



MAKING A BIG IMPACT

Rally Kid Mary Tipton
Beating Soft Tissue Cancer

ON CHILDHOOD CANCER

Rally Kid Courtney
Surviving Blood Cancer

A BIG IMPACT!



Rally's Impact On Childhood Cancer

Together, we have made significant progress in the fight against childhood cancer. Because of you, our donors, participants and volunteers, Rally was able to fund more in childhood cancer research grants than at any time in our history. We have also raised awareness nationally through our advocacy efforts, which led to increased federal funding for childhood cancer research from the Department of Defense. Our impact on local communities continues to grow through our extension cities in Nashville, Pensacola and New York City. With your help, we have been able to stand with our Rally Families so they don't have to fight childhood cancer alone.

At Rally, our mission is to empower volunteers across the country to raise awareness and funds for childhood cancer research to find better treatments with fewer long-term side effects and, ultimately, cures.

Childhood cancer is the #1 disease killer of kids in America. Every school day, 46 families learn their child has cancer. In that moment, all a parent wants to know is, "What are you going to do to make my baby better?" Rally exists so that doctors will have amazing answers.

Thank you for partnering with us in the fight against childhood cancer. Together, we are working toward a more promising future for every child diagnosed with cancer.

Rally On!
Rally Board of Directors

RALLY'S IMPACT

\$13.7 Million

Research Grants Awarded
since 2006

\$2.7 Million

Research Grants Awarded in 2018

18% Growth

YOY for the Last Five Years

Served 4,410

Meals in Hospitals

Paid Bills

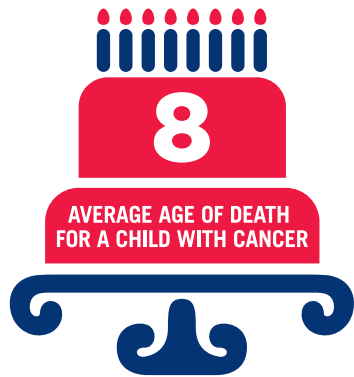
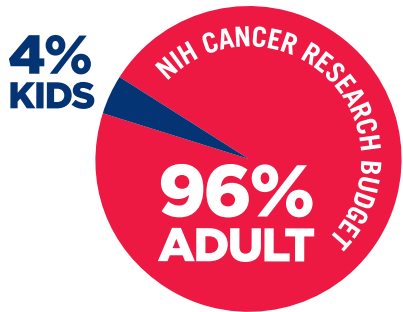
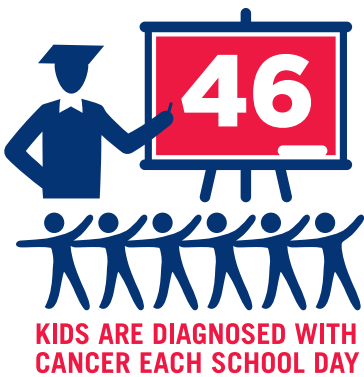
for 70 Families
in 19 States



THE FACTS OF CHILDHOOD CANCER

Cancer is the #1 disease killer of kids ages 1-19 in America. Simply put, kids are dying because they do not have treatment options. When kids do survive childhood cancer, many will have a significant health issue that is related to their cancer or side effects from treatment by the time they are 45 years old. What's more, childhood cancer research is severely underfunded. Only 4% of the National Institutes of Health cancer research budget is allocated for childhood cancer.

CANCER
IS THE **#1**
DISEASE KILLER
OF KIDS IN
AMERICA



THE REALITIES OF CHILDHOOD CANCER

"Kids are not supposed to be fighting for their lives. They should be playing and learning and smiling and being older or younger brothers and sisters."

-Michael Gossling

Rally Kid Grant's Story

Michael and June Gossling knew something was not right with their two-year-old son, Grant, so they made a visit to an urgent care center. An x-ray revealed a spot on Grant's right arm and the doctor sent them straight to the children's hospital. Grant was diagnosed with stage 4 neuroblastoma.

Grant's cancer was aggressive. The doctors tried every option that offered hope, including chemotherapy, MIBG therapy and a stem cell transplant. His four-year-old body was tired and weak from almost two years of brutally harsh treatments. Sadly, Grant passed away on March 28, 2016.

Rally Kid Grant
Solid Tumor Cancer (2011-2016)



**WE RALLY FOR
PROMISING
RESEARCH.
BETTER
TREATMENTS.**

Rally Kid Grant
Solid Tumor Cancer (2011-2016)

A LONG ROAD

A child's cancer journey isn't over when treatment is completed

What It's Really like to be a
Childhood Cancer Survivor:

Rally Kid Robert's Story

Diagnosed with acute lymphoblastic leukemia (ALL) at just six years old, Robert's childhood has been consumed by cancer. Although Robert is now 13 years old and cancer-free, the daily side effects from his treatments and medications will never allow him to live a normal life. Robert's type of cancer has a 90% survival rate, but this statistic is misleading. Harsh treatments come with a price. Robert suffers from painful neuropathy in his hands, bleeding in his esophagus, high blood pressure, arthritis, short-term memory loss, learning disabilities and many other side effects.



