



Hope for Kids

MACC FUND Today

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New Pediatric Leukemia/Lymphoma Director wears many hats

Comprehensive Clinic, relapsed patients among Dr. Burke's special projects

For someone who admits didn't have much of a clue of what he wanted to do when he was in college, Dr. Michael Burke sure has built an impressive resume for himself in the field of childhood leukemia. Very busy and super driven, he wears many hats as one of the newer members of the MACC Fund Research Center having arrived on Aug. 1, 2013.

Locally he's the Director of the Pediatric Leukemia Lymphoma Program at Children's Hospital of Wisconsin; Associate Professor, in the Division of Pediatric Hematology/Oncology and Bone Marrow Transplantations at the Medical College of Wisconsin; and founder and Director of the Comprehensive Leukemia Clinic; to name a few of his titles.

Nationally, he's involved with the Leadership Committee for the Children's Oncology Group (COG) for Acute Lymphoblastic Leukemia (ALL); serves on the COG committee for Relapse ALL; is the study chair for COG's upfront High Risk and Very High Risk trial in newly diagnosed children and young adults with B-Cell ALL and serves as study chair for a number of relapse ALL trials within the Therapeutic Advances in Childhood Leukemia & Lymphoma (TACL) Consortium.

Dr. Burke, 43, is also the "go to" person to strengthen the collaboration and communication between pediatric and adult leukemia disciplines at Children's Hospital of Wisconsin and Froedtert Hospital. Within the first week here he brought all the players from both sides together and has now developed an Adolescent-Young Adult Program which meets monthly.



Dr. Burke with Cayden, one of his patients.

In between research and time spent in the clinic, the southern California native and recent University of Minnesota Medical Center transplant enjoys being with his family at his home near Pewaukee Lake. Dr. Burke and his wife, Kate, who grew up in Menomonee Falls, have three children, Nathan 8 years old, Lillian 7, and Theodore "Teddy" almost 3. Dr. Burke likes being on water, any kind, as evidenced by his devotion as a rower with the Milwaukee Rowing Club (they row on the Milwaukee River regularly at 5:30 a.m.). When the weather turns chilly he plays ice hockey either on his backyard pond or at the Pettit Center.

It was his affinity for being near water where something clicked and the "what do I want to do" question was answered.

"I was interested in science," said the then University of California Irvine undergraduate. "I spent my time making money teaching swim lessons to kids. That was great. I'm in the sun, in the water, teaching 5 and 6-year-olds the backstroke and all that. I really enjoyed being around kids...and I liked science. I thought, maybe I should be a pediatrician or something."

At Medical School Dr. Burke took an interest in diseases of the blood.

"To actually look into the microscope was fascinating," he said. "You could tell a whole lot about a person. That was my initiation into pediatric hematology."

The time spent interacting with cancer patients drew Dr. Burke into pediatric oncology. During his Fellowship training in Chicago he found leukemia patients the most interesting, particularly when evaluating their blood under the microscope. Upon completion of his Fellowship "I knew I wanted a job and a position in leukemia."

Dr. Burke probably got more than he wished for considering the multiple positions he oversees or is involved with in his specialty. For starters, he is in charge with developing and growing the Pediatric Leukemia Lymphoma Program as well as bringing early phase clinical trials to the institution.

"We want to develop more of a regional/national recognition for Children's Hospital being a center for leukemia and lymphoma patients. We want to expand our expertise in both

Photo courtesy of Children's Hospital of Wisconsin

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Dear MACC Fund Supporter:

If you read the cover story on the many hats that Dr. Michael Burke wears, you saw that he would like to see newly diagnosed kids have a better experience when they come to the clinic. That premise is not only to bring the best care to these kids and their families but to also

develop research ideas and collect data in areas that have been very sparse, particularly in the area of patient and family quality of life while in treatment and afterwards.

“Overall outcomes for kids with childhood cancer are the best we’ve ever seen,” Dr. Burke told us. “But with that many more survivors there are a lot more toxicities and late effects that we’ve not seen because those kids weren’t surviving.” Fact is, survivors of childhood cancer have much higher average rates of chronic illness beginning in their early or middle adult years. Some are physically severe, some are life threatening, disabling or fatal. Add to that, you can find a number of studies showing that our kid’s doctors underestimate psychological/behavioral and social problems that can accompany serious illness – including depression and other emotional problems; lack of information or skills needed to manage the illness; lack of transportation or other resources; and disruptions in work, school, and family life – all of which cause additional suffering, weaken adherence to prescribed treatments, and threaten patients’ return to health.

Shouldn’t be much of an argument that there’s a significant impact of psychosocial problems on health and healthcare, that effective services to address these problems ought to be an integral part of quality cancer care, or that the development and testing of strategies for delivering these services effectively is wildly important. The question is how does it get that way?

There’s a lot to learn about this but we’re lucky to have some answers; successful change initiatives to start projects, new programs or expand research are characterized by the kind of leadership Dr. Marcio Malogolowkin saw in what Dr. Burke was doing in pilot programs at Minnesota and nationally in several study chairs and leadership committees and wanted them here. It’s easy to imagine Dr. Burke got more than a little nudging from Dr. Marcio “Something-or-Other” (as Dr. Burke remembers it) to come here and bring with him this approach to similar roles and a number of titles at Children’s Hospital of Wisconsin and the Medical College of Wisconsin. Why here? That’s best answered with another question. Why anywhere else? We’re glad he’s here and we’re all better for it.

Bill Steinberg, Board Chair



Dear MACC Fund Friend:

My opening thoughts in this edition are generally about the same, and I am afraid this year is no different. The days are shorter and the nights are colder. In Wisconsin we know what that means ... winter is upon us. As I get older it seems to come earlier. At least this time of year gives me a chance to thank you for your generous support of the MACC Fund throughout the year while giving you some highlights.

It was a milestone year for the MACC Fund in many ways. We celebrated 30 years with our good friends from Pepsi and 25 years with our dear friends from Trek. Pepsi has been part of the TREK 100 Ride for Hope every year (as it has been all of our events). In addition to being refreshing, Pepsi has donated \$1.5 million to our cause. Trek Bicycle Corp. is not only a leader in manufacturing great bikes, it is a leader in helping the MACC Fund fight cancer and blood disorders in kids. The 25th annual TREK 100 raised \$1 million in this milestone year taking the 25-year total to over \$12 million! We also celebrated five years of working with Aaron Rodgers, the great Packers quarterback. Aaron’s Evening netted \$350,000 in May and took the five-year total of fund-raising with him to over \$1.5 million net! Talk about a champion.

And how about this milestone? The generous new owners of the Bucks continued the impressive support of the Bucks for the MACC Fund which began 38 years ago when I retired from the team and teamed up with Eddie Doucette to start the MACC Fund. So thanks to Pepsi, Trek, Aaron and the Bucks for being champions for the kids. Thanks to you too.

The MACC Fund had a major milestone in June – a \$50-million milestone. Our quarterly research contributions totaling \$1.2 million took the MACC Fund’s 37.5 year total research contributions to over \$50 million. That’s a milestone touching thousands of kids all over the state, the nation and the world thanks to the far-reaching effects of research made possible in part by your commitment to the MACC Fund.

The MACC Fund has so much to be grateful for as we just celebrated Thanksgiving in this great country. Some blessings have been mentioned here but more lie in the wonderful caring hearts and good will of friends like you who take the time to care to give every child a fighting chance. Thank you for all that you have done. Thanks, too, for considering a year-end “Gift of Hope” through the enclosed envelope or by visiting www.maccfund.org

The kids join me in saying *THANKS A MILLION!*

Jon McGlocklin, President

early phase clinical trials as well as maintain our excellence in the care for newly diagnosed patients.”

As director of both the Leukemia Lymphoma and Comprehensive Leukemia Clinic (which he developed) Dr. Burke would like to see newly diagnosed kids with ALL have a better experience when they come to the clinic. For example, instead of having multiple appointments with different providers (e.g. physical therapy, psychology, dietician, etc.) throughout the Children’s campus patients can come to one place and be seen by a myriad of providers.

“The premise is not only to bring the best care to the patient and family but to also develop an ideal research mechanism,” Dr. Burke said. “We want to develop research ideas and collect data in areas that have been very sparse, particularly in the area of patient and family quality of life while on ALL therapy.”

The Comprehensive Clinic is comprised of leukemia providers that include designated nurse practitioners, doctors, physical therapists, dentists, psychologists, dieticians, social workers, child family life specialists and the like.

“We have pre-clinic discussions about each patient who is coming in and then we place them in a number of rooms where our providers see them throughout the visit. It’s a preventative health assessment, essentially, to help identify any deficits or needs patients may have before they actually start developing them.”

All the providers are addressing areas of need based on the patients and types of therapy available and the problems the team sees.

“They come to the clinic in the MACC Fund Center at Children’s Hospital of Wisconsin at certain time points during their treatment,” said Dr. Burke of the clinic which tracks patients at two months and six months from their ALL diagnosis and then yearly until they leave the Oncology Clinic and go the Late Effects & Survivorship Clinic.

“The patients go from one phase of treatment to another...or they complete their therapy. There are times during their treatment that are critical in discussing their current response to therapy, review of their toxicities, psycho-social issues and so on that occur during these particular transition points.”

The research being conducted in the Comprehensive Clinic is based on National Institutes of Health (NIH) psycho-social measures that target patient fatigue, sleep issues, depression, anxiety and overall quality of life.

“We can track areas of sleep deprivation or where anxiety is a problem,” said Dr. Burke. “We’ll be able to collect and build an incredible data base here at Children’s and be able to develop programs and resources for each patient based on their gender, age, phase of therapy they’re in and to really hone down into the problems they may be having or be at risk of acquiring.

“We get results in real time. Psychologists can evaluate a patient who is having an increase in anxiety, for example, and let the team focus on that when they see the patient that day. That’s phenomenal. There’s nothing like this in the country.”

Dr. Burke began the pilot program in Minnesota but he anticipates it will grow significantly based on the increased number of patients here and a more robust data base and research staff. Currently there are 200 active patients with 40 new ones added each year.

“We’re trying to figure out how to expand this Comprehensive Clinic. We now meet just once a month. We need to make it weekly and really start generating more data.”

