



Teaming Up to Cure Childhood Cancer and Blood Disorders through Research

MACC FUND TODAY

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Novel Cellular Therapy treatment protocol takes aim at safely preventing infections

Translational Research in Bone Marrow Transplant Center working to make transplants safer for patients

Put a big check mark next to “Cellular Therapy” on the latest list of very positive accomplishments for the Pediatric Clinical and Translational Research in Bone Marrow Transplants (BMT) at the *MACC Fund Center for Cancer and Blood Disorders* at Children’s Hospital of Wisconsin.

This novel treatment approach not only will be a tremendous benefit to bone marrow transplant patients – especially those with unmatched donors – but it is also a very nice compliment to the *MACC Fund Center for Cancer and Blood Disorders* at Children’s Hospital bigger picture and strategic plan as a Phase 1 Center in the Children’s Oncology Group (COG).

“Cellular therapy is another big step toward having more children – as well as adults – survive cancer,” said Dr. David Margolis, Program Director, Blood and Marrow Transplants at Children’s Hospital.

While this is very encouraging news, there’s still much more work to do. As Dr. Margolis notes, physicians and researchers have worked well together to get the survival rate of cancer patients up to 80 percent. But what about the other 20 percent?

“Our goal is to have every child that comes to a pediatric cancer clinic have a shot at survival. We’re doing a better job at harnessing therapies. We’re getting better at limiting harmful side effects. Cellular therapy will hopefully allow us to limit the



Dr. David Margolis



Dr. Julie Talano

Photo by Children’s Hospital of Wisconsin

“One of the treatments we’re doing is with bone marrow transplants in children with a malignancy,” Dr. Taylor said. “When we’re using unrelated donors that have mismatches there is a higher rate of graft-versus-host disease. That’s when the new cells from the new donor attack the patients and can cause problems.”

Problems range from skin rashes and intestinal problems to liver issues. In the most severe form they can actually cause a patient to die.

number of relapses and side effects in patients.”

The focus on cellular therapy stems from the need to change the treatment process. The approach by most centers is to conduct bone marrow transplants by giving the cells back to the patients without manipulating the cells.

This newer approach involves taking cells before the transplant and processing the graft by removing a portion of those T cells – CD3 cells – that can cause graft-versus-host disease. Subsequently this risk of developing severe graft vs. host disease is lower.

Dr. Carolyn Taylor, Director of the BMT Program’s Cell Processing Laboratory & Lymphocyte Propagation Laboratory at Froedert & Medical College of Wisconsin, works in the lab and is in charge of the cellular processing.

“Not from the disease typically but from the treatment that suppresses the immune system and the patient often succumbs to infections,” she said.

“The flip side is the T cells that cause graft vs. host disease can also help to fight against infections. So patients are at high risk from infection when we take out the T cells.”

Dr. Taylor has teamed with Dr. Julie Talano, the Center’s Director of Experimental Transplantation, who is in charge of all research protocols. Their goal is to initiate a protocol that takes cells from the donor before the transplant and trains the cells to fight common infections that they see in patients.

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maccfund.org



Dear MACC Fund Supporter:

Once again, we are especially appreciative of the commitment and dedication of hundreds of participants, volunteers, donors, sponsors and organizers who have played such a crucial role in helping us keep the momentum which pushes this important work further and further along. Anyone who has a vested interest in this is very fortunate for your generosity over the years. You can read in the cover story on 'Novel Cellular Therapy' one example of how your generosity has made this possible by providing vital resources for pre-clinical science and initial experiments in the lab as well as funding the infrastructure to do clinical trials.

This is the kind of research that attracts federal funding as a result of discovery made possible by initial private support. Researchers and faculty at the Medical College and the UW Carbone Cancer Center have been highly successful in securing NIH funding for research in childhood cancers and related blood disorders. Federal funding is a powerful resource which multiplies the effect of what we raise together, but securing it is an increasing challenge and neither MCW nor UW is immune to new NIH budget cutting measures. Investigators who have grant funding that exceeds \$1.5 million in total costs may be subject to an extra layer of project evaluation by NIH. Also, NIH grants will no longer include a provision for cost of living. While this is all part of the NIH's effort to spread limited dollars among a greater number of grants and to focus more funding on investigators early in their careers so they're not lost to other endeavors, it places a greater need to offset these changes in federal funding so MCW and UW can stay competitive in the marketplace to recruit and retain world-class, talented faculty and researchers to keep a focus on our research mission, life for kids.

No greater a reminder why that's important than the sad news that some of them didn't have time to wait. They're no longer with us and nothing underscores the need for better treatment in such a final way, changed forever from here on out.

The National Cancer Institute allots only 4% of its budget for childhood cancers and funding for other pediatric diseases is just as scarce. Add to that another telling statistic, the FDA has approved one childhood cancer drug in the last 20 years, compared to 50 drugs for adults. This helps explain it: it's estimated that one million adults are diagnosed with cancer every year compared to roughly 10,000 kids. Because most treatments are intended for adults, they can be harsh on children and may result in life-altering consequences. Three out of every five children who survive must cope with potentially life-threatening side effects of treatment and these kids face an uphill battle even after overcoming cancer. Drugs for children are desperately needed and that's finally been acknowledged in the first move by Congress to confront the dire supply of drugs for pediatric cancers when it passed the *Creating Hope Act* as part of the FDA Reauthorization Act of 2012. This act will hopefully lead to new and innovative treatments for children with cancer by "offering incentives and priority review vouchers to companies or institutions that develop drugs for pediatric diseases."

It's one more reason why the vital connection between donor gifts and the research being done is so important. Here's one last thing to be thankful for; 85% of the world's pediatric cancer cases occur in developing nations that lack the resources, training, and infrastructure needed to provide proper care - a real factor in dying from it. As a result, less than 10 percent of these kids survive.

How fortunate we are to have access to better outcomes where we live - that's what your passion and generosity to support this work has made possible.

Bill Steinberg, Board Chair



Dear MACC Fund Friend:

I have commented many times that 36 years ago when Eddie Doucette and I started the MACC Fund we didn't dream it would become the force in the fight against childhood cancer and more recently blood disorders. In 1976 we focused on doing what we could to save children like the Doucettes' son, Brett, who is now married and lives in California.

Now, 36 years later, 2012 has been a good year for the MACC Fund in terms of fund-raising and friend-raising. Reading the cover story in this edition gives us reason to be excited as the dedicated researchers and clinicians whom the MACC Fund supports with support like yours make significant progress to help the children. The \$45 million which the MACC Fund has contributed to research in Wisconsin at the Medical College of Wisconsin, Children's Hospital of Wisconsin and the University of Wisconsin Carbone Cancer Center, has played an important role in helping children.

There is still time to help the MACC Fund this year with annual favorites like visiting Candy Cane Lane in West Allis and watching the TODAY'S TMJ4 Sports Auction 4 MACC on Dec. 15. You can also buy the Mortensen Portrait Design's "Cute Kids" calendar and the 25th anniversary edition of the TODAY'S TMJ4 MACC*Star. Stop in at one of the great 10 Balistreri Sendik's Food Markets for a number of ways to help the MACC Fund. We are also excited to welcome Kohl's to the MACC Fund team to share the "12 Days of Christmas" with our friend Aaron Rodgers in the Milwaukee Journal Sentinel. Plus you can always make a donation with the attached envelope or online at www.maccfund.org

Thank you once again for your ongoing support. While we celebrate the lives saved, we are always reminded that we support research to honor those who have died. We trust they always had Hope thanks to friends like you who help the MACC Fund give every child a fighting chance. Thank you and Happy Holidays.

Jon McGlocklin, President

The 23rd Annual TREK 100

The 23rd annual **TREK 100** continued its tradition of raising more money for pediatric cancer and blood disorder research than any event in the MACC Fund's history. The 2012 TREK 100 produced proceeds of \$808,000 breaking the magical \$10 million mark and bringing the 23-year total to \$10.75 million!



Photo by Lora Koelber

Trek's John Hohmann presents the TREK 100 proceeds to Jon McGlocklin at the Bucks MACC Fund game with the help of Bango.

Trek Bicycle Corporation of Waterloo, Wis., is the nation's largest manufacturer of bicycles. The company has been the incredible sponsor of the TREK 100 since 1990. The ride has traditionally been recognized as one of the "Best Rides in the Country" by *Bicycling* magazine.

On June 9, 2,500 riders cycled 19, 36, 62 (100k) or 100 miles over the beautiful roads abutting abundant farmland in the area around Trek's Waterloo headquarters.

The riders' day started with a bountiful breakfast served by gracious volunteers mustering everything from fresh pancakes to fruit and juices. Once on their ride, the cyclists were met along the way by enthusiastic rest stop volunteers serving up everything from chips to brats.

Trek provided great prizes from bike bags to bicycles for the dedicated riders who solicited

pledges for every mile they rode in hopes of finding a cure for childhood cancer and blood disorders. David Herro was the top fundraiser again at \$30,100. He was followed by Pete Schraufnagel at \$21,625 whose son's "Team Christopher" captured many hearts. Rounding out the Top 10 were Al Costigan with \$14,220, Dennis Klumb \$13,900, Matt Regan \$13,350, Mike Bown \$10,360, Todd Tower \$8,070, Dan Boland \$7,100, Michael Sullivan \$6,930 and Scott Winsett at \$5,115.

