

Celebrating
40 Years
of Hope
1976-2016

MACC FUND

Today



40th Anniversary Edition – Spring 2016

Hope for Kids

Drs. Sondel-Margolis cancer research connection goes way back

MACC Fund serves as catalyst to 'outstanding' Madison-Milwaukee partnership

They say timing is everything.

That was certainly the case for Ben (fictitious name), who was diagnosed with aplastic anemia as a young child three decades ago. He along with far too many others had a disease and circumstance that were virtually incurable at that time. While tragic, he didn't survive, Ben's legacy lives on and continues to have a positive and profound effect on two very special pediatric hematologists-oncologists... as well as the future of childhood cancer research.

At the time – 1987 -- Dr. Paul Sondel, who now heads up the University of Wisconsin's Pediatric Oncology effort at the Carbone Cancer Center in Madison, had just been promoted to Professor at UW-Madison. Dr. David Margolis, Professor, Program Director, Bone Marrow Transplant at Children's Hospital of Wisconsin and Interim Section Chief of the MACC Fund Research Center in Milwaukee, was a medical student at UW.

"I remember like it was yesterday, Paul's patient Ben was my first aplastic anemia patient," said Dr. Margolis, admitting he didn't know a thing about aplastic anemia or bone marrow transplants for that matter. "But the relationship Paul had with Ben and that I developed with Ben as a medical student was really special."

That point in time is only a snapshot glimpse of what went on back then, according to Dr. Margolis. There is a full length picture to this story.



Drs. Margolis (left) and Sondel.

"I couldn't have predicted it at the time, but look at what I am doing now. I'm still working with Paul. And I'm still working with that generation of mentors that came before Paul -- Drs. Bruce Camitta and Jim Casper. It goes back to someone like Paul showing me the value of the 'doctor-patient' relationship and the irony 'or luck' of falling into a residency and working with great guys like Camitta and Casper."

Dr. Sondel remembers very well that Ben, whom he had known since he was a baby, didn't have a match for a bone marrow transplant. "At the time unrelated bone marrow transplants were still in the experimental phase. They were rarely considered because many of the patients were experiencing catastrophic problems from severe graft vs. host disease. The clinical research to help these be successful hadn't been done yet.

"So every time I saw Ben I kept asking myself, should we go ahead and recommend the unrelated bone marrow transplant? It's his one chance at a cure. But the potential side effects could be so horrific."

Ben did OK for awhile -- with transfusions, antibiotics and other supportive means -- anything to keep him going, to buy some time and let him get better.

"It didn't happen," Dr. Sondel recalls. "In the process of providing supportive care and trying to get him to some more effective new research that hadn't yet been discovered, sadly Ben died from complications of his disease."

Progress and Hope

Welcome to the high stakes of childhood cancer and blood disorders where there are winners and there are losers. But even in the excruciating loss of a child there can be progress and hope, based on the knowledge learned, the determination to refine the

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Dear MACC Fund Supporter:

A year ago in this space I told you what an honor it was to hold the position of Chairman of the Board of Directors of the MACC Fund. I am happy to say I am still in that position and my gratitude has increased, especially as we celebrate the 40th birthday of the MACC Fund throughout the year. Perhaps you remember that my family was helped by the MACC Fund in its earliest days. My younger sister, Christine, was diagnosed with leukemia when she was 8 years old. As a parent and grandparent, I cannot imagine dealing with what my parents

went through, especially when they were told to choose treatment Option A or Option B - unsure of which would be better. Thankfully they chose correctly and thankfully, four decades later, the science has advanced and few parents are asked to make that choice.

That advancement was abundantly clear to me as my wife Barb and I joined over 100 people at a recent Childhood Cancer Roundtable hosted by two of our beneficiaries, the Medical College of Wisconsin and Children's Hospital of Wisconsin, to help celebrate the 40th anniversary of the MACC Fund. It was an honor to have U.S. Senator Ron Johnson, Lieutenant Governor Rebecca Kleefisch, Milwaukee County Executive Chris Abele and Wisconsin State Representative Peter Barca attend. The Roundtable featured a distinguished panel whom the MACC Fund is proud to support, namely Drs. Margolis, Kelly and Medin. Drs. Margolis and Kelly are seasoned MACC Fund veterans while Dr. Medin joined us from Toronto in January as the long-awaited MACC Fund Professor. (You can read more about the Roundtable on page 14.) It was readily apparent that great progress has been made from the early days. An overall childhood cancer cure rate of 80 percent is one sign, yet that elusive 20 percent and the fact that kids still relapse and have late effect issues serves as an exclamation point of how much more needs to be done. Regardless of those obstacles, the engaging panelists made it clear that the \$56 million which the MACC Fund has contributed to research since 1976 is truly making a difference in Wisconsin and far beyond.

Two of those making that difference in Wisconsin (and beyond) are featured in this issue's cover story on Drs. Sondel and Margolis. It is a story of "local guys done good." Not just good - but great - helping to impact the treatment of children throughout their home state, the nation and the world. Wisconsin has reason to be proud of these "hometown heroes" and the MACC Fund is honored to support them.

Whether you are a volunteer, event participant, sponsor, donor, doctor, researcher, nurse or caregiver, **you are the MACC Fund** and you can be proud to be part of the solution. You can also be assured that we will continue to ask you to help to close the gap on that 20 percent variable and other "late effect" issues. As we celebrate our 40th year including an event on Dec. 6 in the Pfister Hotel Grand Ballroom, we hope you will join us along the way. Just visit www.maccfund.org or follow us on Facebook and Twitter. Thanks for helping the MACC Fund give every child a fighting chance.

Paul Knoebel, Chairman of the Board

treatment process and hopefully do things better for the next child and the next generation of childhood cancer patients.

"In many ways it's very personal," Dr. Sondel said. "For David to have that experience as a student on the oncology-hematology ward influenced his career to focus on aplastic anemia. He is now recognized as a clinical thought-leader in the world of pediatric aplastic anemia bone marrow transplantation. His work has been critical in enabling centers world-wide to now be able to do successful transplants that weren't possible before. If only his clinical research could have been at that level when Ben needed it in 1987 we might have been able to provide Ben a better chance."

Moving forward, working collaboratively, positively impacting the lives of children with cancer.

Such is the mantra of this dual team of doctors and their team of researchers who fight the battle. Supplying ammunition and the glue to keep all of this together for the past 40 years has been the MACC Fund.

"The MACC Fund has consistently supported this research and allowed us to move ahead and be in a different place than we were before," said Dr. Sondel. "One of the most awesome responsibilities and honor that anyone of us will ever have is the trust that these families put in our hands when they allow us the privilege of trying to help their children make the best of it. Support from The MACC Fund enables us to provide hope, when it hadn't been there before."

Dr. Margolis concurs, adding "The reason we are continuing both lab and clinical research is that until we get to the 100% quality of life survival rate, there are questions that need to be answered. The MACC Fund provides the resources for us to answer those questions. There is a lot of passion that goes along with that."

Milwaukee-Madison connection

Both doctors and their respective departments/teams in Milwaukee and Madison have relationships that go back a long ways.

"The bottom line is we share the same fight together," said Dr. Margolis. "While we care about our areas of expertise, at the end of the day we're here to provide 'hope through research' for children with cancer and blood disorders."

Career paths start in North Shore

The career paths taken by the two doctors have interesting parallels, considering they both grew up in Milwaukee's North Shore - Dr. Sondel a graduate of Nicolet High School in Glendale (class of 1968); and Dr. Margolis a generation later as an alum at Whitefish Bay (class of 1981).

Dr. Sondel attended UW-Madison as an undergraduate. Dr. Margolis went to Indiana University-Bloomington. Dr. Sondel went on to Harvard for medical school while Dr. Margolis attended UW-Madison, which is where their two careers intersected. They later settled in their home state - Dr. Sondel in Madison and Dr. Margolis in Milwaukee.

Dr. Sondel was "one of those lucky guys" who knew he wanted to be a doctor at 8 years old.

In third grade his parents bought him an anatomy book and he was fascinated by it. In high school he had family friends who were physicians and from 10th grade on he'd go on rounds with Drs. Burton Waisbren and Walter Shapiro.

"They were great examples and I knew I wanted to go into medicine," Dr. Sondel said. "At UW I was fascinated with what I was learning in my genetics class and I decided my sophomore year (of college) to start knocking on doors of human genetic researchers to find a part-time lab job.

"And talk about luck, the third door I knocked on was Dr. Fritz Bach's. After grilling me he said 'I'll take you.' Dr. Bach was the first in the world to do a successful bone marrow transplant.

I really saw some potential in this direction of research and I wanted to stick with it."

Dr. Sondel went on to Harvard Medical School, which was a terrific experience for him. Even so, "in order to stay connected to the cutting edge research in Dr. Bach's lab, I took a leave of absence from medical school and came back to Wisconsin to complete my PhD."

