CELEBRATING A YEAR’S WORTH OF JOY, MADE POSSIBLE BY YOU—THANK YOU!
## Contents

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>A New Era of Joy</td>
<td>3</td>
</tr>
<tr>
<td>Reflections: JoyRx Music Today and Tomorrow</td>
<td>4-5</td>
</tr>
<tr>
<td>What’s New With JoyRx Music</td>
<td>6-8</td>
</tr>
<tr>
<td>Your Investment at Work</td>
<td>9</td>
</tr>
<tr>
<td>Diversity of Population Served</td>
<td>10</td>
</tr>
<tr>
<td>Voices of Program Impact</td>
<td>11</td>
</tr>
<tr>
<td>Programs</td>
<td></td>
</tr>
<tr>
<td>JoyRx Music</td>
<td>12</td>
</tr>
<tr>
<td>JoyRx Mentorship</td>
<td>13</td>
</tr>
<tr>
<td>JoyRx Nature</td>
<td>14</td>
</tr>
<tr>
<td>Community Outreach &amp; Education</td>
<td>15</td>
</tr>
<tr>
<td>Community Events</td>
<td>16-18</td>
</tr>
<tr>
<td>CCA Leadership</td>
<td>19</td>
</tr>
<tr>
<td>Voices of Philanthropy</td>
<td>20</td>
</tr>
<tr>
<td>Donor Thank You</td>
<td>21</td>
</tr>
</tbody>
</table>

[Watch: Izzy’s Story](#)
A New Era of Joy

Children’s Cancer Association began as one family’s beautiful dream—to bring hope, healing, and Joy to children and families facing the unimaginable trauma of serious illness. Thanks to generous donors like you, that dream has become a reality: one that has prevailed through 26 years and a global pandemic, bringing Joy and emotional healing to more than 10,000 children every year, in 20 hospitals and counting.

Over the past year, CCA has embraced creativity, technology, and rigorous safety protocols to reach kids where they are—because Joy cannot lie dormant in the lives of children who need it most. Our dream for the future is to make JoyRx a standard of care in every pediatric hospital nationwide, ensuring that every child who enters a hospital has access to Joy.

Because of you, this dream becomes more of a reality every year—thank you for partnering with us in this important work.
I’m always inspired by the flexibility, creativity, and nimbleness of our staff. Watching our teams move into quick-strike planning and develop ways to reach, engage, and support children who are truly cut off from the world beyond what the rest of us are experiencing is incredible. To create even greater ways of delivering Joy-based programming to children and their families who need it most—amid arguably the most difficult operating environment in history—is why CCA is so special. Our mission means so much to our staff and leaders, and the delivery of our mission remains constant in the greatest storms, both those personal to families, and those happening around families.

In FY21, the JoyRx Music program grew exponentially, reaching kids in 20 hospitals nationwide by the end of April. What made this growth possible?

Technology for sure. Our ability to transition our JoyRx Music Live program into a JoyRx Digital Live experience made all the difference. It allowed us to provide our services to hospitals and children without the need to physically enter their protected spaces. We could still provide the core of our music offering—live music specialists engaging in real time, music lessons for those requesting it, music games for clusters of kids without a broad range of activities available, and concert-type performances for kids and families—in the safe settings hospitals had established. Hospitals were focused on keeping patients and staff safe in a constantly shifting Covid environment, and we were able to reach out and deliver enrichment programs for their patients free of charge and on their patients’ schedules.

What’s a song that brings you Joy, and why?

There are so, so many songs that bring me Joy. Like many people, I have a songbook of my life within my heart that represents the people and places and stages of my history. But without question, the most important to me are the ones I connect back to my son. When he was a baby and I was rocking him to sleep, I would sing to him Lullabye by Billy Joel. It still takes my breath away when I hear it.
What’s next for JoyRx Music, and what are you most excited about accomplishing?

We are continuing to expand our services and our operations across the United States, which means more JoyRx Music to more kids and a deep national presence, which excites all of us at CCA. We’re continuing to pursue positioning Joy as a necessary and imperative contributor to the healing and wellness equation—and will leverage research and science to establish Joy as a key modality in the treatment of serious illness. These are big endeavors for our organization—but we’re ready for them. And that’s what I’m most excited about...the fact we’re at a place as an organization to think about the largest impact we can make and know our reach can exceed our grasp.

Andrea Corradini, Board of Directors Chair

As a longtime CCA friend and board member, you’ve witnessed the impact of JoyRx Music before and after COVID. What excites you about the program?