Nationally, Dr. Burke is the Study Chair for the High Risk and Very High Risk Study B-Cell ALL Study which currently has over 2,000 patients enrolled and will eclipse more than 4,500 patients before it is done.

“I probably get one to two emails a day about study questions where I communicate with other investigators across the country and abroad regarding their patients with ALL.”

The Children’s Oncology Group (COG) has tapped Dr. Burke as a committee member to help in developing new relapse studies. In addition to COG, there’s the TACL Consortium, which since Dr. Burke came to Children’s Hospital of Wisconsin, has allowed the center here to be one of 40 centers nationally to open phase 1 and phase 2 trials for kids with relapse leukemia or lymphoma.

“We have three trials currently open here through TACL,” said Dr. Burke, who is also one of the study chairs for

one of these studies. “This is one of the things I do. I’m a clinical trialist in leukemia. My passion is to develop new treatment platforms or strategies to conquer relapse diseases, improving the outcomes of these children and hopefully bring them the cure they deserve.”

Since coming here Dr. Burke has created two new studies. One is in relapsed Acute Myeloid Leukemia (AML), which has received national recognition.

“The strategy and novelty we’re using has other sites very interested in participating. That’s great. This helps bring more national recognition to Milwaukee.”

Another trial is for ALL or AML patients who are to undergo a bone marrow transplant. The study range goes from small children to young adults up to age 39.

“This is for patients who need a transplant for a cure of their leukemia because they had a relapse or have very high risk leukemia. If you look closely in the bone marrow of patients there’s evidence of leukemia in a subset of them going to transplant. If you find it – called Minimal Residual Disease (MRD) – their outcomes after transplant are horrible with the majority relapsing with their leukemia. In fact, you can predict who’s going to relapse after transplant by those who have MRD right before it. If you have MRD before transplant it’s really bad. So we need to do something about those patients.”

It was while in Minnesota Dr. Burke came up with a novel strategy to treat patients with MRD prior to transplant.

“I was communicating with other sites on their patients with ALL who had MRD and were proceeding to transplant. Altogether we had eight patients treated on this novel platform I developed called ‘bridge therapy.’ All eight had MRD prior to receiving this treatment and all eight had a reduction in the MRD, with six completely eliminating the MRD. All eight went to transplant. The outcome of those eight patients was actually very similar to what you would expect for patients with ALL who received a transplant and did not have MRD.”

Dr. Burke is now taking his “bridging therapy” concept to other medical centers across the Midwest. The Mid-America Research Consortium for Health (MARCH) is comprised of six

continued

university medical centers including Mayo Clinic, University of Minnesota, Indiana University, Ohio State University, University of Wisconsin and the Medical College of Wisconsin/Children's Hospital of Wisconsin. The idea behind this consortium is to have the ability to open up a study at one of the sites and have collaboration through the consortium.

"We've become a pioneer in the MARCH Consortium as being the first site to conduct a clinical trial in cancer," Dr. Burke said.

What Dr. Burke likes best about his work lies in two fronts – research and clinical care.

"The thing that is most gratifying to me is to develop a therapeutic strategy for kids who have relapsed leukemia that is manifested through a clinical trial and open not only here locally, but nationally.

"It's really great to help the kids in Milwaukee. But I get even more gratification knowing it is impacting kids across the country...especially if the therapy is successful. It's very gratifying to be able to play a small role in the journey of these children that I've never met and their families trying to achieve their goal of a cure.

"Research-wise, that's what really drives me...to come up with different approaches to battle or defeat a disease that has relapsed in a child and to create a clinical trial locally that sees positive results and then see it spread to other sites and other states, impacting more and more children who need help."

Clinically, Dr. Burke enjoys the interaction with his patients and their parents in an educational forum where there is discussion on the diagnosis, response to treatment and why their child's leukemia behaves the way it does.

"I enjoy explaining to families, particularly in the Comprehensive Clinic what we've developed, what we're trying to achieve and working with the whole team. I've always thrived in team activities. I really enjoy the camaraderie and expertise everyone can add.

"Ultimately, I want to help get the kids through their therapy...and off therapy...and see their accomplishments afterwards. What we do to them is very difficult, with the chemotherapy and all. I don't get satisfaction from seeing the

effects of the toxicities. But I really enjoy hearing about all they do afterwards, getting postcards from them, seeing them graduate or hearing about a fishing trip."

The overall outcome of childhood cancer is the best it's ever been. "But with that many more survivors there are a lot more toxicities and late effects that we've not seen because those people weren't surviving," Dr. Burke said. "It's a Catch 22. You've got to cure the cancer but it comes with a cost. When the disease comes back it is because the therapy has failed. It didn't work. The cancer became resistant."

Treating relapsed disease is not like treating patients when they first come through the door.

"This is a very angry, resistant leukemia that's going to laugh at anything we give it. So we have to think differently. We've come across a different approach to treating relapse leukemia that sort of changes the genetics of the leukemia and reverses or flips the resistant profile to a more sensitive profile. In this way the patients may respond better to further chemotherapy where they once would have continued to fail.

"Basically, the genes that are being expressed in relapse leukemia...that drive the treatment resistance...these drugs we are using called 'epigenetic modifying drugs,' can change the gene expression so they're not so resistant to treatment and can be killed with chemotherapy."

With this idea of using epigenetic modifying drugs for treating relapse ALL, Dr. Burke developed a clinical trial, first in Minnesota, and then again through the TACL Consortium which opened in 2013 at 15 centers across the country. The study has yielded very impressive results.

"It's really gratifying to see a small project like the one I started in Minnesota morph into a large multi-institutional clinical trial that received funding from the NIH and Stand Up 2 Cancer Foundations," Dr. Burke said. "We're seeing very positive effects – the disease going back into remission – and how this therapeutic strategy might span over to other cancers holds great promise.

"Ultimately, I hope that what I'm doing is playing a part toward creating better health for children and having a greater impact with kids worldwide. Eventually

I would love to see these discoveries make their way into frontline therapies for children with leukemia and change their outcomes for the better."

When he's not jump-starting a new program or expanding a research study Dr. Burke is figuring out how to fund them.

"The MACC Fund is absolutely crucial to making these studies and programs happen," Dr. Burke said. "I'm sure the MACC Fund is helping me in ways I'm not even aware of. The more I'm here the more I'll appreciate what they do...and the more I'll need to tap into them for seed money for specific projects."

Many of the opportunities at Children's Hospital and the Medical College were made possible by the MACC Fund.

"It was one of the big reasons I came here," said Dr. Burke. "I was impressed with the financial resources, clinical resources and the collaboration of adult services. There are a lot of opportunities in Milwaukee."

It also helped to get a little nudging from Dr. Marcio Malogolowkin, Medical Director of the MACC Fund Center at Children's Hospital of Wisconsin.

"I remember getting calls daily about patients," said Dr. Burke, who was in Minnesota at the time. "Children's Hospital of Wisconsin had a patient with ALL in particular who was quite sick.

"I get this call from Milwaukee and I figure it's not good news. It's from a Dr. Marcio Something-Or-Other. It took me awhile to catch on to what he was talking about. He was telling me about the position he had open and he wanted me to become their Leukemia Lymphoma Director."

"It was a major coup getting him here," Dr. Marcio admits. "His boss (in Minnesota) is still mad at me."



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25th annual TREK 100 raises \$1,000,000

The 25th annual **TREK 100** continued its quarter century tradition of raising more money for pediatric cancer and blood disorder research than any event in the MACC Fund's 38-year history. The 2014 TREK 100 produced proceeds of \$1 million!!! This takes the 25-year total to \$12.5 million.

Trek Bicycle Corporation

of Waterloo, Wis., is the nation's largest manufacturer of high end bicycles. The company has been the outstanding sponsor of the TREK 100 since 1990. The ride has been recognized as one of the "Best Rides in the Country" by both *Bicycling and Outside* magazine.

On June 7, 2,200 riders supported by great volunteer and ride support 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 pizza to brats.

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

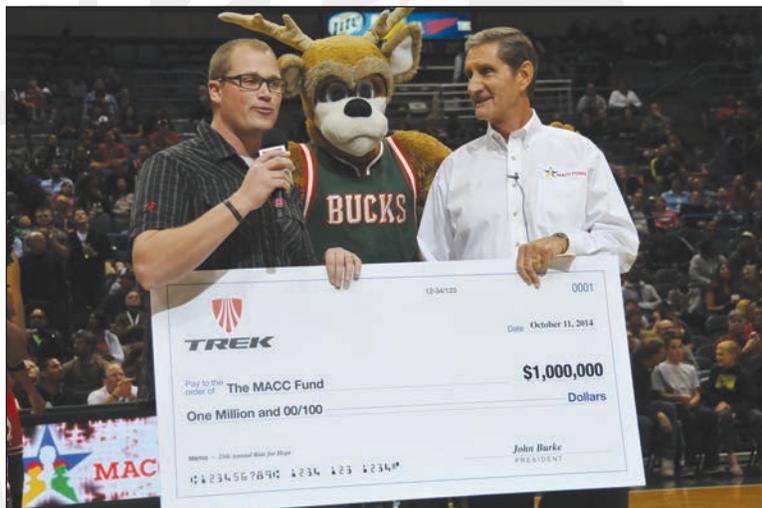


Photo by Dale Stotek

Bango is flanked by Trek's Todd Vandeburg and Jon McGlocklin with the TREK 100's \$1 million check at the Bucks MACC Fund Game.

riders who solicited pledges for every mile they rode in hopes of finding a cure for childhood cancer. MACC Fund board member Al Costigan was the top fundraiser at over \$36,000 followed by David Herro with \$32,500. Rounding out the "Top 5" were Mike Bown at \$20,470, Dennis Klumb at \$13,900 and Bob Burns at \$13,642.

The TREK 100 is a great reunion of MACC Fund friends from around the country, including Brigadier General Corey Carr who joined the Ride once again from his post in Washington, D.C. You might remember that he rode his own TREK 100 in Iraq while serving there. 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 Giant Manufacturing, Post Moderne, Tri Link, Tektro, Ramiko, Fox, Liow Ko, Maxxis, LeeChi, Premetec, DT Swiss, Onward Helmet, Shimano, Quest, Briohn Builders, Bank of America/Merrill Lynch, Wheel & Sprocket, Ripon Printers, Prime Coatings, Velo and VP Components.

