Pediatric Brain Tumor
FOUNDATION

THE CAVALRY

COMING TO THE AID OF FAMILIES IN THEIR GREATEST TIME OF NEED

2024

ANNUAL IMPACT REPORT

FY24
Impact at a Glance

Expanding Family Support & Guiding Their Journey

Support Groups

171
families engaged

162
meetings

across
35 states

13% INCREASE
in families new to PBTF

Educational Resources & Research

200+% increase
in distribution of hard copies of **Starfolio & Survivorship Resource Guidebook**

Advanced $1.2M
in new **Discovery**, **Translational**, **Clinical Research** projects and **Early Career Development** grants, supporting world-class research centers.

Webinars

361
attendees

Spanish Language Resources & Support

75% increase
in Spanish-speaking families that newly connected with PBTF

60% increase
in Spanish-translated Starfolios distributed

Butterfly Fund

$450,185
distributed

421 families
across

35 states

A Letter from the **Executive Director**

Geoff Still

Thank You for Standing With Us

I am honored to address you as the new **Executive Director** of the Pediatric Brain Tumor Foundation. I want to thank the Executive Committee for this **incredible opportunity** to serve a mission that means so much to me and my family.

Five years ago, I joined the Pediatric Brain Tumor Foundation because it was the perfect blend of passion and purpose for me. I'm a **dad**, like many of you, who faced the unimaginable. In 2016, my son, Eze, was rushed to the hospital, where he underwent life-saving emergency surgery to remove a brain tumor later diagnosed as oligodendroglioma.

Since then, we've connected with countless families navigating the difficult and emotional journey of having a child diagnosed with a brain tumor.

2024 has been a year of **progress**, **hope**, and **meaningful impact** in the fight against pediatric brain tumors, and it's all because of you. To every donor, volunteer, and partner who joined us on this mission, we offer our **heartfelt gratitude**.

As we look to the future, our macro goal of becoming the **"cavalry"** for affected families - families like my own - remains our **top priority**. Families navigating childhood brain tumors need our help now more than ever. With your unwavering commitment, we bring **bold ideas to life**, fund cutting edge research at leading institutions, and make a difference for those we serve.

On a personal note, 2024 also marked the year I became a grandfather, as Eze welcomed his first child into the world - further igniting both my **passion** and **sense of urgency** to ensure every child diagnosed with a brain tumor has the opportunity to thrive.

Thank you for being part of this vital mission. We are truly in this **together**, and we couldn't do it without you.

In partnership,

Geoff Still

Executive Director

Teamwork with the **University of Michigan** Tackles Tumor Recurrence

The Pediatric Brain Tumor Foundation is proud to support groundbreaking research led by Drs. Maria Castro and Pedro Lowenstein in the fight against pediatric **high-grade glioma (pHGG)**, one of the deadliest forms of childhood brain cancer. Since 2019, the PBTF has given nearly **$900,000** in gifts and sponsored grants to the University of Michigan.

This vital study focuses on understanding why H3.3-G34R mutant gliomas, a subtype of pHGG, recur after immune gene therapy. Using **cutting-edge technology**, the research team aims to trace tumor clone evolution, identify the pathways driving these recurrences, and develop therapies to **prevent relapse**.

Drs. Castro and Lowenstein bring unmatched expertise in neuro-oncology and gene therapy, with a particular focus on immune-based treatments.

By advancing targeted therapies and immunotherapy approaches, our scientists aim for **less** toxic treatments that **enhance** quality of life while dramatically improving outcomes. Read the full article **here.**

> *"Together, we are addressing immediate needs for pediatric brain tumor research and investing in **lasting solutions** that will provide a **powerful** engine for meaningful change. We're not just collaborating; we're **amplifying** each other's strengths, and I'm **proud** of our shared vision."*
>
> **- Dr. Sanjay Gupta**
>
> *PBTF Senior Advisor, CNN Chief Medical Correspondent*

Bringing the Voice of the Patient to Regulators & Industry

The Pediatric Brain Tumor Foundation released the **Voice of the Patient** report, highlighting the impact of **pediatric low-grade glioma (pLGG)** and the experiences of patients, families, and caregivers. Based on input from an **Externally led Patient-Focused Drug Development (EL-PFDD)** meeting and additional feedback, the report underscores the **urgent need** for **innovative pLGG treatments** with fewer side effects that preserve cognitive and functional abilities. Submitted to the FDA, this report represents a **significant step** in advocating for improved treatment options for the pLGG community.

