Pediatric Brain Tumor FOUNDATION

2025 ANNUAL REPORT









Care. Cure. Thrive.

curethekids.org
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800-253-6530
EIN Number: 58-1966822

Letter from Leadership

Most of us came to this work through a door we never wanted to open. A moment when the world rearranged itself—marking the day when nothing ever looked the same again.

And yet, here we are.

Not despite that moment. Because of it.

Most people whose lives are forever changed by a pediatric brain tumor diagnosis spend the rest of their lives trying to leave it behind. Understandably so.

Our community chose something different. We walked toward it.

Toward the next family standing at that same door.
Toward the science that creates better options and outcomes.
Toward a future where the finish line isn't surviving. It's thriving.

That has always been the Pediatric Brain Tumor Foundation. Not just another organization. Not just another cause.

But a refusal.

A refusal to believe good enough will ever be good enough when it comes to our children.





For more than 35 years, that refusal has united families, researchers, clinicians, advocates, volunteers, and partners around one goal: changing what is possible for children with brain tumors.

Today, we stand at another defining moment, not because our work is finished, but because the opportunities before us have never been greater.

As the parent of a brain tumor survivor, a longtime supporter of this mission, and now Chief Executive Officer, I've spent years walking alongside this community. Getting to see this organization from the inside has only deepened my belief in what makes the Pediatric Brain Tumor Foundation so extraordinary.

Every day, I see staff, volunteers, researchers, families, donors, and partners working side by side with relentless dedication. Some have lived this journey. Others simply refuse to let another family face it alone. Together, we're accelerating what comes next.

This past year, we fundamentally reimagined how we move science forward.

Letter from Leadership

(continued)

Building on more than three decades of scientific leadership and over $65 million invested in research, we introduced a bold new strategy that connects data, technology, and scientific collaboration so every discovery accelerates the next.

The result: a future where tumors are diagnosed earlier and less invasively, treatments are personalized before they begin, the right therapies are identified faster, and long-term complications are anticipated rather than simply managed.



Guided by Dr. Misha Mehta, we strengthened our Research Advisory Network and launched a new Technology Advisory Network, bringing together leaders in pediatric oncology, artificial intelligence, data science, and emerging technologies.

This isn't about funding different science. It's about funding science differently.

But our vision for the future extends beyond research. That same spirit of acceleration is transforming every part of our mission.

We nearly tripled our advocacy community, advanced key legislation at the federal and state levels, expanded support to hundreds of families, and strengthened partnerships - always guided by our commitment that no family faces this journey alone.

None of this happened by accident. It happened because this community believes our children deserve better, and because together, we're turning that belief into action. And yet, for too many families, progress hasn't come fast enough. And tomorrow, another family will face the same door so many of us never wanted to open. That's why we must move faster, think differently, and refuse to accept that today's pace is all that's possible.



PBTF is at an inflection point—more focused, more urgent, and more united than ever. When I think about the future, what gives me the greatest hope isn't what we accomplished this past year. It's the foundation we've built for what comes next.

What has carried this community forward for more than 35 years is the same thing that will define our future: a refusal.

It's a refusal to believe good enough will ever be good enough for our children.

Because anything less is unacceptable.

Jeffrey A. Gelfand

Chief Executive Officer

Impact at a Glance

Shaping National Innovation

In 2025, PBTF's impact touched every stage of the pediatric brain tumor journey — reaching thousands of families, funding breakthrough research, and shaping national policy. From the research lab to the halls of Congress, we showed up with resources, with advocacy, and with an unwavering commitment to change what's possible. Behind every number on this page is a family navigating one of the most difficult journeys imaginable — and a community that refused to let them walk it alone.



