



**MACC
FUND**

Hope for Kids

MACC FUND *Today*

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Still a kid at heart, Pediatrician Hematologist-Oncologist Dr. Tower also directs Fellowship Program to train next generation of doctors

As a Pediatric Hematologist-Oncologist and current Director of the Pediatric Hematology/Oncology/Blood and Marrow Transplantation Fellowship Program at the Medical College of Wisconsin, housed in the MACC Fund Research Center, Dr. Richard Tower has the best of both worlds...maybe even more.

For starters, the self-proclaimed "born pediatrician" loves kids. Secondly, he has a real passion to teach others. Sprinkle in his devotion to the study of cancer; being able to work with a talented and loyal team of fellow doctors and researchers; and having access to a generous and understanding funding source – the MACC Fund – it all adds up to a winning formula that in the long run will make for a better world for those facing the fight against childhood cancer.

As it relates to children, "This is what I was born to do...spend time with kids," states the Racine, Wis., native and 1993 graduate of Washington Park High School who prides himself in being a kid at heart as evidenced by his Scooby Doo lunch box which he proudly totes to work each day. It's a passion the newly turned 40-year-old took with him into Medical School at the University of Wisconsin and later at Indiana University where he did his Pediatric Residency Training.



Dr. Tower with Gavin after his Bell-ringing in the MACC Fund Center at Children's Hospital of Wisconsin signifying the end of chemo treatment for leukemia. From left Renee Harteau and Bonnie Rydeski, Gavin's nurses.

What he didn't know at the time was his career path taking him into the world of cancer and oncology.

"As an undergraduate I loved sciences," he said, noting that he was drawn to cancer and oncology...and the basic biology behind cancer. "It was all fascinating to me."

While pursuing pediatrics was a given, he was unsure about oncology.

"At one of our small groups in Medical School I was with a couple of preceptors

and on the first day you introduce yourself and your interests. I remember talking to Dr. Diane Puccetti (a pediatric oncologist) and saying to her 'I couldn't do what you do.' She said, 'Why not?' And I said, 'It's too sad.'"

Dr. Tower remembers during his first year of Pediatric Residency doing his rotation on the oncology unit and discovering it to be "the happiest place in the hospital.

"What I liked about it was most of the patients have established long-term relationships with the nurses and doctors. They all knew each other. So when I was there it just felt like home. The relationships between caregivers, patients and families were great. I said to myself, 'This is where I need to be.

"I like the fact I get to be a primary care doctor but yet I get to take care of really sick kids (who need intensive care type medicine) and work with their families during really rough times. It sounds corny but I feel like I'm making a difference."

Upon finishing his Fellowship at the University of Minnesota in 2007, Dr. Tower thought he wanted to come back home. He emailed Drs. Bruce Camitta and Jim Casper his Curriculum Vitae. He interviewed with Dr. Michael Kelly, then Interim Co-Section Chief of Pediatric Hematology, Oncology and Blood and Marrow Transplant at the

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Dear MACC Fund Supporter:

It seems hard to believe that my first year as Chairman of the Board of Directors of the MACC Fund is almost over. Thankfully it has been another great year for the MACC Fund due largely in part to generous friends and benefactors like you. By the end of this year, the MACC Fund will have contributed \$55 million to research since 1976, including over \$3 million this year. Those are impressive numbers and I view the Board as stewards of the many benefactors who helped make it possible whether as a

volunteer, participant, sponsor or donor. I know that the Board joins me in thanking you for your generous support. We also know that you are counting on us to help guide the MACC Fund to hold firm to its mission of providing the best research support for children battling cancer and blood disorders. I assure you that we take our role very seriously while thanking you for the trust you have in us. Toward that end, the MACC Fund was awarded a 4-Star rating by Charity Navigator, the nation's largest charity rating service. This puts the MACC Fund in good company since only 25% of charities nationally receive this award.

The MACC Fund Center at Children's Hospital of Wisconsin, which opened in April, is a good example of the commitment which the MACC Fund stands for. State-of-the-art care is given to all of the children while the Center also serves as a translational research laboratory. This translational research is defined by research which moves from the scientific labs to the patient's bedside. It helped the MACC Fund Center at Children's Hospital of Wisconsin achieve a No. 14 ranking in the highly regarded *U.S. News and World Report* survey this summer.

The MACC Fund Board was pleased to congratulate Dr. Paul Sondel this summer as well. He heads our research efforts at the University of Wisconsin and he received one of the first *Outstanding Investigator Awards* from the National Cancer Institute. He was the only Pediatrician awarded in the first 20 grants for this elite award.

The MACC Fund Board is very excited to welcome Dr. Jeff Medin this January as the endowed *MACC Fund Professor*. He will be a great addition to the team at the Medical College of Wisconsin and Children's Hospital of Wisconsin, two of the MACC Fund's beneficiaries. We know he is anxious to come and the campus is excited to have him. It hasn't taken him too long to get involved either. He has already gotten in the spirit by attending the Bucks MACC Fund Game in October.

As we get ready to celebrate the MACC Fund's 40th year in 2016, I want you to know that you are an important part of the MACC Fund's team that is making a difference. On behalf of the Board which is dedicated to doing more than ever to defeat cancer and blood disorders, I humbly and gratefully say "thank you." I invite you to do more than ever to move the battle "further and faster." I wish you a happy holiday season and thank you for helping the MACC Fund give every child a fighting chance.

Paul Knoebel, Chairman of the Board



Dear MACC Fund Friend:

You have read this before as I start my column for this Winter edition. The days are shorter and the nights are colder. In Wisconsin we know what that means ... winter is upon us and as the years add up, it seems to come earlier each year. The good thing is - this time of year gives me a chance to thank you for your generous support of the MACC Fund -while giving you some highlights.

It was another good year for the MACC Fund. Trek Bicycle Corp. continues to sponsor our biggest event, the TREK 100 Ride for Hope, and once again raised nearly \$1 million (and taking the 26-year total to \$13 million in net proceeds). We had another great year on the course with the 18-event MACC Fund Golf Tour. Aaron Rodgers showed the country what we already knew - that he is very smart and very generous. He beat a retired Astronaut and a "Shark Tank" host on *Celebrity Jeopardy!* in May, winning \$50,000 for the MACC Fund. In the process he helped garner national attention for the MACC Fund's fight against childhood cancer and blood disorders as only Aaron can. This is the sixth year that the MACC Fund has been fortunate to have Aaron as an MVP on our team helping us raise over \$2 million since 2010. The Bucks stepped up once again with the 39th annual Bucks MACC Fund Game, the first major event to benefit the MACC Fund in 1977. The MACC Fund celebrated 38 years with the Wisconsin Basketball Coaches Association's All-Star Games; 35 years of live broadcasts on TODAY'S TMJ4; 33 years with the great Women for MACC organization; and 31 years with Pepsi.

This year also marked the opening of the state of the art MACC Fund Center at Children's Hospital of Wisconsin, a MACC Fund beneficiary. It provides the best care while being an important part of the translational research the MACC Fund supports. The MACC Fund also fulfilled a longtime goal to help the kids even more by filling the MACC Fund Professor position within the Medical College of Wisconsin, the MACC Fund's largest beneficiary. Dr. Jeff Medin was named the MACC Fund Professor in September and will start in January to the delight of all. Dr. Paul Sondel of the University of Wisconsin Carbone Cancer Center heads the research efforts supported by the MACC Fund there. He received the prestigious inaugural Outstanding Investigator Award from the National Cancer Institute which provides seven years of research support to investigators with outstanding records of productivity and achievement in cancer research.

The MACC Fund has so much to be grateful for at this special time of year. Some blessings have been mentioned here but many more reside in the wonderful caring hearts and goodwill of friends like you who take the time to care to give every child a fighting chance. Thank you for all that you have done. Thanks, too, for considering a year-end "Gift of Hope" through the enclosed envelope or by visiting www.maccfund.org. The kids join me in saying *thanks a million*.

Jon McGlocklin, President

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Medical College of Wisconsin, really liked the vision, enthusiasm and the people he met, and signed on eight years ago as an Assistant Professor.

"I've had a long standing interest in (medical) education," said the now Associate Professor, who while in medical school and during his residency he was the class representative on the school's curriculum committee. "So when I came here I told Dr. Kelly I had an interest in that area."

He became the Associate Program Director of the Fellowship program almost immediately. Three years ago he transitioned to the leadership role.

The Fellowship Program at the Medical College of Wisconsin began in 1990. In that time 24 Fellows have graduated, including Dr. David Margolis, current Interim Section Chief. Eight Fellows are at MCW serving in faculty roles.

The three-year training program retains two Fellows each year. They get trained in basic science lab research, translational research or clinical research. Each Fellow is required to do clinical activity in the first year, "which is mostly spending time figuring out how to take care of patients with hematological-oncological or bone marrow-related diseases," Dr. Tower said. "The second and third years they learn what it means to be an academic physician. They learn lab technique and do scholarly work. Many fellows also earn a Master of Science degree in Clinical and Translational Science during this time."

Most of the research projects conducted by the Fellows are funded in some degree by the MACC Fund.

"This helps lead to publications in top journals and presentations at national meetings, including top scientific meetings like the American Society of Hematology (ASH), American Society for Blood and Marrow Transplantation (ASBMT) and American Society of Clinical Oncology (ASCO) annual meetings."

Some of their efforts have won national awards and garnered national grants. For example, one Fellow, Jonathan Roberts, had his work selected for the "Highlights of ASH," which selects the top presentations from the ASH annual

meeting and presents them in multiple locations around the world. Another Fellow won an award from the American Society of Clinical Oncology. Fellow Chelsea Collins won the James B. Nachman ASCO Junior Faculty Award in Pediatric Oncology, awarded to the junior faculty member who submits the highest-scoring abstract in pediatric oncology for the ASCO Annual Meeting, which brings together 30,000 oncology professionals from around the world.

"We had one Fellow recently win \$200,000 in grants," Dr. Tower said. "A good number of them have won smaller grants and awards."

What makes the Fellowship program here so attractive is the strong balance between hematology, oncology and blood and marrow transplantation.

"A lot of programs are strong in one area, we're strong in all three," Dr. Tower said. "I may be under selling our programs a little. In hematology we're one of the top three programs in the country. We are pretty much 'unparalleled' for what we offer in hematology. We're also very strong in oncology and blood and marrow transplantation."

"We've had Fellows go on from here to step right into assistant professor jobs in hematology, oncology and blood and marrow transplant. We have a good mix of basic science training and clinical research training. Our Masters of Science in Clinical and Translational Science program is very attractive (and one of only a few offered during fellowship training in the country)."

Dr. Tower loves to teach.

"No. 1, we have gotten here on the shoulders of those who came before us... and those who taught and mentored us. So there's that joy."

"No. 2, we're creating the next generation of hematologists, oncologists and specialists in blood and marrow



Dr. Tower with some Fellows

transplant so our children will be taken care of by them. If we don't do training there won't be anyone to take care of them. Having Fellows adds to our patient and family experience and another layer of people who are invested in the families and their child."