Scan the QR code or visit
curethekids.org/VOP
to read the full report.

Driving Progress Toward a Cure

The **FDA's approval of OJEMDA (tovorafenib),** the **first-ever treatment for pediatric low-grade glioma (pLGG)**, the most common brain tumor in children, was a significant breakthrough in treatment options. In 2007, a group of Boston-area families, **shocked by the toxicity and lack of effectiveness** of treatment options for their children, created the PLGA Foundation/A Kids' Brain Tumor Cure (AKBTC), to fund research dedicated to understanding and treating pLGG. The PLGA Foundation/AKBTC, which later became the **PLGA Fund at PBTF**, supported research and clinical trials that led to this breakthrough. PBTF played a key role in **advancing OJEMDA** by **funding** research and **amplifying** the patient voice, continuing its **commitment to improving treatments for children with brain tumors**.

> "This moment represents a **major proof of concept** for the work of the **PLGA Fund at PBTF** – and a **breakthrough moment of hope** for pLGG patients and their families."
>
> **- John Ragnoni**
>
> *Board & Executive Committee Member*

> "Developing new medicines for pediatric cancer has been my **unwavering focus** throughout my career. I am proud to have led the team in developing this new **seminal** treatment option."
>
> **- Sam Blackman, M.D., PhD.**
>
> *Former Founder of Day One Biopharmaceuticals & PBTF Board Member*

PBTF Awards $1.1 Million in New Research Funding to Dana-Farber Cancer Institute

The Pediatric Brain Tumor Foundation is making a significant impact in the fight against pediatric brain tumors by **investing $1.1 million to support groundbreaking research at the renowned Dana-Farber Cancer Institute**. This research initiative is being led by **Drs. Mimi Bandopadhayay** and **Rameen Beroukhim**, two **leaders** in the field of pediatric oncology.

A **$750,000 grant** will fund research into a **new** therapeutic target for KIAA1549-BRAF-rearranged pediatric gliomas, aiming to **improve treatment and outcomes** for young patients. The remaining **$350,000** will address treatment resistance and tumor regrowth in pediatric low-grade gliomas, which are often challenging to manage. This funding has also helped the team secure a **Department of Defense grant**, expanding the impact of PBTF's investment. By backing early-stage, innovative research, PBTF is **advancing treatments** for children with brain tumors and offering **hope** to families.

Dr. Mimi Bandopadhayay

Advocating for National Change

PBTF Action Days in DC

In September 2024, PBTF advocates met with **19 United States Senators** to discuss the **Accelerating Kids' Access to Care Act.** Advocates across **11 states** talked about their experiences and urged their legislators to pass this crucial bill. Representatives from PBTF's staff, board, Vs. Cancer, Ride for Kids, and family support groups were amongst the attendees.

The **momentum continued** in February 2025, with the PBTF participating in the in-person **Action Days** on Capital Hill where 400+ advocates, including PBTF staff, families, and advocates **united** to make their voices heard. By meeting face-to-face with members of Congress, they pressed for the passage of both the Accelerating Kids' Access to Care Act and the Give Kids a Chance Act to **ensure** children with brain tumors and their families receive the care and support they **deserve**.

State Plans

In 2024, PBTF **partnered** with state officials to address pediatric cancer through **comprehensive state cancer plans**. Key initiatives included placing advocates on California's childhood cancer subcommittee to draft the state's **first pediatric cancer section**, forming a pediatric cancer task force in Georgia in partnership with the Rally Foundation, and **advising** on the North Carolina and New York state cancer plans.