Imagine yourself on a stressful day—when suddenly, a song you love comes through your headphones. You relax, you sing, maybe dance...and almost certainly, you breathe a sigh of relief. You feel the weight lift off your shoulders as you take a moment to just savor a song that brings you joy.

Imagine now, a sick child sitting in a hospital bed recovering from surgery, or perhaps, heading into a chemotherapy infusion. For them to be able to go online and FaceTime with a musician who is playing a song just for them, prescribed specifically for their mood and state of mind at the time, is everything. Or, before COVID, for them to have a trained JoyRx musician knock on their door and bring in some drums to bang on, or a guitar to strum, or a tambourine to shake and sing—suddenly, the hospital environment fades away, and they’re simply having fun. THAT is the healing power of music that only JoyRx can bring.

As CCA’s new Board of Directors Chair, what are you most looking forward to accomplishing in the next year?

I’ve thought a lot about the legacy I’d like to leave, and I have two clear priorities:

1) Leading a diversity and inclusion strategy and being a voice for DEI within the Board. Ensuring that we partner with Danielle and her leadership team on aligned strategic priorities on ensuring that CCA, inclusive of its BoD, represents the kids we serve. Representation matters, and we have a ways to go—but vulnerability is the key to action, and we’re going to ensure that DEI is our number-one priority.

2) Augmenting the collective Board voice—from our Young Professionals Council to our Pacific Northwest Leadership Council to our Board of Directors—to ensure everyone can give input and be heard. Great, innovative ideas can come from anywhere and anyone—so I want to be sure there is a pathway and forum for those ideas to flow.

What inspired you most about CCA’s response to the pandemic, especially the growth of JoyRx Music?

The leadership approach at CCA was incredible. Despite being faced with difficult choices, they maintained sharp, meaningful focus to ensure they could deliver meaningful impact to kids nationwide, despite limited resources. Prioritizing the JoyRx Music platform—and creating new ways to reach kids exactly where they are, in hospitals over CCTV or through a laptop computer or iPad—meant JoyRx did not stop, when it was needed even more acutely than ever. I’m incredibly proud of how the leadership team navigated tough decisions and edited to amplify.

What’s a song that brings you Joy?

Right now, one of my favorite artists is Brandi Carlile. If I had to pick, my favorite song is “The Eye.” Such insane harmony, and the message of how it’s possible to weather storms with joy resonates so much with me!
What’s New with JoyRx Music

With your support, JoyRx Music experienced exponential growth during CCA’s 2021 fiscal year, expanding services to 20 hospitals in nine states by April 30, 2021.

Early in the COVID crisis, CCA staff found that pediatric hospitals—which faced staffing shortages and programming cuts due to the global pandemic—were struggling to find engaging and meaningful activities for young patients. JoyRx Music was uniquely positioned to meet that critical need, and CCA’s music team worked together with families and hospital partners to create a new branch of music medicine programming. We now call this Digital-Live, which complements our On-Demand music offerings, available to kids and families 24/7 at JoyRxMusic.org.

These hospital CCTV concerts, virtual bedside interactions, and one-on-one music sessions at home or in-hospital are led by our incredibly skilled and talented JoyRx Music specialists, and tailored to the unique needs of each individual hospital partner and child.

Read on for an inside look at the many ways our talented music specialists surround kids and families with the healing power of music, virtually—from Oregon to New York, and everywhere in between.
Virtual Bedside Music
With the help of Child Life Specialists (or the KidBot, bottom left), JoyRx musicians go room-to-room via iPad to provide music medicine to hospitalized kids in need of a lift.

“The JoyRx musicians are so fun and easy to work with. They build rapport quickly and easily with patients and families, and they do so virtually. It’s a joy for me to work with everyone at JoyRx and we are so grateful for this organization and the services you provide during this time of social isolation.”

HOSPITAL PARTNER
In an anonymous survey

Direct-to-patient Sessions
CCA’s staff musicians also work with parents directly to schedule one-on-one virtual music sessions with children isolating at home. These sessions often take place weekly via Zoom or FaceTime, and kids can learn an instrument, request their favorite songs to be played, or simply talk about music with someone else who shares their passion.

 “[JoyRx musician] Cameron is so supportive and kind and patient with David. He’s worked with a lot of kids in the past, so he knows if David’s not feeling up to it, he’ll just play music or they will talk about music together, or even just practice finger placements. David’s always very excited and in a great mood when he gets to play the guitar with Cameron.”