By being an academic institution also helps keep the faculty on their toes.

"Our Fellows really question how we make decisions. Are we staying up on current literature? A lot of those questions really force us to look into what our practices are, to make sure we're following the best practices, keeping us up to date and on the forefront of our field."

Dr. Tower spends 60 percent of his time in a clinical setting, 40 percent related to education.

He has other roles as well – locally as Co-Director of Fellowship Education for the Dept. of Pediatrics and Assistant Director for Education and Training of the Medical College of Wisconsin Cancer Center; and nationally as a member of the American Society of Pediatric Hematology and Oncology (ASPHO) Training Committee and the ASPHO Certification and Continuing Education Committee.

A typical week might find Dr. Tower giving a lecture on Monday; clinic with a Fellow on Tuesday; meetings with Fellows on Wednesday and Thursday.

"It's pretty hands-on," he said, noting the Clinical Competency Committee makes sure the Fellows are on track with clinical

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care while the Scholarship Oversight Committee keeps the research component on track. This training also includes how to be a good teacher.

Program coordinator Laura Walker handles the day-to-day pieces to make sure everyone's on schedule and making sure things run smoothly.

Dr. Tower is active in the annual recruitment process where the program may get up to 50 applications vying for two spots. Approximately 18-20 get asked in for an interview, a process that includes Tower and the whole faculty and administration.

"We're training the next generation of researchers. We're interested in creating academic physicians.

"We're not going to get any better at what we do without training the next generation of academic physicians. If we don't look at what we do, don't study what we do, if we don't find a better way of doing what we do, then we won't cure as many kids as we can."

The cure rate for children with cancer lies in the 80-85 percent range, yet children can relapse and have late effect issues.

"That's not good enough," Dr. Tower said. "We want to get better – not only getting better at curing cancer but also making our treatments less toxic. The majority of our Fellowship research is around those topics.

"There has been tremendous gains since the MACC Fund started funding these programs. But it's the last 15-20 percent that's really tough. The kids who relapse, that is tough. How do we get better at that? If they do relapse how do we make sure the body is in better shape so they can handle more therapy? We need to improve our therapy."

Fellow Nate Schloemer is working in the lab with Drs. Subramaniam Malarkannan and Monica Thakar and trying to come up with better cancer immunotherapy. Melissa Acquazzino, a third year Fellow, is working with Dr. Amanda Brandow, looking at patient reported outcomes as it relates to pain in the oncological population.

Dr. Tower admits there are some hard days at the office.



"Unfortunately not every child survives or does as well with therapy as you'd like. I really feel my job is not to just cure children with cancer. I would love it if I could cure everybody, but right now we're not in that position.

"My job is to help that patient and family have as much quality of life as possible. Sometimes it's years, sometimes just a few months. We need to make sure we do everything in our power to make those few months valuable, to make sure the child and family reach the goals they've set. I take a lot of job satisfaction from being able to guide families and patients through those times."

Dr. Tower wants to continue and expand this educational effort and have more impact on national programs. That's why the training of others is so important.

"If I do something for a patient or family...and if I don't do any education or research...all I've done is affect the patient and family I've come in contact with. But by teaching the next generation not only do I affect all the patients and families I come in contact with, but also all the patients and families that our trainees come into contact with, as well as all the patients and families that their trainees come into contact with, and so on. We can affect many, many more patients and families by training the next generation."

The success of the Fellowship Program is not just based on Dr. Tower's passion for teaching but also the other clinical and research mentors who have invested in the Fellows education.

"Not one person in our division has ever come up to me and said, 'Why are you giving me this evaluation, I don't have time for that stuff' or 'I don't want them in my clinic.' It truly takes a village. We have a really great division that

is fully invested in education and that's the only reason we're successful."

The MACC Fund also plays a key role.

"It's absolutely crucial to have the MACC Fund. We couldn't do what we do without them. There was one time when we had a funding shortage and the MACC Fund picked up the slack and funded one of our Fellows. That was invaluable. The research projects of our fellows would not be possible if it weren't for the MACC Fund."

Also the fact the MACC Fund is one of the more visible fundraising organizations both locally and nationally has added value.

"The MACC Fund is one of the reasons I'm here," said Dr. Tower, who along with his wife, Jessica (an engineer and graduate of St. Catherine's High School in Racine), and two children Josie, 8, and Henry, 7, live in Franklin. Dr. Tower enjoys his family time, which includes trucking the kids around to dance lessons, soccer, gymnastics, drums, piano and the like. He's an avid Packers fan (he predicts the Pack to go 13-3 and get a first-round bye in the playoffs) and enjoys watching the Brewers "I love it when (Brewers radio announcer) Bob Uecker says 'there's a Double for the MACC Fund.'"

"I've been to other places around the country," Dr. Tower said. "The MACC Fund is really unique. To have this source of support and what they do, well, most other places don't have that. We're very fortunate and very lucky to have them.

"And, I get to come back home."



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Jeffrey A. Medin, PhD, named MACC Fund Endowed Professor in September

Jeffrey A. Medin, PhD, has been named the MACC Fund Professor in the department of pediatrics at the Medical College of Wisconsin (MCW). Dr. Medin has been a professor in the department of medical biophysics and the institute of medical science, faculty of medicine, at the University of Toronto in Ontario, Canada. He was also a senior scientist with the University Health Network (UHN), and director of the UHN Vector Core Facility at the Krembil Discovery Tower at Toronto Western Hospital.

“Dr. Medin has a distinguished record of accomplishment in the field of pediatric cancers,” said Joseph E. Kerschner, MD, dean of the school of medicine and executive vice president of MCW. “Dr. Medin’s appointment represents the importance of fighting cancer as a strategic priority for MCW, and highlights how we work closely with our partners at the MACC Fund and Children’s Hospital of Wisconsin to improve outcomes for children and families.”

The MACC Fund is the single largest private donor to MCW and the largest organizational donor to Children’s Hospital of Wisconsin (Children’s), having provided the two organizations with more than \$45 million in support of basic science and clinical trials, as well as continuing to bring research more quickly from bench to bedside. As a result, Children’s named its pediatric oncology program the MACC Fund Center in 2013. Support from the MACC Fund also played a significant role in Children’s becoming the only designated Phase 1 Center for clinical trials in the state undertaken by the Children’s Oncology Group, and one of only 21 nationwide.

“The MACC Fund Professor is another great chapter in the Medical College and MACC Fund story. Dr. Medin will bring so much to the College to help ensure that the MACC Fund does all it can to help give every child a fighting chance,” said Jon McGlocklin, president and co-founder of the MACC Fund. “We are excited to welcome him, along with MCW and our friends at Children’s Hospital of Wisconsin, to our MACC Fund team.”

“The MACC Fund Chair was established to recruit a distinguished researcher to MCW

who would encourage the growth of our basic science investigations and further develop our translational research efforts with Children’s,” said Marc H. Gorelick, MD, MSCE, chief operating officer, Children’s Hospital of Wisconsin, executive vice president of Children’s Hospital and Health System, and professor of pediatrics in emergency medicine at MCW. “Dr. Medin’s background as a research innovator and scientific leader makes him uniquely qualified to serve at the first MACC Fund Professor.”

At MCW, Dr. Medin will serve as vice chair of research innovation for the department of pediatrics, and research director within the section of pediatric hematology/oncology, where he is expected to expand the Pediatric Hematology/Oncology Transplant Program. Dr. Medin will also serve as director of cell processing laboratories in the MCW Adult and Pediatric Blood and Marrow Transplant Program, with appointments in the MCW Cancer Center and the BloodCenter of Wisconsin’s Blood Research Institute.

“The MACC Fund has been proud to support the great work of MCW for nearly 40 years. The MACC Fund Professor will play an important role helping children through research in collaboration with Children’s,” said Paul Knoebel, chair of the MACC Fund board of directors. “We know that Dr. Medin will be a great addition to the entire campus as well as a wonderful ambassador for MACC Fund supported research to help give every child a fighting chance.”

Dr. Medin will also be the Good Manufacturing Practice (GMP) Facility Director at MCW, referring to the Good Manufacturing Practice Regulations issued by the US Food and Drug Administration. With cellular therapy being a priority for the department of pediatrics and the MCW Cancer Center, MCW is committed to building a state-of-the-art GMP facility to serve as a campus-wide core. Dr. Medin will assume his full duties on January 1, 2016.

“The appointment of Dr. Medin as the first MACC Fund professor is another milestone in the history of the MACC Fund. Over the past 39 years, over \$53 million has been

contributed to MCW, Children’s and the Carbone Cancer Center at UW Madison in support of Pediatric Cancer Research,” explained Al Costigan, member of the MACC Fund board of directors. “Now a MACC Fund Endowed Professor of Dr. Medin’s stature, reputation and innovative talents means we have given the kids another reason to hope.”

In 1985, Dr. Medin received a Bachelor of Science degree from the University of Wisconsin-Parkside and a PhD in Biochemistry from the University of Kentucky in 1991.

Dr. Medin is an academic founder and member of the Scientific Advisory Board (SAB) of AvroBio LTD. He is also a member of the SAB of Plexera Therapeutics and an editorial board member of the *World Journal of Stem Cells and Biomedicines*. Dr. Medin has published more than 100 peer-reviewed papers, edited an immunotherapy book, and presented at more than 100 invited conferences and workshops. He has also applied for 20 patents since 2001 and has co-registered 16 inventions during the past decade. He will start his position as the MACC Fund Professor in January, 2016. He will be a welcome addition to the faculty of the Department of Pediatrics of the Medical College of Wisconsin. Welcome Dr. Medin and family to Milwaukee. It is good to have you here.



A Healthier Future Starts Here

(This story was excerpted from the Medical College of Wisconsin news release.)



39th Annual Milwaukee Bucks MACC Fund Game

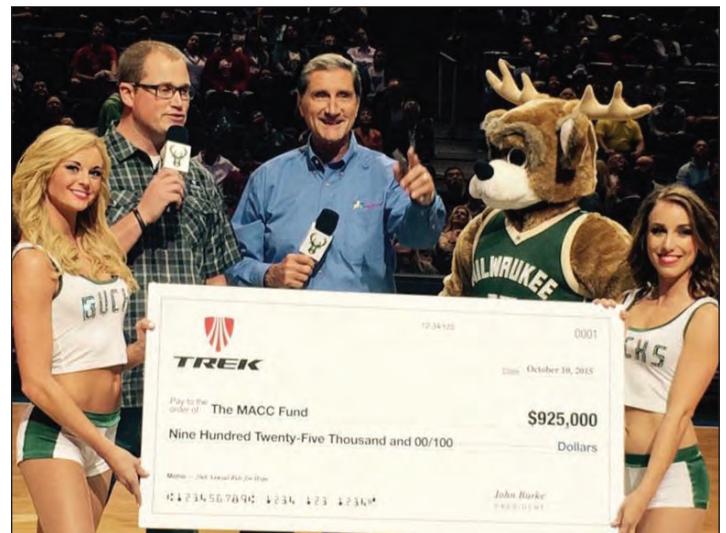
The Milwaukee Bucks 39th annual MACC Fund Game on Oct. 10 at the BMO Harris Bradley Center pitted the Bucks against their cross-lake rival, the Detroit Pistons. The Pistons might have been on the winning side on the scoreboard, but the real winners were once again the kids who benefit from the outstanding fund-raising efforts of the Bucks. The 39th edition took the cumulative game totals to well over \$1.4 million.



