



**MACC  
FUND**

*Hope for Kids*

# MACC FUND *Today*

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## Zeroing in on better therapies, higher survivorship for kids with AML

*Physician Scientist 'Sid' Rao also focusing on enhanced quality of life*

Dr. Sridhar Rao loves a good challenge. Now as a Physician-Scientist, Assistant Professor, Department of Pediatrics, Division of Hematology and Oncology of the Medical College of Wisconsin, he has immersed himself into developing more effective therapies so more kids with leukemia, in particular Acute Myeloid leukemia (AML), are long-term survivors and can experience a higher quality of life.

While the affable and unpretentious Dr. Rao – “please, call me Sid...everyone does” – spends approximately 10% of his taking care of young patients in the MACC Fund Center at Children’s Hospital of Wisconsin (CHW), the lab-based scientist devotes the bulk of his time in his office and laboratory at the nearby Blood Research Institute of the BloodCenter of Wisconsin. His focus is trying to figure out how leukemia develops and so he can better understand and know where it came from as well as how to treat it.

“I specifically focus on AML,” said Dr. Rao of the second-most common leukemia in children, behind Acute Lymphoblastic Leukemia (ALL). “It has a much worse overall prognosis for children than those with ALL.”

Dr. Rao joined the MACC Fund Research Center staff in December 2010. Prior to coming here he spent 10 years doing clinical and research training at Boston Children’s Hospital. From 1994-99 he attended Medical School at the University of Chicago where he did a dual MD and PhD degree program, having written his thesis on how B-cells



Dr. Sridhar Rao

develop which eventually led him to falling in love with Pediatric Hematology Oncology.

But it was while an undergraduate at the University of Minnesota that his love of research blossomed. “I always liked working in the lab as well as understanding and figuring out how things work,” he said.

He harbors a special affection for his alma mater as evidenced by his proud hoisting of his U of M coffee mug.

“So, yes, feel free to warn your readers I’m a native of Minnesota,” boasts Dr. Rao who was born and raised in the Twin Cities and remains a steadfast fan of the football Vikings...still.

“I’ve seen what has happened in the NFC Championship games so many times in my lifetime (46 years) that I’m kind of prepared for the Vikings to lose the big game. I thought it was going to happen against the New Orleans Saints (second round of this year’s playoffs). When the Vikings won I was ecstatic. Then they laid an egg in the championship game (vs. eventual Super Bowl champion Philadelphia). It was awful.” Regarding the Green Bay Packers, forget about converting him to the Green and Gold.

“The opportunity to move back to the Midwest played a key role in his coming to Milwaukee. Sid and his wife, Hang Nghiem, who is a neonatologist at CHW, reside in Brookfield with their two children, son Liem, 12, and daughter Meera, 10.

They received an unexpected and pleasant surprise when they found out their next door neighbor was none other than Dr. Jim Casper, Professor Emeritus, Pediatric Oncologist Hematology, Bone Marrow Transplant (BMT), and long-time MACC Fund supporter and beneficiary.

The MACC Fund also played a key role in his decision to come here.

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## Dear MACC Fund Supporter:

It is always an honor to write to you as Chairman of the MACC Fund Board. I was introduced to the MACC Fund 40 years ago which has put me in the fortunate position to have shared my entire adult life with the MACC Fund. The circumstances of the introduction were not good, but the ensuing years have helped make up for the difficult early times. My younger sister Christine's diagnosis with leukemia coincided with Brett Doucette's diagnosis and ultimately led me to the MACC Fund in its infancy. Christine, like Brett, thankfully was a childhood cancer survivor. The five year survival rates of today were only a dream four decades ago for Christine and Brett. Thankfully some dreams do come true. However, we are also reminded that children can still relapse and have "late effect" issues.

I have written before that it has been one of my life's greatest honors to be associated with the MACC Fund and to work with its Co-Founders, Jon McGlocklin and Eddie Doucette, as well as a dedicated board and staff to help the children. But the MACC Fund is not about me, or Jon and Eddie or the board and staff. The MACC Fund is about the children. Its goal 41 years after it started remains true today, "Life for kids." The simplicity of that statement should never be confused with a simple solution, however - far from it. Research holds the key. And we all know that research is expensive and time-consuming. Thanks to you, the biggest challenge to support the best research - funding - lies in the goodness and generosity of people like you and others like you who fill these pages. You are the reason the MACC Fund has been able to provide funding in excess of \$62 million through last year to some of the nation's greatest researchers and clinicians. There are never enough words to express the proper gratitude. Perhaps it is the powerful words of a child at a MACC Fund event bravely taking the microphone in both of her small hands and saying the two words that sum it up best - "Thank you."

On the other end of the age spectrum, the MACC Fund recently had a chance to hear "Thank you" from a 52-year-old man who has a chance to extend his life thanks to a "first in the world" dual-targeted CAR-T cell immunotherapy clinical trial performed late last year. The grateful patient used the same heartfelt words of the child since the MACC Fund helped fund the critical equipment needed for the trial in conjunction with the Children's Hospital of Wisconsin Foundation as well as the Drive Fore a Cure Foundation. You can read more about this in the newsletter.

Sitting in the room with the doctors who made this "first in the world" treatment possible with the brave man who was the first patient was a privilege indeed. We look forward to a child being part of this trial in the future. We know that child will get the best of care in the MACC Fund Center at Children's Hospital of Wisconsin under the direction of Medical College of Wisconsin physicians.

This issue's cover story features a profile of Dr. Sid Rao whose personality, passion and expertise comes through very well. You will learn that his research focus is on AML, Acute Myeloid Leukemia, the second-most common leukemia in children, behind Acute Lymphoblastic Leukemia (ALL) which is what Brett and my sister had. Regrettably, AML has a much worse overall prognosis for children than those with ALL. Dr. Rao's work is one of the reasons that research is so important. I know you will enjoy reading more about this important work you are helping to support.

In closing, whether you are a volunteer, event participant, sponsor or donor, once again - and we can't say it enough - "Thank you - you are the MACC Fund."

Thank you for answering the call to help to be part of the solution to close the gap on that elusive 20 percent, relapse and "late effect" issues. We hope you will join us at some MACC Fund events this summer. We are always grateful for your donations as well. Please keep in touch by visiting [www.maccfund.org](http://www.maccfund.org) and you can always follow the MACC Fund on Facebook, Twitter and Instagram. Thanks again for YOUR "Gift of Hope."

Paul Knoebel, Chairman of the Board

"When I was looking at jobs there was a very senior BMT physician in Boston, Dr. Eva Guinan, who served on the MACC Fund's Scientific Advisory Board for years," noted Dr. Rao. "She said the MACC Fund is really very dedicated to the mission of CHW and the Medical College of Wisconsin.

"She was very adamant. She told me the MACC Fund, for someone like me, would be an invaluable source of support to get my lab started. It could be a game changer. She said the MACC Fund will support me and give me the opportunity to do things I couldn't do anywhere else."

It was during his third year of medical school in Chicago that he learned how to take care of patients. He just assumed he was going to be an adult oncologist and take care of adults with cancer. It was more happenstance that he shifted to taking care of children.

"When I did my pediatrics rotation they didn't have room for me," he said. "I was the extra student and for whatever reason I was asked if I didn't mind doing pediatric hematology-oncology instead (vs. the standard pediatric rotation). I said, 'Kids and adults, no big deal. Kids are just young adults.'

"I ended up falling in love with the kids. I love taking care of children. I love interacting with their families.

"I just like kids better than adults. I interact better with kids. I enjoy taking care of them. I'm not inpatient at all. That's where I realized this is what I want to do."

In 2001, he was a physician scientist seeking a laboratory-based career where he could spend most of his time in the lab and do a little bit of patient care. "The number of places one can do that are small," he said.

He went to Boston Children's Hospital and did his Residency (2001-04), followed by his Fellowship at Dana Farber Cancer Institute in Boston (2004-07) in Pediatric Hematology-Oncology.

"When I was a Fellow I looked at different labs and was fortunate to be taken in by Dr. Stuart Orkin, a leader in Pediatric Hematology-Oncology. While doing my research training I also did my clinical training. I just figured I'd be a leukemia doctor because of my research interest. But I ended up falling in love with doing bone marrow transplants."

Dr. Rao specialized in them and once he finished his Fellowship he stayed on in Boston for three more years (2007-2010) where he completed his research training and also worked as an instructor as junior faculty member.

"My main clinical interest has always been in BMT, in particular for acute leukemia. But that has become a smaller and smaller portion of my time as I devote more time in the lab."

It is in the lab where he really focuses on AML and what causes it to develop in the genetic underpinnings.

"When I was in my post-doctorate (as a developmental biologist) I studied how in early development how to go from a fertilized egg to an organism with lots of different tissues. At the time we also studied another gene that nobody knew what it did. We had studied a factor call Sall4. When I moved here one of the reasons I became interested in it was because we thought it may play a role in AML.

"We started working on Sall4 and this 'other gene' was playing in the background. We didn't know what its role was. Later it became apparent we had what we call an accessory protein - 'cohesin complex.'"

He recalls while working on Sall4 in 2012 that one of the world's premier leukemia biologists, Dr. Tim Ley from Washington University in St. Louis, came to MCW to give a talk.

"Dr. Ley studies how leukemia develops. He does genome-wide sequencing. He sequences the gene mutations that are present in patients with AML. He collected a cohort of 200 adult patients with AML and published those findings in 2013. He was here (before the papers were published) and put up this fantastic slide where he showed all the different genetic mutations in all these different patients."

There were more mutations than expected and they were more diverse. They didn't form a coherent pattern.

"At the bottom of the slide there was a row which said 10-20% of the mutations have a cohesin complex. The group didn't know what that meant.

"I was sitting in the audience going 'Wow, I know a lot about the cohesin complex but not about AML. We should start working on that.' And that's how I got started working

*continued on page 4*



## Dear MACC Fund Friend:

The saying goes "April showers bring May flowers," but we weren't thinking about April's "snow" showers and surely not snow storms last month. But just like hope "springs" eternal in the weather department, hope also springs eternal in the children's department of those fighting cancer and blood disorders, regardless of the season.

Thank you for being a big part of that *Hope*. We have lots of partners and some great leaders helping in the Hope department. For starters, the Milwaukee Bucks celebrated 50 Years of NBA Basketball in

Milwaukee this season. I am honored to have been part of each of those years. This is an exciting time for the Bucks - and Milwaukee as the new Bucks Arena reaches completion in time for the 42nd Annual Bucks MACC Fund Game in October. I like to say "If it wasn't for the Bucks, there would be no MACC Fund." The ownership group of Wes Edens, Marc Lasry, Jamie Dinen and Mike Fascitelli have continued to support the MACC Fund with Bucks President Peter Feigin putting on a full court press to help the kids. Former owners Jim Fitzgerald and Senator Herb Kohl whose ownerships coincided with the MACC Fund and set a great template for MACC Fund support.

