

DID YOU SIGN  
UP FOR E-NEWS?

### HOW to Support PCFLV?

- **United Way:** enter charity code 42264 under restricted contribution
- **Search & Shop** online using [goodsearch.com](http://goodsearch.com) and designate PCFLV
- **Shop at your** favorite store using [www.IGIVE.com](http://www.IGIVE.com) and designate PCFLV
- **Designate** PCFLV as your charity of choice when you sell on EBAY

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Pediatric Cancer  
Foundation of the  
Lehigh Valley, Inc.

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## 2nd Annual Color My World Gala

Promoting and Raising Awareness for Childhood Cancer

Our 2nd Annual Color My World Gala kicked off on September 9, 2010, at the Banana Factory. September, of course, is National Childhood Cancer Awareness month so it is a fitting time to celebrate the heroes around us, the special children and families who battle their disease every day. This year's event was hosted by the lovely Mistress of Ceremonies Eve Tannery. Sagra Catering was the event's gold ribbon sponsor. Other sponsors included Iron Pigs Foundation and Lehigh Valley Health Network. In total, 34 original pieces of artwork and pottery were auctioned off during our live auction to the 100 plus attendees. In addition, our silent auction featured local artists such as Kim Hogan, Bruce Ward, Mimi Marie Designs, Ann Elizabeth Schlegel and more. The event raised \$7,000 for PCFLV to continue to provide free quality of life and long-term survivorship programs to the families of the Lehigh Valley. We also honored some of our heroes in arms. Carolyn Patriarco received an Extraordinary and Dedicated Vol-

unteer Service Award and Jim Zebert and Robyn Cavallaro, individually and on behalf of Sagra Catering and Sagra Bistro, received awards for Extraordinary and Dedicated Support in Promoting Awareness and Raising Funds for Local Children with Cancer.

**Many thanks** to our amazing families, volunteers and sponsors who made the night a success!!

Come join us next year and celebrate Childhood Cancer Awareness Month!!



Carolyn Patriarco received one of the evening's awards for Extraordinary and Dedicated Volunteer Service.



Duncan Mitcheltree shows off his work of art (above) and Sarah Neary works the room with her masterpiece (below).



**NOTE:** Note card packs of the artwork are for sale for \$10 each set at PCFLV

## Services for Families

### Quality of Life

- Chemo Circus
- Kick for Kancer Soccer Camp
- Caregiver Events
- Creative & Community Arts
- Summer Camps
- Art Classes

### Long-Term Survivorship

- Resource Library
- Support Groups
- Sibling Groups
- Yoga Classes
- Exercise & Nutrition
- Bereavement

### DID YOU KNOW WE OFFER ...

- Hospital Visits and Relief?
- A Birthday Program?
- An Adopt-A-Family Program?
- Bereavement Groups and Services?
- All programs FREE of charge?

## New Programs Underway

PCFLV is excited to be offering some new programs to continue to meet the growing needs of both children diagnosed with cancer **and** their entire family.

In partnership with Velocity Sports, we recently launched an Exercise & Nutrition pilot program to attempt to formulate a program that will help educate children about the importance of exercise and activity, ways to continue to incorporate exercise and activity every day, and nutritional tools and skills to help them make good choices in their

eating habits. Our pilot program has helped lay the groundwork to formulate the necessary tools to make this program a success, and we look forward to our continued relationship with Velocity as we fine-tune this program to make it part of our yearly offerings.

Another exciting component to our programming has been the addition of support groups specifically for siblings. In partnership with Cooper Psychological, we have launched two new siblings programs free of charge to families to

help provide a supportive community for all siblings of a child with cancer. We are so pleased by the positive feedback from this group and look forward to future ways to expand and connect this vital family component -siblings- in more ways in the future.

Lastly, we are looking forward to growing our community and Creative Arts programs by offering Art from the Heart shortly. This program will offer art classes to children and siblings as a way to express and share feelings, emotions and friendship.

## How Does PCFLV Help Families?

To understand where PCFLV is now, it is best to first understand where PCFLV began. In 2003, the grassroots mission of PCFLV was to serve as a support network for families of children diagnosed with cancer. Our focus was to connect every family facing this journey with other families locally with whom they could communicate, gain support and share the burden of this diagnosis.