WBCA All-Star Games Check Presentation

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

Chris Reese, the designer of the 2015 TODAY'S TMJ4 MACC*Star, joined Lance Allan of TODAY'S TMJ4's Sports at halftime to help tip off the halftime presentations. He was joined by his big brother Cameron and MACC Fund President and Bucks TV analyst Jon McGlocklin. TODAY'S TMJ4 was the official media sponsor of the game for the 12th straight year. The NBC affiliated station is celebrating 35 years of live broadcast support with its "Sports Auction 4 MACC" on Friday, Dec. 11, from 3 – 5 p.m.



The TREK 100 Check Presentation

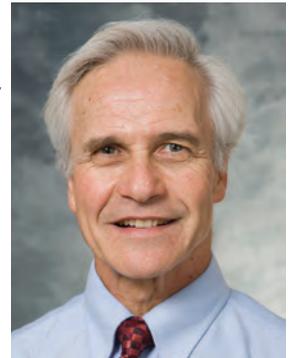
Coach Jason Kidd used a varied lineup of Bucks young talent in the always entertaining game. A \$925,000 check presentation from the TREK 100 to "the Original Buck," MACC Fund President and co-founder and Bucks television commentator, Jon McGlocklin, got the crowd excited after the first quarter. The TREK 100 is the MACC Fund's largest annual fundraiser with a total of over \$13 million in net proceeds contributed over the past 26 years.

Jon McGlocklin accepted a halftime check from the Wisconsin Basketball Coaches Association (WBCA) for \$126,000 from its 38th annual high school All-Star Games. The WBCA is the longest standing sponsor of the MACC Fund after the Bucks. Their annual All-Star Games, which are now played in the JustAGame Center in the Wisconsin Dells, have contributed \$2.2 million through its "Gift of Hope through Hoops."

Special thanks to long-time friends, Jodi and Tom Joerres, who chartered a bus and hosted a suite of friends from the Lake Country.

UW's Dr. Paul Sondel Chosen for Prestigious New Grant Program in Cancer Research

The National Cancer Institute (NCI) has selected Dr. Paul Sondel as an inaugural recipient of an Outstanding Investigator Award (OIA), which provides seven years of research support to investigators with outstanding records of productivity and achievement in cancer research. Dr. Sondel has led the outstanding research group which the MACC Fund has supported for two decades contributing about \$8 million to research at UW's Carbone Cancer Center. The research is conducted in the MACC Fund Childhood Cancer Research Wing of the Wisconsin Interdisciplinary Medical Research Center (WIMR.) Dr. Sondel also heads the UW group in another prestigious national effort – "Stand Up to Cancer's" Pediatric Dream Team made up of seven leading institutions in North America. Another UW professor, Dr. Michael Fiore, also received the prestigious award. The two grants total \$12.8 million. When the initial awards were announced, Dr. Sondel was the only pediatrician named.



Dr. Paul Sondel of UW's Pediatric Dream Team

This award allows funded investigators the flexibility to embark on long-term, transformative projects of unusual potential in cancer research; the opportunity to take greater risks and be more adventurous in their lines of inquiry; and sufficient time to develop new approaches to the most pressing problems in cancer research.

"Our goals are large," noted Sondel. "Immunotherapy, which activates a patient's own immune cells, has the potential to become an ideal cancer therapy: tumor-specific, able to eradicate primary tumors and metastases, prevent recurrence and have no side effects. Our research teams will identify and refine combinations of immunotherapies to move this science forward towards better treatment."

"We are incredibly proud of these two outstanding academicians," said Dr. Robert Golden, dean of the UW School of Medicine and Public Health. "It is quite remarkable that in the very first round of this new NCI award program, two UW faculty members were among the award recipients. Paul Sondel, who began his cancer research career during his undergraduate years at UW, is at the forefront of the exciting new field of immunotherapy. The people of Wisconsin are most fortunate to have these leading cancer experts at their university. "

Dr. Howard Bailey, Director of the UW Carbone Cancer Center and Associate Dean for Oncology at UW School of Medicine and Public Health, said, "It is no surprise to us that Drs. Fiore and Sondel were chosen for this prestigious award, since they have been and remain national leaders in directly applying cutting-edge research to prevent or treat the burden of cancer on our friends and families."

The National Cancer Institute affirms what the MACC Fund has known for two decades – Wisconsin's own Paul Sondel, is among the best of the best. He attended Nicolet High School in Glendale, the University of Wisconsin and returned to UW after medical school at Harvard. The MACC Fund is proud to be a major supporter of his team's cutting edge research which has impacted the lives of children everywhere.

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 nearly \$55 million to support scientific research at the Medical College of Wisconsin in the *MACC Fund Research Center* and at the *University of Wisconsin's Carbone Cancer Center in the MACC Fund UW Childhood Cancer Research Wing* and at Children's Hospital of Wisconsin in the *MACC Fund Center*. The MACC Fund is a federally designated 501(c)3 nonprofit corporation with its office at 10000 W. Innovation Drive, Suite 135, Milwaukee, WI 53226. Telephone: 414-955-5830; fax 414-955-6170; email: info@maccfund.org; website: www.maccfund.org Editor: Sean Callahan.

PLEASE REMEMBER THE MACC FUND IN YOUR ESTATE PLANNING.



The 2015 MACC Fund Golf Tour

The **2015 MACC Fund Golf Tour** again raised important dollars as friends armed with irons, wedges, putters, sunscreen and umbrellas did their best to beat par and help fight childhood cancer. This year's 18 Tour events netted about \$475,000.

The **Lake Country Charity Invitational** teed off the season by raising \$78,000 in its ninth year of supporting the MACC Fund. Many of the state's finest high school teams played Erin Hills in May. It was sponsored by Hartland Arrowhead High School's golf team and chaired by Tom Tallmadge, the school's former coach whose impressive coaching career included five state titles. PGA Tour player Mark Wilson was the Invitational's Honorary Chairman. He spent a day in June with three teams of golfers who were top fund-raisers in a memorable day for all at Erin Hills, site of the 2011 U.S. Men's Amateur and the 2017 U.S. Open. Special thanks to Mark Wilson, Tom Tallmadge and Arrowhead High School as well as all of the high school golfers and coaches along with their generous donors.

The granddaddy of them all, the **Chili's MACC Open** at Tuckaway Country Club, was held on its traditional first Monday in June. ERJ Dining, Wisconsin's franchisee for the Chili's Restaurants, sponsored this 39th edition of the MACC Fund Open for the seventh consecutive year helping to raise over \$106,000. ERJ Dining is owned by Junior Bridgeman, who played in the Bucks game on the night the MACC Fund began on Dec. 10, 1976. Now an accomplished golfer, Junior's first attempt at golf was as a celebrity in the inaugural MACC Fund Open on May 31, 1977, at Tripoli Country Club. That event, which set the stage for the special events fund-raising ethic of the MACC Fund, was won by the fivesome captained by future Hall of Famer and Milwaukee Brewers legend Robin Yount.

Making this year's Open extra special was having 2-time U.S. Open Champion, ESPN Golf Analyst and MACC Fund Honorary Board Member, Andy North, with us. Andy spent the day driving around the course with Jon McGlocklin stopping to hit shots with many of the groups. How many people can say they played with a 2-time U.S. Open Champion? Andy entertained the golfers after the round with a great Q & A with Gary D'Amato, the

award-winning columnist and nationally renowned golf writer from the *Milwaukee Journal Sentinel*.

The **Max-Fly Open** at Ironwood on July 3 raised nearly \$11,500 as Sandy and John (Max) McGee, and their children hosted family and friends at this annual July classic.

102.9 The Hog's Bob and Brian Open at the beautiful Grand Geneva resort hosted over 300 golfers on July 24. The event raised \$13,000 for the MACC Fund. This Open was part of Milwaukee's popular tandem morning team's "Trifecta for MACC," which also included the Bob and Brian Radiothon in April and the "Best of Bob and Brian" CD sale in December.

The third annual **St. John the Baptist Knights of Columbus** event at Quit Qui Oc in Elkhart Lake in July raised over \$6,230 – nearly \$2,000 more than 2014.

The **Plumbing Mechanical Sheet Metal Contractors Alliance, Inc. Charity Golf Outing** was at Chenequa Country Club in August and raised \$2,000.

The 21st annual **BP MACC Fund Open**, under the watchful eye of MACC Fund board member Greg Klimek of Klemm Tank Lines and his dedicated committee, raised \$105,000 at Evergreen Golf Club in Elkhorn on Aug. 17. This great outing is oftentimes the largest annual golf event for the MACC Fund.

September Tour action included the 19th annual **Corporations Caring for Kids Charity Open** at Oconomowoc Golf Club on Sept. 14 which contributed \$50,000 to the MACC Fund. This great event also benefits the Cystic Fibrosis Foundation and the Silver Spring Neighborhood Center. Special thanks to MACC Fund Board Chairman, Paul Knoebel, and his Knoebel and Associates team and friends for making this great outing possible.

The **Milwaukee Police Supervisors Open** was held on Sept. 14 once again at Scenic View with a great day for all.

Women for MACC's inaugural **"Nine, Wine and Dine"** at Ironwood on Sept. 14 memorialized Kimberly Graham who battled valiantly.

The second annual **Putting for Peter** raised \$2,870 at Mee Kwon Golf Course in Mequon on Sept. 20.

The 2015 Tour featured memorial tournaments which honored those who have died while helping children live. The 2015 action included the 19th annual **Jim Mech Memorial Open** on June 19 which raised \$11,000 at Autumn Ridge in Valders, the course Mr. Mech helped create. The event remembers a man with a perpetual smile and a heart of gold.

The 13th Annual **Cheri Amore Memorial Open** was a lucky number at Twin Lakes Country Club on June 22 memorializing a beautiful young girl who touched so many people during her 14-year battle with cancer. Family and friends sold out this event again en route to raising over \$39,000 in the community from those who knew her first and loved her most. This great annual event hosted by her family with her beloved brother Andy as president has raised more than \$460,000 in 13 years.

The **Thomas R. Perra Memorial Open** on Aug. 1 at Ironwood Golf Course raised \$16,000 as Tom's family and friends honor his wonderful memory by helping the MACC Fund help children each year.

The **Jerry Riemer, Sr. / George Wendelberger / William Schaab Memorial Open** at Scenic View raised \$3,267 as friends gathered to remember three special men. The **Chuck Jorgenson Memorial Outing** at Ironwood Golf Club raised over \$3,251.