Please join in the fun at next year's **26th annual TREK 100 on Saturday, June 6**, at Trek's Waterloo headquarters. For information on riding or volunteering, please contact the MACC Fund at (414) 955-5830 or visit www.trek100.org

ride for hope

The annual ride to fight childhood cancer and blood disorders.



TREK

TREK 100 June 6, 2015



The 2014 MACC Fund Golf Tour

The **2014 MACC Fund Golf Tour** again raised important 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 18 Tour events netted \$827,000 which included an incredible West Bend Mutual Insurance MACC Fund Event which raised \$470,000.

The **Lake Country Charity Invitational** teed off the season by raising \$75,000 in its eighth year of supporting the MACC Fund. Many of the state's finest high school teams played Brown Deer Golf Course in late April. 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 a day in July with three teams of golfers who were top fund-raisers in a memorable day for all at Erin Hills, site of the 2011 U.S. Men's Amateur and the 2017 U.S. Open. Special thanks to Mark Wilson, Tom Tallmadge, Arrowhead High School as well as all of the high school golfers and coaches and their generous donors. Thanks also to Brown Deer Golf Course and Erin Hills 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 38th edition of the MACC Fund Open for the sixth consecutive year. 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. This year's sold out event raised nearly \$60,000 net.

The **Max-Fly Open** at Ironwood on July 3 raised nearly \$8,600 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 hosted over 300 golfers on July 26. 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.

The second annual **St. John the Baptist Knights of Columbus** event at Quit Qui Oc in Elkhart Lake in July raised over \$4,350.

Family and friends gathered for a final time with their wonderful host, Ken Lepkowski, for the 30th annual **Ken's MACC Fund Open** on Aug. 4 at Rivermoor. The event raised \$4,300, over \$1,300 more than last year. Another group might be taking it over in the name of a beloved friend who died. Thanks for the memories, Ken.

The Plumbing Mechanical Sheet Metal Contractors Alliance, Inc. Charity Golf Outing at Chenequa Country Club in August raised \$1,250.

The 20th anniversary **BP Marketers Open** raised \$103,000 net at Evergreen Golf Club in Elkhorn on Aug. 18. This great outing is the largest annual golf event for the MACC Fund. The 20th event was once again under watchful eye of Greg Klimek, a new member of the MACC Fund's board of directors.

The 5th biennial **West Bend MACC Fund Event** was Aug. 18 at West Bend Country Club. West Bend Mutual Insurance hosted this grand event which is held every two years. This year's edition had big shoes to fill since the 2012 Event raised over \$290,000. The 2014 MACC Fund Event raised \$470,000! This incredible amount brought the total from the past five biennial events to over \$1 million. Two-time U.S. Open Champion and ESPN Golf Analyst Andy North was on hand along with the Milwaukee Brewers icon, Robin Yount. It was a day to remember as the cold winds of winter start blowing.

September Tour action included the 18th annual **Corporations Caring for Kids Charity Open** at Oconomowoc on Sept. 8 which raised about \$25,000 for the MACC Fund. This great event also benefits the Cystic Fibrosis Foundation and the Silver Spring Neighborhood Center. 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** was held on Sept. 8 once again at Scenic View with a great day for all, raising \$2,500.

Putting for Peter was new to the Tour this year. It raised \$3,000 at Mee Kwon Golf Course in Mequon on Sept. 20. Thanks for joining the Tour and Putting (and driving) for Peter.

The 2014 Tour featured memorial tournaments which honored those who have died while helping children live. Before reporting on the 2014 memorial events, we need to look back to June 2013 to thank the organizers and friends of the **Phil Isenhour Memorial Open** who raised \$14,400 at Western Lakes. The 2014 action included the 18th annual **Jim Mech Memorial Open** on June 20 which raised \$14,000 at Autumn Ridge in Valders, the course Mr. Mech helped create. The event remembers a man with a perpetual smile and a heart of gold. It is run in his dad's memory by his youngest son Steve. The saying "the apple didn't fall far from the tree" is very fitting.

The 12th Annual **Cheri Amore Memorial Open** at Twin Lakes Country Club on June 23 memorialized a beautiful young girl who touched so many people during her 14-year battle with cancer. Family and friends sold out this event again en route to raising over \$32,000 in the community from those who knew her first and loved her most. This great annual event hosted by her family with her beloved brother Andy as President has raised more than \$431,000 in a dozen years.

The **Thomas R. Perra Memorial Open** on Aug. 2 at Ironwood Golf Course raised \$13,400. Tom's family and friends honor his wonderful memory by helping the MACC Fund help children each year. The **Jerry Riemer, Sr. / George Wendelberger / William Schaab Memorial Open** at Scenic View raised \$3,060 as friends gathered to remember three special men. The **Chuck Jorgenson Memorial Outing** at Ironwood Golf Club on Sept. 22 raised over \$4,100.

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. They have donated nearly \$300,000 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 personally than any other athlete in the 38-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 2014 MACC Fund Golf Tour. If you would like to play in or need information about the 2015 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 visit www.maccfund.org

A Slam Dunk for the WBCA brings total to over \$2.1 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. The games were played at the beautiful JustAgame Center in the Wisconsin Dells. The WBCA Hall of Fame and Museum are also located at this great venue. The Center and The Dells once again 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 37th Annual Games reach \$125,000 in net proceeds. That total raises the grand total for the 37 games to over \$2.1 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 acknowledges and thanks all of the WBCA coaches, its President Jim Myers, 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 Milwaukee Bucks have been part of the MACC Fund from Day One, 38 years ago on Dec. 10, 1976.

Thanks a Million times 2, coaches!

Mark Wilson Fore MACC

PGA player Mark Wilson continued his "Making a Mark Fore MACC" program on the PGA Tour this season. 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, have contributed nearly \$300,000 to the MACC Fund since joining the Tour in 2004. This is the largest amount given to the MACC Fund by a professional athlete. Mark recently finished tied for 8th (three strokes off the lead) in October's McGladry Classic in Sea Island, Georgia.

The Wilsons are the proud parents of Lane, Cole and Graham. Mark is a graduate of Wisconsin Lutheran High School and was an All-American at the University of North Carolina. A Mathematics major, he received the Ben Hogan Award for the top student-athlete golfer in 1997.

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 in July playing with three of the top fund-raising teams. The MACC Fund is grateful to the Wilsons for "Making a Mark **Fore** MACC" on the PGA Tour!



Mark Wilson tees off at Erin Hills in July for the MACC Fund



Hope through Hoops – WBCA presents \$125,000 to Jon McGlocklin at halftime of the Bucks MACC Fund game with help from Bango. From left: Loren Homb, Dave Royston and Jerry Petitgoue



West Bend Mutual Insurance has been on the MACC Fund team for two decades providing support in many ways. During this time, its support has included the coveted “Mike Koehler” Award given to a West Bend agent who distinguishes themselves in their community. A generous donation to the MACC Fund accompanies the award.

Every two years West Bend hosts a golf outing for the MACC Fund. The 5th biennial West Bend MACC Fund Event on August 18, 2014, was bigger and better than ever – which is saying something! It outpaced the fourth biennial MACC Fund event in 2012 - by over \$170,000 contributing a record \$470,000 in net proceeds. This is the largest amount ever contributed from a MACC Fund golf-related event. (and eclipsed the total from other 2014 MACC Fund Golf Tour events.)

The Milwaukee Brewers iconic Hall of Famer, Robin Yount, was on hand to make the day extra special along with two-time U.S. Open winner, ESPN Golf Analyst and 2014 Ryder Cup Vice Captain, Andy North. These sporting legends joined another Wisconsin sporting legend and MACC Fund co-founder, Jon McGlocklin (who presented Kevin Steiner, MACC Fund board member and West Bend’s President and CEO, with the MACC Fund’s Don Contardi Commitment Award) for this historic night.

They sat back though and watched in wonder as a lovely 9-year-old named Lily stole the show along with her parents and siblings. Lily was diagnosed with acute lymphoblastic leukemia in June 2013. Her dad is an IT Director at West Bend. Lily joined her mom and dad in thanking the generous guests. She listened carefully as Robin closed the night by reminding her to do as she said she was doing since she was diagnosed – “fight like a girl!” The cheering audience offered an appropriate exclamation point to that rousing statement and a great day in general.

Annually, West Bend donates \$50 for every Brewers double contributing \$14,850 for the Brewers’ 297 doubles this season. (Catcher Jonathan Lucroy had 53 doubles alone and his 46 while playing catcher was a league record. He got 7 while playing first base.) It also helps sponsor the “Evening With Aaron Rodgers” in May; the Brewers Mini + 10k to benefit the MACC Fund in September; the annual Bucks MACC Fund Game in October; and it will sponsor the Blue Board in the “TODAY’S TMJ4 Sports Auction 4 MACC” on Dec. 12. In addition to this wonderful fund-raising, West Bend provides the comfort of knowing that the “Silver Lining” is at work each day as the MACC Fund’s primary insurance carrier.



Record West Bend MACC Fund Event check – Lily Dove joins from left Andy North, Robin Yount, Jon McGlocklin and West Bend’s President / CEO Kevin Steiner with the record West Bend MACC Fund Event check of \$448,160. (That amount grew to \$470,000 by the time this newsletter was published.)

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 over \$325,000 since 1984 and \$7,300 this year alone. Keep an eye on www.maccfund.org for the 2015 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.



38th Annual Milwaukee Bucks MACC Fund Game

The Milwaukee Bucks 38th annual MACC Fund Game on Oct. 11 at the BMO Harris Bradley Center featured a border battle with the Chicago Bulls. The Bulls might have been on the winning side on the scoreboard, but the real winners were once again the kids who benefit from the outstanding fund-raising efforts of the Bucks. The 38th edition took the cumulative game totals to over \$1.4 million.

The Bucks have been at the heart of the MACC Fund since they helped start the organization during a Bucks game on Dec. 10, 1976. The MACC Fund is indebted to the new ownership group of the Bucks led by Wes Edens, Jamie Dinan and Marc Lasry, along with other local investors, for stepping up to continue this great tradition.