Rally Kid Robert
Beating Blood Cancer

OVER A DECADE OF PROGRESS

Rally's Impact on childhood cancer research - 2005-2015

Rally sees itself as philanthropic seed investors in the next great discovery. In our first decade (2005-2015), we utilized a dual peer review process that ensures we fund the most promising research. This means every grant was scrutinized by two reviewers. We provide critical seed funding, encourage collaboration and give both young minds and seasoned professionals a chance to flourish. Research projects are supported at all stages from the initial idea to clinical trial. We invest early and stick with a project-even through rough patches-as long as progress is being made.

28%
RALLY-FUNDED
RESEARCH PROJECTS
HAVE PROGRESSED
TO CLINICAL TRIALS



59%
OF RALLY-FUNDED
RESEARCH PROJECTS
HAVE ADVANCED TO
RECEIVE FEDERAL
FUNDING

74%
OF RALLY-FUNDED RESEARCHERS
PRESENTED THEIR DISCOVERIES
AT SCIENTIFIC CONFERENCES



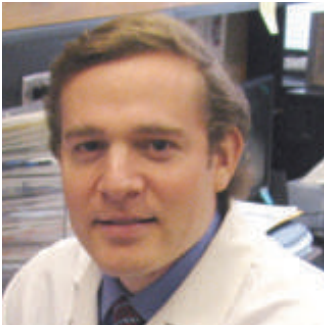
69%
PERCENT OF ALL
RALLY-FUNDED
RESEARCH PROJECTS
HAVE BEEN PUBLISHED
IN JOURNALS OF BOOKS

MEET OUR RESEARCHERS



Dr. Eric Chow,
Seattle Children’s Hospital

Dr. Chow’s research focuses on the damage cancer treatments can inflict on patients’ hearts. Rally provided the bridge funding Dr. Chow needed to continue his research so that he could advance to clinical trial and receive NIH funding.



Dr. Gregory Friedman,
Children’s of Alabama

Rally has co-funded Dr. Friedman’s research, which focuses on engineering the herpes simplex virus to infect and kill brain cancer cells that are resistant to traditional treatments like chemotherapy and radiation, while not harming normal cells. The treatment also boosts the patient’s own immune system.



Dr. Sarah Tasian,
Children’s Hospital of Philadelphia

Dr. Tasian’s research focuses on immunotherapy, which uses the body’s own immune system to fight cancer. She uses genetic testing to identify mutations within the cancer cells to find weaknesses. This Rally-funded research has resulted in promising clinical trials for children with high-risk leukemias.



Dr. Debra Friedman,
Vanderbilt University

With the help of Rally funding, Dr. Friedman and her team conducted genomic analyses on retinoblastoma tumors to see if the tumor’s genes could help predict its behavior. Their findings have led to the development of a multi-institutional study funded by the National Cancer Institute.



Dr. Katharine Brock,
Children’s Healthcare of Atlanta

Palliative care helps families and patients with serious or life-threatening illness achieve the best quality of life possible. Funding provided by Rally allowed Dr. Brock to conduct a study that tested a unique outpatient model. Findings from the study led to the opening of the Supportive Care Clinic at Children’s Healthcare of Atlanta.



Dr. Elias Sayour,
UF Health Shands Children’s Hospital

Rally Researcher Dr. Elias Sayour is currently working on a project involving a vaccine for osteosarcoma that he hopes will move into a clinical trial soon. Dr. Sayour is grateful for the funding he has received from Rally.



Rally Kid Peyton’s Story

Peyton began struggling with severe headaches, joint pain and overall fatigue in early January 2017. Within a week, these pains escalated and were accompanied by blurred vision and jaw pain and resulted in a trip to the emergency room. She was diagnosed with a very rare combination of two types of leukemia.

Peyton underwent chemotherapy, a bone marrow transplant, and was declared to be in remission, but routine scans in the summer of 2017 revealed that she had relapsed. Doctors discussed treatment options and decided to try CAR-T therapy. Rally helped fund the research that led to CAR-T therapy, an immunology treatment that is much less brutal than traditional chemotherapy. Peyton responded to CAR-T and is now cancer-free.