PGA Tour golfer **Mark Wilson's "Making a Mark Fore MACC"** contributed important funds once again this year from his personal success on the Tour. The Wilsons have donated nearly \$300,000 to the MACC Fund through this program. The MACC Fund is fortunate to have Mark on its Honorary Athletic Board. Mark was recently inducted in the Wisconsin State Golf Association Hall of Fame – a well-deserved honor.

Mark was the honored *"favorite son"* at **Oconomowoc Golf Club's 100th anniversary** celebration. Mark spent hundreds of hours plying his trade there as a young and maturing golfer. He asked that the anniversary benefit the MACC Fund which was the beneficiary of donations totaling \$17,600.

THANKS...

Thanks to all the players as well as all of the great sponsors, auction and raffle donors, organizing committees, golf clubs and their staffs, and volunteers who participated in the 2015 MACC Fund Golf Tour. If you would like to play in or need information about the 2016 MACC Fund Golf Tour events — or if you are interested in starting your own outing to be part next year's Tour — please call the MACC Fund at (414) 955-5830 or visit www.maccfund.org



A Slam Dunk for the WBCA

The **Wisconsin Basketball Coaches Association (WBCA)** has been a loyal supporter of the MACC Fund since the inception of the **WBCA All-Star Games** in 1978. Each June the Boys and Girls All-Star Games feature the top high school graduates in the state. The games were played at the beautiful JustAGame Center in the Wisconsin Dells. The WBCA Hall of Fame and Museum is also located at this great venue. The Center and The Dells once again welcomed the All-Stars with open arms to the delight of all.



Some of the players from the Girls WBCA All-Star games at their banquet.

In addition to being the best on the court, the players and the coaches excel off the hardwood as well. Players in the state's five divisions raise funds to benefit the MACC Fund and help children with cancer. Many generous sponsors, donors and fans helped the WBCA's contribution to the 38th Annual Games reach \$126,000 in net proceeds. That total raises the grand total for the 38 years to \$2.2 million!

For the first time, two players in the game benefited from the research. Alex Van Dyke of Union Grove played in the Division 2 game and Matthew Nickolay of Auburndale played in the Division 4 game. Each spoke to the players before tip-off in very poignant presentations about their cancer making the Games even more significant for the players.

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

The Coach's Association is the second longest sustaining sponsor of the MACC Fund. The Milwaukee Bucks have been part of the MACC Fund from Day One, 39 years ago on Dec. 10, 1976.

A Mark Fore MACC

Professional golfer Mark Wilson's "Making a Mark Fore MACC" program on the PGA Tour helped MACC this season. Since he joined the Tour over a decade ago, the Menomonee Falls, Wis., native has made a donation for every 36-hole "cut" made in addition to contributing extra dollars for every Top-30 finish. The five-time PGA Tour winner and his wife, Amy, have contributed nearly \$300,000 to the MACC Fund since joining the Tour in 2004.

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

Mark is also the Honorary Chairman of the Lake Country High School Charity Invitational. The event features some of the state's finest high school golf teams at one of the nation's best venues, Erin Hills, site of the 2011 US Men's Amateur and the 2017 US Open. Golfers solicit funds for the MACC Fund through this annual event hosted by Hartland Arrowhead High School under the direction of former coach Tom Tallmadge. Mark joined the golfers this summer playing with some of the fund-raising teams at Erin Hills.

Mark was honored by the Wisconsin State Golf Association (WSGA) by being inducted into its Hall of Fame in September at Ozaukee Country Club. Mark was a unanimous choice entering the first class after turning 40, the Hall's eligibility age. Mark was also honored at Oconomowoc Golf Club's 100th Anniversary. He learned the game there and asked that the Club include the MACC Fund in the event which raised \$17,600 for the cause.

The MACC Fund is grateful to the Wilsons for "Making a Mark Fore MACC" on the PGA Tour!



Mark Wilson (Center) is flanked by the Kettle Moraine High School golf team at Erin Hills in June.

Christopher's Shoot Against Childhood Cancer



Christopher Schraufnagel's far too short life left a legacy that lives on. He died nearly three and a half years ago finally succumbing to medulloblastoma - a form of childhood cancer that attacks the brain and spinal cord after a courageous 17-month battle. Like many kids, Christopher was a huge Green Bay Packers fan who met Donald Driver and Aaron Rodgers shortly before he died. It is fair to say they were the lucky ones in meeting a fighter like Christopher.

On July 10 his family and friends turned out again to honor the boy whose dream was to cure childhood cancer. The Waukesha Gun Club has been outstanding in its support of an event appropriately called "Christopher's Shoot" which featured something for every level of sporting clay and trap enthusiast. The event was an incredible success, raising over \$131,000 which was \$20,000 more than its previous record year in 2014. Plans are underway for another great event in 2016.

Despite his young age, Christopher managed to inspire and touch hundreds of people. Each year 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.

Theta Chi's Ski For Cancer Backs MACC

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

The students and alumni raised \$24,000 in 2015 bringing the revived Theta Chi "Ski For Cancer" total to \$175,000 and the overall contributions to \$425,000.

The 2016 edition will be held on Sat. Mar. 1 at Cascade Mountain. The students have plans to make it an extended Ski for Cancer week to raise even more money. The MACC Fund sincerely thanks all of the members of Theta Chi, past and present, for their great support. Special thanks goes to Callen Reveret, who is heading the fraternity's efforts this year, and to Jon Graan and Tom Farin, who continue to be great and generous alumni reps.

Ski For Cancer
Saturday, March 1, 2016
Cascade Mountain



Charity Navigator Gives the MACC Fund 4 Stars

John P. Dugan, Founder and Chairman of the Board of Charity Navigator, wrote MACC Fund President and co-founder Jon McGlocklin a letter on July 1 congratulating the MACC Fund on achieving Charity Navigator's "coveted 4-star rating for sound fiscal management and commitment to accountability and transparency." According to Mr. Dugan, "Charity Navigator, America's premier charity evaluator" only awards this 4-star ranking to 25 percent of the charities it evaluates. He noted "this 'exceptional' designation from Charity Navigator differentiates the MACC Fund from its peers and demonstrates to the public it is worthy of their trust."

Mr. Dugan further noted that "Forbes, Business Week and Kiplinger's Financial Magazine, among others, have profiled and celebrated our unique method of applying data-driven analysis to the charitable sector. We evaluate 10 times more charities than its nearest competitor and currently attracts more visitors to our website than all other charity rating groups combined, thus making us the leading charity evaluator in America."

The MACC Fund is pleased that Charity Navigator has affirmed its good work.



Grafton is "Gold"en in September

Grafton's First Bank Financial Centre, its School District and the community in general, including the MACC Fund's longtime friends from Kapco, all came together to celebrate September as Childhood Cancer Awareness month by raising funds in a variety of ways to support the MACC Fund and G9 – Gold In September. They did a great job raising more than the \$5,230 when all was said and done. They saluted Olivia, a Grafton resident, (shown in the center) who has benefitted from MACC Fund supported research. Thanks to one and all for this "Gold"en gift.

MACC Fund Mondays

The first Monday of each month since August is known as *MACC Fund Monday* in the MACC Fund Center at Children's Hospital of Wisconsin. The Board of Directors of the MACC Fund generously underwrites special treats for the dedicated staffs in the MACC Fund Center's Inpatient Unit, the Northwestern Mutual Day Hospital in the MACC Fund Center and in the MACC Fund Center's Outpatient Clinic. Longtime MACC Fund sponsor, the Balistreri owned and operated Sendik's Food Market, bakes fresh donuts for the day shift of each area and cookies for the Inpatient Unit's PM and Night shift. The MACC Fund staff delivers the donuts to start the month off in a tasty way. It is the MACC Fund's Board's way of trying to say to the dedicated and caring staff "thanks for helping the MACC Fund give every child a fighting chance."



MACC Fund Chief Operating Officer, Becky Pinter, (second from right) delivers special gold glazed donuts to the staff of the Northwestern Mutual Day Hospital in the MACC Fund Center at Children's Hospital of Wisconsin on a special *MACC Fund Monday*. The donuts were Gold to celebrate September as "Childhood Cancer Awareness" month. Gold is the color designated for childhood cancer.



Photo Credit - Jeopardy Productions, Inc.

Aaron Rodgers Backs MACC

Aaron Rodgers has been the NFL's MVP twice since he teamed up with the MACC Fund's team in 2010. In the eyes of the children battling cancer and blood disorders, he is an MVP every day. His efforts on behalf of the MACC Fund have taken the six-year total of fund-raising efforts involving Aaron to over \$2 million. This includes \$50,000 from winning *Celebrity Jeopardy!* in May which also garnered the MACC Fund valuable national awareness.

Kohl's presents

• AARON RODGERS •

12 DAYS OF Christmas

BENEFITING  MACC FUND

The fourth annual "Aaron Rodgers' 12 Days of Christmas" to benefit the MACC Fund sponsored by Kohl's and created by the *Milwaukee Journal Sentinel* kicks off on Dec. 1. Celebrating the MACC Fund's favorite number 12, from 12-1 to 12-12, a series of ads will run in the newspaper as well as jsonline.com featuring 12 children helped by the MACC Fund's research which Aaron is proud to support. Kohl's will donate five per cent of their toy sales during this time. Over the past three "seasons," this has added up to \$205,000.

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

Thanks to Kohl's and the *Milwaukee Journal Sentinel* for teaming up with Aaron.

Gannett Wisconsin Media Backs MACC

Gannett celebrated "Make a Difference" Day on Sat. Oct. 24 as nearly 150 Gannett Wisconsin Media newspaper staffers in its 10-city market area donned blue T-shirts to help local charities. As part of their participation in Make a Difference Day, Gannett Wisconsin Media included the MACC Fund as a focal point of their efforts to "Clean Up Childhood Cancer." On October 18, each of their publications featured a cover story on the MACC Fund including the support of Green Bay Packer quarterback Aaron Rodgers who has helped raise more than \$2 million for the MACC Fund since 2010. You can read the cover story including a "12 Q & A with Aaron Rodgers" at: <http://www.greenbaypressgazette.com/longform/news/local/2015/10/17/macc-fund/74125432/>

The impressive cover story was accompanied with local profiles of children whose lives have been touched by cancer and were impacted by Children's Hospital of Wisconsin and American Family Children's Hospital at the University of Wisconsin in Madison. Gannett Wisconsin Media donated \$50,000 to the MACC Fund as part of "Make a Difference Day" in their "Cleanup Childhood Cancer Campaign."

Gannett Wisconsin Media publishes 10 daily newspapers in Wisconsin. They are the *Appleton Post-Crescent*, the *Fond du Lac Reporter*, the *Green Bay Press-Gazette*, the *Manitowoc Herald Tribune*, the *Marshfield News Herald*, the *Oshkosh Northwestern*, the *Sheboygan Press*, the *Stevens Point Journal*, the *Wausau Daily Herald* and the *Wisconsin Rapids Tribune*. Gannett announced in October its plans to purchase the *Milwaukee Journal Sentinel*. Gannett also publishes *USA Today* and other newspapers throughout the country.