Another great MACC Fund sponsor pedaling *Hope* is Trek Bicycle Corp. which has been leading the pack for a cure for 29 years through its TREK 100 *Ride for Hope*. John Burke and his great Trek team have helped raise nearly \$15 million through the TREK 100. We hope you can join us for an incredible day in the best of cycling on Saturday, June 9, at Trek's Global Headquarters in Waterloo, Wis.

Women for MACC celebrated its 35th year in 2017 inching ever closer toward the \$5 million mark in research support while continuing its inspirational commitment to the children.

The Wisconsin Basketball Coaches Association (WBCA) tipped off 40 years of support last year with a "slam-dunk" record \$157,000 which is their goal to beat with this year's Boys and Girls All-Star Games at JustAgame Fieldhouse on June 15-16 in the Wisconsin Dells.

The MACC Fund Golf Tour "tees off against childhood cancer and blood disorders" with about 18 events throughout the three seasons all around the state. A new event, "The Ringer," opened the season once the snow cleared - literally - at "The Bog" in Saukville as owner Mike Hammes and his great team opened up their hearts and their course on April 26 for "100 holes of golf" with 18 golfers whose love of the game and love of the kids helped raise nearly \$126,000 by sunset along with some sore muscles and wide smiles from grateful children whom they helped.

The **Erin Hills MACC Fund Invitational** on May 5 featuring many of the area's finest high school golf teams had a last minute change of venue. The event, formerly known as the Lake Country Charity Invitational hosted by Hartland Arrowhead High School, was scheduled to be played at Erin Hills. Unfortunately, due to inclement winter and spring weather, the course was not at the level of play expected of the impressive U.S. Open venue. Learning this, we reached out to Tuckaway Country Club, home of The MACC Fund Open since 1985. The Club's members and staff opened their hearts and their course to the appreciative high school golfers. We are grateful to Andy Ziegler and his Erin Hills team, Tuckaway Country Club's members and staff, the high school golf teams for all of their fundraising and Arrowhead High School for working together to give the high school golfers the chance to live up to the Invitational's motto - "Some kids play so others can live."

The Chili's MACC Open is celebrating its 10th Anniversary of "Peppering Hope for MACC." The 42nd edition of the Open takes places on June 4 at Tuckaway Country Club.

Every two years the MACC Fund Golf Tour gets a big boost from the biennial "West Bend Mutual Insurance 'Silver Lining' MACC Fund Event." The 2018 edition on Aug. 13 promises to follow the previous six installments which have raised \$1.6 million, including \$675,000 from 2016 alone.

These are just a few of the events. You can read about more here. Please follow us on Facebook, Twitter and Instagram and visit [www.maccfund.org](http://www.maccfund.org) to make a donation any time. We hope you enjoy your Spring. We hope to see you soon to thank you in person for **YOUR "Gift of HOPE!"**

Blessings,

**Jon McGlocklin, President and Co-Founder**



on the cohesin complex. Our lab really focuses on mutations and the specific group of genes called the cohesin complex and how it plays a role in leukemia.”

Dr. Rao continues to push himself, “How do they help leukemia develop? What are the mechanisms that do that? Can we figure out ways to target cohesion complex mutations once we understand how they work.”

Every cell in one’s body is supposed to turn off and stop dividing eventually. The group of mutations his lab team is working on seems to cause the hematopoietic stem cells (which give rise to all blood cells) to continue to divide inappropriately.

“This doesn’t make them abnormal. They’re perfectly harmless” he said. If you take a mouse with a mutation with one of these genes they just run around the cage perfectly happy. It doesn’t make them have a cancer.

“We’re studying how these changes cause genes to stay on when they’re supposed to turn off. The current thing we’re working on – and I hope to get a paper submitted this year – is that if you target a different pathway than the one we identified before we can stop the abnormal cell from dividing.”

Approximately 500 children in the U.S. are diagnosed with AML annually, not nearly as many as ALL. There are five to 10 AML patients receiving treatment here (some in Milwaukee and a couple scattered throughout Wisconsin). The vast majority of AML patients are receiving highly intensive chemotherapy. Many of them go on to get a BMT to treat the underlying disease. A larger percentage of them – even if they receive effective treatment in the beginning stages – relapse.

“This is the group of patients who need better therapies,” Dr. Rao said. “Unlike patients with ALL, these kids are getting hit with the hardest and most intense chemotherapy regimen. Their toxicity from these therapies are also quite high. That’s something we don’t like to do. We need better, more effective therapies that are also less toxic.”

He puts an emphasis on his team being innovative and novel in their research.

For starters, his lab group is among a handful of groups nationally studying mutations where not a lot of other people understand or have the required expertise.

Secondly, his team has the ability to do true bench to bedside kind of work. “We can take the patients, get their samples, study them in our own lab and then have the ability to work in collaboration with my friend and colleague, Dr. Mike Burke, who runs our leukemia program.” “We work with mice models. There are a lot of things you can’t study just from patient samples. Patients who come to us already have leukemia. It’s much harder to study the process of leukemia development. It’s easier to do with mice.”

Also unique to his lab is the study of next generation sequencing. “We use a lot of advanced sequencing approaches to identify mutations and how they work. That requires a lot of computer horsepower and the ability to analyze data. My lab has both the instrumentation and the people to study all the data, which is relatively unique around the country.”



Dr. Rao’s lab team includes:

- Dr. Allison Meyer -- a research scientist who handles most of the leukemia-based projects.
- Cary Stellow -- a technician who handles the day-to-day operation of the lab and manages all of the mice in the lab.
- Kirthi Pulakanti -- a research bioinformatics analyst who analyzes all the data obtained, especially using next generation sequencing.
- Three graduate students -- doing their PhD thesis work.
- Dr. Lauren Pommert -- a Pediatric Hematology/Oncology fellow. (This is a physician who is learning how to take care of children with cancer. Part of her training involves learning how to do research, which she is doing in his lab.)

Dr. Rao couldn’t be happier with the work environment and his colleagues.

“I consider Dave Margolis (Program Director of the BMT program at CHW) a friend, mentor and overall a great guy” Dr. Rao said noting that he and Dr. Margolis, who is a Milwaukee Bucks season ticket holder, are both ridiculous sports fans. “The first time we spoke with each other he asked if I was a Vikings fan. The ribbing has never stopped. We (kiddingly) insult each all the time.

“But seriously, David runs a collegial BMT program. I really enjoy having a dedicated BMT program where I can take care of these patients. From a BMT standpoint something David and I would like to move forward is more translational research with our patients.

“From an oncological standpoint our program has grown immensely with the recruitment of Drs. Burke, Paul Harker and now Cindy Schwartz. We also have a very strong group of hematological malignancy-based clinicians.

“We complement each other, work well collaboratively and we can be a fun group. I really enjoy working with Mike. Mike has ideas that he wants to try on patients and needs someone who can those sample and do biological corollaries. On the flipside, I need patient samples to do some of the studies I want to do, which Mike can help provide.”

On the sidelines, ready to help out, is the MACC Fund.

“The MACC Fund has been invaluable,” he reiterated. “I can’t describe how much the MACC Fund support has meant to me and our program in the fight against childhood cancer. Rather than just living off national and federal grant support, the MACC Fund gives financial support to test new ideas, to do new things, to be creative and innovative.”

In his free time Dr. Rao likes to run, read, spend time with the family and travel. His goal is to make it to all the national parks. Among the higher priorities on his bucket list are the Grand Canyon in Arizona and Acadia National Park in Maine. He loves to vacation but after seven or 10 days he’s ready to come back to work.

Dr. Rao noted "I'm a very blessed individual. I come to work every day happy. I really love my job. This is fun for me."

What is especially rewarding and exciting is making that rare but very satisfying new discovery.

"With research you can spend a whole day trying to move the marble forward...and those increments can be very small. Every once in a while you get to see something where you say to yourself 'I know exactly what that is.' It can be game changing.

"That happened when we started working on cohesin in the lab. We had been doing stuff and didn't know what it meant. I told my guys this is a quick experiment for me and they did it. We had a list of 1,000 genes and how they change. I did the analysis myself. The very top gene was HoxA9, which was one of those 'aha' moments where the light bulb goes off."

Dr. Rao knew exactly what was driving the disease. It was a key finding and that would be a focal point for him and his team of scientists.

"It happens, sadly, only once every few years," he said. "But when it does it's sooooo satisfying. It's the equivalent of a hole-in-one in golf, a walk-off home run or - if you're a Viking's fan - a walk-off touchdown in the playoffs."

Approximately 50% of the kids with AML are going to be long-term survivors. Of those patients, roughly about half are receiving intense chemotherapy or a BMT to cure their disease.

"Sadly, there are too many kids with AML who are not going to survive long-term. That always hurts. Every single one does.

"Every kid we take care of is special. Every kid deserves the best possible care. We need to do that every single time, every single day for every single patient. Any patient who doesn't survive long-term, that's on us. We need to do more. Whether as clinicians or scientists, we need to do more.

"We need to have the kids with AML do as well as some of those with ALL where they're going back to school quickly and their long-term survival rate is high. We need to keep developing more effective therapies so more kids with AML are long-term survivors and more kids are having a higher quality of life."



**MACC FUND**

Hope for Kids

## *Sendik's* **Balistreri Sendik's** FOOD MARKET BALISTRERI OWNED & OPERATED SINCE 1926 **Markets Back MACC**

The Balistreri owned and operated Sendik's Food Markets have backed the MACC Fund for a decade. Their brand has grown from the company's flagship store in Whitefish Bay to 16 other locations from West Bend to Hales Corners and from Mequon to Hartland and points in between including the Marquette University's campus. The stores raised \$103,500 for the MACC Fund's fight against childhood cancer and blood disorders thanks to the generosity of their loyal patrons. The 10-year total from this great family grocery enterprise totals \$1,033,500 through this outstanding quarterly program leading the MACC Fund to say "Thanks a Million to Sendik's, your generous guests and associates."

The award-winning stores featured the MACC Fund in their Winter *Sendik's Food Market Real Food* magazine. They sold thousands of candy canes as well as the TODAY'S TMJ4 MACC\*Star designed by 7-year-old Zachary Johnson of Mequon. The stores also provided special merchandise offers to benefit the MACC Fund.