Rally-Funded Osteosarcoma Research

This year, Rally lost three of our beautiful Rally Kids to osteosarcoma: Aliyah, Grace and Poppy. Osteosarcoma is the most common type of bone cancer in children and adolescents. Unfortunately, a child diagnosed with osteosarcoma today will generally receive the same treatment as a child diagnosed 30 years ago. Rally is currently funding promising research for better osteosarcoma treatments.

“When you’re like I was with essentially no research experience when I first got started, it’s very difficult to get government-level funding without foundation support like Rally’s. I’m just so grateful for you guys (Rally) and your mission to support young investigators, allowing us to get on our feet, to be independent and sustain not only our careers, but our mission.”
- Dr. Elias Sayour





RALLY- FUNDED GRANTS MAKE A BIG DIFFERENCE FOR KIDS WITH CANCER

Rally Kid Drew's Story

When he was just two years old, Drew was diagnosed with neuroblastoma and given less than a 10% chance of survival. His mother quickly connected with Rally, and Drew became one of our amazing Rally Kids. His treatments continued, and his family traveled to Children's Hospital of Philadelphia, where they received treatments at the Memorial Sloan-Kettering Cancer Center.

It was only after being involved with Rally for years that the family realized the treatment Drew received was discovered by a Rally researcher.

Early support from Rally was instrumental in a project using humanized 3F8 antibodies- one of the only drugs specifically made for treatment of neuroblastoma in the history of medicine. The grant funded both clinical trials in which Drew participated. Thanks to Rally's funding of this study, Drew is surviving and thriving today as a healthy teenager.

Rally Kid Drew
Beating Solid Tumor Cancer

2018 Research Grants Awarded by Rally

ALL CANCERS

COG Oncology Group
– Dr. Peter Adamson

BLOOD CANCERS

Memorial Sloan Kettering
– Dr. Sheng Cai

Emory University,
AFLAC Cancer Center
– Dr. Doug Graham

Arkansas Children’s
Hospital Research Institute
– Dr. Jason Farrar

The Regents of the
University of Michigan
– Dr. Mark Chiang

Columbia University
– Dr. Koichi Oshima

Johns Hopkins University
– Dr. Linda Resar

Northwestern University
– Dr. John Crispino

University of Alabama
at Birmingham
– Dr. Julie Wolfson

Emory University
– Dr. Cheng-Kui Qu

Vanderbilt University
– Dr. Rachael Schulte

Children’s Hospital
of Philadelphia
– Dr. Sarah Tasian

BRAIN CANCERS

National Brain Tumor
Society
– Dr. Roger Packer

Beckman Research
Institute of the City of
Hope
– Dr. Karen Aboody

Children’s Research
Institute
– Dr. Melanie Grant

Baylor College of Medicine
– Dr. Stephen Mack

Emory University
– Dr. Se-Yeong Oh

Northwestern
University-Chicago
– Dr. Rintaro Hashizume

SOFT TISSUE CANCERS

The University of
Washington
– Dr. Eleanor Chen

Dana-Farber
– Dr. Adam Durbin

The University of Chicago
– Dr. Samuel Volchenboun

Massachusetts General
Hospital
– Dr. Alessandra Welker

UT Southwestern Medical
– Dr. Lin Xu

Memorial Sloan Kettering
– Dr. Filemon Dela Cruz

Johns Hopkins University
– Dr. Lingling Chen

SOLID TUMORS

St. Jude
– Dr. Mark Hately

Children’s Cancer Therapy
Development Institute
– Dr. Charles Keller

Dana-Farber
– Dr. Brian Crompton

Dana-Farber
– Dr. Allison O’Neill

Memorial Sloan Kettering
– Dr. Koichi Ogura

Baylor College of Medicine
– Dr. Jason Yustein

University of Florida
– Dr. Elias Sayour

Case Western Reserve
University School of
Medicine
– Dr. William Samsa

Johns Hopkins University
– Dr. Kathryn Lemberg

Case Western Reserve
University School of
Medicine
– Dr. Ed Greenfield

Dana-Farber
– Dr. Ting Tao

Vanderbilt University
– Dr. April Weissmiller

Emory University
– Dr. Muxiang Zhou

Children’s Hospital
of Philadelphia
– Dr. Hamid Bassiri

Dana-Farber
– Dr. Malgorzata Krajewska

Medical University of
South Carolina
– John O’Bryan

PALLIATIVE CARE

The Regents of the
University of California,
Los Angeles
– Dr. Lonnie Zeltzer

College of Medicine,
University of Nigeria,
Ituku-ozalla Campus
– Dr. Tonia Onyeka

