

## Keaton's Korner, November 2008

### **NEWS:**

#### **KRM Joins eScrip; Register Your Cards Now and Raise Money for KRM**

When you shop at Macy's or a number of other retailers and restaurants, a portion of every purchase you make will be donated to KRM. Simply register your credit card and/or debit cards with eScrip, a fundraising program that allows participating merchants to contribute a percentage of your purchases to the organization of your choice. It's safe, easy and a great way to raise money for KRM.

Go to [www.groups.escrip.com](http://www.groups.escrip.com) and enter the group ID for KRM: 500020517.

Please forward this information to your friends and relatives so they can participate in this easy fundraising effort.

#### **Holiday Gift-Giving Made Easy: Donations to KRM Make Great Gifts**

Give a gift that makes a difference. When you make a donation of any amount to KRM, you'll get a special gift card that tells the recipient you've made a donation in their name. These make the perfect gifts for teachers, neighbors, friends or anyone who's hard to buy for. Visit one of the many KRM Giving Trees throughout the Roseville area during the holiday season. Trees will be available starting the week of November 10 at the following locations. If there isn't a location near you, you may pledge online at [www.childcancer.org](http://www.childcancer.org) and we'll send you the giving cards.

- Westfield Galleria at Roseville, part of their "Share the Good Life" campaign that runs November 13 through December 24 in the rotunda area outside JC Penney
- Community First Bank (11990 Kemper Rd., Ste. 150, Auburn and 2250 Douglas Blvd. Ste. 100, Roseville)
- First Northern Bank (2150 Douglas Blvd. Ste. 100, Roseville)
- Five Star Bank (6810 Five Star Blvd., Ste. 100, Rocklin; 2400 Del Paso Rd., Ste. 100, Sacramento; 3100 Zinfandel Dr., Ste. 100, Rancho Cordova)
- Starbucks (Lead Hill & Eureka Rd., Roseville)
- California Kids Child Care (6508 Lonetree Blvd., Ste. 100, Rocklin)
- SpringHill Suites Marriott (10593 Fairway Dr., Roseville)
- Mechanics Bank (2251 Douglas Blvd., Roseville)
- Staybridge Suites (6664 Lonetree Blvd., Rocklin)

Thank you to all these generous partners for supporting the KRM Giving Tree project.

#### **Family Care Packages and Bereavement Assistance Provide Hope and Support to Families**

So far in 2008, KRM has granted Family Care Packages to 138 families throughout Northern California. These packages contain:

- a unique "snuggle blanket" made lovingly by KRM volunteers
- a \$250 check
- \$200 worth of gas cards
- \$100 Wal-Mart gift card
- \$10 phone card
- \$10 Blockbuster card
- books and materials specific to the type of cancer the child has

- a disposable camera and a small photo album
- a journal
- an information packet about additional resources
- an inspirational magnet handmade by local artist Cindy Inman Davis

KRM's bereavement assistance includes:

- a check for an amount based on family need and our budget
- a handmade wooden memory box made by Keaton's grandpa, Ed White
- a journal, books on bereavement/coping, and information about local bereavement assistance resources
- childhood cancer gold ribbon pins and magnets (if requested)
- bereavement cards with the child's name and other information – including a favorite poem, quote or comforting message from the family -- for distribution at the child's service (if requested)
- an inspirational magnet handmade by local artist Cindy Inman Davis

## **VOLUNTEER OPPORTUNITIES**

### **KRM Giving Tree at the Westfield Galleria at Roseville**

Volunteers are needed to staff the KRM table and accept donations for KRM Giving Tree cards.

- When: Three-hour or longer time shifts, November 13 through December 24
- For more information or to sign up: contact Kendall at [events@childcancer.org](mailto:events@childcancer.org)

### **Calling All Sewers: Be a “Snuggle Blanket Gal”**

For our kids battling cancer, the handmade snuggle blankets are the highlight of KRM's Family Care Package -- a meaningful source of comfort and show of support to these young heroes. But with an average of 20 care packages going out per month, we need help. If you know how to sew, we need you!

- When: ANYTIME! We meet monthly or you can sew at home.

- For more information or to sign up: contact Norah Leddy ([leddys@yahoo.com](mailto:leddys@yahoo.com) or 916-787-0963)

## **VERY SPECIAL THANKS**

### **“Chipping Away at Childhood Cancer”**

Our heartfelt thanks go out to the 120 golfers who participated in the “Chipping Away at Childhood Cancer” 11th Annual Memorial Golf Tournament on August 22 at The Ridge Golf Course in Auburn. A huge thank you to all our generous sponsors, our dedicated team of volunteers, and our tournament chairperson and current board member Steve Balbierz of Wood Rodgers, Inc., who spent countless hours ensuring our biggest fundraiser of the year was a tremendous success. Highlights of the event included the presentation of a \$36,000 donation to the UC Davis Pediatric Oncology Department, accepted by Dr. Ted Zwerdling, and heartfelt parent testimonials from Meagan Livesey and Tanis Haboush.