Dr. Sondel, then returned to Boston, to complete medical school, where he thought he might also do his residency. But when he learned his wife, Sherie (a Whitefish Bay graduate), was pregnant the couple knew they wanted to be near family, and they returned to Madison. The couple now have four grown children, three children 'in-law', and four grandchildren.

"They are the light of our lives", says Dr. Sondel. He looks forward to riding in the MACC Fund's Trek-100 each June, with Sherie, on their tandem, and with their children when they can also join in.

"I always knew if there was a way for me to get back to Madison someday I would. While a resident in Madison, I set up a 3-month 'mini-fellowship,' travelling daily by Badger bus to Milwaukee, to enable me to learn from Drs. Bruce Camitta and Jim Casper. They really showed me what comprehensive-compassionate care is all about."

He joined the faculty at UW in 1980 in the Department of Pediatrics, Human Oncology and Genetics which he credits "to being lucky and knowing people who look out for you, take the time to show things that are new and exciting, and seeing ways to get you involved."

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Dear MACC Fund Friend:

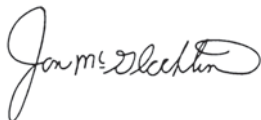
This year the MACC Fund is celebrating its 40th Birthday...and you are all invited to be part of the celebration. I should say *celebrations* since we are celebrating it with all of our events this year. No one had the vision to think the MACC Fund would grow to be the force it has become. But it has thanks to friends like you, some of whom have been with us since the beginning when Eddie Doucette and I started it on my Retirement Night from the Milwaukee Bucks on Dec. 10, 1976. We weren't thinking 40 years down the road. We were just trying to help save Karen and Eddie Doucette's toddler, Brett, as well as the other families who were battling their child's cancer. Thankfully Brett just became a dad last November.

To say that it is humbling and overwhelming to think that the MACC Fund, by the close of its 40th year, will contribute nearly \$59 million to research would be the understatement of all time. We couldn't have done it without you and great friends and supporters starting with the Milwaukee Bucks on that winter night in 1976. The Bucks have always been our No. 1 Fan. So many others have stepped up to help including the state's other sports teams and Trek Bicycle Corporation. Fittingly, Trek, the MACC Fund's largest fundraising sponsor, is also celebrating its 40th Birthday this year. The 26 TREK 100s have raised over \$13 million in net proceeds. Women for MACC has contributed over \$4.5 million since 1982. Green Bay Packers quarterback Aaron Rodgers is an MVP to all of the kids having helped the MACC Fund raise over \$2.5 million since 2010. The MACC Fund's second longest standing sponsor, the Wisconsin Basketball Coaches Association (WBCA), has contributed over \$2.2 million since 1978 through its annual high school All-Star Games. The list goes on and on, yet I know you will understand that we can't list everything here. But rest assured, your commitment to the MACC Fund has left an indelible mark on generations of children and their families.

We hope you will join us as we celebrate 40 years. Dec. 6 is an important day to mark down since we will come together in the Grand Ballroom of Milwaukee's iconic Pfister Hotel to toast friends like you who have been kind enough to make the MACC Fund part of your life. Coincidentally, Dec. 6, 1976 was the day the MACC Fund was officially incorporated as a nonprofit corporation.

There's a lot going on in the coming months leading up to the Dec. 6 celebration starting with the commemoration of the MACC Fund's first major public event, the MACC Fund Open. The Brewers Hall of Fame MVP, Robin Yount, captained the first winning team in 1977. He continues to back MACC with his delicious Robinade Old School Lemonade. The 40th Anniversary Chili's MACC Open tees off on Monday, June 6 at Tuckaway Country Club. The 27th annual TREK 100 on June 11 has thousands of riders pedaling up to 100 miles to "crank for a cure." The 39th annual WBCA All-Star Games on June 17-18 in the Dells offer high school "Hoops for Hope." The *MACC Fund Golf Tour* will be in full swing throughout the summer with the record-breaking biennial West Bend Mutual *MACC Fund Event* on the docket in August. *Shots of Hope* will fill the air on July 8 as we celebrate the life of Christopher Schraufnagel with the fifth annual memorial "Christopher's Shoot" at the Waukesha Gun Club. More shots will be fired against cancer on Aug. 27 with the 26th annual Hartford Conservation and Gun Club *Shoot for a Cure*. We will help turn September "Gold" in honor of childhood cancer awareness month as we run in the Brewers Mini + 5K and 10K on Sept. 10. We'll tip off the 40th annual Bucks MACC Fund Game on Oct. 15 adding to the \$1.4 million total. The 31st annual Candy Cane Lane will light up the skies in West Allis after Thanksgiving adding to its \$114,000 total in 2015 while TODAY'S TMJ4's 29th annual MACC*Star and 36th annual Sports Auction 4 MACC will continue one of the nation's longest standing broadcast and community partnerships. Balistreri's Sendik's Food Market will help out again starting in November.

Thankfully, there is always something going on with the MACC Fund. Please follow us during this celebratory 40th year on Facebook, Twitter and please visit maccfund.org to make a donation. Thanks for helping give every child a fighting chance.



Jon McGlocklin, President and Co-Founder

He was promoted to professor in 1987 and became leader of the UW Carbone Cancer Center's Program in Immunology in 1990, when he also became Head of the Division of Pediatric Hematology and Oncology.

For Dr. Margolis his career choice was either pre-med or pre-law.

"I didn't know what I was going to do," Dr. Margolis said. "Many of my dad's friends were doctors and lawyers and they were all going through a mid-life crisis. My dad was a lawyer and he didn't want me to go into law...so I chose medicine. Interestingly, a number of those children of doctors are successful lawyers now!

"And for the record it's true my dad said I wasn't smart enough to go to law school," Dr. Margolis jokes. He kiddingly adds that being a surgeon was not an option..."not with these hands. There's no insurance company that could afford that."

It was either take care of kids or take care of adults. He had been a camp counselor at Camp JCC and always enjoyed working with kids. It made sense to focus on children.

The computer randomly placed Dr. Margolis in Milwaukee for his residency, even though he and his wife, Jody, wanted to be in Chicago. They now reside in Mequon and have two children – Rachel works in human resources at MCW and Melissa is a recent Indiana University graduate. Both his parents still live in Whitefish Bay (and are loyal Milwaukee Bucks season ticketholders, but it's their son who goes to most of the games).

"As it turns out it's probably the best thing that ever happened to me. I got to work with Dr. Jim Casper. You have to love what you do. I love the science, the thinking behind immunology, and the bed side hand holding.

"That's the thing about cancer and blood disorders; we do assume much of the general pediatrician's role – right or wrong – and we develop these strong relationships. You may not always remember the name but you always remember the face. You get invited to weddings, graduations, Bar Mitzvahs... and unfortunately you go to more than your fair share of funerals."

Dr. Margolis recalls getting thrown "kicking and screaming" into Dr. Jack Gorski's Immunology Lab.

"I didn't want to go, but I ended up spending the next seven to eight years working in the immunology lab and studying basic immunology development as well as the basic immunology of graft vs. leukemia and graft vs. host disease in patients. What it really boils down to is being in the right place at the right time and making sure you do something you love and that interests you."

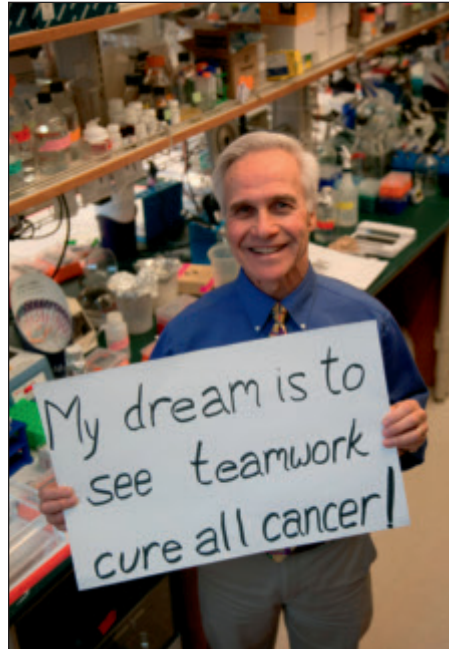


Photo Credit – UWM Carbone Cancer Center

Dr. Paul Sondel

Surrounding oneself with great people also helps.

"I'm also trying to influence first and second-year medical students, like I learned from Paul Sondel. I love teaching these students. I'm very proud and honored when a student asks if they 'can shadow you'...and then they land in the Pediatric Residency Program."

Both doctors are proud of the work they and their colleagues have been able to accomplish, with the support of the MACC Fund, in Madison and Milwaukee.

"The fact that clinical research has made as much progress as it has, given how little we really understand about cancer, is amazing," Dr. Sondel said. "That in itself is a testament to the research process, and proves that we have to be humble. No matter how good your idea is, if it's not working the way you want it to, you have to say there's something about this you don't understand. You have to go back and do it differently and then continue to push on."