The TREK 100 is a great reunion of MACC Fund friends from around the country, including Brigadier General Corey Carr who comes from Indiana each year. He rode his own TREK 100 in Iraq several years ago. General Carr was joined by a number of Wounded Warriors whose spirit and determination inspired all and is often mirrored by many of the children who benefit from MACC Fund

supported research. The MACC Fund thanks its friends from Trek, the legions of donors who offered goods and services, the scores of volunteers, the riders, and everyone who pledged support. A very special thanks goes to Trek, of course, and the other TREK 100 major sponsors, namely

DT Swiss, Sells Printing, Hanson-Dodge, Bank of America, Prime Coatings, 105.5 Triple M, Sentry Foods, Silver Spur, Wheel & Sprocket and Trek Bicycle Store of Madison.

Please join in the fun at next year's 24th Annual Ride on **Saturday, June 8**, at Trek's Waterloo headquarters. For information on riding or volunteering, please contact the MACC Fund at **(414) 955-5830, 1-800-248-TREK** or visit **www.trek100.org**

ride for hope

The annual ride to fight childhood cancer and blood disorders.



TREK

TREK 100 June 8, 2013

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The three common infections are:

- Adenovirus, which can cause the common cold and pink eye, but in transplant patients causes pneumonia, hepatitis and GI disturbances.
- Cytomegalovirus (CMV) that can cause mononucleosis, hepatitis, lung problems and GI disturbances.
- Epstein-Barr Virus – that can cause mononucleosis (in most of us) but in transplant patients can cause a disease call Post Transplant Lymphoproliferative Disease (PTLD).

“Dr. Taylor’s been able to take the cells from donors and train them in the lab to fight infections,” said Dr. Talano. “We now have a new protocol for children who undergo transplants which is to give back the trained cells one to two months after the transplant.

“The hope is we take out those harmful T cells up front with the transplant and then a month later give them ‘trained’ T cells to fight infections. That’s one method of cellular therapy.”

There are only a few centers throughout the country – and in the world – which offer this very new, very novel approach to bone marrow transplants. Of those that do most are limited in their treatment of children.

A center in Texas has shown this to be a safe procedure. There have not been many serious adverse “events,” Dr. Talano noted.

“It seems to be very safe,” she said. “There are a lot of logistics because we need to get these cells about a month before we even do the transplant. Once we start working on them we have to make sure they’re ready a month after they’re done with the transplant. We’re also relying on the goodness and goodwill of the unrelated donors. So you can imagine all the coordination.”

Dr. Talano feels this program has a lot of potential to make transplants safer translating into higher success rates for all involved.

“Patients receive an infusion of the cells approximately one month after the transplant. It can be done inpatient or outpatient. And we monitor them for side effects afterwards.

“The hope is that after transplant we can prevent infections. Also, some of the treatments we have for infections can be very hard on the patients so if we can avoid harsh medications that will be a big help.

“The plan is to start here with the first three patients and if things go smoothly to offer the treatment to other transplant centers around the country.”

The Center here conducts about 40 transplants a year. Approximately one-third of those are T cell depleted transplants. By making the transplants safer will hopefully translate into more positive outcomes.

Research dollars from the MACC Fund helps make all of this possible.

“The MACC Fund provides vital resources for us to do pre-clinical science and initial experiments in the labs as well as fund the infrastructure to do clinical trials,” Dr. Margolis said.

“This is a huge endeavor. The MACC Fund helps us significantly. They have allowed us to be a campus-wide leader in cancer research. But it can’t be done by just one source of funding. We need support from the MACC Fund as well as from multiple sources.”

Dr. Margolis is excited and encouraged by what lies ahead in cellular therapy.

“I’m thrilled by what our team has accomplished over the years,” he said of his co-workers Drs. Talano, Taylor and Monica Thakar (Assistant Professor of Pediatrics at the Medical College of Wisconsin). For the past five to seven years the team has focused on preclinical work. They are now entering the clinical phase.

“We are entering a very exciting time,” Dr. Margolis said. “This team is poised to do more, to go back to the lab and continue to chip away. Our goal is to make everyone a cancer survivor.

“Right now the cancers with the ‘easiest’ biologies to solve have been dealt with. We’ve made great strides in helping kids with cancer who have a biology that we understand. Our focus now is on those children who aren’t surviving, whose biology we don’t understand and therefore we don’t always successfully treat, which leads to a bad outcome, which is unfortunately death.

“We’re learning more about cancer and improved cancer treatments to benefit kids. We share that knowledge with our colleagues who care for adults. Our goal is to work hard and continue research to make this a win-win-win situation for everyone.”



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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 \$45 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 UW Childhood Cancer Research Wing* and at Children's Hospital of Wisconsin in the *MACC Fund Center for Cancer and Blood Disorders*. 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; 800-248-8735; fax 414-955-6170; email: info@maccfund.org; website: www.maccfund.org Editor: Sean Callahan.

PLEASE REMEMBER THE MACC FUND IN YOUR ESTATE PLANNING.

Aaron Rodgers Backs MACC

Aaron Rodgers needs no introduction to any football fan and he certainly doesn't need any introduction to any MACC Fund fans. For more than three years Aaron has been an MVP on the MACC Fund's team scoring points for children battling cancer and blood disorders.

The Green Bay Packers MVP quarterback is having another great season. Aaron is having an outstanding year helping the MACC Fund, too. He hosted the third annual "An Evening With Aaron Rodgers" last May to a sold out crowd in the Grand Ballroom at the Hyatt Regency Milwaukee. Hosted by ESPN's Jeremy Schaap, Aaron, who was joined by ESPN's Trent Dilfer, surprised the crowd by bringing his friend and Packers linebacker Clay Matthews. Aaron shared his commitment to the MACC Fund with the enthusiastic crowd. He said that helping children with cancer and blood disorders - heroes in his eyes - led him to embrace the MACC Fund in the first place in 2010. The third annual Evening raised net proceeds of nearly \$270,000. Keep an eye on www.maccfund.org for the date of next year's 4th annual "Evening with Aaron Rodgers" to benefit the MACC Fund.

Thanks to the generous Evening sponsors: Anheuser-Busch, Associated Bank, Gruber Law Offices LLC, the Milwaukee Brewers, the Milwaukee Journal Sentinel, WS Packaging Group, Inc. and West Bend Insurance — *The Silver Lining*®.



Photo by Brian Malloy

Green Bay Packers quarterback Aaron Rodgers with Charlie Burton at the third Annual Evening With Aaron Rodgers on May 22. Charlie is one of the children Aaron helps by supporting the MACC Fund.

Aaron has participated in a number of events for the MACC Fund since 2010. Through these events, he played an integral role in raising nearly \$700,000 for the fight against childhood cancer and blood disorders while proving that his MVP status isn't limited to what happens between the lines.

Twelve children will be featured in a great new program – "Aaron Rodgers' 12 Days of Christmas" to benefit the MACC Fund sponsored by Kohl's. A series of ads featuring 12 children helped by the MACC Fund's research which Aaron is proud to

support will run in the *Milwaukee Journal Sentinel* from Dec. 1-12 as well as on jsonline.com.

In addition, three children got a surprise visit from Aaron at their homes this fall as part of a new campaign with Gruber Law Offices which started running on television in November. You can follow this at itsAaron.com.

Aaron truly is an MVP for helping the MACC Fund help children with cancer and blood disorders.

maccfund.org



Balistreri Sendik's Markets Back MACC

The Balistreri owned and operated Sendik's Food Markets - in Elm Grove, Franklin, Germantown, Grafton, Greenfield, Mequon, New Berlin, Wauwatosa, West Bend and Whitefish Bay – continue their support of the MACC Fund for the fifth consecutive year. The stores are featuring the MACC Fund in their Winter *Sendik's Food Markets Real Food* magazine. The impressive edition is brimming with ideas for the upcoming holidays and the magazines sells for \$1.99, with all proceeds benefiting the MACC Fund.



In addition, you can buy a candy cane for \$1 and the 25th Anniversary TODAY'S TMJ4 MACC*Star designed by 10-year-old Maggie Conlon for \$10 (sales tax included). The Balistreri Sendik's Markets will once again offer special merchandise to benefit the MACC Fund in January.

The Balistreri owned and operated Sendik's have distinguished themselves as leaders in grocery and fine food retailing since 1926. Their 10 great locations have reached out to help the children with cancer and blood disorders through their support of the MACC Fund since 2008. During that time span the Balistreri Sendik's Markets have donated \$312,000. Last year's program raised \$107,000 including the selling 57,000 candy canes and over 2,500 MACC*Stars!

Sendik's trademark "red bag" paid great dividends for the MACC Fund throughout the Brewers season. The Sendik's Red Bag for Charity program donated \$100 to the MACC Fund for every stolen base (stolen "bag" in the baseball vernacular). The Brewers were leagues leaders with 158 steals yielding an impressive \$15,800 donation. Sendik's was also the major sponsor of the inaugural Brewers Mini - a half marathon held on Sept. 22 that offered runners a chance to raise funds for the MACC Fund. Although this was an option and not a requirement, many runners stepped up to help and raised over \$112,000.