### **Local Businesses Participate in September's National Childhood Cancer Awareness Month**

Several local businesses partnered with us to bring awareness to childhood cancer issues and raise funds for KRM. Through percentage of sales donations, “denim days,” and other

promotions, these businesses raised \$1,935 for our cause. Thank you very much to the following businesses who partnered with us during Childhood Cancer Awareness Month:

- White House/Black Market
- Mountain Mike's Pizza in Roseville & Rocklin
- Baja Fresh in Rocklin
- Big Spoon Yogurt in Roseville & Rocklin
- Exchange Bank in Rocklin
- Kitty Marsh from Tupperware
- Roxanne O'Moore from Pampered Chef
- Angela Porras from Sensaria Natural Bodycare
- Diane Falzarano from Silpada
- WineStyles in Folsom, Rocklin & Granite Bay
- Placer County Office of Education
- California Kids
- RC Willey

#### **California Pizza Kitchen Comes to Town and Supports KRM**

California Pizza Kitchen (CPK) may be new in town, but it sure didn't wait long to become a friend of KRM. On September 21, CPK hosted some 400 KRM friends and supporters at its grand opening preview event and on September 29, CPK donated **100%(!)** of all dine-in pizza sales to KRM – a total of \$5,555 for our kids! Thank you, California Pizza Kitchen, and everyone who came out to enjoy some delicious pizza and help a great cause.

#### **Wachovia Dealer Services' Crab Feed Benefits KRM**

KRM and the Children's Receiving Home of Sacramento were the lucky benefactors of Wachovia Dealer Services' 5<sup>th</sup> Annual Crab Feed on October 18. More than 250 people attended this fun event. We will let you know how generous our friends were in our next newsletter. Thank you, Wachovia, for another great Crab Feed.

#### **Thank You to Our Generous Partners and Friends**

- Brookfield Land for sponsoring KRM booths at the Roseville Chamber of Commerce Mixer in September and the Baby Boomer's Expo at Sun City Roseville
- Cal ISO for donating \$705 from their dunk tank
- Express Personnel for sponsoring the entertaining clown on KRM's behalf at Hot Chili Cool Cars in Rocklin
- Business Legal Financial Center for the generous discount on office space it has provided KRM every month since we moved to our beautiful new "home" in March 2007
- Brian Bennett, co-founder of Paul Martin's American Bistro in Roseville, for coming to the rescue to fulfill the dinner party packages for our Serving Up Style auction winners
- Sacramento Metro Fire Department in Rancho Cordova for their generous donation
- Lon & Ann Tsukamoto for their generous donation to KRM in lieu of party favors at the recent wedding of their son Tim and his lovely bride Melanie
- Mechanics Bank for their continued underwriting support of our childhood cancer awareness gold pins

#### **UPCOMING EVENTS 2009:**

**St. Baldrick's Sacramento Celebration**  
**Thursday, March 12, 2009, 5:00 – 8:00 p.m.**

## **UC Davis Cancer Center, Sacramento**

and

### **St. Baldrick's Roseville Celebration Saturday, March 14, 2009, time tbd Westfield Galleria at Roseville**

Shave the way to conquer kids' cancer! Shave your head to raise funds for childhood cancer research, make a pledge, volunteer or just come out and enjoy this very special event. Register now to shave, donate or volunteer at either event by visiting [www.stbaldricks.org](http://www.stbaldricks.org) and choose the Roseville or Sacramento celebration.

### **Ridin' for Survivin' Aubrey Hoskinson Memorial Poker Run Sunday, April 26, 2009**

Hosted by Harley Davidson of Folsom/Rocklin and the Messengers Motorcycle Club, bikes welcome for the run. Save the date and ride for the kids! Enjoy poker run through the foothills and a celebration at Rocklin Harley Davidson with raffle, entertainment, and fun for everyone. Sponsorships are available. Visit [Ridin4Survivin.com](http://Ridin4Survivin.com) or call us at (916) 784-6786 for more information.

### **Walk 'N Rock for Kids**

#### **Saturday, May 23, 2009, RiverCats Stadium in Sacramento**

Hope Productions Foundation has chosen KRM as one of six charities to benefit from a unique 5K community walk around RiverCats Stadium. After the Walk, spend the evening at a star-studded benefit concert (performers to be announced soon), VIP reception, live auction and more! **We need teams** to walk for KRM. Visit [www.hopeproductions.org](http://www.hopeproductions.org) to sign up now for our KRM team or call us at (916) 784-6786. Our goal is to raise \$100,000 for our Family Services Program. Families, businesses and the community are welcome--let's walk for the kids!