Throughout the past seven years, we have served this initial purpose, and we have expanded our services in order to meet the continually changing and growing needs of this population.

Our vision and mission focus solely on two areas of pediatric cancer which we have found to be the greatest need locally: quality of life and long-term survivorship. By working to get to know our families on a personal level, we aim to help facilitate the needs of the entire family unit. Our quality of life programs center around family activities, joys of childhood, local community events and specially designed caregiver programs to recharge and rejuvenate parents. We also aim to provide fun non-competitive activities for the ill child and their siblings, and try to alter the

activity to address a variety of age groups.

Long-Term Survivorship programs are geared toward supporting educational needs, long-term side effect issues such as nutrition and exercise integration in maintaining health and wellness, and support group services which also include sibling services and services for bereaved families and children. As PCFLV continues to grow and evolve, we are proud of where we are and are reaping the benefits of connecting pediatric cancer families.

We look forward to great things to come!

# 7th Annual Kick for Kancer: Pirates

Ahoy Mates! Our 7th Annual Kick for Kancer Soccer program was hosted on a beautiful August day in Whitehall. In addition to the soccer program for the kids under the direction of Coach Ed Scholl and the Quakertown Soccer Club, our day afforded parents a respite complete with card games, crafts and beaded jewelry. Sagra Catering provided a hearty spread fit for a pirate and the ice cream truck did not disappoint the mates! Families received treasure chests full of household goods and the kids received pirate booty to get them ready for school. Thanks to all our

sponsors, every pirate is ready to come back next year for more fun!



## Board of Directors

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# Quakertown Soccer Club: Boys Doing Good

Quakertown Soccer Club has been volunteering for four (4) years with PCFLV and specifically with our Kick for Kancer program. They are an energetic supportive bunch who know how to make even the shyest participant not want to get off the field. Through their kindness, they also extended an invitation to our families this fall to attend one of their home games.

The kids were adorned in jerseys and headed out to the field with their "team". Thanks to Q-town Soccer Club for showing what true spirit feels like! We are excited to welcome them back next year and find new ways to keep our "team" connected to their buddies!





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**Enabling Children with Cancer to LIVE!**



## **SAVE THE DATES**

**March 19, 2011**

**2nd Annual  
Running to LIVE  
8K Run/5K Walk/ Fun  
Run**

**Register at:**

**[www.firstgiving.com/pcflv](http://www.firstgiving.com/pcflv)**

**or**

**[www.PCFLV.org](http://www.PCFLV.org)**

**May 9, 2011**

**3rd Annual Golf Outing  
Green Pond C.C.**

To volunteer or learn more, contact  
PCFLV, 610-393-9215 or email:  
[njronco@pcflv.org](mailto:njronco@pcflv.org)

## **Donors 7/2010 –10/2010**

- Andrea Mitcheltree Mom's Night Out
- Elizabeth Peters
- Sarah Marten
- Metro Beauty Academy
- Grille 3501 Dining to Make a Difference
- Grace Lutheran Church Macungie Flea Market
- Bradley Family & Friends Yard Sale
- Francis Stewart
- Rock the Light Concert by Light the Way Ministries
- Lehigh Valley Hyundai: Wheels of Hope
- West End Oktoberfest Kids Tent
- Lehigh Valley Style Magazine 10.10.10 Event
- Alayna, Kathryn & Morgan's Lemonade Stand
- Katie Taranto's Snow Cone Sale
- Sally Shane
- MOPS at Grace
- A. Smith
- Pure Fun Entertainment
- Bill Sugra Memorial Foundation
- Lion and Blue Bear Foundation

## **MURALS at PCFLV Office**

PCFLV is so excited to be the recipient of a wonderful mural in our office created by the Mural Class at the Baum School of Art. It is an imaginary design full of kids, animals and extra surprises. Kimberly Petruska, a local muralist, also has donated a mural for our kids room - a jungle theme soon to be completed. Make an appointment to stop out and see these wonderful creations!