The Numbers Behind the Mission

Total families served

3,700

Through all resources in FY2025

Financial Assistance

>$650,000

Distributed in FY2025

Advocates

2,300

Total in FY2025

Research Funded Since 2020

~$10M

New Donors

6,700

in FY2025

New Donor Growth

+13%

Increase in FY2025

Website Visits

330,000+

+80% in FY2025

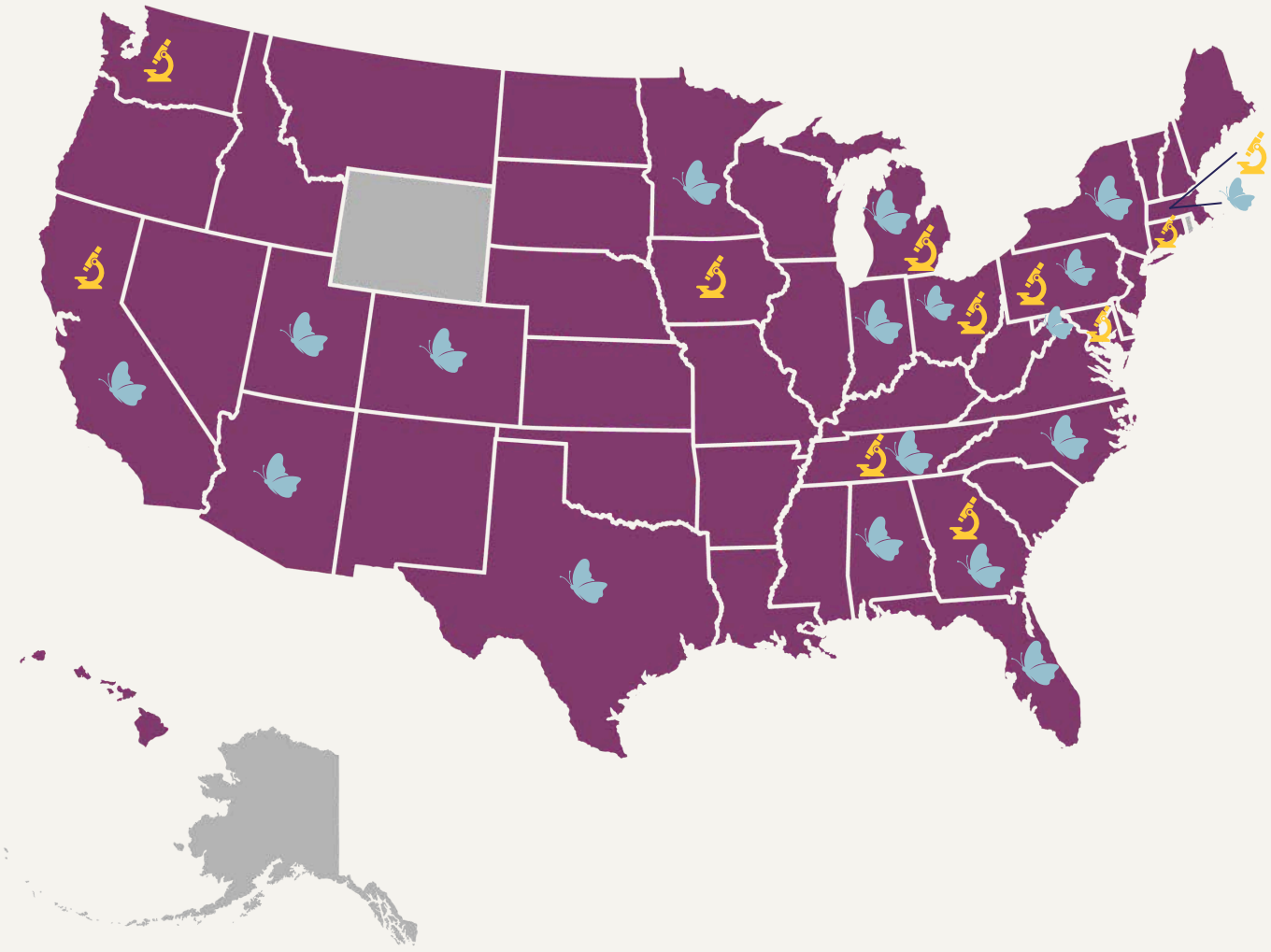
Digital Impressions

28M+

Growing a community united in the fight against pediatric brain tumors



Impact at a Glance



A Nation United for the Kids

From coast to coast, our community is showing up for children with brain tumors. In FY25, advocates in **47 states** raised their voices for better care, families at **30 hospitals** across the country received the support they needed most, and **10 research grants** moved us closer to lifesaving breakthroughs. Together, we're proving that no child—and no family—faces this journey alone.