Sendik's is also a major sponsor of the TODAY's TMJ4 Sports Auction 4 MACC on Saturday, Dec. 15, from 1 – 3 p.m. The MACC Fund is grateful to be part of the Balistreri family and their great stores and associates during the holiday season.

itsAaron.com

Imagine that the doorbell rings and when you open the door...it's Aaron, the Packers' Aaron Rodgers! That was the surprise that three children whose lives have been touched by cancer and sickle cell disease experienced on a fall Tuesday, the Packers day off. Maggie, Dijon and Brandon couldn't believe their eyes when they answered the door and their favorite quarterback was there. They each spent special time with the League's MVP who was much more Aaron the MACC Fund supporter than Aaron the quarterback. It was hard to tell who enjoyed the visits more, Aaron or the kids. But the hugs and smiles of each showed that it was a very special day indeed.

Aaron's visits were part of a series of episodes for Gruber Law Offices dedicated to helping raise awareness and funds for the MACC Fund. They began airing in mid-November and are part of itsAaron.com, a microsite designed and developed at CI Design dedicated to Aaron's commitment to the MACC Fund and kids like Maggie, Dijon and Brandon. Thanks to David Gruber for the generous commitment to the MACC Fund and to Aaron Rodgers for continuing his winning ways to help the children and the MACC Fund.

THE MILWAUKEE BREWERS INAUGURAL “MINI-MARATHON” BACKED MACC

***Fundraising component to the 13.1-mile race
raised over \$112,000 for the MACC Fund***

The Milwaukee Brewers have supported the MACC Fund throughout its 36 year history. 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 on behalf of the MACC Fund.

The inaugural “Brewers Mini-Marathon” on Saturday, Sept. 22, was another example of this big league support. The event which sold out in August weathered a strong storm that swept through before race time. But the wet weather didn’t dampen the spirits as 5,000

runners, many of whom took cover inside Miller Park (whose roof was closed!) The runners enjoyed a scenic route through Milwaukee before returning to a post-race tailgate party. Hundreds of enthusiastic volunteers braved the storm to make sure they were ready to tend to all of the runners’ needs. Spectators had plenty of free parking at Miller Park and were able to watch for their favorite runners on the giant scoreboard while they ran on the warning track.

The course included many Milwaukee landmarks including Miller Valley, the Harley-Davidson Museum, the Mitchell Park Conservatory Domes and Miller Park. Runners and volunteers received a free Brewers ticket voucher good for select 2012 or 2013 games at Miller Park, a participant medal, a “tech” shirt, and a post-race tailgate party with live music under sunny skies outside Miller Park. Vision Event Management did a great job of managing the Mini-Marathon in conjunction with the great Brewers Enterprises team.

For the record, Ryan Richardson of Franklin won the men’s division with a time of 1:13:18 while Dani Fischer of Madison led the women with a time of 1:18:49, nearly 11 minutes ahead of her nearest female competitor. Thanks to the Milwaukee Brewers and Brewers Enterprises for including the MACC Fund in this very special event which is sure have “legs” to become another great Milwaukee tradition. Make plans today for the second annual Brewers Mini on Saturday, Sept. 28.



Buzz Cuts for MACC

Shorewood High School has supported the MACC Fund since 1988 through its “Shorewood Games” and “Buzz Cuts for MACC” fundraisers. The students have an impressive array of events leading up to the 2013 Shorewood Games which will be held in March with events starting already. Last spring, the dedicated students closed out their school year with their annual Buzz Cuts.

As they did in 2010, Whitefish Bay High School’s students had their own “Buzz Cuts for MACC.”

Together, Shorewood’s and Whitefish Bay’s closely cropped kids raised almost \$30,000 to help kids touched by the MACC Fund.



The 2012 MACC Fund Golf Tour

The 2012 MACC Fund Golf Tour again raised record dollars as friends armed with irons, wedges, putters, sunscreen and umbrellas did their best to beat par and help fight childhood cancer. This year's 22 Tour events raised over \$600,000.

The **Lake Country Charity Invitational** teed off the season by raising \$62,000 in its sixth year of supporting the MACC Fund. Many of the state's finest high school teams teed off on a cold and wet blustery day at Erin Hills in late April. The Invitational turned into a 9-hole event due to the weather. It was sponsored by Hartland Arrowhead High School's golf team and chaired by Tom Tallmadge, the school's former coach whose impressive coaching career included five state titles.

PGA Tour player **Mark Wilson** was the Invitational's Honorary Chairman. He spent the day with the golfers at Erin Hills. Thanks to the ownership and staff of Erin Hills, site of the 2011 U.S. Men's Amateur and the 2017 U.S. Open, for their generous support. Special thanks as well to Mark Wilson, Tom Tallmadge, Arrowhead High School as well as all of the high school golfers and coaches and their generous donors for helping make this high school golf "Gift of Hope" possible.

The granddaddy of them all, the **Chili's MACC Open** at Tuckaway Country Club, was held on its traditional first Monday in June. ERJ Dining, Wisconsin's franchisee for the Chili's Restaurants, sponsored this 36th edition of the MACC Fund Open as it has for the past four years. ERJ Dining is owned by Junior Bridgeman, who played in the Bucks game on the night the MACC Fund began on Dec. 10, 1976. Now an accomplished golfer, Junior's first attempt at golf was as a celebrity in the inaugural MACC Fund Open on May 31, 1977, at Tripoli Country Club. That event which set the stage for the special events fund-raising ethic of the MACC Fund, was won by the fivesome captained by future Hall of Famer and Milwaukee Brewers' legend Robin Yount.

The eighth annual **Champps Americana / Thrivent Financial for Lutherans Open** at Morningstar in Waukesha on June 21 continued its winning ways by raising nearly \$20,000. Both Champps and Thrivent are great friends of the MACC Fund helping out in many other ways.

The **Max-Fly Open** at Ironwood on July 3 raised nearly \$9,000 as Sandy and John (Max) McGee and their children hosted family and friends at this annual July classic.

102.9 The Hog's Bob and Brian Open at the beautiful Grand Geneva resort attracted over 300 golfers on July 29. The event raised thousands of dollars for the MACC Fund and was hosted by Milwaukee's popular tandem morning team. This Open was one part of the Bob and Brian "Trifecta for MACC" which also included the Bob and Brian Radiothon in April and the "Best of Bob and Brian" CD sale in December.

Family and friends gathered once again for **Ken's MACC Fund Open** on Aug. 2 at Rivermoor and raised nearly \$2,200. This was the 28th outing run by a dear friend of the MACC Fund, Ken Lepkowski, whose support continues even though he moved to Georgia years ago.

The **Thomas R. Perra Memorial Open** on Aug. 4 at Ironwood Golf Course raised \$12,000. Tom's family and friends honor his wonderful memory by helping the MACC Fund help children each year. The **Jerry Riemer, Sr. / George Wendelberger Memorial Open** at Scenic View on Sept. 8 raised \$2,900.

The **Plumbing Mechanical Sheet Metal Contractors Alliance, Inc. Charity Golf Outing** at Chenequa Country Club on Aug. 6 raised \$1,250.

The 28th annual **Car Care for MACC Open** at North Hills Country Club on Aug. 13 raised \$14,000.

The 18th Annual **BP Marketers Open** raised a record \$136,000 at Evergreen Golf Club in Elkhorn on Aug. 13. This special event is always one of the highlights of the MACC Fund Golf Tour under the watchful eye of Greg Klimek of Klemm Tank Lines and his dedicated committee.

The 4th biennial **West Bend Insurance "Silver Lining" Open** raised a record \$291,000, the largest amount ever for the MACC Fund from a golf outing, at West Bend Country Club on Aug. 20. This nearly doubled the previous high total of \$154,000 from their 2010 edition.

SteelWind Industries, Inc. holds a golf outing each year selecting a charity to receive the proceeds. The MACC Fund was honored that they chose it in 2012 for their event at Muskego Lakes on Aug. 17 which raised \$11,100.

September Tour action included the 16th annual **Corporations Caring for Kids Charity Open** at Oconomowoc Golf Club on Sept. 10 raised \$25,000 bringing the event's 16-year total to over \$500,000. Special thanks to MACC Fund Board Vice Chairman, Paul Knoebel, and his Knoebel and Associates team and friends for making this great outing possible.

The **Milwaukee Police Supervisors Open** on Sept. 10 at Scenic View donated \$3,200 and the **Apex Systems Golf Outing** at Western Lakes on Oct. 11 closed out the Tour raising \$1,030.

The 2012 Tour featured memorial tournaments which honored those who have died while helping children live. The **Mike Halvey Memorial Open** in honor of Katie Halvey at Kettle Moraine on June 9 raised \$6,000, the highest amount ever for this special annual event which brings together Mike's many friends from the grocery industry each year.

The 16th annual **Jim Mech Memorial Open** raised \$13,000 at Riverdale Country Club in Sheboygan on June 15. The event remembers a man with a perpetual smile and a heart of gold.

The 10th Annual **Cheri Amore Memorial Open** at Twin Lakes Country Club on June 25 memorialized a beautiful young girl who touched so many people during her 14-year battle with cancer. Family and friends sold out this event for the tenth straight year en route to raising nearly \$40,000 in the community from those who knew her first and loved her most. A September "Clip for a Cure" in Cheri's honor raised \$2,000 in Twin Lakes as well.