The Balistreri owned and operated Sendik's stores have distinguished themselves as leaders in grocery and fine food retailing since 1926. Sendik's is a great grocery shopping destination with great values in meats, fish, floral, home, produce, deli and bakery. Sendik's also helps a variety of charitable causes in addition to the MACC Fund, including the Charles E. Kubly Foundation, the Stars and Stripes Honor Flight, and Feeding America Eastern Wisconsin. In addition to the great financial contributions, the Sendik's Charity Program affords great awareness building for the charities which are fortunate to benefit.

The children with cancer and blood disorders, and everyone associated with the MACC Fund, are grateful to the Balistreri family and their Sendik's Markets for their outstanding support.



The Balistreri siblings, Margaret Harris, Ted, Nick and Patrick Balistreri, present a check for \$103,500 to John Cary of the MACC Fund.



# The 29th Annual TREK 100

## “Ride for Hope”



The TREK 100 has raised nearly \$15 million in net proceeds for pediatric cancer and blood disorder research. Trek Bicycle Corp. of Waterloo, Wis., is the wonderful title sponsor in this nearly three decade-long “Gift of Hope” through cycling. Trek is working hard with the MACC Fund to make this year’s June 9 event the best ever. To help ensure that, Trek’s President and great MACC Fund friend, John Burke, invited Packers Hall of Famer Brett Favre to ride again this year along with his wife, Deanna.



The TREK 100 is the largest fundraising event in the 42-year history of the MACC Fund. Cyclists can “ride for hope” by choosing the 100-mile, 64-mile, 34-mile or the 17-mile route. There is a fundraising requirement of \$2 per mile in addition to the entry fee.

Bicycles, awaits the riders. Last year, over 1,700 cyclists raised \$880,000. The TREK 100 has also been voted “one of the best rides in the country” by *Bicycling* Magazine and has been named to *Outside* magazine’s “Bucket List” of great bike rides.

Onward Helmet, Tektro, Marshal Composite Tech, Maxxis, VP Components, Praxis, Briohn Builders, Shimano, Velo Saddles, JP Morgan, Chase Bank, Wells Fargo, CIBC and Xpedo Pedals. The Gold sponsors include: ABUS, Post Moderne, SR Sun Tour, Kenda, Prime Coatings, Schwalbe, Sleep Number, Tri-Link Apparel and Bank of America while the Silver sponsors include: Thunder, Strategic Helmets and Geanhan Advertising.

All of the riders receive a commemorative, 100% cotton T-shirt, breakfast, lunch and rest stops with nutritious refreshments served by enthusiastic volunteers. The best ride support around comes from the Trek mechanics as well as local Trek dealers who are on hand to assist the cyclists. A post-ride celebration featuring music, great food, refreshments and libations for riders over 21 tops off a terrific day of cycling and giving hope to kids with cancer.

Sign up to become part of the 29th Annual TREK 100 team as a rider for \$75. “Day of” registration requires riders to pay both the \$75 entry fee and their pledges. The 100-mile and 64 mile rides start from Trek at 7:30 a.m. while the 34-mile and 17-mile rides begin at 10 a.m. On-line registration for riders and volunteers at [www.trek100.org](http://www.trek100.org) or [www.maccfund.org](http://www.maccfund.org) makes it easy, fast and convenient or call 414-955-5830.

Great Trek merchandise is offered as an incentive for those who “go the extra mile” to raise pledges to help a child with cancer and the TREK 100 Century Club offers members some added benefits as well.

The Platinum sponsors joining Trek Bicycle Corp. for the TREK 100 include: Giant, Quest, Pro Max & Box, Bosch, Fox Racing, Ramiko, Formula Hubs & Xero Wheels,



Photo Credits – Jeff Kennel, TREK Bicycle Corp.

A great ride through Wisconsin’s beautiful farmland on rolling rural roads around Waterloo, the worldwide headquarters of Trek



**TREK 100 June 9, 2018**



# The MACC Fund Golf Tour combines Golf and Hope

Golf and hope have had a great relationship since the first MACC Fund Open in 1977. Now, 41 years later, the **MACC Fund Golf Tour** features all kinds of golfers in a variety of tournaments and different venues. Golfers play the game they love so that kids with cancer can play the games they love.

The 2017 **MACC Fund Golf Tour** raised nearly \$500,000. The checks were made payable to "Pediatric Cancer and Blood Disorder Research." Over 2,000 golfers drove, pitched and putted in an attempt to beat par as they beat cancer and blood disorders.

Working closely with the MACC Fund Golf Staff, individual tournament organizers proved that the MACC Fund's long-standing premise of "a good time for a good cause" is alive and well on golf courses throughout Wisconsin.

The **MACC Fund Golf Tour** is a proven and effective fundraiser and friend raiser. Companies continued to develop a special camaraderie among their associates after being part of the charity golf event to benefit the MACC Fund. Employees, vendors, customers, business prospects, family and friends tee off to help beat childhood cancer. They might also be fostering a business relationship, remembering a friend who died, meeting new friends or simply playing a round with their favorite foursome. Regardless of the reasons, one thing is certain – at the end of the day golfers leave with a sense of satisfaction knowing they have helped give hope to a child with cancer.

The Tour's first event was "**The Ringer**," a new and unique event at The Bog, the Arnold Palmer design course in Saukville. Eighteen golfers played 100 holes on April 26 after soliciting friends and family to make their golf marathon even more meaningful. Mother Nature tried to play havoc with that date, but finally smiled and provided a great day which ended with a remarkable \$125,821 being raised. MACC Fund board member, TJ Marini, led all fundraisers with \$30,000. The name Ringer has two meanings – you bring a "Ringer" (a good athlete to fill in for a lesser athlete in a competition) and a child "Rings the bell" signifying the end of treatment.

The **Erin Hills MACC Fund Invitational** on May 5 featuring many of the area's finest high school golf teams had a last minute change of venue. The event, formerly known as the Lake Country Charity Invitational hosted by Hartland Arrowhead High School, was scheduled to be played at Erin Hills. The inclement winter and spring weather put the course about a month behind in preparation and not ready for the level of play expected of the impressive U.S. Open venue. Learning that, organizers reached out for help to the longtime MACC Fund friend and host of The MACC Open since 1985, Tuckaway Country Club which heeded the call. The MACC Fund greatly appreciates the support and understanding of the high school golfers and coaches. Its gratitude extends to Erin Hills and its owner, Andy Ziegler, as well as PGA Professional Rich Tock, for being great partners in the Invitational. The MACC Fund thanks Tuckaway and its PGA Professional Matt Taken for leading the alternate site effort. The MACC Fund remains indebted to Arrowhead High School and its golf team coached by longtime MACC Fund friend, Greg Budzien, for its support since 2007 and for being a great partner with the Erin Hills MACC Fund Invitational.

The granddaddy of them all is the **Chili's MACC Open**. Held on the first Monday in June at Tuckaway Country Club, the 42nd Annual Open provides golfers a chance to help in 2018 just like they did in 1977 when Robin Yount's fivesome won the inaugural event. The MACC Fund is honored to be a partner once again with ERJ Dining, the Wisconsin franchisee for the Chili's MACC Open. Chili's is doing a MACC Fund promotion in from May 24 – July 5 at its 13 statewide restaurants including its "MACC Fund Day" on June 27 with 15% of all proceeds being donated to the MACC Fund.

If you, your company or organization is planning or thinking about starting a golf outing, consider taking advantage of the MACC Fund Golf Staff to help make your event even more meaningful and successful. Our experienced staff will work with you and your committee to help develop an event tailor-made for your needs.

The MACC Fund and the children invite your company or group to be a member event of the **MACC Fund Golf Tour** that offers hope to children with cancer. There's always room for another golf outing and there is certainly a need to support as much research as possible to help the children with cancer and blood disorders.

You can follow the MACC Fund Golf Tour on the MACC Fund's social media platforms or call the MACC Fund at 414-955-5830 to get ready to tee it up to help drive cancer out of kids lives "fore" good!

## The 2018 MACC Fund Golf Tour (as of May 1)

**The "Ringer"**, The Bog, Saukville,  
Thursday, April 26

**Erin Hills MACC Fund Invitational** –  
Erin Hills, Erin, Saturday, May 5.  
(Played at Tuckaway CC, Franklin)

**42nd Annual Chili's MACC Open** –  
Tuckaway Country Club, Franklin,  
Monday, June 4

**Jim Mech Memorial MACC Fund  
Open** – Autumn Ridge Golf Course,  
Valders, Friday, June 15.

**Cheri Amore Memorial Open** - Twin  
Lakes Country Club, Twin Lakes,  
Monday, June 25.

**Max-Fly Open**, Ironwood Golf Course,  
Sussex, Friday, July 3.

**MACC Fund College Am**, The Bull,  
Sheboygan Falls, Friday, July 13.

**102.9 FM, THE HOG's Bob and Brian  
Open** - Grand Geneva Resort, Lake  
Geneva, Friday, July 27.

**Tom Perra Memorial Open** - Ironwood  
Golf Course, Sussex, Saturday, Aug. 4.

**The West Bend Mutual Insurance  
Company's MACC Fund Event**,  
Monday, Aug. 13 at West Bend  
Country Club

The 23rd annual **BP MACC Fund Open**  
- Evergreen Golf Club, Elkhorn, Monday,  
Aug. 20.

**Corporations Caring for Kids  
Invitational** - Chenequa Country Club,  
Chenequa, Monday, Sept. 10.

**Women for MACC's Nine, Wine and  
Dine**, Ironwood Golf Course, Sussex,  
Monday, Sept. 10.

**Back the MACC Golf Outing**, The Bog,  
Saukville, Thursday, September 13.

**MPSO Open** (Milwaukee Police  
Supervisors Organization) Golf Outing,  
Geneva National, Lake Geneva, Monday,  
Sept. 17.

**Making a Mark Fore MACC** – PGA  
Tour golfer Mark Wilson donates to the  
MACC Fund for every "Cut" he makes as  
well as every Top 10, 20 and 30 finish. The  
five-time Tour winner and his wife, Amy,  
have supported the MACC Fund since  
joining the Tour in 2004.



# THE MILWAUKEE BREWERS 7th ANNUAL “MINI-MARATHON BACKS MACC

**Fundraising component to the 13.1-mile, 5k and 10k races will benefit the MACC Fund again**

The Milwaukee Brewers have supported the MACC Fund since its inception in 1976. Brewers doubles, home runs, stolen bases, pitching changes, double plays and more have all raised funds for the MACC Fund in conjunction with the Brewers broadcast sponsors.