Points of Impact

= State where PBTF advocates are active

= State where families received Butterfly Funds

= Research institution of PBTF-funded grant

A Strategic Catalyst for Cures



Forging a New Frontier in Research

PBTF is entering a new era of research, shifting from a traditional funder to a **strategic catalyst**. We are uniting researchers, clinicians, technology leaders, and patient advocates to accelerate better outcomes for children with brain tumors. Our investments will **advance** precision medicine, **develop** more effective therapies, and **improve** survivorship, **leveraging technologies such as Artificial Intelligence (AI) and Machine Learning (ML)** to speed discovery. By requiring all researchers to contribute their data back into a shared, research-ready ecosystem and using technology to help unlock it, we are building the foundation for **faster breakthroughs** and **greater impact**, moving us closer to a future where every child can **thrive**.



This past summer, PBTF ran its first-ever RFP process and is thrilled to report an overwhelmingly positive response to our new **data-forward research strategy**: in under 6 weeks, PBTF received over 70 proposals from researchers around the world.

Driving Scientific Excellence for Greater Impact

The **Research Advisory Network (RAN)** brings together leading scientific, clinical, and translational experts to guide our research investments. By identifying high-impact opportunities and focusing on the most urgent patient needs, the RAN ensures every dollar we fund brings us closer to a cure and gives children with brain tumors the futures they deserve.

Harnessing Technology to Accelerate Cures

As a key pillar of our new research strategy, our new **Technology Advisory Network (TAN)** is a strategic differentiator for PBTF, positioning us at the forefront of innovation. The TAN brings together leaders in AI/ML and data science to transform pediatric brain tumor research. By leveraging emerging technology, we are breaking down data silos and accelerating discoveries, turning information into hope for thousands of families.

Uniting Expertise and Innovation for Kids with Brain Tumors

Together, the RAN and TAN position PBTF to fund the best science and harness the power of data and technology to **scale its impact**. This blend of scientific expertise and technological innovation **strengthens** our ability to drive meaningful advances in treatment and survivorship, and ultimately find cures for children with brain tumors. Meet our RAN and TAN members **here**.

$65M+

in research funded by the Pediatric Brain Tumor Foundation's supporters since 1991

$5M+

actively managed funding in our current research investment portfolio

Leading the Charge for Cures

A Year of Bold Science and Shared Determination

"When I reflect on 2025, I'm reminded of the power of collaboration: researchers, families, clinicians, and advocates united with a shared determination to advance the pediatric brain tumor field. At PBTF, we invested in bold ideas, collaborative science, and essential data infrastructure to accelerate better treatments for children. Thank you for believing in this mission and making our work possible. I truly believe we are closer than ever to a future where every child has access to more effective treatments and renewed hope."



Misha Mehta, PhD
Sr. Director of Research

Advancing Pediatric Brain Tumor Research Through Crucial Infrastructure Support

The **Children's Brain Tumor Network (CBTN)** is building the data, technology, and human infrastructure that powers precision medicine for children with brain tumors worldwide, with more than 8,000 participants enrolled in one of the world's largest open, AI-ready ecosystems of clinical, genomic, and imaging data. While federal grants fuel CBTN's emerging technologies, our funding sustains the clinical research coordinators, imaging analysts, and data operations experts who capture and validate every child's scans and clinical experience. Our support is designed specifically to advance medulloblastoma data collection and analysis within CBTN's infrastructure, turning a scalable, collaborative framework into disease-specific progress for children with medulloblastoma. This grant has been made possible in partnership with **Catching Up With Jack**, **Christopher Brandle Joy of Life Foundation**, and **Pediatric Cancer Foundation**.