PGA Tour golfer **Mark Wilson's "Making a Mark Fore MACC"** contributed important funds once again this year from his personal success on the Tour. Mark continued his winning on Tour with an impressive victory at the Humana / William Clinton Foundation Los Angeles Open. Mark and his wonderful wife, Amy, became parents for the third time this year as well. They have donated nearly \$250,000 to the MACC Fund through this program. The MACC Fund is fortunate to have Mark on its Honorary Athletic Board. Along with Amy, Mark has donated more than any other athlete in the 36-year history of the MACC Fund.

THANKS... Thanks to all the players as well as all of the great sponsors, auction and raffle donors, organizing committees, golf clubs and their staffs, and volunteers who participated in the 2012 MACC Fund Golf Tour. If you would like to play in or need information about the 2013 MACC Fund Golf Tour events — or if you are interested in starting your own outing to be part next year's Tour — please call the MACC Fund at (414) 955-5830 or (800) 248-8735 or visit www.maccfund.org



36th Annual Milwaukee Bucks MACC Fund Game offers Hope

36th annual MACC Fund Game was Oct. 20 at the Bradley Center. The Washington Wizards did some tricks to beat the Bucks days before Halloween, but that didn't dampen the spirits of the fans who came out to support the home team. A total of over \$1.35 million has been raised from this game since 1977.

The night started with the *KidsFest* featuring a variety of fun and games for youngsters of all ages. The Catholic Memorial High School Girls' Soccer team made sure the kids had a good time during the *KidsFest*.

Ten-year-old Maggie Conlon of Brookfield – the talented designer of the 25th anniversary TODAY'S TMJ4 MACC*Star - presented the honorary game ball along with her 13-year-old sister Catie and Brian Gotter from the TODAY'S TMJ4 Weather Team. TODAY'S TMJ4 was the official media sponsor of the game for the ninth straight year while also celebrating 32 years of live broadcast support.

The first quarter check presentation for \$808,000 was made on behalf of the 23rd Annual 2012 TREK 100. The TREK 100 is the MACC Fund's largest annual fundraiser with a total of nearly \$10.75 million contributed over the past 23 years.

At halftime the Wisconsin Basketball Coaches Association (WBCA) presented MACC Fund President Jon McGlocklin with a check for \$125,000. The donation represents the net proceeds from their 35th Annual Boys and Girls All-Star Games which were held in the Wisconsin Dells at the JustAGame Center in June. WBCA Executive Director Jerry Petitgoue presented the check. This year's donation brought the Games' 35-year total to \$1.9 million.

It was a great night for the fight against childhood cancer and blood disorders like sickle cell disease and aplastic anemia. Special thanks to **Senator Herb Kohl** and the Milwaukee Bucks for their ongoing commitment from the first day of the MACC Fund. Very special thanks to **Mike Dunleavy** of the Bucks, the talented Bucks forward who grew up in Milwaukee while his dad was with the Bucks. The younger Dunleavy stepped up once again by donating \$1,000 for very point he scored. He was in double figures and donated \$12,000. He did the same last year donating \$14,000.



Sisters Maggie and Catie Conlon are joined by TODAY'S TMJ4's Brian Gotter presenting the honorary game ball to referee John Goble before the Bucks MACC Fund Game.

Photo by Lora Koelber

Michael Best Establishes "Best Pass" Program for the MACC Fund

Michael Best was founded in 1848, two years after the City of Milwaukee was incorporated. Since that time it has earned a reputation as a leading law firm in the Midwest with approximately 220 attorneys serving clients at its offices in Milwaukee, Madison, Waukesha and Manitowoc, Wisconsin and Chicago, Illinois. The firm's rich tradition and long history is a testament to its ability to remain dynamic and responsive to the changes facing businesses while remaining true to its longstanding goal of delivering results for clients.

Michael Best's commitment to the communities it serves extends beyond the law firm's clients. Its attorneys and employees are involved in a wide array of efforts benefiting many. They are Green Bay Packers fans as well. That commitment to community and excitement over the Packers led them to team up with the MACC Fund this NFL season for the inaugural **Michael Best "Best Pass" Program**. Michael Best – and some of its clients -- will make a donation to the MACC Fund for every touchdown pass thrown by the Green Bay Packers during the 2012-2013 season. Aaron Rodgers, the Packers MVP Quarterback and MVP MACC Fund supporter, threw 29 touchdown passes as of Nov. 26 when this issue went to the printer. Thanks to Michael Best for adding to the excitement of every Packers touchdown pass while supporting our efforts at the MACC Fund .

A special night on Oconomowoc Lake

Mary Jo and Jim Mueller hosted a special event for the MACC Fund at the Oconomowoc Lake Club on Oct. 23. The Muellers invited their friends to join them in supporting the MACC Fund. Nearly 90 people joined their genial hosts to get a preview of the 2012-2013 Milwaukee Bucks season from the man who knows the Bucks the best, General Manager John Hammond. John gave insights into the team while thanking everyone for joining with the Bucks in support of the MACC Fund.

Dr. Bruce Camitta, the highly regarded oncologist who headed the Midwest Children's Cancer Center for years, gave an overview of the research and clinical research work that the MACC Fund supports. Jon McGlocklin crossed over both the MACC Fund and the Bucks, two subjects he knows very well since he was on the original team of both.

The Muellers graciously offered to match 25% of their guests' donations to the MACC Fund that night. Their guests were incredibly generous and a total of nearly \$64,000 was raised. Thanks to the Mueller family and their guests as well as John Hammond and Dr. Camitta for joining their friend Jon McGlocklin for a very special night.

maccfund.org

Brookfield Jaycees Back MACC again

The Brookfield Jaycees have been helping the MACC Fund through their annual Basketball Marathon for years. The group's long-time support is ongoing proof of their commitment to helping children with cancer and blood disorders. Hundreds of members and thousands of players have taken their love of the game to the hardwood for the love of the kids. They have raised nearly \$316,000 since 1984 and \$8,650 this year alone. Keep an eye on www.maccfund.org in March for the 2013 edition of this annual Hoopfest.

The Brookfield Jaycees also pitch in proceeds from their baseball dugout concession sales during the summer at Brookfield's Wirth Park. This great commitment means so much to the MACC Fund and the children who can look forward to playing ball thanks to friends like the Brookfield Jaycees.

Brewers action backs MACC

Thanks to the generosity of three MACC Fund friends and the creativity of the Milwaukee Brewers marketing staff working with their radio and television partners, exciting Brewers action tallied more than “Wins” in the standings. Brewers doubles, stolen bases and pitching changes all added 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®” made a \$50 donation on the Brewers radio network for every double hit by a hometown player. In all, \$15,000 was raised from 300 doubles, (a double “Silver Lining,” so to speak.)

The Balistreri Sendik’s Markets are in their fifth “season” with the MACC Fund. Working with the Brewers radio network and the Fox Sports Wisconsin team, Sendik’s devised a creative way to back MACC by donating for every base stolen base. In baseball parlance, Sendik’s – the home of the famous Red Bag – made a donation for every Brewers “stolen bag.” They filled a number of those bags thanks to the Brewers league leading effort with 158 stolen bags adding up to an impressive \$15,800.

Sartori pitched in to help make a change for the better for the MACC Fund through their special program on the Brewers radio network. The award-winning producer of rich and creamy Sartori Bella Vitano cheese donated \$25,000 to the MACC Fund for pitching changes, pitching in to make change to help a child win the game of life.

Thanks to West Bend Mutual Insurance, Sendik’s and Sartori for helping the MACC Fund give every child a fighting chance.

West Bend’s “Silver Lining”® Helps MACC

West Bend Mutual Insurance has been on the MACC Fund team for nearly two decades providing support in many ways. The 4th biennial **West Bend Insurance “Silver Lining” Open** raised a record \$291,000, the largest amount ever for the MACC Fund from a golf outing, at West Bend Country Club on Aug. 20. Two-time U.S. Open Champion and ESPN golf analyst, Andy North, joined in the special day playing with a number of groups. A longtime MACC Fund supporter and member of the MACC Fund’s Honorary Board, Andy hosts an annual fund-raising golf outing and dinner for the UW Carbone Cancer Center. West Bend is a major sponsor of this great event which raised over \$1 million in 2012. The MACC Fund also supports this Center each year.

West Bend’s 2012 event nearly doubled their 2010 total of \$154,000 which was the MACC Fund’s reigning top golf outing total ever. The previous three West Bend Opens held in 2006, 2008 and 2010 raised nearly \$300,000! Adding in the record crashing 2012 edition doubles the total to nearly \$600,000.

Speaking of doubles, West Bend also donated \$50 for every Brewers double. In addition they also sponsored the Third Annual “Evening With Aaron Rodgers” in May, the Bucks MACC Fund Game in October and they will sponsor the Blue Board in the “TODAY’S TMJ4 Sports Auction 4 MACC” on December 15. Thanks for the “Silver Lining!”



Photo by West Bend

Joining Kevin Steiner, West Bend’s President & CEO, (far right) are Jon McGlocklin, Andy North and Brandon Novack who was diagnosed with cancer 10 years ago and recently graduated from college.