Outstanding Investigator Award

The National Cancer Institute (NCI) is the world-wide driving force for biomedical-cancer research. Since joining the faculty in 1980, Dr. Sondel said it has now become much more difficult to get an NCI research grant funded. Back then about 25% of the grants submitted were funded. Now it's about 8%.

"There's less NCI money, it's much more expensive to do research, there are more researchers and overall more competition," said Dr. Sondel, noting grants need to go toward projects that take three to five years. "The reviewers want to make sure what you're asking for is going to work. Your research should be 30-50% completed before you apply for the grant. While this support is critical to progress, it might not promote the pursuit of more novel, yet untested concepts."

However, in the summer of 2014 the NCI reinstituted a program from the 1990s. It recognized that in order to pursue new projects that might take more time to develop, there needed to be some assurance of grant money for proven investigators. The NCI said it was going to issue roughly 50 grants in a format that hadn't been used in 20 years. It was called a R35 Grant and its title "Outstanding Investigator Award."

"They asked experienced researchers that had previously received past NCI grants what they hoped to accomplish over the next seven years that might make a real change or impact on cancer."

Dr. Sondel and his research team worked on the grant throughout the summer and fall of 2014.

The goals focused on:

- Immunotherapy, which activates a patient's own immune cells and has the potential to be an ideal cancer therapy;
- Being tumor-specific, ability to eradicate primary tumors and metastases, prevent recurrence and not have side effects;
- Identifying and refining combinations of immunotherapies to move this science forward towards better treatment.

Upon learning that he and his team had been selected one of the 50 recipients (and the only one in pediatric cancer) Dr. Sondel said (of the seven-year grant of \$6.4 million), "I was so pleased and excited that our team would now have this

opportunity to further pursue our ideas and progress."

Dr. Margolis acknowledged his friend and colleague by saying: "Where this is going to lead we don't know. But Paul has the freedom for the next seven years to ask questions. He'll be able to spend less time doing grantsmanship and more time doing science."

Team effort

The two Pediatric Oncologists Hematologists enjoy teaming up with one another.

"We like working together...and we have to work together," Dr. Margolis said. "It's that banding together that allows questions to be asked locally, regionally, nationally and internationally. One of the reasons outcomes for pediatric cancer in the U.S. and Europe are so much better than for adult cancer is because pediatric oncologists have chosen to work together."

Some of the work Dr. Sondel is most excited about is combining two different kinds of immunotherapy together with radiation therapy. A world expert in this area is MACC Fund supported researcher Dr. Bryan Johnson in Milwaukee.

"Dr. Johnson had come to Madison on an every other year basis to talk with us about his research," Dr. Sondel said. "We not only learned from him but we also asked his advice on what we should be doing differently in some of our models. He's been very helpful. So instead of us reinventing the wheel when it comes to caring for children we all want to help each other and share information."

There are other collaborations with the two cancer research teams.

"We have a neurobiologist from Madison who wants to work with our group to understand brain side effects of leukemia therapy," Dr. Margolis said. "We're helping that team accrue patient samples and help answer their questions."

"When Dr. Jeff Medin (newly appointed MACC Fund Professor in the department of pediatrics at MCV) has a study open with immune cells and we need more patients we can partner with Madison to get things open there. That's one of the nice things about being an hour away. Plus we have very similar philosophies. We talk about 'open protocols' where we're making

immune, infection-fighting cells to try and make transplants safer.

"That's where we all benefit from the MACC Fund's support of both programs. I think the intellectual capacity – basic science research, clinical trials organizations and translational research – is an area where we all can work together for the betterment of not just the children in Wisconsin, but anything that goes worldwide."

Dr. Sondel's years of study on neuroblastoma, for example – his team's first therapy experiment was done in the lab in 1987 -- has now helped lead to an FDA approved commercially available antibody used to help treat that disease. Even so, more progress is desperately needed to help children diagnosed with this disease, since too many are still dying. This is where the MACC Fund is instrumental.

MACC Fund's huge impact

Dr Margolis summarizes: "I think it's very fair to say to the MACC Fund community, you have made a huge impact on pediatric cancer research locally, regionally and nationally. The return on that investment includes the research by Dr. Sondel and his team, and the incredible infrastructure of clinical trials and basic science that The MACC Fund supports in Milwaukee and Madison."

There is continued effort in cross talk and collaboration between the MACC Fund supported teams in Milwaukee and Madison.

"We're all kind of jumping into the sandbox and playing beautifully together," Dr. Margolis said. "Everyone in the sandbox has the same goal -- getting rid of childhood cancer and allowing children with cancer and blood disorders to survive with a high quality of life."

"We're all playing a little differently – some are doing clinical trials, some clinical care, much of it is bench research, some work with mice, some are working with humans, some with cells. All of this put together, to me, occurs in the state of Wisconsin because of the MACC Fund."

"We in Milwaukee are very proud of Paul and his work. The MACC Fund is an incredible catalyst that supports great work at both centers."



Dr. Margolis at one of his favorite places - a Bucks game - with Bryce, one of his bone marrow transplant patients, and Bryce's sister, Kira, his bone marrow donor.

Cure in the future?

The ultimate goal is and continues to be eradicating pediatric cancer.

"The problem with the future is nobody knows for sure what's going to happen," Dr. Sondel said. "But I've never in my career been as excited and optimistic about what we should be able to do in the next few years based on some dramatic changes."

"I think we're really translating science in a way we couldn't do 20 years ago based on a much greater understanding of what tools we have in our tool box. This includes not only standard treatments but also newer treatments that we think are kinder, smarter, gentler and more specific."

Dr. Sondel's dream is to someday soon be able to back off from radiation and chemotherapy to cure cancer in children without putting them at a great risk for a second cancer.

"I don't think we're going to get rid of all pediatric cancer in five years," Dr. Sondel said. "I'm not sure we're going to get rid of all of it in 20 years. But when cancer does occur I think we're going to be much closer to being able to have effective treatments (kinder, gentler, more specific) for virtually all children with cancer."

"Knowledge is power," Dr. Margolis said. "The amount of knowledge starting from the Camitta-Casper era to where we are today comes from the MACC Fund."

The MACC Fund has supported research that helped improve the survival curve. "With our understanding of cancer biology, coupled with immunology, together we are at the start of the next rocket ship of improvement."

Dr. Margolis adds, "Because of our understanding of the immune system, understanding how each individual is different, how each individual metabolizes medicine, hopefully we're going to have many more targeted therapies."

There will probably always be a need for pediatric oncologists. Likewise there will also be a need for an organization like the MACC Fund.

"It's because of the MACC Fund that people in Wisconsin should be so proud of the pediatric oncology clinical care and the research connected to it, in both Milwaukee and Madison," Dr. Sondel said. "Milwaukee is clearly the bigger clinical program and both centers have reputations that are really outstanding."

"People should be aware of the impact that MACC Fund supported programs are having on the rest of the country and the treatment of children with cancer. Our ability to continue to do research -- in the case of my lab team (and several others in Milwaukee and Madison) -- is because of the support from the MACC Fund. As much as we've been productive in my 36 years of running the lab in Madison there were some tough times when we didn't get NCI grants. It's because of the MACC Fund and its structure, which includes providing support to untested but promising new ideas and approaches, that we have been able to pilot new programs and continue this research."

Dr. Margolis recalls that during his days as a Fellow and a resident that the only way for a cancer patient with chronic myeloid leukemia (CML) to survive was with a bone marrow transplant. Because of the recent improvements in care (due to understanding of biology and other advances) better drugs are now available, so that bone marrow transplants are seldom needed anymore for CML.

"The concept of precision medicine -- this is not just for Time Magazine -- is actually going to happen for all of us," said Dr. Margolis. "Cancer will probably become more of a chronic disease, until such time that we can prevent it. I still have the dream that my grandchildren can go to the doctor and get a cancer vaccine."

That would be sweet music to everyone's ears, especially to anyone affected by cancer...and people like Ben.



MACC FUND
Hope for Kids

Celebrating
40 Years
of Hope
1976-2016

Bucks Honor Two Great Announcers



The Milwaukee Bucks celebrated 30 years of broadcasting excellence on March 17 during halftime of the Bucks - Grizzlies game in the BMO Harris Bradley Center. They honored MACC

Fund Honorary Board Member Jim Paschke and MACC Fund Co-Founder Jon McGlocklin for their 30 years behind the microphone calling Bucks television games. They always found ways to back MACC during the broadcast as well. The original "Voice of the Bucks," Eddie Doucette, who founded the MACC Fund with Jon, was the Master of Ceremonies. One of the longest serving broadcast tandems in the NBA, a banner honoring Jim and Jon now hangs from the arena's rafters.



The 27th Annual TREK 100

"Ride for Hope"

The TREK 100 has raised over \$13 million in net proceeds for pediatric cancer and blood disorder research. Trek Bicycle Corp. of Waterloo, Wis., has been the incredible title sponsor in this impressive "Gift of Hope" through cycling. Trek is working hard with the MACC Fund to make this year's June 11 event the best ever.