Children's Brain Tumor Network

Investing in the Next Generation of Breakthroughs

Dr. Joelle Straehla at Seattle Children's Hospital is developing nanocarriers to bypass the blood-brain barrier and deliver medicine directly to pediatric brain tumors. This tumor-agnostic approach has the potential to change outcomes for all types of pediatric brain tumors. Her three-year, **Early Career Development Grant** is made possible by **The Hearst Foundation** and **Christopher Brandle Joy of Life Foundation**, which are investing in this promising research to help move it from the lab to the clinic.



"For every dollar PBTF invests in early-career researchers, many investigators go on to secure additional follow-on funding. **Our investment isn't just a grant — it's a catalyst**."

- Misha Mehta, PhD
Sr. Director of Research

Power in Partnership

Collaborating for Cures

Brain Tumor Funders' Collaborative (BTFC)

In partnership with the American Brain Tumor Association, the National Brain Tumor Society, and the Brain Tumour Foundation of Canada, we co-funded several research initiatives including projects to **advance** liquid biopsy innovation; research **by Dr. Paul Northcott** to improve the molecular understanding of **medulloblastoma;** and a global initiative led by **Dr. Ching Lau** to develop a CSF-based liquid biopsy platform for **intracranial germ cell tumors** (IGCTs).

BTFC | Brain Tumor Funders' Collaborative

Continued Investment in PLGA

Led by Early Career Development Awardee **Dr. Bandopadhayay** and **Dr. Beroukhim**, this research is uncovering new biological vulnerabilities in common pediatric gliomas, opening the door for new therapeutic strategies and improved outcomes.

Dr. Keith Ligon pLGG / PLGA Program

PBTF funding for **Dr. Keith Ligon's** program strengthens research infrastructure, powering precision medicine studies and contributing to the first FDA-approved targeted therapy, OJEMDA®, for **pediatric low-grade glioma** (pLGG).





Driving Impact Through Global Collaboration

Dr. David H. Gutmann and his team at Washington University School of Medicine are sharing patient-derived pediatric low-grade glioma models worldwide to accelerate the discovery of new therapies — bringing survivors closer to treatments that are more targeted and less toxic. At the University of Michigan, the team led by **Drs. Maria G. Castro**, **Pedro R. Lowenstein**, and **Karin Muraszko** is advancing an **innovative gene therapy for high-grade gliomas**, uncovering why some tumors recur and paving the way for next-generation treatments that give children with the most aggressive brain tumors a real chance at survival — and an improved quality of life.

Funding Data-Driven Insights to Guide Care

The PBTF supports the ***Pediatric Neuro-Oncology Journal*** to accelerate research. Led by Editor-in-Chief and PBTF Research Advisory Network Strategy Director **Dr. Sabine Mueller**, the journal enables scientists to quickly share discoveries and collaborate on better treatments. Recent issues highlight momentum in tumor biology, precision medicine, and new approaches to improve outcomes.

As a catalyst for research that improves outcomes for children with brain tumors, the Pediatric Brain Tumor Foundation once again funded the **CBTRUS Pediatric Statistical Report**. In partnership with **Dr. Quinn Ostrom** of the Preston Robert Tisch Brain Tumor Center at Duke University, the report offers a comprehensive view of incidence, survival, and trends. These crucial insights help guide trial design, benchmark outcomes, and improve the lives of young patients.

Learn more and explore the 2025 CBTRUS Pediatric Statistical Report. This resource offers downloadable charts and plain-language summaries to support clinicians, researchers, and families.



A Collaborative Force

Elevating Families on the Front Lines

"2025 showed the strength of our community and the power of advocacy to create meaningful change. Our advocacy program is centered around one simple question: **How can we improve the lives of our patient families, clinicians, and researchers?** Over the last 12 months, we have more than tripled the number of advocates participating in our program. Those advocates were a driving force behind the passage of key pieces of childhood cancer legislation in Washington. None of this would have been possible without the help of our donors and supporters. Together, we will continue to ensure that the pediatric brain tumor community has a seat at the table."



