



Hope for Kids

MACC FUND Today

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Double Teaming Fight Against Childhood Cancer *Dynamic Duo -- Scientist Malarkannan & Clinician Researcher Thakar -- tackle study of Natural Killer cells to harness power of the immune system*

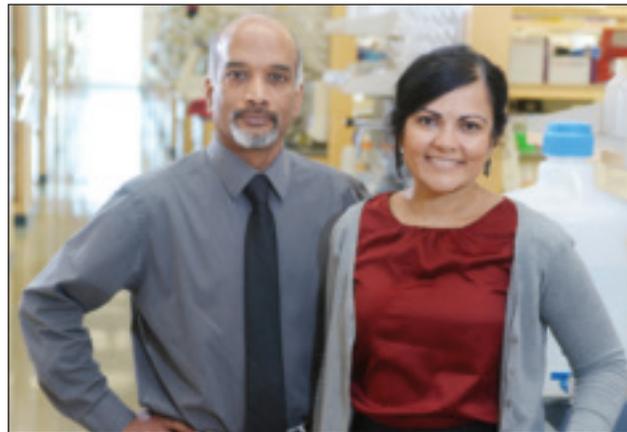
Teamwork builds champions. Teamwork also helps save the lives of children with cancer. At least this is the case for a pair of MACC Fund Center researchers -- one a scientist the other a clinician -- who make up an amicable and very likeable pair who have teamed up for the past five years to champion an initiative harnessing the power of one's own natural immune system to fight childhood cancer.

Basic scientist Subramaniam Malarkannan, PhD, (*Dr. Malar for short*), is the Professor and Garetto Chair for Immunology and Immunotherapy in the Depts. of Medicine-Hematology & Oncology, Microbiology & Molecular Genetics, Pediatrics at the Medical College of Wisconsin. In addition, he has been a faculty member at the Blood Research Institute for the past 14 years, where their combined research lab is housed.

Physician scientist Monica Thakar, MD is an Assistant Professor (soon to be Associate Professor) of Pediatrics Hematology, Oncology and Bone Marrow Transplant and an attending physician at Children's Hospital of Wisconsin. It's a position she's held since coming here from Seattle in January 2010.

"We're interested in taking some of the findings in the lab related to how our immune system functions against cancer cells and translating that into clinical elements, particularly for our young kids," said Dr. Malar.

"We have a very unique partnership, one the MACC Fund has graciously supported



Subramaniam Malarkannan, PhD, and Monica Thakar, MD

over the years," said Dr. Thakar. "What you've got is a basic scientist and a clinician scientist who feed off the strengths of each other to solve the ultimate goal of curing cancer."

The interest they both share is the natural killer cell (NK). An NK cell is a type of white blood cell that forms an important part of a healthy immune system. They are rapidly activated and kill cancer cells through complex machinery. They also survey the body constantly and attack rogue cells that could turn into cancer cells. Just as the name implies, they truly are "natural killers" in the body.

Dr. Malar has been studying the NK cell in the lab "in order to decipher how it works biologically and within the human body," he said. "We are trying to use the NK cell as a mechanism to fight cancer.

"The beauty of this relationship is I can take findings from the lab and bring them to the clinic. I can also take my

observations from the clinic and patient samples, bring them back to the lab to study and understand how cancer invades the system, and determine how we can modify the NK cells to further counteract cancer."

"It's a really cutting edge form of cancer treatment," added Dr. Thakar. "Some of the top cancer centers in the country are putting a huge focus into immunotherapy as we run out of options using traditional forms of treatment."

Some of the current modalities for treating childhood cancer include 1) really strong, potent chemotherapy, 2) aggressive surgeries or 3) intense radiation.

"Sometimes we're able to cure cancer with those therapies," Dr. Thakar said. "But oftentimes, despite these big and intense therapies, too many kids still relapse.

"The idea is to try and harness the power of your own immune system -- or immune system of a healthy donor -- as a way to fight cancer. It's a really different modality and a different way of thinking about cancer treatment. Right now our trials are with bone marrow transplant patients, but eventually we want to move on and use immune therapy (even before the transplant as well as after) to fight relapse."

Dr. Malar concurs, "What Monica is saying is precisely right. There are a set of cancer patients -- kids and adults -- who are hard to treat. We want to have a methodology to deal with both. It's a huge problem nationwide."

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Photo Credit - Children's Hospital of Wisconsin



Dear MACC Fund Supporter:

It is an honor to hold the position of Chairman of the Board of Directors of the MACC Fund. My family and I have been blessed by the MACC Fund and those who support it since my sister was diagnosed with leukemia during the organization's infancy. At that time my parents were told to choose treatment Option A or Option B. They weren't sure which one to choose, but thankfully their choice was the correct one. Thankfully, nearly four decades later, the science has advanced and few parents are asked to make that choice.

I have been fortunate to be on the Board of the MACC Fund for most of its 39 years. I have been honored to serve with Bill Steinberg whom I am succeeding as Chairman. Bill is Chairman Emeritus and most importantly he is remaining involved with the Board. I know that I will look to him for help just as we will

look to you for help. I am fortunate to serve with Kevin Steiner as the Vice Chair, the position I held, and with Jon McGlocklin whose vision and courage led to starting the MACC Fund with Eddie Doucette whose family was also touched by a leukemia diagnosis with their son Brett. Thankfully, like my sister, Brett is a childhood cancer survivor.

The Board is representative of the many benefactors of the MACC Fund like you. Whether you are a volunteer, event participant, sponsor or donor, you are the MACC Fund and we as a Board not only appreciate your time, participation and donations, but we understand how you have entrusted us to do the right thing with your support. I assure you that the Board is committed to doing all that it can to help ensure many more success stories. A tangible sign of this is the recently opened MACC Fund Center at Children's Hospital of Wisconsin.

Reading this issue's cover story on Drs. Malar and Thakar reminded me of how support of the MACC Fund from friends like you is helping to change the world of pediatric cancer research.

The cover story basically defines translational research, namely the concept of taking proven ideas from the laboratory and translating them to the patient's bedside. The MACC Fund has been dedicated to this for years and accelerated the notion through its \$5 million commitment to Children's Hospital of Wisconsin in 2008. This ultimately helped Children's Hospital MACC Fund Center attain a Phase One Study Center designation, one of only 20 others in the country.

Excerpted from the cover story are Dr. Malar's comments, namely *"What you've got is a basic scientist and a clinician scientist who feed off the strengths of each other to solve the ultimate goal of curing cancer."* The interest they both share is the natural killer cell (NK). Dr. Malar further notes, *"The beauty of this relationship is I can take findings from the lab and bring them to the clinic. I can also take my observations from the clinic and patient samples, bring them back to the lab to study and understand how cancer invades the system. It wasn't until Monica (Dr. Thakar) got here that we were able to apply what we do in the lab to the clinic. We're a team...team is the right word. Other people collaborate."*

My predecessor, Bill Steinberg, often used the phrase *"further and faster"* when referring to defeating cancer in kids. Dr. Malar said he and Dr. Thakar are a *"team."* YOU are part of the MACC Fund's team that is making a difference. On behalf of the Board, which is dedicated to doing more than ever to defeat cancer and blood disorders *"further and faster,"* I humbly and gratefully say *"thank you."* I invite you to do more than ever to move the battle *"further and faster."* I hope to be able to thank you personally at one of our many events you can keep track of at MACCFund.org. Thanks for helping the MACC Fund give every child a fighting chance.

Paul Knoebel, Chairman of the Board

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There are only a half dozen or so institutions nationally actively offering this kind of therapy.

"In a year or two we would like to offer some new, novel therapy that's not available anywhere else," Dr. Malar said. *"We have the basics for doing it. We have laboratory findings in which we can change the NK cells, genetically modify them, and make them work better inside the patient's body."* Dr. Malar is from Southern India and spent a year in the Bay Area of California before being recruited to the Medical College by his mentor, Dr. William Burns, MD. His reason for focusing in the field of cancer came when a family friend was diagnosed with a form of uterine cancer that went on for seven to eight years.

"All the emotions my wife and I went through really changed the way I look at cancer. My friend was always very upbeat, asking 'how are you?' She's still the pillar of inspiration for many of us in the family and our friends."

Dr. Malar, who lives in Menomonee Falls with his wife, Uma, and son, Santosh, who is now a sophomore at the University of California at Berkeley, carries that enthusiasm with his regular lab teammates and younger graduate students.

"We have a young cancer patient who is the spokesperson of our lab who is fully cured. She even had her own fundraiser and we had a small ceremony here where she presented our lab with a check! She's 7 years old now. We've known her family for a long time, even before she was diagnosed with cancer. She went through all the steps here at Children's Hospital and 'rang the bell' (ending treatment). That's absolutely awesome and beautiful."

