



ENDING CHILDHOOD CANCER

2019 ANNUAL REPORT





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LETTER FROM THE FOUNDER

“WE NAVIGATED THROUGH THE CHALLENGES AND CELEBRATED SUCCESSES AS A FAMILY”

In 2019, we focused on our core values as the guiding principles to lead our internal organization to better serve our mission. We implemented the *Entrepreneurship Organizational System* into our business and in doing so, we have accomplished more in a single year than ever before. Highlights include promoting Kristina Gutierrez to Marketing and Communications Director which allowed for the launch of our new website, creation of consistent marketing materials, and our first holiday direct mail campaign. Together, Taylor Sass and Kristina also submitted our very first \$1 million dollar grant proposal. In addition, we challenged ourselves to solve special event capacity issues by utilizing more volunteers and hiring a very knowledgeable team member from the nonprofit sector, Sarah Mouton.

We formalized our Finance Committee and finance reporting structure while recruiting volunteer, Jessica Morrison, VP of Commercial Banking at Commerce Bank, who taught us how to earn more through specialized accounts.

We became more knowledgeable about the structure of our 990 through the hard work of Joe Reuss, our Board Treasurer and our COO, Jessie Deardurff, identified our new banking partner, Cadence Bank, who has already proved their dedication to our mission by offering low fees and excellent customer service.

In the 3rd and 4th quarters, we completed our 2020 administrative budget, updated our three-year strategic plan, and nominated four new Board Members through the leadership of our Board President, Brad Howell.

We all know running a business is not always the perfection that's perceived through social media. However, we navigated through the challenges and celebrated successes as a family, leaving some actions items for 2020 - such as implementing a formal volunteer program and integrating our CRM software. We reinforced accountability among our staff and learned how to build trust internally. We also hired an accounting firm temporarily before realizing we would be more efficient to hire an internal full-time accounting team member, Leigh Ann Love. Welcome to the hen house!

Lastly, and most importantly to us, more than 3,000 parents in the U.S. alone planned funerals for their children who did not win the fight against cancer, including our beloved Gia Gardella. Andrea and Craig Gardella lost their beautiful, intelligent, driven and very charismatic daughter, and her siblings lost their loving sister. Gia aspired to return to Texas Children's Cancer Center someday to fulfill her dream of becoming a nurse.

It is our foremost intention and organizational vision to end Pediatric Cancer. In 2019, we pledged two major commitments totaling \$40 million to fund vital research and amenities for St. Jude Children's Research Hospital and Texas Children's Cancer Center.

I want to personally thank every single volunteer, staff member and mentor, as well as our partners, for another record year. I leave you all with these three simple words in honor of Gia:

Get Into Action.



Brittany Hebert Franklin
Founder & CEO
Sky High



OUR STORY

SHE DIDN'T KNOW IT THEN, BUT THAT VISIT WOULD CHANGE HER LIFE FOREVER.



After an impressionable 16-year-old pageant winner from Louisiana visited St. Jude Children's Research Hospital in Memphis, she decided it wasn't fair that children had cancer. During her trip she shared a bowl of gumbo with Dalton, a boy undergoing chemotherapy treatments who hadn't eaten in days. She didn't know it then, but that visit would change her life forever.

A few years later, at only 21 years old, Brittany Hebert founded Sky High after being challenged to raise \$10,000 for the very hospital that made such an impact on her. She and a handful of girlfriends, working alongside her at Edie's Biscuits, hosted Sky High's first event: a sporting clay tournament. These women went on to raise \$50,000 and the rest, as they say, is history.

Sky High now hosts banquets, golf tournaments, a brunch, sporting clay tournaments and more events across the country. The organization is comprised of a small dynamic staff, a board of directors and an army of volunteers.

Since 2007, Sky High has supported leading hospitals and research centers to help close the gap in Childhood Cancer rates. To date, the organization has donated over \$14 million to benefit Pediatric Cancer patients and research. What began as a small sporting clay tournament has grown into a multi-million dollar charity that is truly making a difference and saving lives.

