



ANNUAL REPORT



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LETTER FROM THE FOUNDER

In the words of Craig Groeschel “This isn’t the first crisis, and it won’t be the last.”

In 2019 we set an all-time fundraising record, raising \$6.8 million and had our eyes set on a goal of \$8.5 million for 2020. Sky High for Kids was stronger both internally and externally and we had an A-Team ready to conquer what we thought would be our best year yet. *You already know how this ends, but don’t skip ahead.*

2020 arrived and we were back in the saddle early January preparing for all 14 of our fundraising events for the year. In February we reached a huge milestone by unveiling the Sky High for Kids Immunotherapy Floor at Texas Children’s Cancer Center. This new patient floor allowed for 32 new patient rooms to treat and care for children fighting cancer. What a moment in history! Soon after, two of our team members traveled to Botswana to see the work Sky High is supporting in sub-Saharan Africa first-hand. Both described the experience as eye-opening and the common theme was hope throughout their time there. The entire Sky High team was on cloud nine but little did we know what was to come.

March arrived and it felt like we were on a high speed train that came to a screeching halt and when it did our bodies crashed against the conductor’s glass window. Immediately, we lost a projected \$2.2 million from cancelled events.

I honestly have no words for what we all felt inside but I do remember exactly what we did: we got up from that train floor.

Our leadership team met with mentors and advisors, we strategized, we created the hashtag #SkyHighNeverStops and rolled out a six week short term plan that included our first virtual gala and several other fundraising efforts. We unfortunately extended our short term plan again and again... and again but we did everything we possibly could to keep our mission alive. Through it all we hosted two virtual events, added four fundraising campaigns, diversified our donor base, hosted virtual carnivals with patients, significantly trimmed all of our budgets, organized what we called Hospital Bedside Chats so our donors could hear from the people we support directly and so much more.

Between April and August, like everyone, we experienced bouts of fear, anxiety, heartache and

even anger but our faith prevailed and we kept a small flame lit inside of us. One of our team members, Shauntae Centers, constantly reminded us to embrace a positive mindset. I know that mindset allowed us to be more creative and fearless than ever before.

“WE WERE RESILIENT AND WE PROVED THAT NOTHING WOULD STOP SKY HIGH FROM FULFILLING OUR MISSION...ABSOLUTELY NOTHING”

When we were allowed to gather again, we began planning to have our first in-person fundraising event of 2020 and planning to host as many fundraising events as we possibly could through the end of the year. The return to in-person events was important to us, so long as we could do so safely, to keep our mission alive because there are thousands of patient families counting on us. In September we implemented every possible safety protocol, gathered our most loyal donors and raised \$530,000 in Odessa, TX! This was not only our first in-person fundraising event of the year but the first if not one of the first in-person fundraising events in the state of Texas.

In 12 short weeks, we hosted five major in-person events raising \$2.8 million to support the Childhood Cancer community. We were resilient and we proved that nothing would stop Sky High from fulfilling our mission to provide comfort, fund research and save lives of those fighting Pediatric Cancer. Absolutely nothing (*please be good to us 2021*).

I would like to give a special thanks to Clear To Work, our loyal donors, vendors, volunteers, board members and team who didn’t give up on the fight against Childhood Cancer when you had every excuse to do so. We know it was a difficult year for everyone but thank you for continuing to believe in our mission. Every bit of your support helps Sky High tremendously.

In closing, I would like to personally thank my husband, team, friends and mentors for your patience, grace, guidance and willingness to believe in me this year. In the words of Mike Howard, “Hang tough, this is where real leaders lead.”



Brittany Franklin
Founder & CEO, Sky High for Kids

OUR STORY

After an impressionable fifteen-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.

Eight years later, Brittany Franklin 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, 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 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 \$16 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.



2020 CANCER STATS

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

CHILDHOOD CANCER
is the #1 cause of death by
disease for Children in the
U.S.

MAJOR PROJECTS FUNDED TO DATE

ST. JUDE CHILDREN'S RESEARCH HOSPITAL

The Eric Trump Foundation Surgery & ICU Center

Each day eight families spend the most critical time of their lives at this facility. This ICU Center was the first ICU in the U.S. devoted to pediatric hematology and oncology.

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.

RONALD MCDONALD HOUSE CHARITIES, MEMPHIS

Sky High has invested in a variety of infrastructure and patient support projects including 24/7 security, bereavement support and kitchen renovations. Our team recently completed a \$1.25 million pledge to fund the Power Grid Project to offer a solution to power outages at the house. At any given time, we are assisting 53 families staying there.

