

MACC FUND TODAY

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Patient Reported Outcomes aims at improving quality of life

'It allows us to hear the voices of the children' – Dr. Panepinto

A young patient with sickle cell disease and her father visit the doctor for a yearly check-up. The doctor looks at the chart and sees her patient has not needed to go to the hospital or emergency room. From her standpoint it appears the patient is doing well. All seems fine until the concerned dad mentions how his daughter has been having pain. If it turns out the dad is right – there is something wrong and the little girl most certainly will incur more pain if not treated properly – the doctor realizes she may have missed something...and not recognized how much pain the child is having and how that has affected her at home and at school.

This child had completed a patient-reported outcome questionnaire in clinic that day, however, and that indicated that indeed this child was significantly impaired in her functioning due to her health.

Patient Report Outcomes (PRO) is a relatively new research area aimed at determining outcomes generated from the perspective of the patients only. It's new and necessary information the doctor has at his/her disposal, without interpretation from anyone else (healthcare or other people). The goal is to hone in on a patient's health by asking the patient, say to report on their pain, to fill out a questionnaire or scale *before* the visit to the doctor.

"It's the science of patient reported outcomes and within that is a focus on health related quality of life," said Dr. Julie Panepinto, Professor of Pediatrics and Director of the Pediatric Oncology and Bone Marrow Transplant at the MACC Fund Research Center. "It's the part that deals with a patient's functioning. Are you able to do what you want to do, at any



Photo by Medical College of Wisconsin

Dr. Julie Panepinto

point in time and based on where you want to be...all based with regard to your health."

When Dr. Panepinto came here 13 years ago she split her time in benign hematology and oncology. Four years later her research led her to focus on sickle cell disease and the field of patient centered and patient-family centered care.

"Because of the Affordable Care Act and Patient Centered Outcomes Research Institute (a Congressional mandate in 2010) we now realize the patient and what they bring in terms of their perspective is really very important," said the Springfield, Ill., native whose background includes a Medical degree from Southern Illinois University School of Medicine; pediatric training at UW Madison; and a fellowship in Pediatric Hematology/Oncology/Bone Marrow Transplant at the University of Colorado Health Sciences Center in

Denver, Colo. (where she met her future husband, David Brousseau, who is a Pediatric Emergency Medicine physician at the Medical College of Wisconsin).

The couple resides in Whitefish Bay with their three boys (two of them twins), chasing around to kids soccer games and being active outdoors when time allows.

Dr. Panepinto feels she is at the right place at the right time.

"Now there's a lot of focus in wanting to measure and incorporate what we are doing in determining the effectiveness of the healthcare we are providing," she said. "There are many different ways to treat or manage an illness. There might be different ways, different drugs used, to treat a particular illness or disease. When applying this to real patients there are lots of different spectrums to consider. And how do we determine the effectiveness of that treatment? Incorporating the patient's perspective is one way to determine effectiveness of treatment.

"For example, if a patient doesn't take their medicine it's not going to work...or if they don't take it the way it's prescribed (perhaps taking a pill every other day to save money). The work I do incorporates the patient's perspective as an outcome and helps us determine how effective the care they are getting is."

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Dear MACC Fund Supporter:

A couple months after the so-called "sequester" triggered \$85 billion in automatic cuts to the federal budget, you'd be hard-pressed to find much evidence that anything has changed. Even if you paid close attention to the conversation, you'd have little chance of knowing its impact on childhood cancer research and it's not good news.

The National Institutes of Health (NIH) operating budget, including the National Cancer Institute (NCI), could be cut by 5 percent this year and 8 percent in future years unless Congress takes some action to avoid it. The NIH estimates that sequestration could result in approximately 2300 fewer research grants being awarded in 2013, impacting scientists, labs and research clinics in every state across the nation.

One former NIH Director, stated last week that the sequester will impact science for "generations to come." He went on to explain that in addition to funding research and translational sciences, the NIH provides scholarships to promising young scientists, and that the loss of promising new researchers and innovators will be incalculable. Improvements in care and treatment for children will depend on training young physician scientists in the latest research approaches. Childhood cancer research is expected to take its share of the budget cut NCI is likely to experience. While NCI may attempt to preserve clinical trial enrollment - the lifeline for most children diagnosed with cancer - other vital basic and translational research programs that will yield new therapies are expected to suffer.

Maureen Lilly, Children's Cancer Cause Advocacy's Executive Director and the co-chair of the Alliance for Childhood Cancer, a coalition of 26 patient and professional groups, issued a public statement urging Congress to protect children with cancer from the detrimental effects of any interruption to the clinical trials program (<http://www.childrenscause.org/newsletter-march2013>). Lily's statement: "Sequestration will stifle medical discoveries that save children's lives and inhibit the development of treatments for children with cancer. When research funding slows or stops, its promise for improving the future for children with cancer disappears."

Here's why that's so important - for kids with cancer, clinical trials research studies are considered the standard of care. Here at home, Children's Hospital of Wisconsin (CHW) sees more than 150 newly diagnosed kids each year and actively manages more than 600. Of these hundreds of pediatric cancer patients, the majority are enrolled in at least one clinical trial, and it is common for them to participate in multiple trials. In a recent Cancer Center Director's Update, Ming You, MD, PhD, wrote that, "childhood cancers are different from adult cancers in development, treatment, tolerance of therapy and prognosis." Pediatric cancer experts from the MCW Cancer Center and staff from Children's Hospital of Wisconsin are dedicated to research, early diagnosis, and treatment of kids with cancer. They are also critical in helping children and their families through the process.

As the only hospital in the state designated as a Phase I Center by Children's Oncology Group, one of only 21 nationwide for children treated by CHW have access to additional clinical research trials that explore new therapies for childhood cancer.

On the TODAY Show in early February, Parents Magazine announced its ranking of the top 10 children's hospitals in the country. Children's Hospital of Wisconsin was ranked #4 - great news for their organization and our community. They were also ranked #9 in cancer.

Important things are happening to counter the effect of budget cuts - while there's no amount of private philanthropy that can replace significant cuts in government funding, the MACC Fund has stepped up its efforts to raise more money faster. At the Medical College of Wisconsin, cancer is the top strategic priority because of its devastating effect on so many. The College has made a \$100 million institutional commitment over ten years along with a capital fundraising campaign for the MCW Cancer Center aimed at becoming an NCI-designated cancer center.

Bill Steinberg, Board Chair

Dear MACC Fund Friend:



Thank you for your continued support of the MACC Fund. We are excited that the MACC Fund is expanding its role as a major benefactor for Children's Hospital of Wisconsin, one of the nation's finest Children's Hospitals. Working closely with the MACC Fund's original beneficiary, the Medical College of Wisconsin, Children's is a leader in the treatment care for children with many key specialty areas including cancer care. *Parent Magazine*

just named Children's "Fourth Best" in the country and rated its cancer care as No. 9.

The MACC Fund continues to benefit from a blend of long established events and exciting new ones like last year's Brewers Mini Marathon. Favorite events return each Spring just like the flowers. The TREK 100 and the *MACC Fund Golf Tour* have people riding their bikes and dusting off their golf clubs.