### **MESSAGES FROM FAMILIES**

*From Vicki @ Bloodsource.*

Join the marrow registry without the usual tissue-typing fee -- while funds last. An unrestricted grant from Otsuka America Pharmaceutical, Inc., is helping to pay the tissue-typing fee. Go to [www.marrow.org](http://www.marrow.org), click "Join" and there will be a statement if funds are still available to register online without a fee. The swab kit will be sent to your home.

General considerations:

- Marrow transplants are often the lifesaving treatment for people with leukemia and 70 other diseases.
- You should be in general good health to volunteer for the registry.
- Ages 18 – 60 years
- If you have significant back problems, insulin-dependent diabetes or history of cancer, you are probably not eligible to sign up for the registry but certainly can encourage someone else to do so.
- Visit other medical guidelines on [marrow.org](http://marrow.org)

### **The Ringler Family**

Help the Ringler family raise funds for Elizabeth's treatment. Donate to "Elizabeth Leukemia Fund" c/o 49er Federal Credit Union, 225 Placerville Drive, Placerville, CA 95667. Or call (530) 621-5878. (Tax ID # 33-1188493)

### **WAYS TO GIVE:**

### **Unique Ornaments Make a Perfect Gift**

Visit Intuitive Gifts at <http://www.intuitivegifts.net/gifts/children-s-charities/> to purchase beautiful ornaments custom-made by local artist Cindy Inman Davis exclusively for KRM. These black & white ornaments will look great on your tree and will make wonderful gifts for friends, family, teachers, or clients. Best of all, 50% of all sales will be donated to KRM.

### **Custom Cameras for Your Next Event**

Need one-time use cameras for a special event, birthday, wedding or prom? Custom Cameras will donate 5% of your total purchase to KRM. Just mention KRM when you order at [www.customcameracollection.com](http://www.customcameracollection.com).

### **World's Best Toffee: Donating to KRM Never Tasted So Good**

Buy the delicious ¾-lb. Gold Ribbon Toffee Trio and \$5 will be donated to KRM. Elegantly packaged and adorned with a gold ribbon representing support for childhood cancer, this toffee truly is "the world's best." Order online now for the holidays – and be sure to buy extra just for yourself. Visit [www.worldsbesttoffee.com](http://www.worldsbesttoffee.com).

### **Charitable Remainder Trusts: A Smart Way to Leave a Legacy**

One effective and popular choice for people who wish to leave a lasting legacy to their favorite charity and reap various financial benefits at the same time is the charitable remainder trust. In exchange for a future gift to charity, the charitable remainder trust provides you with several tax and economic benefits. Assets in the trust eventually pass to charity, not to your family. Work with your tax and legal advisors so that a charitable remainder trust, or any other year-end gifting strategy, fits into your overall estate plan.

### **Retirement Donations**

Are you over 70 ½ and your retirement plan requires you to take minimum distributions each year? During 2008 and 2009, the Internal Revenue Service allows you make a contribution to the Keaton Raphael Memorial directly from your retirement plan and count it toward your annual required minimum distribution. During this holiday season, we invite you to become "A Beacon of HOPE for children with cancer." Please give us a call at (916) 784-6786 so we can help you help our children. As always, be sure to consult your tax and/or legal advisor.

### **Remember These Other Easy Ways to Give**

- MySpace – Search for KRM under the "Causes" application or go to <http://www.myspace.com/childcancer>
- FaceBook Causes -- Using your FaceBook profile, add the application "Causes," and select "The Keaton Raphael Memorial" as your cause. From here, you can donate, invite friends, etc.
- eBay: Choose to donate to KRM during your eBay sales. When setting up your auction in the sales tool, you can select to donate to a charity of your choice.
- iGive: iGive is a shopping web site where a percentage of what you buys goes to the charity of your choice. Join this web site at: [www.igive.com/KRM](http://www.igive.com/KRM)
- CafePress: Buy items with the KRM logo from the CafePress store at [www.cafepress.com/krmhome](http://www.cafepress.com/krmhome)
- Visit us at [guidestar.org](http://guidestar.org) and [justgive.org](http://justgive.org)

### **FROM OUR FAMILIES & SOCIAL WORKERS**

*"Bless You, KRM. This is much more than I had anticipated. What a nice and generous package of a variety of resources. I'm sure the family will be very appreciative. Thank you very much."* - Alistair, social worker

*"I remember the day that the box came. We all cried. I had been out of work and it came at just the right time." – Anonymous family*

**IN LOVING MEMORY**

The Keaton Raphael Memorial represents ALL children battling cancer – those who bravely survive and those heroes we have lost, but will NEVER be forgotten. "Love lives beyond life." ~ Robyn Raphael

Shelby Keiper, 6, earned angel's wings in September  
Douglas Nord, 15, earned angel's wings in July