Cancer Moonshot

In September 2024, Mike Henry, the PBTF's Director of Advocacy, was invited to speak at the White House **Cancer Moonshot Initiative** about our state-level pediatric cancer efforts. He discussed PBTF's work with our non-profit partners and state officials in **New York** and **California**. The discussion included **advocates nationwide** and focused on **improving** local support for patients and families, leading to **new partnerships** in states such as Georgia and North Carolina.

Dr. Sanjay Gupta Joins PBTF Board of Advisors

Click to watch a special message from Dr. Gupta

The Pediatric Brain Tumor Foundation welcomed CNN's chief medical correspondent **Dr. Sanjay Gupta** to its board of advisors, a milestone that will **significantly strengthen our mission** to serve pediatric brain tumor patients, survivors, and their families. As an accomplished neurosurgeon and renowned medical journalist, Dr. Gupta brings a wealth of expertise and insight that will be invaluable in **advancing** PBTF's work.

With Dr. Gupta's guidance, we aim to **elevate awareness, expand advocacy, and accelerate progress toward improving outcomes** for children and families affected by brain tumors. His involvement underscores PBTF's commitment to engaging **world-class leaders** to drive our mission forward.

MiLB Lights Up the Country

In 2024, Minor League Baseball teams across the country partnered with the Pediatric Brain Tumor Foundation to host **Starry Night** events, creating **unforgettable** experiences for families and shining a light on a vital cause. These evenings offered more than just fun and **connection** - bringing **communities** together under the stars, these teams **inspire hope, encourage action**, and demonstrate the profound impact of **uniting** for a meaningful purpose.

And the momentum is only growing. With **12 teams** already committed for 2025, the impact of PBTF's Starry Night at the Ballpark is expanding, reaching new cities, new families, and bringing us closer to a world without childhood brain tumors.

> *PBTF Starry Night at the Ballpark allowed our family to **enjoy an experience we otherwise would not have been able to attend**. While I'm certainly not thankful that we qualify to be a part of the Pediatric Brain Tumor Foundation community, I'm **thankful the PBTF exists to support families like ours**.*
>
> ***- Patient parent***

Philanthropy in **Action**

"Philanthropy, at its core, is seeing people and companies at their absolute best - when passion, compassion, and generosity come together to change lives. Every gift, partnership, and volunteer effort proves that real change is possible when we choose to care, and act, together. And helping that impact take shape for the kids and families we serve, will always be the greatest privilege of this work."

- Aly Levine, Chief Development Officer

Prep Baseball and PBTF Team Up for Impact

In September 2023, PBTF became the **official charity partner of Prep Baseball's inaugural All-American Game**, an event that did more than showcase elite talent; it introduced young athletes to the power of using their platform for something bigger than themselves. Players **raised over $20,000** for the Pediatric Brain Tumor Foundation and gave two young brain tumor patients an **unforgettable experience** at the Milwaukee Brewers stadium. In 2024, that momentum continued at the Miami Marlins stadium, where the game raised nearly $23,000 and created another extraordinary weekend for a PBTF family.

With larger sights already set on 2025, this partnership is growing into something bigger: a **legacy of leadership**, compassion, and purpose-driven play. PBTF and Prep Baseball are proving that when athletes lead with heart, they can change lives far beyond the diamond.

Why We Ride: How a Movie Became a Mission

The "**Why We Ride**" initiative, founded by **Bryan Carroll** and **James Walker**, started as an **award-winning documentary film** celebrating the passion and camaraderie of motorcycling. It has since grown into a powerful movement within the motorcycle community known as MOTOvational.org, dedicated to **inspiring**, **educating**, and **celebrating** riders while **supporting** charitable causes.

Motivated by the loss of a team member to a brain tumor, the initiative focuses on raising funds and awareness for those facing challenges, with the Pediatric Brain Tumor Foundation as a key beneficiary. Since 2013, **over $175,000** has been raised through charity rides, fundraisers, and their annual "**Why We Ride for Kids**" Banquet Dinner and Auction held at the Quail Lodge in Carmel, CA.