2019 CANCER STATS

Globally, there are nearly
400,000
children diagnosed
with cancer each year.

**EVERY 3
MINUTES,**
a family hears the
devastating news that
their child has been
diagnosed with cancer.



OUR INVESTMENTS

TEXAS CHILDREN'S CANCER & HEMATOLOGY CENTER

Sky High for Kids Tumor Biology Center

At this lab, investigators can enable customized, precision therapy designed specifically for each child.

ST. JUDE CHILDREN'S RESEARCH HOSPITAL

The Eric Trump Foundation Surgery & ICU Center

Sky High funded three rooms within the ETF Surgery & ICU Center. Each day eight families spend the most critical time of their lives at this facility.

RONALD MCDONALD HOUSE CHARITIES, MEMPHIS

Sky High is investing in a variety of infrastructure and patient support projects. **In 2019 our team completed a \$1.25 million pledge to fund the Power Grid Project to offer a solution to outages at the House.** At any given time, we are assisting 53 families staying at the Ronald McDonald House Charities, Memphis.

OUR ONGOING IMPACT

ST. JUDE CHILDREN'S RESEARCH HOSPITAL

Sky High will fund a research floor in the new 625,000-square-foot Advanced Research Center (ARC) at St. Jude Children's Research Hospital. The ARC will be home to several shared resources, including a state-of-the-art biorepository, advanced microscopy, image analysis core and a gene-editing center. It will also house laboratories focused on immunology, neurobiology, cell and molecular biology, metabolomics, epigenetics, genomics, immunotherapy and RNA biology. Research conducted throughout the ARC will help move pediatric cancer survival rates forward.

TEXAS CHILDREN'S CANCER CENTER IMMUNOTHERAPY CENTER

In the U.S., 15,000+ children develop cancer each year. Immunotherapy presents an effective and less toxic treatment for cancer. Sky High will help fund pre-clinical lab research, conduct clinical trials, purchase needed equipment and hire specialized laboratory and clinical research scholars. This investment will expedite the development of new immune therapies for childhood cancer.

TEXAS CHILDREN'S HOSPITAL GLOBAL HOPE

Over 100,000 children develop cancer in sub-Saharan Africa each year and 90% do not survive. Our commitment will be designated to funding Sky High for Kids Training Centers. These advanced training and treatment facilities will be used daily by hundreds of medical professionals and help treat thousands of children suffering from cancer.

RONALD MCDONALD HOUSE CHARITIES, MEMPHIS RISE & SHINE BREAKFAST

Rise and Shine Breakfast offers a hot meal for families as they head out to St. Jude Children's Research Hospital for daily treatments. Chef prepared meals are made possible for the very first time by Sky High.

B.I.G. LOVE CANCER CARE INPATIENT FLOOR WISHLIST

Sky High is partnering with the largest service based nonprofit in Texas, B.I.G. Love Cancer Care. Together, we will provide wish list items 52 weeks a year to inpatient pediatric cancer families on the 7th floor of Texas Children's Hospital. Items range from pajamas to a toothbrush.

2019 SKY HIGH EVENT HIGHLIGHTS

INTERNAL EVENTS

Houston

The 2019 Houston Banquet & Sporting Clay Tournament raised over \$900k. We would like to give a big thank you to our largest donor, Directional Service South and our Guest of Honor, Steven Truitt.

Ladies Who Brunch

The Ladies Who Brunch raised \$300k despite a massive rain storm. Our donors never wavered even with the power outage in the middle of the event.

Lafayette

Our Sky High Lafayette, LA family raised \$527k! Lafayette is the community that helped Sky High off the ground. A big shout out to our largest donor and Guest of Honor recipient, Andre Clemons with Linear Controls.

Midland

We raised a record-breaking \$1.2 million in the Permian Basin this year. A round of applause for our Title Sponsor, Occidental Petroleum and for everyone's support!