The 7th annual Brewers Mini-Marathon Presented by PNC Bank on Sept. 22, will once again begin at beautiful Miller Park. The events provide runners with scenic routes through Milwaukee along with prizes and a post-race tailgate party making this one of the most unique half marathons in the area. In addition, the races also offer an opportunity to raise money for the MACC Fund, benefitting childhood cancer and blood disorder research in Wisconsin. Thanks to many dedicated runners and their generous friends, the six editions of the “Brewers Mini-Marathon” raised nearly \$270,000 giving another example of this Big League support.



*Some of the Mini + 5K and 10K winners with a great backdrop.*

The courses will feature many Milwaukee landmarks beginning and ending at Miller Park. Runners and volunteers will receive a free Brewers ticket voucher good for select 2019 games at Miller Park in April or May, a participant medal, a “tech” shirt, and a post-race tailgate party outside Miller Park with live music. The highly regarded Vision Event Management will once again be managing the Mini-Marathon in conjunction with the impressive Brewers Hospitality and Special Events team.

Great course support will again be provided along the way with aid stations featuring water and Gatorade, misting stations and entertainment. Spectators will have plenty of free parking at Miller Park and will be able to watch the runners on the giant scoreboard while they run on the warning path from right field.

Fundraising proceeds will benefit the MACC Fund. Participants can organize their own fundraising page online at [www.brewersmini.com](http://www.brewersmini.com) and donors can make donations online. Participants can visit [www.brewersmini.com](http://www.brewersmini.com) to register and get all of the race details, a course map and other information as well as signing up to volunteer. Thanks to the Brewers for giving the MACC Fund and runners a “Grand Slam” of an event.

## Brewers action backs MACC

Thanks to the generosity of two MACC Fund friends and the creativity of the Milwaukee Brewers marketing staff working with their radio and television partners, exciting Brewers action adds up to more than “Wins” in the standings. Brewers doubles and pitching changes all add to the excitement of the game while also helping the MACC Fund’s fight against childhood cancer and blood disorders.



West Bend’s “Silver Lining©” donates \$50 on the Brewers radio network for every double hit by a Brewer. They also match this offer for the Lakeshore Chinooks. Last season the Brewers Doubles added up to a donation of \$15,950.

Sartori is *pitching* in again this year to help make a *change* for the better for the MACC Fund through its special program on the Brewers radio network. Sartori is a fourth generation family owned and operated company which celebrated its 75th birthday in 2014. In 1942, Paulo Sartori received his first U.S. patent for a “Cheese Curd Machine” giving birth to a great Wisconsin icon. Sartori will once again generously donate to the MACC Fund for pitching changes. The company donated \$25,000 for each of the past five seasons. Thanks Sartori for *pitching* in to make *change* to help a child win the game of life.

Sartori also teams up with the Milwaukee Admirals for the Power Play Payoff donating for every Admirals Power Play. Their generous support is matched by the Admirals Power Play Foundation. The two MACC Fund supporters donated \$5,950 this season taking the three-year total to nearly \$23,000.



# Bucks Visit the Kids



*The Bucks with Dr. Margolis, Jon McGlocklin and Bucks and MACC Fund sponsor, David Gruber.*

The MACC Fund started on the Milwaukee Arena court during a Milwaukee Bucks game on Dec. 10, 1976 during the Retirement Night of the “Original Buck,” Jon McGlocklin. The Bucks have literally backed the MACC Fund since its beginning.

McGlocklin and Eddie Doucette, the iconic “voice of the Bucks,” founded the MACC Fund to help support research to benefit children like Doucette’s toddler son, Brett, who was diagnosed a year earlier with leukemia. At the time the overall five-year survival rate for childhood cancer was 20 percent. Now in his early 40s, Brett and his wife, Melissa, are the proud and grateful parents of a toddler.

The Bucks annual MACC Fund Game is a highlight of the MACC Fund year. The 41st Annual game in 2017 raised \$55,000. The Games alone have raised nearly \$1.4 million. The Bucks support from a variety of sources is legendary over the years. An annual highlight is the team’s visit to Children’s Hospital of Wisconsin and the MACC Fund Center there. These pictures capture some of the visits.



*Bucks Throwback visit from 2016 featuring Jabari Parker, Matthew Dellevedova, Steve Novak, Jon McGlocklin, Dr. Dave Margolis and Coach Joe Prunty.*



**AARON RODGERS**

# 12 DAYS OF Christmas

BENEFITING MACC FUND



Jon McGlocklin, Lauren Becker, Aaron Rodgers, Erin Dove and Chris Stegman of the USA TODAY NETWORK Wisconsin.

Season 6 of the Kohl's "Aaron Rodgers 12 Days of Christmas" benefited the MACC Fund as the NFL's MVP and Kohl's Cares teamed up with USA TODAY NETWORK Wisconsin, creator of the program, for another successful campaign that ran Dec. 1 – 12. This year Kohl's expanded the program to the USA TODAY NETWORK newspapers in Fond du Lac, Oshkosh, Appleton, Green Bay, Manitowoc and Sheboygan. Kohl's helped share 12 "Faces of the MACC Fund" by telling the story of kids helped by MACC Fund supported research through a series of impressive full page advertisements. Kohl's complemented these ads with full page advertisements of its own. In addition, there was an impressive online presence including videos of interviews with a parent of the 12 children thanks to the generous support of Watts Communications.

The Kohl's representatives at the check presentation with Aaron Rodgers, Jon McGlocklin and Chris Stegman, President of USA TODAY NETWORK Wisconsin, were Erin Dove and Lauren Becker. Erin is the mother of identical twin girls, Lily and Bailey, who have battled leukemia and have rung the bell signifying the end of treatment. Lauren is Erin's sister and the girl's aunt.

12/12 was a fitting end for the annual program. Kohl's Cares donated \$100,000 to the MACC Fund taking the program's six-year total to \$485,000. Thanks to Kohl's, Aaron Rodgers and the USA TODAY NETWORK Wisconsin for brightening the holidays for the MACC Fund and the kids.



Jon McGlocklin presents Aaron Rodgers with a helmet autographed for him by the 12 kids from his "12 Days of Christmas" program.



## Bayside Middle School backs MACC

Bayside Middle School did a great MACC Fund fundraiser netting \$3,032 for the cause. The Bayside community has been a generous supporter of the MACC Fund over the years through its annual Fun Run/Walk in September along with other events. The idea for the Middle School MACC Fund fundraiser came from Lulu Sammarco, a 5th grader. Lulu had a special reason to help since she is a childhood cancer survivor. An accomplished vocalist, Lulu has performed on stage at the school and last October she thrilled the 41st Annual Bucks MACC Fund Game crowd with her wonderful rendition of The National Anthem. She was also a member of the Class of 2016 of the Kohl's Cares "Aaron Rodgers 12 Days of Christmas." The Middle School students, parents, teachers and staff rallied together and in the process had a lot of fun too. They skated as many laps as possible and asked people to pledge for each lap. Thanks to Lulu and everyone at Bayside Middle School for their great efforts to help the MACC Fund help kids like their friend, Lulu.



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# MACC Fund plays a key role in “First-in-the-World” Cancer treatment

## *Collaborative Effort Leads to Innovative CAR-T Cell Immunotherapy Clinical Trial*

**(Excerpted from a joint News Release)** Physicians and researchers from the Medical College of Wisconsin (MCW), Froedtert Hospital, Children’s Hospital of Wisconsin and BloodCenter of Wisconsin have successfully used a new immunology treatment, chimeric antigen receptor (CAR) T-cell therapy, to extend the life of a 52-year-old Wisconsin man.

Bret Carroll of Appleton was the first patient to participate in the clinical trial. He was diagnosed with mantle cell lymphoma, a cancer of the immune system, in 2011. Despite chemotherapy, stem cell transplants, medications and other clinical trials, his cancer kept returning. When presented with the dual-targeted CAR-T cell immunotherapy clinical trial option in late 2017, just weeks after it had been approved by the FDA, Bret recognized it as the best opportunity to extend his life and agreed to participate. He received the CAR-T cell dose in late October, and just six weeks later, his cancer was in full remission.

The new treatment genetically alters a person’s immune system to uniquely personalize to target cancer cells, a significant departure of more routine chemotherapy that attacks both healthy cells and cancer cells.

While CAR-T cell therapy has been under development since 2012, Bret Carroll, who was treated at Froedtert Hospital was the first patient to participate in the first-ever, clinical trial for a novel dual-targeted CAR-T cell against CD19 and CD20 using the CliniMACS Prodigy device. The modified cells can identify cancerous cells, attach to the cancer cells, and effectively destroy the cancer cells. A pediatric clinical trial for CAR-T treatment at Children’s Hospital of Wisconsin is expected to start later this year.

This critical equipment was made possible through philanthropic dollars raised by the Children’s Hospital of Wisconsin Foundation together with the MACC Fund. Additional philanthropic support for this study came from the Drive Fore a Cure Foundation which was started by a long-term supporter of the MCW Cancer Center, Mr. Dennis Bush.

“This clinical trial demonstrates the strength of collaboration,” said Dr. David Margolis, MD, Children’s Hospital of Wisconsin, bone marrow and transplant (BMT) program director and professor of Pediatrics at MCW. “The expertise of Medical College of Wisconsin researchers, state-of-the-art facilities of Children’s and Froedtert and the generosity of this community, make this clinical trial possible. We look forward to starting a pediatric clinical trial for CAR-T treatment soon.”

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Photo Credit – Medical College of Wisconsin

*Parameswaran Hari, MD, MRCP, MS, professor and chief of the Division of Hematology and Oncology; Nirav Shah, MD, MSHP, principal investigator of the trial and assistant professor of medicine in the division of Hematology and Oncology; patient Bret Carroll; Bryon Johnson, PhD, professor of pediatrics in the division of Hematology and Oncology, and David Margolis, MD, professor of pediatrics in the division of Hematology and Oncology.*





## continues to glow

Candy Cane Lane has brightened the winter skies in West Allis for over three decades as tens of thousands of visitors enjoy December's annual spectacular holiday lights display.

Kids of all ages enjoyed the sights and sounds as they looked forward to getting a glimpse of Santa. The electric bills of the dedicated neighbors spiked for the month while they helped the MACC Fund and brighten the childrens' nights. Collection jars overflowed with coins filled with hope. Outstanding support from area businesses and civic leaders combined for a glowing and colorful "Gift of Hope Through Research" for children with cancer and related blood disorders.