The TREK 100 is the largest event in our 36-year history raising nearly \$11 million of Hope over the past 23 years. We will head to the Trek headquarters in Waterloo, Wis., on Saturday, June 8, and we hope you will join us for a great ride sponsored by a wonderful company, Trek Bicycle Corp. It goes without saying that the MACC Fund is indebted to John Burke, President of Trek, and his entire team which has embraced the MACC Fund and its kids for 24 years!

Spring signals the start of the *MACC Fund Golf Tour* which started once again with the Lake Country Charity Invitational on April 27 at Erin Hills, site of the 2017 U.S. Open. For the past seven years many of the state's finest high school golfers raise funds before teeing off so other kids battling cancer and blood disorders can dream of playing, too. We are grateful that MACC Fund Honorary Athletic Board Member and five-time PGA Champ Mark Wilson was the honorary chair. June offers the 37th Annual "Chili's MACC Open" on Monday, June 3, at Tuckaway Country Club while leading the way to 18 other golf events on the MACC Fund Golf Tour this summer and fall.

It seems that football is a season in Wisconsin too and no thought of it is complete without thinking of Aaron Rodgers. His excellence extends far beyond the lines of the field as shown by his efforts to play a part in helping the MACC Fund raise over \$725,000 in net proceeds since joining its Honorary Athletic Board in 2010. The Fourth Annual "An Evening With Aaron Rodgers" on Tuesday, May 14, at the Hyatt Regency Milwaukee was a great night. You can see him warming the hearts of the children who benefit from the MACC Fund with his kind and loving spirit in the great *itsAaron.com* episodes sponsored by Gruber Law Offices. Aaron is an MVP in the best sense of the term.

Thank for your continued interest and support which seems to grow every year as shown by last year being a record year with total income exceeding \$5 million for the first time. That's a lot of Hope. Thanks for helping give every child a fighting chance.

Jon McGlocklin, President

The 24th Annual TREK 100

The TREK 100 has raised nearly \$11 million for pediatric cancer and blood disorder research. Trek Bicycle Corp. of Waterloo, Wis., has been an incredible sponsor in this impressive "Gift of Hope" through cycling. Now it is time to ride again on June 8 in the 24th annual **TREK 100** - the largest fundraising event in the 36-year history of the MACC Fund. Cyclists can "ride for hope" by choosing the 100-mile, 100k (62-mile), 36 or 19-mile route.

A great ride through Wisconsin's beautiful farmland on rolling rural roads around Waterloo, the worldwide home of Trek Bicycles, awaits the riders. Last year, over 2,500 cyclists raised \$808,000. The TREK 100 in what has also been voted "one of the best rides in the country" by *Bicycling* Magazine.

The entry fee is \$45 per rider plus pledge amounts equal to \$2 per mile ridden. The entry deadline is May 24. The fee increases to \$55 until May 31. Participants receive a

commemorative, 100-percent heavy cotton T-shirt, breakfast, lunch and rest stops with nutritious refreshments served by enthusiastic volunteers. The best ride support around comes from the Trek Wrench Force as well as local Trek dealers who are on hand to assist riders. A post-ride celebration featuring music, great food and a relaxing massage tops off a terrific day of cycling and giving hope to kids with cancer.

Great Trek merchandise is offered as an incentive for those who "go the extra mile" to raise pledges to help a child with cancer. Items include Trek 100 socks, floor pumps, bags, headlights, tool packs, trainers, repair stands and a wide variety of Trek bikes. The TREK 100 Century Club offers members who raise \$1,000 by May 17 with some added benefits as well as a limited edition gift.

TREK 100 major sponsors include: Briohn Builders, DT Swiss, Ripon

Printers, Hanson-Dodge Creative, Bank of America/Merrill Lynch, Prime Coatings, Velo, Tri-Link Apparel Limited, Post Moderne, 105.5 Triple M, Sentry Foods, Capitol Brewery, Wheel & Sprocket and Trek Bicycle Store of Madison.

Sign up today to become part of the 24th Annual TREK 100 team as a rider or a volunteer. The 100-mile and 100k rides will start from Trek at 7:30 a.m. while the 36-mile and 19-mile rides will start at 10 a.m. On-line registration at www.trek100.org or www.maccfund.org makes it easy, fast and convenient, or call 414-955-5830 or 800-248-TREK.

ride for hope

The annual ride to fight childhood cancer and blood disorders.



TREK

TREK 100 June 8, 2013

Midwinter Brewfest Packs 'Em In

The **Midwinter Brewfest** was held at the **Milwaukee Ale House** in February and raised over \$22,000. Hundreds of patrons enjoyed their favorite live music, food from Palermo's and Usinger's, and beverages from over 30 microbreweries which donated their special golden brew to help make some MACC Fund gold!



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Dr. Panepinto also is involved in the conduct of clinical trials. She currently is directing a trial examining the patient-reported outcomes in children with sickle cell disease who are hospitalized with a painful crisis. The trial is comparing placebo treatment with the drug magnesium to see if that shortens their hospital stay and improves their health-related quality of life.

Most of Dr. Panepinto's research has been working with kids with sickle cell disease (including infants, in which case she deals with the parents). It was just recently she has moved into examining the patient-reported outcomes of children with cancer or who have undergone Bone Marrow Transplant.

"We have an open protocol and we're about two-thirds of the way there. We're having patients (and parents) use an i-pad or tablets to complete their measure of functioning. They can fill out the tool while sitting in the waiting room. This is a pilot program where we get to see results fairly quickly."

Dr. Panepinto's team includes:

- Matt Myrvick, a junior faculty member who is co-leading the tablet study and who conducts other patient-related outcomes studies.
- Amanda Brandow, a junior faculty member involved in the study of pain in children with sickle cell disease.
- Lauren Beverung, a post-doctoral fellow who is helping direct the tablet study and is leading additional work on outcomes in children with sickle cell disease.
- Two research coordinators – Sylvia Torres and Rebecca Farley – are responsible for managing the consent and data information, along with engaging families to participate in the program.
- A psychologist, Amanda Epping, who specializes in neuropsychology and conducts testing for school, including IQ, cognitive behavior and functioning, memory, etc.

Dr. Kristen Bingen, a psychologist in Oncology, and Eva Iglar, a clinical research coordinator, are also involved in the tablet study.

Research in the area of patient-reported outcomes are much more advanced in the adult world, especially in cardiovascular disease and adult cancers.

"It's starting to trickle down to the kids," Dr. Panepinto said. "It took us six years to develop tools for sickle cell disease. We now feel we have pretty good instruments to measure our findings. It's an emerging process and things are going well. In fact we recently started incorporating the tools into the clinical visit. It's another piece of information on that patient we need to pay attention to and take into consideration when we tailor our care."

Historically, this is not something a care provider or physician has or is adept at doing during a patient's visit.

"The doctor may ask how 'how are you doing?' The patient may say 'fine' when in reality we don't really know how you're functioning from your perspective. We really don't get to look at your functioning when you're in the clinic. A physician really has no idea when the patient leaves the office what symptoms they might have that impact how they are able to function.