San Antonio

Over 1,000 supporters participated in our Annual San Antonio Event helping us raise over \$1 million. We are grateful to our Guest Speaker, Marcus Luttrell. We also celebrated two of our most generous donors, Larry & Beth Duke, as our 2019 Guests of Honor.

Still Strong is Going Sky High

We were able to give 12 families an evening they will never forget. Thank you to the Houston Texans Players and Cheerleaders that came to escort our VIP's (Very Important Patients) down the red carpet. Thank you to the Still Strong Foundation, our event partner, for tackling pediatric cancer alongside Sky High. In addition to providing these families with an unforgettable evening, we were able to raise \$145k.

Gia's Table

After the passing of their daughter, Gia, to Childhood Cancer, parents Craig and Andrea Gardella organized an event in her honor to support Sky High for Kids. Grazia, along with the Pearland Community, helped raise over \$80k. Sky High was able to cover the cost for her services with this contribution. Thank you all for your support!

CORPORATE PARTNER EVENTS

Buckeye Partners

At the 3rd Annual Buckeye for Sky High Event in San Antonio, we raised over \$1.2 million. Over 250 of Buckeye Partners, L.P.'s contractors, vendors and employees attended. Wow, thank you for your support!

Crestwood Equity Partners

The Crestwood Technical Services Steak & Shoot Event was a huge success. Together we raised \$616k to END Pediatric Cancer. Thank you to the Crestwood team for allowing us to share our mission with their network and for all of their dedication to ensuring the event was a success.

OVERVIEW OF SKY HIGH PROGRAMS IN 2019

SKY HIGH ADVENTURES

Our Sky High Adventures Program gives Pediatric Cancer patients and families a once-in-a-lifetime outdoor experience - whether it's fishing, riding a horse, attending an NBA game or even a girls day!

The total miles traveled by participants was: **10,900**

8 children participated from five different states

The farthest traveler was Emily T., whose round-trip from Houston, TX to Gunnison, CO. **1,040**

PONYTAIL DONATIONS

30
HAIR
DONORS

Our Ponytail Donation Program allows men and women of all ages to cut and donate their hair at a Sky High event. Many of the hair donors fundraise leading to the event, plus each helps us raise thousands during our live action auctions! All donated hair is sent to Children with Hair Loss, a nonprofit that makes hair for children in need.

In 2019, we had 30 selfless donors cut their hair at our internal Sky High events across Texas and Louisiana. Together they helped raised \$13,390.55 for our mission!

TIE FOR SKY HIGH

OVER
600
BLANKETS

Each year, Sky High takes hundreds of blankets, created by volunteers, to children fighting cancer. The blankets help provide comfort to children while they undergo treatment.

In 2019, we donated over 600 blankets to children at Texas Children's Cancer and Hematology Center and at St. Jude Children's Research Hospital.

POP TABS



One of the easiest way to support Sky High and raise awareness for Pediatric Cancer is to drink, pull and save! Collect your pop tabs throughout the year and donate them to Sky High and we will pass the funds along to the Ronald McDonald House Charities, Memphis. The Ronald McDonald House of Memphis earns over \$25,000 each year from the pop tabs alone. In 2020 we are revamping our program to increase support! Visit our website to see how you can help!



PATIENT STORY: SADIE K.

“ My name is Sadie Keller, and I’m 12 years old. On February 25th, 2015 I heard a word that changed my life forever. I was a soccer player, I loved hanging out with my friends, and going to school. In winter of 2014, when I was 7, I started getting sick.

I got the Flu, then strep throat shortly after, and felt so tired all the time. At one of my soccer games I couldn’t catch my breath. I had asthma when I was little, so we thought it may be returning. When I was back at school one day I noticed these little red dots on my legs. They were all over my thighs, stomach, and wrists. We now know that they were petechiae from low platelets. I got more and more pale, and my symptoms got more and more strange, so my mom called my pediatrician to see what it could be. I had seen her several times through all of these things happening so she was aware of everything that had already happened. My pediatrician called in for me to get blood drawn to try and figure out what could be causing all of this.

