



25th Anniversary Edition

MACC FUND

TODAY

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A PUBLICATION OF MIDWEST ATHLETES AGAINST CHILDHOOD CANCER, INC.

25 Years of Hope through Research

The MACC Fund then and now

The MACC Fund, *Midwest Athletes Against Childhood Cancer, Inc.* was founded on Dec. 10, 1976 during a Milwaukee Bucks game at the Milwaukee Arena on the retirement night of Jon McGlocklin from the Bucks. Jon's friend Eddie Doucette and his wife Karen had a son, Brett, who was recently diagnosed with cancer at the age of 2.

Jon was the Bucks first NBA All-Star. He was also a starting guard on the World Champion 1971 Bucks playing with Hall of Famers Oscar Robertson and Kareem Abdul-Jabbar. Jon was considered the "original Buck" and was nicknamed "Jonny Mac" by his friend and Bucks broadcaster Eddie Doucette. Doucette captured the excitement of the Bucks during each game and coined phrases like the "Toaster," the "Cyclops," the "Rainbow Jumper," the "Greyhound" and the famous "BANGO!"

When Jon's No. 14 was retired by the Bucks, the MACC Fund took its first breath. Jon was named its President, an office he still holds today. Eddie was named Vice President. Living in California since 1978, Eddie is the Fund's Honorary Vice President.

Now, nearly 25 years later, the MACC Fund is celebrating its Silver Anniversary. Brett Doucette, the MACC Fund's first success story, is married and living in California. His dad Eddie is working as a consultant with the NBA. Jon does color commentary for Bucks televised games with fellow MACC Fund Board member, Jim Paschke. Jon is also President of Healy Manufacturing in Menomonee Falls, producers of awards and plaques.

Local athletes, celebrities and business people comprised the MACC Fund's early Board of Directors. All three groups are still involved. In addition, hundreds of thousands of people from

throughout Wisconsin and the Midwest have embraced the cause of the MACC Fund — to offer *Hope Through Research to Children with Cancer*.

Fund-raising revolved around the concept of "a good time for a good cause." Special events led the way in the beginning and still comprise about 75% of the Fund's annual income. There were the Trysting Place Vegas Nights, Dino's Volleyball Marathons, Theta Chi's Ski for Cancer, Beta Sigma Phi, the Battle of the Sexes and Gimbels' Great Race for the MACC Fund, to name a few.

One of the first major events was sponsored by the Milwaukee Bucks. The Bucks MACC Fund Game is an annual highlight of the local NBA schedule. The MACC Fund Open was first played on May 31, 1977 at Tripoli Country Club. The 25th Anniversary edition will be played at Tuckaway on June 4th. The 24-event MACC Fund Golf Tour - consisting of individual golf outings - netted nearly \$500,000 in 2000. The annual TREK 100 bike rides are the most successful special events in terms of dollars raised, realizing nearly \$3 million in net proceeds since 1990.

Milwaukee Brewers home runs and Packers quarterback sacks coined phrases like "Whack for MACC" and "Sack for MACC" as Pabst Brewing Company joined the fight. Packers interceptions, Bucks 3-point shots and Bucks-controlled opening tips raised funds from generous sponsors like Piggly Wiggly, Car-X, Budweiser and Roundy's/Pick 'n Save while working in conjunction with cooperative sports teams and media.

Cause-related marketing programs with donations for each purchase such as "It's In The Bag" and the *Pepsi-Cola Holiday Program* followed suit. Sponsored by Advantage Sales and

Marketing and Pepsi-Cola General Bottlers respectively, the grocery industry programs are in their 17th year. The grocery industry has been a wonderful friend of the MACC Fund.

Milwaukee's NBC television affiliate, WTMJ's Channel 4 joined in with a telethon called *MACC*ATHON* in 1981. It enjoyed a 17-year run before giving way to the TODAY'S TMJ4's *Story of Hope* and the *Sports Auction 4 MACC*. The TODAY'S TMJ4's *MACC*Star*, designed annually by a youngster benefiting from MACC Fund supported research, became a holiday tradition in December, 1988. Women for MACC took up the fight in 1982 with its own impressive fund-raising events which annually capture the attention of thousands throughout the area.

Traditional donations, memorials, corporate and foundation support and estate planning gifts have filled in the other 25% of the Fund's annual income. Total income in 2000 was \$2.5 million.

The MACC Fund's four full-time staff members coordinate the activities operating with a 10-year average administrative and indirect fund-raising expense of about 17%.

The MACC Fund has contributed \$17.5 million for pediatric cancer research over the past 25 years thanks to the generosity and commitment of people taking the time to care for a child with cancer. This research impacts children throughout the

Continued on page 3

25TH ANNIVERSARY GALA

September 15
Bradley Center

See back page for
more information





This is an extra special year for the MACC Fund—it's our 25th Anniversary! There are so many memories. Allow me to reminisce.

I remember when my wife Pam and I heard the devastating news of Brett Doucette's diagnosis with cancer. All of us grew up very quickly then. We so desperately wanted to help Eddie, Karen and their 2-year-old son.

We met Dr. Jim Casper who was Brett's doctor and would become a dear friend and inspiration to all. We also met a "miracle worker" by the name of Dr. Donald Pinkle who founded the Midwest Children's Cancer Center. He came here after starting St. Jude's so he was super-star on his court. He actually named the MACC Fund. We patterned it after Boston's "Jimmy Fund." We decided to support research—we thought then, and still believe—that it is the best way to an ultimate cure for kids like Brett. Unbelievably, Brett is cured of cancer and is now happily married living in California. His wedding is a day I will never forget. I don't think Dr. Casper ever will as well.