"There's so much potential for what we can capture from a patient's perspective."

Dr. Panepinto is the face of and recognized world-wide for developing quality of life tools specific to sickle cell disease, thanks in part to NIH grants. Researchers and clinicians from Nigeria, Jamaica and Brazil have contacted Dr. Panepinto to express interest in using the tools (questionnaires) in their countries.

The MACC Fund has also played a significant role in enabling this research.

"Over the years it's really been the MACC Fund that has allowed me to continue this research," Dr. Panepinto said. "I don't think of the MACC Fund as I do the NIH. The NIH is very selective, can be very hit-or-miss. I know I can rely on the MACC

Fund to support our programs...which is absolutely huge.

"It's very gratifying to think that maybe we can engage patients in their care and to recognize what they are going through. It's kind of like taking a blood pressure and getting a reading...we use these tools to help us learn more pieces about the patient and how they are doing."

Generally speaking, patients (and family members) want to participate and be part of the research. While at first it may feel invasive, most patients are happy to be asked.

"We really do think this is a very effective way for them to communicate," Dr. Panepinto said.

"It's a concept we aim to be able to incorporate into the 'patient's piece' of the medical record.

"People are excited about completing their tools and talking about them with their providers.

It allows us to hear the voices of the children."



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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' reputation precedes him as a great football player as shown by his Super Bowl and League MVP titles. His MVP titles are not limited to the field of play however. For the last four years, Aaron has been an MVP on the MACC Fund's team scoring points from children battling cancer and blood disorders.

Aaron hosted the *fourth annual "An Evening With Aaron Rodgers"* on May 14 in the Grand Ballroom at the Hyatt Regency Milwaukee. Aaron was joined by a stellar cast including Packers icon Bart Starr, two-time US Open Champion and ESPN golf analyst Andy North and Jon McGlocklin of the World Champion Bucks and MACC Fund president and co-founder. Jason Wilde of ESPN Wisconsin moderated this star-studded list of world class Champions. Wilde hosts the popular "Tuesdays With Aaron" each week during the Packers season.

Aaron has participated in a number of events for the MACC Fund since 2010 playing an integral role in raising nearly \$750,000 prior to this year's "Evening." Last year, twelve children were featured in a great new annual program – "Aaron Rodgers' 12 Days of Christmas" to benefit the MACC Fund. Created by the *Milwaukee Journal Sentinel* and

sponsored by Kohl's, the unique program shared the stories of the children from Dec. 1 – Dec. 12, a series of full-page newspaper ads. You can still see the poignant stories at www.jsonline.com/twelvedays It did more than tell their stories, it helped make their future brighter by raising \$50,000 resulting from a donation of 5% of toy sales.



Last fall, three children got the surprise of their lifetime when Aaron visited their homes as part of the Gruber Law Offices "itsAaron" campaign. The day created a lifetime of memories for the children and for Aaron.

You can view the three heartwarming visits at www.itsAaron.com

Aaron is an MVP in every sense of the term and his commitment to the MACC Fund and the children clearly shows that.

itsAaron.com

Aaron Rodgers' surprise visit to three children last fall has caught the interest and imagination of many throughout Wisconsin and far beyond. The kids opened their door and to their surprise and shock, it's Aaron! The poignant stories of Maggie, Dijon and Brandon who couldn't believe their eyes when they answered the door have touched everyone. The time they each spent with Aaron gave them memories of a lifetime. Aaron's visits were part of a series of episodes for the MACC Fund sponsored by Gruber Law Offices dedicated to helping raise awareness for the MACC Fund. The teaser 30 second spots have been airing since last November leading people to visit itsAaron.com to view the longer episodes showing 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.



Balistreri Sendik's Markets Back MACC

The Balistreri owned and operated Sendik's Food Markets in Whitefish Bay, Wauwatosa, Mequon, Grafton, Elm Grove, Franklin, Greenfield, Germantown, New Berlin and West Bend helped the MACC Fund for the fifth straight year this past winter raising a record \$129,250 for the MACC Fund's fight against childhood cancer and blood disorders. The five-year total from this great family grocery enterprise totals \$440,000.

The award-winning stores featured the MACC Fund in their Winter *Sendik's Food Market Real Food* magazine. They sold over 78,000 candy canes as well as a record 3,050 of the TODAY'S TMJA MACC*Star designed by 10-year-old, Maggie Conlon. Sendik's also provided special merchandise offers throughout the stores to benefit the MACC Fund.



The Balistreri owned and operated Sendik's stores have distinguished themselves as leaders in grocery and fine food retailing since 1926. With 10 great locations in the Milwaukee metro area and West Bend they have reached out to help a variety of charitable causes in addition to the MACC Fund. The children with cancer and blood disorders, and everyone associated with the MACC Fund, are grateful to the Balistreri Sendik's stores for their outstanding support.

Why not make Sendik's your grocery shopping destination? You will find great values throughout the store as well as the finest in meats, fish, floral, produce, deli and bakery. Plus, you will have a chance to support important causes like ABCD (After Breast Cancer Diagnosis), the Penfield Children's Center and Feeding America of Eastern Wisconsin as well as the MACC Fund throughout the year.

Now Sendik's gives you another reason to cheer for exciting Brewers baseball action. Every Brewers stolen base will mean \$100 to the MACC Fund thanks to the Sendik's Red Bag for Charity program on the Brewers Radio Network and FoxSports Wisconsin. Stolen "bags" (bases) and the famous Sendik's Red Bag combine for a Brewers action packed "Gift of Hope." A league leader last year with 158 stolen bases, Sendik's donated \$15,800 to the MACC Fund. Thanks Sendik's for all of your great support. Visit www.sendiksmarket.com throughout the year for the latest in Sendik's news.

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 will add up to more than "Wins" in the standings. Brewers doubles, stolen bases and pitching changes will all add to the excitement of the game while also helping the MACC Fund's fight against childhood cancer and blood disorders.



West Bend's "Silver Lining©" will once again make a \$50 donation on the Brewers radio network for every double hit by a Brewer. Last season the home team had 275 doubles accounting for a wonderful donation of \$15,000.

The Balistreri Sendik's Markets have been on the MACC Fund team for five years helping to raise over \$430,000. Working for the second year with the Brewers radio network and the Fox Sports Wisconsin team, Sendik's will once again donate for every base the Brewers steal. In baseball parlance, Sendik's – the home of the famous Red Bag – will donate for every Brewers "stolen bag." Last year the stolen bases added up to \$15,800 for the MACC Fund's Gift of Hope thanks to the 10 Balisteri family-owned Sendik's stores.

Sartori Cheese is pitching in again this year to help make a *change* for the better for the MACC Fund through their special program on the Brewers radio network. Sartori, the award-winning producer of rich and creamy Sartori Bella Vitano cheese which was named Best American Cheese at the World Cheese Awards in Dublin, Ireland, will once again donate to the MACC Fund for pitching changes after donating \$25,000 last season. Thanks Sartori for joining the MACC Fund team and for *pitching* in to make *change* to help a child win the game of life.