Dr. Thakar's parents are from India and she is the first one in her family to be born in the United States (New York). She spent most of her childhood in South Carolina, received her medical degree from the Medical University of South Carolina; got her first real taste of winter during her Pediatric residency at the University of Chicago; and did her Fellowship in Hematology/Oncology/Bone Marrow Transplant at the Fred Hutchinson Cancer Research Center in Seattle.



Photo Credit - Children's Hospital of Wisconsin



Photo Credit – Children's Hospital of Wisconsin

The Laboratory of Molecular Immunology and Immunotherapy team: Back row from left: Kate Dixon (Graduate Student), Zach Gerbec (Graduate Student), Alex Abel (Graduate Student), Kamal Rajasekaran (Research Scientist), and Linda Berg Luecke (Lab Manager). Front row: Dr. Thakar and Dr. Malarkannan. Not pictured: Nate Schloemer (Pediatric Clinical Fellow).

Dr. Thakar has also been personally affected by cancer. One of her best friends and college roommate passed away in her early 30's from an aggressive GI cancer called cholangiocarcinoma.

"It's one thing to take care of kids and young adults with cancer, and another to see a close friend or loved one go through this. I think we all have been personally affected by cancer. It motivates us in this challenging field to keep pushing forward."

She always wanted to be pediatrician and became interested in cancer while in medical school.

"It was a no-brainer for me to go into this field," said Dr. Thakar, who lives on Milwaukee's East Side with her husband, Robert. "I became very interested in the science of why cancer happens and moreso why it happens in certain children. I thought it was a field where I could learn a lot and it would inspire me to be a good caretaker and physician."

While she appreciates the nearly six years she spent training and working in Seattle, Dr. Thakar wanted to go to a place that had a good, strong clinical program and where she had the ability to work in early therapeutic trials.

She credits Dr. David Margolis, Program Director, Bone Marrow Transplant, Children's Hospital of Wisconsin, for recruiting her. It was Dr. Margolis who introduced her to Dr. Malar.

"Dave knew of my work in Seattle with NK cells in the lab and in the clinic. He also knew Dr. Malar had been working many years in the lab on NK cells. On my very first day in Milwaukee when I interviewed in the Spring of 2009 I was introduced to Dr. Malar.

"Malar and I had an amazing discussion and we really connected. Here's someone leading his program who sees the benefit of a translational relationship, sees that we are coming at this from different angles and can see the collaboration."

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Dear MACC Fund Friend:

The winds of change are always blowing. They touched the MACC Fund as Bill Steinberg, the Chairman of the MACC Fund's Board of Directors since 2006, became Chairman Emeritus, and Paul Knoebel left his Vice Chair position to assume the leadership role which fits him and his commitment to the MACC Fund so well. Kevin Steiner assumed Paul's position of Vice Chair. I

am so grateful to Bill for all he has done and so pleased that he is stepping over and not aside. He will continue to be a valued board member. Paul's commitment grew out of his sister's diagnosis with cancer in the early days of the MACC Fund. His commitment is unwavering and fortunately his sister is with us to see her brother step up. Kevin personifies all that is good in a person dedicated to helping the kids. As President and CEO of West Bend Insurance, he is a great MACC backer. So the winds have blown in the MACC Fund's favor once again.

This was my 50th year in the NBA and my 47th with the Bucks organization. The city is abuzz with energy backing Bucks basketball which saw the Bucks give the Chicago Bulls a good run in the six-game series. This excitement has been brought about by an ownership group led by three dynamic men and an impressive cadre of local investors. What is also exciting is the way this ownership group has embraced the MACC Fund carrying on the traditions set by former owners Jim Fitzgerald and Senator Kohl. The Bucks have been a cornerstone of the MACC Fund.

Spring always means riders putting in miles on their bikes to prepare for the TREK 100 on June 6. The TREK 100 has raised over \$12.2 million in NET proceeds in 25 years. Our sincere thanks goes to John Burke, President and CEO of Trek, along with his dedicated team as well as the thousands of riders, volunteers and donors who have helped make this the biggest fund-raiser in the 39-year history of the MACC Fund.

No column would be complete without thanking Aaron Rodgers for his great support for the past six years. True to form, Aaron continues his generous support. His efforts on behalf of the MACC Fund since 2010 have helped generate over \$1.9 million in net proceeds. He didn't have to win his second NFL MVP title or be a finalist for the NFL's Water Payton Man of the Year award or be the "Celebrity Jeopardy" champion winning \$50,000 and gaining national attention to the MACC Fund to prove that he is a perennial MVP to the kids and the MACC Fund.

The MACC Fund Golf Tour's Spring season teed off with the Lake Country Charity Invitational on May 9 at Erin Hills, home of the 2017 U.S. Open. The U.S. Open trophy was even there. The next stop is the granddaddy of them all, the 39th Annual "Chili's MACC Open" on Monday, June 1, at Tuckaway Country Club.

There is always something going on with the MACC Fund to help the kids. Follow us on Facebook, Twitter and visit maccfund.org regularly to keep up with the MACC Fund's "Gift of Hope" and make a donation. Thank for your continued interest and support. Your support last year led to a record-breaking fundraising year. We are off to another great start and hope to see you along the way so we can thank you in person for helping kids with cancer and blood disorders. Thanks for helping give every child a fighting chance.

Jon McGlocklin, President



Photo Credit – Children's Hospital of Wisconsin

Together, the Malar-Thakar team is making steady progress in the study of NK cells.

"It wasn't until Monica got here that we were able to apply what we do in the lab to the clinic," said Dr. Malar. "When we first talked I immediately got excited. This would be the clinical arm of what we do. Now, almost five years down the road, almost all of our grants are co-investigator and we have a team of 14 including clinical fellows, technicians, graduate students, etc.

"We're a good-sized lab and still growing. We're reasonably funded. That's all because we could combine the basic lab and the clinical aspect."

Dr. Malar believes some of the bigger institutions experience success because "they collaborate"...meaning that funding, grants and other means "force" these institutions to get results.

"At our sized institution we can't afford to do that. We do it ourselves. We meet, we talk and we get things done."

Because of her background in basic science, Dr. Thakar can observe something in the clinic and discuss with Dr. Malar.

"There are so many times when I'll tell Dr. Malar about a situation and he'll have a biological reason I haven't thought about. Likewise, Dr. Malar is also very well versed in what happens in the clinic.

"The big overlap is the NK cell and our common interest. We have important roles on this team and we each contribute in different ways."

"We're a team...team is the right word," Dr. Malar emphasizes. "Other people collaborate."

The two meet weekly every Thursday afternoon for a joint lab meeting to work on complimentary projects. They also have a rotating schedule where other team members from the lab or a particular project and present their work in progress. Schedule permitting Dr. Malar and Dr. Thakar set time aside Wednesday mornings for just the two of them to meet.

The also socialize. As of this writing the two were planning a party for one of their lab people.

"It's very important that we cook together and get together as family and friends," Dr. Malar said.

One of the bigger, more exciting collaborations they are working on is Chimeric Antigen Receptors (CARs), a life-saving therapy that was recently recognized as the "Discovery of the Year" in scientific journals.

"We're working on CARs, which is a way of programming normal immune cells to be very specific bullets targeting cancer cells," said Dr. Thakar. "Rather than chemotherapy, which wipes out everything, these receptors are fairly specific and very potent."

Most groups working on CARs are putting these receptors into T-cells, which has been successful with certain types of leukemia.

"We're interested in putting them into NK cells vs. T-cells," Dr. Thakar added. "We'd eventually like to have trials here in Milwaukee with this type of therapy."

The critical downside of this therapy is the side effects patients go through.

"We are amping up these cells to be 20-30 times better so the immune cells are going to kill the tumor cells," Dr. Malar said. "That's what you want, but these same immune cells are going to cause inflammation. That's a problem.

"What we're working on in the lab is a way to control the inflammation without altering their ability on CARs. That's our major modification of the therapeutic approach."

Together, Drs. Malar and Thakar have teamed up on numerous grants as well as papers that have been published.

"We're starting new collaborations with outside sites for additional clinical trials so I think what we're seeing is just the beginning of many more things to come," Dr. Thakar said. "There are so many directions this type of therapy is going. Right now we have two clinical trials using NK cells in BMT.

"There are kids out there who get cancer because they get a genetic predisposition. But there are many kids we don't really quite understand why they get cancer. If it has to do with some component of the immune system then being able to strengthen that to keep cancer away would be a phenomenal contribution."

Another key member of the Malar-Thakar team is the MACC Fund.

"We get continuous support from the MACC Fund," Dr. Malar said. "Last year, thanks to the MACC Fund, we created a new program call High Risk Hematological Malignancy Program. We sincerely hope that two years down the road we will have this novel therapy available to kids and adults. Without support from the MACC Fund we would not be able to achieve this."

Dr. Thakar concurs, noting it's easier to get NIH money or big grants when one has preliminary data.