The TREK 100 is the largest fundraising event in the 40-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 2,200 cyclists raised \$925,000. 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 the cyclists. 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 and blood disorders.



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, Briohn, Prime Coatings, Bank of America/Merrill Lynch, Merrill Lynch, Ripon Printers,

American Website Company, Promax, Velo, Fox, Ramiko, DT Swiss, Onward Helmets, Quest, V P, Wheel & Sprocket, Shimano, Textro, Maxxis, Xpedo and Chase.

Sign up through May 26 to become part of the 27th Annual TREK 100 team as a rider for \$45. After that date, the fee is \$55 until the "Day of" registration which requires riders paying both the \$55 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 for riders and volunteers 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 11, 2016



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, 39 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 2015 **MACC Fund Golf Tour** raised \$475,000 in net proceeds. The "prize money" was made payable to "Pediatric Cancer and Blood Disorder Research." Over 2,000 golfers drove, pitched and puttied 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 "friend" raiser. Companies continued to develop a special camaraderie among their associates after being part of the charity golf event to benefit the MACC Fund. Employees, vendors, customers, business prospects, family and friends tee off to help beat childhood cancer. They might also be fostering a business relationship, remembering a friend who died, 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 Brown Deer Park, former home of the PGA Tour's US Bank Greater Milwaukee Open. Hosted by Hartland Arrowhead High School, the Invitational was a fitting way to start the 2016 season with kids helping kids. The Honorary Chairman for the tenth year was five-time PGA Tour winner 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 Brown Deer.



Mark Wilson

The granddaddy of them all is the **Chili's MACC Open**. Held on the first Monday in June at Tuckaway Country Club, the 40th Anniversary Open provides golfers a chance to help in 2016 just like they did in 1977 when Robin Yount's fivesome won the inaugural event. The MACC Fund is honored to 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 statewide restaurants including its "MACC Fund Day" on May 26 with 15% of 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 or visit www.maccfund.org and get ready to *tee it up to help drive cancer out of kids lives "fore" good!*

The 2016 MACC Fund Golf Tour (as of May 1)

Lake Country Charity Invitational –
Brown Deer Golf Course, Milwaukee,
Saturday, May 14.

**40th Anniversary Chili's MACC
Open** - Tuckaway Country Club,
Franklin, Monday, June 6.

**Jim Mech Memorial MACC Fund
Open** – Autumn Ridge Golf Course,
Valders, Friday, June 17.

Cheri Amore Memorial Open - Twin
Lakes Country Club, Twin Lakes,
Monday, June 27.

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

**102.9 FM, THE HOG's Bob and
Brian Open** - Grand Geneva Resort,
Lake Geneva, Friday, July 29.

Tom Perra Memorial Open -
Ironwood Golf Course, Sussex,
Saturday, Aug. 6.

**West Bend Mutual's "MACC Fund
Event"** – West Bend Country Club,
Monday, Aug. 15.

**The 22nd annual BP MACC Fund
Open** - Evergreen Golf Club, Elkhorn,
Monday, Aug. 22.

**Corporations Caring for Kids
Invitational** - Oconomowoc Golf
Club, Oconomowoc, Monday, Sept. 12.

**Women for MACC's Inaugural
MACC Fund Open**, Ironwood Golf
Course, Sussex, Monday, Sept. 12.

MPSO Open (Milwaukee Police
Supervisors Organization) Golf
Outing, Grand Geneva, Lake Geneva,
Monday, Sept. 19.

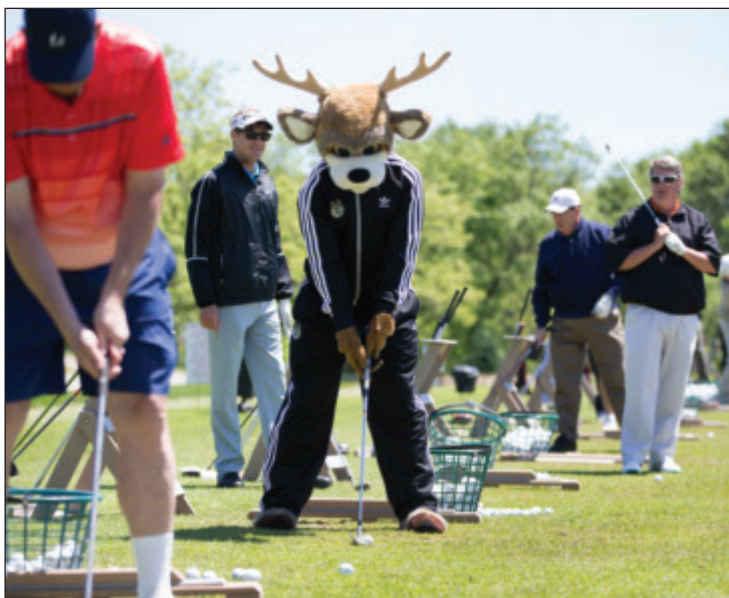


The MACC Fund is pleased to join forces for the eighth straight year with ERJ Dining, the Wisconsin franchisee for Chili's restaurants, for the Chili's MACC Open. Chili's is proudly supporting the MACC Fund throughout the month of May at their restaurants throughout Wisconsin. May 26 will be

"MACC Fund Day" throughout the state at your favorite Chili's with 15% of proceeds benefiting the MACC Fund.

The Chili's MACC Open is Monday, June 6, 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.



Bango the Buck gets some time on the range before the 2015 Chili's MACC Open.



The men of the University of Wisconsin Psi Chapter of Theta Chi fraternity present their record breaking check of \$50,815 to the MACC Fund in front of their beautiful fraternity house.

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 seventh straight year and helped create a record-breaking fundraising event benefiting the MACC Fund.

The 2016 Theta Chi Ski for Cancer was held at Cascade Mountain, south of the famous Wisconsin Dells, on March 5. The ski event capped a week-long celebration which raised over \$100,000 for the fight against childhood cancer including a St. Baldrick's Buzz Cut benefit in addition to the longtime support of the MACC Fund. The students worked with the alumni and produced a special week 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 students and alumni raised a record \$51,000 for the MACC Fund alone. This brings bringing the total Theta Chi Ski For Cancer over the years to over \$450,000. The MACC Fund sincerely thanks all of the members of Theta Chi, past and present, for their great support. Special thanks to Callen Raveret, who headed the fraternity's efforts, and to Alumni advisor Phil Sonderman, father of Aaron, a senior.

Midwinter Brewfest Packs 'Em In

The **Midwinter Brewfest** was held at the **Milwaukee Ale House** in February and raised a record \$25,000. 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!



THE MILWAUKEE BREWERS 5th ANNUAL “MINI-MARATHON + 5K & 10K” BACKS MACC

Fundraising component to the 13.1-mile, 5k and 10k races will benefit the MACC Fund again

The Milwaukee Brewers have supported the MACC Fund since its inception in 1976. 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 5th annual Brewers Mini-Marathon + 5k & 10k, presented by Sendik's, on Sept. 10 will once again begin at beautiful Miller Park. The 5k is new this year and promises to be very popular as well. The events provide runners with scenic routes 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 disorder research in Wisconsin. Thanks to many dedicated runners and their generous friends, the four editions of the “Brewers Mini-Marathon” raised over \$220,000 giving another example of this Big League support.

The courses will feature many Milwaukee landmarks including 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 2017 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 event in conjunction with the impressive Brewers Enterprises.

Great course support will again be provided along the way with aid stations featuring water and Gatorade, misting stations and entertainment. 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 +5k and 10K races are \$75, \$55 and \$30, respectively, for those registering by July 29. The cost is \$85, \$65 and \$30 between July 30 – Sept. 6. Registration on the packet pick-up days on Sept. 8 - 9 at Miller Park is \$100, \$80 and \$35. 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 + 5K & 10K.



Sue Miller crosses the 2015 Brewers Mini +10k finish line to win the Women's division

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 274 doubles accounting for a donation of \$13,700.

The Balistreri Sendik's Markets have been on the MACC Fund team for eight years helping to raise over \$830,000 through their annual Fall / Winter in-store campaign. Working for the fifth year with the Brewers radio network and the Fox Sports Wisconsin team, Sendik's donates for every base the Brewers steal. In baseball terms, Sendik's – the home of the famous Red Bag – will donate for every Brewers “stolen bag.” Last year the stolen bases added up to \$8,400 for the MACC Fund's Gift of Hope thanks to the growing numbers of Balistreri family-owned Sendik's stores.

Sartori Cheese is *pitching* in again this year to help make a change for the better for the MACC Fund through its special program on the Brewers radio network. Sartori is a fourth generation family owned and operated company which celebrated its 75th birthday in 2014. In 1942, Paulo Sartori received his first U.S. patent for a “Cheese Curd Machine” giving birth to a great Wisconsin icon. Sartori will once again generously donate to the MACC Fund for pitching changes. The company donated \$25,000 for the past four seasons. Thanks Sartori for *pitching* in to make *change* to help a child win the game of life. Sartori also teams up with the Milwaukee Admirals for the Power Play Payoff donating for every Admirals Power Play. Their generous support is matched by the Admirals Power Play Foundation.