THE MILWAUKEE BREWERS SECOND ANNUAL “MINI-MARATHON + 10K” BACKS MACC

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

The Milwaukee Brewers have supported the MACC Fund throughout its 36 years. 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 second annual Brewers Mini-Marathon + 10K Presented by Sendik's on Sept. 28 will once again begin at beautiful Miller Park providing runners with a scenic route through Milwaukee. Prizes and a post-race tailgate party make this one of the most unique half marathons in the area. In addition, the races also offer an opportunity to raise money for the MACC Fund, benefiting childhood cancer and blood disorder research in Wisconsin. Thanks to many dedicated runners and their generous friends, last year's inaugural "Brewers Mini-Marathon" Presented by Sendik's raised over \$110,000 giving another example of this big league support.



The courses will include many Milwaukee landmarks including Miller Valley, the Harley-Davidson Museum, the Mitchell Park Conservatory Domes, Miller Park and others. Runners and volunteers will receive a free Brewers ticket voucher good for select 2014 games at Miller Park, a participant medal, a "tech" shirt, and a post-race tailgate party outside Miller Park with live music. The highly regarded Vision Event Management will be managing the Mini-Marathon + 10K once again in conjunction with the impressive Brewers Enterprises.

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

Fundraising proceeds from the Brewers Mini-Marathon+10k will benefit the MACC Fund. Participants can organize their own fundraising page online at www.brewersmini.com and donors can make donations online.

Participants can register for the race at www.brewersmini.com. The costs of the Mini-Marathon +10K races are \$75 and \$55 respectively for those registering by Aug. 1 and \$85 and \$65 between Aug. 1 – Sept. 20 and for those registering on packet pick-up day at Miller Park on Sept. 27, the cost is \$100 and \$80. Race details, a course map and other information including donating and signing up to volunteer can all be found at www.brewersmini.com.

Thanks to the Milwaukee Brewers, Brewers Enterprises and Sendik's for including the MACC Fund once again in the Brewers Mini-Marathon + 10K.



The MACC Fund Golf Tour combines Golf and Hope

Golf and hope have gone hand-in-hand since the first MACC Fund Open in 1977. Now, 37 years later, The **MACC Fund Golf Tour** features all kinds of golfers in a variety of tournaments and different venues. Golfers play the game they love so that kids with cancer can play the games they love.

The 2012 **MACC Fund Golf Tour** raised nearly \$500,000. The "prize money" was made payable to "Pediatric Cancer and Related Blood Disorder Research." Over 2,000 golfers drove, pitched and putted in an attempt to beat par as they beat cancer.

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

The **MACC Fund Golf Tour** is a proven and effective fund-raiser and friend-raiser. Companies continued to develop a special camaraderie among their associates after being part of the charity golf event to benefit the MACC Fund. Employees, vendors, customers, business prospects, family and friends tee off to help beat childhood cancer. They might also be fostering a business relationship, remembering a friend who died, simply playing a round with their favorite foursome or meeting new friends.

Regardless of the reasons for playing, one thing is certain – at the end of the day golfers leave with a sense of satisfaction knowing they have helped give hope to a child with cancer.

The **Lake Country Charity Invitational**, featuring many of the area's finest high school golf teams, led off the Tour again this year at Erin Hills, site of the 2017 U.S. Open. Under the direction of Tom Tallmadge, the retired coach of the five-time defending state champion Hartland Arrowhead High School, the Invitational is a fitting way to start the Tour with kids helping kids. The Honorary Chairman for the seventh year was 5-time PGA Tour Player and MACC Fund Honorary Athletic Board Member Mark Wilson. It raised over \$76,000 on a beautiful spring day.

The granddaddy of them all is the **Chili's MACC Open**. Held on the first Monday in June each year at Tuckaway Country Club, the Open provides golfers a chance to help in 2013 just like they did in 1977 when Robin Yount's fivesome won the inaugural event. The MACC Fund is honored to be partner once again with ERJ Dining, the Wisconsin franchisee for the Chili's MACC Open. Former Milwaukee Bucks great and MACC Fund Honorary Board Member Junior Bridgeman owns ERJ Dining. Junior was playing in the game on the night the MACC Fund began during a halftime presentation retiring Jon McGlocklin's number. Chili's is doing a MACC Fund promotion throughout the month of May at its 14 statewide restaurants.

If you, your company or organization are part of a golf outing, consider taking advantage of the MACC Fund Golf Staff to help make your event even more meaningful and successful. Thinking of starting your own event in association with the **MACC Fund Golf Tour**? Our staff will work with you and your committee to help develop an event tailor-made for your needs.

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

To learn more about the Tour call the MACC Fund at 414-955-5830 or toll free at 800-248-8735. You can also visit www.maccfund.org and get ready to tee it up to help drive cancer out of kids lives "fore" good!

The 2013 MACC Fund Golf Tour (as of May 1)

Lake Country Charity Invitational – Erin Hills, Erin, WI
Saturday, April 27.

37th Annual Chili's MACC Open – Tuckaway Country Club, Franklin, Monday, June 3.

Damage Control Inc's 2013 Phil Isenhour Memorial Outing – Fri, June 14, Western Lakes Golf Club, Pewaukee.

Champps Americana/Thrivent Financial Golf Outing – Ironwood Golf Course, Sussex, Wed. June 19.

Jim Mech Memorial MACC Fund Open – Autumn Ridge, Valders, Friday, June 21.

Cheri Amore Memorial Open – Twin Lakes Country Club, Twin Lakes, Monday, June 24.

Max-Fly Open – Ironwood Golf Course, Sussex, Wed. July 3.

102.9 FM, THE HOG's Bob and Brian Open – Grand Geneva Resort, Lake Geneva, Friday, July 26.

Tom Perra Memorial Open – Ironwood Golf Course, Sussex, TBD.

Car Care for MACC Open – Tuckaway Country Club, Franklin, Monday, Aug. 5.

The BP MACC Fund Open – Evergreen Golf Club, Elkhorn, Monday, Aug. 19.

The Corporations Caring for Kids Invitational – Oconomowoc Golf Club, Oconomowoc, Monday, Sept. 9.

MPSO Open – (Milwaukee Police Supervisors Organization) Golf Outing Scenic View, Slinger, Monday, Sept. 9.

Professional golfer **Mark Wilson's Making a Mark Fore MACC on the PGA Tour** contributes to the MACC Fund based on his performances throughout the 2013 PGA Tour.

maccfund.org

The MACC Fund is pleased to join forces for the fifth consecutive year with ERJ Dining, the Wisconsin franchisee for Chili's restaurants, for the Chili's MACC Open. Chili's will be proudly supporting the MACC Fund throughout the month of May at their restaurants throughout Wisconsin. The Chili's MACC Open – is Monday, June 3, at Tuckaway Country Club. This first major MACC Fund event has become one of the MACC Fund's signature events. Foursomes are paired with celebrities from the world of sports, entertainment and broadcasting. The cost is \$375 and includes golf and a cart, a hearty lunch, bounteous dinner buffet, a special gift and the all important "Gift of Hope" to the children. Call the MACC Fund at 414-955-5830 to sign up.