Emory University
– Dr. Katharine Brock

Dana-Farber
– Dr. Angela Feraco

SURVIVORSHIP

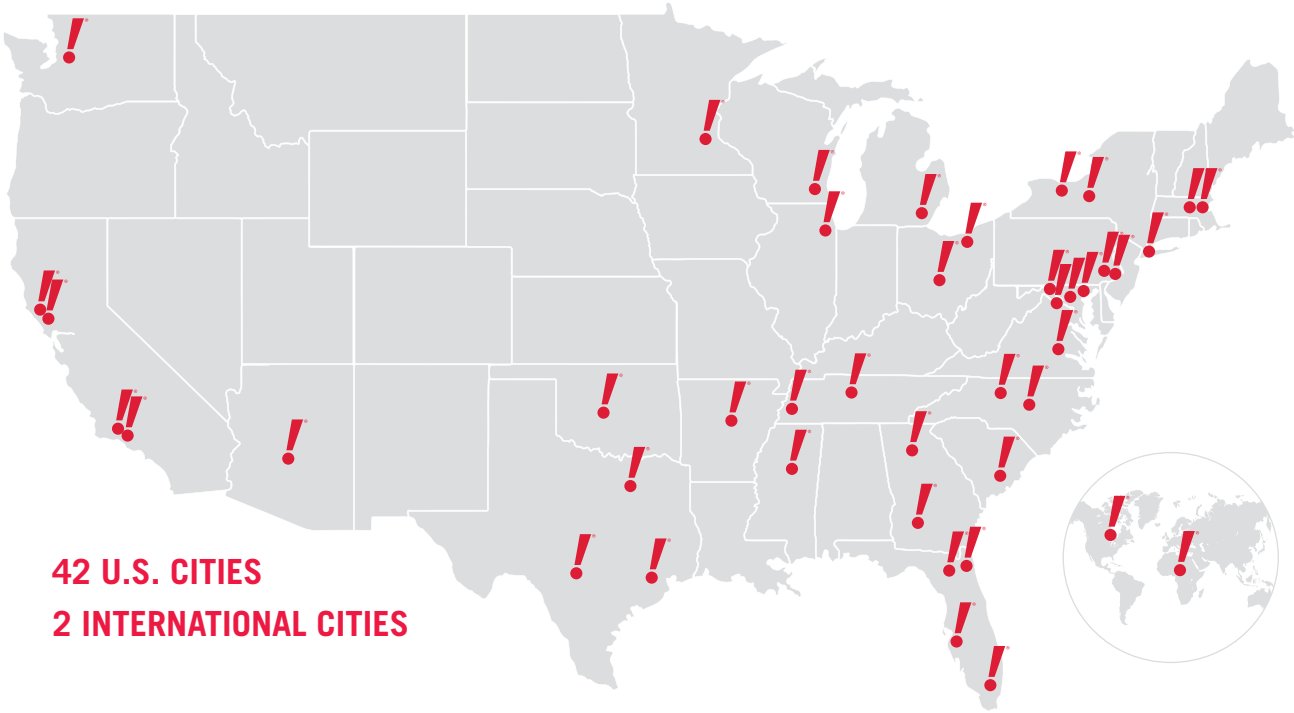
Regents of the University
of Minnesota
– Dr. Beshay Zordoky

Rally’s Process for Funding Childhood Cancer Research

How does Rally decide on what research projects to fund?

Through a competitive dual peer review process, the Rally Medical Advisory Board, comprised of the top childhood cancer oncologists in the country, scrutinizes each research grant application. The process is rigorous and only the most promising projects qualify for funding.

RALLY FOUNDATION FOR CHILDHOOD CANCER RESEARCH HAS AWARDED MORE THAN \$13.7 MILLION IN GRANTS



AWARENESS AND ADVOCACY



Raising awareness and advocating on behalf of children with cancer is key to Rally Foundation's mission. 96% of the National Institutes of Health cancer research budget goes towards adult cancer research, leaving only 4% of those funds available for childhood cancer. This lack of funding prompted Dean Crowe, Rally's CEO, to look for research funding in other areas. The Department of Defense was found to have additional funding for medical research, and Dean wrote a white paper making a strong case that research for cancers affecting adolescents, young adults and children should be included in the budget. Our collective advocacy led to the inclusion of pediatric and young adults in the DoD \$80M Peer Reviewed Cancer Research Program. This is the first time that young adults and all childhood cancers have been included in the DoD budget. In 2018, the budget was increased to \$80 million.

After funding for the DoD Peer Review Cancer Program was announced, Rally was approached by the program to assist with nominations for consumer reviewers, including survivors of childhood cancer or caregivers of family members with childhood cancer. Rally successfully nominated three reviewers who were selected to assist with the grant process and funding decisions for fiscal year 2017. Those selected as consumer reviewers had served with the Rally for Research program as advocates for the very funding they were now assisting in allocating to ground-breaking, life-saving research.