"When first starting a new project you need some money to get things going. That's where the MACC Fund has been crucial. If we don't have the seed money to get ideas generated and have preliminary data, bigger applications would not be successful.

"It's extremely stressful trying to raise money and it takes a lot of time," she added, noting 50 percent of one's time goes into writing grants. "The MACC Fund's support of this type of work shows confidence in us. It's very rewarding and gives us motivation to keep moving forward."



The 26th Annual TREK 100

“Ride for Hope”

The TREK 100 has raised over \$12.2 million in net proceeds for pediatric cancer and blood disorders research. Trek Bicycle Corp. of Waterloo, Wis., has been an incredible sponsor in this impressive “Gift of Hope” through cycling. Trek is working hard with the MACC Fund to make this year’s June 6 event the best ever.

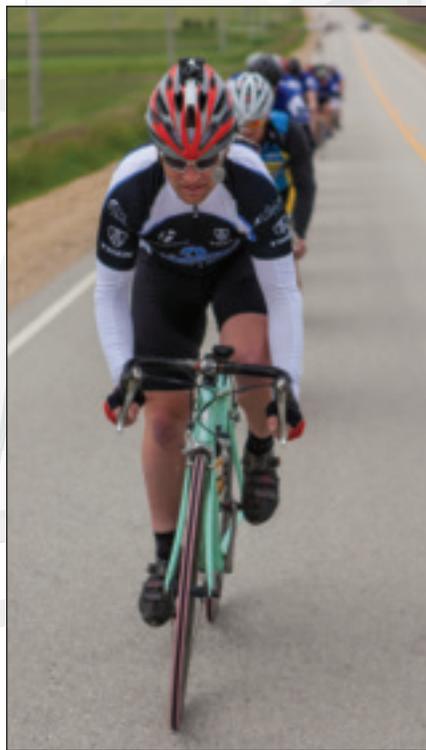
The TREK 100 is the largest fundraising event in the 39-year history of the MACC Fund. Cyclists can “ride for hope” by choosing the 100-mile, 100k (62-mile), 36 or 19-mile route.

A great ride through Wisconsin’s beautiful farmland on rolling rural roads around Waterloo, the worldwide headquarters of Trek Bicycles, awaits the riders. Last year, over 2,250 cyclists raised \$1,000,020. The TREK 100 has also been voted “one of the best rides in the country” by *Bicycling* Magazine and was recently named to *Outside* magazine’s “Bucket List” of great bike rides.

Participants receive a commemorative, 100-percent heavy cotton T-shirt, breakfast, lunch and rest stops with nutritious refreshments served by enthusiastic volunteers. The best ride support around comes from the Trek Wrench Force as well as local Trek dealers who

are on hand to assist riders. A post-ride celebration featuring music, great food and a relaxing massage tops off a terrific day of cycling and giving hope to kids with cancer.

Great Trek merchandise is offered as an incentive for those who “go the extra mile” to raise



pledges to help a child with cancer and the TREK 100 Century Club offers members some added benefits as well.

TREK 100 sponsors include Giant Manufacturing, Post Moderne, Tri Link, Tektro,

Ramiko Fox, Liow Ko, Maxxis, Pro Max, Premetec, DT Swiss, Onward Helmet, Shimano, Quest Briohn Builders, Bank of America/Merrill Lynch, Wheel & Sprocket, Ripon Printers, Prime Coatings, Velo and VP Components.

Sign up through May 29 to become part of the 26th Annual TREK 100 team as a rider or a volunteer. Limited “Day of” registration is offered with riders needing to pay both the entry fee and the \$2 minimum per mile. The 100-mile and 100k rides start from Trek at 7:30 a.m. while the 36-mile and 19-mile rides begin at 10 a.m. On-line registration at www.trek100.org or www.maccfund.org makes it easy, fast and convenient or call 414-955-5830.



TREK

ride for hope

The annual ride to fight childhood cancer and blood disorders.



MACC FUND

Hope for Kids

TREK 100 June 6, 2015

MACC Fund support helps UW Stand Up To Cancer “Dream Team”

The MACC Fund has supported the great research work being done at the University of Wisconsin Carbone Cancer for three decades. The MACC Fund’s June research contributions will take the total support provided to UW to over \$8.2 million. The efforts of the great research team led by Paul Sondel, MD, PhD have yielded some of the most impressive results in the country. Their work is done in the 14,000-square foot *MACC Fund Childhood Cancer Research Labs* of the Wisconsin Interdisciplinary Medical Research Center which resulted from a MACC Fund grant of \$3.5 million made in 2006.



Dr. Paul Sondel of UW’s
Pediatric Dream Team

Katie Couric is a national television personality who has been legendary in her ability to influence society and the way we think and behave by taking productive advantage of her ability to get us all to listen attentively. She has through her example and her personal/family experiences emphasized the importance of cancer prevention and the impact of cancer research. One particularly major project was her vision in co-founding **Stand Up To Cancer**, (SU2C) on May 28, 2008.

Its mission is to raise funds to accelerate the pace of groundbreaking translational research that can get new therapies to patients sooner to save lives now. Since 2008, SU2C has used its more than \$200 million in contributions to support 16 separate “Dream Teams” of collaborating investigators with each “Dream Team” focusing on a major clinical cancer challenge.

At its 2013 meeting The American Association for Cancer Research honored Katie Couric with its Distinguished Public Service Award. At that same 2013 meeting, SU2C announced the formation of its *Pediatric Cancer Dream Team*. This team of seven outstanding collaborative childhood cancer treatment/research centers are working together on “Immunogenomics to Create Novel Therapies for High Risk Childhood Malignancies.” Because of its longstanding progress and commitment to innovative ways to use the immune system to treat childhood cancer, the University of Wisconsin’s childhood cancer research program, which the MACC Fund has supported for 30 years, has played an important part of that seven institution “Dream Team.” It shares in the \$15.5 million grant that is being divided among the seven centers which are the University of Wisconsin, The National Cancer Institute, Children’s Hospital of Philadelphia, Texas Children’s Hospital Houston, The University of Washington-Seattle, The University of British Columbia in Vancouver and Toronto Sick Children’s Hospital. Through this Dream Team new ideas are moving forward in the labs at these seven sites and being translated into innovative, and effective improved ways to treat childhood cancer.

One example of this clinical progress is the recent UW opening of The Phase-II Clinical Trial of genetically engineered (chimeric-antigen-receptor modified) T cells (CART-019) as treatment for relapsed/refractory acute lymphoblastic leukemia with Dr. Christian Capitini as the Principal Investigator.

The UW-Madison Researchers that comprise its Stand-Up-To-Cancer / St. Baldrick’s Foundation Pediatric Cancer Dream Team are: Christian Capitini MD, Ken DeSantes MD, Jaquelyn Hank PhD, Peiman Hematti MD, Mario Otto MD, PhD, Alexander Rakhmilevich MD, PhD and the Principal Investigator Paul Sondel MD, PhD. Childhood cancer survivor Kelly Cotter is the Team’s Advocate. The MACC Fund has supported the efforts of nearly all of the researchers and is proud of the great work which this “Dream Team” is doing to help give every child a fighting chance.

Dream Team Members Impact MACC

The MACC Fund has a relationship with the leaders of the research programs at four of the seven Dream Team institutions. Three of them have been on the MACC Fund’s Scientific Advisory Board (SAB) which reviews the research supported by the MACC Fund during site visits held every two to three years. Dr. Crystal Mackall heads the Dream Team efforts at the National Cancer Institute and chaired the SAB site visit in 2013. Dr. Susan Blaney leads the Dream Team at Texas Children’s Hospital and led the MACC Fund’s SAB in 2010. Dr. John Maris is the leader at Children’s Hospital of Philadelphia and led the SAB for the MACC Fund in 2008. The fourth, Dr. Paul Sondel, heads the UW research efforts which are supported by the MACC Fund. The MACC Fund congratulates these great *Dream Team* leaders and is proud to have them on the MACC Fund team as well.



TODAY'S TMJ4's Mike Jacobs honored by the MACC Fund

Mike Jacobs has been a familiar personality on Milwaukee's TODAY'S TMJ4 for 37 years. The trustworthy newsman and anchor is retiring on May 20. Mike is known for leaving the anchor desk which he occupied so well for many years to cover stories "on the ground," bringing a first-hand perspective and trusted viewpoint to the station's viewers.

The station is honoring Mike throughout his final month with a look back at some of the many stories he covered. TODAY'S TMJ4 is graciously including the MACC Fund in this celebration since Mike has also been a great friend to the organization. Mike has always been a great supporter of Women for MACC as well.

Mike, along with his co-anchor and dear MACC Fund friend and benefactor, Carole Meekins, have hosted the station's live MACC*ATHONs and Sports Auctions 4 MACC for over two decades. The two bring the same professionalism and passion to the children and the MACC Fund that they bring to their audience every night.