Justin Bieber gives kids a memorable night

Pop star sensation Justin Bieber thrilled a sellout crowd at the BMO Harris Bradley Center on Sunday, Oct. 21. Few fans enjoyed his show more than the 14 children who filled a special BMO Harris Bradley Center Suite thanks to the generosity of Kapco Metal Stamping of Grafton and the BMO Harris Bradley Center.

The ticket for this Suite experience came with a very high price, however. Most of the ticket holders were patients being cared for in the MACC Fund Center for Cancer and Blood Disorders at Children's Hospital of Wisconsin. For this very special night, the children and young adults were just Bieber fans.

This is the fifth special concert experience which Kapco and the BMO Harris Bradley Center have provided children, most of whom are patients of Children's Hospital of Wisconsin treated in the MACC Fund Center for Cancer and Blood Disorders. Over the last four years, they hosted a group for the Hannah Montana/Miley Cyrus "Best of Both Worlds" concert, the Jonas Bros., Miley Cyrus once again and Taylor Swift. Swift made a lasting impression with the concert and a surprise pre-concert "meet and greet." Bieber followed suit meeting the children to the delight of all. Thanks to Kapco, the BMO Harris Bradley Center and of course, Justin Bieber.





ANNUAL APPEAL

Dear MACC Fund Friend:

The MACC Fund celebrated a milestone 35th Birthday last year. This year Women for MACC is celebrating a milestone of its own, 30 years for Three Decades of Hope. Both the MACC Fund and Women for MACC play a greater role in supporting childhood cancer and blood disorders research now than anyone ever dreamed possible at the inception of each organization.

Significant federal cancer research cutbacks are making MACC Fund support more vital every single day. Federal cancer funding has dropped from 24% to under 8% in the past 20 years. This clearly makes the MACC Fund's investment in research more important than ever before. Fortunately, thanks to friends like you who partner with the MACC Fund, children battling cancer and blood disorders continue to have Hope.

We ask for your help each year at this time. We know we are not alone in this request. Yet, you have shown over the years through your thoughtful and generous response that you care deeply for the children. We invite you again to support the 2012 Annual Appeal to help the MACC Fund meet its critical funding demands to support life-saving research.

Please consider making a Gift of Hope through this Annual Appeal. For your convenience an envelope is enclosed. Or, you may visit us online at www.maccfund.org. Your gift helps make it possible for children battling cancer to look forward to the future while celebrating birthdays, graduations, weddings and even first dates! It also helps support the work of dedicated and gifted researchers, outstanding physicians and caring nurses who commit themselves to fulfilling the MACC Fund's mission of "life for kids" through the *Gift of Hope* for better treatments and ultimate cures.

There are many faces of children helped by the MACC Fund. They offer just as many stories of hope. Cure rates are impressive, yet the fight is far from over. An 80% overall cure rate for cancer means little to a family who has lost a child. But, thanks to friends like you, so many more children now live a longer and more normal life. As we celebrate the lives saved, we are always reminded we support research to honor those who have died.

Much is at stake for a child fighting cancer or a blood disorder. *Together, we can make more miracles happen* until we reach the ultimate miracle of a 100% survival rate. I know the children and their families join me in thanking you for your consideration of this annual request. Please give what you can today. Thanks for your support of the MACC Fund - and Women for MACC - and thanks for helping give every child a fighting chance future through your *Gift of Hope*.

Sincerely,

MIDWEST ATHLETES AGAINST CHILDHOOD CANCER, INC.

Jon McGlocklin
President

Did you know that...

- The MACC Fund's support of cutting edge pediatric cancer and blood disorder research in Wisconsin has a national and global impact on children.
- The MACC Fund has contributed over \$45 million to these research efforts over the past 36 years.
- The MACC Fund has played an important role in helping the overall cure rate for childhood cancer to rise from 20% to 80% over the past 36 years. Yet even those children in the 80% can have "late effects" which require more research.
- The MACC Fund supports research at the *MACC Fund Research Center* of the Medical College of Wisconsin, in the *MACC Fund Pediatric Cancer Research Wing* of the Carbone Cancer Center of the University of Wisconsin and in the *MACC Fund Center for Cancer and Blood Disorders at Children's Hospital of Wisconsin*.
- The MACC Fund contributed \$10 million to these institutions in the past six years. That investment has yielded more than 60 National Institutes of Health (NIH) grants totaling over \$33 million in additional extramural research support.
- The MACC Fund has a Scientific Advisory Board comprised of four nationally renowned experts who review research progress with biennial site visits. The next site visit review will be in 2013.

maccfund.org



Sharing Christmas on Candy Cane Lane

A visit to **Candy Cane Lane** is a sure bet to brighten up your holidays. From Nov. 23 – Dec. 26, lights galore will glow to the enjoyment of thousands of people who drive through the area in West Allis which is bounded by 92nd to 96th streets between Oklahoma Ave. and Montana Ave. It is all in the spirit of the holidays which leads to a wonderful Gift of Hope to the MACC Fund to help children battling cancer and blood disorders. Last year's Candy Cane Lane donations totaled over \$103,000. Over the past 26 years, Candy Cane Lane has provided millions of smiles while raising a Gift of Hope of over \$1.1 million.

Make a date to gather a group of friends and family members to stroll or drive through this winter wonderland of lights. Santa greets visitors and candy treats are handed out each evening. It's the perfect way to get into the holiday spirit! Special events abound with radio and television personalities, mascots and other special guests throughout the month.

Visit www.candycanelanewi.com for a complete calendar of events.

The MACC Fund and Candy Cane Lane thank the following generous donors: North Shore Bank, Bevsek-Verbeck Funeral Home, VCA Pahle Animal Hospital, West Allis Firefighters Association, Culver's of West Allis, Balistreri's Italian / American Ristorante, Boelter Companies, Costume Express, Arctic Glacier, Jelly Belly, Eillien's Candies, Ritt, Beyer and Weir, Evers-Heilig, R. M. Palmer Company, Advantage Sales and Marketing, Carlin-O'Brien, Tom's Dependable Heating, Sew N Save Inc., Kordus-Wegner Plumbing and Custard Insurance Adjusters.

Ron Ziolecki led the annual effort for many years. Many others have helped over the years including Ted and Joan Majdecki, who generously sponsor the program through their grocery stores. The MACC Fund thanks all of the hard-working and dedicated neighbors and friends. A very special thank you goes to the entire Candy Cane Lane committee and all of the neighbors who helped keep the bright lights burning with Hope.



Sports Auction 4 MACC Dec. 15 from 1-3 p.m.

Make a date today for the **TODAY'S TMJ4 Sports Auction 4 MACC** on Saturday, Dec. 15, from 1 – 3 p.m. This marks the 32nd consecutive year of live broadcasts by TODAY'S TMJ4. This support is unprecedented in the Milwaukee television market and is undoubtedly one of the nation's longest standing philanthropic efforts in the broadcast industry.

The auction will feature items from the Bucks, Brewers, Packers, Admirals, Marquette, Wisconsin and the Wave. Autographed signature items include those from Ted Williams, Joe DiMaggio, Hank Aaron, Aaron Rodgers, Robin Yount, Donald Driver, Ryan Braun, Jordy Nelson, Greg Jennings, Clay Matthews, Randall Cobb and more.

Joining in as auction board sponsors are the Sendik's Food Markets, Sargento, West Bend Mutual Insurance, Kohl's and the Medical College of Wisconsin. The MACC Fund is grateful to TODAY'S TMJ4 for helping the children with cancer and blood disorders for 32 years. Please tune in to bid early and bid often.

Making It A Pepsi Day

Pepsi has been the clear MACC Fund choice refreshment for each holiday season for the past 28 years. Since 1985 Pepsi Beverages Company and its Foundation have given nearly \$1.5 million to help the children. Pepsi's commitment to the community it serves is well known, including its legendary support for the MACC Fund helping children with cancer and blood disorders. Quench your holiday thirst by purchasing Pepsi products and make it a "Pepsi Day" for the fight against childhood cancer and blood disorders. "Thanks a Million, Pepsi" for 28 thirst-quenching, hope-filled years.



pepsi

Wishing Upon a MACC*STAR

The 25th anniversary 2012 TODAY'S TMJ4 MACC*Star makes the perfect holiday gift that keeps on giving. The silver anniversary edition is a brightly colored, porcelain ornament that will provide Hope for children with cancer and blood disorders long after the holidays have past.



This year's MACC*Star was designed by 10-year-old Maggie Conlon of Brookfield. Maggie was diagnosed with rhabdomyosarcoma as a 5-week-old. She had a golf ball-sized tumor under her tongue. She responded well to treatment despite her age and now visits the *MACC Fund Center for Cancer and Blood Disorders* at Children's Hospital of Wisconsin for annual check-ups. She is best friends with her 13-year-old sister Catie and has great parents who are helping her sell a record number of MACC*Stars. She loves playing soccer and loves all of the teams in Wisconsin, especially the Packers. Her MACC*Star features the words Love, Joy, Dream, Smile and Hope. It features a snowman and the phrase "Helping Chill Out Cancer."

The TODAY'S TMJ4 MACC*Stars are on sale for \$10 each (sales tax included) at the 10 Balistreri's Sendik's Food Markets in Elm Grove, Franklin, Germantown, Greenfield, Grafton, Mequon, New Berlin, Wauwatosa, Whitefish Bay and West Bend. They will also be on sale at Buddy Squirrel stores at Southridge and Mayfair Malls as well as the Kitchen Store in St. Francis as they have for two decades. They are also available at Spargo Salon in Pewaukee and Dr. Schuckit's orthodontic office in Grafton. MACC*STARS can also be ordered at www.maccfund.org or by calling 414-955-5830 or 800-248-8735.