The paperwork submitted to the Secretary of State's Office on Dec. 6, 1976 to start the MACC Fund, included a Board of Directors consisting of Eddie Doucette; Mike Hegan of the Brewers; former Governor Warren Knowles; Rich McGeorge of the Packers; Joe O'Neill, an attorney who wrote the first by-laws; Jim Sheahan; John Steinmiller of the Bucks; and myself. Over the years, so many other terrific and concerned people joined the Board as well.

We introduced the MACC Fund at halftime of a Bucks game on Dec. 10,

the night my No. 14 was retired. Back then, we called it Milwaukee Athletes Against Childhood Cancer. This was changed to "Midwest" Athletes in 1978. We wanted to be different and to attract as much attention to the cause as we could. We decided to use our visibility to raise money through special events under the concept of "a good time for a good cause."

The Trysting Place held a Las Vegas Night on April 24, 1977 for the first event we benefited from. We decided to try a golf outing, long before Monday outings became commonplace. The Brewers' Robin Yount's team won the first outing ever which was held at Tripoli Country Club on May 31. Our 25th Anniversary MACC Fund Open will be at Tuckaway on June 4th.

After the outing, we were off and running! Eddie talked to Jim Fitzgerald, the new owner of the Bucks, about a game to benefit the MACC Fund. Characteristically "Fitz" said "yes." He even provided our first office space. The Bucks still do the game, thanks to Bucks owner Senator Herb Kohl.

We raised \$35,000 in our first year. I think that this was the most important amount ever raised. We would not have been able to raise \$2.5 million last year without that start in 1976.

There have been many highs, and some lows as well. The funerals of the children and some of the hospital visits are very hard. We try to focus on the promise of HOPE. It really is a gift of hope. You know that because - as supporters - you are all a part of it. \$17.5 million of hope has been contributed to research to help kids with cancer. We have been able to support great doctors and dedicated, persistent researchers at our primary beneficiary, the Midwest Children's

Cancer Center of the Medical College of Wisconsin, as well as at The University of Wisconsin Comprehensive Cancer Center.

We are now in the midst of a great **Silver Anniversary Year of Hope**. The 25th Anniversary-theme will be carried throughout all of the events the MACC Fund is fortunate to benefit from this year, many of which you can read about in this *25th Anniversary MACC Fund Today*. "A good time for a good cause" will be the theme as people run, walk, ride, dance, shoot, drive, chip and putt. They will also buy special grocery items, watch television specials and enjoy a fashion show or two. They will do all of this to help a child with cancer. Most of the time they don't know the child, they just take the time to care.

Please mark your calendar for **The 25th Anniversary Gala at The Bradley Center on Saturday, Sept. 15th**. It will be an incredible night featuring the Bradley Center's award-winning food, a concert by a nationally renowned talent and a chance to toast "25 years of hope." You can check it out at www.maccfund.org We waited 25 years to do a black-tie event. It will be worth the wait. We have already sold 50 of the 125 tables including ten \$10,000 "Silver Sponsor" tables.

You have given so much to the MACC Fund to help children with cancer. We sincerely say "thanks" and hope to be able to show our appreciation to you in person at one of our annual events, or perhaps at our **25th Anniversary Gala on September 15th**. We are so very proud and grateful to have you on the MACC Fund's 25th Anniversary Team!

Jon McGlocklin, President

BUCKS BUCK\$

The Milwaukee Bucks are in the playoffs once again this season. Their play has made for many exciting games. It also has helped the MACC Fund help children with cancer. Each 3-point basket generates a donation from Anheuser-Busch through its "**Bucks Bud Bomber**"

which is broadcast on the Bucks radio network.

In addition, televised games yield a donation as well from the **Piggly Wiggly MACC Fund 3-Pointer for Research**. "**The Pig**" also contributes for every opening tip the Bucks control.

The Bucks are one of the top offensive teams in the league. Their points add up to "Wins" as well as for the MACC Fund through the **Pick 'n Save Advantage Payoff**. Roundy's donates a "buck a point" for each point the Bucks score. **Go Bucks!**

The MACC Fund TODAY is the official newsletter of the Midwest Athletes Against Childhood Cancer, Inc. The MACC Fund supports pediatric cancer research primarily at the Midwest Children's Cancer Center, with research conducted in the MACC Fund Research Center of the Medical College of Wisconsin. Support is also provided to the University of Wisconsin Comprehensive Cancer Center in Madison. Cancer is the leading disease-related cause of death in children. Research offers hope to children with cancer. The MACC Fund is a Wisconsin non-profit corporation with offices at 1200 N. Mayfair Rd., Suite 265, Milwaukee, WI 53226, (800) 248-8735, e-mail maccfund@mcw.edu or visit our website, at www.maccfund.org. Editor: Sean Callahan.

Please remember the MACC Fund in your estate planning.

25 Years of Hope, from front page

country since the successful protocols become the standard for patient care everywhere. The research is first put into practice at the bedside of patients at Children's Hospital of Wisconsin.

The primary beneficiary of MACC Fund support is the Midwest Children's Cancer Center of the Medical College of Wisconsin. Since 1988, the research has been conducted in the MACC Fund Research Center on the college's Wauwatosa campus. The six story, 141,000 square foot facility stands as a symbol of hope for children with cancer everywhere. In addition, the MACC Fund provides support to researchers at the University of Wisconsin Comprehensive Cancer Center in Madison.

The MACC Fund commits about \$1

million annually for the Midwest Children's Cancer Center's budget. This is about 30% of the Center's annual budget. In addition, it supports a \$300,000 pledge for the *MACC Fund Endowed Professor's Chair*; which is a \$1.8 million pledge that began in 2000. This followed the completion of the \$4 million pledge for the *MACC Fund Research Center* pledge. Support to the UW Comprehensive Cancer Center totaled \$150,000 in 2000.