Mike Henry
Director of Advocacy

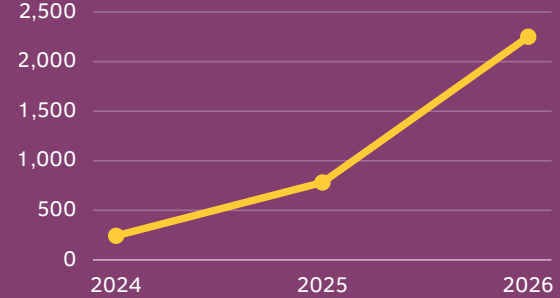




Strengthening Our Commitment to Collaboration within Our Coalitions

- **Strengthening Leadership in Childhood Cancer Advocacy:** PBTF's Director of Advocacy, Mike Henry, joined the board of the **Coalition Against Childhood Cancer** (CAC2), reinforcing our founding member role and leadership in federal and state initiatives.
- **Leading National Conversations and Supporting Families:** At the **Alliance for Childhood Cancer's Action Days**, PBTF co-led a bereaved parents gathering with the Andrew McDonough B+ Foundation and led a panel with NCI, ARPA-H, and Department of Defense leaders.
- **Improving Advocacy for Greater Impact:** PBTF authored a coalition letter signed by **47** partner organizations to **NCI leadership** outlining our **concerns over the closing of the Pediatric Brain Tumor Consortium.**

Growth in Our Advocacy Community Since 2024



New Advocates in FY25

+1,500

Total Number of Advocates

~2,300

305
Congressional Districts represented

9x
growth since 2024

Securing a Better Future for Every Child





Federal Victories for Kids and Families

- **Accelerating Kids' Access to Care Act:** Simplifies Medicaid/CHIP enrollment for out-of-state providers, speeding up access to specialized care - now signed into law.
- **Give Kids a Chance Act:** Signed into law — accelerates pediatric cancer drug development and extends the Pediatric Priority Review Voucher Program.
- **PBTF Virtual Day of Action:** 80+ advocates met with 32 Senators across 20 states to push our legislative priorities.
- **Current Legislative Initiatives:** Co-authoring Kylie's Voices for Childhood Cancer Act with Rep. Josh Gottheimer and endorsing the BRAIN Act, which seeks to increase research funding to end childhood brain cancer, and requesting $4.4 million for pediatric brain tumor clinical trials.

Driving Change at the State Level

- **Georgia:** PBTF partnered with the **Rally Foundation** and **Governor Brian Kemp** to create the **Georgia Childhood Cancer Task Force**. The task force developed a state action plan and increased pediatric cancer advocates on the state's oversight committee from 1 to 12.
- **New York:** Following PBTF's recommendations, the **New York Cancer Control Consortium** incorporated pediatric cancer into its new state plan, a significant step as the previous plan had made no mention of childhood cancer. The consortium invited PBTF to continue the partnership to increase pediatric representation.
- **California:** PBTF staff and advocates contributed to **California's state cancer plan**, reviewed the final draft, and ensured the needs of children with brain tumors were included.

Sending Messages of Hope

2,300
advocates

3,700
messages to Congress

403
members of Congress reached

47
states represented

Comprehensive Support

Meeting Evolving Needs with Compassion

"Over the past year, we strengthened the ways families access support, connect with peers, and engage with the PBTF community. Looking ahead, we are focused on **expanding support** across the pediatric brain tumor journey by enhancing navigation services, **deepening opportunities** for connection, and **addressing the evolving needs** of survivors, caregivers, siblings, and bereaved families. As the needs of families continue to change, PBTF remains committed to building innovative, responsive programs that ensure every family feels informed, supported, and connected. Together, we are creating a **stronger future** for all families impacted by pediatric brain tumors."



Jenn Kelley
Director of Family Support



Immediate Financial Relief for Families in Crisis

Since its founding, the Pediatric Brain Tumor Foundation has provided **$6.5 million in financial relief** to families through programs like the Butterfly Fund, our Uber partnership, and gift card donations. In FY2025, PBTF supported **867 families** with assistance for transportation and financial expenses, allowing them to stay focused on their child's health.