The following Monday, my mom picked me up from school early that morning. I was so confused why we were going back to the doctor, we had just been there. Once we arrived, they took us right back to a room. I was sitting on my mom’s lap when my pediatrician said “Sadie’s lab results came back and they show that she has Acute Leukemia, it’s cancer”. I couldn’t believe what I heard. My parents started to cry. I whispered in my mom’s ear “Mom, am I going to die?” I thought, because that’s what I thought, you get cancer and you die. She said “No baby, you’re going to be okay”. We were immediately sent to Children’s Medical Center in Dallas and I started chemo that very night, had surgery the next morning to place my port and my journey began.

For over 2 ½ years I received thousands of doses of chemo, had 19 spinal taps, more pokes than I can count, lost my hair 8 times, had 6 surgeries, and went through some of the scariest and rarest side effects. As hard as all of this was, I was determined to stay positive. I didn’t want to be mad that I got cancer, so I chose to be grateful for every single day. I would make my nurses and doctors treats and surprises

and take them to the Hospital every week when I went to get chemo. It was so fun for me to make and it took my mind off everything I was going through. I actually would get excited to go to the hospital for chemo each week so that I could pass out all the goodies I had made for them.

I was in the hospital the entire first month of being diagnosed. Eight days after having my port placed, I got a fever and found out that I was septic with an e’coli bacteria. So now, not only did I have cancer in my blood, but I also had a bacteria infection from having no immunity to fight germs. I was sick and it was a really scary time. I was very new to this cancer world. I had only just been diagnosed eight days before. I was literally plucked out of my very normal life and placed on an oncology floor in the hospital for a month. During this month I realized I wasn’t alone. Throughout the month, as I would go for a walk down the hallways to stretch my legs, I would see so many children. They also didn’t have hair. This is when I realized this was happening to many, many children! Not just me.

“One day I decided to make a video about what it’s like to have cancer as a child. I wanted to let other kids going through cancer to know what to expect and that it will be okay. I made this video 3 months after I was diagnosed, and it now has been seen thousands of times.”

When I was well enough to go home, I was so happy! It is so hard to be in the hospital for long periods of time. One day I decided to make a video about what it’s like to have cancer as a child. I wanted to let other kids going through cancer to know what to expect and that it will be okay. I made this video 3 months after I was diagnosed, and it now has been seen thousands of times.

Over the last 5 years I have become an advocate for childhood cancer to raise awareness and let people

know that kids get cancer too. I began to Lobby on Capitol Hill in Washington D.C. with the Kids V Cancer organization, to help get Bills passed that will increase funding and help more kids with cancer. Did you know that out of the billions of dollars that go to cancer research, that childhood cancer only receives 4%! This is just another reason why Sky High For Kids is so important! With your help, they are able to fill the gap in much needed research dollars so that all kids can be cured.

When I learned about the 4%, I knew I had to do something. This is why I chose to take my fight to Washington and meet with members of Congress to share my story and educate them on the realities of childhood cancer from a child. I am so happy that I have helped lobby and pass the RACE for Children Act, Creating HOPE Act and the STAR Act, in which I had the incredible opportunity to be by the President’s side in the Oval Office as it was signed into law. I work closely with Congressman Michael McCaul who is the co-founder and chair of the Childhood Cancer Caucus. This is also why (with my family’s help) I created the Sadie Keller Foundation. I know how hard it is to go through cancer, so I wanted to put smiles on the faces of childhood cancer fighters everywhere by giving them special gifts and remind them to keep fighting. So far we have been able to reach more than 60,000 childhood cancer fighters, across the country and in 11 Children’s hospitals by providing toys and gifts and we provide financial support to parents in the hospital for long periods of time with their child in DFW.

My goal is to raise awareness about childhood cancer and get more research so no kid has to go through what I went through and so that every child can survive. We are the future after all, and without us, there is no future. I am SO grateful to Miss Brittany, Miss Kristina, Miss Jessy and everyone at Sky High For Kids for all that they do to help kids with cancer! They are making a HUGE impact and I am so happy to share my story!