CureFest

Rally is an official sponsor of CureFest, whose mission is to make childhood cancer research a national priority by uniting the childhood cancer community, the general public, the medical community and our elected leaders. CureFest begins with a march to the U.S. Capitol led by Rally Foundation and allows thousands of supporters to unite and become one voice for more federal funding for childhood cancer.

Rally team members, along with Rally Kids, families, board members and supporters attend the annual event during September, which is Childhood Cancer Awareness Month.



A close-up, slightly blurred background of the American flag, showing the stars and stripes in a patriotic color palette of red, white, and blue.

OUR VOICES WERE HEARD AND MADE A DIFFERENCE

Department of Defense

DoD Medical Research Program Announced \$10.4M for Pediatric and AYA Cancers and \$3.3M in Brand New Funding for Cancers in Children, Adolescents and Young Adults

Rally Foundation is excited to share that community-wide advocacy efforts have resulted in \$3.3M of new funding for children, adolescents and young adults (AYA) cancer research. This is the very first time this sector has been funded by the DoD Peer Reviewed Cancer Research Program (PRCRP). Pediatric brain tumors (PBT) and neuroblastoma have been a part of the PRCRP for several years. Both experienced significant funding growth in FY17. In addition to the \$3.3M for children and AYA, PBT received \$4.7M and neuroblastoma received \$2.4M bringing the total funding to \$10.4M. Promising and innovative research will lead to better treatments and ultimately cures. And this is just the beginning.

TOGETHER OUR EFFORTS INCREASED RESEARCH FUNDING FOR CANCERS IN CHILDREN, ADOLESCENTS AND YOUNG ADULTS

FROM

\$4.6M
IN FY16

TO

\$10.4M
IN FY17

IN ONE YEAR

126% **INCREASE**
FUNDING FOR PEDIATRICS AND AYA

MORE THAN 90%

OF ALL ACTIVE MILITARY PERSONNEL AND THEIR FAMILIES FALL
INTO THE PEDIATRIC, ADOLESCENT AND YOUNG ADULT POPULATION



Rally Kid Hudson
Beating Blood Cancer

Rally Kid Mary Tipton
Beating Soft Tissue Cancer

SIGNATURE EVENT

Rally On the Runway

Rally On the Runway is a fashionably chic date night filled with fashion, food and fun! Our brave Rally Kids are the highlight of the event, melting hearts as they walk the catwalk arm-in-arm with NFL players and celebrities. Rally On the Runway is a time for our Rally Kids to take a break from worrying about treatments, sickness and cancer and enjoy being kids. In addition to the fashion show, our guests have a chance to sample delicious food, preview a professional runway show and participate in silent and live auctions, all focused around raising funds for childhood cancer research.



Rally Kid Brecklynn
Fighting Solid Tumor Cancer



Rally Kid Ethan
Fighting Blood Cancer

Rally Kid Grace
Bone Cancer (2003-2018)

DELTA DOUBLE PLAY

SIGNATURE EVENT

Delta Double Play

This two-event weekend starts with the Benefit Bash at the Georgia Aquarium and is followed by the Brian McCann Rally Celebrity Softball Game at Aviation Sports Complex for 6-4-3 DP Athletics. The Benefit Bash features auctions, cocktails and delicious food, as well as special messages from several Rally Kids. The Brian McCann Rally Celebrity Softball game gives Rally Kids and guests alike an opportunity to kick back and have some fun as they enjoy activities and an exciting softball game with MLB players! All proceeds from the weekend benefit Rally and its mission to find better treatments with fewer long-term side effects and, ultimately, cures.



Rally Kid Ethan
Fighting Blood Cancer

GET INVOLVED WITH RALLY

INVOLVEMENT

Something for Everyone

Anyone can participate in one of our established fundraisers and join the fight against childhood cancer! Have your own fundraising idea? As long as it is legal, ethical and moral, we're all for it!

- 4 Quarters 4 Research
- 46 Faces of Rally
- 46-Mile Challenge
- McCann Home Run Challenge
- Rally Cupid Chase
- Vic Beasley 44 Tackle & Sack Challenge

Community Partners

Rally partners with businesses both large and small in the fight against childhood cancer. Our Community Partners raise funds for childhood cancer research through register campaigns, events, employee giving and other programs. Whatever your organization chooses, know that your support helps develop better treatments and hopefully one day, a cure for childhood cancer.



IT'S ALL ABOUT THE KIDS

Meet Our Rally Kids

Rally Kids and their families are our heartbeat. Our Rally Kids fight cancer with courage, determination and hope. We keep them at the core of everything we do, and they inspire us to keep working hard toward better treatments and cures. Rally Kids are just that-kids, and they deserve the chance to have a normal childhood. Giving these children opportunities to have fun and forget about the hardships of cancer is an important part of Rally's mission.