Mother Nature treated Candy Cane Lane well with weather and the calendar provided an extra week due to an early Thanksgiving. These elements helped lead to a record-breaking total of \$121,386 taking the grand total over the years to over \$2.2 million in net proceeds. This remarkable amount truly brightens the lives of the children with cancer and blood disorders.

The MACC Fund and the children it helps through research extend heartfelt thanks to all of the neighbors in the "Candy Cane Lane" neighborhood including the dedicated Candy Cane Lane committee led by Joy Geyer, Ken Perkl and Pat Wolfe. Thanks to the volunteers who gave of their time and collected donations during the busy holiday season. And, of course, thanks to the thousands of people who visited Candy Cane Lane and generously donated during the holidays. The combined beautiful Gift of Hope surely brightened the holidays for many children.



The MACC Fund and Candy Cane Lane also thank the following generous donors: Davies Pediatric Dentistry, Balistreri's on Bluemound Inn, Balistreri's Italian American Ristorante, Bevsek-Verbick Funeral Home, West Allis Fire Fighters, Tom's Dependable Heating and Air, American Website Company, Sam's Club of West Allis, Costco of New Berlin, Costco of Pewaukee, Jelly Belly, Eillien's Candies, Haribo US, Mueller Yurgae Great Lakes, M & M Mars, R. W. Palmer Candy Company, Kelly's Bleachers and Raylen Construction.

**Follow the MACC Fund on Facebook, Twitter, Instagram and YouTube!**

**Visit [www.maccfund.org](http://www.maccfund.org)**

**and click on the icons at the bottom of the page.**



Instagram





# Going Gold

The MACC Fund and Gold In September® (G9) collaborate to raise awareness for **GOLD** for childhood cancer



**MACC  
FUND**

*Hope for Kids*

The MACC Fund and Gold In September® (G9) are joining forces to increase awareness of childhood cancer. One of the goals of this collaboration is to inspire Wisconsin businesses to turn their buildings **Gold** in September. **Gold** is the color designated for childhood cancer and September is the month designated for childhood cancer awareness. Together the MACC Fund and G9 hope to inspire people across Wisconsin to join together to increase awareness and support for childhood cancer.

The MACC Fund has been collaborating with not only G9 but with two of its beneficiaries, the Medical College of Wisconsin and Children's Hospital of Wisconsin, for the last four years in September. This special relationship with G9 will take that partnership to a new level to benefit children through the state, the nation and the world.

"G9 believes that every person is a strategic partner in the investment of the future of our children and by combining efforts with the MACC Fund, we can make a greater impact for children battling cancer." said Sarah Bartosz, President of G9.

MACC Fund President and Co-Founder, Jon McGlocklin, noted *"The MACC Fund's commitment to supporting the best research to help children with cancer over four decades has always been enhanced by increasing the awareness of the need for research funding. The MACC Fund is excited to team up with G9 to heighten this awareness to help the children."*

Childhood cancer is an urgent health crisis, even for survivors. The National Cancer Institute only allocates about 4% of its annual budget towards pediatric cancer research. The MACC Fund and G9 recognize that private funding for research to complement federal support is vital to advance the cure rate. Raising the awareness level of childhood cancer, the goal of this collaboration, is a key element in this effort.

G9 is a childhood cancer non-profit dedicated to increasing funding for childhood cancer research and initiatives by growing awareness that inspires action to help every child, everywhere. G9 directly funds Early Phase Trials, bringing the newest, most promising treatments to kids faster. Utilizing a noble model of turning the world Gold to raise awareness and meet the mission, G9 directly benefits the entire childhood cancer community with a gold alliance, resulting in increased funding and support for all childhood cancer initiatives.

Since the MACC Fund's inception in 1976, it has contributed over \$62 million to support childhood cancer and blood disorders research in Wisconsin impacting the treatment and care of children throughout the state, the nation and the world. MACC Fund supported research in the *MACC Fund Research Center* at the Medical College of Wisconsin, the *MACC Fund Center* at Children's Hospital of Wisconsin, the UW Carbone Cancer Center's *MACC Fund Childhood Cancer Research Wing* and Marshfield Clinic has played a key role in the overall 5-year survival rate rising from 20% in 1976, to 80% today. However, children can still relapse and have "late effect" issues which requires additional research.

Please contact Joe Dean, Chief Marketing Officer of the MACC Fund, at [jdean@maccfund.org](mailto:jdean@maccfund.org) if you and/or your company would like to learn more about joining the MACC Fund and G9 for this exciting **Golden Opportunity**.

# A Unique Proposal

The MACC Fund Center at Children's Hospital of Wisconsin had a "first" recently. Travis Kleinschmidt used the outpatient clinic reception area as the backdrop to get on his knee to propose to his girlfriend and best friend, Melissa Pierson.



Their families joined some members of the MACC Fund Center's staff in cheering them. Tears flowed freely as a surprised Melissa said "Yes," but they were different tears from Travis' family on this happy day than they were five years ago he was diagnosed with osteosarcoma about the same time he graduated from UW- Milwaukee.



Watching from the side was Travis' surgeon and doctor, Dr. Donald Hackbarth, who summed it well when he said, "This is something I have never seen before." It must have made him feel pretty good especially after he had just given Travis a clean bill of health on his 5-year checkup before the proposal.

Travis is a teacher in the Oshkosh school district, just like his great parents were. The family is hosting a golf outing for MACC on June 23 at Far Vu Golf Course in Oshkosh. The charity golf event is in gratitude for the "Gift of Hope" the MACC Fund and Children's Hospital of Wisconsin has been part of giving Travis and his family over the last five years.



## The Ringer

"The Ringer" was a new and unique 100 Holes of Golf event played at The Bog to benefit the MACC Fund on April 26. Eighteen golfers played the Arnold Palmer designed course in Saukville for 11 straight hours, at an average rate of 9 holes per hour. The sun was setting on what turned out to be perfect day for the golf marathon when the final putt dropped.

Each golfer raised funds to make the first-time event more meaningful. The golfers were asked to try to raise \$5,000 each. They succeeded with that goal and many surpassed it, leading to a total raised of \$125,821. The event was the idea of Mike Bielawski, MACC Fund Development Officer. Mike Hammes, owner of The Bog and MACC Fund Emerging Leaders Board Member, worked closely with MACC Fund board member TJ Marini and Mike Bielawski to make this event a major success. TJ Marini was the event's MVP Ringer, generating over \$30,000 in donations.

The entire staff at The Bog was fantastic to work with; KD in events, Andy and Christo in the golf shop, Chuck in food and beverages and of course, Tony and his greens and ground crew for doing a wonderful job of preparing the course!

Ringer has two meanings – you bring a "Ringer" (a good athlete to fill in for a lesser athlete in a competition) and a child "Rings the bell" signifying the end of a successful cancer treatment. Very special thanks to the 18 golfers who went the distance for the kids, as well as Shaun Rezacheck of TaylorMade for providing an incredible tee gift package, and of course to Mike Hammes and The Bog for opening their hearts and great course for The Ringer. The Bog also hosts the MACC Fund's Emerging Leaders event "The Back the MACC Golf Outing" on Sept. 13.



# chili's MACC Open



The MACC Fund is pleased to join forces for the tenth straight year with ERJ Dining, the Wisconsin franchisee for Chili's restaurants, for the

Chili's MACC Open. Chili's is proudly supporting the MACC Fund in May and June at their 14 restaurants throughout Wisconsin. June 27 will be "MACC Fund Day" throughout the state at your favorite Chili's with 15% of all sales benefiting the MACC Fund.

The 42nd Annual Chili's MACC Open is Monday, June 4, at Tuckaway Country Club. This first major MACC Fund event is still one of the organization's signature events. Foursomes are paired with celebrities from the world of sports, entertainment and broadcasting. Please contact the MACC Fund if you are interested in playing at 414-955-5833.



Bango the Buck gets some time on the range before the Chili's MACC Open.

Photo Credit - Scott Paulus, Milwaukee Business Journal



# Lucky Leprechaun



The sixth annual "Lucky Leprechaun 7K" filled the streets of Wauwatosa with 2,500 runners and walkers as a great kickoff for St. Patrick's Day. The event was hosted by Leff's Lucky Town and Performance Running Outfitters. It was produced by Vision Event Management which donated \$8,000 to the MACC Fund.



The chilly March weather couldn't stop the 7K's hearty runners. Thanks to Leff's, Performance Running Outfitters, Miller Lite, Waterstone Bank and Zilli Hospitality Group as well as Maglio Company, Jimmy John's, Baskin Robbins and Pizzeria Piccola for teaming up to help the MACC Fund. Leff's is a great gathering place in the heart of Wauwatosa with a big heart for helping out many great charitable causes. The establishment is no stranger to the MACC Fund, hosting its Brewers Opening Weekend Tailgate along with 102.9 THE HOG for 10 years.



American English in the "Yellow Submarine" genre.

## American English Beatles Invasion

The 14th annual "American English Benefit Concert for the MACC Fund," featuring the award-winning Beatles tribute band at "Waverly Beach" in Menasha on Friday, Feb. 2 was another great success.

Produced by a great MACC Fund friend whose support dates back decades, Greg Thompson, this event has become a February Friday tradition. The concert raised over \$10,700 taking the 14 year total to over \$130,000. Greg's interest in the Beatles and friendship with American English continues to be a combination for the MACC Fund.

American English is one of the finest tribute bands around. The musicians have become good friends of the MACC Fund and perform the familiar and beloved songs playing period musical instruments and wearing classic Beatles costumes.

103.9 WVBO "The Valley's Greatest Hits" was on hand along with other great friends, Jack Cleven Inc, Bower Printing and Mailing, Schenck Inc., Don's Quality Market, Hilton Garden Inn and Super Bowl.

This concert adds special meaning to the Beatles favorite "All you need is love" by the gift it has given to the children and the MACC Fund for years.

## GO BO! Foundation Backs MACC

The GO BO Foundation celebrates the legacy of Bo Johnson of Sister Bay, Wis. who died from cancer far too young at the age of 13. The Foundation is administered through the Door County Community Foundation. Bo touched anyone who was lucky enough to meet him in his all too short life. He had an infectious spirit and warm smile. He was a gentle old soul in a young boy's body.

His mom, Annika, was joined by some "Cookie Artists" at the MACC Fund Center at Children's Hospital of Wisconsin. They were all part of an incredible cookie sale held at the family's Al Johnson's Restaurant in Sister Bay last Fall during Sister Bay's Fall Fest. Over 10,000 beautiful and tasty cookies were baked and donated by loving friends from throughout the nation as well as some foreign countries. This led to the \$25,000 check presentation to the MACC Fund.