The MACC Fund Scientific Review Board was formed in 1980 to review the work of the Midwest Children's Cancer Center and to review grants submitted from outside this Center. It is made up of leading pediatric oncology practitioners from around the country. The Board does a biennial site review of the Cancer Center. The current Review Board is headed by Dr. Robert Arceci of Johns

Hopkins Medical School. Past MACC Fund Scientific Review Board Chairs have hailed from medical schools such as Yale, Harvard, UCLA and The University of Southern California.

The research that the MACC Fund is supporting has had a significant impact in the field. The overall cure rate for all types of childhood cancer has risen from 25% to 65% in the past 25 years. Wilms tumor of the kidney is now 90% curable. Acute Lymphocytic Leukemia is about 85% curable. The Center has performed more successful non-related bone marrow transplants than any other Cancer Center in the country.

Great strides have been made, but far more needs to be done until all of the children play a leading role in a success story. Wouldn't it be great if the MACC Fund didn't have to celebrate its Golden 50th Anniversary in 2026!

The MACC Fund HOPE ★ TEAM

The MACC Fund Hope Team is designed to appeal to companies and businesses considering making a direct donation to the MACC Fund in lieu of becoming involved through a special event.

Package levels include the \$7,500 **Superstar**, \$5,000 **All-Star**, \$3,000 **Captain** and \$1,000 **Starter**. In addition to making a significant donation to help children with cancer, Hope Team members receive awards for membership including opportunities to participate in other MACC Fund events such as the **MACC Fund Open** and the **Milwaukee Bucks MACC Fund Game**. Individuals may join the "Team" as a "Coach" for a \$500

donation.

Hope Team members also receive an attractive plaque plus "Hope Wear" designed especially for the Team. In addition, members receive research and MACC Fund updates plus the chance to attend an annual recognition event. For more information on the **Hope Team** please call Janet Peshek, Director of The MACC Fund Hope Team, at (414) 456-5835 or 1-800-248-8735.

The MACC Fund Hope Team members include: Superstars - *Gordon Flesch Co., Liza Bates MacLeod Foundation and MGS Tech Center;* All-Stars—*The King Family and The Nicholas Family Foundation;*

Captains—A.O. Smith Corp., M & I Corporation, Argosy Gifts of Distinction, Newman Chevrolet/Oldsmobile and William Eisner & Associates. The Starters include Capital Data, The Schroeder Group, SC, Attorneys At Law, Stanek Tool, Payne & Dolan, The Jansen Group, Western States Envelope Co., Berghammer Construction, Nordberg Sales Corp., Dr. and Mrs. Conrad Heinzelman, Rockwell Automation, Strong Capital Management, Town & Country Electric, Inc. an ENCOMPASS Company, David & Bonnie Krill, MGIC and The McGlocklin Family.

Hope Team Coaches include *The Bergemann Family, Ken Riesch of R & R Insurance, Joe and Tami Sweeney, The Heinen Family, J.D. Townsley Family, Jan and Larry Barbera, The Skelton-Bendtsen Family, The Litzberg Family, Larry Krause of Opus North Corporation, Colleen and Shannon McGlocklin, John McCarthy, and Ted Kellner of Fiduciary Management.*

WBCA STARS Best of the Best!

The state's best high school basketball players will invade Madison on Saturday, June 16, for the **Wisconsin Basketball Coaches Association (WBCA) All-Star Games** sponsored by **Piggly Wiggly**. The boys and girls games are played at the University of Wisconsin's Kohl Center and the historic UW Fieldhouse. This year's tournament once again promises exciting games featuring the

"best of the best" in Wisconsin.

In addition to great action on the court, the games also provide a gift of hope to children with cancer through the WBCA's support of the MACC Fund for the 24th consecutive year.

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 nearly \$600,000 for the MACC Fund since 1978. Last year's games raised a record \$80,000.

The MACC Fund thanks the WBCA, Piggly Wiggly and all of the players, coaches, sponsors and fans for their continued commitment to children with cancer.

You, too, can be part of the great "team" supporting the games and the MACC Fund by advertising in the games' souvenir program. You can also receive free tickets to the games. For information, please call the MACC Fund at 414-456-5830 or at 800-248-8735. Tickets can also be purchased game day at the Kohl Center and the Fieldhouse.

SPOT'S SPIRIT SURVIVES AN ODYSSEY OF PAIN

by Bill Janz

This appeared in a column by Bill Janz in the Lifestyle section of the *Milwaukee Journal Sentinel* on Sunday, March 18, 2001

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Jim Macdonald is not your average, everyday bombardier and bicycle rider who ended up on a windshield of a car in Italy.

I didn't decide to write about Macdonald, a retired Navy officer, because he flew bombing missions from aircraft carriers, or because he was nearly killed when he was biking around the world and a car knocked him head over handlebars; or because he raised a ton of money for the MACC Fund, Midwest Athletes Against Childhood Cancer. I decided to write about him because his nickname is Spot. I'd never met a Spot who didn't have four legs.

After watching Spot limp in his home in Whitefish Bay, I asked him, "Did you ever think about not going back?"

"No," he replied.

Spot's leg was broken when a car struck him. After five months of mending at home, he started pedaling around the world again. Quite a few bikers were injured last year on the trip that cost each of them at least \$34,000: the trip was called Odyssey 2000, a yearlong, 20,000-mile ride through 46 countries and assorted hospitals and clinics.

Strange creatures, these long distance pedalers.

One, two, three broken hips, Spot said, counting slowly as he remembered his fallen mates. One guy lost part of his leg; he was hit by a truck. Somebody had a broken vertebrae.

A rider collapsed in Spain and returned home for heart treatment. And just before the end of the ride, which as was the Rose Parade in Pasadena on New Year's Day, a rider suddenly discovered a skateboarder between the wheels of her bike: She flew off the bike, hit the ground and was unconscious for five minutes, Spot said.

He added, "Bicycling isn't that dangerous, but it isn't that safe either."