The MACC Fund is honored and grateful to have been part of Gannett Wisconsin Media's "Make a Difference Day" and thanks it for joining the MACC Fund team to help "Cleanup Childhood Cancer."



Wishing Upon a MACC*STAR

The 28th annual 2015 TODAY'S TMJ4 MACC*Star makes the perfect holiday gift that keeps on giving. The brightly colored, porcelain ornament will provide Hope for children with cancer and blood disorders long after the holidays have past.

This year's MACC*Star was designed by Chris Reese of Milwaukee. The 10-year-old was born with sickle cell disease, a blood disorder whose research is supported by the MACC Fund. He is treated in the MACC Fund Center at Children's Hospital of Wisconsin.

Chris is a fourth grader at Clement Avenue School in Milwaukee. He has wonderful parents and a big brother named Cameron. Chris likes anything to do with Space as his design clearly shows. His theme "Cures Will Change the Universe" captures his thoughts well, too. He also likes soccer, the Bucks and the Packers. He was a member of the Class of 2014 in the "Aaron Rodgers 12 Days of Christmas" campaign sponsored by Kohl's and created by the Milwaukee Journal Sentinel.

The TODAY'S TMJ4 MACC*Stars are on sale for \$10 each (sales tax included) at the 12 Balistreri's Sendik's Food Markets in Bayside, Elm Grove, Franklin, Germantown, Greenfield, Grafton, Hartland, Mequon, New Berlin, Wauwatosa, Whitefish Bay and West Bend. They will also be on sale at Buddy Squirrel stores at Southridge, Brookfield Square and Mayfair as well as the Kitchen Store in St. Francis (as they have for 25 years) and at Spargo Salon in Pewaukee. MACC*Stars can also be ordered at www.maccfund.org or by calling 414-955-5830.

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

Thanks again to TODAY'S TMJ4 for its special support with this great annual holiday program as we celebrate their 35 years of MACC Fund broadcast support.

Make sure to watch the TODAY'S TMJ4 Sports Auction 4 MACC on Friday, Dec. 11, from 3 - 5 p.m.



Chris Reese
MACC*Star Designer



Thanks to TODAY'S TMJ4's Mike Jacobs

Mike Jacobs retired on May 20 after 37 years as a news reporter and anchor on TODAY'S TMJ4.

In addition to being an award-winning reporter and anchor, Mike was always willing to help the MACC Fund and Women for MACC help the children whenever the need would arise. It might have been dishing up pasta for Women for MACC's Pasta Fest; being a celebrity golfer in the MACC Fund Open; emceeding Women for MACC's Couture for a Cure fashion shows; or co-hosting TODAY'S TMJ4 MACC*ATHON in the 1990s (until that show gave way to the current "TODAY'S TMJ4 Sports Auction 4 MACC" in 1997).

It should come as no surprise then when Mike decided to retire after an illustrious career that his answer to a question from station management regarding a charity he might like to help in his final days elicited a rapid response – the MACC Fund. The idea to offer a parting gift from loyal viewers in the name of Mike to the MACC Fund led to a 2-day, 5-hour-per-day mini-telethon. As the clock struck 7 p.m. on the second day, three hours before the start of Mike's final 10 o'clock newscast, over \$77,000 had been raised in Mike's name. The lofty goal was \$1,000 for each of Mike's 37 years. That was easily eclipsed and in fact more than doubled. Generous sponsors and nearly 500 calls from loyal viewers gave a resounding "Gift of Hope" to the MACC Fund in the name of one of Milwaukee's favorites.



The 2015 recipient of the MACC Fund's only annual award, the Don Contardi Commitment Award, Mike is still helping the MACC Fund in his retirement. He and his lovely wife, Linda, will help host a Cruise for MACC in the Mediterranean in June (see the back cover) on the luxurious Riviera of the Oceania Cruise Lines in conjunction with East Town travel.

Thanks Mike for backing MACC for over three decades of your illustrious career and thanks to TODAY'S TMJ4 for kicking off their 35th year of live broadcast specials support with this tribute to one of its favorite sons.

26th annual TREK 100 raises \$925,000

The 26th annual **TREK 100** continued to be the largest fund-raiser in the MACC Fund's 39-year history by raising \$925,000 taking the 26-year NET total to over \$13 million.

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

On June 6, 2,200 riders supported by great volunteers and ride support cycled 19, 36, 62 (100k) or 100 miles over the beautiful roads abutting abundant farmland in the area around Trek's Waterloo headquarters.

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



Two of Wisconsin's favorites, Bango and Bucky, come together for the TREK 100



Bucky Badger "high fives" riders heading out for the TREK 100

Trek provided great prizes from bike bags to bicycles for the dedicated riders who solicited pledges for every mile they rode in hopes of finding a cure for childhood cancer and blood disorders. David Herro was top fundraiser at \$25,000, followed by Matthew Regan at \$17,760, Mike Bown at \$15,855, Dave Royston at \$14,765 and Tim Klink at \$9,807.



The UW Band got up early to send riders off with their signature sound

The TREK 100 is a great reunion of MACC Fund friends from around the country. A number of "Wounded Warriors" rode again inspiring all much like the way the children who benefit from MACC Fund supported research inspire people.

The MACC Fund thanks its friends from Trek, the legions of donors who offered goods and services, the scores of volunteers, the riders, and everyone who pledged support. A very special thanks goes to Trek, of course, and the other TREK 100 major sponsors, namely Giant Manufacturing, Post Moderne, Tri Link, Tektro, Ramiko Fox, Liow Ko, Maxxis, Pro Max, Premetec, DT Swiss, Onward Helmet, Shimano, Box Components, Quest, Briohn Builders, Bank of America/Merrill Lynch, Wheel &

Sprocket, Ripon Printers, Prime Coatings, American Website, Wellgo, Velo and VP Components.

Please join in the fun at next year's **27th annual TREK 100 on Saturday, June 11**, at Trek's Waterloo headquarters. For information on riding or volunteering, please contact the MACC Fund at **(414) 955-5830** or visit **www.trek100.org**



TREK 100 June 11, 2016



ANNUAL APPEAL

Dear MACC Fund Friend:

The MACC Fund will celebrate its 39th birthday on December 10, thanks to the support of friends like you. It will embark into its fourth decade of Hope through Research with renewed vigor, grounded in its mission of "Hope through Research" for children with cancer and blood disorders.

The cutbacks in federal cancer research support which you have heard about continue to make MACC Fund support more vital every single day. Federal cancer funding has plummeted in the past 20 years, even for worthy research. This clearly makes the MACC Fund's investment in research more important than ever.

The MACC Fund's December research contributions of just over \$1 million to its three beneficiaries - the Medical College of Wisconsin, Children's Hospital of Wisconsin and the University of Wisconsin Carbone Cancer Center - will bring the 39-year total research contributions to nearly \$55 million. These contributions from the MACC Fund would never have happened without the support of generous people like you! The MACC Fund's coveted "4-Star Charity Navigator" rating helps ensure the integrity of your gift by virtue of the sound fiscal management and commitment to accountability and transparency which Charity Navigator, America's premier charity evaluator, requires. These values have been the hallmark of the MACC Fund since Eddie Doucette and I founded this organization in 1976.

We ask for your financial help each year, understanding that we are not alone. Your thoughtful consideration of this request will help the MACC Fund meet its critical funding demands which total more than \$3 million annually. Imagine what it means to a family whose child is diagnosed during this holiday season to know there is an organization like the MACC Fund championing the cause for research to help their child. You can be a champion for children with cancer this year.

Please consider making a *Gift of Hope* through this Annual Appeal. We have enclosed an envelope for your convenience, or you can always donate online at www.maccfund.org. Your gift helps make it possible for children battling cancer and blood disorders to look forward to celebrations like birthdays, graduations and weddings that healthy children often take for granted. In addition, you are supporting the important work of dedicated researchers and outstanding doctors, nurses and others on the front lines of giving care.

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

Together, we can make more miracles happen. We are committed to reaching the ultimate 100 percent survival rate. Please give what you can today. Thanks for your support of the MACC Fund and thanks for helping to give every child a fighting chance future through your *Gift of Hope*.

Sincerely,

MIDWEST ATHLETES AGAINST CHILDHOOD CANCER, INC.

Jon McGlocklin
President

Did you know that...

- The MACC Fund has the coveted "4-Star" rating by Charity Navigator, America's premier charity evaluator.
- The MACC Fund Center cancer program at Children's Hospital of Wisconsin was ranked No.14 in the nation by *U.S. News and World Report* this summer.
- The MACC Fund's support of cutting edge pediatric cancer and blood disorders research in Wisconsin has a national and global impact on children by providing the best treatment possible.
- By year's end, the MACC Fund will have contributed nearly \$55million to these research efforts over the past 39 years.
- The MACC Fund has played an important role in helping the overall cure rate for childhood cancer to rise from 20 percent to 80 percent since its inception in 1976. Yet, children can still have "late effect" issues and can relapse.
- The MACC Fund supports research at the *MACC Fund Research Center* of the Medical College of Wisconsin, in the *MACC Fund Center* at Children's Hospital of Wisconsin and in the *MACC Fund Childhood Cancer Research Wing* of the Carbone Cancer Center of the University of Wisconsin.
- The MACC Fund's contributions to these institutions in the past five years have yielded important National Institutes of Health (NIH) grants totaling many millions of dollars in additional extramural research support.
- The MACC Fund has a Scientific Advisory Board comprised of four nationally renowned experts who review the progress of research we support during their site visits every 2 – 3 years. This ensures only the most promising research is awarded funding by the MACC Fund.

Sartori teams up with the Admirals for MACC

The MACC Fund has been fortunate to receive support from Sartori Company for the past four Brewers seasons through its Brewers pitching change donations totaling \$25,000 annually. Sartori added its support to the MACC Fund last season by partnering with the Milwaukee Admirals whose support of the MACC Fund dates back to the organization's earliest days. Sartori will donate \$10 for every Admiral's Power Play. The Admirals Power Play Foundation will match Sartori's generous support. The team has averaged 308 Power Plays a year over the past four seasons. Last year's total was \$5,720.

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



Making It A Pepsi Day

Pepsi has been the MACC Fund's soda of choice for more than three decades as Pepsi is celebrating its 31st year supporting the MACC Fund. Pepsi's commitment to the community it serves is well known, including its legendary support for the MACC Fund helping children with cancer and blood disorders. Pepsi has given \$1.5 million in direct financial support on top of thousands of cases of Pepsi fun for hundreds of events over the past three decades. In addition, Pepsi has donated thousands of tickets so kids helped by the MACC Fund can enjoy Brewers baseball. So quench your holiday thirst by purchasing Pepsi products and make it a "Pepsi Day" for the fight against childhood cancer and blood disorders. "Thanks a Million, Pepsi" for 31 thirst-quenching, hope-filled years.

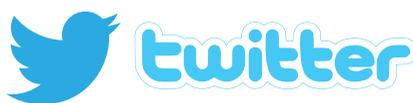


Bango the Buck gets some time on the range before the Chili's MACC Open.