This is the first installment of the second three-year pledge commitment for the High Risk Malignancy research program taking the Foundation's support to \$100,000 over the past four years. Joining Annika and the Cookie Artists were Drs. Medin, Margolis and Tower.



**Go Bo! Foundation**



## License plate to benefit the MACC Fund



MACC Fund COO, Becky Pinter, joins Matt and Tricia Verhaalen and their son Tyler.

The MACC Fund has benefited from the sale of a new license plate to help cure childhood cancer. The special license plate is the idea of a family touched by cancer, the Verhaalen family. They conceived the plate in honor of their daughter, Alison, who died from a rare brain tumor four years ago. The family worked with their local state representatives determined to cherish Alison's memory while also helping others.

The specialty plate was inspired in part by Allison, as well, including her favorite colors of purple and teal and her handprint on the heart in the plate. She even wrote the word *Awesome* in her handwriting. The gold in the ribbon signifies childhood cancer.

You can visit [www.wisconsin.gov](http://www.wisconsin.gov) to learn more about ordering the plate. In addition to the normal registration fee, there is a \$15 specialty plate fee as well as a tax-deductible \$25 donation to the MACC Fund. The MACC Fund has received \$7,475 from the State of Wisconsin from the sale of plates. Thanks to the Verhaalens for leading this charge as well as the Northwestern Mutual Foundation and Verlo Mattress for their generous support.



West Bend's "Silver Lining" is stepping up to the plate once again this season with a \$50 donation to the MACC Fund for every Double hit by a Milwaukee Brewers player. Last season's efforts raised \$15,950. West Bend also donates for every Double hit by the Lakeshore Chinooks in the Northwoods League whose home games are played at the beautiful Kapco Park at Concordia University in Mequon.

The *Silver Lining* company will host its seventh biennial MACC Fund Event at the beautiful West Bend Country Club this August. It is always an incredible day of golf and so much more. It raised an astounding record breaking total of \$675,000 in 2016. The total from the six biennial events is a remarkable \$1.6 million.

West Bend also supports the annual Bucks MACC Fund Game and is a sponsor of the TODAY'S TMJ4 Sports Auction 4 MACC. The company's Mike Koehler Award benefits the MACC Fund by honoring agents who distinguish themselves in their field and in their community. The MACC Fund is honored to have Kevin Steiner, President and Chief Executive Officer of West Bend, as its Vice Chair and Chair of its Governance/Nomination Committee.



The Dove Family, Ryan, Bailey, Maddie, Lily and Erin are all smiles as they are joined by Jon McGlocklin, Kevin Steiner and Andy North with the record shattering check from 2016 which grew to \$675,000.





## Women for MACC offers Hope

Women for MACC completed its 35th year inching toward the magical \$5 million mark in research support.

What started on a runway with its inaugural Children's Fashion Show featuring the traveling troupe of the Broadway Show "Annie" in August, 1982, at Ville Du Parc Country Club in Mequon, has become a tour de force in the fight against childhood cancer and blood disorders. One attribute that has remained constant throughout the organization's 35 years is the passion its members bring to the fight against childhood cancer and blood disorders. The commitment of the board and members of Women for MACC is inspirational and is a tangible sign of Hope for the children and their grateful families.

Women for MACC's 33rd annual Pasta Fest in March at Serb Hall got the year started in fine fashion raising \$20,000. The hardworking group hosts a number of events including the fourth annual Nine, Wine and Dine at Ironwood Golf Course on Sept. 10.

The MACC Fund and the children thank Lindsay Schweikert, Women for MACC's President, who is also on the MACC Fund's Board of Directors along with Jan Lennon, who has served enthusiastically on both boards for years. Thanks to all of the Board and members who make caring for a child battling cancer and blood disorders a priority in their lives.



Helping with PastaFest are TODAY'S TMJ4's Brian Niznansky, Pete Zervakis, Lance Allan and Vince Vitrano.



Members of the UIW Milwaukee Panthers Volleyball team.

### The MACC Fund HOPE★TEAM

The **Hope Team** provides individual and corporate donors who contribute between \$500 and \$7,500 and are not able to sponsor special events, with the opportunity to take part in the Chili's MACC Open. To learn more about the Hope Team, please contact Becky Pinter at the MACC Fund at 414-955-5838, or [bpinter@maccfund.org](mailto:bpinter@maccfund.org).

#### **Superstar ~ \$7,500**

Nicholas Family Foundation

#### **Captain ~ \$3,000**

The Eddie Doucette Family  
Carol Gehl  
Barbara Kendro  
Jean & Greg Klimek  
The Kort Family  
Rod & Pat Petersen

#### **Starter ~ \$1,000**

Larry and Jan Barbera  
Kathy & Dan Beers  
Cheryl Chapman  
Gayle & Bill Denton  
Gary Katz Foundation, Inc.  
Jan Lennon  
McGlocklin Family  
Mr. and Mrs. Scott Piefer  
Mr. and Mrs. Michael Polzin

The Family of Robbie Rexhausen  
Ted & Noelle Rulseh  
Pam & Stuart Schroeder  
Robert A. Schultz, Jr.  
Kurt Schummer  
Marjorie Singer  
Corinne and John Steinmiller  
Diane M. Wisniewski

#### **Coach ~ \$500**

Richard Bierwirth  
Tom Cary  
Flannery Family  
Dr. Lawrence Howards and Mari  
Dennis & Judy Kruzan  
Becky & Brian Pinter  
Joanne and Richard Sheridan  
Beth & David Wilmoth

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## MACC Fund helps Marshfield Clinic extend its pediatric cancer care



*A grateful patient proudly holds the MACC Fund's research grant check in 2017.*

The MACC Fund added Marshfield Clinic to its impressive beneficiary institutions last year. Dr. Michael McManus heads its Pediatric Oncology program. According to his 6-month report through December, 2017, the MACC Fund's \$50,000 grant which was given in May, *"allowed Marshfield Clinic to continue to offer children diagnosed with cancer enrollment in clinical research studies and clinical therapeutic studies. We have 36 enrollments on Clinical Oncology Group (COG) protocols. This increase in enrollment is due to our ability to continue to have a full-time clinical research associate and a full-time clinical research nurse working exclusively with pediatric patients through support from the MACC Fund."*

Dr. McManus continued *"Since we have our full complement of clinical research staff and have added a second pediatric oncologist, we have established a second Marshfield Clinic pediatric oncology site in Eau Claire to further serve pediatric oncology patients in western and northwestern Wisconsin since the Clinic's second oncologist now travels to the new Marshfield Clinic Cancer Center Eau Claire to care for patients. With this development, the MACC Fund is now truly reaching into all areas of Wisconsin to help with the clinical care of children with cancer."*

Dr. McManus concluded by offering thanks *"on behalf of the children served each day thanks to the MACC Fund's continued support of pediatric cancer research."* He ended by expressing the wish of all associated with the MACC Fund and the overall fight against childhood cancer when he wrote *"With your help, we will help more children become survivors."*

The MACC Fund's Board of Directors approved continued research support in 2018 for Marshfield Clinic at its February 26 board meeting. The MACC Fund is pleased to be able to support this impressive clinical research as well as at Children's Hospital of Wisconsin in the *MACC Fund Center*. It also supports scientific research in the *MACC Fund Research Center* at the Medical College of Wisconsin and in the *MACC Fund Childhood Cancer Research Wing* of the University of Wisconsin's Carbone Cancer Center. In 2017 alone, the MACC Fund gave \$3,250,000 in research support to these fine institutions thanks to the generous support of thousands of MACC Fund benefactors. The 2017 total brought the research support contributed by the MACC Fund since its founding in 1976 to \$62,008,311. The MACC Fund is on track to surpass the 2017 research contribution total in 2018.

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## WBCA ALL-STARS 'Best of the Best'

The state's best high school basketball players will come together in June for the 41st annual Wisconsin Basketball Coaches Association (WBCA) All-Star Games at the *JustAGame Fieldhouse* in the Wisconsin Dells.

The Girls All-Stars will play throughout the day on Friday, June 15, while the Boys All-Stars will take the hardwood all day on Saturday, June 16. The Games once again promise dynamic contests featuring the "best of the best" in Wisconsin. Tickets can be purchased on game day. The Great Wolf Lodge is offering special room rates for this exciting basketball weekend. Visit [www.wisbca.org](http://www.wisbca.org) for all of the information for tickets and accommodations.

In addition to great action on the court the Games also provide a gift of hope to children with cancer and related blood disorders. The WBCA's support of the MACC Fund dates back to the first All-Star Games in 1978. The Milwaukee Bucks are the only other organization to support the MACC Fund longer than the dedicated coaches.

The players and coaches solicit support and sponsorship for the MACC Fund from local sponsors and businesses, as well as family and friends. These efforts, combined with the income generated from the games, have yielded \$2.3 million for the MACC Fund since 1978. Last year's games raised a record \$157,000.

The MACC Fund thanks the WBCA and all of the players, coaches, sponsors and fans for their continued commitment to children with cancer. Special thanks goes to President Niki Suter, Executive Director Jerry Petitgoue, and his wife, Joan, Assistant to the Director Ken Barrett, Boys Co-Chairmen Tony Scallon and Mike Huser, and Girls Chair Loren Homb and Sam Mathiason, as well as the entire WBCA Executive Board and membership.

The Association's Hall of Fame at the JustAGame Fieldhouse is great to see when you visit the Dells.



## Bill Balog, "The North Pole" Nightmare Racing for MACC

Bill Balog, a native of North Pole, Alaska - dubbed "*The North Pole Nightmare*" - and his B Squared Motorsports team are racing to benefit the MACC Fund again this year. Bill donated \$12,500 through a percentage of merchandise sales and his purses over the last two years.

Bill and the "Rhine Auto/Buesser Concrete #17B" car raced in 2017 to his eighth IRA Sprint Car Series 410 championship registering 13 wins including his 100th career IRA victory. He added two victories in both 360 Sprint Car and Midget competition for a total of 17 wins. The MACC Fund logo on his car went along for the ride to nine states from California to North Carolina and seven other states in between. Wisconsin's untimely winter weather in spring forced the team to set up shop and go racing in Pennsylvania. You can ride along with Bill and the "B Squared Motorsports" page on Facebook or on Twitter @bsqdmotorsports. The kids want to thank Bill for the "Ride of a lifetime!"







