



LIV LIKE A UNICORN

Summer 2020 • Volume 2

"Caring for families, spreading kindness to children, and finding a cure for pediatric cancer"



UPCOMING EVENTS

Curly's Ice Cream Event
August 12th

Go Gold in September
September 1st - 30th

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Announcing a \$35,000 donation to Dr. Kathy Warren



Dr. Warren is an internationally recognized expert in pediatric neuro-oncology. She was appointed Clinical Director of Pediatric Neuro-Oncology at Dana-Farber/Boston Children's in 2019 and was previously Senior Investigator and head of the Neuro-Oncology Section in the Pediatric Oncology branch of the National Cancer Institute where she worked for more than 25 years. Her major focus is developing new therapeutics to improve the outcome and quality of life for children with CNS tumors. Her work focuses on rational, pharmacokinetic-based drug development for children with brain tumors, and she is a leading innovator in developing new means of drug delivery. Her clinical trials have led the field in exploring new approaches for the treatment of children with these diseases.

Funding for Dr. Warren's research has been drastically cut back due to COVID-19, and in response, Liv Like a Unicorn Foundation is immensely proud to share that we have donated \$35,000 to fund the acquisition of a cell line, which will be instrumental in furthering her great work. In addition, the Foundation has committed to donate another \$40,000 by the end of this year. The generous support of our many donors makes these incredible donations possible, which will continue to move the needle in the effort to find a cure for pediatric brain and spinal cord cancers.

The 2nd Annual Clothing Drive



Our foundation's second annual clothing drive took place on June 13th in Freehold. Both friends and family from near and far participated, allowing it to become a huge success for the 2nd year in a row! We collected

an amazing amount of donations that ended up being six truckloads! We have yet to receive the final total, but we are confident that we've raised more than \$10,000 between clothing donations and the sales from our t-shirts, bracelets, and new unicorn face masks. This event began last year with Liv's determination to make a difference in the landscape of pediatric cancer, even when she was fighting her own battle. We are honored to continue to #bethetgood in Liv's memory!





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BE THE GOOD!

Thanks to you, our foundation has been able to donate over \$40,000 in the past 2 months

\$35,000

Research Funding to Dr. Kathy Warren

\$2,000

Financial support to the Nowroozi family

\$2,000

Financial support to the Butkus family

\$1,000

Financial support to the West family

40+ Unicorn Boxes

Sent to families and children in need

Our 1st Annual Virtual 5K Challenge



Our first annual 'Virtual 5K Challenge' took place from July 24th to July 26th. We are proud to announce that we had 255 participants and raised more than \$7,200 from both the registration fees, as well as the sales of our special edition 5K tank tops. It was a wonderful weekend and seeing all of the unique ways in which participants completed their courses was heart warming! We loved seeing the creative team names that groups created, the amazing t-shirts that were designed, and the inspiring messages that were sent as well. Whether participants walked, ran, biked or swam, they all made a difference in the world of pediatric brain and spinal cord tumors! They all, most definitely, lived up to the challenge to #runlikeaunicorn!



Toys, toys, and more toys!



On July 17th and 21st, our foundation made toy donations to the Hackensack Meridian Health Joseph M. Sanzari Children's Hospital and the Ronald McDonald House of Central & Northern New Jersey. Thanks to so many donors, these toys will be distributed throughout the pediatric departments at the hospital and to those patients who are being supported by Ronald McDonald House Charities. We are certain that these donations will put smiles on many brave little ones' faces! The giving spirit of donors is what #livlikeaunicorn is all about!

Patches for Jaxson

It all started with a simple request: police patches for a little boy named Jaxson. Jaxson was diagnosed with ATRT brain cancer right after his first birthday, and went into remission after 1 ½ years of treatment. In February of this year, a routine MRI showed the cancer had returned. Liv like a Unicorn jumped on board to put a smile on this littler warrior's face. One simple Facebook post requesting patches was shared 759 times! Our foundation was able to deliver hundreds of patches from all over the country, as well as some from other countries. Thanks to all of your support, the family also received gift baskets for Jaxson's big brothers, meal vouchers, gift cards, and a check for \$2,000 to help cover the family's ongoing expenses. Thank you for showing Jaxson and his family that #noonefightsalone!





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Did you know?

For every \$1 the government gives, less than 5 cents go towards pediatric cancer research. Out of that, less than 2 cents go towards brain tumor research.

The average age of diagnosis for pediatric cancer is 5.

The causes of most childhood cancers are unknown and are not strongly linked to lifestyle or environmental risk factors, unlike many adult cancers.

Children who pass from pediatric cancer lose, on average, about 70 years of life, while adults, on average, lose about 15 years.

Victory 4 Vincent

Vincent is a 2 ½ year old little boy who has been battling Atypical Teratoid Rhabdoid Tumors (AT/RT) which is a rare and aggressive form of brain cancer since he was 4 months old. Originally our foundation jumped on board to send Vincent and his family on a cross-country road trip. Unfortunately Vincent's latest scans showed another tumor growing in his brain, so their trip was indefinitely postponed. Our foundation wanted to support their family and put a smile on Vincent and his sister Mina's face. Thanks to of your support, a few days before Vincent was scheduled for his 8th brain surgery, our team was able to deliver gift baskets for both children, gift cards and a check for \$2,000 to cover some of the families expenses. Donations to Liv like a Unicorn help us support families like Vincent's and allow us to #bethegood.



Family Assistance Program

A key component of Liv Like a Unicorn Foundation's mission is to bring comfort to families who are facing the unimaginable battle that is a pediatric cancer diagnosis. Over the past several months, the foundation has been able to help dozens of families through the delivery of Unicorn boxes, with treats and gifts to make hospital stays easier, sibling packages to provide comfort to other children in the family, gift card donations for food, gas, parking, and outright financial donations to ease the monetary burden these families are faced with. As Liv Like A Unicorn grows, we are receiving many requests from families in need, and wish to help as many as possible. Over the coming months, we will formalize the Foundation's Family Assistance Program to ensure that our resources are distributed fairly and in a way that has the most impact. Please check the website in the near future, as we will post the FAP application and additional ways that donors can support this program.





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Thank you to our supporters!



Katie's Cottage Barn

We are proud to announce a new partnership with Katie's Cottage Barn! Katie, a native of New Jersey, has designed a special edition bracelets with 25% of the proceeds going to our foundation.



Each bracelet features 10mm purple agate gemstones with choice of purple, pink, or turquoise enamel unicorn charms, and are available in both kid and adult sizes. Since Liv's birthday was in February, choosing purple gemstones was a natural choice, since her birthstone—amethyst—is also purple. We know she would absolutely love these bracelets!

Bracelets are now available for purchase on www.katiescottagebarn.com, as well as www.macys.com.

Thank you, Sharon White!

Liv Like A Unicorn would like to formally thanks Sharon White, who has volunteered her time and voluntarily made hundreds of unicorn face masks. These masks have been incredibly popular and have helped us raise a lot of money, for which we are very grateful.

Sharon, you have showed what it means to #bethetgood and from the bottom of our hearts, we thank you.



Curly's Ice Cream Event

We are proud to announce a new event in northern New Jersey. On August 12th, Curly's Ice Cream in Riverdale, NJ will donate 20% of their proceeds to the foundation. The event runs from 10AM to 10PM, so mark your calendars!

Curly's Ice Cream is located at 30 State Route 23 South, in Riverdale, NJ.

4,000 Facebook Likes



On July 29th, we surpassed 4,000 likes on our Facebook page!. We thank each and everyone of you for liking our page, sharing our story, and allowing us to #BeTheGood.