RACHEAL
David’s mom

Live Virtual Concerts & Musical Fun
JoyRx Music works together with hospital partners to offer large-group concerts and musical games like SINGO (musical bingo), streamed live to pediatric patients and their families. Some concerts are streamed via CCTV straight to kids’ rooms, while other hospitals broadcast in a clinic or central location for patients to enjoy concerts together.

“I appreciate the team’s time and talents, and I love that JoyRx Music is the first show of the week on Mondays. The concert sets a joyful presence and tone for the week for patients and staff!”

JESSICA
Child Life Specialist at San Antonio Children’s Hospital
Facebook Live
JoyRx staff musicians and volunteers perform monthly on Facebook Live, delivering music medicine to sick kids and our entire community!

On-Demand Music Medicine
Young patients can listen to exclusive performances, sing along with our JoyRx musicians, or learn a new song anytime they want at JoyRxMusic.org. In addition, our JoyRx Music team will curate a playlist of pre-recorded performances for hospitals to stream on their CCTV, ensuring more kids can access the healing power of music 24/7.

Making an Impact
In a recent survey, 94% of hospital partners felt JoyRx Music provided a high-quality program for kids and families. One staff member shared that JoyRx Music specialists “are flexible and understanding of the hospital’s dynamic environment to meet the needs of not only our patients, but also our team,” and another said, “every session has been wonderful and well-received.”

JoyRx Musician, Kelsey, surprised David with a cover of one of his favorite songs, which inspired David, a talented drummer, to play along during his stay at Children’s Hospital Orange County.

“Our transition to Digital-Live allowed CCA to meet a critical need for hospital partners, and demand increased significantly,” said Mark Ferdig, VP Programs at CCA. “At the beginning of the COVID crisis, it was unfathomable that CCA would be providing music to 20 hospital partnerships, let alone that our programs would reach more than 10,000 kids in FY21 (only 1% below the number of kids we were able to reach in FY20)—yet here we are!”

JoyRx Heals • Community Investment Report • 8

Plans for the Future
While we’re eager to once again share the Joy of music with kids and families in person, our top priority is to ensure this vulnerable population stays safe and protected—which will require continual adaptation of our programs. CCA is in close contact with hospital partners across the country to prepare for the day when we can finally resume in-person services.

Once visitor restrictions lift, JoyRx Music will resume live music sessions in-hospital while continuing to provide Digital-Live programming to hospital partners across the country. We are so excited to reconnect with families at Randall Children’s Hospital and Doernbecher Children’s Hospital, our longtime hospital partners here in Portland, and launch in-person programming in Austin, Texas as soon as it is safe to do so.

To meet this increased demand for music medicine nationwide, CCA has recently hired our very first Digital-Live Music Specialist, Kelsey Kirchenbauer, who is based out of Nashville, Tennessee, and we have plans to add one more music specialist to the Digital-Live roster.

“There is so much to be excited about for the coming year,” said Mark Ferdig. “Reconnecting with our families in ways we couldn’t for the past year and a half, resuming live, in-person JoyRx Music in Portland, and launching our live music service in Austin. By the end of fiscal year 2022, I expect CCA to be strongly positioned to further expand our JoyRx Music program—digital live, on-demand, and in-person—across the country.”
Your Investment at Work

Financial Impact in FY21
May 1, 2020 - April 30, 2021

FY21 Financials

<table>
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<tr>
<td>Net Assets</td>
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Revenue Sources

- **Community Events**: $2,478,532 (41.4%)
- **Direct Public Support**: $1,139,622 (19.0%)
- **Grants***: $951,932 (15.9%)
- **Investment Returns/Other**: $504,337 (8.4%)
- **In-Kind Donations**: $479,233 (8.0%)
- **Corporate Support**: $436,877 (7.3%)

*includes $624,800 PPP loan

Invested in our Programs

- **JoyRx Music**: $1,181,035
- **JoyRx Mentorship**: $453,398
- **JoyRx Nature**: $289,960
- **Community Outreach, Education, and Resources**: $1,207,263
- **Science of Joy**: $117,078
- **Link**: $55,270

Financial Excellence & Accountability

We are deeply grateful for the generosity of our donors and partners and work hard to maintain the highest levels of transparency and stewardship, as reflected below.

Children’s Cancer Association has earned accolades for more than two decades for fiscal discipline and was honored to be the recipient of the Better Business Bureau’s (BBB) Torch Award as Oregon’s 2019 Charity of the Year. The BBB Torch Awards shine the spotlight across the nation on businesses and nonprofits that demonstrate excellence in dedication to integrity and ethical business practices.