STAFF



**BRITTANY HEBERT
FRANKLIN**
CEO & Founder



JESSY DEARDURFF
COO



KRISTINA GUTIERREZ
Marketing &
Communications Director



SHAUNTAE PIERCE
Office Manager & Executive
Assistant to the CEO



LEIGH ANN LOVE
Accountant



KIM JANCA
Programs Coordinator



JAMIE SULLIVAN
Senior Event Coordinator



SARAH MOUTON
Senior Event Coordinator



GRACE THERIOT
Event Coordinator

2019 LARGEST DONORS



BUCKEYE PARTNERS, L.P.



The Guidry Family
Giving Fund



Jay Old & Family



SAULSBURY



HOLLOMAN



PEÑA RANCH
3-C C-4
EST. 1939



2019 BOARD OF DIRECTORS



BRAD HOWELL

Board President

—
VP of Business Development
3S Services



HOLLIE CIRTON

Board Vice President

—
Business Development
Manager
OPS Engineering, Inc.



JOE REUSS

Board Treasurer

—
Business Development
Project Manager
Repsol



BOB BUCK

Board Secretary

—
Production Manager
Occidental Petroleum



BUBBA SAULSBURY

Board Member

—
Executive Vice President
of Corporate Strategy
Saulsbury



GREG GUIDRY

Board Member



JASON HECKT

Board Member

—
Executive Vice President
Strike LLC



JAY OLD

Board Member

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Partner
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—
SVP, GMT Operations &
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—
CEO
PetroStar



BOB PHILLIPS

Board Member

—
CEO
Crestwood Equity Partners,



TAYLOR SASS

Development Committee

—
Communications &
Marketing Director
Weisser Engineering &
Surveying

2019 AMBASSADORS

AMANDA FENN

Eastern E & O Brokers/U.S. E & O
Brokers

CLARK SMITH

Buckeye, Partners, L.P.

DAVID DERODE

Lockton Companies, LLC

JIM WRIGHT

Energy Transfer LP

ANNA SMART

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CORNELIUS DUPRE

Duper Energy Services

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Saulsbury

MIKE APPLING

TNT Crane & Rigging, Inc.

BEAU BEDUZE

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GEO Southern Energy

DAN DINGES

Cabot Oil & Gas

JIM FRANKLIN

Flow-Zone

RILEY KNIGHT

Knight Industrial Services

Our Team

CORPORATE SPONSORS & SOCIAL RESPONSIBILITY

Blue Cross Blue Shield

The Blue Cross Blue Shield of Texas team dedicated an afternoon to our Tie for Sky High Program. Over 25 team members joined to make 60+ blankets that were delivered to Texas Children's Hospital during our 2019 Holiday Carnivals. The best part was that many of the BCBS team hand-wrote notes to accompany the blankets. It's because of teams like BCBS that we're able to continue to make our program successful!

Buckeye Partners, L.P.

Buckeye Partners has teamed up with Sky High for over three years now. Buckeye has helped us raise over \$3 million in that time. In addition to their annual Buckeye for Sky High event, they also help collect soda tabs with our Pop Tabs Program to help bring awareness to Pediatric Cancer. We also have several of their team members directly serving our mission: Joe Sauger, Board of Directors; Craig Brown, Ambassador and Cameron Miles, Young Professional Board Member. Thank you to Buckeye's leadership for their continued support.

Crestwood

The Crestwood Equity Partners team has truly embraced Sky High from the very beginning. Our partnership began in 2017 and they've now hosted two incredible events raising over \$2 million. Their team has hosted blanket making team building events and has visited the hospital on several occasions. One of their very own, Craig Gardella, lost his daughter, Gia, to Pediatric Cancer in 2019. They personally make calls and send emails on behalf of Sky High to raise funds for the thousands of children battling cancer. We're thankful to have their CEO, Bob Phillips, serve on our Board of Directors. Thank you to the entire Crestwood team for their commitment to our mission.