Anyone who has fought, is currently fighting, or has lost a battle with childhood cancer can become a Rally Kid.

Each of our Rally Kids fit into one of three categories; fighting, beating and surviving. Rally Kids who are in active treatment are considered to be fighting cancer. Kids who have completed their treatment are said to be beating cancer, and those who have been free of the disease for five years or longer are considered to be surviving cancer.

Rally Kid Logan
Fighting Blood Cancer

Rally Kid Breckylnn Fighting Solid Tumor Cancer

In 2015, two-year-old Breckylnn was diagnosed with pleuropulmonary blastoma, an extremely rare solid tumor cancer. She has endured 10 rounds of chemotherapy, two lung surgeries and 20 rounds of brain radiation. Following a relapse in 2017, she has continued to fight childhood cancer with strength and grace.



Rally Kid Monica Fighting Blood Cancer

Monica was diagnosed with blood cancer at the age of 14. She received a bone marrow transplant in 2010 and has become a great spokesperson for young adults with cancer, even discussing her disease on air with Ryan Seacrest. In May 2018, she suffered a relapse for the third time and continued her courageous fight. Monica responded to CAR-T and is once again cancer-free.



Rally Kid Khai Fighting Blood Cancer

Khai was diagnosed with blood cancer in 2015 at the age of six. By the end of his first cycle of chemotherapy, he was so sick he could hardly walk. The harsh side effects of chemotherapy nearly killed him. However, he bravely battled through his treatment and completed chemotherapy in June 2018.

Rally Kid Mary Tipton Beating Soft Tissue Cancer

Mary Tipton was taken to the hospital in 2015 with what her family thought was appendicitis. Instead, they discovered that she had ovarian dysgerminoma, a rare type of germ cell cancer that is aggressive, but thankfully has a high cure rate. She completed chemotherapy in May 2015 and is currently beating cancer.



Rally Kid Michael Beating Blood Cancer

Michael was first diagnosed with blood cancer in 2015 and relapsed in 2016. Michael received 10 rounds of chemotherapy after a transplant and was diagnosed with pneumonia during treatment. After having a reaction to preventative antibiotics, he spent five days in a coma. Today, Michael is beating cancer and enjoys school, playing video games and superheroes.

Rally Kid Annie Beating Soft Tissue Cancer

After volunteering at Children's Healthcare of Atlanta during her first year of college, Annie returned as a patient when she was diagnosed with soft tissue cancer in 2016. She endured many rounds of chemotherapy and radiation treatments and is officially beating cancer. Now that she has finished treatment, she joins Rally in D.C. to advocate for more federal funding for childhood cancer research.



Rally Kid Courtney Surviving Blood Cancer

Courtney had just started her freshman year at Auburn University when she began experiencing shortness of breath and severe headaches. She was diagnosed with blood cancer. In 2013, she took her last chemotherapy pill. Courtney graduated from Auburn and is now serves as a child life specialist.



Rally Kid Allie Surviving Brain Cancer

Allie was diagnosed with brain cancer when she was just six months old and underwent chemotherapy treatments for two years. Today, she is a thriving six-year-old who loves dolls, playing outside, music and anything pretty. Allie was promoted to the Cancer Survivor Program in June 2018.

Rally Kid Nathan Surviving Solid Tumor Cancer

Nathan was diagnosed with solid tumor cancer when he was just three years old. Although he has been in remission for almost 10 years now, he still sees an oncologist annually to check for any signs of relapse. Despite some long-term effects of his treatments, Nathan lives the life of a normal 13-year-old.



Rally Kid Alexa 1997-2008, Solid Tumor Cancer

Alexa battled solid tumor cancer for most of her life. Her treatments included many surgeries, chemotherapy and radiation. Even though she was cancer-free, Alexa suffered difficult side effects that caused her spine to curve inward toward her lung. She underwent surgery to correct this, but passed away in 2008. Alexa loved parties, holidays and family celebrations. Her sweet spirit has inspired many people to join Rally in the fight against childhood cancer.



Rally Kid Grace 2003-2018, Bone Cancer

Grace loved swimming, running and hanging out with her sister and her friends. A member of U.S. Paralympic Swim Team, she found peace and comfort in the water. Despite fighting bone cancer for nearly four years, Grace was full of faith and joy. Her courageous battle continues to inspire people across the country to join the fight against childhood cancer.

Rally Kid Carson 2007-2017, Brain Cancer

Carson courageously battled DIPG, one of the worst types of childhood brain tumors. He underwent radiation at St. Jude Children's Research Hospital and received further treatment in California. There are no known curative treatments for DIPG. After a courageous eight month fight, Carson passed away in March 2017.