Junior Bridgeman owns ERJ Dining. He was a teammate of Jon McGlocklin's on the Milwaukee Bucks and was playing for the Bucks in the game when the MACC Fund began at halftime on Dec. 10, 1976. A longtime member of the MACC Fund's Honorary Athletic Board, Junior is also member of the Wisconsin Athletic Hall of Fame along with Jon. It is fitting that we have come together once again to help kids. We hope you will join us.

"A Mark Fore MACC"

Pro golfer Mark Wilson is continuing his "Making a Mark Fore MACC" program on the PGA Tour this season. The Menomonee Falls native makes a donation for every 36-hole "cut" made in addition to contributing extra dollars for every top-30 finish. Since 2004, his contributions total \$250,000, the largest amount ever donated to the MACC Fund by a professional athlete.

The Wisconsin Lutheran High School alumnus and five-time PGA Tour winner, along with his wife Amy, have supported the MACC Fund for ten years. The Wilsons have a special place in the heart of the MACC Fund through the "Making a Mark Fore MACC" program.

He was Honorary Chairman of the Lake Country Charity Invitational, at Erin Hills on April 27. The golf world has learned what the MACC Fund has known for years, namely that Mark is not only a great golfer, but a great guy with a big heart as well. Thanks to Amy and Mark for "Making a Mark Fore MACC!"

MACCetera

The **6th graders at McDill Elementary School** in Stevens Point had an Economics Bazaar in December and raised \$22.50 for the MACC Fund.

6th graders at Thomas Jefferson Middle School in Port Washington hosted a bake sale as part of their Leadership Class community service project and raised \$57.57 for the MACC Fund. They wanted to raise funds for kids their age that face cancer.

The **Ultimate Ugly Sweater 5k** was held on December 1st raising \$1,000. Thanks to Jack McCarthy and his family and friends.

Derco Aerospace held their annual holiday bake/craft sale raising \$1,375 for the MACC Fund.

Culver's of Fond du Lac raised \$568 through a collection jar on their counter.

CliftonLarsonAllen LLP raised funds by having jeans days for the MACC Fund \$246.

O'Reilly Auto Parts has a penny per seat promotion during the Packer season. This year they raised \$5,640.62.

Bon-Ton Store, Inc. held a raffle sale benefitting the MACC Fund, they raised \$1,355.

Young Jack from Grafton won tickets to the Milwaukee Brewers vs. the Chicago Cubs on April 19th. Instead of enjoying the game with 9 friends, he asked his dad if he could donate the tickets to kids with cancer after watching the television commercial with Aaron Rodgers, Brandon and David Gruber. Way to go Jack!

Prevea Health of Green Bay joined in the 12/12/12 fun and raised over \$6,500 for the MACC Fund. Aaron Rodgers, Wisconsin's favorite #12, has a marketing relationship with Prevea which also helped sponsor the 4th annual "An Evening With Aaron Rodgers."

The **Madison Junior Woman's Club** sponsored A Little Taste of Wisconsin on April 27 at Dream Kitchens, in Fitchburg benefiting the MACC Fund. Dr. Christian Capitini of the UW Carbone Cancer Center was the guest speaker. He is a recipient of MACC Fund support. Thanks to all for hosting such a great event.

Cudahy's Pick 'n Save's EGGStravaganza took the town by storm on Mar. 23 raising over \$3,000 through great raffles and lots of Easter fun and food. Thanks to the store's dedicated staff, its generous guests and thoughtful donors for helping MACC for the second straight year and for making this such an EGGciting day in Cudahy.

Michael Best & Friedrich raised funds for the MACC by having a casual dress day raising \$435.



Women for MACC offers Hope

Women for MACC has been helping children with cancer for 31 years. Their efforts over three decades have been responsible for generating over \$4 million in donations. Members have also brightened the days and shortened the hours for the children and their families at the cancer clinic.

Women for MACC has come a long way since its debut with a Children's Fashion Show featuring the traveling troupe of the Broadway Show "Annie." One thing that has remained constant is the passion members bring as an incredible force in the fight against childhood cancer and related blood disorders. The commitment of the board and members of Women for MACC continues to be inspirational.

Women for MACC has been busy starting with Pasta Fest in March at Serb Hall. The Cute Kids Calendar, sponsored by Mortensen Photography, promises to make one smile as they enjoy the winners of the annual contest while learning about the children fighting cancer. The popular Hartford Gun and Conservation Club's "Shoot for a Cure" on Aug. 24-25 gives trap enthusiasts a chance to help "shoot down" cancer through this annual pledged event. Last year's event put the 21-year total contribution to well over \$1 million. The "Couture for a Cure" Fashion Show, featuring the finest labels from Boston Store in a dynamic production, will fill the Grand Ballroom at the Hyatt Regency Milwaukee on November 5.

The MACC Fund and the children thank Erin Hareng for her term as President and Jan Lennon for serving on both boards, as well as the entire board for all they have done and are doing to provide hope through research.

womenformacc.org

American English Concert Raises Record Dollars

Beatles fans in the Fox Valley in February made the ninth annual "American English Benefit Concert for the MACC Fund" a resounding success. The award-winning Beatles Tribute Band turned "Players Choice" in Appleton into a great concert venue raising important funds for this special edition of Music for MACC.

Beatles fan and American English aficionado Greg Thompson had a vision to combine his love of Beatles music with his passion to create this magical mystery tour for MACC.

The fans age and the music gets better each year. So too does the appreciative audience with fond memories of the past as American English performed the familiar and beloved songs. Fans of all ages were once again joined by the music which changed the world. Authentic period musical instruments and classic Beatles costumes added to the night's authenticity.

The concert raised over \$8,300 bringing the nine-year total to over \$83,000. Special thanks to Players Choice, U.S. Bank, Oldies 103.9 WVBO, New York Life, Bouwer Printing - Appleton, Schenck Business Solutions, Don's Quality Market - Seymour and Cambria Suites for their great support.

Make a date for next year's 10th anniversary concert on Fri. Feb. 7. This will be 50 years to the weekend when The Beatles first appeared on The Ed Sullivan Show on Feb. 9, 1964.

Brookfield Jaycees Back MACC again

The Brookfield Jaycees have been helping the MACC Fund through their annual Basketball Marathon for 29 years. This outstanding support is a testimonial to the Brookfield Jaycee's 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. This year's games in April tipped off another year of support which also includes proceeds of 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 making a 3-pointer thanks to the help of the Brookfield Jaycees.

Theta Chi's Ski For Cancer Backs MACC

The University of Wisconsin's Theta Chi Fraternity created "Ski for Cancer" in the late 1960s. After a 15-year hiatus, Ski For Cancer returned to the campus in 2010. The brothers of Theta Chi once again reached out to help the children through the MACC Fund as their predecessors did for many years. The alumni and the current members joined forces for the fourth straight year and helped create a great fundraising event benefiting the MACC Fund.