TODAY'S TMJ4's Sports Auction 4 MACC celebrates 35 years of support



The "calm before the storm" of bids for the TODAY'S TMJ4 Sports Auction 4 MACC on December 11.



Bango with the Sports Auction 4 MACC Producers Kim Buchanan (left) and Rachel Glaszcz.



Bango helping TODAY'S TMJ4's John Malan at the Sendik's Red Board.



Bango gives Maggie Schlehlein who has benefited from MACC Fund research a hug while Lance Allan enjoys the fun.



TODAY'S TMJ4 Sports Auction 4 MACC co-hosts (left) Steve Chamraz, Carole Meekins.

Aaron Rodgers Continues to Back MACC

Aaron Rodgers means one thing to those who follow his great football career which includes a Super Bowl MVP title and two NFL MVP titles. But to the children who benefit from the research he helps support through the MACC Fund, he means something else – Hope! For the last seven years, Aaron has been an MVP on the MACC Fund's team scoring points for children battling cancer and blood disorders. His fundraising record is about \$2.5 million.

Aaron has participated in a number of events for the MACC Fund since 2010, playing an integral role in raising funds. For the fourth 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 and a major online presence. In addition, the parents told their story 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 four-year total to \$285,000.

Aaron has also designated the MACC Fund to be the beneficiary of many of his philanthropic efforts bringing impressive national awareness like his appearance on "Celebrity Jeopardy" in May, 2015. His impressive performance on Jeopardy which is one of his favorite shows, benefited the MACC Fund earning \$50,000. Wisconsin's favorite #12 beat retired Astronaut and Navy Captain Mark Kelly and Kevin O'Leary of the television show "Shark Tank." In December, he and LA Clippers star, Chris Paul, performed a series of remarkable trick shots for a State Farm social media campaign which netted \$25,000 for the MACC Fund. He will be on a new

ABC television show produced by Jimmy Kimmel called "BIG FAN" netting the MACC Fund great national exposure as well.

Aaron is an MVP in every sense and his ongoing commitment to the MACC Fund and the children clearly shows that. Thanks Aaron – and Go Pack Go!



*What do you give an NFL MVP QB to say "thanks a million?"
If you are the 12 kids who were part of the class of 2015
"Aaron Rodgers 12 Days of Christmas" program, you give
him an autographed football.*



WBCA ALL-STARS 'Best of the Best'

The state's best high school basketball players will come together in June for the 39th annual Wisconsin Basketball Coaches Association (WBCA) All-Star Games at the *JustAGame Fieldhouse* in the Wisconsin Dells.

The Girls All-Stars will play throughout the day on Friday, June 17, while the Boys All-Stars will take to the hardwood all day on Saturday, June 18. The games in this exciting venue promise dynamic contests featuring the "best of the best" in Wisconsin. Tickets can be purchased on game day. The Great Wolf Lodge is offering special room rates for this exciting basketball weekend. Visit www.wisbca.org for all of the information for tickets and accommodations.

In addition to great action on the court, the games also provide a gift of hope to children with cancer and related blood disorders. The WBCA's support of the MACC Fund dates back to the first Games in 1978. 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 \$126,000.

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 Dan Bureson, Executive Director Jerry Petitgoue, Assistant to the Director Ken Barrett, Boys Co-Chairmen Tony Scallon and Mike Huser, and Girls Chair 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.



The Milwaukee Bucks brighten the holidays each year in December with their visit to the MACC Fund Center at Children's Hospital of Wisconsin. Flanked by Jon McGlocklin - the "Original Buck" on the left and Dr. Dave Margolis - the ultimate Bucks fan on the right, the team posed in the lobby after visiting the kids. The Bucks affable young star, Giannis Antetokounmpo shows his smile and his wingspan.

Bucks visit Children's Hospital of Wisconsin



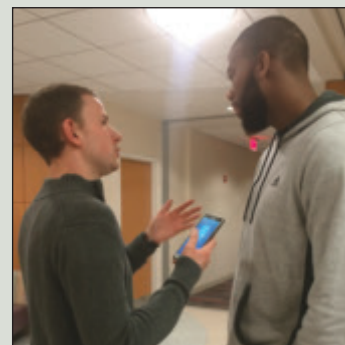
The Milwaukee Bucks have supported the MACC Fund from Day One. Literally. The MACC Fund was founded during a Bucks game on the Milwaukee Arena floor during a Bucks game on December 10, 1976 which was the Retirement Night of the "Original Buck," Jon McGlocklin.

McGlocklin and Eddie Doucette, the iconic "voice of the Bucks," founded the MACC Fund to help support research to benefit children like Doucette's toddler son, Brett, who was diagnosed with leukemia in Nov. 1975 when the overall cure rate for childhood cancer was 20%. Now in his early 40s, Brett is a father of a beautiful baby girl, Natalie, born in Nov. 2015.

The Bucks annual MACC Fund Game is a highlight of the MACC Fund year. The 40th Anniversary game is set for October 15. The Games alone have raised over \$1.4 million. The Bucks support from a variety of means is legendary over the years. An annual highlight is the team's visit to Children's Hospital of Wisconsin and the MACC Fund Center there. These pictures capture some of the 2015 visit on Dec. 22.



John Henson got in the fun wearing antlers as he poses with Alex Van Dyke who is treated in the MACC Fund Center. Alex played in the 2015 WBCA All-Star Games last June making him one of only 2 players in the Games' 38-year history to be a cancer survivor.



Brandon Novack interviews the Bucks Greg Malone during the team's annual Children's Hospital visit. Brandon, diagnosed at 12 in 2002 with leukemia, is a childhood cancer survivor who is now a Bucks PR Game Night Assistant. As a patient, he always looked forward to the Bucks visit.



*Bango gets a 2015 TODAY'S TMJ4 MACC*Star from its designer, Chris Reese (right) during the Bucks visit. Brother Cameron joined in the fun in the Hospital lobby.*



Dr. Dave Margolis, MACC Fund Board Chair Paul Knoebel, MACC Fund Vice Chair and Roundtable moderator, Kevin Steiner, Dr. Jeff Medin, the MACC Fund Professor, Dr. Mike Kelly and Dan Buehrle, MACC Fund board member.



Roundtable moderator Kevin Steiner, and panelists Drs. Margolis, Kelly and Medin.



US Senator Ron Johnson and Brandon Novack, a childhood cancer survivor. Both spoke at the Cancer Roundtable.

A 40th Anniversary Childhood Cancer Roundtable



celebrate the 40th year of the MACC Fund. The first ever event was held in the hospital's auditorium before more than 100 people. Following welcoming remarks by Peggy Troy, CEO of Children's Hospital of Wisconsin and Dr. John Raymond, President and CEO of the Medical College of Wisconsin, Milwaukee County Executive Chris Abele, Lieutenant Governor Rebecca Kleefisch, State Representative Peter Barca and United States Senator Ron Johnson all extended congratulatory remarks on the MACC Fund's four decades of research support for pediatric cancer and blood disorders. Each offered heartfelt remarks on the importance of the MACC Fund with a truly bipartisan feeling.

MACC Fund Vice-Chair, Kevin Steiner, moderated a panel discussion with Mike Kelly, PhD, MD, Dave Margolis, MD, and Jeffrey A. Medin, PhD. Dr. Kelly, director of Children's Cancer Program and associate professor at MCW discussed the ongoing importance of clinical trials to drug discovery. Dr. Margolis, director of Children's Bone Marrow Transplant Program and professor at MCW, addressed the growth of pediatric cancer care since the launch of the MACC Fund. Dr. Medin, MACC Fund Professor and vice chair of research in the Department of Pediatrics at MCW, discussed the future of pediatric cancer and blood disorder treatments.

Northwestern Mutual, long referred to as "The Quiet Company," is anything but quiet when it comes to supporting childhood cancer research. The company plays a major role in the Milwaukee area childhood cancer scene at Children's Hospital of Wisconsin where the NM Day Hospital is part of the MACC Fund Center. Its national support includes Alex's Lemonade Stand. NM has contributed \$10 million to the cause. The President of its Foundation, Eric Christopherson, spoke of the company's commitment while joining

in celebrating the MACC Fund.

Brandon Novack, a childhood cancer survivor who was diagnosed in 2002, thanked all in attendance for helping him live and to be able to speak with them. He did this while his proud mother looked on undoubtedly recounting many weeks in the hospital more than a decade ago. As he was giving his speech, Brandon saw Dr. Jim Casper sitting on the steps in the corner which symbolized the good doctor's understated manner despite his nationwide reputation of excellence. Brandon suddenly said, "There's my doctor who led the team that saved my life! Why are you sitting on the steps in the corner?" Laughter ensued.