At CCA, we are proud of the mission impact our donors have funded over the last 26 years, illustrated in testimonials on third party sites like Great Nonprofits, where we have been a top-rated organization every year since 2012. We are also a proud GuideStar Platinum-rated charity (since 2016 when their transparency seal program launched), have earned three stars on Charity Navigator since 2017, and have been named one of Oregon’s top ten Most Admired companies for seven consecutive years, as voted by our region’s CEOs in the Portland Business Journal.
JoyRx Heals All
At Children’s Cancer Association, we believe Joy is an unlimited resource and undeniable right. We champion purple, but know Joy heals young patients of all colors, no matter what language they speak, where they hail from, or live—ensuring all have equitable access to no-cost, Joy-based programming.

CCA also strives to create a workplace and leadership team that reflects the diversity of the kids and families we serve, championing our team of unique individuals to feel empowered to bring their full, authentic selves to work.

Service Totals in FY21
May 1, 2020 - April 30, 2021

- **123,087** Total JoyRx Interactions
- **10,075** Total Kids & Teens Served
- **12,027** Total Family Members Served

Diversity of Population Served

**Read Macky’s Story**
THIS IS JOYRX:
Voices of Program Impact
DURING COVID-19

“Emet used to always cry before a hospital visit because he didn’t want to get poked. But when he met [his JoyRx Mentor] Michael, he was a little more excited. It was really nice to have a little extra support from someone else.”
BERTHA
Emet’s Mom

“Our Caring Cabin experience was important for us in many ways. Not only in the ways I expected (get away, relax, enjoy nature, family time) but also in ways I didn’t expect, like feeling connected to a cancer community, reflecting on our strength, and gaining perspective and gratitude.”
BRIDGETTE
Madelynn’s mom

“I would absolutely recommend CCA’s programs to other families. You guys have found a way to help us feel joy again—and that’s something you definitely need to get through times like this.”
ERIKA
Izzy’s Mom

“It was super fun having someone who would sing a special song for me, and to be able to connect through music. It was something to look forward to.”
ANNA GRACE
CCA-Served Teen

“On the days Wesley was really sick, and he’d talk to his JoyRx Mentor or do a guitar lesson with [JoyRx Musician] Cameron, you could see a change in his attitude. CCA’s programs give kids a way to feel better and something to look forward to.”
NICHOLE
Wesley’s Mom

“CCA and their JoyRx Mentorship program is truly a gift to the families and kiddos who are enduring treatment.”
JESSICA
Kai’s Mom

“This has been the hardest year of our life. The Caring Cabin gave us a chance to completely relax and focus on family and fun in an absolutely beautiful house and property. The entire weekend was perfect, just spending time with family and not thinking about hospitals.”
Kaylee’s Mom

“Xay has always loved music, and learning new songs with JoyRx musicians Cameron and Jean made him feel ‘10 out of 10 happy.’ Those were really special times because Xay got to be a kid, rather than a kid in the hospital.”
RAELYNN
Xay’s Mom

“You Make JoyRx Possible”

JoyRx Heals • Community Investment Report • 11
For 26 years, JoyRx Music (formerly MyMusicRx) has drawn on the universal appeal of music to buoy spirits and energize, enabling young patients to feel joy during the stressful and painful experiences related to extended hospitalizations and treatments for life-threatening illness.

Children’s Cancer Association’s trained staff musicians engage hospitalized kids of all ages and diagnoses, allowing them to choose the music medicine experience that best fits their current emotional place and desired mood.

No-cost bedside and virtual program options are available and tailored for one-on-one or group music experiences. Young patients can choose to watch a live music session, request a song, sing, engage in a music lesson, or even grab an instrument to play along—whatever feels right and brings joy to them in the moment.

JoyRxMusic.org is available on-demand 24/7 and offers instant access to exclusive artist performances, music lessons, games, and more.

Nearly 100,000 young patients have experienced the healing power of JoyRx Music since 1995.

“Something I love about the JoyRx Music program is its versatility. Music is universal, and this program has shown to be adaptable for patients of varying ages, cultural backgrounds, and developmental levels. It’s amazing to see how the kids respond to music. Thank you for adapting your program in this climate of virtual engagement. The connection with your team truly helps to support the patient and family experience!”