Everest in the Alps

At the Pediatric Brain Tumor Foundation, we believe **"there is no cure without collaboration."** This was brought to life through the remarkable efforts of **Martin Bell**, husband to PBTF Board Member **Katie Bernard Bell**, who took on the grueling **Everest in the Alps** endurance challenge. Over several days, Martin climbed the vertical equivalent of Mount Everest in the Swiss Alps to raise critical funds and awareness for Diffuse Leptomeningeal Glioneuronal Tumors (DLGNT)—a rare pediatric brain tumor—in honor of their son, Alex. This effort sparked global collaboration, including PBTF's first partnership with The Brain Tumor Charity (UK) and The Kindred Foundation (Canada), leading to the creation of an international DLGNT Data Consortium. Leveraging their network with The Energy Council, Martin and Katie elevated awareness for pediatric brain tumors across global platforms.

Their work is driving international partnerships and investments aimed at improving diagnoses, treatments, and outcomes for children with brain tumors.

The Numbers

$134K raised in total

$40K+ raised for PBTF

20 ascents

8,848 meters climbed

Mission Aligned, Impact Focused

Honda: Three Decades of Driving Impact

Honda's **unwavering support** for more than three decades has been instrumental in funding **vital research**, providing crucial **family support**, and raising awareness.

Team Honda HRC Progressive

To celebrate the **33-year partnership,** PBTF collaborated with **Team Honda HRC Progressive** at the **SuperMotocross Round 2** in Fort Worth, Texas, creating a unique opportunity to engage the race team, fan base and supporters of PBTF. The event featured special race bike designs inspired by the PBTF **Imaginary Friend Society**, which helps explain cancer topics to kids. Alongside racing, the team engaged in activities like visiting patient families and hosting a truck tour. Autographed bodywork was auctioned to benefit PBTF, reflecting Honda's **commitment** to community support and aiding families affected by pediatric brain tumors.

This collaboration is another reflection of Honda's goals, **elevating** the brand's community engagement, while **supporting** the PBTF mission to assist families affected by pediatric brain tumors.

Watch a Video Recap of the Weekend

HONDA

imaginary Friend Society

MarshMcLennan Agency

COMOTO

FAMILY OF BRANDS

revzilla COMMON TREAD CYCLE GEAR REVER J&P CYCLES

For the **20th year in a row**, **Marsh McLennan Agency Southeast** went above and beyond for their annual **Charity Classic Virtual Auction** and **Cocktails & Cornhole** events. Their **commitment** to raising funds for **PBTF's Butterfly Fund** demonstrates their dedication to supporting families facing pediatric brain tumors. Thanks to PBTF board member **Peter Krause** and his team, children nationwide have received **vital support** and **resources.**

$7M
total contributions

475
attendees

60
sponsors

Our **five-year partnership** with the Comoto Family of Brands continues to make a significant impact. In 2024, Comoto engaged employees across **170+ locations** in a successful giving campaign and launched an innovative awareness effort through the REVER App, connecting with a broader community of riders. For the fourth year, Comoto hosted a **Giveback Day**, donating **10% of sales** and raising **$100,000** for PBTF, bringing their total contributions since 2021 to over **$750,000** in support to help families facing brain tumors.

$750K
total contributions

10%
of sales

170+
locations

New Partnerships & Programs – Corporate, Institutional, and Funders

Uber

Since launching in October 2024, the Pediatric Brain Tumor Foundation's partnership with Uber has become a **lifeline for families** navigating a brain tumor diagnosis. Together, we ensured access to critical care, transportation for chemotherapy and radiation, survivorship services, and even food security, with 46% of credits used for meals and medical supplies. By **expanding** beyond the initial pilot, we broke down logistical barriers and brought relief, independence, and connection to families when they **needed it most**. With continued demand, this program not only eased the burden of treatment—it reminded families **they are not alone.**

$67,650
distributed in Ride Credits

181
unique families supported

51+
hospital partners engaged

Jazwares cares

This past holiday season, Jazwares helped turn **compassion into impact**, bringing comfort and joy to children in hospitals bravely facing a brain tumor diagnosis. Starting on Giving Tuesday, every donation to the PBTF was transformed into a moment of hope: a soft, comforting **Squishmallows** toy was delivered to a child in treatment, generously donated by Jazwares. This effort did more than deliver gifts, it raised critical awareness and inspired donors **across the country** to turn their generosity into something tangible, personal, and deeply meaningful. Together, we reached more families, connected with more care teams, and expanded a powerful network of support, all while fueling life-changing research. Thanks to this extraordinary partnership, the holiday season became a source of light and love for the children and families who needed it most.