## Sartori teams up with the Admirals for MACC



The MACC Fund has been fortunate to receive support from Sartori Company for the past seven Milwaukee Brewers seasons through its Brewers pitching change donations totaling \$25,000 annually. Sartori added to its support of the MACC Fund four years ago by partnering with the Milwaukee Admirals whose support of the MACC Fund dates back to the organization's earliest days. Sartori donated \$10 for every Admiral's Power Play and the Admirals Power Play Foundation matched Sartori's generous support. The team averages about 300 Power Plays a year. The season's total was \$5,940 taking the three-year total to nearly \$23,000.



*From the left: Maria Sartori and her daughter Claire and Harris Turer present the Power Play check to the MACC Fund's COO, Becky Pinter.*

Sartori, a fourth-generation family owned company, has proudly produced award-winning, artisan cheese for customers worldwide since 1939. Based in Plymouth, Wis., Sartori's emphasis on a high-quality and handcrafted approach to cheesemaking is a timeless family tradition.

The Admirals feel right at home in the UWM Panther Arena after their second season. The Admirals are known for providing entertaining and exciting hockey. They are also known for being one of the nicest organizations in any arena to work with under the leadership of its owner, Harris Turer, and its President, Jon Greenberg. Thanks to Sartori and the Admirals for this exciting new "Power"ful partnership.

# [www.maccfund.org](http://www.maccfund.org)

### Where There's a Will...

People can contribute to the MACC Fund in many ways. It may be a gift of time, participation in an event or sponsorship of an event. Gifts of insurance or stock, or a direct donation are also ways to give your Gift of Hope. Many make memorial gifts upon a loved one's death or gifts in honor of birthdays, anniversaries, graduations or special occasions.

Prudent estate planning and remembering the MACC Fund in one's will can be beneficial for the donor as well as the MACC Fund. The MACC Fund encourages you to contact your financial advisor or call the MACC Fund at 414-955-5830 and learn more ways to help children with cancer and blood disorders through proper planning while also helping yourself.

## The J.K. Lee "Board Break-A-Thon"



The J.K. Lee Blackbelt Academy's "Board Break-A-Thon" on Feb. 17 at Southridge Mall raised over \$35,000. Grand Master J.K. Lee's children, Master Chan Lee and Miss Christine Lee, once again worked tirelessly to produce an event that raised needed funds for the MACC Fund while giving their students a chance to help children with cancer and blood disorders. They also entertained appreciative crowds throughout the day.



Hundreds of curious shoppers watched in amazement as students of all ages displayed their incredible skills. They were adept at fundraising as well. The MACC Fund is indebted to the Lees, their dedicated and talented students, their family, friends, instructors and staff, as well as Southridge. No one's sure how many boards were broken, but be assured this outpouring of support raised not only lifesaving dollars but uplifted many hearts as well.

The world renowned J.K. Lee Black Belt Academy focuses on physical fitness, character development and self defense – rather than fighting. The goal is to build a student's self esteem. Students of all ages experience a deepened sense of community. They work together to help their neighbors in need with the benefit of improved physical strength and stamina, better focus and concentration, greater self discipline, competency in self defense and, most importantly, increased self confidence. The practice of martial arts means respecting each other, encouraging and supporting each other, and celebrating each other's successes. J.K. Lee's fine martial arts instructors are committed to teaching the physical skills while applying attitude-shaping exercises aimed at bringing out the best character and physical potential in each student.

## A great and colorful Bucks Fan

Dr. Dave Margolis has built a reputation locally and nationally as a well-respected and renown bone marrow transplant physician of Medical College of Wisconsin. Patients come from near and far to be treated by Dr. Margolis and his team in the MACC Fund Center at Children's Hospital of Wisconsin.

Dr. Margolis is also an avid Milwaukee Bucks fan. The Bucks visit the MACC Fund Center each December and Dr. Margolis always tells them he will let the kids in the MACC Fund Center paint his hair when (not if) his beloved Bucks make the Playoffs. He lived up to that promise as evidenced by a young patient painting his silver hair "Lake Michigan Blue" for the Bucks playoff series with the "Boston Celtics Green". He proudly displays the final product appropriately under the MACC Fund Center sign. The Bucks lost the exciting series in seven games. Like Dr. Margolis, the MACC Fund Cheers the Deer.



Photo Credit – Children's Hospital of Wisconsin





# Gruber Law Offices “Bucks 3s For MACC”



David Gruber and Gruber Law Offices LLC have been generous sponsors of the MACC Fund since 2010. The law firm has shown support in a number of ways over the years based on its devotion and willingness to help the children. The firm made famous by its “ONE CALL . . . THAT’S ALL” moniker contributed \$100 for every home game three-point basket once again this season.



The firm’s namesake and founder, David Gruber, presented the record-breaking check of \$32,500 to Jon McGlocklin, “the Original Buck” and MACC Fund President and Co-Founder, and Becky Pinter, the MACC Fund’s Chief Operating Officer. The trio was flanked by Bucks Dancers at half court of the team’s final regular season game in the BMO Harris Bradley Center.

Rumor has it that the sponsorship deal to help the MACC Fund was done with “ONE CALL – THAT’S ALL!”



Ryan Luxem was a very special boy. His courageous battle with cancer inspired many people. Ryan was only 11 when he died but despite his age, his legacy lives on with his family and friends. He had a love of art, and in particular, Origami. Ryan was very proud of his creations and was also proud that all proceeds going to the MACC Fund. So it is not surprising that his loving family and friends would carry on his legacy and his wishes to continue his efforts to raise funds for childhood cancer and related blood research.

The seventh annual “Inspired By Ryan” Art Fair was held in honor of Ryan in on April 14 in Union Grove raising just over \$3,500. The purpose was to spread awareness about childhood cancer while raising money for childhood cancer research. The Art Fair shared

Ryan’s story and the stories of the many children whose lives have been affected by childhood cancer with others who in turn will pass these stories on. Ryan would have been proud of all of those supporting the “Inspired By Ryan Art Fair.”



**MACCetera**

**The MACC Fund is fortunate to receive generous support from a wide variety of events. Here are some examples of a few those events which help the MACC Fund give every child a fighting chance.**

**Thanks to all who help the MACC Fund.**

Marquette University’s Chorus Christmas concert raised \$500.

Niles Township High School’s Girls Volleyball team raised \$300.

Buffalo Wild Wings raised \$1,285 on their special MACC Fund day.

The Sheboygan Leadership Academy raised \$402.

The Wausaukee School District’s “Caps for a Cure” raised \$226.

Port Washington Catholic School raised \$875.

The Templeton Middle School Student Council raised \$700.

The Brookfield East High School Key Club raised \$956.

Muskego High School Student Council donated \$41.

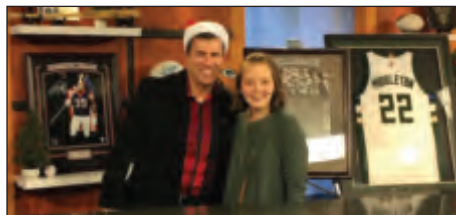




## TODAY'S TMJ4 Sports Auction 4 MACC celebrates 37 years of support



TMJ4 Sports' Lance Allan and his "co-host" Maggie Schlehlein who is a childhood cancer survivor.



The live audience of doctors, patients, parents, researchers, sponsors and friends.



TMJ4 Weather Team's Brian Gotter was the "MACCtioneer" helping to raise bids with a "one-of-a-kind" Archer "Cheesewedge" guitar.



TMJ4's Carole Meekins with Dr. Cindy Schwartz, Section Chief of Pediatric Hematology, Oncology and Transplant.



Left to Right: Steve Schraufnagel, Pete Schraufnagel, Pat Gerbensky, Jon McGlocklin, Lisa Schraufnagel, Megan Schraufnagel with the 2017 record check from Christopher's Shoot.

## Christopher's Shoot Against Childhood Cancer

Christopher Schraufnagel's life surely wasn't as long as his loving family would have liked. Although his years were limited, that didn't limit his ability to touch people far and near. His legacy continues to live on since all who met him will never forget him. He battled with medulloblastoma - a form of childhood cancer that attacks the brain and spinal cord - for 17 months.

His family and friends will return to the Waukesha Gun Club on July 13 to honor the boy whose dream was to cure childhood cancer. "Christopher's Shoot" is sponsored by the Waukesha Gun Club which has been outstanding in its support. The day features something for every level of sporting clay and trap enthusiast. Last year's record-breaking event raised \$160,000 taking the five-year total to nearly \$700,000.

Family and friends have also helped live out Christopher's dream of a cure through *Team Christopher* which rides in the TREK 100 Ride for Hope. His loving family has kept a Legacy of Hope alive in his memory reminding all who care for the children that we do research to honor those who have died.

If you're interested in participating or making a donation please contact the Waukesha Gun Club at 262-547-9785 or [manager@waukeshagunclub.org](mailto:manager@waukeshagunclub.org)

The **MACC FUND TODAY** is the official newsletter of the MACC Fund, Midwest Athletes Against Childhood Cancer, Inc. Founded in 1976, the MACC Fund supports pediatric cancer and related blood disorder research in Wisconsin. The MACC Fund has contributed \$62.5 million to support scientific research at the Medical College of Wisconsin in the *MACC Fund Research Center* and at the *University of Wisconsin's Carbone Cancer Center* in the *MACC Fund Childhood Cancer Research Wing* as well as at Children's Hospital of Wisconsin in the *MACC Fund Center* and *Marshfield Clinic*. The MACC Fund is a federally designated 501(c)3 nonprofit corporation with its office at 10000 W. Innovation Drive, Suite 135, Milwaukee, WI 53226.

Telephone: 414-955-5830; fax 414-955-6170;  
email: [info@maccfund.org](mailto:info@maccfund.org); website: [www.maccfund.org](http://www.maccfund.org) Editor: Sean Callahan.  
The MACC Fund has the highest 4-star rating by Charity Navigator.

**PLEASE REMEMBER THE MACC FUND IN YOUR ESTATE PLANNING.**

## The MACC Fund 40

The **"MACC Fund 40"** presented by **Rocky Rococo** on May 19 at the Plymouth Dirt Track on the Sheboygan County Fairgrounds, will feature exciting Sprint Car racing. This is a co-sanctioned race between the IRA Sprint Car Series based in Wisconsin and the All Star Circuit of Champions based in Ohio which is owned by racing legend Tony Stewart. The 360 Sprint cars of the MSA will also be on the racing schedule.