Jon McGlocklin with Mike Jacobs and Carole Meekins.

The MACC Fund honored Mike by presenting him with its only annual award, the Don Contardi Commitment Award. This special recognition is given each year to a person or MACC Fund sponsor exemplifying Don's commitment as an early MACC Fund board member. His devotion to helping children with cancer helped define him until his untimely death from the disease in 1984. Sadly, Don's granddaughter, Emma, whom he never got a chance to meet, was diagnosed with leukemia in 2002 as a little girl. Thankfully she responded well to treatment and is living an active life as a teenager. MACC Fund President and co-founder, Jon McGlocklin, surprised Mike by presenting him the award live on the station's May 7 "Wisconsin Tonight" edition. Mike was in fact surprised and expressed his gratitude and thanks for being able to help the MACC Fund help kids.

Enjoy your retirement, Mike. You deserve it and all of the blessings that will come with it. Thanks for all you have done to help the MACC Fund give every child a fighting chance.

TODAY'S TMJ4's Sports Auction 4 MACC



TODAY'S TMJ4 has supported the MACC Fund with live broadcasts for 35 years. Lance Allan of the TMJ4 Sports Team helped provide "color commentary" for the 25 sports related items. He got help again from Colleen (Coco) Flannery who has benefited from MACC Fund supported research. The Loyola University freshman is majoring in Nursing hoping to be a pediatric cancer nurse.



The December TODAY'S TMJ4 Sports Auction 4 MACC included a live studio audience for the first time ever. They were entertained by the action of the auction and by "Bango the Buck" who teamed up with the Original Buck, Jon McGlocklin, to help the MACC Fund.

THE MILWAUKEE BREWERS 4th ANNUAL “MINI-MARATHON + 10K” BACKS MACC

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

The Milwaukee Brewers have supported the MACC Fund since its inception 39 years ago. Brewers doubles, home runs, stolen bases, pitching changes, double plays and more have all raised funds for the MACC Fund in conjunction with the Brewers' broadcast sponsors.

The 4th annual Brewers Mini-Marathon + 10k presented by Sendik's on Sept. 26 will once again begin at beautiful Miller Park. The run provides runners with a scenic route through Milwaukee, prizes and a post-race tailgate party making this one of the most unique half marathons in the area. In addition, the races also offer an opportunity to raise money for the MACC Fund, benefitting childhood cancer and blood disorders research in Wisconsin. Thanks to many dedicated runners and their generous friends, the last three editions of the "Brewers Mini-Marathon" raised over \$200,000 giving another example of this big league support.

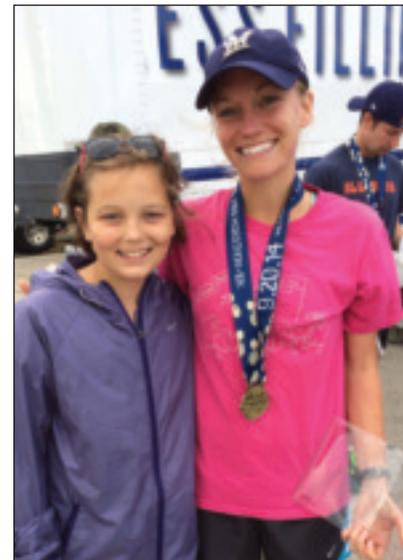
The courses will feature many Milwaukee landmarks including the Miller Valley, the Harley-Davidson Museum, the Mitchell Park Conservatory Domes and Miller Park. Runners and volunteers will receive a free Brewers ticket voucher good for select 2016 games at Miller Park in April or May, a participant medal, a "tech" shirt, and a post-race tailgate party outside Miller Park with live music. The highly regarded Vision Event Management will once again be managing the Mini-Marathon +10K in conjunction with the impressive Brewers Enterprises.

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

Fundraising proceeds will benefit the MACC Fund. Participants can organize their own fundraising page online at www.brewersmini.com. Donors can make donations online.

Participants can register for the race at www.brewersmini.com. The costs of the Mini-Marathon +10K races are \$75 and \$55, respectively, for those registering by July 31. The cost is \$85 and \$65 between Aug. 1 – Sept. 20. Registration on packet pick-up day at Miller Park is \$100 and \$80. Race details, a course map and other information including donating and signing up to volunteer can be found at www.brewersmini.com.

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



2014 Brewers Mini Half women's winner Jenny Zwagerman with Maggie Schlehlein who has benefited from MACC Fund research after posting a winning time of 1:24:01.

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

West Bend's "Silver Lining®" makes a \$50 donation on the Brewers radio network for every double hit by a Brewer. Last season the home team had 297 doubles accounting for a wonderful donation of \$14,850.

The **Balistreri Sendik's Markets** have been on the MACC Fund team for seven years helping to raise over \$660,000 through their annual winter campaign. Working for the fourth year with the Brewers radio network and the Fox Sports Wisconsin team, Sendik's donates for every base the Brewers steal. In baseball parlance, Sendik's – the home of the famous Red Bag – will donate for every Brewers "stolen bag." Last year the stolen bases added up to \$10,200 for the MACC Fund's Gift of Hope thanks to the 11 Balisteri family-owned Sendik's stores.

Sartori Company is *pitching* in again this year to help make a change for the better for the MACC Fund through its special program on the Brewers radio network. Sartori is the award-winning producer of rich and creamy Sartori Bella Vitano cheese. It was named Best American Cheese at the World Cheese Awards in Dublin, Ireland, and will once again generously donate to the MACC Fund for pitching changes. They donated \$25,000 for the past three seasons. Thanks Sartori for *pitching* in to make a *change* to help a child win the game of life.



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

The Silver Lining company also hosts a biennial golf outing for the MACC Fund at the beautiful West Bend Country Club which raised over \$470,000 in net proceeds in 2014. The total from five biennial events is nearly \$1 million. The 2014 West Bend MACC Fund Event was the second largest MACC Fund event following the TREK 100s which leads every year with funds in excess of \$800,000 annually.



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 \$470,000.

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

Pinky's Promise

Ella is a beautiful little girl whose nickname is Pinky. She has been battling cancer since she was born - literally. Her loving mom and dad celebrated her first birthday in style for her benefit and for lots of other kids who are battling cancer. Hundreds of family and friends filled Milwaukee's East Side's popular "Pizza Man" for an afternoon of inspirational recollections by fellow childhood cancer fighters as well as the doctors, nurses and staff from the MACC Fund Center at Children's Hospital of Wisconsin who are dedicated to helping these children. There were plenty of fun filled activities, music, and of course, the great food which Pizza Man is known for.

The January 3 event was an inspirational day for all and a wonderful way to start the New Year with a great donation of nearly \$20,000. Thanks to Pinky's mom and dad, Sara and Patrick Manner, for including the MACC Fund in their special day to celebrate their beautiful little girl.

They have another event, "Pinky's Promise Kickoff to Summer Concert for MACC", planned for Sat. May 30 at 7 P.M. at the Cedarburg Cultural Center featuring Keith Pulvermacher, singer/songwriter Sara Routh and national headliners "Daniel and the Lion." It promises to be another great night.

Howie Mandel "Laughs It Up"



The MACC Fund was fortunate to benefit from the 4th annual "Laugh It Up Milwaukee" on Jan. 31 at the beautiful Riverside Theater in the heart of downtown Milwaukee. The great comedy night was hosted by Olshan Outreach (Bayshore Town Center – formerly Bayshore Community Foundation) and the Harry and Rose Samson Family Jewish Community Center. It featured the musings of Howie Mandel. As a co-beneficiary along with the JCC of the 2014 *Laugh It Up* event which featured Martin Short, the MACC Fund was fortunate to be a secondary beneficiary this year, while the Hunger Task Force was the co-beneficiary along with the JCC. Thanks to the JCC and Olshan Outreach for their generous support.



The **Mazda "Drive for Good"** campaign closed out 2014 in fine fashion. The Milwaukee area Mazda dealers and Mazda donated \$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 Research Hospital, the American Red Cross, the American Heart Association and the Mazda Foundation. The effort raised \$20,000 doubling the amount from the inaugural program in 2013 which also benefited the MACC Fund.

In addition, for every test drive Mazda donated one hour of charitable service as part of a collective effort between Mazda's dealership and corporate employees. Thanks to Mazda and the Milwaukee area Mazda dealers - Concours Mazda in Glendale, Hall Mazda in Brookfield, Frank Boucher Mazda in Racine, Russ Darrow Mazda in Greenfield and Russ Darrow Metro in Milwaukee. In addition, dealers from throughout the state helped out, namely Bergstrom Mazda in Appleton, Holiday Mazda in Fond du Lac, Don Miller Mazda in Madison, Russ Darrow Mazda in Madison, Van Horn Mazda in Sheboygan, Cliff Wall Mazda in Green Bay and Gordie Boucher Mazda in Janesville. Zoom. Zoom.