The 25th Anniversary TODAY'S TMJ4 MACC*Star makes the perfect gift for family, friends, customers, teachers, clients and business associates. The MACC*Stars have a way of disappearing so don't delay, order today!

Thanks again to TODAY'S TMJ4 for its special support with this great annual holiday program as we celebrate their 32 years of MACC Fund broadcast support. **Make sure to watch the TODAY'S TMJ4 Sports Auction 4 MACC on Saturday, Dec. 15, from 1- 3 p.m.**

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

The J.K. Lee Blackbelt Academy's 19th annual *Board Break-A-Thon* on Feb. 23 at Wauwatosa's Mayfair Mall promises to be another great day to kick cancer. Over the last 18 years J.K. Lee students have raised nearly \$600,000 to help kids with cancer. During the MACC Fund's four-year partnership with Grand Master and Grand Master Mrs. Lee, Master Chan Lee, Miss Christine Lee and the J.K. Lee students, the Board Break-A-Thon has raised \$145,000! The partnership has been a tremendous opportunity for many to learn about the martial arts, the discipline involved, and particularly about how the J.K. Lee students are consistently helping others in their communities.

The world-renowned J.K. Lee Black Belt Academy focuses on building character through core values like respect of others and self, encouragement and support of one another, and celebrations of one another's successes. These values form the basis for success in martial arts when coupled with an emphasis on physical fitness and well-being, not fighting. J.K. Lee's talented, grounded, decorated and disciplined ensemble of instructors are committed to changing both the lives of their students and the lives of those in the communities they serve. J.K. Lee's dedication to helping others is why the Board Break-A-Thon has been a long running smashing success. Thanks so much to the Lees and their family of students and everyone who will make the 19th Annual Board Break-A-Thon possible.



Celebrating 30 Years of Hope

Women for MACC has been a wonderful friend of the children with cancer and blood disorders and the MACC Fund for 30 years. The dedicated members have been committed to the fight for three decades through a variety of enjoyable special events that include: *Pasta Fest* in February, *Shoot for a Cure* in August and *Couture for a Cure* in November.

The 22nd Annual **Gene Johann Memorial Trapshoot "Shoot for a Cure,"** sponsored by the Hartford Conservation & Gun Club, raised nearly \$50,000 this year taking the 22-year total to over \$1.1 million! Women for MACC has benefited from the Shoot for 21 years.

Michael King of the Milwaukee Wave was once again the honorary chairman. This unique combination of allies - Women for MACC and the Hartford Gun & Conservation Club - have truly become a formidable force in the fight against childhood cancer and blood disorders.

Women for MACC also hosted the "Couture for a Cure" fashion show presented by Boston Store at the Hyatt Regency Milwaukee. TODAY'S TMJ4's Mike Jacobs was the Master of Ceremonies once again as he has for many years. Mike got help from 10-year-old Maggie Conlon of Brookfield, who designed the 2012 TODAY'S TMJ4 MACC*Star. Maggie delighted happy winners of the raffle by drawing their names. A special video of 8-year-old Lauren Sharp was another highlight in addition to a dynamic fashion show, wonderful auction and the usual Hyatt fine dining fare.

The children and the MACC Fund can always count on Women for MACC to help out at different events. The children rely on Women for MACC for special gifts and books as well as the kind hospitality service offered at the *MACC Fund Center for Cancer and Blood Disorders* at Children's Hospital of Wisconsin.

Thanks to Erin Hareng Women for MACC's energetic President and the dedicated board of directors including Jan Lennon, who sits on the Women for MACC and MACC Fund boards. This wonderful organization which has been dedicated to helping the children with cancer has contributed over \$4 million to the MACC Fund. Thanks for three Decades of Hope!

womenformacc.org

"A Mark Fore MACC"

PGA Tour player Mark Wilson continued his "Making a Mark Fore MACC" program on the PGA Tour this season. He had his 5th win on the Tour this year in the Humana William Clinton Foundation Los Angeles Open. He finished with a FedEx Cup rank of 30 and had six top 25 finishes including three in the Top 10.

The Menomonee Falls, Wis. native makes a donation for every 36-hole "cut" made in addition to contributing extra dollars for every Top-30 finish. The five-time PGA Tour winner and his wife Amy donated \$25,000 in 2012. They have contributed nearly \$250,000 to the MACC Fund since joining the Tour in 2004. This is the largest amount given to the MACC Fund by a professional athlete.

The Wilsons have supported the MACC Fund for nine years. They are the proud parents of three boys. Mark is a graduate of Wisconsin Lutheran High School and an All-American at the University of North Carolina where he was a Mathematics major. He received the Ben Hogan Award for the top student-athlete golfer in 1996.

Mark is also the Honorary Chairman of the Lake Country High School Charity Invitational. The event features some of the state's finest high school golf teams at one of the nation's best venues, Erin Hills, site of the 2011 US Men's Amateur and the 2017 US Open. Golfers solicit funds for the MACC Fund through this annual event hosted by Hartland Arrowhead High School under the direction of former coach Tom Tallmadge. Mark joined the golfers this spring and in the past has played with some of the fund-raising teams. The MACC Fund is grateful to the Wilsons for "Making a Mark Fore MACC" on the PGA Tour!

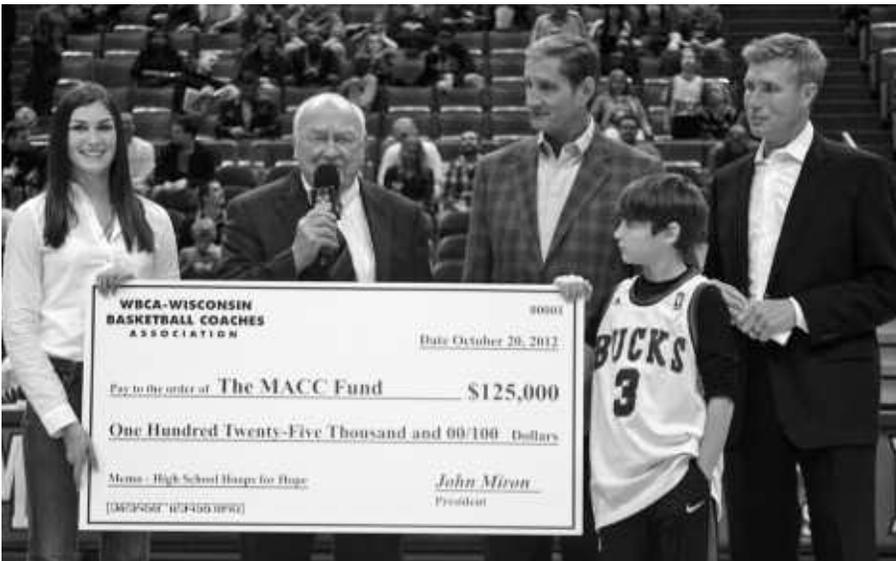


Photo by Lora Koelber

Coach Jerry Petitgoue, Executive Director of the WBCA, speaks during a check presentation at halftime of the Bucks MACC Fund Game as Jon McGlocklin and TODAY'S TMJ4's Brian Gotter look on along with Coach Petitgoue's grandchildren.

A Slam Dunk for the WBCA brings total to \$1.9 Million

The **Wisconsin Basketball Coaches Association (WBCA)** has been a loyal supporter of the MACC Fund since the inception of the **WBCA All-Star Games** in 1978. Each June the Boys and Girls All-Star Games feature the top high school graduates in the state. This year's games were played at the JustAGame Center in the Wisconsin Dells. The Dells welcomed the All-Stars with open arms to the delight of all.

In addition to being the best on the court, the players and the coaches excel off the hardwood as well. Players in the state's five divisions raise funds to benefit the MACC Fund and help children with cancer. Many generous sponsors, donors and fans helped the WBCA's contribution to the 35th Annual Games reach a record \$125,000 in net proceeds. That total raises the grand total for the 35 games to over \$1.9 million!

The MACC Fund thanks Mike Huser and Tony Scallon, co-chairmen of the Boys' games, as well as the Girls' co-chairs, Loren Homb and Sam Mathieson, for their dedication and support. In addition, the MACC Fund thanks all of the WBCA coaches, its President John Miron, Executive Director Jerry Petitgoue, and Assistant to the Director and Past President Ken Barrett.

The Coach's Association is the second longest sustaining sponsor of the MACC Fund. The MACC Fund presented its annual "Don Contardi Commitment Award" to the WBCA this year.

maccfund.org

Milwaukee Wave Backs MACC on March 3

The Milwaukee Wave Indoor Soccer Team has been a great friend of the MACC Fund throughout its impressive history. Head coach Keith Tozer and the Wave players are always willing to kick in to help whether it means appearing at MACC Fund events joining Women for MACC in visiting the children in the hospital or hosting games.

Make a date today to be part of the Milwaukee Wave MACC Fund Game on Sunday afternoon, March 3, at the US Cellular Arena. The Wave take on Wichita in what promises to be another great game for a great cause. The Wave has chosen a charity for each of their 2012-2013 home games. The MACC Fund is honored be chosen for this Wave program. Visit milwaukeewave.com for tickets and all of the Wave information. Go Wave!