Follow the MACC Fund on Facebook, Twitter and YouTube!

Head to www.maccfund.org

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





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

Every two years West Bend hosts a golf outing for the MACC Fund. The sixth biennial event will be held on Aug. 15, 2016, at West Bend Country Club. The bar is set high trying to top the 2014 total of \$470,000 - the largest amount ever contributed from a MACC Fund golf-related event. (West Bend held the previous record as well at about \$300,000.)

West Bend is always a step ahead with its fine insurance products and with helping great community causes like the MACC Fund. It is already working on 2016's MACC Fund Event and on Sept. 11 they hosted a concert at West Bend's Regner Park "West Bend Silver Lining" stage. The sold out concert featured the nationally acclaimed Eagles tribute band, "Hotel California" with all proceeds benefiting the MACC Fund. The crowd was welcomed by MACC Fund Vice Chair and West Bend President / CEO Kevin Steiner and his special guests – the Dove Girls. Thirteen-year-old Maddie was joined by her 10-year-old younger twin sisters, Lily and Bailey, whose lives have been hit by leukemia. Their proud Dad, Ryan, the IT Director at West Bend Mutual Insurance looked on with his wife and proud mom, Erin.

Annually, West Bend donates \$50 for every Brewers double contributing \$13,700 for the Brewers 274 doubles this season. It helps sponsor the Brewers Mini + 10k to benefit the MACC Fund in September; the annual Bucks MACC Fund Game in October and will sponsor the Blue Board in the "TODAY'S TMJ4 Sports Auction 4 MACC" on Dec. 11. In addition to this wonderful fund-raising, the insurance company provides the comfort of knowing that the "Silver Lining" is at work each day as the MACC Fund's primary insurance carrier.



Photo courtesy of West Bend Mutual Insurance

Hotel California on the West Bend Mutual "Silver Lining" stage at West Bend's Regner Park

An Evening for MACC on the Lake

Seven Seas Seafood and Steak on beautiful Lake Nagawicka was the perfect venue for a special evening to benefit the MACC Fund on June 20. Conceived and hosted by Kris and George Bogdanovich of PS Companies and their friend, Vince Nicols of Exit Realty, guests enjoyed lakeside views while sampling the Seven Seas great hors d'oeuvres and spirits while listening to music by Maycn Taylor, Katz Sass and Tallan Nobel Latz throughout the night.

The first-time event had a Wisconsin sports theme featuring insightful interviews and commentary by alumni of the Packers, Brewers and Bucks, namely John Anderson, Sal Bando and Jon McGlocklin. Peter Feigin, President of the Milwaukee Bucks, joined in the fun as well hosted by ESPN Milwaukee's Steve "The Homer" True. A spirited auction rounded out a wonderful night which raised over \$39,000 – or \$1,000 for every year of the MACC Fund. Plans are already underway for the second annual event next June. It promises to be another great night for the MACC Fund.

Thanks to Kris and George Bogdanovich, Vince Nicols and everyone who helped make the inaugural event a big success.



From left, Jon McGlocklin, Sal Bando and John Anderson entertaining the crowd.



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

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

Michael Best's commitment to the communities it serves extends beyond its clients. The law firm's attorneys and employees are involved in a wide array of efforts benefiting many. They are Green Bay Packers fans as well. That commitment to community and excitement over the Packers led them to team up with the MACC Fund once again this season for the fourth annual **Michael Best "Best Pass" Program**. Michael Best and KS Energy Services, one of its clients and a great MACC Fund supporter, will donate \$300 each for every touchdown pass thrown by the Green Bay Packers during the 2015- 16 season. If the Packers air it out for 50 yards or more, they will throw in \$500 each. They have "rounded up" their donation every year to \$30,000.

The firm kicked off the fourth season in fine fashion with a variety of fun games for its employees who stopped playing to listen intently to MACC Fund Co-Founder and President Jon McGlocklin and Dr. Dave Margolis, Interim Section Chief for Hematology, Oncology, Transplant at the Medical College of Wisconsin and Children's Hospital of Wisconsin.

Thanks to Michael Best and KS Energy Services for adding to the excitement of every Packers touchdown pass while supporting our efforts at the MACC Fund. The MACC Fund's friend, quarterback Aaron Rodgers, and his fine receivers deserve special thanks as well.



The MACC Fund will benefit for the seventh straight year from the **Bob & Brian Radiothon** on 102.9 THE HOG on Apr. 6-7. The two outstanding radio personalities will broadcast live for two days while loyal listeners join in with pledges and bids. Bob and Brian are loyal MACC Fund supporters, as evidenced by their hosting their annual *Radiothon*, the *Bob & Brian Open* and their holiday "Best of Bob and Brian" CD. The 2016 edition of the Radiothon will once again offer unique auction items and interesting interviews from the world of sports and entertainment en route to surpassing \$500,000 in seven years of the *Bob & Brian Radiothon*.

Brian Gotter⁴MACC



Brian Gotter is part of the talented and accurate TODAY'S TMJ4 Storm Team 4 that keeps people safe in all kinds of weather. He is great to wake up to on the station's Live At Daybreak, giving a "4-cast" that is hard to beat. He is also a man with a heart as big as his smile and compassion for kids battling cancer and blood disorders that would rival any "high pressure" system.

Brian and his wife, Tina, and their talented and dedicated team are already busy planning for the fifth annual *Brian Gotter Bowling 4 MACC* at Cedars III in Cedarburg next March. Last year's event raised over \$37,000 taking the four-year total to over \$112,000.

His second annual "Bowling 4 Kids" was another great success at Cedars III. It got the Halloween celebration started early on Oct. 31. The Gotter kids join in the fun as well by hosting neighborhood rummage sales, bake sales and lemonade stands and even teaming up with the Girl Scout Troop to host *Pumpkin Bowling 4 MACC* at Grafton's Pumpkin Fest at Veteran's Park.

The *Gotter 4 MACC* franchise included the second annual Nighttime Golf Open at Edgewater Golf Club in Grafton and a night with Gill the Chinooks mascot at a Chinooks game at Concordia University's Kapco Park. You can't say enough nice things about the affable and accurate "4-caster" on TODAY'S TMJ4 but the kids say "Thanks Brian and family 4 all you do!"



The Lakeshore Chinooks' "Gill" and the Milwaukee Admirals "Roscoe" with some of the bowlers from the "Brian Gotter Bowling 4 Kids" event.



Bango the Buck with costumed kids on Oct. 31 at the Brian Gotter Bowling 4 Kids event.



The **Mazda "Drive for Good"** runs from Nov. 23 – Jan. 2. The state's Mazda dealers and Mazda will donate \$150 per car sold to the buyer's charity of choice from four national charities and the dealers' choice of a local charity - the MACC Fund. The national charities are St. Jude's Research Hospital, the American Red Cross, the American Heart Association and the Mazda Foundation.

In addition, for every test drive Mazda will donate one hour of charitable service as part of a collective effort between Mazda's dealership and corporate employees. Last year's event raised \$20,000 for the MACC Fund, doubling the total from its inaugural year in 2013. Participating Milwaukee area Mazda dealers are Concours Mazda in Glendale, Hall Mazda in Brookfield, Frank Boucher Mazda in Racine, Russ Darrow Mazda in Greenfield and Russ Darrow Metro in Milwaukee. Other dealers outside the area helped out last year as well. They are Holiday Mazda in Fond du Lac, Don Miller Mazda and Russ Darrow Mazda in Madison and Bergstrom Mazda in Appleton. Thanks to Mazda and its generous dealers. *Zoom. Zoom!*

THE MILWAUKEE BREWERS “MINI + 10K” BACKED MACC

The Milwaukee Brewers have supported the MACC Fund throughout its 39-year history. Brewers doubles, home runs, stolen bases, pitching changes, double plays and more have all raised funds for the MACC Fund in conjunction with the Brewers broadcast sponsors on behalf of the MACC Fund.

The fourth annual “Brewers Mini + 10k” on Saturday, Sept. 26, was another example of this big league support. The event drew 5,700 runners who enjoyed a scenic route through Milwaukee before returning to a post-race tailgate party. It took the four-year total to nearly \$220,000! Hundreds of enthusiastic volunteers woke up early to tend to all of the runners’ needs. Spectators had plenty of free parking at Miller Park and were able to watch for their favorite runners on the giant scoreboard while they ran on the warning track.

The course included many Milwaukee landmarks including Miller Valley, the Harley-Davidson Museum, the Mitchell Park Conservatory Domes and Miller Park. Runners and volunteers received a free Brewers ticket voucher good for select 2016 games at Miller Park, a participant medal, a “tech” shirt, and a post-race tailgate party with live music outside Miller Park. Vision Event Management did a great job of managing the Mini-Marathon in conjunction with the great Brewers Enterprises team.

For the record, Sue Miller won the Women’s Half with a time of 1.25:19 with Tobias Smith literally running away from the pack to win the Men’s side at 1.11:39. Leslie Ruffalo won the Woman’s 10k with a time of 40.33:43 and Chris Krajewski captured the men’s title with a time of 35.40:46. Thanks to the Milwaukee Brewers and Brewers Enterprises for including the MACC Fund in this very special event. Make plans today for the fifth annual event on Saturday, Sept. 10, 2016.



Sue Miller crosses the Brewers Mini +10k 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 tallied more than “Wins” in the standings. Brewers doubles, stolen bases and pitching changes all added to the excitement of the game while also helping the MACC Fund’s fight against childhood cancer and blood disorders.



West Bend’s “Silver Lining®” made a \$50 donation on the Brewers radio network for every double hit by a hometown player. In all, \$13,700 was raised from the 274 two-baggers making it a double “Silver Lining.”

The Balistreri Sendik’s Markets are in their eighth “season” with the MACC Fund. Working with the Brewers radio network and the Fox Sports Wisconsin team, Sendik’s donated for every base stolen base. Or in baseball parlance, Sendik’s – the home of the famous Red Bag – made a donation for every Brewers stolen “bag.” They filled a number of those bags adding up to \$8,400.

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

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



Women for MACC has been a wonderful friend of the children with cancer and the MACC Fund for 33 years. The dedicated members have been committed to the fight against childhood cancer and blood disorders through a variety of enjoyable special events that support research for children with cancer and blood disorders. This year they

included: Pasta Fest, the Cute Kids calendar contest and "Ladies Night Out." New to the mix was "Beat the Pro" at Evo in the Third Ward (a ping pong event) and "Nine, Wine and Dine," in honor of Kimberly Graham. This unique, 9-hole golf event was held at Ironwood Golf. The outstanding *Couture for a Cure* in November at the Hyatt raised record dollars as the sellout crowd once again enjoyed a great fashion show from Boston Store. A highlight of the Show were kids' fashions modeled by four children, Gavin, Lauren, Lily and Bailey, who benefit from Women for MACC and MACC Fund supported research.