Maggie Schlehlein, the designer of the 2013 TODAY'S TMJ4 MACC*Star, joined Brian Gotter of TODAY'S TMJ4's Storm Team in presenting the game ball to the referees to tip off the action. TODAY'S TMJ4 was the official media sponsor of the game for the 11th straight year. The NBC affiliated station is celebrating 34 years of live broadcast support with its "Sports Auction 4 MACC" on Friday, Dec. 12 from 3 – 5 pm.

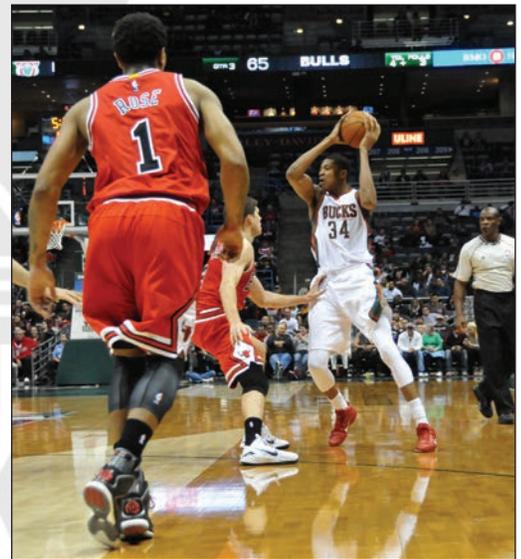
Coach Jason Kidd's young Bucks team came to play for the kids ensuring a good time for all. Second NBA overall pick, Jabari Parker, made his Milwaukee debut to the delight of all. A \$1 million check presentation from the TREK 100 to "the Original Buck," MACC Fund co-founder and Bucks television commentator, Jon McGlocklin, got the crowd excited after the first quarter. The TREK 100 is the MACC Fund's largest annual fundraiser with a total of over \$12 million contributed over the past 25 years.

Emma Paulson of Mequon, a freshman at Concordia University being seen in the MACC Fund Center at Children's Hospital of Wisconsin, joined Jon McGlocklin and Brian Gotter for a halftime check presentation from the Wisconsin Basketball Coaches Association (WBCA). The check was for \$125,000 from its 37th annual high school All-Star Games. The WBCA is the longest standing sponsor of the MACC Fund after the Bucks. Their annual All-Star Games, which are now played in the JustAGame Center in the Wisconsin Dells, have contributed a \$2.1 million "Gift of Hope through Hoops."



Maggie Schlehlein holds the Bucks MACC Fund Game ball and poses with members of the Bucks Dance Team along with the Bucks' O.J. Mayo and Za Za Pachulia with TODAY'S TMJ's Brian Gotter.

Photo by Dale Stonek



The Bucks Giannis Antetokounmpo in the Bucks MACC Fund game and the Bulls Derrick Rose.

Photo by Dale Stonek

Still Helping MACC

Mike Dunleavy played for the Bucks for two seasons before heading south to play for the Chicago Bulls. He grew up in the Milwaukee area while his dad was coach of the Bucks. For the past four years, Mike has donated \$1,000 for every point he scored in a preseason game – the first two years as a Buck in the Bucks MACC Fund game. Even though he is now playing for the Bulls, he still supports the MACC Fund. He was inactive for the Bucks MACC Fund game against the Bulls but donated \$1,000 for each point he scored during the Bulls first preseason game. His 13 points yield another impressive gift of \$13,000 taking his "scoring for MACC" total to 51 points or \$51,000!

THE MILWAUKEE BREWERS “MINI-MARATHON + 10K” BACKED MACC

The Milwaukee Brewers have supported the MACC Fund throughout its 38 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 third annual “Brewers Mini + 10k” on Saturday, Sept. 20, was another example of this big league support. The event drew 7,500 runners who enjoyed a scenic route through Milwaukee before returning to a post-race tailgate party after raising \$46,000. This took the total to nearly \$200,000 in 3 years. Hundreds of enthusiastic volunteers woke up early 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 Miller Park’s 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 2015 games at Miller Park, a participant medal, a “tech” shirt, and a post-race tailgate party with live music 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, Jenny Zwagerman won the Women’s Half with a time of 1:24:01 with Brian Finnel winning the Men’s side at 1:09:47. Shelley Navis won the 10k with a time of 40.55 and Gilberto Longoria captured the men’s title with a time of 36.23. Thanks to the Milwaukee Brewers and Brewers Enterprises for including the MACC Fund in this very special event. Make plans today for the fourth annual event on Saturday, Sept. 26, 2015.



MACC Fund COO Becky Pinter (left) holds the finish line tape with Maggie Schlehlein, childhood cancer survivor, for Jenny Zwagerman.

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, \$14,850 was raised from the two-baggers making it a double “Silver Lining.”

The Balistreri Sendik’s Markets are in their seventh “season” with the MACC Fund. Working with the Brewers radio network and the Fox Sports Wisconsin team, Sendik’s donated for every stolen base. Or 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 adding up to an impressive \$10,200.

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

Thanks to the Brewers and their teammates West Bend Mutual Insurance, Sendik’s and Sartori for pitching in to help the MACC Fund give every child a fighting chance.



Brian Gotter 4 MACC



Tina and Brian Gotter at Kids Bowling 4 MACC with kids helped by the MACC Fund

Brian Gotter is part of the talented and accurate TODAY'S TMJ4 Storm Team 4. He is also a man with a heart as big as his smile and compassion for kids battling cancer and blood disorders that would rival any "high pressure" system.

Brian and his wife Tina and their talented and dedicated team are already busy planning for the 4th annual Brian Gotter Bowling 4 MACC at Cedars Ill in Cedarburg on March 14. Last year's event raised over \$31,000.

His inaugural "Bowling 4 Kids" drew a near sold out crowd at Cedars Ill in November. The kids join in the fun as well by hosting neighborhood rummage sales, bake sales and lemonade stands and even teaming up with the Girl Scout Troop to host Pumpkin Bowling 4 MACC at Grafton's Pumpkin Fest at Veteran's Park. The Gotter kids, Ali and Austin, have also started their own "Dollar 4 MACC" campaign hoping for a minimum \$7 donation to the MACC Fund representing the 7 children a day that die nationally due to cancer. You can help too at <http://teammaccfund.kintera.org/dollar4macc>

Brian also teamed up with good friend Ben Conrad and OnMilwaukee.com's Jeff Sherman to produce Concert 4 MACC in September at the historic Turner Hall. The Gotter 4 MACC "franchise" which raised \$45,000 this year even included a Nighttime Golf Open at Edgewood Golf Club in Grafton. Ironically, the weatherman's *Chinooks Game 4 MACC* at Kapco Park was rained out. A regular Celebrity golfer in the Chili's MACC Open, he also was the Master of Ceremonies for the Bucks MACC Fund Game in October after teaming up with Bango for some entertaining promotion videos. You can't say enough nice things about the affable and accurate "4caster" on TODAY'S TMJ4 but the kids say "Thanks Brian and family 4 all you do!"



The **Mazda "Drive for Good"** runs from Nov. 21 – Jan. 2. Mazda and the Milwaukee area Mazda dealers will donate \$150 per car sold to the buyer's charity of choice from four national charities and the dealers' choice of a local charity - the MACC Fund. The national charities are St. Jude's Children's Hospital, American Red Cross, American Heart Association and the Mazda Foundation.

In addition, for every test drive Mazda will donate one hour of charitable service as part of a collective effort between Mazda's dealership and corporate employees. Last year's event raised \$10,000 for the MACC Fund. So if you are looking for a car, why not drive into one of your Milwaukee area Mazda dealers today? They are Concours Mazda in Glendale, Hall Mazda in Brookfield, Frank Boucher Mazda in Racine, Russ Darrow Mazda in Greenfield and Russ Darrow Metro in Milwaukee. Please tell them, "Thanks, from the MACC Fund."

Kohl's presents

• **AARON RODGERS** •

12 DAYS OF *Christmas*

BENEFITING  **MACC FUND**

Kohl's is in its third year on the MACC Fund team through its "Aaron Rodgers 12 Days of Christmas benefitting the MACC Fund." Working in conjunction with the Green Bay Packers quarterback and the Milwaukee Journal Sentinel from Dec. 1 – 12, Kohl's will help share 12 "Stories of Hope" of children who are helped by MACC Fund supported research. Coincidentally, 12/12 will be a fitting day to end the program while celebrating Wisconsin's favorite No. 12, Aaron Rodgers.

Kohl's once again will donate to the MACC Fund for every toy sale during these "12 Days of Christmas." Collaborating with Aaron and the Journal Sentinel, Kohl's has contributed \$125,000 to the MACC Fund in the past two years. The Milwaukee Journal Sentinel will once again offer online video interviews with parents of the children. These great videos were produced through the generosity of Watts Communications. You can learn more about this wonderful program at www.jsonline.com/twelvedays

Thanks to Kohl's, Aaron Rodgers and the Milwaukee Journal Sentinel for brightening the holidays once again for the children and for the MACC Fund.



Making It A Pepsi Day

Pepsi has been the MACC Fund's choice for three decades as Pepsi celebrates its 30th year supporting the MACC Fund. 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. Pepsi has given \$1.5 million in direct financial support on top of thousands of cases of Pepsi for hundreds of events over the past 30 years. In addition, Pepsi has donated hundreds of tickets so kids helped by the MACC Fund can enjoy Brewers baseball. So 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 30 thirst-quenching, hope-filled years.



Find us on
facebook

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 \$50 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*. The MACC Fund is a federally designated 501(c)3 nonprofit corporation with its office at 10000 W. Innovation Drive, Suite 135, Milwaukee, WI 53226. Telephone: 414-955-5830; fax 414-955-6170; email: info@maccfund.org; website: www.maccfund.org Editor: Sean Callahan.

PLEASE REMEMBER THE MACC FUND IN YOUR ESTATE PLANNING.



Women for MACC has been a wonderful friend of the children with cancer and the MACC Fund for 32 years. The dedicated members have been committed to the fight against childhood cancer and blood disorders through a variety of enjoyable special events that support this research. This year they included among

others: *Pasta Fest*; the *Cute Kids* calendar contest; "Ladies Night Out" along with "Shoot for a Cure" in August and *Couture for a Cure* in November.