Butterfly Fund

Emergency financial assistance, established in 2000, helping families cover critical needs throughout a child's brain tumor journey.

*"The financial support from the Butterfly Fund made a **tremendous difference** for our family during one of the most difficult times in our lives."*

- Patient Mom from TX

Uber Vouchers & Gift Cards

Transportation and **meal assistance** for medical appointments through ride and meal vouchers, as well as gift cards. Donated gift cards from the **Marsh McLennan Agency** also provided immediate relief for financial expenses during treatment.

$6.5M
in financial relief since 1991

867
families supported through financial programs in FY2025

*"Costs add up fast and these gift cards are **very helpful** for my family. They have helped a ton with household needs so I can stay focused on my daughter."*

- Patient Mom from IL



A Community United

Empowering Families with Holistic Support

The PBTF offers families educational, psychosocial, and financial support, connecting them with a community that understands their journey. To provide holistic care, we've introduced a **Family Health Resource Specialist** and launched our **C.A.R.E.** (Compassion, Advocacy, Resources, and Engagement) **Committee**, which brings together parents and experts to strategically guide our leadership. These initiatives ensure families receive comprehensive, meaningful support & resources at every stage of their journey.





Building Community and Connection

In 2025, the Pediatric Brain Tumor Foundation brought hope and connection to **205 families** through unforgettable **community events** such as Safety Drive for a Cure, Vs. Cancer, Starry Night, and Ride for Kids. For families affected by a pediatric brain tumor diagnosis, who often face isolation, these gatherings are a **lifeline**. They create a compassionate space where families can forge bonds with others who truly understand their journey, celebrate precious milestones, and feel the unwavering support of a community standing with them.

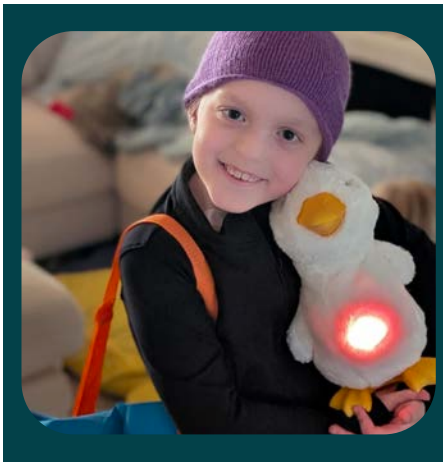


PBTF and UCSF Join Forces for Families

As the Presenting Nonprofit Sponsor for **University of California San Francisco's Brain Tumor Family Day**, PBTF welcomed **more than 40 families** to the first event of its kind in over a decade. Our team connected directly with families, shared resources, and helped create a meaningful day of education and support. PBTF also led a **survivor-focused workshop** and co-hosted a **Starry Night lantern ceremony** with UCSF's Palliative Care team. Building on this success, we will partner with UCSF to shape future programming and expand the event's impact for families.

Comfort Through Collaboration

PBTF partnered with **Empath Labs** to provide the **My Special Aflac Duck®** to children with brain tumors, helping express emotions, prepare for procedures, learn coping skills, and connect to resources. Request a duck through Family Support.



*"The duck is really a **fantastic toy** and **tool** for kids. Both our children love interacting with it, and the app is truly unique —especially in helping with things like NG tube placement and IV placement.*

- Patient parent

Pioneers of Progress

What we made possible, together.

"In 2025, fueled by the courage of families who shared their stories, the innovation of researchers pursuing better answers, the voices of advocates fighting for change, and the commitment of people moved to act for children and families they may never meet, this community helped improve outcomes for children today while accelerating discoveries that will shape their futures. Beyond any single accomplishment, we were united by a shared belief: philanthropy is not simply an act of generosity, but an investment in what becomes possible when we come together for children with brain tumors. With sincere gratitude."