As a kid, Spot had a bike that was fat tires, one speed, heavy, blue, strictly a short-distance machine, he said. Now his bike is thin tires, 27 speeds, very light, champagne colored and he'd ride it to the moon if there was a path.

A small toy Dalmatian is perched on

the handlebars of his bike. The dog has dozens of spots and Spot Macdonald had one: He got his nickname in college because he had reddish hair, except for one black spot.

Until 1997, Spot hadn't ridden for more than 30 years, much of his time having been taken up by his career in the Navy. During the Vietnam War, he was a navigator and bombardier on an A-6 attack plan and flew 76 missions off the Kitty Hawk aircraft carrier.

When he and his bike visited Hue in Vietnam last November, he felt a slippage of years, speaking to a woman who was a young child at the time of the war and for a period of 30 days they stayed dug into the ground, only emerging to cook meals, he wrote in his diary.

Spot retired from the Navy as a captain in 1994. Friends got him to try bicycling, which he learned to love despite suffering a compression fracture of his vertebrae on one of his first rides. Again and again, he has given the road a chance to break everything but his spirit. Yet he dislikes talking about injuries, often blaming himself or other riders for inattentiveness.

If he were biking up Mount Everest, lost his traction and fell 10,000 feet, he'd call out, "It was my fault-t-t-t-t-t," all the way down.

"It's exhilarating," he said, referring to bicycling. "You see things so differently, people waving to you." He said that while riding through small villages in China, people were saying the only English word they knew, "Hello," and cheering.

He had returned to the ride after recuperating in the United States from the broken leg he suffered last April, the 102nd day of the trip, near Pisa, Italy, when he and a car smacked into each other.

"It was cold, it was rainy, only nine of us had ridden every day, the EFI Club. The Every F Inch Club, F being the universal adjective," Spot said.

Some 250 riders had started the trip, but many of them made tourist jaunts and then returned to the ride. Nine of them, including Spot, had ridden every inch.

"We'd climbed up a hill and started

down, I was in front, a narrow, winding road, and I had a feeling of dread," he said.

A car coming up the hill struck him head-on, he hit the windshield, his leg breaking in several places and his bike flying 30 yards.

We're not going to say much about his rehabilitation, except to say that he was home from April to September. As soon as he could, he started pedaling again, no matter how much it hurt, no matter how easy it would have been not to get back in the saddle again.

Maybe it was his upbringing, or the military, or the strength his wife and children give him, but he decided to get back to going around the world by bike and plane. The Odyssey was not run to raise money, but Spot did. He had that that it could be construed as selfish spending \$34,000 so he could bike for a year so he raised \$76,000 in pledges by promising to go around the world. Every dime of the money went to the MACC Fund.

So he did it for the MACC Fund kids, and he did it for himself, which kept him pushing his patched-up leg down on the pedal.

I should mention that there is one sane person in the Macdonald household.

When Spot got interested in biking long distances, he bought a bike for himself and one for his wife, Sherry.

Sitting in a chair in his home, Spot smiled and pointed outside, at a window in the garage, where something that gleamed was hanging. It was a bike and it was up high, where it has resided most of the last four years, unscratched, shiny, never having been used much, never having been around the world, never having been broken by road or car and put back together again.

It was his wife's bike.

Editor's Note: We greatly appreciate Jim Macdonald's dedication, commitment and persistence as well as his wife Sherry's understanding and support. We are also grateful to the many people who contributed to the MACC Fund through "Jim's 'Odyssey' for the MACC Fund."

Special thanks to the *Milwaukee Journal Sentinel* for allowing us to reprint this column by the critically acclaimed, award-winning Bill Janz.

The TREK 100 - June 9



The TREK 100 is the largest fund-raising event in the 25-year history of the MACC Fund. Cyclists will once again “pedal for a purpose” and “crank for a cure” on Saturday, June 9. Riders will have plenty of opportunity to challenge themselves while helping raise funds for children with cancer by biking the 100-mile, 100-kilometer (62-mile), the 25-mile “25th anniversary” ride, or the new 12-mile ride.

Nearly \$3 million has been raised in only 11 years. Last year’s Ride netted a record \$360,000. With your help, 2001 will be remembered for more than just *A Space Odyssey!* It can be the year of another record-breaking gift of hope in the 25th Anniversary year of the MACC Fund.

Trek Bicycle Corporation of Waterloo, Wis., is the leading manufacturer of high-end bicycles. The company is the proud and generous title sponsor of the TREK 100 which was voted one of the best rides in the country by *Bicycling Magazine*.

The TREK 100 will once again begin and end at Waukesha County Technical College (WCTC) in Pewaukee. Four routes will take riders through the beautiful Lake Country area. Joining Trek Bicycle Corporation in presenting the TREK 100 are WKLH/96.5 FM Classic Hits radio, LaSalle Banks, Sells Printing, Waukesha County Technical College (WCTC), the Silver Spur Texas Smokehouse Barbeque, Noodles and Company-A *Global Noodle Shop* and *Bicycling Magazine*.

The entry fee is \$25 per rider plus pledge amounts equal to \$1 per mile. Included in the fee is a 100 percent heavy cotton T-shirt, breakfast, lunch, and rest stops with nutritious refreshments served by enthusiastic volunteers. The best ride support around from the Trek Wrench Force and local Trek dealers will also be on hand to assist riders. A post-ride celebration and a cookout from our friends at The Silver Spur, along with live entertainment, tops off a great day of cycling and giving hope to kids with cancer. A silent auction will provide riders a chance to bid on unique bicycling, sports collectibles and other interesting items.

Great Trek merchandise is offered as pledge incentives for those who “go the extra mile” to raise pledges to help a child with cancer. Items include: floor pumps, bags, headlights, tool packs, repair stands, Rolf wheels and a variety of Trek bikes.