Advancing Research & Expanding into Patient Family Stewardship

The Pediatric Brain Tumor Foundation (PBTF) is **strengthening** its efforts with new leadership and expanded services. **Scott Kennedy** joined as **Vice President of Research and Patient Family Stewardship**, bringing 20 years of experience to drive innovation and family-focused funding. PBTF has also added a **nurse navigator** and a **bilingual social worker**, with plans to **grow nationwide support** for families. These advancements **reinforce** PBTF's commitment to research and comprehensive family care.

Next Gen Leadership Initiative

As we continue to build momentum in research, care, and board development, we're excited to launch the **Next Gen Leadership Initiative**, a network of **rising professionals** dedicated to advancing PBTF's mission through fundraising, networking, and advocacy. With a **diverse** group of **20 members** from industries like finance, technology, and healthcare—many with personal connections to the cause—this initiative is led by co-chairs **Ben Meyers** and **Bradley Weltmann**. Focused on **sustainability** and **growth**, the group is launching in the NYC Metro area and aims to **expand** nationwide, empowering emerging leaders to create a **lasting impact**.

A Major Funding Milestone

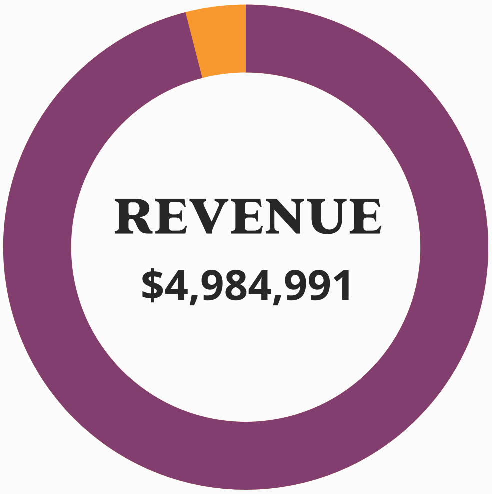
The Hearst Foundation has awarded the Pediatric Brain Tumor Foundation a **$100K grant** to fund the first year of a 3-year Early Career Development (ECD) research award. This program supports young scientists in pediatric brain tumor research by providing resources, mentorship, and funding. By fostering fresh perspectives and innovative ideas, the program aims to advance treatments and ensure a strong pipeline of experts dedicated to improving outcomes for children and their families. With this vital funding, we are proud to support the **next generation** of researchers working tirelessly to discover a cure.

Fiscal Year 2024
Financial Highlights

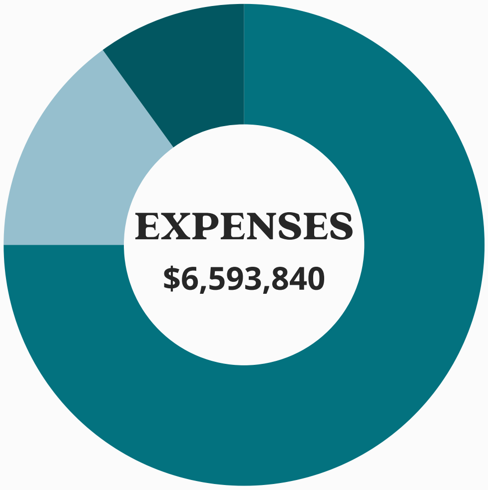
FY2024 Audited Financial Statements

Statements of Financial Position	2024	2023
ASSETS		
Cash and cash equivalents	$430,318	$491,074
Investments	2,097,068	3,239,299
Accounts receivable	139,621	1,204,952
Contributions receivable	459,850	180,500
Other assets	59,245	55,114
Property and equipment, net	151,172	217,435
Total assets	**$3,337,274**	**$5,388,374**
LIABILITIES AND NET ASSETS		
Liabilities		
Accounts payable and accrued expenses	$352,453	$824,478
Grants	838,640	808,866
Total liabilities	**$1,191,093**	**$1,633,344**
Net Assets		
Net assets without donor restrictions		
Board designated–quasi-endowment	$732,647	$1,473,767
Available for operations	—	268,836
Total net assets without donor restrictions	**$732,647**	**$1,742,603**
Net assets with donor restrictions	$1,413,534	$2,012,427
Total net assets	**2,146,181**	**3,755,030**
Total liabilities and net assets	**$3,337,274**	**$5,388,374**