An Evening for MACC on the Lake

Seven Seas Seafood and Steak on beautiful Lake Nagawicka in Hartland will be the fun-filled venue for a lovely evening to benefit the MACC Fund on Saturday, June 20. The Evening will be hosted by Kris and George Bagdanovich of PS Companies and their dear friend, Vince Nicols of Exit Realty Horizons. Starting at 4 P.M., it will feature music, hors d'oeuvres, refreshments and more. Starting about 6 P.M., there will be guest appearances by three men who have impacted the Wisconsin sports world and their communities in general for decades, namely Jon McGlocklin of the Bucks, Sal Bando of the Brewers and John Anderson of the Packers.

Bucks President Peter Feigin will join in the fun as well as a very special guest. A spirited auction will be conducted by Steve "The Homer" True of ESPN Milwaukee to round out a great night. Please contact Shirley at PS Companies at 414-276-6689 if you would like to attend. There is no admission charge but donations at the event will be greatly appreciated.

The MACC Fund thanks the Bagdanoviches and Vince Nicols and their generous friends for what promises to be a wonderful night for the MACC Fund.



EY picked up the ball

Ernst & Young LLP is a worldwide accounting and consulting firm with a big heart for little kids. For years the firm played in a basketball event for the MACC Fund. When they learned it had ended this past winter, they put the ball in their court. On very short notice they put together an event on March 21 with the help of some trusted friends including Matt Powers of Spring Bank and kept the ball in play for the MACC Fund and the kids. Their last second efforts as the shot clock was running down helped raise \$3,350. Thanks EY for making shots and raising funds to offer a slam dunk "Gift of Hope" through Hoops!

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



Grand Master JK Lee with the Marquette University team.

The J.K. Lee Blackbelt Academy's "Board Break-A-Thon" on Feb. 28 at Bayshore Town Center raised nearly \$32,000 for the MACC Fund. This took the contributions to the MACC Fund to over \$260,000. Grand Master J.K. Lee's children, Master Chan Lee and Miss Christine Lee, once again worked tirelessly to produce an event that raised needed funds for the MACC Fund while giving their students a chance to help children with cancer and blood disorders. They also entertained appreciative crowds throughout the day.

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

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

MACC Fund Video



Dr. Dave Margolis, Interim Section Chief of Hematology, Oncology, Transplant, Associate Chair of the Department of Pediatrics of the Medical College of Wisconsin and Director of the Bone Marrow Transplant program at Children's Hospital of Wisconsin, is interviewed by Jeff Watts of Watts Communications which helped the MACC Fund staff produce a new 5-minute MACC Fund video.

Dr. Margolis was interviewed in the reception/waiting area of the new MACC Fund Center Outpatient Clinic at Children's Hospital of Wisconsin. The video features different views of the new Center which includes the Northwestern Mutual Day Hospital and the 24-bed MACC Fund Center Inpatient Unit.

You can view the video and other related videos on the MACC Fund's YouTube Channel at <https://www.youtube.com/user/MACCFundInc>. The link to the new 5-minute video is <https://www.youtube.com/watch?v=Fr7E-kCinLs>

The cost of the video was underwritten by a generous benefactor. The video will be put to good use as the MACC Fund broadens its scope in the Green Bay / Northeast Wisconsin and Fox Valley area which was one of the reasons for its creation.





The MACC Fund Golf Tour combines Golf and Hope

Golf and hope have gone hand-in-hand since the first MACC Fund Open in 1977. Now, 38 years later, the **MACC Fund Golf Tour** features all kinds of golfers in a variety of tournaments and different venues. Golfers play the game they love so that kids with cancer can play the games they love.

The 2014 **MACC Fund Golf Tour** raised over \$825,000 in net proceeds. West Bend Insurance's "MACC Fund Event" accounted for \$470,000 alone. The "prize money" was made payable to "Pediatric Cancer and Blood Disorders Research." Over 2,000 golfers drove, pitched and putted in an attempt to beat par as they beat cancer.

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

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

The **Lake Country Charity Invitational**, featuring many of the area's finest high school golf teams, led off the Tour at Erin Hills, home of the 2017 U.S. Open with the U.S. Open trophy on display. Under the direction of Tom Tallmadge, the retired coach of the five-time defending state champion Hartland Arrowhead High School, the Invitational, sponsored by Arrowhead, is a fitting way to start the 2015 season with kids helping kids. The Honorary Chairman for the ninth year was five-time PGA Tour Player and MACC Fund Honorary Athletic Board Member Mark Wilson. Mark will once again play with three teams from the top fundraising high school teams during the summer at Erin Hills.

The granddaddy of them all is the **Chili's MACC Open**. Held on the first Monday in June at Tuckaway Country Club, the Open provides golfers a chance to help in 2015 just like they did in 1977 when Robin Yount's fivesome won the inaugural event. The MACC Fund is honored to be partner once again with ERJ Dining, the Wisconsin franchisee for the Chili's MACC Open. Former Milwaukee Bucks great and MACC Fund Honorary Board Member Junior Bridgeman owns ERJ Dining. Junior was playing in the game on the night the MACC Fund began during a halftime presentation retiring Jon McGlocklin's number. Chili's is doing a MACC Fund promotion throughout the month of May at its 14 statewide restaurants including its "MACC Fund Day" on May 27 with all proceeds being donated to the MACC Fund.

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

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

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



*Official U.S. Open trophy
at the 2017 venue,
Erin Hills.*

The 2015 MACC Fund Golf Tour (as of May 1)

Lake Country Charity Invitational – Erin Hills, Erin, Saturday, May 9.

38th Annual Chili's MACC Open – Tuckaway Country Club, Franklin, Monday, June 1.

Jim Mech Memorial MACC Fund Open – Autumn Ridge Golf Course, Valders, Friday, June 19.

Cheri Amore Memorial Open – Twin Lakes Country Club, Twin Lakes, Monday, June 22.

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

102.9 FM, THE HOG's Bob and Brian Open – Grand Geneva Resort, Lake Geneva, Friday, July 24.

Tom Perra Memorial Open – Ironwood Golf Course, Sussex, Saturday, Aug. 1.

Oconomowoc Golf Club's 100th Celebration, Saturday, Aug. 1.

The 21st annual **BP MACC Fund Open** – Evergreen Golf Club, Elkhorn, Monday, Aug. 17.

The **GOGO (Garbedian on Golf Open)** – Ironwood Golf Course, Sussex, Thursday, Aug. 20.

Corporations Caring for Kids Invitational – Oconomowoc Golf Club, Oconomowoc, Monday, Sept. 14.

Women for MACC's "Nine, Wine & Dine", Ironwood Golf Course, Sussex, Monday, Sept. 14.

MPSO Open (Milwaukee Police Supervisors Organization) Golf Outing Scenic View, Slinger, Monday, Sept. 14.

Five-time PGA Tour winner **Mark Wilson's "Making a Mark Fore MACC"** program contributes to the MACC Fund based on his performances throughout his year on the PGA Tour.

Aaron Rodgers Backs MACC



Photo Credit – Jeopardy Productions, Inc.

Aaron Rodgers appeared on “Celebrity Jeopardy” on May 12. His winning is not limited to the football field. He defeated Kevin (Mr. Wonderful) O’Leary from the television show “Shark Tank” and retired Astronaut and Navy Captain Mark Kelly shown above and won \$50,000 for the MACC Fund.



Photo Credit – Jeopardy Productions, Inc.

Aaron Rodgers is a great football player with a Super Bowl MVP title and two NFL MVP titles. His MVP status is not limited to the field of play, however. For the last six years, Aaron has been an MVP on the MACC Fund’s team scoring points for children battling cancer and blood disorders. If dollars were points, his fundraising score would be over \$1.9 million!

Aaron has participated in a number of events for the MACC Fund since 2010, playing an integral role in raising funds for the MACC Fund to help kids battling cancer and blood disorders. For the third year, 12 children were featured in the annual “Aaron Rodgers’ 12 Days of Christmas” to benefit the MACC Fund. Created by the Milwaukee Journal Sentinel and sponsored by Kohl’s, the unique program told the stories of the children from 12/1 – 12/12, through a series of full page newspaper ads as well as through the eyes of their parents through videotaped interviews. You can still see the poignant stories at www.jsonline.com/twelvedays. It did more than tell their stories, it helped make their futures brighter by raising \$80,000 resulting from a donation of 5% of toy sales. This donation brought the three-year total to \$205,000.

Aaron has also designated the MACC Fund to be the beneficiary of some of his philanthropic efforts ranging

from celebrity golf tournaments to community awards. He was one of three finalists for the 2014 NFL’s coveted “Walter Payton” award. This not only raised important funds but it offered the MACC Fund impressive national awareness.