To become part of the TREK 100 team - as a rider or a volunteer - please call the MACC Fund in the Milwaukee area at 414-456-5830. Outside the Milwaukee area, call the TREK 100 Hot Line at 1-800-248-TREK. **Register on-line at www.maccfund.org**

We hope you will join us and “pedal for a purpose,” “ride for a reason,” and “crank for a cure” in what promises to be another enjoyable, memorable and successful ride of a lifetime.

TREK
WWW.TREKBIKES.COM

Friends remember a special friend

Anyone who met Timothy Emmett Steele knew they were in the presence of a very special man. He touched everyone with whom he came in contact.

Known to some in his family as Tim, but Emmett to most of his friends, he didn’t need a last name. He was simply Emmett. Everyone knew who was being talked about when you heard that name.

Emmett was a highly successful representative for Northwestern Mutual Life. He was a native of Dubuque, Iowa, but adopted Chicago as his second hometown. They could have been thinking of Emmett with the famous song with the lyrics “My kind of town, Chicago is!” Emmett died tragically at far too young of an age but he left of legacy of love for the children with cancer through a \$100,000 gift from his estate to the MACC Fund.

Each summer, some of his special friends have a party in his honor and memory in Chicago. They have been kind enough to carry on his legacy of love for the children with cancer by contributing proceeds of the event to the MACC Fund. Last year’s party contributed \$15,000 in memory of Timothy Emmett Steele through a Foundation bearing his name. Emmett may be gone, but he will never be forgotten.

Candy Cane Lane

Tens of thousands of visitors enjoyed the spectacular holiday lights display of **Candy Cane Lane** in West Allis. Thanks to their donations, along with the support of area businesses, nearly \$108,000 was raised in the **Sharing Christmas** program during December. Lights galore brightened the lives of the children with cancer at this special time of the year.

The MACC Fund and the children with cancer extend heartfelt thanks to all of the neighbors in the “Candy Cane Lane” area of West Allis. They decorated their homes and shared their neighborhood with the volunteers who gave of their time during the busy holiday season to collect donations each evening in December. Verizon Wireless answered the neighbors call again this year and contributed \$25,000. Lamplight Farms generously donated \$10,000 to the program.

The *Sharing Christmas Candy Cane Lane* neighborhood exemplifies and personifies the magic and spirit of the season. The MACC Fund is indebted to the neighbors and all of those who generously gave a gift of hope to children with cancer. Ron Ziolecki did a wonderful job directing the program once again this year as he has for nearly the entire lifetime of Candy Cane Lane.



Michael J. Gross/MACC Fund Run and Walk

Michael J. Gross was an attorney in Waukesha who dedicated his time and energies to helping many people during his life. Mike died at far too young an age. Cancer took him shortly after he ran a marathon.

His friends and family created the **Michael J. Gross Run/Walk** 11 years ago to celebrate his life. The MACC Fund is proud to be part of the festivities for the sixth time on Saturday, May 12. It all takes place on the Glacial Drumlin Trail of the Fox River Sanctuary, located on the corner of Prairie and College Avenues in Waukesha.

Runners can participate in a 5K or 10K race on a USA Track and Field certified course while walkers can enjoy a 5K stroll. Children can get in on the fun as well with a 1K run/walk. The pre-registration fee is \$12 per individual, \$30 per family and \$5 for children 12 and under and the deadline is May 2. The fees on the day of the event will be \$15 each, \$35 for the family and \$7 for kids 12 and under. Everyone receives a great T-shirt, refreshments and the chance to enjoy this special morning.

The MACC Fund thanks Mike's family and friends, as well as the following sponsors which will help make this year's event possible: IPC Door and Wall Protection Systems, Jammin'98.3 FM; Megal Development Corporation; Capital Financial Group; Hippenmeyer, Reilly & Moodie, S.C.; Sprizzo Coffee; Bode, Carroll, McCoy & Hoefle, S.C.; Premium Water Co.; Golden Guernsey Dairy and Barb Kirschner Design.

If you would like to join in the fun as a participant or a volunteer, please call the MACC Fund at (414) 456-5830 or at (800) 248-8735. **Register on-line at www.maccfund.org**. Join us as "we help run cancer out of kids' lives."

TODAY'S TMJ4 Continues to Care

TODAY'S TMJ4 continues to help the MACC Fund raise funds while also sharing the MACC Fund story. The **TODAY'S TMJ4 Sports Auction 4** MACC featured a unique collection of 25 auction items which were up for bids throughout 2-hour show on Dec. 16. Bucks Coach George Karl's Barbeque led all bids for the third, consecutive year closing out at just under \$4,300. Volunteers took auction bids and pledge calls. A record total of \$42,000 was raised thanks to bids and to sponsor dollars from Trek, Gold Creations, AAL (Aid Association for Lutherans/Mark Sears Agency, Boston Store and The Dan Jansen Foundation. Thanks to all of the donors, bidders, volunteers and the MACC Fund's friends at TODAY'S TMJ4.

"More from TODAY'S TMJ4" A Story of Hope

Continuing in the tradition of nearly two decades of support, TODAY'S TMJ4 once again presented two special shows. "**A Story of Hope**" was a 30-minute presentation sponsored by the **Medical College of Wisconsin** and **Sargento Foods**. Grade school and high school volunteers answered pledge calls during the program and then doubled the pledges thanks to the generosity of **Pepsi-Cola**, **Ameritech Cellular (now Cingular)**, **Habush Habush**, **Davis & Rottiere** and **Level Valley Creamery**.

Both programs were hosted by Mike Jacobs and Carole Meekins of TODAY'S TMJ4 News. These 30-minute specials gave viewers a chance to give a gift of hope to children with cancer. These children and their families, along with the medical personnel dedicated to helping them, shared their special stories as well as experiences with local athletes.