B.I.G. LOVE CANCER CARE

Part of Sky High's mission is to provide comfort. B.I.G. Love Cancer Care offers 17 programs including a weekly wish list program, carnivals, hospitality cart and more that offer comfort to the patient and families visiting Texas Children's Cancer Center. Our annual contribution has helped more than 11,258 patients and families over the last three years.

CURRENT PLEDGE COMMITMENTS

ST. JUDE CHILDREN'S RESEARCH HOSPITAL

Sky High will fund a research floor dedicated to developmental neurobiology 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 other shared resources, including state-of-the-art biorepository, advanced microscopy, image analysis core and a gene-editing center. It will also house laboratories focused on immunotherapy, 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., over 16,000 children develop cancer each year. Immunotherapy presents an effective and potentially 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

The 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.

RONALD MCDONALD HOUSE CHARITIES, ANNUAL ELECTRICITY BILL

Sky High helps cover the cost of the annual electricity bill, allowing 53 families fighting pediatric cancer housed at The Ronald McDonald House Charities, Memphis to stay safe and comfortable.



PATIENT STORY: MINA

AS TOLD BY HER MOTHER, REYNA

"Mina always was vibrant, active and a very healthy child overall. When COVID first hit and the stay-at-home orders started in Hawaii we started noticing slight changes in her balance; nothing alarming at the time but we recognized something different. She was clumsy as every normal 4-year-old; however, one particular day I noticed her walking up the stairs to my office and I reminded her not to touch the rails she seemed almost inebriated walking up. I called her pediatrician and we had a teleconference appointment which lead to an in office visit. Of course her balance was fine the time of her visit and we scheduled an MRI for late August. The early morning of July 7, 2020 we rushed her to the ER as she was complaining of headaches and she was vomiting. News came back that the CT scan showed a 4cm mass in her brain. She was admitted into ICU and two days later scheduled for surgery to remove it. Before the pathology report was finalized we heard from the neurosurgeon that he could tell it was malignant. We immediately met with an oncologist team and about 10 other doctors- everything was a distant haze... words, names, treatment, procedures all seemed to fade into a whirlwind of noise.

Our little girl had Medulloblastoma Cancer. We seemed to be hit with more and more bad news. Everything was so confusing and seemed to be happening too fast for our minds to process and we felt extremely vulnerable. She was in the hospital from July 7 – August 1, 2020 and she was only discharged because we had to fly to Houston to meet with the oncologist team at MD Anderson and Texas Children's Hospital to start her radiation and chemotherapy. So we went directly from the hospital straight to the airport.

A few months prior to this, I woke up at 3am to a St. Jude Children's Research Hospital commercial and something prompted me to visit the site and donate. I saw the faces of the young children and it touched my heart. When we learned of Mina's diagnosis I knew somehow St. Jude needed to play a role in Mina's cancer journey. Hawaii does

not have the Proton Radiation machines and we wanted to minimize her radiation exposure. Luckily we have PPO insurance, and this gave us the option to be treated out of state, we decided to have her chemotherapy treatment plan at Texas Children's Hospital under the St. Jude Protocol. After St. Jude ran their own pathology report and Fish testing, they determined a more intermediate type of cancer and added three more rounds of chemotherapy. At this point, we had to unexpectedly uproot our family of nine due to the added rounds of chemotherapy. Keeping the family separated was just not an option for us especially during these unprecedented times. Having cancer is life changing enough as it is, having cancer during COVID well that's a whole added level of stress and anxiety.

My husband had to close his business back home but fortunately I was still able to work remotely. Our other children were able to do school remotely as well. So here we are Mom, Dad, Nana and our seven children in a rather unorthodox situation. Staying at home all day gave new meaning to marriage, parenting, teaching and learning all the while watching our little girl suffer through radiation treatments and chemotherapy.

Four of the seven rounds of treatment and chemotherapy required her to be admitted for three days in the hospital. She suffered through headaches, fevers, extreme nausea, fatigue, mouth sores, hair loss, weight loss, hearing loss, swelling near her optic nerve which caused vision changes, skin rash and sensitivity from the radiation, along emotional and physical distress.

Nine months later, we are nearing the end of our Texas journey. Our little girl showed courage, and was extremely resilient throughout this unfortunate situation. We thank God for all our many blessings and that we still have our little girl. The entire family pulled together and as difficult as this was for us all we are stronger than ever and have a newfound deep appreciation for all our sacrifices as a family and one another.