LAUREN SMIZER
Child Life Specialist at Connecticut Children’s Hospital

Luca enjoyed listening to JoyRx Music specialist, Jean, play his favorite songs during a one-on-one Zoom music session at Connecticut Children’s Medical Center.

Survey Highlight
94% of hospital partners report that JoyRx Music met the needs of their patients and families

Program Impact in FY21 (May 1, 2020 - April 30, 2021)

JoyRx Heals • Community Investment Report • 12
For 22 years, JoyRx Mentorship (formerly Chemo Pal Mentor Program) has fostered trusted companionship to inspire laughter and distraction. The only program of its kind in the nation, CCA’s trained, adult, volunteer JoyRx Mentors provide emotional support to young patients in treatment and critical support to parents who endure the hardship of long hospital stays with their children.

A cross between a supportive playmate and a trusted listener, JoyRx Mentors bring lightness. In the hospital, they arrive with bags full of toys, games, and activities and do their best to make their young friends belly laugh and smile ear-to-ear to relieve their stress and anxiety, dispelling feelings of loneliness and isolation. Virtually and remotely, they spend time on chat and video calls and exchange old fashioned pen-pal letters. Mentorships can last multiple years and often the bonds of friendship are still strong long after the final treatment.

JoyRx Mentorship has matched more than 1,500 kids with a trusted JoyRx Mentor since 1999.

“Macky’s JoyRx Mentor, Van, really changed Macky’s experience going to the hospital. They video chat and play Minecraft together virtually and things like that. It’s something fun to do at the hospital, and it’s something he looks forward to. It gave me peace of mind knowing that my son was excited and happy, I can’t change his diagnosis, but I can change how things are for him at the hospital. So having Van around has been a complete lifesaver because it makes Macky feel a lot better and gives him comfort going in for treatment.”

SARAH
Macky’s Mom
JoyRx Nature provides an essential connection to nature and instills hope and resiliency. Families close the gate behind them at CCA’s Alexandra Ellis Caring Cabin® on the Oregon coast and find themselves a world away from the hospital, nestled in 24 acres of surrounding woods with plentiful wildlife and a serene lake with its very own rowboat.

The Caring Cabin is an extraordinary place for children in treatment and their extended families to relax, explore, and create once-in-a-lifetime memories. Many tell us afterward, they feel a kindred spirit with the hundreds of families just like theirs who have “been there,” and left CCA-provided, personalized rocks along the pathway to the lake, commemorating not only their stay, but the long, hard road they have each taken. This no-cost, five-day retreat restores the energy needed to battle serious illness.

The Caring Cabin has welcomed more than 500 families since 2006.

Parent Survey Highlight

100% Of Parents Surveyed Would Recommend the Caring Cabin to Other Families

Program Impact in FY21 (May 1, 2020 - April 30, 2021)

“When your child goes through cancer, you are fighting for their life, but also their spirit. Even the brightest lights get dimmed by the battle through cancer. The Caring Cabin allowed Miles to just be a kid again. To not worry about anything else other than how many games of pool he could play or how cold the ocean was. Thank you for allowing his spirit a chance to come back.”

JOY
Miles’ Mom
Volunteer Spotlight

Jennie Lee
Global Associate Product Line Manager, Golf Apparel @ Nike; former LPGA golfer

CCA first met Jennie Lee at our inaugural Golf for Joy Challenge in April 2020, where she challenged herself to play 72 holes for JoyRx. In 2021, she teamed up with fellow Nike employee, Eunice Lee, playing another 72 holes and raising nearly $12,000! Jennie is now leading the Golf for Joy Challenge committee, with the goal to bring this critical fundraising event nationwide. We’re so grateful for Jennie’s passionate support, and we can’t wait to see what she does next!

“Golf has always been my jam. And helping support CCA’s mission while doing it—it’s an amazing cause, and I’m grateful for this opportunity to give.”

Christopher “CS” Sheffield
Investment Capital Manager, CCA Board of Directors member

A longtime CCA champion, CS has had an immeasurable impact on our organization, creating Joy for thousands of seriously ill young patients and their families. He has mentored four children through our JoyRx Mentorship program, served as the Chair of our PNW Leadership Council for a decade, and has raised over $850,000, including annual fundraisers through his @SheffStation Twitter account.

“When you see a child with serious medical needs, it is heartbreaking. It is an honor for me to contribute to one of our community’s most valuable assets as a member of CCA’s Board of Directors.”