MACC*STAR

Nearly 4,500 special **TODAY'S TMJ4 MACC*STARS** helped brighten holiday decorations throughout the country as people continued this annual tradition of giving and caring for the 13th year. The **TMJ4 MACC*STAR** holiday ornament was designed by 10-year-old Lindsay Neuhauser of Cedarburg, Wis., who was diagnosed with Non-Hodgkins Lymphoma last May. Thanks to Lindsay and her family which sold nearly 500 MACC*Stars as well as to all who purchased the Star. Special thanks again this year to **Quality Candy Stores** and **Buddy Squirrel Nut Shoppes** for their cooperation in selling the MACC*Star.

The MACC Fund continues to be indebted to **The Journal Broadcast Group** for its commitment to children with cancer.



'Hooping it Up'

Basketballs will be bouncing around the Bradley Center once again this summer. That's when the Milwaukee Bucks and Streetball Partners Inc. present the **Hoop It Up 3 on 3 Basketball Tournament** for the MACC Fund on July 28 and 29. Hoop It Up is the official 3 on 3 tournament of the National Basketball Association. It is produced in association with NBC Sports by Streetball Partners Inc. of Dallas. Players of all levels will compete on the streets in pursuit of the coveted Hoop It Up Division Title.

Local sponsors from the Sports Medicine Institute of Sinai Samaritan Medical Center, Pepsi-Cola, the Milwaukee County Parks, and the Milwaukee Journal Sentinel join with national Hoop It Up sponsors to host a weekend of basketball action sure to satisfy the most devout hoops fanatic. The entry fee is \$104 per team and includes a T-shirt for each player, a guarantee of at least three games, plus the chance to win other great prizes.

Last year, 708 teams filled the streets while helping to raise \$26,000 for the fight against childhood cancer. The Milwaukee Bucks Indoor 3-on-3 drew a field of 270 teams to the Milwaukee County Sports Complex in February.

Get your outdoor team together now to be part of the streetball fun in the sun. For entry forms, call the MACC Fund at 414-456-5830 or the Hoop It Up Hotline at 414-227-0500.

Women For MACC



Sharing a concern for children with cancer has always been at the forefront of Women for MACC since its inception in 1982. The fund-raising and friend-raising - efforts have been responsible for generating hundreds of thousands of dollars and millions of smiles. In addition, Women for MACC members have brightened the days and shortened the hours for the children and their families at the cancer clinic.

Women for MACC has been busy starting with Pasta Fest in February at Serb Hall. Throughout April, award winning Mortensen's Photography sponsored its "Cute Kids" children's portrait contest. Mortensen's, great friends of Women for MACC and the children with cancer, made a generous donation to Women for MACC with each portrait sitting.

The annual tennis tournament takes place on June 1 at the courts of the Greater Milwaukee Indoor Tennis Association clubs.

The popular Hartford Gun and Conservation Club's "Shoot for a Cure" on Aug. 25 - 26 gives trap enthusiasts a chance to help "shoot down" cancer through this annual pledged trap event. Last year's record

donation of \$63,000 will be the target this year.

The "Couture for a Cure" Fashion Show, featuring the finest labels from Boston Store in a dynamic production, takes place on Oct. 19, at the Pfister. In addition, Women for MACC members always find time to help with MACC Fund events.

The MACC Fund and the children thank Cheryl Sykora for her term as President as well as the entire Board for all they have done and are doing to provide hope through research. Their efforts combined for a wonderful year of support in the fight against childhood cancer.

maccfund.org

"It's In The Bag"

Spring is a great time to stock up on 350 specially marked grocery items through the 17th annual "It's In The Bag" program. From April through mid-June, consumers from throughout Wisconsin and the Upper Peninsula of Michigan can shop with a purpose and receive great values. They will also be helping the MACC Fund thanks to manufacturers' donation for every "It's In The Bag" product purchased.

Shoppers get added value this year. By redeeming three product UPC codes, and sending in \$2.00, they will receive a **Hollywood Video** Movie Rental and \$1.50 in **Golden Valley Act II Popcorn** coupons.

Competitors from throughout the grocery industry will come together to help find a cure through this great program which raised \$85,000 in 2000. "It's In The Bag" is sponsored by **Advantage Sales and Marketing**, a Brookfield, Wis. food brokerage firm and the manufacturers they represent. This annual promotion has raised nearly \$1.9 million since its inception in 1985.

Check out The 25th Anniversary MACC Fund "It's In The Bag" Participating Products at your favorite grocery stores

DAIRY/REFRIGERATED

Country Crock 3# spread
Tropicana 64oz Pure Premium Juice
Tropicana 96oz Pure Premium Juice

GROCERY

Buffalo Don's Water - 136oz
Fremont - 14oz Saurkraut
Georgia Pacific Brawny 3 & 6 Pack Paper Towels

Golden Valley Act II Popcorn 6 packs
Henri's 16 oz. Salad Dressing
Lipton - Ragu Spaghetti Sauce - Quarts

Lipton Side Dishes
Lipton Wishbone Salad Dressing - 16oz
Sugar Foods - 100ct Sweet and Low
Tree Top 64oz Juices

Vlasic Spears / Stackers Pickles

FROZEN

Anchor - TGI Fridays Appetizers
Banquet Chicken
Banquet Meals
Birdseye Farm Fresh Mixtures
Breyers 1/2-Gallon Ice Cream
Campbell's - Texas Toast
Healthy Choice Meals
Inland Valley Potatoes
Klondike Ice Cream Bars

Krusteas Frozen Pancakes
Luigino's Green/Black/Kids Label Frozen Entrees

Mr. Dells Potatoes
Old Orchard 100% Frozen Juices
Swanson Hungry Man Dinners - 4C at Roundy's only

Tyson Chicken

Uncle Ben's Rice Bowls

HEALTH & BEAUTY, SOAPS,

DETERGENTS

Suave Hair Care
Suave, Dove, Caress, Lever 2000 Body Soap
Unilever 100oz Liquid, 42# Powder, 60ct Tablets, 40# Snuggle

PRODUCE

Mann Packing Packaged Vegetables
Mrs. Cubbison's Croutons

PET FOODS

Pedigree 13.2oz Dog Food
Whiskas Homestyle 5.5oz Cat Food



Advantage
Sales & Marketing

Where There's a Will...