Aly Levine
Chief Development Officer

Honda: Bringing Decades of Impact to the Track

For more than 35 years, **Honda's** support has been a cornerstone of PBTF's mission. This year, Honda invited PBTF families to SuperMotocross in Charlotte, where race bodywork featured artwork by PBTF patients themed "The Power of Dreams: My Podium Moment." The autographed, race-worn bodywork was later auctioned to benefit PBTF's research and family support programs, reflecting Honda's deep commitment to removing barriers so that all individuals have opportunities to fulfill their life's potential.





Marsh McLennan Agency: Community Multiplying Impact

For the 21st consecutive year, **Marsh McLennan Agency Southeast** hosted their Charity Classic Virtual Auction and Cocktails & Cornhole events, joined by presenting sponsor FIRST Insurance Funding (FIRST)—also celebrating 21 years of support. FIRST, a Wintrust company that donated $12.8 million to over 2,000 organizations in 2024, shares Marsh McLennan Agency's deep commitment to community giving. Together, with PBTF board member Peter Krause and Amanda Vail, COO & CFO, they have helped raise more than **$7.0 million** to champion PBTF's Butterfly Fund, ensuring families nationwide receive vital financial resources.

Comoto: Riding Together for Our Kids

In 2025, **Comoto** rallied their community to support children with brain tumors. Through Comoto Give Back Day, 10% of sales of up to $100K went directly to PBTF, while the annual Ride for Kids Bike Meet brought riders together for a powerful cause. The REVER Million Mile Challenge turned every mile into hope—proving that when our community rides together, no family faces this journey alone.





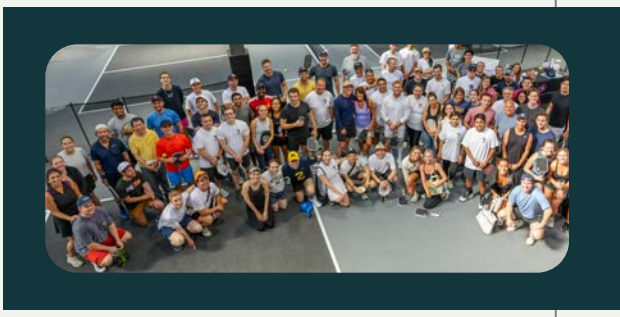
Great Clips: A Partnership Rooted in Community

Great Clips, in partnership with the Charlotte Knights, continued their heartfelt commitment to children with brain tumors in 2025 through Starry Night at the Ballpark with the **Charlotte Knights**. Across Charlotte-area salons, customers and supporters came together to raise funds, while the Charlotte Knights team shaved their heads in solidarity with the kids we support. Over the course of this remarkable partnership, Great Clips and the Charlotte Knights have raised **more than $365K** for PBTF—proving that community truly changes lives.

Leaders in Hope

NextGen: The Future of Our Mission

PBTF's NextGen Committee represents the future of philanthropy and advocacy for children with brain tumors. This passionate group of emerging leaders is committed to driving innovation, fueling lifesaving research, and championing the families who need us most. Through **Pickle for Pediatrics**, a high-energy pickleball tournament, they raised over **$150K**—turning every serve into hope for kids with brain tumors.





Herschel Evans: Driving Hope Forward

For 15 consecutive years, **Herschel Evans** has passionately led the **Safety Drive for a Cure**, a truck driving championship-style competition that supports PBTF. Under his leadership, the event has grown, and in 2025 welcomed over 250 drivers from over 30 states and raised over **$90K,** putting the event's lifetime support over **$500K.** Thanks to Herschel, this powerful platform fuels both fundraising and mission awareness—reminding families they're never alone.

Janet Bryant Lunsford's Historic Gift

For 14 years, **Janet Bryant Lunsford** has stood beside PBTF families. After her late husband Ronnie's passing, she stepped up to continue his legacy, leading the Houston Ride for Kids, which has raised over **$4.5 million** since 1993. Now, through a planned gift in her estate, she is helping ensure lasting support for research and families.