BEING GOOD STEWARDS

Rally's 5-Year Average



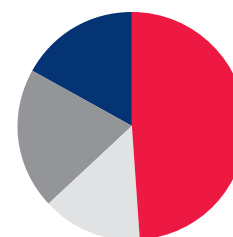
Highest Rating from Charity Watchdogs

Rally consistently receives the highest ratings available from charity watchdogs.



REVENUE & EXPENSES FY18

FUNDRAISING



20%

Corporations

14%

Private Foundations

49%

Grassroots

17%

Collaborations

CONTRIBUTIONS



58%

Contributions, Gifts & Grants

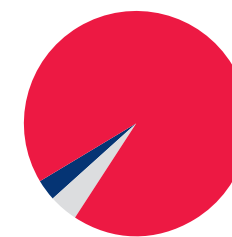
37%

Fundraising Events

5%

Federal Campaign

EXPENSES



93%

Programs

4%

Fundraising

3%

Administration

THOSE WHO RALLY

Rally's Volunteers

Our mission at Rally is to empower volunteers across the country to raise awareness and funds for childhood cancer research to find better treatments with fewer long-term side effects and, ultimately, cures. Rally volunteers go above and beyond planning events, serving on committees and raising funds and awareness for childhood cancer research. They are passionate people of all ages who have a heart for helping kids with cancer get back to being kids.

KEY VOLUNTEERS

Rally Volunteer Alyson Roach

I was first introduced to the Rally Foundation through a friend whose nephew was fighting childhood cancer. From the first day I volunteered with Rally in 2006, it was easy to see that Rally is an organization full of passionate people with a remarkable purpose. Since then, my family has done everything from bringing sandwiches to Rally families during chemotherapy treatments to helping organize major Rally events. The Rally Kids have taught us what faith and bravery look like in the face of adversity.



“Rally Kids and their families give more to us than we could ever give to them. They teach us that through volunteering with Rally, we can make a difference and join them in the fight!” - Alyson Roach

Rally Volunteer Robin Rohrbach

I became a volunteer with Rally as the foundation was just beginning. At that time, our daughter, Alexa, had just finished treatment for neuroblastoma, a type of childhood cancer. I met Founder and CEO, Dean Crowe, and jumped on board to help get Rally in our community. It has been mind-blowing for me to be a part of what Rally is doing to help kids that are going through treatment for this terrible disease. I have had the joy of watching some of Alexa’s friends participate in Rally activities, and then go on to start and organize events.



“It touches my soul to know that my little girl with cancer has inspired others to consistently help in the fight against childhood cancer, a cause that is so dear to our hearts.” - Robin Rohrbach

OUR CORPORATE SPONSORS

PREMIER PARTNER

DIAMOND PARTNERS

PLATINUM PARTNERS

GOLD PARTNERS

SILVER PARTNERS

Alston & Bird, LLP	Cates Builders, LLC	Genuine Parts	MLW Stone
Anheuser-Busch	Chick-fil-A	Georgia Pacific	MTC Corporation
Arby's Foundation	The Cumberland Group	Georgia Power	Muscle Up Marketing
Atlanta Lanehart Electric	Dantanna's	Kaiser Permanente	OTR Capital
Berman Fink Van Horn P.C.	Dillards's	KPMG	Rotary Club of East Cobb
Arthur Blank Family Foundation	Donte Properties	Kroger	Syfan Logistics
	Exit Right	Luma	Synovus
Brasfield & Gorrie	First Tennessee Bank	MiMedx	Wells Fargo Advisors

OUR SPOKESPEOPLE

Spokespeople

Rally is honored to have so many incredible spokespeople who are passionate about raising awareness and funds for childhood cancer research. They are incredible advocates and we are thankful to have them as a part of the Rally family. Our spokespeople include:

- Ashley and Brian McCann
- Vic Beasley
- Takeo Spikes
- Kris Medlen
- Joe Hawley
- Lucas Sims
- Prince Amukamara
- Corey Peters
- Sam Wyche



OUR BOARDS

Rally Board of Directors

Peggy Fulghum Chairman	Christi Kruse Treasurer, Kruse Accounting	Todd Ewing United Distributors	Blaine Hess Hess Segal Financial
Dean Crowe Founder and CEO	Carole Anne Orsborn Secretary, Tennessee Higher Education Commission	Chris Gaffney Coca-Cola	Kevin Isakson Isakson Living
Reid Crowe Founder, Instrumentation Laboratory	Larry Deist Delta Air Lines	Scott Givens KPMG	Joy Posthauer, RN Emory
		Michael Gossling Do My Own	Shane Roach South Haven Builder Partners, LLC