I especially want to thank Sky High for Kids as they certainly celebrated all of Mina's courage and strength as well as the entire family by providing endless activities. Being at home keeping our immune deficient little girl away from everything including playgrounds for fear of her catching



anything really can contribute to depression for active kids.

Although Mina's radiation and chemotherapy treatments have come to an end, she is left with the residual side effects - which have not yet shown their ugly faces. She has to continue on antibiotics and anti-nausea medications for at least six months. She will be monitored closely for the next five years with MRI'S and Spinal Taps every three months, then routine checkups for the rest of her life. Cancer sucks but here's to hope, faith, love and support as these all play an integral part for families battling cancer. Texas is a wonderful playground for children and while Mina is thriving, and her blood counts increase and her immune strengthens we are excited to experience a little bit of the activities Texas has to offer before we venture back home."



“ Having cancer is life-changing enough as it is, having cancer during COVID well that's a whole added level of stress and anxiety.”

SKY HIGH EVENT RECAPS

STAY HOME GALA

Our Stay Home Gala was a tremendous success! With the help of special guests Arie and Lauren Luyendyk from *The Bachelor*, John Rich from *Big & Rich*, Devon & Leah Still, David Garibaldi, and Sam Harris, we raised over \$100,000 to help fight Pediatric Cancer!

Viewers tuned in from all over the country to hear from our special guests, courageous patient families and were not disappointed with the on-screen entertainment provided by our CEO and Founder, Brittany Franklin, who sported several hilarious wardrobe changes.

LAFAYETTE VIRTUAL GALA

In 2020, we took Lafayette virtual! Canceling our regional event altogether was never an option. Those who tuned in via YouTube Live enjoyed an evening of celebrity guests, entertaining skits performed by the event committee, and had the opportunity to hear from a patient family. Lafayette local, Wayne Toups, even closed out the event with a live performance! While our event looked very different, we were grateful to join together virtually. We raised over \$175,000, including in-kind donations to end Pediatric Cancer. Thank you to all our event sponsors, including our largest event sponsor, Linear Controls! We couldn't have done it without you!

HOUSTON BANQUET & SPORTING CLAY TOURNAMENT

Our Annual Houston Banquet and Sporting Clay Tournament took place September 25 and we raised \$585,000! After postponing the event from April, we are grateful to our supporters, Armadillo Palace and Greater Houston Sports Club, for helping us put on a fantastic weekend.

Over 500 Guests enjoyed Goode Company BBQ, exciting auction packages and great music by The Guzzlers on Friday night. Saturday, our sporting clay participants enjoyed a beautiful day at the range to top off the weekend of helping end Pediatric Cancer.

PERMIAN BASIN BANQUET & SPORTING CLAY TOURNAMENT

While this year has certainly had its obstacles, that didn't stop West Texas from raising over \$530,000! Thank you to our Giavanna Event Sponsor, Fisher Construction. We had the privilege of honoring Fisher Construction's very own Joyce Fisher and family as our 2020 Guests of Honor. We are so grateful for their continued support of our mission!

We were able to host the first in-person Sky High event of 2020 safely with the help of our safety representatives Clear To Work! Thank you for ensuring the safety of our guests and helping us continue the fight to end Childhood Cancer in person. Thank you to our committee, volunteers, and sponsors – we could not do it without you!



YOUNG PROFESSIONALS GOLF TOURNAMENT

120 golfers joined together at Westwood Golf Club for our Inaugural YP Golf Invitational to help fight Childhood Cancer. Together, we raised \$96,000! It was a great day of sunshine, delicious food and cold drinks. A special thank you to Aramark and Weldfit for providing our lunch and dinner. We also want to thank Parish Brewing, Torchy's Tacos, Westwood Golf Club and Kirby Ice House for providing our golfers with provisions on the course. Thank you to our top sponsors MustangCat, Kodiak Gas, Industrial Tent Solutions, Lindsey Leigh Jewelry, Waterbridge & Gray Reed.

LADIES WHO BRUNCH

Our annual Ladies Who Brunch event was hosted October 18th, where we raised \$250,000! We sold out, hitting our goal of 300 guests. Thank you to our supporters and The Corinthian Houston for helping us put on this fantastic event. Guests enjoyed a fashion presentation from Alchemia & Modern Marla, an exciting Q&A with Childhood Cancer Survivor, Sadie Keller and Congressman Michael McCaul, and an emotionally powerful speech from Childhood Cancer Survivor, Dr. Maggie Cupit-Link, M.D. It was a beautiful afternoon with amazing women to help end Pediatric Cancer!