It promises to be a full night of exciting racing and a special night for Bill Balog, who races around the country with the MACC Fund logo on his #17 B Squared Racing Sprint Car. The native of North Pole, Alaska, dubbed "The

North Pole Nightmare," Balog donates a portion of his purses and wearable gear sales to the MACC Fund. Bill has contributed \$12,500 over the past two seasons. Reserve your tickets at 920-839-5751 and at [PLYMOUTHDTTR.COM](http://PLYMOUTHDTTR.COM)



## Brian Gotter <sup>4</sup>MACC

Brian Gotter is not only a Meteorologist on TODAY'S TMJ4 but is also a great event planner. He is a very proud and enthusiastic graduate of Oklahoma University known as having one of the finest programs in Meteorology in the country. He uses his education well to help keep Milwaukeeans on top of the latest in the ever-changing weather scene. Brian also helps the MACC Fund as the official "MACC\*tioneer" on the annual TODAY'S TMJ4 Sports Auction 4 MACC.

On the event side, Brian and his wife, Tina, have that covered as well with their "River Room on the Milwaukee" in Grafton. They used their event planning skills along with their dedicated band of volunteers to help the MACC Fund. Their 7th annual "Brian Gotter's Bowling 4 MACC" raised over \$35,000 taking their seven-year total to \$250,000.

Cedars III in Cedarburg is a quaint, yet modern venue and was the welcoming host once again on March 10. A full field of bowlers throughout the day filled the eight lanes. The Gotters and their dedicated committee once again worked diligently to solicit auction and raffle items which raised important research funds.

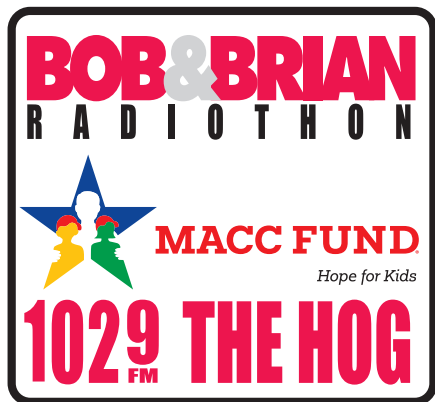
Very special thanks to Tina and Brian Gotter, their children and their great committee and the terrific folks at Cedars III. Our gratitude also goes out to the generous donors and lane sponsors as well as all who joined in the bowling, bidding and raffling fun by Bowling 4 MACC.



Brian Gotter and some of his "Bowling 4 MACC" team.

Keep an eye on the MACC Fund's social media and website for more "Brian Gotter 4 MACC" events this summer and fall.





The Bob and Brian Radiothon on 102.9 THE HOG on Apr. 5-6 was a great success for the MACC Fund for the 10th year. The two-day long show ended at 5 p.m. with an impressive total of nearly \$95,000 with an additional \$1,000 coming in after the Radiothon ended.

Baseball Hall of Famer and Milwaukee Brewers icon Robin Yount was the leadoff hitter of the crew of MACC Fund friends who were interviewed. Other guests included former Milwaukee Bucks great and successful businessman Junior Bridgeman; the University of Wisconsin's basketball coach Greg Gard; MACC Fund Co-Founder Eddie Doucette; 2-time US Open Champion and ESPN Golf Analyst Andy North; the Green Bay Packers' Aaron Rodgers; Marquette University basketball coach Steve Wojciechowski; Marquette University and NBA alumni, Steve Novak and the Milwaukee Brewers' Opening Day pitcher Chase Anderson.

Bob and Brian are the popular morning show hosts on THE HOG. They are also longtime supporters of the MACC Fund along with their great station. They have supported the cause through their annual Bob and Brian Open, their "Best Of" CD as well as their Radiothon and Leff's Luckytown joined forces with THE HOG for a Weekend Brewers Tailgate Party following the Radiothon.

The MACC Fund's Jon McGlocklin joined Bob and Brian in the studio for the final two hours leading to nonstop calls of generous listeners making donations. Concert tickets, electronics, unique experience items, autographed sports memorabilia and much more filled the online auction.

Thanks to one and all - especially Bob and Brian - for putting in lots of "overtime" along with the entire staff of THE HOG - as well as the generous donors, bidders, sponsors and guests for a wonderful "Gift of Hope."



Jon McGlocklin on the Bob and Brian Radiothon.



## MACC Fund Benefits from the Community Health Charities Workplace Giving Campaigns

The MACC Fund is a proud member of Community Health Charities of Wisconsin (CHCWI), a federation that connects the MACC Fund to workplace/employee philanthropy campaigns for its member health agencies. Through its membership the MACC Fund is included in both public and private workplace-giving campaigns that reach over 750,000 employees throughout Wisconsin. Workplace-giving campaigns allow employees to contribute from their paychecks through payroll deductions that enable a desired gift to be contributed each pay period. These campaigns allow employees to specifically choose the MACC Fund as the beneficiary of their contribution.

CHCWI distributes these contributions directly to the MACC Fund in its role to facilitate contribution efficiency and make connections between employees and our members.

Donors to the United Way, the State of Wisconsin campaign and the combined federal campaign can designate the MACC Fund to be the beneficiary of their gift.

CHCWI represents over 60 Wisconsin health agencies and is always looking for opportunities to open new workplace campaigns in order to increase the amount of funds made available to its members. If you have an employee giving program, check to see if CHCWI is represented as a choice. To initiate a CHCWI campaign, or if you have questions about the CHCWI efforts on behalf of the MACC Fund, please call 800-654-0845.

## State's "Mr. Basketball" Backs MACC

Jordan McCabe is a great basketball player from the powerhouse Kaukauna program which won Wisconsin's Division 2 Championship defeating Milwaukee Washington, 76-74. Jordan will be attending West Virginia next season after being heavily recruited by some of the country's top programs.

Jordan is even more special off the hardwood. His Hoops 2 Help event on Oct. 28 at Kaukauna High School raised funds for a local child in need while also contributing \$5,000 to the MACC Fund. He will be playing in the WBCA All-Star Game on June 16 at JustAgame Fieldhouse benefiting the MACC Fund.

He will be presented the state's "Mr. Basketball" award by the Wisconsin Basketball Coaches Association at the All-Star banquet the night before the Games. Congratulations Jordan and thanks for being part of the MACC Fund Team.



Jordan scoring in the Championship game.



# ROBINADE

old school lemonade

## Backs MACC

Hall of Famer Robin Yount's "Robinade" Old School Lemonade continues to be a Grand Slam in the grocery stores as well as concessions stands in the Milwaukee Brewers home at Miller Park. Robin has been a loyal and longtime MACC Fund supporter and Honorary Athletic Board Member. He continues his MVP ways with Robinade, taking the total donation from this refreshing drink to \$130,000.

The former Brewers All-Star was the lead off interview "hitter" with his annual appearance on the Bob and Brian Radiothon in April. He and his business partners created Robinade to quench his thirst for the product he loves while also helping the MACC Fund. Robin wanted his share of the profits to benefit the MACC Fund. Robin has never taken a penny from the enterprise.

Robin has always been willing to help the MACC Fund from the organization's earliest days when he captained the winning fivesome in the inaugural MACC Fund Open in 1977 at Tripoli Country Club. He was a frequent participant in subsequent outings when the Brewers scheduled allowed. Named the American League MVP in 1982, when the Brewers won the pennant, he was also named the Seagram's 7-Crown MVP which included a \$10,000 prize. He signed that check over to the MACC Fund making it the largest gift from an athlete in the MACC Fund's five-year history at that time. He and his wife, Michelle, along with their children, were frequent "celebrity" models in Women for MACC's early children's fashion shows. He has also been a generous donor of auction items which have raised thousands of dollars for the MACC Fund. Robin always answered the call to help the kids, just like he did for the Brewers. He was a star on the diamond and an inspiration to children who benefit from the MACC Fund who know he is a gem off the field, too.



## My Dog Named Hope

"My Dog Named Hope" is a beautiful story of a special girl, her amazing dog and one family's journey through childhood cancer. Written by Joe Dean and illustrated by Lauren Curwick, the book captures the journey which is often more of an odyssey in a playful and poignant manner. The illustrations make turning every page a joy while the story itself captures the family's experiences beautifully. It has a tone that is both authentic and genuine while also being informative and surely entertaining.

Lauren is a student at the Medical College of Wisconsin and Joe is the MACC Fund's Chief Marketing Officer. He sought the advice of pediatric cancer caregivers and families to help write a story about a little girl named Lindsay who touches everyone. The Introduction was written by Dr. Paul Sondel, who heads the pediatric research efforts at the University of Wisconsin's Carbone Cancer Center in the MACC Fund Childhood Cancer Research Wing. The Foreword was written by Drs. David Margolis, M.D. and Sadie Dobroszi, M.D. and M.S. of the Medical College of Wisconsin and the MACC Fund Center at Children's Hospital of Wisconsin.

The book was underwritten by the WeEnergies Foundation ensuring that the entire \$25 sale price of each book benefits childhood cancer research and services - specifically the MACC Fund and Designing Dreams ([designingdreamsusa.com](http://designingdreamsusa.com)) which transforms children's bedrooms into healing spaces. The author and illustrator presented a check for \$10,000 from the initial sale of the books to the MACC Fund Board at its December meeting. You can purchase the book at [MyDogNamedHope.com](http://MyDogNamedHope.com), [maccfund.org](http://maccfund.org), through the MACC Fund office at 414-955-5830 or at [amazon.com](http://amazon.com)

Joe Dean was honored by the Independent Book Publishers Association in Austin, TX in April winning the 30th Annual Benjamin Franklin Award Silver Medal in a category with 1,500 entries.



*"Providing hope through research to children with cancer and related blood disorders since 1976"*



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## The MACC Fund's Emerging Leaders Board

The Emerging Leaders Board (ELB) is entering year two of its commitment to advance the MACC Fund's cause of helping children battling cancer and blood disorders. This "next generation" of about 30 young professionals are utilizing their personal and professional networks to create opportunities to develop new ways to enhance the MACC Fund's awareness and branding. The group's inaugural "Back the MACC Open" at The Bog in Saukville was a big success and is on tap to go another round on Thursday, Sept. 13.

Mike Bielawski is the MACC Fund's Development Officer who is working with the ELB Board which is co-chaired by Ryan Dove of West Bend Mutual Insurance and Brian Petersdorf of Robert W. Baird & Co. The members share a common goal of helping the children. Ryan Dove has an added incentive since his twin daughters, Lily and Bailey, were diagnosed with cancer in 2013 and 2015, respectively. Thankfully both have "rung the bell" signifying their end of treatment.

The MACC Fund is always looking for new ways to support researchers and clinicians. And the MACC Fund has always been on the lookout for new ways to raise funds to help the children. The ELB is well on the way to adding some exciting new chapters in the MACC Fund's ever-changing Story of Hope.

[maccfund.org](http://maccfund.org)