The 2013 Theta Chi Ski for Cancer was held at Cascade Mountain, south of the famous Wisconsin Dells, on March 2. It boasted the biggest crowd since the annual event came back in 2010. The students worked with alumni advisers and produced a special day of skiing dedicated to helping the children with cancer and blood disorders. Proud alumni also gave generously for something that was near and dear to their hearts, the venerable Ski For Cancer.

The students and alumni raised \$28,500 bringing the total Theta Chi Ski For Cancer total over the last 4 years to \$105,000 and to over \$330,000 since Ski For Cancer benefitted the MACC Fund starting in 1978. The students presented the impressive check at the American Family Children's Hospital in Madison to Dr. Paul Sondel of the University of Wisconsin's Carbone Cancer Center. The generous donation will help MACC Fund supported research in the new MACC Fund Childhood Cancer Research Wing of the Wisconsin Interdisciplinary Medical Research (WIMR) on the campus of the University of Wisconsin.

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 headed the fraternity's efforts and to Tom Farins and John Graan who helped from the alumni perspective. Plans are underway for the 2014 edition under the direction of John Luckey.

Brian Gotter's Bowling 4 MACC



Brian Gotter is the personable weatherman on TODAY'S TMJ4. The term "weatherman" doesn't really do him justice since he graduated with a degree in Meteorology from Oklahoma University, arguably one of the nation's premier curriculums. Brian has helped the MACC Fund for years in a number of ways yet, last year, he and his wife, Tina, wanted to do more. Brian loves bowling so he turned his love of bowling and Tina's event planning skills to good use by hosting Brian Gotter's Bowling 4 MACC. It raised \$20,000 in its inaugural outing in 2012.

Cedars III in Cedarburg was the perfect venue for the second annual event on March 16 which attracted a full slate of bowlers throughout the day filling the eight lanes. The Gotters and their dedicated committee worked diligently once again this year to solicit auction and raffle items which raised important research funds. Each of the 5 groups of bowlers got to hear of Brian's commitment to the MACC Fund which was bolstered by the heartfelt words of cancer survivors Maggie Conlon and Brandon Novack.

The event was an overwhelming success raising \$23,000 while giving hours of bowling fun. Very special thanks to Tina and Brian Gotter, their great committee and the fine folks at Cedars III, the generous donors and lane sponsors and all who joined in the bowling, bidding and raffling fun by Bowling 4 MACC.

Inspired by Ryan

Ryan Luxem inspired many people with his courage and strength in his battle with cancer which ended at far too young an age at 11. He also had a love of art, Origami in particular. He sold his wonderful creations with proceeds going to the MACC Fund. So it is no surprise that his loving family and friends would carry on his legacy and his wishes to continue his efforts to raise funds for childhood cancer and related blood research.

The second annual "Inspired By Ryan Art Fair" was held in honor of Ryan on March 16 at Union Grove Elementary School. The purpose was to spread awareness about childhood cancer while raising money for childhood cancer research. The Art Fair shared Ryan's story and the stories of the many children whose lives have been affected by childhood cancer with others who in turn will pass these stories on. It was a success once again raising close to \$4,000! Ryan would have been proud of all of those supporting the "Inspired By Ryan Art Fair" next year.

WBCA ALL-STARS 'Best of the Best'

The state's best high school basketball players will come together in June for the 36th annual Wisconsin Basketball Coaches Association (WBCA) All-Star Games at the *JustAGame Fieldhouse* in the Wisconsin Dells.

The girls will play throughout the day on Friday, June 14, while the boys will take the hardwood all day on Saturday, June 15. The games in this exciting venue promise dynamic contests featuring the "best of the best" in Wisconsin. Tickets can be purchased on game day. The Great Wolf Lodge is offering special room rates for this exciting basketball weekend. Visit www.wisbca.org for all of the information for tickets and accommodations.

In addition to great action on the court the games also provide a gift of hope to children with cancer and related blood disorders. The WBCA's support of the MACC Fund dates back 36 years. The Milwaukee Bucks are the only other organization to support the MACC Fund longer than the dedicated coaches.

The players and coaches solicit support and sponsorship for the MACC Fund from local sponsors and businesses, as well as family and friends. These efforts, combined with the income generated from the games, have yielded \$1.9 million for the MACC Fund since 1978. Last year's games raised \$125,000.

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

The Association will be dedicating its Hall of Fame in August at the JustAGame Fieldhouse in the Dells.

Thanks a Million, Coaches!

Milwaukee Wave Continues to Back MACC

The Milwaukee Wave have helped the MACC Fund throughout their 28-year history as Milwaukee's premier indoor professional soccer team. The Wave, under the ownership of Jim Lindenberg and the fine coaching of Keith Tozer, teamed up with the MACC Fund again this year. They were kind enough to highlight their regular season finale game as a special Wave / MACC Fund game. The family fun also included impressive in-game fundraising and the sale of the player's jerseys off their backs. Ten-year-old Maggie Schlehlein of Germantown represented the children helped by the MACC Fund kicking out the honorary game ball. Thanks to the Wave for including the MACC Fund in the "Tidal Wave" of soccer excitement! The MACC Fund welcomes Sue Black as the Wave's new owner and looks forward to working together.

West Bend's "Silver Lining"[®] Helps MACC

West Bend's "Silver Lining" is stepping up to the plate once again this season with a \$50 donation to the MACC Fund for every double hit by a Milwaukee Brewers player. Last season the Brewers had 275 doubles accounting for a wonderful donation of \$15,000.

West Bend helped sponsor a great night of football talk at "An Evening With Aaron Rodgers" on May 14 at the Hyatt. The Silver Lining also hosts a biennial golf outing for the MACC Fund at the beautiful West Bend Country Club. Last year's incredible event raised nearly \$300,000, the largest amount ever raised in a golf outing for the MACC Fund, bringing the total from the past four outings to nearly \$600,000!

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



Michael Best "Best Pass" Adds up for the MACC Fund

Michael Best & Friedrich was founded in 1848, two years after the City of Milwaukee was incorporated. It is regarded 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. Over the years, the firm has been dynamic and responsive to the changes facing businesses. It has also remained 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 last season for the inaugural **Michael Best "Best Pass" Program**. Michael Best made a donation to the MACC Fund for every touchdown pass thrown by the Green Bay Packers. They were joined by longtime client and great MACC Fund supporter, KS Energy Service which matched their generous gift. Aaron Rodgers, the Packers great Quarterback and MVP MACC Fund supporter, threw 42 passes and Michael Best and KS Energy Services "threw" in \$30,000. Thanks to Michael Best and KS Energy Service for adding special "MACCitement" with every Packers touchdown pass Aaron Rodgers threw.

MACC Fund Benefits from the Community Health Charities Workplace Giving Campaigns

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



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

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

CHCWI represents over 60 Wisconsin health agencies and is always looking for opportunities to open new workplace campaigns in order to increase the amount of funds made available to its members. If you have an employee giving program, check to see if CHCWI is represented as a choice. If not, please contact the MACC Fund to connect you with CHCWI. To initiate a CHCWI campaign, or if you have questions about the CHCWI efforts on behalf of the MACC Fund, please contact Gary Ross in Milwaukee at 414-918-9100.