SAN ANTONIO BANQUET & SPORTING CLAY TOURNAMENT

Guests and shooters came together November 13-14 in San Antonio, TX for our annual banquet & sporting clay tournament. Over 500 people came together to help us raise over \$500,000! We are grateful to our supporters, including The Hyatt Regency Hill Country Resort & Spa and National Shooting Complex, for helping us put on this fantastic event weekend.

Guests enjoyed great food and a moving presentation from Avery Burch on behalf of her brother, Brady Burch. Avery, along with her fellow Churchill Cheer teammates, donated their hair during our ponytail auction – what an impactful evening! Nearly 80 teams participated in the Saturday morning sporting clay tournament. Catbench Services topped off the day with a 1st place team winning score of 402. It was a beautiful afternoon with amazing people who are helping End Pediatric Cancer!

2020 BY THE NUMBERS

\$1.85
MILLION DONATED

NUMBER OF
INCOMING
DONATIONS
3,791

THANK YOU
CARDS MAILED
+800

\$100
MOST FREQUENT
DONATION AMOUNT

5
IN-PERSON EVENTS



35
HAIR DONORS

AVERAGE DONATION
\$722

2
VIRTUAL EVENTS

150
TIE FOR SKY
HIGH BLANKETS
DONATED

78
PEER TO PEER
FUNDRAISERS

OUR 2020 TEAM

STAFF



Brittany Franklin
CEO & Founder



Shauntae Centers
Director of Operations &
EA to the CEO



Leigh Ann Love
Director of Finance



Kristina Gutierrez
Director of Marketing &
Communications



Grace Theriot
Event Manager



Sarah Mouton
Event Manager



Jamie Sullivan
Event Manager

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SHAUNA STOKES • ALICIA STRICKLAND • SHELLY
SWINDELL • NICHOLAS TALLANT • GRACE THERIOT •
KRISTEN THORNTON • LAURA WALKER • ERRIN WILLIAMS
• MARK WINDHAM •

PEER TO PEER FUNDRAISING

SEVENTY-EIGHT SELFLESS INDIVIDUALS HELPED US RAISE OVER \$80,000 THROUGH PEER-TO-PEER FUNDRAISING PAGES. WHILE THE REASONS FOR THEIR INDIVIDUAL PAGES WERE DIFFERENT - HAIR DONATIONS, HONORS & MEMORIALS, SPECIAL OCCASIONS, OUR GO GOLD CAMPAIGN OR FOR OUR YARD SIGN CAMPAIGN- THEY ALL HAD ONE THING IN COMMON: THEY ARE ALL SUPPORTING OUR MISSION.

THANK YOU ALL FOR PUTTING YOUR PASSION INTO ACTION!

<

SKY HIGH PROGRAMS

PONYTAIL DONATIONS

In 2020, we had 35 selfless individuals donate their hair to our Ponytail Donation Program! Each individual grew their hair out and helped us raise funds for our mission. All hair donations go straight to Children With Hair Loss, a nonprofit who makes wigs for children with alopecia and for those who have lost their hair to cancer, free of charge. Thank you to all of our selfless donors! To donate your hair and start a fundraising page visit <https://skyhighforkids.org/our-impact/programs/#ponytail-donations>

TIE FOR SKY HIGH

In 2020 several volunteers made blankets for our Tie for Sky High Program, including Andrea Gardella, The National Charity League and so many others! These blankets are distributed to patients throughout the year. Even in 2020, we found a way to deliver 150 blankets to children being treated at Texas Children's Cancer & Hematology Center during the holidays.

POP TABS

Did you know that you can collect pop tabs from your beverages to help raise awareness for Childhood Cancer? Collecting tabs helps provide much needed funds to the Ronald McDonald House Charities, Memphis. Email cassidy@skyhighforkids.org to get your very own pop tab sticker to start collecting!

Thank you to Larry & Sherri Lapoint, Geri Winch & Murray Landry for taking 1,677 pounds of pop tabs to be cashed!

VIRTUAL CARNIVALS + BINGO

Since we were unable to have our typical patient visits and interactions, our team got creative and introduced Virtual Patient Carnival and Virtual Bingo. In 2020, we hosted two virtual bingo sessions and five virtual patient carnivals that included art lessons, magicians and a live performance from Sam Harris from the X Ambassadors. Our team is looking forward to our future patient interactions!