Dewville Social Club

The Dewville Social Club Baker's Boil hosted in Stockdale, TX started in 2002 in Neil Baker's backyard to support families battling cancer. Through the years, their event got bigger and bigger, and in 2018 they decided to team up with Sky High. In 2019, they raised their largest number yet and ultimately donated \$53,000 to our mission!

Knight Industrial

Knight Industrial hosted their very own golf tournament to support Sky High's mission. Together their team raised \$55,180 to ultimately end Pediatric Cancer. Thank you to all of the sponsors, players, donors and volunteers but most importantly, thank you to Knight Industrial for standing behind our mission.

Champion X

When Sky High needs a hand, the Champion X team is always there! They not only support our organization monetarily as a Family Member but they constantly supply volunteers to our fundraising events. In addition they host their own Science Day for Pediatric Cancer patients at Texas Children's Hospital, host massive Tie for Sky High blanket making team building and even go as far as making cookies with our logo on them!

Occidental Petroleum

Occidental Petroleum strongly supports our internal Permian Basin event but in addition they also hosted a golf tournament for Sky High in Spring, TX. This year their event raised over \$45,000. From supplying volunteers to hosting their own events, the Oxy team was a big part of Sky High's success in 2019!

Total Safety

Total Safety has been a longtime supporter of Sky High and through their Helping Heroes 22nd Annual Charity Golf and Sporting Clays Competition in Dallas, TX they donated over \$70,000 to our mission. Thank you to Total Safety for making Sky High your charity of choice.

Weisser Engineering & Surveying

Weisser Engineering Surveying makes an annual donation to Sky High as Family Member but in addition to that, they are also a part of our boots on the ground team! Their very own Taylor Sass not only serves on our Board but on several of our event committees and if that wasn't enough really helps to lead our development efforts. Walt Sass attends

nearly every Sky High event, dresses as Santa Claus at our Holiday Carnivals at Texas Children's Hospital and often leads the prayer at the beginning of our events. Tori Richards is another committed team member who serves and assists with a variety of our silent auction committees! Thank you for all of your support!

3S Services

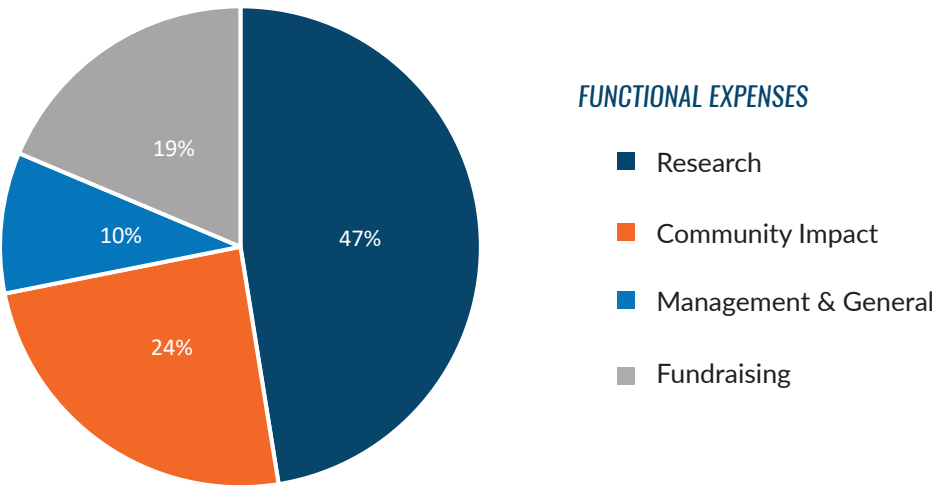
For the last three years, 3S Services hosted a dove hunting weekend to raise money for Sky High's mission. They are also huge supporters of our San Antonio Banquet & Sporting Clay Tournament. Thank you for your dedication to the kids!