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 and Patrick Ciriacks
Clients & Suppliers of TJR
Communications
Gayle and Bill Denton
Fredman Leasing Company
Jean & Greg Klimek
The Kort Family

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

Coach ~ \$500

Larry & Jan Barbera
Flannery Family
Dennis & Judy Kruzan
Jan Lennon
Becky & Brian Pinter
Gail & Michael Polzin
Ann & Thomas Roeder
Sabinash Family
Kurt Schummer
The Wagner Family c/o GW Electronics
Beth and David Wilmoth

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

The J.K. Lee Blackbelt Academy's "Board Break-A-Thon" on Feb. 23 at Wauwatosa's Mayfair Mall raised over \$45,000 for the MACC Fund and Habitat for Humanity. Grand Master J.K. Lee's children, Master Chan Lee and Miss Christine Lee, once again worked tirelessly to produce an event that raised needed funds for the MACC Fund while giving their students a chance to help children with cancer and blood disorders. They also entertained appreciative crowds throughout the day.

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

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

Gold Ribbon Gala

Ryan Mullarney and Amanda Au were diagnosed with Acute Lymphoblastic Leukemia (ALL) in January and February, 2008, respectively. Sadly, they both lost their battle in 2010. Amanda and Ryan's Family and Friends Team was formed in 2011 to help find a cure for cancer.

The second annual Gold Ribbon Gala was held March 9 at the Crowne Plaza Airport Hotel. Family and friends came together for a fun-filled night which included silent auction items, music, laughter and friends who came out to honor the memory of Ryan and Amanda. The Gala celebrated the lives of all of the children whose lives have been touched by cancer. The event raised nearly \$16,000.



Lucky Leprechaun

The first annual "Lucky Leprechaun" filled the streets of Wauwatosa with over 3,300 runners and walkers getting a head start on St. Patrick's Day. The March 16 event was hosted by Leff's Lucky Town and Performance Running Outfitters and produced by Vision Event Management. The MACC Fund benefited from the fund-raising efforts of the participants who raised \$10,000. The unpredictable March weather tried its best but it couldn't put a damper on the 7K's hearty runners. Thanks to Leff's and Performance Running Outfitters for teaming up to help the MACC Fund.

Shorewood High School Continues to Care

Shorewood High School has been a bastion of support for the MACC Fund for 25 years. The school's heralded "Shorewood Games" generally take place about every four years with proceeds benefiting the MACC Fund. This spring's Games were true to their ancestry as enthusiastic, dedicated and caring kids took on an important extra credit course in helping other kids in need. They joined together, left their comfort zones and reached out to help the MACC Fund help kids. They had lots of fun in the process and proved that you can work hard at school while also having a good time. To top it off, they raised more than \$53,000 shattering the previous record bests.

Under the able direction of the veteran leader of the Games, physical education faculty member Lisa Bromley, and her self-described team of "Clydes" – reminiscent of the powerful horses which pulled the wagon – comprised of Avery Anapol, Lilly Blind, Meredith Behm and Haley Lipo - Zovic, produced a two-week series of events that would make the coordinator of the NFL's Super Bowl Week proud.

The Games traditional "Opening Ceremonies" included poignant stories and portraits of some of the children who were featured in Kohl's "Aaron Rodgers 12 Days of Christmas" campaign in the *Milwaukee Journal Sentinel* reminding the students the ultimate reason for the Games.

The Pasta Dinner kicked off the Games followed by a "Jail and Bail" with some of the school's leaders sporting orange-colored jumpsuits. "Music for MACC" and the annual "Pancake Breakfast" made their annual repeat performance in the Games along with the popular raffle and lunchtime favorites basketball, volleyball, pickleball, badminton, swimming and dodgeball...and the much loved - and very competitive - penny wars.

The Games also included the annual tradition, "Buzz Cuts for Cancer" which yielded lots of "buzzed" heads of smiling girls and boys...and lots of hair on the gym floor. Each student who raised pledge dollars from family and friends were cheered by an enthusiastic gathering of students, faculty and staff filling the gymnasium. Smiles and even shrieks filled the air as they anxiously brushed their heads getting a feeling most had never felt before.

New to the Games was the "Bromley Brownie" which became a staple for many throughout the school in the weeks leading up to and throughout the Games. They sold for \$1 each. The brownies were made with love nearly every night by the Games affable faculty leader and her friend Karen Friess, a retired Physical Education teacher from Cedarburg. By the end of the Games over 4,000 were baked, wrapped and delightfully consumed by students, faculty, administration and staff.

The Shorewood Games offered fun for all and something for everyone. They extended beyond Shorewood High School to the generous community at large as well as its other three schools. The theme of two weeks, four schools and one cause summed the Games up well.

It was another great two weeks of combining school with a "good time for a good cause." The Closing Ceremonies culminated with the announcement of a record donation and the coveted Shorewood Games "Gold Medal" which was awarded to the Seniors who amassed the most points.

Thanks to everyone involved in the Games throughout the community's other schools and the community at large. Shorewood High School once again showed why it is in a class by itself when it comes to helping the MACC Fund help kids with cancer and blood disorders.



Bob & Brian Radiothon Backs MACC

The Bob and Brian 29-Hour Radiothon on 102.9 THE HOG on April 1-2 was a great success for the fifth year. It raised nearly \$90,000. Milwaukee radio's popular morning team for more than two decades, Bob and Brian, broadcast live throughout the day on Monday and Tuesday for the MACC Fund. Their popular website filled in the 11 hours overnight with highlights of the day.

Bob and Brian are longtime supporters of the MACC Fund along with their great station. They have supported the cause through their annual Bob and Brian Open, a 5k Rock 'N Run, their "Best Of" CD as well as their Radiothon.

The Radiothon featured great auction items, interviews with local and national sports and media celebrities as well as a chance for listeners to join them in supporting the MACC Fund. Concert tickets, electronics, unique experience items and much more filled the auction airwaves.

Interviews included Eddie Doucette, co-founder of the MACC Fund, iconic Hall of Famers Bart Starr and Robin Yount, Aaron Rodgers of the Packers, Bo Ryan of the University of Wisconsin, Keith Tozer of the Milwaukee Wave, Mike Dunleavy of the Bucks, NASCAR'S Matt Kenseth as well as Congressman Paul Ryan. Fittingly, MACC Fund President and co-founder Jon McGlocklin closed out the final two hours in the studio with Bob and Brian. Generous listeners lit up the phones while listening to Jon's heartfelt and inspirational MACC Fund stories.

The clock struck 5 p.m. on Tuesday afternoon but the phones still kept ringing as listeners joined their favorite radio friends in helping the children. Thanks to one and all - especially Bob and Brian and the entire staff of THE HOG - as well as the generous donors, bidders, sponsors and guests for a wonderful "Gift of Hope."

A PonyBug to "Free your pony"

Brad Hicks is a newscaster for Fox 6 Milwaukee. He is also an entrepreneur who joined forces with his sister Kirsten to produce "PonyBug," a special fleece hat with a slit in the back to "free your pony!" The attractive winter caps feature a "Ladybug" logo in honor of Kirsten's daughter Zoe who died from cancer in 2006 at the age of 15. Her positive attitude was her trademark along with her love of the little bugs. Consequently, Brad and Kirsten donate 10% of every sale to the MACC Fund in Zoe's name as part of the company's corporate vision to help other children.