He recently appeared on “Celebrity **?Jeopardy!**” where his impressive performance on one of his favorite shows benefited the MACC Fund earning \$50,000 plus national awareness for the MACC Fund’s fight against childhood cancer and blood disorders. He beat retired Astronaut and Navy Captain Mark Kelly and Kevin O’Leary of the television show “Shark Tank.”

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



Photo Credit – Jeopardy Productions, Inc.



WBCA ALL-STARS 'Best of the Best'

The state's best high school basketball players will come together in June for the 38th annual Wisconsin Basketball Coaches Association (WBCA) All-Star Games at the *JustAGame Fieldhouse* in the Wisconsin Dells.

The girls will play throughout the day on Friday, June 19, while the boys will take the hardwood all day on Saturday, June 20. The games in this exciting venue promise dynamic contests featuring the "best of the best" in Wisconsin. Tickets can be purchased on game day. Visit www.wisbca.org for all of the information for tickets and accommodations.

In addition to great action on the court the games also provide a "Gift of Hope" to children with cancer and related blood disorders. The WBCA's support of the MACC Fund dates back 38 years. The Milwaukee Bucks are the only other organization to support the MACC Fund longer than the dedicated coaches.

The players and coaches solicit support and sponsorship for the MACC Fund from local sponsors and businesses, as well as family and friends. These efforts, combined with the income generated from the games, have yielded over \$2 million for the MACC Fund since 1978. Last year's games raised \$125,000.

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

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

Gruber Law Offices "Bucks 3s For MACC"



Gruber Law Offices donated \$100 for every Bucks home 3-point basketball. David Gruber presented the check for \$27,800 to MACC Fund COO Becky Pinter and Jon McGlocklin during the Bucks Playoff game.

Robinade Old School Lemonade Backs MACC

Robin Yount was a Hall of Famer on the baseball field. His "Robinade" Old School Lemonade is making him popular in the grocery store as well. Robin has always been an MVP with the MACC Fund having donated \$40,000 over the years through proceeds from his Robinade. He added excitement to this year's Bob and Brian Radiothon by donating \$40,000 to the MACC Fund once again, taking the total from this refreshing drink to \$80,000. Robin has never taken a penny from the enterprise. He worked with some friends to create it since he loves lemonade and he loves helping the MACC Fund.

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

Robin always answered the call to help the kids, just like he did for the Brewers. He was a star on the diamond and children who benefit from the MACC Fund know he is a gem off the field, too.

chili's MACC Open



The MACC Fund is pleased to join forces for the seventh consecutive year with ERJ Dining, the Wisconsin franchisee for Chili's restaurants, for the Chili's MACC Open. Chili's is proudly supporting the MACC Fund throughout the month of May at their restaurants throughout Wisconsin. May 27 will be "MACC Fund Day" throughout the state at your favorite Chili's with all proceeds benefiting the MACC Fund.

The Chili's MACC Open is Monday, June 1, at Tuckaway Country Club. This first major MACC Fund event is still one of the organization's signature events. Foursomes are paired with celebrities from the world of sports, entertainment and broadcasting. Please contact the MACC Fund if you are interested in playing.

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



Theta Chi Psi Chapter members take a break from the hill.

Theta Chi's Ski For Cancer Backs MACC

The University of Wisconsin's Psi Chapter of the Theta Chi Fraternity created "Ski for Cancer" in the late 1960s. After a 15-year hiatus, Ski For Cancer returned to the campus in 2010. The brothers of Theta Chi once again reached out to help the children through the MACC Fund as their predecessors did for many years. Alumni and current members joined forces for the sixth straight year and helped create a great fundraising event benefiting the MACC Fund to the tune of \$24,000. The fraternity also helped a child battling cancer.

The 2015 Theta Chi Ski for Cancer was held at Cascade Mountain, south of the famous Wisconsin Dells, on March 7. A creative video encouraging students to attend included vignettes from campus personalities as well as the Badgers popular basketball coach, Bo Ryan.

The students worked with alumni advisers and produced a special day of skiing dedicated to helping the children with cancer. Proud alumni also gave generously for something that was near and dear to their hearts, the venerable Ski For Cancer.

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 headed the fraternity's efforts, and to Alumni advisor Jon Graan, who always helps from the alumni perspective.

Midwinter Brewfest Packs 'Em In

The **Midwinter Brewfest** was held at the **Milwaukee Ale House** in February and raised over \$21,000. Hundreds of patrons enjoyed their favorite live music, food from Palermo's and Usinger's, and beverages from over 30 microbreweries which provided their special golden brew to help make some MACC Fund gold!





Brian Gotter 4 MACC

Brian Gotter is the personable weatherman on TODAY'S TMJ4. The term "Weatherman" doesn't really do him justice. He is a very, very proud graduate of one of the finest programs in Meteorology at Oklahoma University.

Brian and his lovely wife, Tina, and their dedicated band of volunteers continue to help the MACC Fund. The kickoff event on February gave way to their 4th annual "Brian Gotter's Bowling 4 MACC" which raised over \$37,000 taking their four-year total to over \$112,000.

Cedars III in Cedarburg was the perfect venue once again for the third annual event on March 14. A full field of bowlers throughout the day filled the eight lanes. The Gotters and their dedicated committee once again worked diligently to solicit auction and raffle items which raised important research funds. Each of the five groups of bowlers got to hear of Brian's commitment to the MACC Fund. His words were bolstered by the heartfelt words of childhood cancer survivors who also joined in the bowling fun along with a mother's poignant stories of loss due to the disease.

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

Keep an eye on the MACC Fund's social media and website for more Brian Gotter 4 MACC events, including a Chinooks game at Kapco Field in mid-June along with "Night Golf" later in June at Edgewood Golf Course in Grafton. Halloween fun and a Kids Bowling 4 MACC event round out their efforts in the Fall. The Gotters kids are great volunteers as will always looking for way to help out. The phrase "the apple stayed close to the tree" certainly applies.



Jon McGlocklin met 6-year-old Manny at Brian Gotter's Bowling 4 MACC. Manny is 6 and just "rang the bell" signifying the end of his treatment for cancer. He is hold a Ninja trophy from his parents since he was such a cancer fighter for over half of his life.



Women for MACC offers Hope

Women for MACC has been helping children with cancer for 33 years. Their efforts have been responsible for generating \$4.5 million in donations. Members have also brightened the days and shortened the hours for the children and their families at the cancer clinic.

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

Women for MACC has been busy starting with its 30th annual Pasta Fest in March at Serb Hall. The Cute Kids Calendar, sponsored by Mortensen Photography, promises to make one smile as they enjoy the winners of the annual contest while learning about the children fighting cancer. The MACC Fund will be taking over as the beneficiary of the popular Hartford Gun and Conservation Club's "Shoot for a Cure" on Aug. 29-30. The event gives trap enthusiasts a chance to help "shoot down" cancer through this annual pledged event. The "Couture for a Cure" Fashion Show, featuring the finest labels from Boston Store in a dynamic production, will fill the Grand Ballroom at the Hyatt Regency Milwaukee on Nov. 3.

New this year is the "Beat the Pro" Ping Pong event at Evolution Gastropub in the Third Ward and the inaugural Women for MACC "Nine, Wine & Dine" at Ironwood Golf Course. The 9-hole event will tee off at 3 PM.

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



The TODAY'S TMJ4 Live at Daybreak team helping out at Women for MACC's 30th annual Pasta Fest.



American English in authentic Beatles costumes perform for MACC in Appleton.

American English Concert for MACC

Beatles fans in the Fox Valley flocked to Players Choice for the 11th annual "American English Benefit Concert for the MACC Fund." The award-winning Beatles Tribute Band from Chicago played in a new location within this popular venue which was filled to capacity.

Twelve years ago a longtime MACC Fund friend, Greg Thompson, had a vision to combine his love of Beatles music with his passion to create this magical mystery tour for MACC. American English helped him fulfill his goal and each year the concert has been a "must" for Fox Valley Beatles fans.

Fans of all ages love the music of American English to the delight of all. Authentic period musical instruments and classic Beatles costumes added to the night's authenticity.

The concert raised over \$12,300, bringing the 11-year total to over \$100,000. Special thanks to Consolidated Construction Company, Bouwer Printing and Mailing, WVBO 103.9 The Valley's Greatest Hits, New York Life, Beefeaters, Don's Quality Market, U.S. Bank, Schenck, Mini of The Fox Valley, Hilton Garden Inn, Chandelier Club and Players Choice of the Fox Cities for their great support. Very special thanks to Greg Thompson and his family and friends.



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Sendik's Balistreri Sendik's Markets Back MACC

FOOD MARKET
BALISTRERI OWNED
& OPERATED SINCE 1926



Sendik's Ted Balistreri presents the MACC Fund's John Cary with a check from Sendik's Fall campaign.