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Bob & Brian Radiothon Backs MACC

The MACC Fund will benefit for the fifth straight year from the **Bob & Brian Radiothon** on 102.9 THE HOG on April 1-2. Bob and Brian, two of Milwaukee's most popular morning radio hosts for over two decades, are loyal MACC Fund supporters as evidenced by their annual *Radiothon, the Bob & Brian Open* and their holiday *"Best of Bob and Brian"* CD.

Bob and Brian will broadcast live to help the MACC Fund help children while loyal listeners can join in with pledges and bids. Their efforts from the Radiothon alone have raised nearly \$400,000 for a great "Gift of Hope Through Research."

Make a date on April 1 and 2 for the 2013 edition of the Bob & Brian Radiothon which once again promises unique auction items and interesting interviews with leading personalities from the world of sports and entertainment.

"American English Beatles Invasion"

Make a date for the ninth annual *"American English Benefit Concert for the MACC Fund."* The award-winning Beatles tribute band returns to the "Players Choice" in Appleton, Wis., on Friday, Feb. 1, for this annual special edition of Music for MACC.

This "Labor of Love" by MACC Fund friend and Beatles aficionado Greg Thompson raised nearly \$13,000 last February proving that people always find a way to help the children battling cancer and blood disorders. Greg and his wonderful family and friends are high on that list of supporters.

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

Listen to Oldies 103.9 WVBO for concert updates starting in January. Tickets are \$15 at U.S. Bank locations through the Fox Valley and the Fox Valley Express Convenience Centers. Make a date today for another great American English Beatles Night for MACC on Friday, Feb. 1, at 7:30 p.m. at the Players Choice. This concert adds special meaning to the Beatles favorite *"All you need is love"* by the gift it gives the children each year.

O'Reilly Auto Parts Packers Pennies Add Up

O'Reilly Auto Parts is a Packers Radio Network partner with the MACC Fund's longtime friends from Newsradio 620 WTMJ, the Packers flagship radio station. O'Reilly counted pennies for the MACC Fund by donating one cent for every fan attending the Packers home games at the Lambeau Field in 2011. That added up to 564,097 fans! At a penny per person, that parlayed into a pretty penny of a donation of \$5,640.97. Who knew pennies could make so much sense of cents? O'Reilly has teamed up again on the Packers Radio Network for the MACC Fund in 2012. Thanks to O'Reilly Auto Parts and the Packers Radio Network and all of the great Packers fans for turning pennies into Hope.



Mortensen Portrait Design's "Cute Kids" Calendar

Mortensen Portrait Design and The Marek Group have created the 2013 Cute Kids calendar to help in the fight against childhood cancer and blood disorders. The printing was donated by The Marek Foundation and the paper was donated by Bradner Smith and Company. The calendar features portraits of children for each month in poses sure to make one smile. The children were chosen from the Cute Kids contest held earlier this year. Proceeds of that contest benefited Women for MACC.

In addition, a portrait of a child dealing with cancer or blood disorders is included along with their story. For the second year, the back of the calendar also features MACC Fund friend and Green Bay Packers MVP quarterback Aaron Rodgers.

Cute Kids Calendars are \$10 each or three for \$25 (sales tax included). They are available at Mortensen Portrait Design in Waukesha, the MACC Fund office (414) 955-5830 and (800) 248-8735, or online through the MACC Fund's Shop for Hope at www.maccfund.org. In addition, they can be purchased at Spargo Salon and Spa in Pewaukee, Tadpoles and Chris & Co. Salon in Delafield, Studio 890 in Elm Grove and Brookfield, Laacke & Joys in Brookfield, Mequon, downtown Milwaukee and Pyramax Bank in Waukesha.

The children and the MACC Fund are indebted to Mary and Al Mortensen for this great calendar. Mary is a past president of Women for MACC. The MACC Fund is also grateful to the Marek Foundation and Bradner Smith and Company.

GoGeddit
Great Deals. Better Experiences.

GoGeddit.com is an exciting online opportunity promoting great deals on unique retail packages that are packed with exclusive offers and experiences in Milwaukee and Madison. A great friend of the MACC Fund, Richie Burke, started GoGeddit last year. He is following in his dad's footsteps in helping the MACC Fund. John Burke is President / CEO of Trek Bicycle Corp., the sponsor of the TREK 100. Richie is making GoGeddit extra special by donating 1% of its overall sales to the MACC Fund! What are you waiting for? GoGeddit at GoGeddit.com for *great deals and better experiences*.

maccfund.org

MACC is Lucky to Have Leff's

Leff's Lucky Town Tailgate at Miller Park is always a great time as fans celebrate the Brewers opening weekend. Baseball fans are always optimistic and hopes ran high on opening weekend so everyone had a great time. The Brewers had an exciting season, especially in the final weeks.

Chris Leffler of "Leff's" is a good friend of 102.9FM THE HOG. He has generously partnered with the radio station to help the MACC Fund for several years through this great event. This year the tandem's special Tailgate raised almost \$2,000.

They teamed up again on June 16 for the 5k Retro **Rock-N-Run for the MACC Fund** at Hart Park during HartFest. Intermittent rains didn't get in the way of raising another \$2,000!

Theta Chi's Ski For Cancer Backs MACC

The University of Wisconsin's Theta Chi Fraternity created "Ski for Cancer" over four decades ago. The venerable Ski For Cancer returned to the campus in 2010 to the delight of all, especially the proud Theta Chi alumni and the MACC Fund. The MACC Fund is grateful to the brothers of Theta Chi who have once again reached out to help the children as their predecessors did for many years.

The students and alumni raised nearly \$30,000 in 2012 bringing the revived Theta Chi "Ski For Cancer" total to over \$75,000. The students made a special check presentation to Dr. Paul Sondel of the UW Carbone Cancer Center at the American Family Children's Hospital in Madison. The generous donation will help MACC Fund supported research in the 14,000-square-foot MACC Fund Childhood Cancer Research Wing of the Wisconsin Interdisciplinary Medical Research on the University's campus.

Plans are underway for the 2013 edition on Saturday, March 2 at Cascade Mountain in Portage, Wis. The MACC Fund sincerely thanks all of the members of Theta Chi, past and present, for their great support. Special thanks to Scott Lee, who is heading the fraternity's efforts this year, and to Jon Graan and Tom Farin, who are helping from the alumni perspective.

**Ski For Cancer
Sat. March 2, 2013
Cascade Mountain**

Your Employee Giving/Payroll Deduction Campaign Gift Can Help the MACC Fund Help Kids

Please consider helping the children with cancer and blood disorders by choosing the MACC Fund for your annual employee giving/payroll deduction campaign. The MACC Fund



is a member of Community Health Charities of Wisconsin which provides an efficient mechanism that consolidates individual contributions and sends them directly to the MACC Fund. Donors can designate a periodic gift to be contributed each pay period over the coming year.

Through modest periodic payroll deductions, you can provide an important "Gift of Hope Through Research" into the effective treatment and cure of childhood cancer and blood disorders like sickle cell anemia and aplastic anemia. Thanks for considering an employee giving/payroll deduction gift to the MACC Fund to help kids.

To learn more about Community Health Charities of Wisconsin, please visit www.healthcharities.org/wisconsin

Christopher's Shoot Against Childhood Cancer

Christopher Schraufnagel was an amazing child who will never be forgotten. He died in June after a valiant 17-month battle with medulloblastoma - a form of childhood cancer that attacks the brain and spinal cord. Christopher was a huge Green Bay Packers fan. He got to meet two Packers stars, Donald Driver last winter and Aaron Rodgers in spring. But both Donald and Aaron would be the first to say that the real star was Christopher.

On Sept. 7, family and friends decked themselves out in lime green to honor the boy whose dream was to cure childhood cancer. Sponsored by the Waukesha Gun Club, the Second Annual Shoot was a wonderful tribute to the legacy that Christopher left. The event which featured something for every level of sporting clay and trap enthusiasts was a great success, raising \$43,000 for childhood cancer research!

Christopher has inspired and touched hundreds of people despite his young age. Family and friends have also helped live out his dream of a cure through *Team Christopher* which rode in the Trek 100 Ride for Hope. *Team Christopher* was 110 members strong this year and helped raise over \$52,000!

MACCetera

The **Women of AT&T** hosted "Jeans for a Buck/Food for a Buck" raising nearly \$800 for the MACC Fund.

Wilson Elementary School hosted "March MACCness" raising \$350. Thanks kids!

The **Divine Redeemer Lutheran School** kids hosted a Charity Chapel Collection day and sent the MACC Fund a \$310 offering.

Thomas Jewelers has collected donations from their customers and staff for years and recently donated \$423.

Cintas hosted a Spring Shredding event which raised \$552.

The **2012 All Pontiac Show** raised \$940.

The **Monday Night Irregular Bowlers** raise money each season for a charity and donated \$100.

St. Mary's Visitation School in Elm Grove donated \$263.

The **Village of Bayside** hosted a Charity Clean Up Day and collected \$887.

Nagawicka Lake Yacht Club sold "Sail Strong" bracelets in honor of a friend being diagnosed with bone cancer and donated \$369 in honor of their friend.