The subsequent hug between a grateful patient and his proud doctor led to a thunderous, emotion-filled standing ovation. It was a great exclamation mark on a great day.

A heartfelt video from MACC Fund President and Co-Founder, Jon McGlocklin, served as a final thank you to all. A longstanding, out of town family commitment kept Jon from attending. MACC Fund Board Chair and Children's Hospital of Wisconsin board member, Paul Knoebel, closed out the event. He talked about his sister Christine who was 8 when she was diagnosed with leukemia when he was just 22 in the very early days of the MACC Fund. Thankfully, like Brandon, Christine is a childhood cancer survivor.

As the crowd enjoyed a 40th Birthday cake, Dr. Margolis took Senator Johnson – an outspoken advocate for children with cancer on the national and local stage - on a tour of the Hospital's MACC Fund Center. It was a great day and a great way to help celebrate 40 years of Hope. Thanks to the MACC Fund's friends and beneficiaries for making it all possible.



Dr. Margolis with Sen. Johnson in the NM Day Hospital of the MACC Fund Center at Children's Hospital of Wisconsin.



Senator Ron Johnson visited the MACC Fund Center at Children's Hospital of Wisconsin after the Roundtable. Here he is with Dr. Margolis and Drs. Melissa Acquazzino and Paul Harker-Murray on the crosswalk leading to the MACC Fund Center 24 room Inpatient Unit.



Senator Ron Johnson with Bailey and her dad, Ryan Dove. Bailey was diagnosed with leukemia in March 2015. She is in the midst of a treatment protocol with a projected end date of June, 2017. Her twin sister Lily was diagnosed with leukemia in June, 2013 and completed her treatment protocol in Aug. 2015. As are all who hear their story, Sen. Johnson was deeply touched.



Bailey (left) and Lily Dove.

Christopher's Shoot Against Childhood Cancer

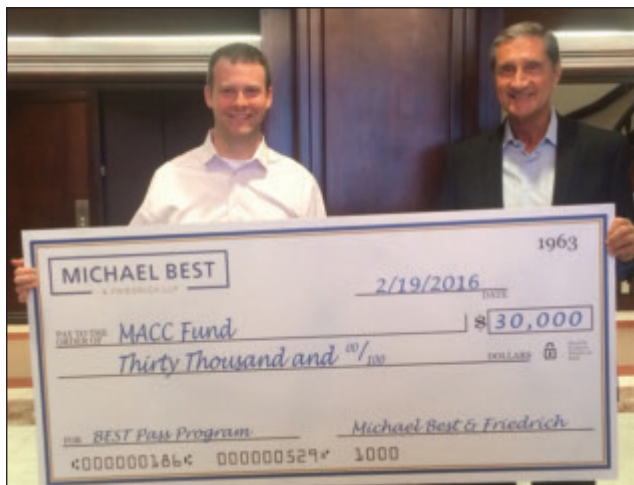
Christopher Schraufnagel's limited years did not limit his ability to touch people far and near from his neighbors to Super Bowl Champions Donald Driver and Aaron Rodgers of the Green Bay Packers. His legacy continues to live on since all who met him could never forget him. He died in June, 2012, after a valiant 17-month battle with medulloblastoma - a form of childhood cancer that attacks the brain and spinal cord.

On July 8, 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 \$131,000. Since its inception five years ago, Christopher's Shoot has raised nearly \$375,000. 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.

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



Bo Johnson touched many lives in his all too short life. His legacy of caring and love lives on through the GO BO! Foundation. The Foundation made the second of its three grants of \$25,000 each to the MACC Fund on April 7. The funds came through the annual GO BO! Foundation cookie sale in Sister Bay, Wis., home of Bo's family's famous restaurant "Al Johnson's." Pictured from left in the front are cookie artists Bonnie Turcotte and Katy Coppock, Bo's Mom, Annika Johnson and cookie artist Vikki Spriggs. Doctors Mike Kelly, Mike Burke and Dave Margolis joined in the photo.



Michael Best's Stephen Gigot and Jon McGlocklin with the "Best Pass" check.



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, Chicago, Washington, D.C., Salt Lake City, Utah, and Austin, Texas. 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 fourth 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 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, did his part again as Michael Best and KS Energy Services "rounded up" their donation to \$30,000 for the fourth straight year. Thanks to Michael Best and KS Energy Service for making every Packers touchdown pass last season thrown by the kids MVP, Aaron Rodgers, extra special.

Sendik's Balistreri Sendik's Markets Back MACC

The Balistreri owned and operated Sendik's Food Markets in Whitefish Bay, Wauwatosa, Mequon, Grafton, Elm Grove, Franklin, Greenfield, Germantown, New Berlin, West Bend, Bayside, Hartland and Brookfield helped the MACC Fund for the eighth straight year this past winter. The stores raised a record \$134,500 for the MACC Fund's fight against childhood cancer and blood disorders thanks to the generosity of their loyal patrons. The eight-year total from this great family grocery enterprise totals \$800,000 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 the TODAY'S TMJ4 MACC*Star designed by 10-year-old Chris Reese of Milwaukee. The stores also provided special merchandise offers to benefit the MACC Fund.

The Balistreri owned and operated Sendik's stores are celebrating 90 years. They have distinguished themselves as leaders in grocery and fine food retailing since 1926. With 13 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 \$8,400 last season. Sendik's also is the presenting sponsor of the 5th annual Brewers Mini +5k & 10k on Sept. 10 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.



Photo Credit - Sendik's

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



Brian Gotter Bowling 4 MACC bowlers before this year's opening ball.



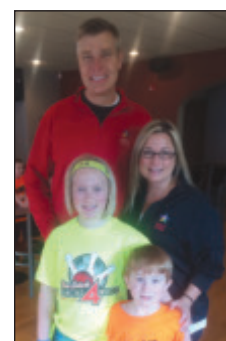
Brian Gotter 4 MACC

Brian Gotter is the personable weatherman on TODAY'S TMJ4 although he is much more than a "Weatherman." Understandably, he is a very proud graduate of Oklahoma University which boasts one of the finest programs in Meteorology.

Brian and his wife, Tina, and their dedicated band of volunteers continue to help the MACC Fund as they have for half a decade. Their 5th annual "Brian Gotter's Bowling 4 MACC" raised \$40,500 taking their five-year total to \$162,700.

Cedars III in Cedarburg is a quaint, yet modern venue which was the welcoming host once again on March 12. 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.

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.



Behind the scenes help for Brian Gotter's great efforts to help the MACC Fund come from his #1 team - kids Austin, Ali and wife Tina.



Women for MACC offers Hope

Women for MACC has been helping children with cancer for 34 years. Their efforts have been responsible for generating \$4.5 million in donations.

Women for MACC started on a runway with its debut, a Children's Fashion Show, featuring the traveling troupe of the Broadway Show "Annie" in August, 1982 at Ville Du Parc Country Club. They continue to host a fashion show, Couture for a Cure, which is regarded as one of the best in the area. 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 31st 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 "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. 1. Building on its inaugural year will be the "Nine, Wine & Dine" at Ironwood Golf Course.

The MACC Fund and the children thank Lindsay Schweikert, Women for MACC's President. Lindsay recently joined the MACC Fund's Board as well along with Jan Lennon who has serving on both boards for years. Thanks to all of the Board and members who make caring for a child battling cancer and blood disorders a priority in their lives.



The UWM Womens' Volleyball team helping out at Women for MACC's 31st annual Pasta Fest.

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

The J.K. Lee Blackbelt Academy's "Board Break-A-Thon" on Feb. 20 at Bayshore Town Center raised over \$40,000 – its goal in honor of the MACC Fund's 40th Anniversary. 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.



Master Chan Lee and Miss Christine Lee flank JK Lee students Brian Pinkalla and his Dad, Trevor. Brian's battle with cancer inspires the students each year.

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.



The 3rd annual **Mazda "Drive for Good"** campaign closed out 2015 in fine fashion. The Milwaukee area Mazda dealers and Mazda corporate led the way donating \$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 nearly \$27,000 beating the previous high from 2014 of \$20,000.

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, including 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.

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Happy 39th Birthday MACC Fund



Some of the members of the staff of the Medical College of Wisconsin's Pediatric Hematology/Oncology/Transplant department and the MACC Fund Center at Children's Hospital of Wisconsin gather around the "Rock" which the College dedicated to the MACC Fund to commemorate the College's MACC Fund Research Center. They posed for a "Happy 39th Birthday" picture celebrating the MACC Fund's "Jack Benny Birthday."

Jon McGlocklin and his friend, former Milwaukee Bucks broadcaster Eddie Doucette, founded The Midwest Athletes Against Childhood Cancer, the MACC Fund, on the night of McGlocklin's retirement from the Milwaukee Bucks, December 10, 1976. The Fund's purpose was then and is now to support childhood cancer research.

MACC Fund support has come from a broad base of citizens, corporations and foundations in Wisconsin and throughout the Midwest. Contributions have ranged from a few dollars to much larger amounts raised from unique special events and programs based on "a good time for a good cause."