Catherine Gonzalez-Lofgren
Certified Project Manager; CCA Board of Directors member

Catherine has been a generous member of the CCA family since 2018, and brings 10+ years of experience in public health and a passion for healthcare, health equity, and cultural competency to CCA’s Board of Directors. She’s also been one of CCA’s key partners in developing CCA’s Diversity, Equity, & Inclusion strategy, which we will share with our community in FY22.

“I’m very impressed by the vision, dedication, and professionalism exhibited by CCA’s leadership. As a new Board member, I’m excited to leverage my skills in collaboration with fellow Board members to fulfill our organization’s strategic plan while helping to expand CCA’s impact nationwide.”

Volunteers are the heart and soul of our organization: they mentor children, share their musical talents, staff community events, host toy drives, serve on our leadership boards, and so much more. We are grateful for their generous contributions of time, talent, and passion to our common mission of JoyRx.

To learn more about volunteer opportunities at CCA, email us at Volunteer@JoyRx.org or visit us online at JoyRx.org/Get-Involved.

5,093 Hours Donated by 323 Volunteers
An Equivalent Value of $145,354
A Community Inspired by Joy

As pandemic safety restrictions began to lift, CCA welcomed the opportunity to safely gather with our community in person where possible, and innovated ways to stay connected virtually to raise vital funds and awareness. Here are a few highlights.

February Joy Makers Jump-started JoyRx with Help from Nike Cats, Dogs, & Fish

In February, CCA’s annual community engagement campaign raised more than $608,000 to create Joy for seriously ill kids and their families:

Corporate Joy Makers sold paper hearts and ran special promotions benefiting CCA. The Joy Ride winter car giveaway winner got their pick of seven cars from Dick Hannah Dealerships. CCA-served families inspired the community with KATU stories of Joy. CCA friends raised funds, did creative dares, and shared Joy on Jump-start JoyRx Day. And Nike Shoe Dogs, Apparel Cats, and Geo Fish competed to raise more than $300,000 for JoyRx. Thanks to these generous friends, including iHeart Radio and Joy Maker sponsor Pacific Office Automation for their support.

In April, Movers and Shakers Make Every Minute Count

This year, CCA launched its very first Every Minute Counts (EMC) wellness challenge—a month-long initiative encouraging corporate partners and individuals to improve their well-being while raising critical funds for JoyRx Music.

By the end of April, 595 employees from 18 corporate partners engaged in 463,539 minutes of wellness activity, raising more than $141,000 to share the Joy of music with seriously ill kids across the nation! Many thanks to the wellness partners barre3, BurnCycle, Ernie Reyes West Coast World Martial Arts, fit503, Pause Meditation, StretchLab, Unfold Yoga & Meditation, Urban Balance, and YoYoYogi.

CCA Golf Events a Swinging Success

A decade ago, Pumpkin Ridge Golf Club co-founder and dedicated CCA friend, Gay Davis, challenged himself to play 100 holes as a fundraiser for JoyRx. In April, Gay passed the baton to a new generation of golfers, who completed safe, socially distant, all-day golf-a-thons in CCA’s second-annual Golf for Joy Challenge. In total, 35 golfers participated, raising more than $95,000 in critical funding. Special thanks to title sponsor Portland Gear and Gay Davis and Pumpkin Ridge Golf Club for making the event possible.

In August, we returned to Pumpkin Ridge to celebrate 11 years of Golf for Joy—and the 25th anniversary of Tiger Woods and Steve Scott’s historic match at the 1996 U.S. Amateur Championship finals, hosted at the club. To commemorate this momentous occasion in golf history, Pumpkin Ridge returned the entire course back to the exact hole placement design as 25 years ago and invited Steve Scott back to play in the tournament. Attendees enjoyed three days of spectacular golf, raising nearly $600,000 for JoyRx! Many thanks to Gay Davis, Pumpkin Ridge Golf Club, and our generous sponsors Western Pacific, Hoffman Construction Company, Forest City Trading Group, and Hampton Lumber.

The 13th annual CCA Invitational, also hosted in August, brought together 24 teams of pro and amateur golfers at the beautiful Oregon Golf Club, raising nearly $375,000 for Joy! Thank you to presenting sponsor OnPoint Community Credit Union.
In October, CCA friends spent an inspiring evening celebrating Joy and the beauty of life at CCA’s “Life is Beautiful” virtual Wonderball gala—featuring exclusive virtual performances by Pink Martini and The Head and the Heart, and hosted once again by sports broadcaster and former NFL player Jordan Kent and auctioneer extraordinare Kelly Russell.