There are many ways to contribute to the MACC Fund. The most common ways are through a gift of time, participation or through a donation. The MACC Fund has prospered because of these types of commitments. You might want to make a memorial gift in someone's name upon their death or you might make a gift in tribute to someone for a birthday, anniversary or other special occasion.

Friends who want to make a lasting gift to the MACC Fund might consider remembering the MACC Fund in their estate plan. Your support will continue as your legacy to help children with cancer. Significant tax advantages can result. If you have designated the MACC Fund to be a charitable beneficiary in your will, please consider notifying the MACC Fund of your intentions.

A paid up life insurance policy can be a great way to support the MACC Fund. Other forms of insurance can also provide opportunities for both you and the MACC Fund.

The gift of privately held or public stock can be helpful with regard to capital gains taxes and estate taxes. Charitable trusts may be a great vehicle to accomplish this goal. Attractive tax benefits can be achieved through prudent planned giving.

The MACC Fund encourages you to contact your financial adviser or call the MACC Fund to learn about ways to help the MACC Fund help children with cancer while also helping yourself.

Journey of Hope

Debra Smith-Jones of Kenosha, Wis. will be spending a lot of time on her recumbent bike this summer. She will be pedaling with a dual purpose of raising money and awareness for the MACC Fund and Margaret Ann's Place, a Center for Grieving Children, Teens and Families.

Riding 100 miles might seem like a major feat for most, but Debra's participation in the TREK 100 on Saturday, June 9 is just the beginning. Following her "Ride for Hope", she will drive to Maine and embark on a "Journey of Hope" as she rides her recumbent bicycle back to Wisconsin, stopping at Grief Centers throughout the trip. The Journey of Hope is sponsored by Johnson Bank and Jockey International.

As if that wasn't enough, upon her return to Wisconsin, Debra invites you to join her in a 25 mile ride from Lake Andrea to the shores of Lake Michigan, riding along Kenosha's beautiful harbor. Families are also invited to participate in a shorter family fun ride or walk/run along the 2.3 mile paved Lake Andrea bike path.

To make a pledge of support to Debra Smith-Jones or to participate in the Journey of Hope on Sunday, July 29, please call the MACC Fund at 414-456-5830, 800-248-8735 or e-mail us at maccfund@mcw.edu. Good luck, Debra!!



AID ASSOCIATION FOR LUTHERANS BACK MACC

The #02 Aid Association for Lutherans (AAL) racecar will make the rounds on the Short Track Late Model circuit again this year. For the third year, driver and co-owner Charlie Thon, Jr. is the *AAL Racin' For Kids* ambassador. Charlie and co-owner AAL General Agent Jim Fischer donate all of the team's purses to the MACC Fund. Charlie drove into the winner's circle at Slinger last year while raising a record \$10,000 in earnings for the MACC Fund.

AAL is a fraternal insurance company based in Appleton, Wis. The company offers a variety of financial services to its members across the nation. AAL, and its General Agents Jim Fischer and Mark Sears in particular, have embraced the MACC Fund's fight against childhood cancer. Their agencies have spearheaded fund-raising events and programs throughout the year. Their efforts in conjunction with other General Agents in Wisconsin, along with district representatives, branch leaders and AAL members culminated in a statewide raffle for a Harley-Davidson motorcycle which raised \$55,000. AAL's generous "Helping Hands" program brought the total to \$110,000! Combined with other fund-raising and the Racin' for Kids program, AAL saw a total contribution of \$145,000 in 2000, its first full year of MACC Fund support! The MACC Fund and kids with cancer thank AAL for leading the "race against childhood cancer." Check out maccfund.org to find Charlie's race schedule.

MACC Fund Calendar of Events

Apr. - June 15	It's in the Bag Grocery Promotion	Aug. 6	Piggly Wiggly Charity Golf Tournament
May 12	Michael J. Gross Fun Run/Walk	Aug. 13	Car Care for MACC Open (formerly BP AMOCO Dealers Open)
June - Aug.	TODAY'S TMJ4 Beat The Pro Weekly Golf Specials	Aug. 20	BP AMOCO Marketers Golf Outing
June 1	Women for MACC Tennis Tournament	Aug. 25 & 26	Women for MACC / Hartford Gun & Conservation Club's "Shoot for a Cure"
June 4	The MACC Fund Open	Sept. 7	Hubertz Family Golf Outing
June 9	TREK 100 Bicycle Ride	Sept. 8	Papa Rosh Memorial MACC Fund Open
June 14	Mike Halvey Memorial Open	Sept. 15	The MACC Fund's 25th Anniversary Gala--The Bradley Center
June 15	Wind Mill Wood-Working Open	Sept. 15	Greenbriar & Russel's Golf Open
June 16	WBCA All-Star Basketball Games	Sept. 20	Bax Global Open
July 3	Max-Fly Open	Sept.	Miller Bradford & Risberg's MBR Golf Open
July 9-15	Greater Milw. Open	Oct. 1-31	Roundy's Private Label Program
July 10	John Dickson Memorial Roundy's GMD Open	Oct. 1	"Corporations Caring for Kids" Golf Open
July 13	Jim Mech Memorial MACC Fund Open	Oct. 14	The Cates Family Farm "WAR" Against Childhood Cancer
July 28-29	Milwaukee Bucks Hoop it Up 3 on 3 Tourney	Oct. 19	Women for MACC's <i>Couture for a Cure</i>
July 29	"Journey of Hope" Bike Ride in Kenosha	Oct. (TBA)	Fashion Show
July 31	Mobil Power Buying Dealers Open		Milwaukee Bucks MACC Fund Game
Aug. 3	WLZR's Bob and Brian Open		

The MACC Fund is located in space provided by The Medical College of Wisconsin whose Midwest Children's Cancer Center is the primary beneficiary of MACC Fund support.