Rally Board of Advisors

B.B. Abbott, J.D. Owner Jet Sports Management	Rick Fossum Creative Director The Fossum Group	Shelley and Gage Logan Rally Nashville Board Chair Parents of Parker, Lymphoma	Otis J. Scarborough President and CEO Woodruff Holding Company
Tami and Randy Arrowood Parents of Audrey, Solid Tumor	Todd France President and CEO Five Star Athlete Management, Inc.	Jeffrey Marcus, MD Atlanta Women's Healthcare	Ryan A. Schneider, J.D. Partner Troutman Sanders, LLP
Ed Bastian CEO Delta Air Lines	Ellen and Chris Gaffney Parents of Madeline, CML	Richard Marshall Senior Client Partner Korn/Ferry International	Christina Guidos and Casey Sentell Parents of Ava, Undifferentiated Sarcoma
Austin Bauman Founder & Team Leader Rally Across America	Jill George Community Benefit Program Specialist Kaiser Permanente	Claire Olson Mathai, RN Pediatric Nurse Sister of William, Brain Tumor	Jennifer and Brian Sorrell Parents of Kristen, ALL
Rick Beaulieu Assistant Superintendent Personnel Management Cherokee County Schools	Senator Judson Hill, J.D. Georgia State Senate	Tom Price, MD Former United States Secretary of Health and Human Services	Chris Sumsky Sumsky Technology Consulting
Cindi Bonner Rally Pensacola Director	Senator Johnny Isakson Member of Congress	Kingsley Roberts Delta Air Lines Pilot	Shauna and Mark Trainer Parents of Hailey, AT/RT Brain Tumor
Jo Bonner Vice Chancellor University of Alabama Former U.S. Representative	Christine and Jonathan Kaufman, MD Parents of Ruby, solid tumor	Robin and Chris Rohrbach Parents of Alexa, Neuroblastoma	Aleksandra and Joe Valenza Rally NY Representatives
Becky Carraway, RN Prayer Circle Founder	Elaine and Jim Kay Rally Nashville Director Parents of James, Ewing's Sarcoma	Vivien Russ, SPHR Director of North American Human Resources Metso	Dina and Vince Vassil Parents of Andrew, Brain Tumor
Nicole Chitty Rally Athlete Founder Wife of Steven, Sarcoma	Tom Lines Owner Imagers		Sam Wyche Former NFL Head Coach Metso

OUR MEDICAL ADVISORS

Rally Medical Advisory Board

Peter C. Adamson, MD

Chair, Children’s Oncology Group;
Chief, Division of Clinical
Pharmacology and Therapeutics
Children’s Hospital of Philadelphia

Saro Armenian, D.O., MPH

Director, Childhood Cancer
Survivorship Clinic;
Associate Professor, Departments of
Pediatrics and Population Sciences
City of Hope

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HOW IT ALL BEGAN



The Original Rally Kid William
Brain Cancer (1986-2012)

Rally's Beginnings

There are moments that have such a profound impact that they completely change the direction of your life. That is how I feel about the day my husband, Reid, and I went to visit William Olson in the hospital. William was a teenager fighting a brain tumor for the second time in two years. Although that day was more than 12 years ago, I still remember it as if it was yesterday. I was shocked at how very sick William was. Then I thought about our son, Jonathan. Both William and Jonathan were seniors in high school, but their situations were polar opposites. Jonathan was planning his future, while William was literally fighting for his life.

I looked at Nancy, William's mom, and asked her to tell what I could do to help her. I told Nancy that I wouldn't make her dinner because this situation was way past dinner. And it was. Nancy asked me to fund the best childhood cancer research, wherever it may be.



With that question, "What can I do to help?" the Rally Foundation for Childhood Cancer Research was born, and William became the first Rally Kid. It was in the Olson's driveway in 2006 that we presented our first grant of \$5,000. We have been working ever since to fund the most promising research around the globe. This year, we were able to award \$2.7 million in grants bringing the total given in grants to \$12.7 million. Rally led national advocacy efforts resulting in \$3.2 million in brand new funding from the DoD Peer-Review Cancer Program specifically for cancers in children, adolescents and young adults.

At Rally, we view ourselves as philanthropic seed investors in the next great discovery. We work hard to fund the most promising research through a dual competitive peer process. We also work hard to secure additional federal funding for childhood cancer research. We want better treatments with fewer long-term side effects, so kids can get back to being kids. And it is your generous support that makes this possible.

Rally On!

Dean Crowe,
Founder and CEO



PROMISING
RESEARCH.
BETTER
TREATMENTS.
RALLY ON!



Rally Kid Peyton,
Beating Blood Cancer

Rally! in September
FOUNDATION
FOR CHILDHOOD CANCER AWARENESS



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RallyFoundation.org