More than 650 virtual attendees tuned into the livestream, and guests at over 60 virtual and in-person viewing parties celebrated JOY from as far away as New York and Texas, to right here in Portland, Oregon, and everywhere in between. In total, our generous community raised nearly $950,000! Thank you to our generous sponsors, including silver sponsors Fortis Construction and NFP; VIP sponsors ADP, BrandLive, and Cigna; and auction sponsor The Standard.
During Childhood Cancer Awareness Month (September), Gibson Gives—philanthropic arm of the iconic guitar brand—partnered with us for the second-annual JoyRx Music & Gibson Guitar Giveaway. Eight-time Grammy winner Ziggy Marley, Maná guitarist Sergio Vallin, and singer-songwriter-guitarist Emily Wolfe released exclusive performances, while the new class of Gibson Generation Group youth musicians recorded music lessons for CCA-served kids and teens, which will be shared on JoyRxMusic.org throughout the year. Six lucky winners became new owners of Epiphone, Kramer, or Gibson guitars, raising almost $28,000 for JoyRx Music.

CCA Friends Strum, Ride, and Walk for JoyRx

CCA’s Summer Car Giveaway, in partnership with Audi Beaverton, KATU, and iHeart Radio, gave away a sleek Audi A4 sedan, raising more than $98,000 for JoyRx.

The annual Walk for Joy in September welcomed students from Portland’s Jesuit High School, Central Catholic High School, St. Mary’s Academy, Valley Catholic High School, De La Salle North Catholic High School, and La Salle Prep to an in-person gathering at Sellwood Riverfront Park, where students celebrated raising more than $100,000 for JoyRx—a new record!
Our Extraordinary Leaders

Thank you to the community leaders who comprise our Boards and champion our programs, giving generously of their time and talents to make good things possible for the children, teens, and families we serve. Click here to learn more.

Board of Directors

Elected, volunteer business and civic leaders with diverse backgrounds and decades of experience. They manage fiduciary responsibilities, budget and policy oversight, and strategic vision for the organization.

**Andrea Corradini**  
Board Chair, 2021-2022  
VP Global Catalyst Footwear  
Nike, Inc.

**Suzann Baricicicvich Murphy**  
Owner/President (w)here inc.

**Paula Barron**  
Partner  
Barron Liebman, LLP

**Ryan Beckley**  
Owner & President  
TerraFirma

**Scott Burton**  
Board Chair Emeritus, 2020-2021  
Director of Revenue Management & Portfolio Positioning  
Commbio Health Solutions

**Rosemary Colliver**  
Board Chair Emeritus, 2017-2019  
Head of Legal & Business Affairs  
ShadowMachine

**Jodi Coombs**  
EVP & COO  
Children’s Mercy Kansas City

**Aaron Cooper**  
Community Supporter

**Tim Cooper**  
Senior Vice President  
Brown & Brown Northwest Insurance

**Jessi Duley**  
Founder & Instructor  
BurnCycle

**Bill Foudy**  
President  
Target Sourcing Services

**Margo Fowkes**  
Founder & President  
OnTarget Consulting, Inc.

**Chris Funk**  
Artist, Musician and Producer  
The Decemberists

**Catherine Gonzalez-Lofgren**  
Management Consultant  
The Gunter Group

**Rob Goodman**  
Owner/President of Sales  
American Medical Concepts, Inc.

**Sharon Gueck**  
Portfolio Manager & Financial Planner  
Becker Capital

**Paul Gulick**  
Board Chair Emeritus, 2008-10  
Co-Founder, In-Focus  
Founder, Clarity Visual Systems

**Clare Hamill**  
Founding Board Chair, 1996-05  
Vice President  
Nike Growth Initiatives  
Nike, Inc.

**Paul Hogan**  
Principal  
Jesuit High School

**Scott Lawrence**  
Founder  
Breakside Brewery

**Andy Lytle**  
Board Chair Emeritus, 2011-17  
CEO, AtTheJoy LLC  
Co-Founder, Lytle-Barnett

**Lesley Otto, MD**  
Physician & Surgeon

**Ron Penner-Ash**  
Founder  
Penner-Ash Wine Cellars

**CS Sheffield**  
Investment Capital Manager

**John Simpson**  
Startup Advisor

**Sonja Steves**  
SVP of Human Resources  
Legacy Health

**Mike Tarbell**  
President & Head Coach  
Playbooks Consulting

**Danielle York**  
Ex-Officio  
Chief Executive Officer  
Children’s Cancer Association

**Regina Ellis**  
Ex-Officio  
Founder & Chief Joy Officer  
Children’s Cancer Association

JoyRx Music Champions

Leaders and executives from media companies, global consumer brands, and the music industry who provide strategic insights and connections that make our flagship music medicine program possible.