**The address is:
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Phone: 414-456-5830
Fax: 414-456-6170**

**Check us out on the Web at:
www.maccfund.org
E-mail us at: maccfund@mcw.edu.**

Please add to our database by e-mailing your e-mail address along with your name and mailing address.

maccfund.org

GOLF + MACC FUND = HOPE FOR CHILDREN WITH CANCER



This “equation” sounds too simple, but it’s true. The **MACC Fund Golf Tour** features all kinds of golfers in a variety of tournaments. Golfers play the game they love so that kids with cancer can play the games they love.

The 2000 **MACC Fund Golf Tour’s** 24 tournaments netted nearly \$500,000. The “prize money” from the winners’ checks was made payable to “Pediatric Cancer Research”. Over 3,000 golfers drove, pitched and putted in an attempt to beat par as they beat cancer.

Working closely with the “Pros” on the MACC Fund Golf Staff, individual tournament organizers proved that the MACC Fund’s 24- year-old 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 fund-raiser and friend-raiser. Companies have developed 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, or simply playing a round with their favorite foursome and meeting new friends.

Regardless of the reason for playing, one thing is certain - by days end, golfers leave with a sense of satisfaction knowing they have helped give hope to a child with cancer.

If you or your company or group are already a part of a golf outing, consider using the MACC Fund Golf Staff to help make your event more meaningful and successful. If you would like to create your own event in association with the **MACC Fund Golf Tour**, the Golf Staff will work with you and your committee to help develop an outing tailor made for your needs. Key **MACC Fund Golf Tour** organizers will receive several benefits offered especially for the MACC Fund Golf Tour.

A variety of golf courses, both public and private, have proven to be fertile ground to raise funds that offer hope to children with cancer. One of these courses may be your favorite course, or add your favorite to the list of **MACC Fund Golf Tour** stops.

Some of the **25th Anniversary MACC Fund Golf Tour** events include:

The **25th Anniversary MACC Fund Open** at Tuckaway Country Club in Franklin on June 4

The **Mike Halvey Memorial Open** at Kettle Moraine in Dousman on June 14

The **Wind Mill Woodworking Open** at Town and Country in Sheboygan Falls on June 15

The **Max-Fly Open** at Edgewood Golf Course in Big Bend on July 3

The **John Dickson Memorial Roundy’s General Merchandise Division MACC Fund Open** at The Springs in Spring Green on July 10

The **Jim Mech Memorial MACC Fund Open** at Autumn Ridge Golf Course in Valders on July 13

The **Mobil Power Buying Dealers MACC Fund Open** at Silver Spring Country Club in Menomonee Falls on July 31

The **WLZR “Bob and Brian Open”** at Silver Spring Country Club on August 3

The **Piggly Wiggly Charity Tournament** at Pine Hills Country Club in Sheboygan on August 6

The **Car Care for MACC Open (formerly BP AMOCO Dealers)** at Tuckaway CC in Franklin on August 13

The **TODAY’S TMJ’s “Beat the Pro”** weekly series at 10 courses culminating with a 30 minute television special at Black Wolf Run in Kohler in August

The **BP AMOCO Marketers MACC Fund Open** at Evergreen Golf Club in Elkhorn on August 20

The **Hubertz Family Outing** at Kettle Moraine Golf Club in Dousman on September 7

The **Papa Rosh Memorial Open** at Petrifying Springs in Kenosha on September 8

The **Tom Sweeney Memorial Open** at Western Lakes in Pewaukee in September

The **Greenbriar & Russel MACC Fund Open** at Silver Spring Country Club on September 15

The **Miller-Bradford & Risberg, Inc. MBR Classic** at Ironwood Golf Course in Sussex in September.

The **Bax Global MACC Fund Open** at Kettle Hills in Richfield on September 20

The **Corporations Caring for Kids** at Chenequa Country Club on October 1

The MACC Fund and the children invite your company or group to be a member event of the **MACC Fund Golf Tour** which 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.

To learn more about the Tour, call the MACC Fund at (414)456-5830 or 1-800-248-8735 and get ready to *tee it up to help drive cancer out of kids lives “fore” good!*

GMO Tickets for MACC - Call the MACC Fund at 414-456-5830 or 800-248-8735 to order GMO tickets for \$20 each at 20 percent off the gate price. Packages include special MACC Fund Golf Tour gear and a chance to win a “Big Bertha Callaway Stand Bag” and Milwaukee Brewers tickets from the Golf Foundation of Wisconsin and C&H Distributors respectively. Thanks to the GMO, the MACC Fund gets to keep all of your purchase price. Plus, the GMO Charities will give the MACC Fund an additional \$2,000 if we sell 100 tickets! If we sell 125 tickets, we will have a chance to win an additional \$5,000. The GMO is July 9-15 at Brown Deer Golf Course. The MACC Fund ticket deadline is June 7.



*You are cordially invited to be
part of the very special*

25th Anniversary Gala Celebration of Hope

on Saturday, September 15th, 2001 at

The Bradley Center in downtown Milwaukee.



Cocktail Reception 6 PM / Dinner 7 PM / Concert 9 PM



Black Tie



By Reservation Only



Tables of 8

**Please call the MACC Fund at 414-456-5830 or 800-248-8735
to receive an invitation which will be mailed in June.**

www.maccfund.org

Don't delay, 50 of the 125 tables have already been purchased!

**Generous sponsor underwriting will maximize your donation to ensure that the majority of it
will help support pediatric cancer research. There will be a significant charitable tax-deductible
donation for each table and for each individual reservation.**