The Balistreri owned and operated Sendik's Food Markets in Whitefish Bay, Wauwatosa, Mequon, Grafton, Elm Grove, Franklin, Greenfield, Germantown, New Berlin, West Bend, Bayside, Hartland - and coming soon to Waukesha - helped the MACC Fund for the seventh straight year this past winter. The stores raised \$101,000 for the MACC Fund's fight against childhood cancer and blood disorders thanks to the generosity of their loyal patrons. The seven-year total from this great family grocery enterprise totals \$660,000 from this quarterly program.

The award-winning stores featured the MACC Fund in their Winter Sendik's Food Market Real Food magazine. They sold thousands of candy canes as well as about 3,000 of the TODAY'S TMJ4 MACC*Star designed by 10-year-old Lily Dove of Jackson. The stores also provided special merchandise offers to benefit the MACC Fund.

The Balistreri owned and operated Sendik's stores have distinguished themselves as leaders in grocery and fine food retailing since 1926. With 11 great locations in the Milwaukee metro area and West Bend they have reached out to help a variety of charitable causes in addition to the MACC Fund. The children with cancer and blood disorders, and everyone associated with the MACC Fund, are grateful to the Balistreri Sendik's stores for their outstanding support.

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

Sendik's also gives you another reason to cheer for exciting Brewers baseball action. Every Brewers stolen base means \$100 to the MACC Fund thanks to the Sendik's Red Bag for Charity program on the Brewers Radio Network and FoxSports Wisconsin. Stolen "bags" (bases) and the famous Sendik's Red Bag combine for a Brewers action packed "Gift of Hope" contributing over \$10,000 last season. Sendik's is the presenting sponsor of the 4th annual Brewers Mini +10k on Sept. 26 which includes fundraising opportunities for the MACC Fund. Thanks Sendik's for all of your great support. Visit www.sendiksmarket.com throughout the year for the latest in Sendik's news.

Lucky Leprechaun

The third annual "Lucky Leprechaun" filled the streets of Wauwatosa with nearly 3,000 runners and walkers on March 21. The event was hosted by Leff's Lucky Town and Performance Running Outfitters and produced by Vision Event Management. The MACC Fund benefited from the fundraising efforts of the participants who raised \$10,000. The unpredictable March weather tried its best but it couldn't put a damper on the 7K's hearty runners. Thanks to Leff's and Performance Running Outfitters for teaming up to help the MACC Fund. Leff's is a great gathering place in the heart of Wauwatosa with a big heart for helping out many great charitable causes. It is no stranger to the MACC Fund, hosting its Brewers Opening Weekend Tailgate along with 102.9 THE HOG for years.



Baylake Bank Backs MACC

Baylake Bank provides banking and financial services from community financial centers located throughout Northeast Wisconsin. The community leader in banking held a number of fundraising activities for the MACC Fund culminating in a donation of \$10,000 which was presented to MACC Fund President and Co-Founder Jon McGlocklin on April 24 at its bank in Green Bay.



Presenting the check, left to right: Erica Shefchik, Bridget LeCaptain, Dave Englebert, President and CEO and longtime friend of the MACC Fund Rob Cera, Jon McGlocklin, Tom Schmidt, Cassidy Cornish and Nicole Hanneman.

The MACC Fund is making strides to do more in the Green Bay area through a community committee led by MACC Fund Board Member and Green Bay businessman, Greg Klimek, who is working closely with Jon McGlocklin. This support is a wonderful start.

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 through proper planning while also helping yourself.



The Bob and Brian Radiothon on 102.9 THE HOG on Apr. 9 - 10 was another success for the MACC Fund for the seventh year. The 28-hour show went off the air shortly after 5 pm with a total of over \$112,000. That number included \$40,000 which

Hall of Famer Robin Yount presented on the air during one of the Radiothon's entertaining interviews. That check represented the proceeds from Yount's popular Robinade Old School Lemonade. Several years ago he also presented a similar check during the Radiothon.

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

The Radiothon featured great auction items and interviews with local and national sports and media celebrities. In addition to Robin Yount, other Wisconsin sports figures included Olympic Gold Medalist Bonnie Blair; two-time US Open Champion and ESPN Golf Analyst, Andy North; Wisconsin native and NASCAR Champion Matt Kenseth; UW's national runner-up coach, Bo Ryan; Bucks Coach, Jason Kidd; the Brewers Scooter Gennett; and MACC Fund Co-Founders Eddie Doucette and Jon McGlocklin. Bidders had a chance to join them in supporting the MACC Fund. Concert tickets, electronics, unique experience items, autographed items and much more filled the auction airwaves.

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



Radiothon hosts Bob and Brian interviewing Robin Yount while enjoying Robinade in The HOG's studio while Mindy runs the board.

Donald Driver Foundation Backs MACC

The Donald Driver Foundation presented its Second Annual "Driven to Achieve" awards at a very special event at the Pfister Hotel on March 21. Receiving the four local awards were Carol Keintz, Executive Director of the Next Door Foundation; Vincent Lyles, President and CEO of the Boys and Girls Clubs; Patty Flowers, CEO of the American Red Cross, Wisconsin Chapter and John Cary, Executive Director of the MACC Fund. The award also included a \$40,000 grant from the Donald Driver Foundation to each of the local winners. In addition, a \$30,000 grant was presented to two national winners, Sherri Shepherd formerly of the television show "The View" for the Parkside School in New York City and to Anthony Anderson, actor and Executive Producer of the television show "black•ish" for the Negro College Fund. Thanks to the Drivers and the Donald Driver Foundation for backing MACC.

Thanks to the Drivers and the Donald Driver Foundation for backing MACC.



Sherri Shepherd, Betina and Donald Driver with John Cary.

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.

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.

Call Gary Ross at 414-918-9100 for more information.



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

Michael Best & Friedrich, LLP was founded in 1848, two years after the City of Milwaukee was incorporated. It is regarded as a leading law firm in the Midwest with approximately 220 attorneys serving clients at its offices in Milwaukee, Madison, Waukesha, Manitowoc and Chicago. Over the years the firm has been dynamic and responsive to the changes facing businesses. It has also remained true to its longstanding goal of delivering results for clients.

Michael Best's commitment to the communities it serves extends beyond the law firm's clients. Its attorneys and employees are involved in a wide array of efforts benefiting many. They are Green Bay Packers fans as well. That commitment to community and excitement over the Packers led them to team up with the MACC Fund for the third straight year for the **Michael Best "Best Pass" Program**. Michael Best made a donation to the MACC Fund for every touchdown pass thrown by the Packers. They were once again joined by longtime client and great MACC Fund supporter, KS Energy Services which matched their generous gift. Aaron Rodgers, the Packers great Quarterback and MVP as well as MACC Fund supporter had another great year as Michael Best and KS Energy Services "rounded up" their donation to \$30,000 for the third straight year. Thanks to Michael Best and KS Energy Services for making every Packers touchdown pass last season thrown by the kids MVP, Aaron Rodgers, extra special.

Christopher's Shoot Against Childhood Cancer

Christopher Schraufnagel's far too short life touched all who were fortunate enough to meet him. This included the Packers Donald Driver and Aaron Rodgers. His legacy lives on in all he met. You could never forget Christopher. 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.

On July 10, his family and friends will return to the Waukesha Gun Club to honor the boy whose dream was to cure childhood cancer. "Christopher's Shoot" is sponsored by the Waukesha Gun Club which has been outstanding in its support. The day features something for every level of sporting clay and trap enthusiast. Last year's record breaking event raised over \$105,000 which was big jump from the \$60,000 which was raised in 2013. Since its inception Christopher's Shoot has raised over \$250,000.

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.



Christopher's Dad, Pete Schraufnagel, presents the check to Jon McGlocklin with an assist from his daughter Megan from the 2014 shoot..

If you're interested in participating or making a donation contact Waukesha Gun Club at 262-547-9785 or manager@waukeshagunclub.org



The **Hope Team** provides individual and corporate donors who contribute between \$500 and \$7,500 and are not able to sponsor special events, with the opportunity to take part in two of the MACC Fund's premier events—the Chili's MACC Open and the Bucks MACC Fund Game in addition to other benefits. To learn more about the Hope Team, please contact Becky Pinter at the MACC Fund at 414-955-5838, 800-248-8735 or info@maccfund.org.

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Starter ~ \$1,000

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Becky & Brian Pinter
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Shannon & John Tabaska
The Wagner Family c/o GW Electronics
Beth & David Wilmoth



Candy Cane Lane continues to glow

Candy Cane Lane has brightened the winter skies in West Allis for nearly 30 years as tens of thousands of visitors enjoy December's annual spectacular holiday lights display.

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

Over \$105,000 was raised in the **Sharing Christmas** program in 2014 bringing the incredible total to over \$2 million! This remarkable amount brightens the lives of the children with cancer and blood disorders.