The 24th Annual Gene Johann Memorial Trapshoot "Shoot for a Cure," sponsored by the Hartford Conservation & Gun Club, raised over \$50,000 this year taking the 24-year total to over \$1.2 million! Women for MACC has benefited from the Shoot for 23 years. 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. The great annual event will transition to the MACC Fund in 2015.

Women for MACC also hosted the "Couture for a Cure" fashion show presented by Boston Store at the Hyatt Regency Milwaukee on Election Day. The winner was never too close to call. The kids who benefit from the research the event helped support were the clear-cut winners. TODAY'S TMJ4's Mike Jacobs was the Master of Ceremonies once again as he has been for many years. Mike got help from 9-year-old Lily Dove of Jackson who designed the 2014 TODAY'S TMJ4 MACC*Star. Lily delighted happy winners of the raffle by drawing their names after a touching interview with Mike.

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* at Children's Hospital of Wisconsin.

Thanks go out to Women for MACC's Presidents - Erin Hareng whose term ended in May and Jessica Monville whose term began in May. Very special thanks to the generous members 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 and blood disorders, has contributed over \$4.5 million to the MACC Fund.

Make a date to be part of **Pasta Fest '15 on Sunday, March 1**, at Serb Hall at 51st and Oklahoma on Milwaukee's south side.

Sendik's Balistreri Sendik's Markets Back MACC

FOOD MARKET
BALISTRERI OWNED & OPERATED SINCE 1926



Sendik's Ted Balistreri (left), presents the MACC Fund's John Cary with the Sendik's Red Bag for Charity proceeds from the Brewers steals

Photo Credit - Sendik's

The Balistreri owned and operated Sendik's Food Markets - in Elm Grove, Franklin, Germantown, Grafton, Greenfield, Mequon, New Berlin, Wauwatosa, West Bend, Whitefish Bay, Hartland and "Sendik's Fresh 2 Go" in Bayside - continue their support of the MACC Fund for the seventh consecutive year. The stores are once again 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. The magazine sells for \$1.99 with all proceeds benefiting the MACC Fund.

In addition, you can buy a candy cane for \$1. The 27th edition of the TODAY'S TMJ4 MACC*Star, designed by 9-year-old Lily Dove, sells for \$10 (sales tax included). The Balistreri Sendik's Markets will once again offer special merchandise to benefit the MACC Fund as well.

The Balistreri owned and operated Sendik's have distinguished themselves as leaders in grocery and fine food retailing since 1926. Their 12 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 over \$600,000. Last year's program raised \$122,000, including the selling over more than 75,000 candy canes and over 2,800 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 "stealing" a lot leading to a wonderful donation of \$10,200. Sendik's was also the major sponsor of the third annual Brewers Mini + 10k - a half marathon held in September that offered runners a chance to raise funds for the MACC Fund.

Sendik's will also a major sponsor of the TODAY'S TMJ4 Sports Auction 4 MACC on Friday, Dec. 12, from 3 - 5 pm. The MACC Fund is grateful to be part of the Balistreri family and their great stores and associates during the holiday season.

Aaron Rodgers Backs MACC



Photo credit – Brian Malloy for the MACC Fund

Aaron Rodgers is surrounded by the children he is dedicated to helping who were part of the "Aaron Rodgers 12 Days of Christmas" campaign sponsored by Kohl's and created by the Milwaukee Journal Sentinel. The children capped off the Fifth Annual "An Evening With Aaron Rodgers" by presenting him with a collage of their pictures which they autographed for him.

Aaron Rodgers has been an MVP on the MACC Fund's team since 2010 by scoring points for children battling cancer and blood disorders. He is having another great year between the lines, but he is also having an outstanding year helping the MACC Fund. He hosted the fifth annual "An Evening With Aaron Rodgers" last May to a sold out crowd in the Grand Ballroom at the Hyatt Regency Milwaukee. Aaron was joined by the Packers John Kuhn and Randall Cobb who fielded questions from Jason Wilde of ESPNWisconsin.com, who once again did a great job.

Aaron shared his commitment to the MACC Fund with the enthusiastic crowd noting that helping children with cancer and blood disorders - heroes in his eyes - led him to initially embrace the MACC Fund five years ago. The Evening ended poignantly with the children featured in the Kohl's "Aaron Rodgers 12 Days of Christmas" program in the Milwaukee Journal Sentinel presenting him a framed collage of their pictures which they autographed for him. Aaron closed by pointing to the children and adding "I just want to say thank you to everybody for coming tonight. It means a lot. I am very blessed and humbled tonight by your generosity. This is why we do this. These incredible kids. You heard their stories. Read about them. Get into this and this will change your life. I am living proof of that. So thank you very much." The fifth annual Evening netted \$350,000 taking the five-year total of fund-raising efforts involving Aaron to over \$1.5 million net.

The 3rd annual "Aaron Rodgers' 12 Days of Christmas" to benefit the MACC Fund sponsored by Kohl's and created by the Milwaukee Journal Sentinel kicks off on Dec. 1. From 12-1 to 12-12, a series of ads will run in the newspaper as well as jsonline.com featuring 12 children helped by the MACC Fund's research which Aaron is proud to support. Kohl's will donate 5 per cent of their toy sales during this time. Over the past 2 "seasons," this has added up to \$125,000.

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



Children's Hospital of Wisconsin and its patients thanked Northwestern Mutual and the MACC Fund during a "wall-breaking" celebration in June on the Hospital's fifth floor. It signaled the start of the construction of the new *Northwestern Mutual Day Hospital in the MACC Fund Center at Children's Hospital of Wisconsin* which is scheduled to open in February, 2015.



ANNUAL APPEAL

Dear MACC Fund Friend:

The MACC Fund will celebrate its 38th birthday on December 10. Birthdays are important, especially for children. The MACC Fund loves it when kids have birthdays. When Eddie Doucette and I started the MACC Fund we certainly weren't thinking we were laying the foundation for something so important to help kids have their annual celebration.

Cutbacks in federal cancer research support make MACC Fund support more vital every single day. In fact, federal cancer funding has plummeted in the past 20 years. Pediatric cancer has to fight for its share of funding, even though it accounts for only one percent of all cancers. This clearly makes the MACC Fund's investment in research more important than ever before.

You may have heard the MACC Fund's June research contributions totaling \$1.2 million to its three beneficiaries -- the Medical College of Wisconsin, Children's Hospital of Wisconsin and the University of Wisconsin Carbone Cancer Center -- brought our 37.5-year total research contributions to over \$50 million. This MACC Fund milestone would never have happened without the support of generous people like you! For the record, December research contributions will take that number to \$52 million.

We ask for your financial help each year. We know we are not alone in asking for your support, yet your consideration of this request will help the MACC Fund meet its critical funding demands which total more than \$3 million annually.

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 and blood disorders to look forward to celebrations other kids take for granted, like birthdays and graduations and weddings. In addition, you are supporting the important work of dedicated researchers and outstanding caregivers.

Improved cure rates are impressive, yet the fight is far from over. An 80 percent overall five-year cure rate for cancer means little to a family that has lost a child. Just as significantly, even children in the 80 percent category have "late effect" issues which require more research to help them live longer and healthier lives. As we celebrate the lives saved, we are always reminded we support research to honor those who have died.

Together, we can make more miracles happen. We are committed to reaching the ultimate miracle of a 100 percent survival rate. Please give what you can today. Thanks for your support of the MACC Fund and thanks for helping to 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 by providing the best treatment possible.
- By year's end, the MACC Fund will have contributed over \$52 million to these research efforts over the past 38 years.
- The MACC Fund has played an important role in helping the overall cure rate for childhood cancer to rise from 20 percent to 80 percent since its inception in 1976.
- The MACC Fund supports research at the *MACC Fund Research Center* of the Medical College of Wisconsin, in the *MACC Fund Center* at Children's Hospital of Wisconsin and in the *MACC Fund Childhood Cancer Research Wing* of the Carbone Cancer Center of the University of Wisconsin.
- The MACC Fund contributions to these institutions in the past five years have yielded important National Institutes of Health (NIH) grants totaling millions of dollars in additional extramural research support.
- The MACC Fund has a Scientific Advisory Board comprised of four nationally renowned experts who review the progress of research it supports during their biennial visits.

Theta Chi's Ski For Cancer Backs MACC

The University of Wisconsin's Theta Chi's fraternity Psi Chapter created "Ski for Cancer" over four decades ago. This venerable winter event 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 a record \$43,000 in 2014 bringing the revived Theta Chi "Ski For Cancer" total to nearly \$150,000 and the overall contributions to \$375,000. The students made a special check presentation at the MACC Fund Childhood Cancer Research Wing of the Wisconsin Interdisciplinary Medical Research Center on the University's campus.

Plans are underway for the 2015 edition. The MACC Fund sincerely thanks all of the members of Theta Chi, past and present, for their great support. Special thanks to Dan Knuth who is heading the fraternity's efforts this year, and to Jon Graan and Tom Farin, who are helping as proud and generous alums.

**Ski For Cancer
2015**



Christopher's Dad, Pete Schraufnagel, presents the check to Jon McGlocklin with an assist from his daughter Megan. The check grew to \$110,000.

Christopher's Shoot Against Childhood Cancer

Christopher Schraufnagel's life was far too short, but his legacy will live on in all whom he touched. He died in June, 2012, 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 who met Donald Driver and Aaron Rodgers shortly before he died.

On July 11 his family and friends turned out again to honor the boy whose dream was to cure childhood cancer in an event sponsored by the Waukesha Gun Club which was outstanding in its support. There was something for every level of sporting clay and trap enthusiast. The event was an incredible success, raising over \$110,000 which was nearly twice the \$60,000 which was raised in 2013. Plans are underway for another great event in 2015.

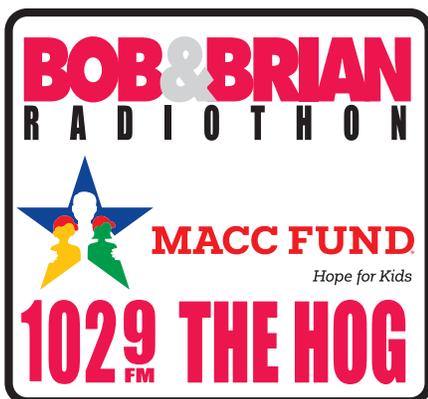
Christopher has inspired and touched hundreds of people despite passing at such a young age. Family and friends have also helped live out his dream of a cure through Team Christopher which rides in the TREK 100 Ride for Hope. His loving family has kept a Legacy of Hope alive in his memory reminding all who care for the children that we do research to honor those who have died.