The fashionable hats sell for \$18.95 - \$19.95 each, but they are on sale now for \$13.50 - \$14.50 each. They ship in the United States and Canada for only \$2.75 and ship for free for orders of 2 or more. The cap, which easily fits a wide range of head sizes due to its breathable, anti-pill fleece, is produced and distributed by Reliable of Milwaukee, a family-owned fourth-generation business. They come in everything from Houndstooth to Leopard to Fuchsia Tiger and a variety of colors as well.

So if you feel the need to "free your pony" the "PonyBug" will fit the bill. Visit www.ponybug.com for more information.

maccfund.org



ARCA MIDWEST TOUR TEAMS UP WITH THE MACC FUND AT THE MILWAUKEE MILE

The ARCA Midwest Racing Tour is heading back to the historic Milwaukee Mile on Tuesday, July 9 for the Second-Annual Swiss Colony Howie Lettow Memorial 150 presented by RaceTeamGear.com. It will be part of ARCAFEST at Milwaukee on July 8-9. For fans, classic rockers "38 Special" will perform on Monday, July 8 following the on-track activity at the Milwaukee Mile.

Proceeds of this special racing event will honor the memory of a beloved man while raising funds for the MACC Fund's *"race against childhood cancer and blood disorders."* Last year's event raised \$14,000 for the MACC Fund.

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 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 will give fans a chance to see the stars and cars of the ARCA Midwest Tour and NASCAR's special guests like Matt Kenseth, a native of Cambridge, Wis. and an impressive list of Late Model standouts from coast-to-coast, including 2012 winner Travis Sauter. Racers from throughout the country will battle on one of the most historic short tracks for \$10,000.

The second-annual event at Milwaukee is shaping up to be even bigger than its outstanding debut last season. "I think we were all pleasantly surprised with the results of last year's event at the Mile," said ARCA Midwest Tour Vice President Steve Einhaus. "Our intentions were to build an event that could be the spectacle of racing in the upper Midwest and we are pretty confident that we are on the right track. We really had to find a starting point last year and now we feel we can take it to the next level by stepping it up to \$10,000 to win."

"We were very impressed with the support we received from other parts of the country at last year's event and I look forward to even more this year," added Einhaus. "We don't get to see a lot of the guys (and gals) very often and I was very thankful that they came up to race."

For more information, please visit www.ARCAMidwesttour.com



Candy Cane Lane continues to glow

Candy Cane Lane has brightened the skies in West Allis for 27 years as tens of thousands of visitors enjoy December's annual spectacular holiday lights display.

Thousands of children enjoyed the lights and the thrill of seeing Santa. Generous neighbors once again cared more about making the children happy and helping the MACC Fund than they did about costs from higher electric bills. Giant collection jars jingled with coins which are turned into hope. Outstanding support from area businesses and civic leaders combined for a glowing and colorful "Gift of Hope Through Research" for children with cancer and related blood disorders.

Over \$107,000 was raised in the **Sharing Christmas** program in 2012. This remarkable amount will help brighten the lives of the children with cancer and blood disorders.

The MACC Fund and the children it helps through research extend heartfelt thanks to all of the neighbors in the "Candy Cane Lane" area. Thanks goes out to the dedicated planners and the neighbors for decorating their homes while sharing their neighborhood with the volunteers who gave of their time and collected donations during the busy holiday season. And thanks to the generous contributors and donors of candy who all combined for a brilliant Gift of Hope.

The MACC Fund and Candy Cane Lane thank the following generous donors: Bevsek-Verbick Funeral Home, VCA Pahle Animal Hospital #836, West Allis Firefighters Association, Meda-Care Ambulance Corp., Culver's of West Allis, Jelly Belly, Eillien's Candies, SUPERVALU, Ritt, Beyer and Weir, Evers-Heilig, R. M. Palmer Company, Tom's Dependable Heating, Kordus-Wegner Plumbing and Custard Insurance Adjusters.

The **Milwaukee Admirals** are celebrating their 35th year as a professional team. The team has been a great supporter of the MACC Fund throughout its tenure of giving Milwaukee great hockey action. Their support has extended in everything from special benefit games over the years, including a league All-Star Game against the beloved 1980 Olympic Team before their famous games, to appearing at MACC Fund events to visiting the children in the hospital.



Admirals owner Harris Turer and his front office team headed by President Jon Greenberg are always ready to step up to help just like head coach Dean Evason and his players. The Admirals teamed up with **Potawatomi Bingo and Casino for the "Chuck A Puck"** contest throughout the season. Fans bought pucks which they tossed on to the ice with lucky winners getting great prizes. The contest on the ice added a cool \$2,000 each to the MACC Fund and five other community charities. Congratulations and thanks to the Admirals for their success on the ice and their generous support off of it.

Parents Magazine Ranks Children's Hospital of Wisconsin #4

In early February, **Parents Magazine** announced its ranking of the Top 10 Children's Hospitals in the country. Children's Hospital of Wisconsin was ranked #4. This affirmation was great news for Children's and the community at large. Of special interest to the MACC Fund, they were also ranked #9 in cancer care. The MACC Fund is a proud benefactor and partner with Children's Hospital of Wisconsin.

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 social impact investor, Michael Drescher, along with Jeff Rowe, a former executive at AOL and NBC. Okanjo is an online shopping platform that connects buyers, sellers and communities with the things they care about.

Okanjo believes the online shopping experience should be easy while contributing to a smaller, fairer and more prosperous world. Okanjo offers competitive rates and an opportunity for buyers and sellers to direct a portion of their purchase or profit to a good cause. It is easy to contribute a portion of items sold and purchased on Okanjo to the MACC Fund (search Midwest Athletes Against Childhood Cancer Inc) and other nonprofits at www.Okanjo.com. You can check out the MACC Fund Okanjo Store at www.okanjo.com/maccfund which is brimming with over 250 items.

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.

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



*Teaming Up to Cure Childhood Cancer
and Blood Disorders through Research*

Midwest Athletes Against Childhood Cancer, Inc.

www.maccfund.org
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Kohl's
***"Aaron Rodgers 12 Days of
Christmas" benefited the
MACC Fund***

Kohl's joined the MACC Fund team last year through its "Aaron Rodgers 12 Days of Christmas Benefitting the MACC Fund." Working in conjunction with Aaron Rodgers and the *Milwaukee Journal Sentinel* which created the unique program which ran from Dec. 1 – 12, Kohl's helped share 12 "Faces of the MACC Fund" telling the story of kids helped by MACC Fund supported research. 12/12/12, the day set aside to celebrate Wisconsin's favorite #12, was a fitting end for the annual program. Kohl's donated \$50,000 to the MACC Fund resulting from the sale of toys during this "Aaron Rodgers 12 Days of Christmas" program. Thanks to Kohl's, Aaron Rodgers and the *Milwaukee Journal Sentinel* for brightening the holidays for the MACC Fund.