The primary beneficiary of MACC Fund support is the Midwest Children's Cancer Center of the Medical College of Wisconsin. Research is conducted in this 6-story, 141,000 square foot MACC Fund Research Center, dedicated in 1988.

The MACC Fund is a cornerstone of pediatric cancer research in Wisconsin. MACC Fund-supported cancer research touches children throughout Wisconsin, the United States and the world.

The Rock tells the story for the ages.

• AARON RODGERS • 12 DAYS OF Christmas BENEFITING MACC FUND

The fourth annual Kohl's "Aaron Rodgers 12 Days of Christmas" benefited the MACC Fund as Aaron teamed up with Kohl's and the Milwaukee Journal Sentinel, creator of 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 its 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.



Jon McGlocklin, Jennifer Cohorts of Kohl's, Aaron Rodgers, Jessica Pukansky of Kohl's and David Ledlie of the Milwaukee Journal Sentinel.

Since Rodgers' number is 12, 12/12 was a fitting end for the annual program. 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 four-year total to \$285,000. Thanks to Kohl's and its generous guests, Aaron Rodgers and the Milwaukee Journal Sentinel for brightening the holidays for the MACC Fund and the kids.

Cancer Assault Challenge 5K Mud Run backs MACC

The Cancer Assault Challenge is a 5K Mud Run held on May 15. In its fourth year, last year's edition attracted 500 participants and raised \$25,000 for the American Cancer Society. In its first year benefiting the MACC Fund, it featured an exciting and inventive obstacle course which ran through the Lutherdale Ministries grounds outside of Elkhorn, Wisconsin. Built on the similar models of Tough Mudder® or Warrior Run®, the Cancer Assault Challenge is truly for runners of every level. It had two options - a challenging 5K course with 17 obstacles, including water, climbing, endurance, and mud as well as a shorter one mile run which that includes eight obstacles and is open to ages six through adult. Very special thanks to the event's founder, Julie Lopez, and the dedicated committee for working with the MACC Fund this year to help all kids to have a chance to play in the mud.



Runners from the 2015 Cancer Assault Challenge negotiate one of the 5k mud pits.

Photo Credit - Rocky Feeny

Robinade Old School Lemonade Backs MACC

Hall of Famer Robin Yount's "Robinade" Old School Lemonade was a Grand Slam again in 2015. Robin is a longtime MACC Fund supporter and Honorary Athletic Board Member. He continued his MVP ways by donating \$30,000 from Robinade. The former Brewer All-Star once again announced the gift from himself and his Robinade business partners during his annual appearance on the Bob and Brian Radiothon in April. This brings the total from this refreshing drink to \$110,000. He and his business partners created Robinade to quench his thirst for the product he loves. Robin wanted his share of the profits to benefit the MACC Fund. Robin has never taken a penny from the enterprise.

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 scheduled allowed. Named the American League MVP in 1982, when the Brewers won the pennant, he was also named the Seagram's 7-Crown MVP which included a \$10,000 prize. He signed that check over to the MACC Fund making it the largest gift from an athlete in the MACC Fund's five-year history at that time. 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.

Gruber Law Offices "Bucks 3s For MACC"



The Bucks Dancers and Bango join the MACC Fund's Chief Operating Officer, Becky Pinter, Jon McGlocklin and David Gruber for the "Gruber Law Offices Back MACC Bucks 3-pointers" check presentation. For the second straight year Gruber Law Offices donated \$100 for every Bucks 3-pointer in the BMO Harris Bradley Center. The 217 season long home 3-pointers accounted for 651 Bucks points and \$21,700. Thanks to Gruber Law Offices for their continuing support and thanks to the Bucks for always backing MACC.
The MACC Fund Cheers the Deer!

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.



continues to glow

Candy Cane Lane has brightened the winter skies in West Allis for three decades 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 are turned into hope. Outstanding support from area businesses and civic leaders combined for a glowing and colorful "Gift of Hope Through Research" for children with cancer and related blood disorders.

Over \$114,000 was raised in the **Sharing Christmas** program in 2015 bringing the incredible total to over \$2 million in net proceeds. 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 go 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: Davies Pediatric Dentistry, West Allis Firefighters Association, Tom's Dependable Heating and Cooling, Balistreri's Italian American Ristorante, Balistreri's on Bluemound Inn, Bevsek - Verbick Funeral Home, American Website Company, Jelly Belly, and Eillien's Candies, M & M Mars, R. W. Palmer Candy, Mueller Yurgae-Great Lakes, Haribo Candy, Holz Motors and James M. Hays Lodge 331 F & AM of Wis.

The MACC Fund thanks all 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.



MACC Fund Development Officer Colleen Moran (left) with Michele Moshea & Mike Szabo and their son Julian with the inaugural Candy Cane Lane Cookie Cook Book. Five hundred copies were sold to help take the Candy Cane Lane proceeds to a near record mark.

See the #17 Sprint Car and meet its driver, Bill Balog, at Rocky Rococo's at 8300 W. Brown Deer Road on Wed. June 22 and enjoy lunch and dinner. 17% of sales (in honor of the #17 car) will be donated to MACC. Great Rocky's food and live radio with THE BIG SHOW on 105.7 The FAN. Thanks Rocky!

Sprint Car Racing for MACC



Bill Balog of B2 Motorsports (center) poses with his #17 Winged Sprint Car and one of his sponsors, Steve "The Homer" True of ESPN Milwaukee (left) and the MACC Fund's John Cary. The North Pole, Alaska native will donate a percentage of his winnings and clothing sales to the MACC Fund.



Back MACC



Sartori and the Milwaukee Admirals donated for every Admirals Power Play. Presenting \$6,040 to the MACC Fund's John Cary (center) at the Admirals final season game were (right) Maria Sartori, her husband Ben Weiland and Baby Claire and Harris Turer (left) Governor/CEO of the Admirals. Thanks to Sartori and the Admirals for continuing their great support.



"Yellow Submarine." Wearing Beatles period regalia, American English performs the Beatles anthem.

American English Beatles Invasion

The 12th annual "American English Benefit Concert for the MACC Fund" featuring the award-winning Beatles tribute band at "Players Choice" of the Fox Cities in Appleton, Wis., on Friday, Feb. 5 was another great success.

Produced by a great MACC Fund friend and Beatles aficionado, Greg Thompson, this event has become a "must see" February First Friday tradition. The concert raised nearly \$8,000.

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

103.9 WVBO "The Valley's Greatest Hits" was on hand along with other great friends, the Appleton Post Crescent, Bouwer Printing and Mailing Inc.; Consolidated Construction Co. Inc.; Schenck CPA's and So Much More; US Bank; Don's Quality Market Seymour; Hilton Garden Inn Appleton; Beefeaters British Grille & Ale House; New York Life; Liberty Hall; SuperBowl Appleton and Players Choice of The Fox Cities.

This concert adds special meaning to the Beatles favorite "All you need is love" by the gift it has given to the children and the MACC Fund for years.



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Sunday, July 31, 2016



MACC FUND
Hope for Kids



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Children's
Hospital of Wisconsin



Wisconsin

The MACC Fund is excited and grateful to team up with Children's Hospital of Wisconsin, the Ronald McDonald House Charities of Eastern Wisconsin, and Make-A-Wish® Wisconsin at the invitation of German Fest on Sun. July 31st. The German Fest "United for Kids" campaign will raise awareness and funds for each charity who have kids at their core.

German Fest will donate a portion of ticket to each charity. German Fest patrons can visit the United for Kids' booth located in the Sports Area, Sat. July 30 and Sun. July 31. There will be games, prizes and fun for the entire family. United for Kids partners will also make appearances at German Fest's Opening Ceremony on Friday and participate in parades both Saturday and Sunday.

Sunday is "Family Day" at German Fest with events like the Dachshund Derby, Battle of the Mascots soccer scrimmage and Children's Parade. German Fest, Southeast Wisconsin's premier German ethnic festival and Milwaukee's kickoff to Wisconsin's Oktoberfest season is held annually on the last full weekend in July at the Summerfest Grounds along the Lake Michigan shoreline. The MACC Fund thanks German Fest and its board for this unique opportunity to team up to help kids. For more information on German Fest, visit www.germanfest.com

maccfund.org

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 \$14,000.

The Silver Lining company will also host its biennial MACC Fund Event at the beautiful West Bend Country Club on Aug. 15. The company has been working on this Event for over a year. The last event in 2014 raised over \$470,000. 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 2014 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, as its Vice Chair and Chair of its Governance/Nomination Committee.

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 bpinter@maccfund.org.