Michael Best's "Best Pass" Program for the MACC Fund

Michael Best & Friedrich LLP was founded in 1848, two years after the City of Milwaukee was incorporated, and the same year Wisconsin became a state. Since that time the law firm has earned a reputation as a leading firm in the Midwest with approximately 220 attorneys serving clients at its Wisconsin offices in Milwaukee, Madison, Waukesha and Manitowoc as well as Chicago, Washington, D.C., and Salt Lake City. 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 its clients. The law firm's 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 once again this season for the third annual **Michael Best "Best Pass" Program**. Michael Best and KS Energy Services, one of its clients - will donate \$300 each for every touchdown pass thrown by the Green Bay Packers during the 2014-2015 season. If the Packers air it out for 50 yards or more, they will throw in \$500 each. They have "rounded up" their donation every year to \$30,000. Thanks to Michael Best and KS Energy Services for adding to the excitement of every Packers touchdown pass while supporting our efforts at the MACC Fund. The MACC Fund's friend quarterback Aaron Rodgers and his fine receivers deserve special thanks as well for an outstanding season.



The MACC Fund will benefit for the seventh straight year from the **Bob & Brian Radiothon** on 102.9 THE HOG on Apr. 9 – 10. The two outstanding radio personalities will broadcast live for two days while loyal listeners join in with pledges and bids. Bob and Brian are loyal MACC Fund supporters hosting their annual *Radiothon*, the *Bob & Brian Open* and their holiday "*Best of Bob and Brian*" CD. The 2015 edition of the Radiothon will once again offer unique auction items and interesting interviews from the world of sports and entertainment en route to surpassing \$500,000 in six years of the *Bob & Brian Radiothon*.

News Release: \$50 Million MACC Fund Milestone for research support

Group's June research contributions take total donated since 1976 to over \$50 million

The MACC Fund, Midwest Athletes Against Childhood Cancer, Inc., contributed \$1.2 million on June 30 to its three beneficiaries: the Medical College of Wisconsin Cancer Center, Children's Hospital of Wisconsin and the University of Wisconsin Carbone Cancer Center. These research contributions took the total of the MACC Fund's contributions since its inception in 1976 to over \$50 million.



The MACC Fund began on the retirement night of Jon McGlocklin from the Milwaukee Bucks. McGlocklin, MACC Fund President and Co-Founder, said *"I have been asked many times if I could see what the MACC Fund would accomplish over the years and did I realize the impact it would have on the lives of children and their families. I could only hope that someday we would have given \$50 million in the fight against childhood cancer and blood disorders helping cure rates to steadily increase for our children. Now we must continue to fight until we win the war."*

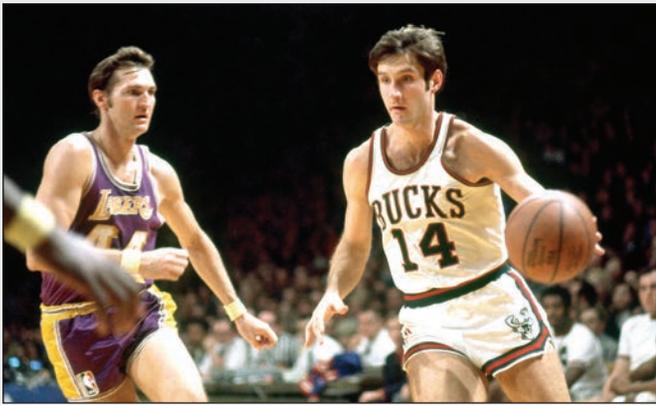
The overall cure rate for childhood cancer has risen from 20% to 80 per cent during the 37-year history of the MACC Fund. The final 20 per cent remains the goal while also recognizing that even children in the 80 per cent category can have "late effect" issues which require more research.

Eddie Doucette was the original "radio voice of the Milwaukee Bucks." He is the MACC Fund's Honorary Vice President and Co-Founder. His son Brett's battle with leukemia as a toddler served as the impetus for the creation of the MACC Fund. Brett, an early MACC Fund "success story," recently turned 41. Eddie Doucette noted *"if someone would have suggested in 1976 that someday we would be able to contribute \$50 million dollars specifically earmarked for research to eradicate pediatric cancers I would have thought it unfathomable. Back then the cure rate was 20 per cent, today it's over 80 per cent. What a tremendous testimony this is to the way people in this region have supported the MACC Fund mission through the years. To all who have made this milestone achievement possible by giving their dimes and dollars, my sincere, heartfelt thank you."*

MACC Fund supported scientific research is conducted in the six-story MACC Fund Research Center of the Medical College of Wisconsin and in the 14,000 square foot MACC Fund Childhood Cancer Research Wing of the Wisconsin Interdisciplinary Medical Research Center at the University of Wisconsin. Translational, clinical based research is conducted in the MACC Fund Center of Children's Hospital of Wisconsin.

Bill Steinberg, Chairman of the MACC Fund's Board of Directors since 2006, has been on the Board throughout most of its existence. He observed *"We have never had the chance to rethink our mission - from the beginning this has been about life for kids. However we imagined what was possible, what's not to be missed is the impact on the kids and their families whose lives have been touched by this work. MACC Fund donors, sponsors, volunteers, board and staff have achieved a lasting endurance beyond any of us with this milestone. \$50 million raised and donated since 1976 has funded the work of our partners in research, education, treatment and care who accept the risk that goes with it every day - making dreams come true for some and sadly, losing others who didn't have time to wait. That's why we keep doing this work."*

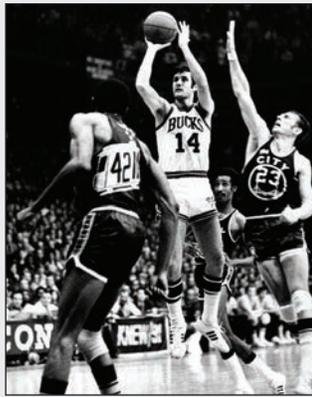
MACC Fund supported research in Wisconsin impacts the treatment and care of children battling cancer and blood disorders like aplastic anemia and sickle cell disease throughout the state, the nation and the world. The MACC Fund Scientific Advisory Board (SAB) conducts biennial site visits to review the research commitments. Dr. Crystal Mackall chaired the most recent 2013 SAB site visit. She is the Chief of the Pediatric Oncology Branch of the National Cancer Institute of the National Institutes of Health, the top federal officer for pediatric cancer research. Her report to the MACC Fund's Board of Directors following the 2013 Site Visit noted that *"the MACC Fund is among the crème de la crème of philanthropic groups focused on childhood cancer."* She completed her report with *"I look forward to watching continued research excellence emanating from Wisconsin as a result of your hard work and stewardship."*



Jon McGlocklin drives on the Lakers legendary Jerry West. West's silhouette was incorporated into the NBA logo, earning him the nickname of "The Logo".

CONGRATULATIONS

...to **Jon McGlocklin** on starting his 50th season in the NBA. After graduating from Indiana University in 1965, Jon played for the Cincinnati Royals and San Diego Clippers until he was selected in the NBA expansion draft by the Bucks in 1968. Nicknamed "Jonny Mac" by his friend and legendary Bucks announcer Eddie Doucette, his "Rainbow Jumper" lit up the Milwaukee Arena before the 3-point basket was born. The "Original Buck" scored the first points in team history and was the first Buck to be named an All-Star. His impressive 11-year NBA career included starting with Hall of Famers Oscar Robertson and Kareem Abdul-Jabbar on the Bucks 1971 World Championship team. After retiring from playing and a short stint in the front office, Jon turned his attention to Bucks broadcasts – a role he still enjoys as the team's color analyst for home games on Fox Sports Wisconsin. Jon also dedicated his life to the MACC Fund which he co-founded with Doucette on his retirement night from the Bucks on Dec. 10, 1976. Doucette's son Brett was diagnosed with cancer as a toddler around this time. Jon and Eddie teamed up to help support research to help kids like Brett Doucette. Jon has been a great ambassador for the team and leader of the MACC Fund for nearly 4 decades. His 50 years in the League is thought to be among the longest continuous stints in the history of the League. Congratulations Jon!



Jon's patented "Rainbow Jumper" against the San Francisco Warriors

BUZZING for Cancer

Whitefish Bay High School backs MACC every two years through its "Buzz Cuts for MACC." A "Blue Duke" smiles as she waits for the shears while helping to raise over \$12,300.



Lemonade for MACC



The Ratajczyk family of Whitefish Bay hosted a lemonade stand and raised \$23. Jake and Catie Jo of San Francisco, Cal. sold lemonade and brownies and raised \$100. Jake has been treated in the MACC Fund Center at Children's Hospital of Wisconsin. The Cary grandchildren of Whitefish Bay also hosted a lemonade stand at Nana and Gramps' this summer and raised \$22.00.



PGA Tour player and Honorary MACC Fund Athletic Board Member **Mark Wilson** with members of the Kettle Moraine High School Golf team after playing Erin Hills in July.



MACC FUND

Hope for Kids



TODAY'S TMJ4'S Brian Gotter, Ben Conrad of the Milwaukee Bucks marketing team and OnMilwaukee.com's Jeff Sherman are longtime MACC Fund friends with a keen interest in music. With Ben Conrad leading the way as Executive Producer – ably assisted by Nick Fetting and Justin Weber-Tiedt – the talented group staged

the inaugural *Concert 4 MACC* on Sept. 26 at the Historic Turner Hall, thanks in large part to great cooperation and support from the Pabst Theater Group. *"Cory Chisel and the Wandering Sons"* and *"Hugh Bob and the Hustle"* co-headlined the evening which was opened by *"Los Colognes"* from Nashville, Tenn.

Cory Chisel is a Wisconsin native and 2013 WAMI (Wisconsin Area Music Industry) "Artist of the Year" and 2014 WAMI "Male Vocalist of the Year." Cory brought a soulful brand of Americana and folk rock reflecting his life as the son of a preacher who was sheltered from pop music and instead was raised on hymns and Johnny Cash. His impressive resume boasts performing around the world including Glastonbury, Bonnaroo and the Newport Folk Festival. He's also been a guest on the "Jimmy Fallon Show", "The Late Show with David Letterman" and "Conan". He has opened for artists such as Norah Jones, Emmylou Harris and Jackson Browne.