2019 FISCAL REVIEW

TOTAL REVENUE
\$6.831M

OUTGOING 2019 DONATIONS
\$4.0M



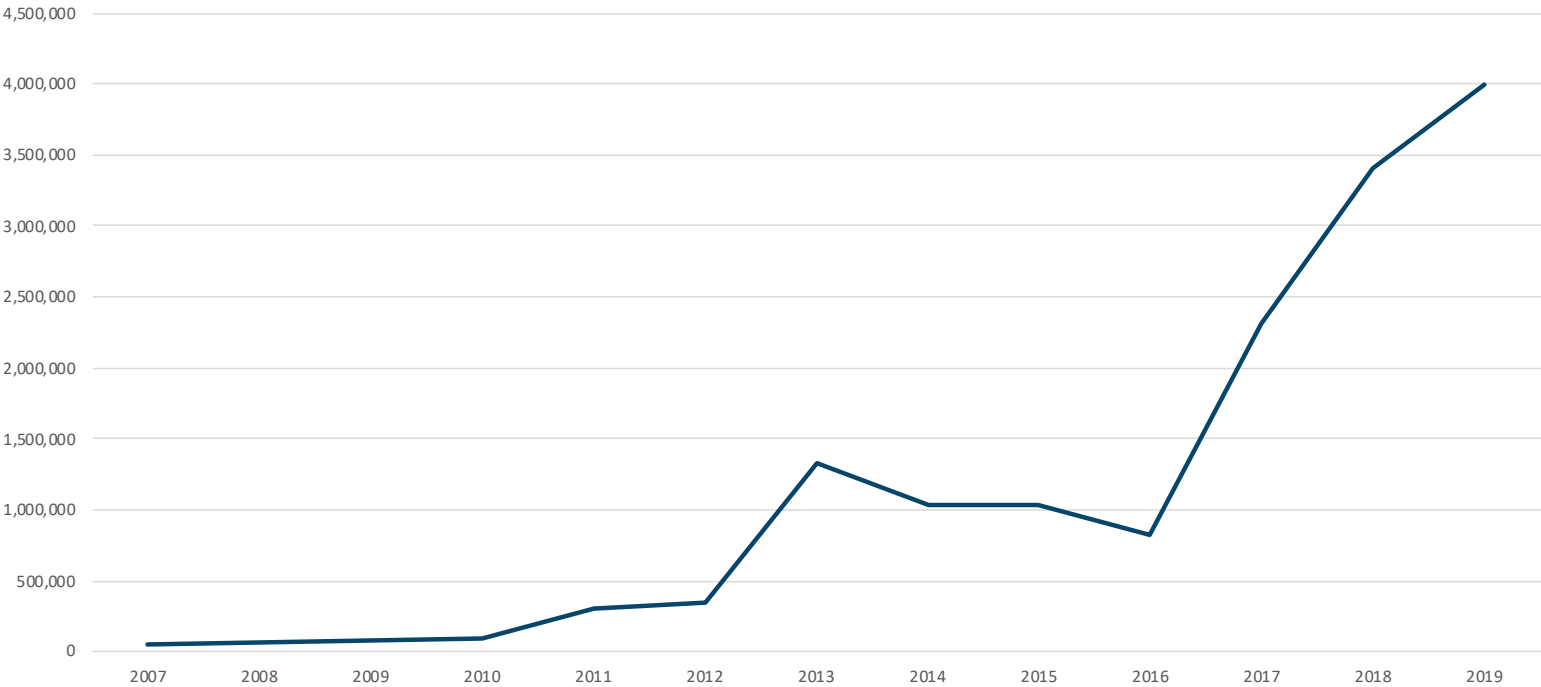
RESEARCH Includes pledge payments to support St. Jude Children's Research Hospital and Texas Children's Cancer & Hematology Center commitments.

COMMUNITY IMPACT Includes commitments that support comfort programs including B.I.G. Love Cancer Care, Patient Carnivals, Adventures, Still Strong, etc.

MANAGEMENT & GENERAL Includes but is not limited to: administrative costs including credit card fees, marketing, staff, supplies, rent, etc.

FUNDRAISING Includes costs with organizing fundraising events

OUTGOING DONATIONS BY YEAR





skyhighforkids.org

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