Superstar ~ \$7,500

Nicholas Family Foundation

Captain ~ \$3,000

The Credit Card Lady
The Eddie Doucette Family
Carol Gehl
Barbara Kendro
Jean & Greg Klimek
The Kort Family
Rod & Pat Petersen
US Bank Technology Services

Starter ~ \$1,000

Kathy & Dan Beers
Cheryl Chapman
Gayle & Bill Denton
McGlocklin Family
Sharon & Kelly Moran
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Mr. & Mrs. Michael Polzin
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Marjorie & Nick Rivecca
Ted & Noelle Rulseh
Pam & Stuart Schroeder
Robert A. Schultz, Jr.
Kurt Schummer
Marjorie Singer
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Diane M. Wisniewski

Coach ~ \$500

Larry & Jan Barbera
Richard Bierwirth
Tom Cary
Flannery Family
Dr. Lawrence Howards and Mari
Dennis & Judy Kruzan
Jan Lennon
Becky & Brian Pinter
Joanne & Richard Sheridan
Beth & David Wilmoth

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 \$56 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.

The MACC Fund has the highest 4-star rating by Charity Navigator.

PLEASE REMEMBER THE MACC FUND IN YOUR ESTATE PLANNING.

MACC Fund Green Bay Area Friends



The MACC Fund is engaging the Green Bay / Northeast Wisconsin area more than ever before. In March, several members of the Green Bay committee and two Schneider Foundation representatives visited Dr. Dave Margolis at the MACC Fund Center of Children's Hospital of Wisconsin. From left: Dr. Margolis; Angela Fish of Schneider; Rob Cera and Nicole Hanneman of Nicolet National Bank; MACC Fund Board Member Greg Klimek of Klemm Tank Lines/Kenan Advantage Group; LuEllen Oskey of Schneider National, Inc.; Mary Lessuise of Morgan Stanley and Becky Pinter, Chief Operating Officer of the MACC Fund.

Cruise For MACC



The MACC Fund is excited for a Mediterranean Cruise aboard the luxurious Oceania Riviera. The cruise Rome to Monte Carlo with a wonderful adventure filled week will be hosted by two very special and longtime friends of the MACC Fund, Mike and Linda Jacobs. Mike distinguished himself for 37 years as one of the city's most trusted newsmen before retiring a year ago. He always found time to help the MACC Fund including co-hosting TODAY'S TMJ4's Sports Auction 4 MACC for nearly two decades and being the longstanding Master of Ceremonies for Women for MACC's annual "Couture for a Cure" fashion show. Even in retirement which followed a final mini-telethon which raised nearly \$80,000 for the MACC Fund at his request, he continues to help the kids and this great **Cruise for MACC** is a perfect example. Thanks to Linda and Mike for choosing the MACC Fund once again and VERY SPECIAL THANKS to Penny and Jon Harper of East Town Travel for their generous support donating for every Cruise for MACC passenger. That totaled \$10,000! Anchors aweigh!

CONGRATULATIONS to:

Honorary Board Members **Ken Sanders, Bo Ryan and Jim Paschke**. The Brewers legendary reliever and "Fireman of the Year," Sanders, was inducted into the St. Louis Athletic Hall of Fame. Ryan, the UW Basketball coach who led the Badgers to two consecutive Final Fours, was inducted into the Wisconsin Athletic Hall of Fame along with MACC Fund friend and benefactor, Donald Driver. Paschke was honored with MACC Fund President and Co-Founder, Jon McGlocklin, for 30 years of broadcast excellence with the Milwaukee Bucks.



The Bob and Brian Radiothon on 102.9 THE HOG on Apr. 6-7 was a great success for the MACC Fund for the eighth year. The two-day long show ended shortly after 5 p.m. after raising over \$80,000. And that number didn't even

include \$30,000 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 bringing the total from Robinade to \$110,000.

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. Jeff's joined forces with THE HOG for a Weekend Brewers Tailgate Party following the Radiothon.

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 who participated included: two-time US Open Champion and ESPN Golf Analyst Andy North; Wisconsin native and NASCAR Champion Matt Kenseth; UW basketball coach Greg Gard; Bucks Coach Jason Kidd; former Buck Junior Bridgeman; Milwaukee Buck Steve Novak; Fox Sports Wisconsin's Brian Anderson and Marquette University basketball coach Steve Wojciechowski. Concert tickets, electronics, unique experience items, autographed sports memorabilia and much more filled the auction airwaves.

The clock struck 5 p.m. 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."



Jon McGlocklin helping close out the Radiothon.



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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. To initiate a CHCWI campaign, or if you have questions about the CHCWI efforts on behalf of the MACC Fund, please call 800-658-0845.



House of Harley-Davidson has teamed up with the MACC Fund by raffling a **2016 Harley-Davidson FLHXS Street Glide Special** with a drawing on Sept. 17. Tickets at \$20 each or 6 for \$100 can be purchased at House of Harley-Davidson at 6221 W. Layton Avenue, Milwaukee. "The House" is the Milwaukee area's largest and premier Harley dealership. It has earned more awards from Harley-Davidson than any other Harley dealer in the world. Live the lifestyle on Wednesday Nights at the House of Harley-Davidson Bike Night. Join us for food and live music from 5:00pm-9:00pm. The MACC Fund is excited and grateful to be part of the House of Harley-Davidson's summertime fun.

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 an age. He was just 11. He also had a love of art, Origami in particular. He sold his wonderful creations with proceeds going to the MACC Fund. So it is 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 and related blood research.

The fifth annual "Inspired By Ryan" Art Fair was held in honor of Ryan in March in Union Grove raising about \$3,000. The purpose is 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. 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 teaming up with kids cancer fighting efforts like the Medical College of Wisconsin, Children's Hospital of Wisconsin and "Gold in September" or G 9.



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Gavin Gives Back Party - Gavin Bugalski was featured in the 2015 Kohl's sponsored "Aaron Rodgers 12 Days of Christmas" in collaboration with the Milwaukee Journal Sentinel. His family threw a party when he finished his treatment and raised \$700. Thanks Gavin and family!

The **Oconomowoc Silver Lake Middle School 6th grade class** held a fundraiser and raised \$217 for kids with cancer. Thank you students!

The **Muskego High School Girls' soccer team** held tournaments during their season and raised \$500.

MGIC held its annual **Jeans for Charity** and raised \$887. The **Wixon** employees "dress down" day raised \$370... as Neil Diamond sang... "Forever in Blue Jeans."

Mason Sammarco's 13th Birthday Wish honoring his sister Lulu who battled cancer raised \$275. Thanks Mason for honoring your sister and caring for the kids.

West Bend Schools backed MACC this year. The **Student Council of West Bend East High School** held a **Charity Week** raising \$1,706 while **Silverbrook Intermediate School** held **Penny Wars** raising \$1,354. Both schools raised money in honor of the Dove family twins, Lily and Bailey, who were diagnosed with leukemia in 2013 and 2015, respectively. The community has been very generous in its support of the Lily and Bailey and their big sister Maddie along with their great parents.

The **Jewish Community Center's "Laugh it Up Milwaukee"** contributed \$1,500.

Cardinal Stritch University's Men's and Women's Tennis Teams held a bake sale for the MACC Fund raising \$250.

Lakeview Elementary hosted a **Hats On Day** and raised \$431. Thanks kids!

Lana from The HOG holds a light show each holiday and this year raised \$562 for the MACC Fund. Thanks Lana!

Ra'niya, Abby and Angelysse 5th grade students from **Kenneth Murphy Elementary** hosted a **Cupcakes for the Cure** bake sale and raised \$128. Thanks girls, teachers, students and parents!

Melanie and friends hosted a **9 Pin Tap Bowling Tournament** raising \$3,000.



Bango and Lucky the Leprechaun get ready for the start.

Lucky Leprechaun

The fourth annual "Lucky Leprechaun" filled the streets of Wauwatosa with nearly 3,000 runners and walkers on March 19. The event was hosted by Leff's Lucky Town and Performance Running Outfitters while Vision Event Management donated \$7,500 to the MACC Fund. The unpredictable March weather couldn't put a damper on the 7K's hearty runners. Thanks to Leff's and Performance Running Outfitters as well as Miller Lite and Vision Event Management 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.



Home Goods Backs MACC



Home Goods opened a new store in the Mayfair Collection on Burleigh Avenue in Wauwatosa. It donated \$5,000 to the MACC Fund to celebrate its Grand Opening on April 9. Thanks to Home Goods for making the MACC Fund feel right at home in their beautiful home furnishing store.



"State Farm Trick Shots" payoff. Aaron Rodgers matched shots and whits with the LA Clippers Chris Paul in a great social media campaign in December with the MACC Fund a big winner. Aaron chose the MACC Fund to receive his share of the prize. Here State Farm's agent Andy Lesar and his wife Courtney present the check to the MACC Fund's John Cary at the Lesar's Greendale, Wis. office.

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



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Save the Date!

**40th Anniversary
Celebration**

**Tuesday night,
Dec. 6, 2016**

Pfister Hotel Grand Ballroom

*Celebrating 40 years of Hope through Research
to children with cancer and blood disorders.*

More information to follow in the fall.



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Hope for Kids

Celebrating
**40 Years
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