Singer-songwriter Hugh Robert Masterson grew up in Butternut, Wis. of which he once said "It's the kind of place where the silence is deafening and the stars are so bright you can feel nothing but humbled." His debut album brought to life this slice of classic Americana with ruggedly poetic lyrics and sweet roots rock. Hugh Bob and The Hustle were busy this year playing South by Southwest, debuting their "Blame Me" video on CMT Pure, premiering their "This Bar Is a Prison" video on Paste Magazine and was featured on CMT Edge's Concrete Country.

The pro bono production project raised over \$10,000 in its inaugural year. The MACC Fund thanks the dedicated producers as well as the sponsors Corona Extra, OnMilwaukee.com, 88NINE Radio Milwaukee, Sky High Marketing and Yelp Milwaukee along with the participating sponsors Gruber Law Offices, LLC, Aimee McBride - Country Financial, Kapco Metal Stamping, Uber Milwaukee and First Edge Solutions.

Milwaukee Magazine's Best of Milwaukee Awards Party

Milwaukee Magazine hosted a wonderful night to celebrate Milwaukee on Oct. 17 at the Mitchell Park Domes. Its "2014 Best of Milwaukee Awards Party" toasted the winners of "Milwaukee Magazine's Reason to Love Milwaukee Awards" which spotlighted the faces and places that make the city great.



Guests enjoyed the beautiful and iconic trio of geodesic Domes known for their horticultural beauty. They enjoyed locally crafted brews and sampled an array of fine food while enjoying the Pop-Soul stylings of Milwaukee's own, Grace Weber. The MACC Fund was honored to be a beneficiary of this inaugural event and thanks Milwaukee Magazine, its subscribers and advertisers and all who attended this great event raising over \$1,200.



Photo Credit

Royal Car Care at 20th and Oklahoma in Milwaukee held a MACC Fund day on Memorial Day. UFC fighter Sergio Pettis was there and so was NASCAR's *Joey Logano's Shell Pennzoil Ford #22*. Thanks to Rich and his crew for donating all of their car washes raising \$2,801.

Sharing Christmas on



A visit to **Candy Cane Lane** is a sure bet to brighten up your holidays. From Nov. 28 – 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 \$85,000. Over the past 29 years, Candy Cane Lane has provided millions of smiles while raising a Gift of Hope of \$1,385,000!

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 from December 7th through December 23rd 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 and be sure to 'like' Candy Cane Lane on Facebook and follow them on Twitter for up to the minute information.

The MACC Fund and Candy Cane Lane thank the following generous donors: James M. Hays, Lodge 331 F&AM of WI, West Allis Firefighters Association, Tom's Dependable Heating and Cooling, Balistreri's Italian American Ristorante, Balistreri's on Bluemound Inn, Bevsek-Verbick Funeral Home, Jelly Belly, Eillien's Candies, Ritt, Beyer and Weir, R.M. Palmer Company, M&M Mars, Vicki Krotts and Ferrara Candy Company.

The MACC Fund thanks all of the hard-working and dedicated neighbors and friends led by Joy Geyer, Ken Perkl and Pat Wolfe. A very special thank you goes to the entire Candy Cane Lane committee which has helped keep the bright lights burning with hope.

www.candycanelanewi.com



TODAY'S TMJ4's Sports Auction 4 MACC

Make a date today for the **TODAY'S TMJ4 Sports Auction 4 MACC** on Friday, Dec. 12, from 3-5 p.m. That's right. The Sports Auction 4 MACC is "movin' on up" to weekday afternoon prime time! That's exciting and definitely makes for "must see TV!" This marks the 34th consecutive year of live broadcasts by TODAY'S TMJ4. The 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 NASCAR. Autographed signature items will be up for bid from sports personalities including the Packers Aaron Rodgers, Jordy Nelson, Randall Cobb and Eddie Lacy, the Bucks Gianni Antetokounmpo and rookie standout Jabari Parker and Hall of Famers Kareem Abdul-Jabbar, Robin Yount and NASCAR's Darrell Waltrip as well as a 2015 PGA Championship Experience at Kohler's Whistling Straits.

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 34 years. Please tune in on Friday, 12/12, to bid early and bid often.



The Kingston Bay Kid's Triathlon and silent auction was held over Labor Day weekend. Approximately 30 kids participated in the event. Thanks to their efforts and those of their wonderful families and friends, \$9,500 was raised which was 25 percent more than last year!

Gruber Law Offices Bucks "3s" for MACC

Generous MACC Fund sponsor, Gruber Law Offices LLC, has teamed up with the longest standing MACC Fund sponsor, the Milwaukee Bucks, to help the children while adding excitement to the Bucks home games. It was "ONE CALL THAT'S ALL" for the two MACC backers to come together for the children through the *Gruber Law Offices Bucks 3s for MACC*. Gruber Law will donate for every 3-point basket the Bucks score on their BMO Harris Bradley Center home court this season. Go Bucks!



Shorewood High School has supported the MACC Fund with its *Shorewood Games* – usually held every four years - and its annual Buzz Cuts since 1988. The school's popular social studies teacher, John Jacobson, drew the attention (and admiration) of the school Principal Tim Kenney and faculty member Lisa Bromley during the 2014 Buzz Cuts. Lisa has led every MACC Fund effort at the school since 1988. Her "Bromley's Brownies" sales helped this year's event raise over \$10,000.

Robinade Old School Lemonade Bucks MACC

Robin Yount loves lemonade. For the past seven seasons, the legendary Milwaukee Brewer has been turning lemons into lemonade with his *Robinade Old School Lemonade*. He has been helping the MACC Fund throughout this time as well. He and his partners have contributed \$40,000 by turning lemons into Hope over the years continuing his support of the MACC Fund from his playing days. From winning the first MACC Fund Open in 1977 to being in Women for MACC Fashions shows with his wife and daughters to donating his \$10,000 "Seagram's 7-Crown MVP Award" check in 1982 to Robinade, Robin always answered the call to help the kids. Thank you Robin for always continuing to bat for the kids and the MACC Fund!



MillerCoors, Milwaukee's hometown brewery, has backed MACC since 1982 in a number of ways with broadcast marketing programs with the Milwaukee Brewers and Milwaukee Bucks and more recently through sponsorship of "An Evening With Aaron Rodgers" in conjunction with its great distributor Beer Capitol Distributing. Once again this season Coors Light is adding an exclamation point to every Bucks 3-point basket with a donation for every "3" the Bucks make, home and away.

Where There's a Will...

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

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

Sartori teams up with the Admirals for MACC

The MACC Fund has been fortunate to receive support from Sartori Company for the past three Brewers seasons through their Brewers pitching change donations totaling \$25,000 annually. Sartori is adding to its support to the MACC Fund by partnering with the Milwaukee Admirals whose support of the MACC Fund dates back to the Fund's earliest days. Sartori will donate \$10 for every Admiral's Power Play. The Admirals Power Play Foundation will match Sartori's generous support. The team averages about 306 Power Plays a year.



Sartori, the Plymouth, Wis. producer of award winning artisan cheese, is celebrating its 75th Anniversary this year. It is committed to the community and prides itself on giving back through support like this and its generous support of Make-A-Wish Wisconsin and local food pantries. Thanks to Sartori and the Admirals for this exciting new "Power"ful partnership.

A special MACC Fund Night with the Muellers

Mary Jo and Jim Mueller hosted a special event for the MACC Fund at Westmoor Country Club Sept. 24. 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 2014-2015 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. Jon McGlocklin talked about both the MACC Fund and the Bucks, two subjects he knows very well since he was a "Starter" on both teams. The night also featured the introduction of the beautiful artwork of Katrina Louise Mueller.

The Muellers graciously offered to match 20 per cent of their guests' donations to the MACC Fund that night. The group was incredibly generous. Thanks to the Mueller family and their guests as well as John Hammond for joining his friend Jon McGlocklin for a very special night.

The Muellers also treated kids and their families helped by the MACC Fund to a Brewers game in a Miller Park Founder's Suite in September.

WELCOME A"BOARD"

The MACC Fund welcomes **Greg Klimek** to its Board of Directors. A senior executive with the Kenan Advantage Group, one of the nation's largest trucking firms, the Green Bay resident has been a generous benefactor of the MACC Fund for two decades. He has helped in many ways including Chairing the "BP MACC Fund Open" helping to lead it to the largest annual event on the MACC Fund Golf Tour raising more than \$100,000 annually. Greg is also a member of the steering committee for the MACC Fund's efforts in the Green Bay area. It's good to have you *on board*, Greg.

Follow the MACC Fund on Facebook, Twitter and YouTube!

Head to www.maccfund.org

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



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

The J.K. Lee Blackbelt Academy's 21st annual Board Break-A-Thon on Feb. 28 at Bayshore Town Center in Glendale promises to be another great day to kick cancer. Over the last 20 years J.K. Lee students have raised about \$650,000 to help kids with cancer. During the MACC Fund's five-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 over \$240,000!

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 21st Annual Board Break-A-Thon possible.



Grand Master J.K. Lee with one of his students

MACCetera

Zion-Benton Township High School in Zion, Ill. hosted a "Swim for a Cure" in memory of their classmate Cory Batz and raised \$655.

Mukwonago Area School students raised \$475.

Adam Biebel played his guitar acoustically at Glas Coffee in Sheboygan and raised \$200.

Congregation Shalom students of Milwaukee made their Tzedakah donations of \$497 in honor of children fighting cancer. AM Shalom of Glencoe, Ill. also made their Tzedakah donations of \$180. Thanks kids!

Cavanna Fitness held a fun summer event and raised \$2,025.

Anita's Dance Companies held their recital shows and raised \$600.

Little **Olivia** didn't want birthday presents so she asked for donations to the MACC Fund. She raised \$100. Thanks Olivia and Happy Birthday!

Karcher Middle School of Burlington Wis. hosted a penny drive for the MACC Fund and raised \$1,851.46...that's a lot of pennies!
Clean Power LLC of Wauwatosa raised \$420 through their Jean Fridays.

