friends of Karen's experience and effectiveness, the organization will **document and disseminate its approach as a "Friends of Karen model"** that can be replicated by organizations outside the New York metropolitan area.

This plan for growth will require that we establish incremental benchmarks to measure progress addressing every aspect of our programs, our infrastructure, our leadership, and our resources. The Board and staff are motivated by the challenge – and the need – for the life-saving support Friends of Karen provides. You are part of our partnership and with your continued support we look forward to leading Friends of Karen into the next inspiring chapter of our history.

Judith Factor  
Executive Director

Beth Leventhal  
Board President



## Thank You for Helping Our Critically-ill Children and Their Families

With compassion, dedication and expertise, Friends of Karen helps sustain the entire family during an overwhelmingly frightening, confusing and turbulent ordeal

*Mia (pictured with her mother and brother) was diagnosed with a brain tumor at age 2½. Friends of Karen provided emotional and financial support, and Mia's brother was helped by our Sibling Support Specialist.*



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### Program Highlights: How Your Gift Helped

- **We supported more families**, an average of 252 families per month, a 4% increase vs. year ago.
- **We increased spending on medical expenses (hospital, labs, prescription and doctor co-pays) by 37%**. Medical costs and co-pays have gone up significantly – a single month of a child's prescription medicine can be over \$800 – and we have been able to provide relief for families buckling under the weight of higher expenses.
- **We added a full-time bilingual social worker** to complement a part-time bilingual case manager. We are serving over 100 families a year whose primary language is Spanish and fulfilled a need to provide culturally sensitive support for them.

### Year at a Glance

1,291 children helped (522 critically-ill children and 769 siblings)

\$100,000 spent each month in direct family expenses

727 children had their holiday wish lists fulfilled

606 children received birthday gifts

559 children went back to school with supplies, backpacks, and gift cards

25 new families helped each month

**"When parents of a terminally or catastrophically ill child receive financial and emotional help, they have more time to love."**

– Sheila Petersen, Founder, Friends of Karen



## ORGANIZATION HIGHLIGHTS

### Charity Navigator 4 Stars Award

For the third time in a row, Charity Navigator, an independent agency that evaluates the financial health and responsibility of thousands of charities, gave us a 4-star rating, their highest award. Only 13% of charities have ever received the 4-star rating three consecutive times.

### Year-End Appeal challenge

Due to your generosity we were able to accept an anonymous donor's challenge to match gifts dollar-for-dollar up to a total of \$50,000, enabling us to raise more funds at year's end to help more families during the worst time of their lives.

### Better Business Bureau approval

Once again, we met the BBB's Wise Giving Alliance's Standards for Charitable Accountability, encompassing 20 rigorous assessment standards.

### Family Survey results

We created a questionnaire about how a family experiences our staff and services and are mailing it quarterly to Friends of Karen families whose child is either out treatment for one year or has passed away. Their responses are helping us to better understand the impact we have on families and to identify additional services we could offer to families who turn to us for help.

### Spreading the word farther

To spread the word about Friends of Karen, we created a simple brochure – one version for families, another for the general public – that explains who we are, what we do and how to apply for support. The brochures were designed *pro bono* by The Hungry Dog agency. They are distributed to hospitals and at events, and are included in information kits for the media and donors.

## 2010 Journey of the Heart Bike Tour



"...In her name, I looked at that hill and said, 'This is for you, Hanna. You and all your buddies.' I'm not sure where the strength came from, but that hill seemed like nothing."

~ Vincent Liscio

**Last year, our riders beat their own goal and raised over \$180,000 for Friends of Karen's programs!**



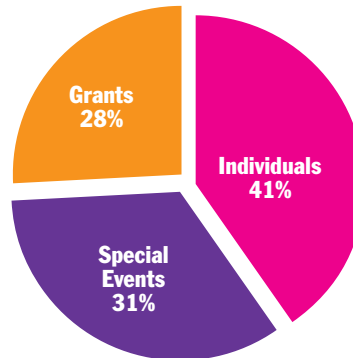
**83¢ of every dollar**

**raised by Friends of Karen goes directly to providing emotional, financial and advocacy support to our critically-ill children and their families.**

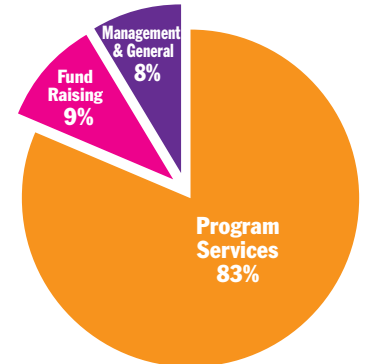
## Financial Highlights

Fiscal Year ended  
March 31, 2011 - Audited

### TOTAL SUPPORT AND REVENUE



### TOTAL EXPENSES



### SUPPORT AND REVENUE

Individuals, Businesses & Organizations	\$1,216,624
Grants	\$845,693
Special Events (net of direct costs)	\$930,742
<b>Total Operating Revenue</b>	<b>\$2,993,059</b>

### EXPENSES

Program Services	\$2,554,812
Management and General	\$264,070
Fundraising	\$267,707
<b>Total Operating Expenses</b>	<b>\$3,086,589</b>
Change in net assets before investments	\$(93,530)
Investment Income	\$466,051
<b>Net Assets Beginning of Year</b>	<b>\$5,128,760</b>
<b>Net Assets End of Year</b>	<b>\$5,501,281</b>

## 101 Ways You Can Help

Friends of Karen couldn't do all we do without our dedicated donors and valued volunteers. If you'd like to become one or find out more about how you can help, please call us at

**800-637-2774** or email us at [info@FriendsOfKaren.org](mailto:info@FriendsOfKaren.org)

For more information on all that we do, visit our website  
[www.FriendsOfKaren.org](http://www.FriendsOfKaren.org)

**"Thank you for everything you have done for us and especially our children. It has made a world of difference to us, from the birthday gifts to the back-to-school packages and especially the Thanksgiving and Christmas packages, have helped us tremendously. It brought a smile to our children's faces again. No words could ever be enough to thank you all for everything you have done."** – The Rodriguez family