St. Robert's Catholic School's fourth grade held a school-wide bake sale raising \$445.

Ethan Winter hosted a lemonade stand this summer raising \$55. Thanks Ethan!

Masyn has hosted a lemonade stand/bake sale for his birthday for the past three years. Masyn and his family and friends raised \$951 for the MACC Fund and \$951 for the Make a Wish Foundation. Masyn, who is 6 years old, has benefitted from both. Thanks for helping other kids, Masyn.

Uptown Motors and the Sardina Bros. hosted a sausage roast at longtime MACC Fund supporters Uptown Motors raising \$428. Uptown also hosted a Ford Focus event benefiting the MACC Fund in November.

Kassie, Sarah, Connor, Gavin, Phillip and Victor of Lannon, Wis. hosted a lemonade stand all summer and raised \$100 for the MACC Fund. Sarah is a longtime volunteer at various events. Thanks for inspiring friends to help children with cancer.

Appleton East High School joined the MACC Fund team with its "Appleton East Tackles Cancer" week in September. The school raised \$5,000 in a wide array of creative ways and presented their great results during an all-school Pep Rally. Thanks to the Appleton East Patriots for helping to tackle cancer.

The **Southern Lakes Blue Devils** donated \$50.

The **Woida family and friends** hosted a 2012 Kingston Bay Kids Triathlon over the Labor Day weekend and raised \$5,816 for the MACC Fund. Thank you! Thank you!! Thank you!!!

Process Retail Group, Inc. held its annual "Strike Cancer Spare Lives" Bowl-a-thon in October at New Berlin Lanes. The company included the MACC Fund this year and raised \$6,532 for the cause. Thanks to the Process Retail Group and all of the generous bowlers for stepping up to the lanes to help the MACC Fund.

Jon Finiak and his brother James began a five-day bicycling trip on Sept. 15 from Milwaukee to LaCrosse and back to raise money for the MACC Fund to honor Jon's 20 years as a childhood cancer survivor. Jon and James teamed up to raise \$6,626 while adding a new definition to "brotherly love." Thanks to the brothers and all who supported this very special ride.

Christina Blanchard hosted her annual Wig Night Bash in November raising \$2,051 in honor of her brother Dan. Dan is a childhood cancer survivor. She also hosted the colorful night in memory of her step-brother who lost his fight to childhood cancer. Thanks Chrissy.

RACC (Racers Against Childhood Cancer) continued their childhood cancer support efforts through a variety of athletic events benefiting the MACC Fund and other related efforts. Thanks to the Brauns and all of the athletes for supporting the children.

UPS teamed up with the Milwaukee Bucks for selected games to help the MACC Fund "deliver" a cure.

Bango at the TREK 100

"Bango the Buck" helps start a group of riders at this year's TREK 100.



Photo by Lora Koelber

Robinade Old School Lemonade Backs MACC

Robin Yount made a great name for himself with the Milwaukee Brewers. Since 2008, he has been turning lemons into lemonade with his *Robinade Old School Lemonade*. Fans near and far know of his special talent and skill on the diamond. The MACC Fund and the children know he is special off the field as well. Just as Robin thought of the MACC Fund during his playing days, he thought of it when he entered the refreshment field.

Robin loves lemonade. Creating *Robinade Old School Lemonade* was as natural as the product itself. Its quality and flavor have people asking for it the way they cheered for Robin in his playing days. The 20-year Brewers icon and Hall of Famer noted when he introduced Robinade in 2008 that "lemonade is all-American, just like baseball. And I love lemonade. I am thrilled that old and new fans can share in a refreshing experience with *Robinade* which will also benefit kids through the MACC Fund." Robin, who has always been an All-Star for the MACC Fund, donated nearly \$40,000 from Robinade earlier this year.

Jon McGlocklin, President and Co-founder of the MACC Fund, and longtime friend of Robin's remarked at the introduction of *Robinade* that "throughout his baseball career Robin was a strong supporter of the MACC Fund. We are honored and grateful for his generous spirit which continues today."

Robin's support of the MACC Fund dates back to the very first MACC Fund Open which his fivesome won at Tripoli Country Club on May 31, 1977. 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. He and his wife, Michelle, along with their children, were frequent "celebrity" models in Women for MACC's early children's fashion shows. Robin always answered the call to help the kids. Thank you Robin for always remembering the kids through the MACC Fund!



Okanjo is Japanese for "check out." Headquartered in Milwaukee's Third Ward and employing a Milwaukee-based staff, Okanjo.com was co-founded by local entrepreneur and philanthropist, Michael Drescher, along with former senior officials from both DHL and AOL. It is an online global shopping platform with a strong social media mix that enables buyers and sellers to instantly interact with each other as they conduct transactions locally and globally.

Okanjo believes the online shopping experience should be easy and happy. The company also thinks it should contribute to a smaller, fairer and more prosperous world. Toward this end, Okanjo offers competitive rates and an opportunity for buyers and sellers to reach a higher level of social consciousness by directing a portion of their purchase or profit to a good cause. It will soon be easy to contribute a portion of items sold and purchased on Okanjo to the MACC Fund and other nonprofits. Sign up at www.Okanjo.com to be notified of the upcoming launch and to keep updated on how you can help the MACC Fund.

The MACC Fund thanks Mike Drescher and his co-founders - including longtime MACC Fund friend Jeff Rowe - and all the friends at Okanjo for helping the kids battling cancer and blood disorders. Their generous support of the Milwaukee Bucks MACC Fund Game, the Third Annual "Evening With Aaron Rodgers" and Brian Gotter's "Bowling 4 MACC" is greatly appreciated.

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 or 800-248-8735 and learn more ways to help children with cancer through proper planning while also helping yourself.

ASA MIDWEST TOUR TEAMS BACKS MACC AT THE MILWAUKEE MILE

The American Speed Association® (ASA) Midwest Tour took over the historic Milwaukee Mile on Tuesday, June 12, 2012 for the *Swiss Colony Howie Lettow Memorial 150* presented by RaceTeamGear.com. This special racing event honored the memory of a beloved man while raising over \$14,000 for the MACC Fund's "race against childhood cancer and blood disorders."



Howie Lettow was more than a racing crew chief. He was a mentor to many drivers over the course of his life. Some of these drivers went on to become some of racing's biggest stars. A quiet man whose actions spoke through success on the track, his many achievements as crew chief led eight drivers to the "Rookie of the Year" title in the ASA National Tour. He also mentored NASCAR stars Mark Martin and five-time NASCAR Sprint Cup Champion, Jimmie Johnson.

This great racing night gave fans a chance to see the stars and cars of the ASA and NASCAR's special guests, one of them included the return of the legendary Rusty Wallace to race the Milwaukee Mile who raced under the lights. Plus, Sprint Cup Champion and 2012 Daytona 500 winner, Matt Kenseth, returned to his home state to race against his son Ross.

Race fans got to see over 250 laps of great racing in three divisions: Super Late Models, Big 8 style limited late models and ASA Midwest SCAG Trucks at the historic one mile oval. They also helped the MACC Fund. Thanks to the ASA Midwest Tour for including the MACC Fund in this special night paying tribute to a racing legend like Howie Lettow and for helping MACC to *race for a cure*.

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 two of the MACC Fund's premier events—the Chili's MACC Open and the Bucks MACC Fund Game in addition to other benefits. To learn more about the Hope Team, please contact Becky Pinter at the MACC Fund at 414-955-5838, 800-248-8735 or info@maccfund.org.

Superstar ~ \$7,500

Nicholas Family Foundation
US Bank Technology Services

Captain ~ \$3,000

Dr. & Mrs. Patrick Brody
Karen & Eddie Doucette
Carol Gehl
Barbara Kendro

Starter ~ \$1,000

Dan Beers
Richard Bierwirth
Kelly & Patrick Griacks
Clients & Suppliers of
TJR Communications
Fredman Leasing Company
Jean & Greg Klimek
The Kort Family
McGlocklin Family

Sharon & Kelly Moran
Rod & Pat Petersen
The Rexhausen Family
Ted & Noelle Rulseh
Pam & Stuart Schroeder
Robert A. Schultz, Jr.
Michele & Sid Weickhardt
Diane M. Wisniewski

Coach ~ \$500

Larry & Jan Barbera
Flannery Family
Dennis & Judy Kruzan
Jan Lennon
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Gail & Michael Polzin
Ann & Thomas Roeder
Sabinash Family
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"Providing hope through research to children with cancer and related blood disorders since 1976"



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**Kohl's presents
"Aaron Rodgers 12 Days of
Christmas benefiting the
MACC Fund"**

Kohl's has joined the MACC Fund team through its "Aaron Rodgers 12 Days of Christmas benefiting the MACC Fund." Working in conjunction with Aaron Rodgers through a series of full page ads in the *Milwaukee Journal Sentinel* from Dec. 1-12, Kohl's will help share "Stories of Hope" of 12 children touched by MACC Fund supported research. Coincidentally, 12/12/12 will be a fitting day to end the program while celebrating Wisconsin's favorite #12, Aaron Rodgers. Kohl's will donate to the MACC Fund for every toy sale during these "12 Days of Christmas." Thanks to Kohl's, Aaron Rodgers and the *Milwaukee Journal Sentinel* for brightening the holidays for children helped by the MACC Fund.