Watch the Charity Challenge Video

Janus Henderson: Employees Empowered to Make a Difference

We're grateful to Janus Henderson employees Jeff Parden and Noah Skinner for nominating PBTF in the **Janus Henderson Foundation's Charity Challenge**. Their video submission, made on behalf of the Nemeth family, raised awareness of the impact of a pediatric brain tumor diagnosis. Out of 37 charities worldwide, PBTF was selected as the first place recipient and was awarded **$75K** to advance our work through family support programming, research, and advocacy. More importantly, it showed what's possible when a company empowers their employees to make a difference in their community.

Bryce Young: Turning Personal Experience Into Impact

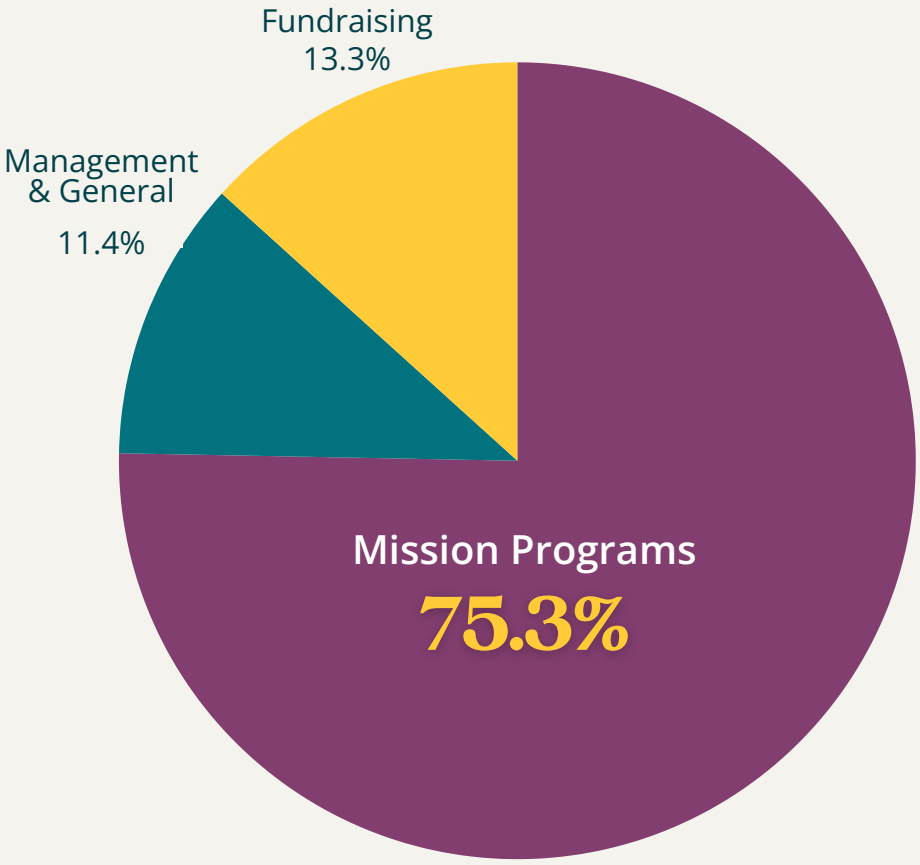
Notre Dame defensive end **Bryce Young's** connection to PBTF began with his late brother, Colby, who passed away from a brain tumor at 15. Colby will always be at the heart of Bryce's involvement, but Bryce wanted his impact to reach beyond his own family's story. As he continues working with PBTF for a second year, he's looking for ways to use his platform to **connect with and support children**, siblings, and families facing a brain tumor diagnosis — helping make the road ahead better for the families who come next.



Watch the interview with Bryce

FY2025: Financial Highlights











Growth in Total Revenue*



**Current financial results are unaudited*



Pediatric Brain Tumor FOUNDATION



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EIN Number: 58-1966822

“Thank You.

To every family, fundraiser, donor, volunteer, researcher, and partner who stood with us this year — thank you. Your generosity is paving the way for a future where every child diagnosed with a pediatric brain tumor has access to the best care, treatment options, and resources they need to thrive."

Lesley Madsen
Senior Director of Marketing