ADVENTURES + PATIENT PACKS

Due to COVID-19, we have not been able to host Adventure trips within the last year and as of now, our team has postponed over six trips. We are anxiously awaiting the time when we are able to host these unforgettable experiences for patient families again!

In the meantime our team created tailored packages for patient families. No two bags are the same and include special gifts for the entire family. Patient packs include everything from crafts, activities and snacks while others include books, blankets, clothes and other necessities. While the gifts are small in size, we know they have a big impact on the families!



2021 FANTASY DRAFT

Our Executive Coach, Matt Abrams, tasked us with writing a 'fantasy draft' of what we thought April 2021 would look like in April 2020. Guess what, it all came true! Here's what we wrote then:

The date is April 1, 2021,

As we reflect on the past year, we truly believe 2020 was “THE year of resilience.” In spite of all the challenges we faced – economic uncertainty, the global response to the COVID-19 crisis, our own organization’s ever-changing internal adaptation. – this was the year that revealed the true strength of Sky High For Kids and prepared us for the future.

Our team didn’t just react to the challenges presented by the global pandemic, we helped change the narrative. When COVID-19 cancelled our events, we re-invented our event-focused organization. When COVID-19 prevented our hospital visits and comfort programs, we hosted virtual carnivals allowing us to still engage with patients. When the oil and gas market plummeted, we diversified our donor base. When COVID-19 made our Sky High family concerned, we hosted frequent and transparent conversations about the state of our organization. When layoffs and furloughs happened in nearly every industry, we re-appropriated several roles from within. When the state of the world was in disarray, we saw an opportunity for creativity. When thousands of children battling cancer were left in the shadows, we ensured the spotlight shone even brighter on our mission.

We set the tone, and one thing was certain: Our mission was not cancelled. Sky High happened to the world; the world didn’t happen to Sky High.



2020 MAJOR SPONSORS



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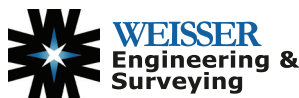


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2020 FISCAL REVIEW

TOTAL REVENUE

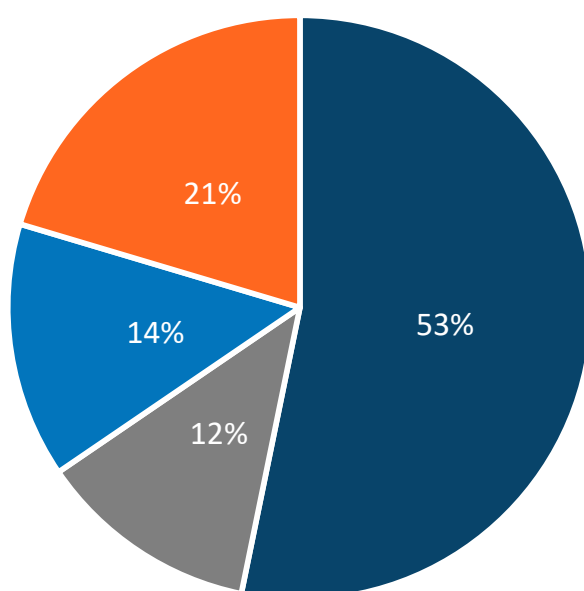
\$2.80M

OUTGOING 2020 DONATIONS

\$1.85M

TOTAL RAISED SINCE 2007

\$16.90M



FUNCTIONAL EXPENSES

- Research Pledges*
- Fundraising*
- Management & General*
- Community Impact*

Research Pledges

Includes pledge payments to support St. Jude Children's Research Hospital and Texas Children's Cancer & Hematology Center commitments including the Global H.O.P.E. Expansion and Ronald McDonald House Charities, Memphis Operating Fund

Fundraising

Includes costs with organizing fundraising events

Management & General

Includes but is not limited to administrative costs and overhead

Community Impact

Includes commitments that support comfort programs including B.I.G. Love Cancer Care, Patient Packs, Patient Holiday Gift Drop, and grants to local charities such as the Faris Foundation and Dan's House of Hope

**BRING
COMMUNITIES
TOGETHER
TO PROVIDE COMFORT,
FUND RESEARCH AND
SAVE LIVES OF
THOSE BATTLING
PEDIATRIC CANCER
AND OTHER LIFE-
THREATENING
CONDITIONS.**





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