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

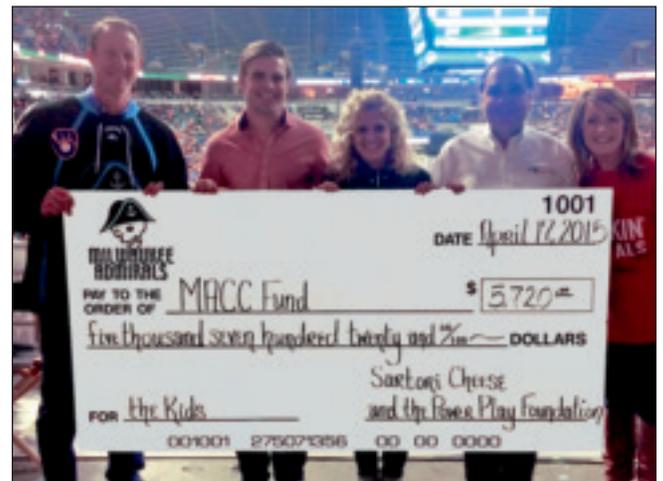
The MACC Fund and Candy Cane Lane thank the following generous donors: James M. Hays Lodge 331 F&AM of Wisconsin, West Allis Firefighters Association, Tom's Dependable Heating and Cooling, Balistreri's Italian American Ristorante, Balistreri's on Bluemound Inn, Bevsek-Verbick Funeral Home, Jelly Belly,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

MACC Fund Center at Children's Hospital of Wisconsin Opens



Representing the entire care team, Dr. Dave Margolis is all smiles on the long-awaited Opening Day of the MACC Fund Center at Children's Hospital of Wisconsin. The \$18 million state of the art Center occupies most of the Hospital's 5th floor and includes the MACC Fund Outpatient Clinic, the MACC Fund Inpatient Unit and the Northwestern Mutual Day Hospital.

Sartori and Admirals Back MACC



Sartori Company and the Admirals Power Play Foundation teamed up for the MACC Fund this season by donating for every Admirals Power Play. The check was presented at the Admirals final home game by (from left) Harris Turer, CEO and Governor of the Admirals, Ben Weiland and his wife Maria Sartori, John Cary of the MACC Fund and Meg McKenzie, an Admirals in-game host.



MACC FUND

Hope for Kids

Inspired by Ryan

Ryan Luxem inspired many people with his courage and strength in his battle with cancer. Unfortunately, Ryan's battle ended at far too young at age 11. He had a love of art, Origami in particular. He sold his wonderful creations with proceeds going to the MACC Fund. So it is not surprising that his loving family and friends would carry on his legacy and his wishes to continue his efforts to raise funds for childhood cancer.

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



MACCetera

September is 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. The MACC Fund is helping her turn the area Gold by once again teaming up with the "I Back Jack" Foundation, the Medical College of Wisconsin and Children's Hospital of Wisconsin in September to celebrate Childhood Cancer Awareness Month. One aspect of this effort is "Gold in September" or G9.



G9 is the creation of Annie Bartosz. Her twin brother Jack's battle with cancer inspired the creation of the "I Back Jack" Foundation. Jack inspired thousands with his courageous fight which ended in August 2012. Gold in September gained national attention through the support of Aaron Rodgers who befriended Annie and Jack. Gold in September led off Season 3 of the popular itsAaron.com series sponsored by the MACC Fund's friends at Gruber Law Offices. Keep an eye out for activities in September.

The Wilson and WSTEM schools' K-Kids Club (a service group for 4th and 5th graders) is sponsored by the Wauwatosa Kiwanis Club. This February the students hosted a "Kandy" Gram sale for Valentine's Day raising \$699 for the MACC Fund.

The Germantown High School Student Council hosted a fundraiser in memory of former student Tanner Sullivan and raised \$800.

78,696! That's how many pennies the St. Clare Catholic School raised in their penny wars for MACC. Thanks for \$786.96 kids!

Waukesha North High School showed their charitable spirit in January. One of their students is currently battling bone cancer and they showed their support with a pep rally and fun activities raising \$300.

The Indian Trail High School Hawks held a t-shirt sale and donated the proceeds to the MACC Fund. Thanks for the \$750!

Concordia University raised funds through their GodSpell Charity Drive, sending \$57 to us.

AM Shalom sold cook books in memory of Superman Sam Sommer raising \$3,600 in memory of a very special boy whose battle with cancer touched so many people.

St. Mary's Visitation School of Elm Grove hosted a 5:11 Day "Encourage One Another and Build Each Other Up" where students were able to wear their special t-shirt and bring in a donation to their selected charity. Thanks kids!!

Frankie lost her cousin Cora to cancer. Frankie turned 5 recently. Instead of presents she requested money be sent to the MACC Fund. Thank you Frankie for sharing your birthday sending us \$190 memory of Cora!

Gannett Wisconsin publishes 10 newspapers throughout central and northeast Wisconsin. They published a poster commemorating Aaron Rodgers' second MVP title and sold copies with proceeds benefiting the MACC Fund. Thanks Gannett Wisconsin.

The Bayfield School District held a volleyball fundraiser, raising \$1250.

Rob Wagner Cancer Benefit at UW-LaCrosse



The Rob Wagner Cancer Benefit team at a rehearsal.

Rob Wagner was a sophomore UW-LaCrosse Football player when he was diagnosed with a rare form of bone cancer in 2006. In an effort to help the Brookfield native and his family with medical expenses, Erik Johnson, one of Rob's teammates, came up with this idea to put on a dance show featuring the UW-La Crosse football and dance team. Erik and the performers began to put together a show presenting both talented dance routines and hilarious antics. The Rob Wagner Cancer Benefit event was born out of an act of friendship, camaraderie and brotherhood. Thankfully Rob responded to rigorous treatment after spending nearly 6 months in Children's Hospital of Wisconsin and today he is leading a very active life while finding time to help the MACC Fund with the support of the UW-LaCrosse Football and Dance teams. The inaugural Benefit was so well received that it continued for subsequent years. A number of years ago another teammate, Brock McMullen, was diagnosed with cancer and the 5th Annual event supported his fight. To celebrate the 9th Annual Rob Wagner Cancer Benefit, contributions to the MACC Fund were presented in honor of a young boy currently receiving treatment at the MACC Fund Center at Children's Hospital of Wisconsin, Gavin Bulgaski. Gavin is the son of a former UW-La Crosse alumnus honored at this year's show. We are happy to report that Gavin's treatment has been successful and should finish in November! The 9th Annual Rob Wagner Cancer Benefit was held on May 2 in UW-LaCrosse's Valhalla, Cartwright Center. It was an overwhelming success before two sold out performances benefiting the MACC Fund. Thanks to the UW-LaCrosse football team – whose Coach Joel Dettwiler performed in the show with his two young daughters and to the talented and patient UW-LaCrosse dance team tasked with teaching football players to dance. Very special thanks to Rob Wagner for including the MACC Fund in this fun-filled event. If you'd like to learn more or show your support, donations will be accepted through May and can be made at www.robwagnercancerbenefit.com. Plans are already underway for the 10th Anniversary show in 2016.

Sartori Pitches in For MACC



Sartori Company donates for Brewers pitching. Jim Sartori and his daughter Maria present \$25,000 from the Brewers 2014 season at the company's headquarters in Plymouth to the MACC Fund's John Cary.



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Germantown High School hosted a MACC Fund night in honor of Tanner Sullivan, a recent graduate who died in January after battling leukemia since July. The Student Council coordinated the effort which honored a great young man and also raised \$800. Thanks to Alex (on the right) for leading the effort.

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



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The third annual Kohl's "Aaron Rodgers 12 Days of Christmas" benefited the MACC Fund as the NFL's MVP teamed up with the Milwaukee Journal Sentinel which created the program. The campaign ran from Dec. 1 - 12. Kohl's helped share 12 "Faces of the MACC Fund" by telling the story of kids helped by MACC Fund supported research through a series of impressive full page ads. Kohl's complimented these ads with full page ads of their own. In addition, the Journal Sentinel had an impressive online presence including videos of interviews with the parent of the 12 children thanks to the generous support of Watts Communications.



Jeff Lawrence of the Milwaukee Journal Sentinel, Jennifer Cohorst of Kohl's, Aaron Rodgers and John Cary of the MACC Fund.

12/12 was a fitting end for the annual program since the Packer QB's number is 12. Kohl's donated \$80,000 to the MACC Fund, the result of donating 5% toy sales during this "Aaron Rodgers 12 Days of Christmas" program. This takes the program's three-year total to \$205,000. Thanks to Kohl's, Aaron Rodgers and the Milwaukee Journal Sentinel for brightening the holidays for the MACC Fund and the kids.

maccfund.org

