

About Us

In 1998, after the death of their 5 year old son Keaton, Kyle and Robyn Raphael founded this memorial in his honor. The Keaton Raphael Memorial serves as a positive living legacy to assist other children and families battling childhood cancer. Our mission is to support children with cancer and their families by providing emotional, educational and financial support while increasing awareness and funding research toward a cure.

Testimonial

Words cannot express our gratitude! We have been struggling for so long and for complete strangers to send us such a generous gift just melts our hearts. You have really touched our lives! Food, school clothes, making the next rent. You have no idea how much you have helped us!! Thank you so much . We have truly been touched by angels! God Bless you!

Love, Paul, Nikko, Alanale and Ashley

P.S. We love you guys!

Financials

Fiscal Year 2010 (Form 990 2010)

Revenues	\$464,051
Expenses	
Programs	\$319,680
Administrative Support	\$136,018
Total Expenses	\$455,698
Excess	\$8,353

Sources of Revenue

32% Fundraising

68% Contributions & Grants

Expense Ratio

12% Fundraising

70% Program

18% Management



Our Beacon of Hope Programs

Hope Chests: A customized box of love, the Hope Chest is stocked for each individual family and contains a snuggle blanket, small gifts for the child and siblings, and therapeutic and education materials.

Family Navigator Program: Our newest program, launched in January 2011, is our response to requests from childhood cancer families and healthcare providers for additional support to families navigating the complex health and social service systems and accessing resources.

Financial Assistance is available on a limited basis to help families cover everyday expenses related to the childhood cancer diagnosis and treatment, such as travel, lodging and meals away from home.

Compass Program: Bereavement tools are provided to families whose child lost his/her battle with cancer. On average, 22% of children in our region die five years after their diagnosis.

Research Funding: Research is the key to finding a cure for our kids. "Save a child, invest in a cure" remains our quest. Since 2000, we have raised over \$2.5 million for childhood cancer research.



2010 Impact

\$574,471 raised for research toward a cure,
including **\$228,173** to local projects

- Raman Project, Center for Biophotonics
- U.C. Davis Pediatric Clinical Trials Program
- Oakland Children's Hospital Keaton Raphael Memorial Pediatric Fellowship Program

121

Northern California **families served**

\$57,000

in **financial assistance provide**
to families

Co-sponsored

a **pediatric grief support** program
in partnership with **Kaiser Permanente**

Message from our CEO

Despite great progress in research, cancer still kills more children ages 1 through 20 than any other disease—more than pediatric AIDS, asthma, juvenile diabetes, and cystic fibrosis combined. In California, more than 1,500 children are diagnosed with cancer each year; on average, 25% of these kids will die in 5 years of their diagnosis.

When our son Keaton was diagnosed in 1997, we were overwhelmed by this devastating disease—how it affected our son and our family. Our loss of Keaton opened our eyes and inspires us to move forward.

With the support and generosity of many community members last year, we helped more families in their battle with childhood cancer and invested in local and national research projects that will improve patient outcomes and lead to finding a cure. We take pride in our 2010 accomplishments and appreciate the opportunity to share our results with you but the war against childhood cancer is not over. Please partner with us to achieve our vision that all children in our community grow up healthy and cancer-free.

“Some dreams fill your heart with such conviction; you dedicate your life to making them come true.” ~Flavia

Sincerely – “In the Fight”



Robyn Raphael
CEO & Founder,
Keaton's Mommy Forever

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Keaton Raphael
MEMORIAL
childcancer.org

Beacon of HOPE for Children with Cancer



2010
End of Year Report