- National JoyRx Music Champions Roster
- Austin JoyRx Music Champions Roster

Pacific Northwest Leadership Council

Collaborative partners who raise awareness of Children’s Cancer Association’s mission and goals. They provide talent, passion, and expertise in marketing, fundraising, programs, and community engagement.

- Pacific Northwest Leadership Council Roster

Young Professionals Council

Young professionals who are with us every step of the way, participating in our events, programs, and fundraisers and connecting us to new friends.

- Young Professionals Council Roster
Voices of Philanthropy

WHY SUPPORT CCA?

“Being able to connect the music and musicians I work with every day to JoyRx Music and their mission is fulfilling; it’s a beautiful way for me to support a charitable effort in my day-to-day life.”
CODEY ALLEN
Director of Entertainment Relations, Gibson Brands
Austin JoyRx Music Champion

“CCA is about connection. People want to know that there’s somebody out there who cares about them. And that’s the work CCA is doing, for the betterment of those kids.”
CEDRIC BERRY
Pacific Northwest Leadership Council Co-Chair

“CCA is a really good thing in the lives of kids who are going through a really hard time. They’re a constant source of happiness.”
TOM FISCHER
CCA Young Adult Alliance

“My mother passed away in 2008 after a long battle with breast cancer, so I saw firsthand the impact that cancer can have on a family. I love being able to support CCA’s mission of providing Joy to families and children going through what is likely the most difficult time in their lives.”
SHARON GUECK
CCA Board of Directors

“It has been a true blessing being part of the JoyRx Mentorship program. It has given me the opportunity to give back and fill my heart with joy.”
LORENA CURTIS
Volunteer JoyRx Mentor

“The joy I get from CCA is lifetime supply, a full tank of joy. Some people volunteer, and then they go home. But for me, volunteering at CCA changed my life in every way possible, in the best ways possible.”
RUSTY NELSON
10-year CCA volunteer

“It was so great to be able to bring Joy and reprieve to families like mine is so amazing. Pediatric cancer feels like it’s such a big thing, that one person can’t possibly make a difference. But the way CCA’s programs work, there’s so many ways to make a profound impact.”
MELISSA OWENS
Two-time cancer survivor and 20+ year CCA friend

Thank You, JoyRx Friends!
Thank You!

For 26 years, many individuals, foundations, companies, and organizations have made JoyRx possible. We thank each and every one of you for positively impacting the emotional well-being of young patients nationwide.

Legacy of Joy: Planned Giving Society

CCA’s Planned Giving Society celebrates individuals who have included CCA in their will, as a beneficiary of their retirement or insurance plan, or have set up long-term gifts, including charitable gift annuities (CGAs) and charitable remainder trusts (CRTs). Thank you for the lasting impact these gifts create in the lives of seriously ill kids and their families when they need more than medicine. To learn more about how to join our Legacy of Joy society, please click here.

Society 5 Members

Society 5 is an innovation accelerator that enables CCA to seek out and fund game-changing, mission-focused projects and initiatives. It is inspired by Alexandra Ellis’s five years of life and the community of Joy that she ignited.

For More Information

If you are thinking about ways to get more engaged philanthropically, including planning an estate gift or joining Society 5, please contact Tanya Sloan, Director of Philanthropy, at TSloan@JoyRx.org or (503) 200-5122.

To make a gift now, visit JoyRx.org/Donate
JoyRx Heals.

For 26 years, Children’s Cancer Association has delivered Joy-based programs to seriously ill kids and teens to improve their emotional health and well-being—transforming their pediatric healthcare experience.

Your generous support makes this possible—thank you.

If you’d like to explore new ways to Give Joy, please contact:

Danielle York, CEO
DYork@JoyRx.org

Jenny O’Bryan, SVP of Revenue & Development
JOBryan@JoyRx.org

If you’d like to learn more about CCA’s Capital Campaign, JoyRx Now!, please contact:

Regina Ellis, Founder & Chief Joy Officer
REllis@JoyRx.org

If you’d like to support our program expansion or know a family that could benefit from JoyRx, please contact:

Mark Ferdig, VP of Programs
M Ferdig@JoyRx.org