Gavin, Lauren, Lily and Bailey

Mike Jacobs, the retired and venerable news anchor / reporter from TODAY'S TMJ4's, returned to the delight of all as the Master of Ceremonies. Mike was surprised with a tribute video featuring some old friends and co-workers. He got help with the Grand Raffle winners from 10-year-old Chris Reese of Milwaukee who designed the 2015 TODAY'S TMJ4 MACC*Star and told the guests all about it.

Thanks go out to Women for MACC's Presidents – Jessica Monville whose term ended in May and Lindsay Schweikert whose term began in May. Very special thanks to the generous members and the dedicated board of directors including Jan Lennon, who sits on the Women for MACC and MACC Fund boards. This wonderful organization, which has been dedicated to helping the children with cancer and blood disorders, has contributed over \$4.5 million to the MACC Fund.

Sendik's Balistreri Sendik's Markets Back MACC

FOOD MARKET BALISTRERI OWNED & OPERATED SINCE 1926



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

The Balistreri owned and operated Sendik's Food Markets – in Elm Grove, Franklin, Germantown, Grafton, Greenfield, Mequon, New Berlin, Wauwatosa, West Bend, Whitefish Bay, Hartland and "Sendik's Fresh 2 Go" in Bayside – continue their support of the MACC Fund for the eighth consecutive year. The stores are once again featuring the MACC Fund in their Winter *Sendik's Food Markets Real Food* magazine. The impressive edition is brimming with ideas for the upcoming holidays. The magazine sells for \$1.99 with all proceeds benefiting the MACC Fund.

In addition, you can buy a candy cane for \$1. The 28th edition of the TODAY'S TMJ4 MACC*Star, designed by 10-year-old Chris Reese of Milwaukee, sells for \$10 (sales tax included). Chris was born with sickle cell disease, a blood disorder whose research is supported by the MACC Fund. The Balistreri Sendik's Markets will once again offer special merchandise to benefit the MACC Fund as well.

The Balistreri owned and operated Sendik's have distinguished themselves as leaders in grocery and fine food retailing since 1926. Their 12 great locations have reached out to help the children with cancer and blood disorders through their support of the MACC Fund since 2008. During that time span the Balistreri Sendik's Markets have donated over \$700,000. Last year's program raised over \$100,000, including the selling thousands of candy canes and nearly 3,000 MACC*Stars!

Sendik's trademark "Red Bag" paid great dividends for the MACC Fund throughout the Brewers season. The Sendik's Red Bag for Charity program donated \$100 to the MACC Fund for every stolen base (stolen "bag" in the baseball vernacular). The Brewers were "stealing" a lot leading to a wonderful donation of \$8,400. Sendik's was also the major sponsor of the fourth annual Brewers Mini + 10k - a half marathon held in September that offered runners a chance to raise funds for the MACC Fund.

Sendik's will once again be a major sponsor of the TODAY'S TMJ4 Sports Auction 4 MACC on Friday, Dec. 11, from 3 – 5 pm. The MACC Fund is grateful to be part of the Balistreri family and their great stores and associates during the holiday season.

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

Mother Nature does a pretty good job of turning trees **Gold** on "Her" own. But once again this year, a collaborative effort of the MACC Fund, Gold in September® (G9) – a Childhood Cancer Awareness Project, Children's Hospital of Wisconsin, and the Medical College of Wisconsin teamed up to help Mother Nature by raising awareness and funds for childhood cancer research. People were encouraged to wear something Gold colored, share the message in social media, attend fund-raising events or donate to the MACC Fund.



Mortensen Portrait Design's "Cute Kids" Calendar

Mortensen Photography and The Marek Group have created the 2016 Cute Kids calendar to help in the fight against childhood cancer and blood disorders. The printing was again donated by The Marek Foundation. The calendar features portraits of children for each month in poses sure to make one smile. The children were chosen from the Cute Kids contest held earlier this year. Proceeds of that contest benefited Women for MACC.



In addition to the Cute Kids, who are assigned for each month, a portrait of a child dealing with cancer or blood disorders is included along with their story.

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

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

The MACC Fund
HOPE★TEAM

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

Superstar ~ \$7,500

Nicholas Family Foundation

Captain ~ \$3,000

A.O. Smith Foundation
 The Eddie Doucette Family
 Carol Gehl
 Barbara Kendro
 Jean & Greg Klimek
 The Kort Family
 US Bank Technology Services

Starter ~ \$1,000

Kathy & Dan Beers
 Richard Bierwirth
 Patrick & Linda Brody
 Gayle & Bill Denton
 McGlocklin Family
 MGIC
 Sharon & Kelly Moran
 Rod & Pat Petersen

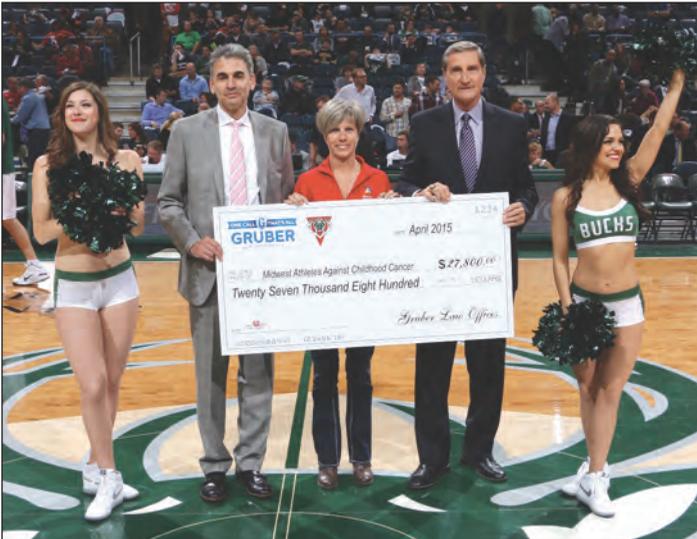
The Family of Robbie Rexhausen
 Ted & Noelle Rulseh
 Pam & Stuart Schroeder
 Robert A. Schultz, Jr.
 Kurt Schummer
 Marjorie Singer
 Corinne and John Steinmiller
 Diane M. Wisniewski

Coach ~ \$500

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

Gruber Law Offices "Bucks 3s For MACC"

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



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



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.

Robinade Old School Lemonade Backs MACC

Robin Yount loves lemonade. For the past eight seasons, the legendary Milwaukee Brewer has been turning lemons into lemonade with his *Robinade Old School Lemonade*. He has been helping the MACC Fund throughout this time as well. Robin and his partners have contributed over \$80,000 by turning lemons into Hope continuing his support of the MACC Fund from his playing days. From winning the first MACC Fund Open in 1977, to being in Women for MACC Fashions shows with his wife and daughters, to donating his \$10,000 "Seagram's 7-Crown MVP Award" check in 1982 to Robinade, Robin always answered the call to help the kids. Thank you Robin for always continuing to go to bat for the kids and the MACC Fund!



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



American English in authentic Beatles costumes will perform for the MACC Fund in Appleton on February 5.

American English Beatles Invasion

Make a date for the 12th annual "American English Benefit Concert for the MACC Fund." The award-winning Beatles tribute band returns to the "Players Choice" of the Fox Cities in Appleton, Wis., on Friday, Feb. 5, at 7:30 P.M.

This great evening produced by a great MACC Fund friend and Beatles aficionado, Greg Thompson, has become an annual February First Friday tradition. The concert raised over \$12,300 last February proving once again that people always find a fun-filled way to help the children battling cancer and blood disorders. The 2015 edition eclipsed the \$100,000 mark over the past 11 years.

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

Listen to Oldies 103.9 WVBO for concert updates starting in January. Tickets are \$17 at U.S. Bank locations through the Fox Valley and the participating Fox Valley Express Convenience Centers. 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 a decade.



Find us on
facebook



Memorial Trap Shoot to Fight Childhood Cancer

"We'll keep shooting until a cure is found."

Hartford Conservation & Gun Club

The 25th anniversary Gene Johann "Shoot for a Cure" sponsored and produced by the Hartford Conservation and Gun Club was a special weekend remembering a very special man. Gene's friends and fellow club members have never forgotten him and this annual Shoot to help kids battling the disease which felled Gene far too soon is a clear example of that. The final weekend in August has become a destination weekend for trap shooters whose love of the sport is mirrored by their love of the children they are helping. Two days of trap led to another memorable weekend. This was the first year the MACC Fund was the beneficiary having taken over that fortuitous role from Women for MACC which partnered with the great folks from Hartford for 23 years. Some of the loyal Women for MACC members volunteered once again renewing old friendships. When the final shot was taken, nearly \$60,000 was raised to honor Gene Johann in the manner he would have liked – shooting trap and helping kids.



Shorewood High School has helped the MACC Fund since 1988. This year's Buzz Cuts raised nearly \$20,000. Thanks to all including faculty moderator, Lisa Bromley, flanked by Marlee Lane on her left and Meghan Curtis on her right.



COMMUNITY
HEALTH CHARITIES

Give.
Connect.
Help.SM

MACC Fund Benefits from the Community Health Charities Workplace Giving Campaigns

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

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

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

CHCWI represents over 60 Wisconsin health agencies and is always looking for opportunities to open new workplace campaigns in order to increase the amount of funds made available to its members. If you have an employee giving program, check to see if CHCWI is represented as a choice. If not, please contact the MACC Fund to connect you with CHCWI. To initiate a CHCWI campaign, or if you have questions about the CHCWI efforts on behalf of the MACC Fund, please call 800-658-0845.

GO BO Foundation



Annika Johnson and her brother, Rolf, present the first check for \$25,000 from the GO BO Foundation from a three-year pledge for the MACC Fund's High Risk Hematologic Malignancy Program in the MACC Fund Center at Children's Hospital of Wisconsin. The Foundation gave \$10,000 last year as well. The GO BO Foundation honors the memory of Annika's son, Bo, who battled cancer valiantly before dying on Sept. 28, 2012, at age 12. This check represents the proceeds of the third annual Cookie Sale. The "memo line" on the check says it well – "On behalf of the loving hearts and creative minds of the cookie artists from around the world." The "Fourth Annual GO BO Foundation Cookie Sale" held this October in Sister Bay, Wis., outside the family's iconic "Al Johnson's Restaurant" sold out raising over \$28,000! Thanks to Annika, Rolf and the Johnson family, the GO BO Foundation and all of the cookie artists and generous patrons.

West Bend East's Volleyball Team's "Dove Night"

The greater West Bend area has embraced the Dove family, a wonderful family whose life has been rocked by childhood cancer twice. Lily was diagnosed with leukemia in June 2013. Her identical twin sister, Bailey, was diagnosed with leukemia in March 2015. Lily, the designer of the 2014 TODAY'S TMJ4 MACC*Star, "rang the bell" signifying the end of treatment in late August and Bailey is undergoing treatment in the MACC Fund Center at Children's Hospital of Wisconsin.