The **Midwest Supply Chain Holdings Company** Bowl-a-Thon for the MACC Fund raised \$1,722.

The **Village of Bayside** held their 2nd annual 5k Fun Run/Walk to benefit the MACC Fund and raised \$655.

In honor of little Ella, **#teampinkymanner** had bracelet sales and raised \$750.

University School of Milwaukee had a "Gold in September" football game and raised \$1,390 in honor of USM students Charlie Burton and Sam Slater.

Alicia Thompson hosted the annual Bowl for Life in Stevens Point and raised \$2,000. Thanks Alicia!

Balistreri's Sendik's continues to support the MACC Fund with creative ideas. At a recent employee meeting they raised \$2,320.

North Shore Bank held a "Haunted Hallways" raising \$800 for the MACC Fund.

Racine Raiders Football Club, a semi-pro team, raised funds every quarterback "sack." Their 17 sacks resulted in \$425. Thanks Raiders!!

Have you heard of the **Whipping Out Childhood Cancer Challenge**? It raised \$160 from Wisconsin families that wanted to help. Here's the link to learn more and to select the MACC Fund:
<http://whippingchildhoodcancer.com>

Eli Joseph Keyes selected the MACC Fund for his bar mitzvah project and raised \$340.
Austin Anixter also selected the MACC Fund for his bar mitzvah project in memory of Sam Sommer and raised \$1,145.

St. Dominic Congregation of Brookfield held an "out of uniform" day and raised \$200.

Plymouth High School hosted a dance on the football field raising \$450.

Whitefish Bay Drama Club collected donations for the MACC Fund raising \$419.

Casting for a Cure in honor of Cheri Amore raised \$370.

Midwest Refrigerated Services, a frozen and refrigerated food services logistics company, held a Bowling event in June and raised \$1,622 for the MACC Fund. How's this for trivia - every Burger King hamburger patty sold/consumed in the country passes through this northwest Milwaukee facility.

Stepping Stones Learning Center of Belgium, Wis., Held its second annual Carnival for the MACC Fund in May and raised \$4,100. A number of children from Belgium who are treated at the MACC Fund Center at Children's Hospital of Wisconsin were on hand for the fun.

Process Display of New Berlin held their annual Bowling event for the MACC Fund this Fall raising important funds for the fight against childhood cancer and blood disorders.

Longtime MACC Fund friends **Jodi and Tom Joeres** turned a Sunday Packers Party into an impromptu fund raiser for MACC raising over \$3,200.

Kaylen's Race 4 a Cure was held on September 21 in Wauwatosa to remember a beautiful child. Thanks to the Kaylen Birk Foundation and all who participated and raised \$3,500.

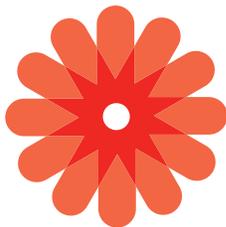
Have you ever seen a smile like that before?



Aaron Rodgers with Chloe at his special Evening. Chloe was diagnosed with leukemia in May 2012 and is treated in the MACC Fund Center at Children's Hospital of Wisconsin.

There were plenty of smiles of the kids from the Kohl's "Aaron Rodgers 12 Days of Christmas" program, created by the Milwaukee Journal Sentinel, who joined the Green Bay Packers quarterback for the fifth annual "An Evening With Aaron Rodgers" in May. Greg Marshall and his fine crew from CI Design captured those smiles and produced a video with an original song using this phrase as its chorus. You can watch this great video on the MACC Fund's Youtube channel at <http://www.youtube.com/user/MACCFundInc>. Greg Marshall's band **Figureheads** performed the song which he wrote and produced for the MACC Fund.

Marshall is the outstanding producer of the highly acclaimed **itsAaron.com** episodes sponsored by Gruber Law Offices LLC in conjunction with Aaron Rodgers. The MACC Fund was featured in the three inaugural episodes from Season One in 2012. Visit www.itsAaron.com to view all three seasons. **Click on Season One** on the right side of the page to watch three heartwarming episodes recounting a special day for three kids who are helped by the MACC Fund with their favorite quarterback.



COMMUNITY
HEALTH CHARITIES

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Help.SM

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.

September is National Childhood Cancer Awareness Month Gold is the color designated for childhood cancer

Mother Nature does a pretty good job of turning trees Gold on "Her" own. But this year, a collaborative effort of Gold in September® (G9) - a Childhood Cancer Awareness Project - the MACC Fund, Children's Hospital of Wisconsin and the Medical College of Wisconsin teamed up to help Her by raising awareness and funds for childhood cancer research.



People were encouraged to wear something Gold colored, share the message in social media, attend fund-raising events or donate to the MACC Fund. This year's campaign laid the seeds for helping make next year's campaign even more golden.

Mortensen Portrait Design's "Cute Kids" Calendar

Mortensen Photography and The Marek Group have created the 2015 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 courtesy of 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 to the Cute Kids, who are assigned for each month, a portrait of a child dealing with cancer or blood disorders is included along with their story. For the fourth year, the back of the calendar also features MACC Fund friend and Green Bay Packers 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; online through the MACC Fund's Shop for Hope at www.maccfund.org; Spargo Salon and Spa in Pewaukee; Tadpoles and Chris & Co. Salon in Delafield; Studio 890 in Elm Grove and Brookfield; Laacke & Joys in Brookfield; 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 for their wonderful generosity.

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 or info@maccfund.org

Superstar ~ \$7,500

Nicholas Family Foundation
US Bank Technology Services

Captain ~ \$3,000

A.O. Smith Foundation
Karen & Eddie Doucette
Carol Gehl
Barbara Kendro
Jean & Greg Klimek
Joy & Clark Vilter

Starter ~ \$1,000

Kathy & Dan Beers
Richard Bierwirth
Kelly & Patrick Ciriacks
Clients & Suppliers of
TJR Communications
The Kort Family
McGlocklin Family
MGIC

Rod & Pat Petersen
The Family of Robbie Rexhausen
Ted & Noelle Rulseh
Pam & Stuart Schroeder
Robert A. Schultz, Jr.
Kurt Schummer
Diane M. Wisniewski

Coach ~ \$500

Larry & Jan Barbera
Tom Cary
Flannery Family
Dr. Lawrence, Joyzele and Mari Howards
Dennis & Judy Kruzan
Jan Lennon
Becky & Brian Pinter
Sabinash Family
Marjorie Singer
Shannon & John Tabaska
The Wagner Family c/o GW Electronics
Beth & David Wilmoth

Wishing Upon a MACC*STAR

The 27th annual 2014 TODAY'S TMJ4 MACC*Star makes the perfect holiday gift that keeps on giving. The brightly colored, porcelain ornament will provide Hope for children with cancer and blood disorders long after the holidays have past.

This year's MACC*Star was designed by Lily Dove of Jackson, Wis. The 9-year-old was diagnosed with acute lymphoblastic leukemia in 2013. She is treated in the MACC Fund Center at Children's Hospital of Wisconsin.

Lily is a fourth grader at Jackson Elementary School. She likes Math and also enjoys softball, soccer, horseback riding and family time. Through her battle with cancer, Lily continues her self-proclaimed theme to "fight like a girl." She got to swim with the dolphins on her Make-A-Wish trip in October and she met Bango in November.



Lily and Bango with his autographed MACC*Star

The TODAY'S TMJ4 MACC*Stars are on sale for \$10 each (sales tax included) at the 12 Balistreri's Sendik's Food Markets in Bayside, Elm Grove, Franklin, Germantown, Greenfield, Grafton, Hartland, 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 25 years) and at Spargo Salon in Pewaukee. MACC*Stars can also be ordered at www.maccfund.org or by calling 414-955-5830.

The 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 34 years of MACC Fund broadcast support.

Make sure to watch the TODAY'S TMJ4 Sports Auction 4 MACC on Friday, Dec. 12 from 3 – 5 p.m.

Laugh It Up...with Howie Mandel



Here's a great way to start the new year off with a smile. The Harry & Rose Samson Family Jewish Community Center (JCC) and Olshan Outreach (Bayshore Town Center – formerly Bayshore Community Foundation) are excited to have **Howie Mandel** headline the fourth annual *Laugh It Up Milwaukee* on Saturday, Jan. 31, at the Riverside Theater. The popular comedian is a judge on NBC's "America's Got Talent." He will take the stage at 8:00 p.m. for a performance benefiting programs of the JCC and Hunger Task Force. The MACC Fund, last year's co-beneficiary, will also receive some funds from this great event along with the beneficiaries from the event's first two years. Tickets are \$45-\$90 and can be purchased at laughitupmilwaukee.org or pabsttheater.org. Get ready to *Laugh It Up*.



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



Midwest Athletes Against Childhood Cancer, Inc.

www.maccfund.org
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Milwaukee, WI 53226



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A Tweeting Survivor

Brandon Novack was 12 when he was diagnosed on Dec. 13, 2002, with Acute Lymphoblastic Leukemia T-Cell. Now 24, he is a college graduate with a degree in Business Administration from UW Green Bay. He recently accepted a position with Acuity Insurance Company in Sheboygan after working for two years at Harley-Davidson. Sports have always played a big role in his life and his love of Wisconsin's teams is well known. Brandon is a Game Night Public Relations Assistant for the Milwaukee Bucks games and an assistant varsity football coach at his alma mater, Cedar Grove/Belgium High School.

Brandon manages the MACC Fund Twitter account on a pro bono basis working closely with Donna Schnapp, the MACC Fund's Office Manager, who does a great job with the MACC Fund's Facebook page. Together, Donna and Brandon keep the MACC Fund's friends up to date on all of the comings and goings of the MACC Fund.

Brandon recently met Lily, the designer of the 2014 TODAY'S TMJ4 MACC*Star, at the Brian Gotter "Kids Bowling 4 MACC" event. Lily was born in 2005, the year Brandon designed the MACC*Star.

The designer of the TODAY'S TMJ4 MACC*Star in 2005, Brandon joins his grateful family at a number of MACC Fund events and is always willing to help out, just like he does with his Tweets. It is exciting to think that the person behind the Tweets is a childhood cancer survivor.



Photo courtesy of Milwaukee Bucks

Brandon Novack with Jon McGlocklin before a Bucks game.