Statements of Activities	2024	2023
Revenues, gains, and other support:		
Contributions and grants	$4,863,315	$4,910,153
Less direct benefits to donors	57,580	95,651
Non-cash contributions	21,040	19,075
Investment income, net	158,216	131,080
Total revenues, gains, and other support	**$4,984,991**	**$4,964,657**
Expenses:		
Programs	$5,275,133	$4,829,621
Management and general	798,862	976,696
Fundraising	519,845	668,371
Total expenses	**$6,593,840**	**$6,474,688**
Changes in net assets	**1,608,849**	**1,510,031**
Net assets at beginning of year	3,755,030	5,265,061
Net assets at end of year	$2,146,181	$3,755,030



97%	Public Contributions	$4,826,775
3%	Investment Income	158,216
100%	**Revenue**	**$4,984,991**



80%	Program Expenses	$5,275,133
12%	Management & General	798,862
8%	Fundraising	519,845
100%	**Expenses**	**$6,593,840**

A Letter from the **Board Chair**

I couldn't be more thrilled with Geoff Still's promotion to Executive Director. The leadership and tenacity at which Geoff operates is truly laying the groundwork for greater impact and strategic growth at the Pediatric Brain Tumor Foundation. Larry Little, our longest tenured board member, and former Board Chair, said it best: ***"Geoff has really stepped up and out of his previous Chief Financial and Operations Officer role, demonstrating his deep commitment to the mission during a pivotal period of transition. He has been able to effectively balance business-as-usual, a significant amount of positive change management activity, while pursuing an exciting set of new research and business opportunities. It's incredible how much this organization has progressed in such a short period of time."*** I couldn't agree more with Larry's assessment.

Like Geoff, I am the father of a son who was diagnosed with a pediatric brain tumor. Having been the Chairman of the Board for 15 months, I can honestly say that I am **humbled** and **inspired** by the relentless dedication of this **community** – our donors, volunteers, and staff partners – who make our mission possible. It's remarkable what we have been able to accomplish together, and I'm excited for the future we continue to build.

This was a transformative year for the Pediatric Brain Tumor Foundation- a year in which we navigated both remarkable opportunities and unique challenges. Our team worked with determination, always keeping the mission at the forefront. The Pediatric Brain Tumor Foundation is becoming the **"front door"** for any family facing a pediatric brain tumor diagnosis and our ever-growing **cavalry** of resources stands beside our families from the moment of diagnosis through their **entire journey**.

Because of your generous support, we expanded our staffing, reach and services to accelerate impact and amplify awareness- strengthening every pillar of our mission. Notably, we are pleased to welcome four seasoned professionals to our leadership team- Scott Kennedy (Research and Patient Family Stewardship), Lesley Madsen (Marketing Operations), Ben Peery (Finance and Administration), and Eileen Stark (Family Health Resource Specialist).

I'm especially grateful to our board, advisors, and staff for their unwavering partnership- and to Geoff and Chief Development Officer Aly Levine for their bold leadership throughout this year's transition. Their teamwork has brought needed stability and renewed momentum to our organization.

But, most importantly, none of this progress would be possible without **you**—our donors, partners, volunteers, and advocates. Your generosity fuels our mission, expands our reach, and ensures that no family facing a pediatric brain tumor diagnosis walks alone.

As we look ahead, your continued commitment has never been more critical. **Together**, we are shaping a future where every child and family diagnosed with a brain tumor has the resources and care they need to **thrive**—because anything less is simply **unacceptable**.

With gratitude,

- Jeff Gelfand, Board Chair

Pediatric Brain Tumor FOUNDATION

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