Lily and Bailey have a wonderful older sister, Maddie, who is a student at Badger Middle School in West Bend. A teacher at the school, Colleen Hasse, is also the Girls Varsity Volleyball Coach at West Bend East High School. After reaching out to show their support the Doves asked Coach Hasse to direct their efforts to help the MACC Fund. They held a "Dove Night" for their game against undefeated Oconomowoc on Oct. 13 raising funds in a number of ways for the MACC Fund.

Kylie Cartwright is a team member and childhood cancer survivor who told her story to the crowd before introducing Lily and Maddie who were "VIPs" at the game since Bailey could not attend for medical reasons. It was a poignant presentation and helped cap off a wonderful night while also raising \$3,400 for the MACC Fund.

The Dove family has touched many lives including the West Bend East Girls Volleyball team who will likely never forget a very special game in October, 2015. Thanks to Coach Hasse, her West Bend East High School Volleyball team and the entire greater West Bend area their special "Dove Night" and for the longstanding support of the MACC Fund anchored by the MACC Fund's friends at West Bend Mutual Insurance.

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



The J.K. Lee Blackbelt Academy's 22nd annual *Board Break-A-Thon* on Feb. 20 at Bayshore Town Center in Glendale promises to be another great day to kick cancer. Over the last 21 years J.K. Lee students have raised about \$685,000 to help kids with cancer. During the MACC Fund's six-year partnership with the Lees and the J.K. Lee students, the Board Break-A-Thon has raised over \$275,000!

The partnership has been a tremendous opportunity for many to learn about the martial arts, the discipline involved, and particularly about how the J.K. Lee students are consistently helping others in their communities.

The world-renowned J.K. Lee Black Belt Academy focuses on building character through core values like respect of others and self, encouragement and support of one another, and celebrations of one another's successes. These values form the basis for success in martial arts when coupled with an emphasis on physical fitness and well-being, not fighting. J.K. Lee's talented, grounded, decorated and disciplined ensemble of instructors are committed to changing both the lives of their students and the lives of those in the communities they serve. J.K. Lee's dedication to helping others is why the Board Break-A-Thon has been a long running smashing success. Thanks so much to the Lees and their family of students and everyone who will make the 22nd Annual Board Break-A-Thon possible.



MACCetera

The students of **Woodside Elementary** completed a service project in June that raised \$1,700 for the MACC Fund. Way to go kids!

The kids of **Badger Middle School** in West Bend held a bake sale in honor of the Bailey girls "Twins Battling Cancer" and raised over \$600. Thanks for helping the MACC Fund and supporting your fellow classmates Lily and Bailey! Thanks also to MJB Sweet Dreams for its fundraiser in honor of the girls raising \$1,601.

The **2014/2015 Student Senate of Arrowhead High School** raised funds for the MACC Fund totaling \$300.

The **Dominican High School Graduating Class of 2015** raised \$1,400. Good luck to you all!

Congregation Emanu-El B'ne Jeshurun's RS Tzedakah for 2014 - 2015 raised \$190.

Congregation Shalom, Inc. students raised \$356 so far this year through Tzedakah collections. Rav todot!

WE Energies Bluemound Training Center has a program where fines are collected from their apprentices. Thanks for the fines totaling \$391 from groups 30 and 31!

The **Village Club of Greendale** hosted a tennis challenge for charities raising \$328 for the MACC Fund.

Ariana wanted to help children like her brother Zach and decided to sell bracelets for the MACC Fund raising \$100. It was one of the last things Ariana was able to do for her beloved older brother. He died in early October but not before he touched all who were fortunate to know him.

The **Iron Horse Hotel** hosted a Jeans for Charity raising \$1,833 for the MACC Fund.

Clean Power also hosts Jeans for Charity throughout the year and has raised over \$780 this year.

The **Girls Cross Country team from Libertyville High School** (Libertyville, IL) hosted fundraisers for MACC raising \$1,800.

The **3rd Annual "Clays for a Cure"** - a sporting clay shoot organized by a good friend of the MACC Fund, John Murray, a longtime Trek Bicycle Corp. employee and the TREK 100 Parking Committee Captain for 26 years, was held at Wern Valley on September 25. It raised over \$11,000 taking the three-year total to nearly \$20,000! Thanks to John and his team from another great MACC Fund friend, Prime Coatings, for another great record breaking year.

Arandell Corporation employees recently held a Packer Party raising \$685. GO PACK GO!

Bowl for Life raised \$1,415 this year through their bowling event in Stevens Point. Thanks Alicia and crew!

Thanks to Ken and his friends for raising \$500 through **Ken's Humiliation**.

Janie's Pub and Grill held its "World's Greatest Junk Parade and Sale" sending \$1,800 to the MACC Fund.

Indian Motorcycle of Metro Milwaukee raised \$543 through its Grand Opening. Good luck to you in your new venture and thanks for thinking of the kids.

Village of Bayside held its annual 5k Fun Run and once again included the MACC Fund, raising \$580.

Franklin Energy raised \$280 through its "Wisconsin Fan-wear Days."

Jennifer & William recently married and donated \$1 for every guest. Thanks and congratulations on your marriage.

Debbie and Andy also were married and asked for donations to the MACC Fund in lieu of presents. That is very special. They donated \$2,180 thanks to their sharing and their guests' generosity. Congratulations and best wishes.

Process Retail Group held its annual Strike Cancer, Spare Lives event at Alpine Lanes in Muskego on Oct. 16 benefiting the MACC Fund and Froedtert Hospital.

Sharing Christmas on



A visit to **Candy Cane Lane** is a sure bet to brighten up your holidays. From Nov. 27 – Dec. 27, lights galore will glow to the enjoyment of thousands of people who drive through the area in West Allis which is bounded by 92nd to 96th streets between Oklahoma Ave. and Montana Ave. It is all in the spirit of the holidays which leads to a wonderful Gift of Hope to the MACC Fund to help children battling cancer and blood disorders. Last year's Candy Cane Lane donations totaled over \$105,000. Over the past 29 years, Candy Cane Lane has provided millions of smiles while raising a Gift of Hope of over \$1,900,000 in net proceeds. Please help us top the magical \$2 million net milestone!

Make a date to gather a group of friends and family members to stroll (or drive) through this winter wonderland of lights. Santa greets visitors from Dec. 6 – Dec. 23 and candy treats are handed out each evening. It's the perfect way to get into the holiday spirit! Special events abound with radio and television personalities, mascots and other special guests throughout the month.

Visit www.candycanelanewi.com for a complete calendar of events and be sure to "like" Candy Cane Lane on Facebook and follow them on Twitter for up to the minute information.

The MACC Fund and Candy Cane Lane thank the following generous donors: 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, Haribo Candy, M & M Mars, R. M. Palmer Candy, Mueller Yurgae-Great Lakes, Holz Motors and James M. Hays Lodge 331 F & AM of Wisconsin.

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. Please visit www.candycanelanewi.com for all of the information on the exciting happenings on Candy Cane Lane.

www.candycanelanewi.com



TODAY'S TMJ4's Sports Auction 4 MACC

Make a date today for the **TODAY'S TMJ4 Sports Auction 4 MACC** on Friday, Dec. 11, from 3-5 p.m. This marks the 35th consecutive year of live broadcasts by TODAY'S TMJ4. The support is unprecedented in the Milwaukee television market and is undoubtedly one of the nation's longest standing philanthropic efforts in the broadcast industry.

The auction will feature items from the Bucks, Brewers, Packers, Admirals, Marquette and Wisconsin – to name a few. Autographed signature items will be up for bid from sports personalities including the Packers Aaron Rodgers and Clay Matthews as well as the Bucks Jabari Parker. There will also be an Archer Cheesewedge Guitar signed by Todd Rundgren whose "Bang on the Drum all day" has become the Packers anthem after a touchdown.

Joining in as auction board sponsors are the Sendik's Food Markets, Sargento, West Bend Mutual Insurance, Kohl's and the Medical College of Wisconsin. The MACC Fund is grateful to TODAY'S TMJ4 for helping the children with cancer and blood disorders for 35 years. Please tune in on Friday, Dec. 11, to bid early and bid often.



The **Kingston Bay Kid's Triathlon** and silent auction was held over Labor Day weekend. Approximately twenty kids participated in the event. Thanks to their efforts and those of their wonderful families and friends, \$13,500 was raised which was \$4,000 more than last year!

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



Midwest Athletes Against Childhood Cancer, Inc.

www.maccfund.org
10000 W. Innovation Drive, Suite 135
Milwaukee, WI 53226



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Cruise for MACC

The MACC Fund is excited to introduce a new dimension to raising funds – a Mediterranean Cruise on Oceania’s Riviera liner next June. Making it even more special is the fact that it is being 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. 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 (like he just did on Nov. 3). Even in retirement 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 to Penny and Jon Harper of East Town Travel for their generous support donating for every Cruise for MACC passenger. Contact East Town Travel at 414-276-3131, www.easttowntravel.com.

You are invited to ...

Cruise For MACC

from Rome To Monte Carlo
June 19-26, 2016
Hosted by Mike Jacobs and his wife Linda
Aboard the Luxurious Oceania Riviera

Come along on this phenomenal Mediterranean cruise of a lifetime from Rome to Monte Carlo for the benefit of the MACC Fund. From Rome to Monte Carlo, including seven, day-long, picturesque, and historical port stops to see the romantic cities of Amalfi and Positano, Italy; Barcelona, Spain; Marseilles, France; plus a full day and night in exciting Monte Carlo.

And while enjoying this spectacular trip, know that you are helping to support the MACC Fund in its efforts to battle cancer and blood disorders in children.

Look what's included . . .

- 2-for-1 Cruise Fare, PLUS
- FREE Round trip Airfare from Chicago
- FREE Airport and Ship Transfers
- FREE Pre-Paid Gratuities
- FREE Unlimited Internet
- FREE Panorama Tour of Rome
- FREE Yacht and Coach tour of Amalfi and Positano
- FREE Unlimited soft drinks, specialty coffees, teas, juices and bottled water
- FREE 24 hour room service

Plus . . .

\$200 per stateroom onboard credit, coach transfer from Milwaukee to Chicago O'Hare and return later, scenic tour of Rome, an exciting night in Monte Carlo, three additional complimentary Oceania Cruise shore excursions, opportunities for pre and post cruise extensions, services of professional travel escorts.

Also enjoy the company of Mike and Linda Jacobs for dinner dine-arounds, at an exclusive MACC Fund cocktail reception, and at Mike's very special live and video presentation featuring highlights of his 37 years of news at TODAY'S TMJ4.

Experience the elegance and charm of the award-winning Oceania Cruises aboard its luxurious Riviera. This elegant 1,250-passenger ship provides intimacy and unparalleled vacation experience. From its spacious and elegantly appointed verandah staterooms to its country-club casual ambiance with no tuxes or gowns required. Enjoy open seating-dining in a choice of seven venues where you can dine when and with whom you please, enjoy wonderful leisure activities, a putting green, paddle tennis, entertainment, dancing, and the world-class Canyon Ranch Spa.

For detailed information contact
Denise Shaw at East Town Travel
414-276-3131 or 800-822-3789
denise@easttowntravel.com
or visit www.easttowntravel.com