



# JESSIE REES FOUNDATION

2013 Celebration Report



Forever a family



Forever our inspiration



Forever our Sweet Pea

Dear Friends,

As I sit in Jessie's bedroom thinking about her, my heart is full of joy and hope because of all of your love and support. Sure I miss my daughter with everything I have, but I have to stay focused on what Jessie wanted...every child fighting cancer to be encouraged to Never Ever Give Up! That was her wish and the sole mission of her foundation.

Because of you, we were able to reach and support thousands of children this year. We connected with children in all fifty states and eighteen countries - children who are lonely and desire so much to feel normal again. We were also able to support their families, so they too, were encouraged to Never Ever Give Up!

On behalf of my family, the staff and the Board of Directors, "thank you" for sharing our story, volunteering your time and invest-

ing your resources in caring for children fighting cancer. If it was not for you we would not have been able to place smiles on so many children's faces this year. I truly hope as you read this report, you will join us in celebrating the impact you helped us make this last year.

I'm confident that 2014 is going to be an even greater year of impact as we strive to reach and resource more kids and families. As you know, 50 children a day are told they have cancer. Each one has a name, a story and deserves our support so they have the strength to Never Ever Give Up!

Rest assured, we will "care" until there is a cure!

NEGU,

## WHY WE EXIST...

Jessie had one wish... "Please help every child fighting cancer to Never Ever Give Up." Her wish is the sole mission of her foundation and everything it stands for. Jessie simply cared for other kids fighting so we too will care until there is a cure.

Our five core programs ensure we stay focused on Jessie's Wish and enable us to provide support at all stages of treatment. Look for these icons throughout this report to identify which one(s) are covered in each story.



**Encouraging Kids to Never Ever Give Up:** This essential program includes many great resources like JoyJars, NEGU PowerPacks and I'm a NEGU Kid T-shirts. In addition, fun room makeovers and one of a kind Sports Adventures.



**Assisting Families to Never Ever Give Up:** This crucial program includes our NEGU Family Support Network which has over 1,000 service providers across the US. In addition, our special JoyJars for parents, Blessings Boxes for sibling and custom designed Memory Canvases.



**Rallying Communities to help kids Never Ever Give Up:** This key program is all about bringing communities together to help their friends fight. From hosting a school JoyDrive to Joy Mobbing a family it's all about making sure kids and families know they are loved and supported in their fight.



**Mobilizing All-Stars to help kids Never Ever Give Up:** This great program is all about connecting professional athletes, Olympians and celebrities with kids fighting cancer to help them Never Ever Give Up!



**Inspiring the World to help kids Never Ever Give Up:** This advocacy program is all about creating global awareness about childhood cancer so more kids are encouraged and families supported!



JANUARY marked one year since we were last able to be with our sweet Jessie. Beginning the year with the Jessie Rees Foundation is bittersweet for all of us; it's time for us to remember Jessie and also a time to reflect on how much joy and love she left

behind. 2013 was our first year of operation as the Jessie Rees Foundation without Jessie by our side. In her honor, we were able to reach over 50,000 children fighting cancer around the world. Here is how we started off this joyful, memorable year.



JoySquad Members Sponsor JoyJars

At the request of our supporters and fans, this year, we developed an easy way for people to continue to support Jessie's mission of ensuring that every child fighting cancer receives one of her JoyJars. With the launch of the JoySquad, donors committed to sponsoring one of Jessie's JoyJars each month. And while their monthly donation of \$20 allowed us to send more JoyJars to courageous kids, members of the JoySquad also received their own mini JoyJars to send to family and friends. There is never too much joy in this world, and by joining the JoySquad, members now have the opportunity to send Jessie's NEGU message to anyone in their life who might need a little support and encouragement. Thanks to our JoySquad members, we were able to ship thousands of JoyJars to kids around the world this year. Please help us spread more joy by joining the JoySquad at [www.joysquad.org](http://www.joysquad.org)



JoyJars, the Start of a Relationship

When Jessie created JoyJars, she had one goal in mind- to bring joy to those kids who were feeling lonely and limited due to the constraints of cancer. JoyJars were Jessie's signature vehicle to send the gift of joy from one kid to another. By receiving one of her JoyJars, Jessie wanted kids fighting cancer in hospitals and homes to know that they were not alone. This message of hope, support

and encouragement continues to remain at the heart of everything we do. For us, JoyJars are not the end; instead, they are the beginning of a relationship. We are honored to be able to offer additional support and encouragement in the form of fun sports adventures, surprise bedroom makeovers and special memory canvases, all designed to encourage kids and families to Never Ever Give Up.

## Every day 50 children are told they have cancer



NEGU Child Life Specialist Andie Holds the Hearts and Hands of Courageous Kids

*FEBRUARY* was a special month for Jessie's community of volunteers and caregivers. So many individuals and groups took this month as a special opportunity to go the extra mile to help us support kids fighting cancer. Their dedication to helping our cause is invaluable.

Along with honoring so many courageous kids, we also have the special opportunity to recognize some amazing people in our hospitals. Doctors, nurses and child life specialists work so hard to ensure our kids get the best treatment with medicine, love and lots of care. Andie, Child Life Specialist at Rady Children's Hospital in San Diego, was nominated as a NEGU Child Life Specialist this year by one of her biggest fans, Kaelyn! Andie has been an integral part of Kaelyn's treatment. Kaelyn's mom shares with us how Andie has supported Kaelyn, "through Kae-

lyn's treatment and now post treatment care, Andie always does whatever is in her power to be there to support Kaelyn through everything. She always knows just the right way to communicate with Kaelyn so she feels safe, comfortable, powerful and courageous."

We are so thankful for Andie and the countless amazing care professionals who work side by side with us to ensure that our kids have the best care possible. We NEGU for Kaelyn and Andie!



Students at Our Lady Queen of Angels Commit to a Year of Compassionate Giving

As part of their year-long enrichment program, the students and faculty at Our Lady Queen of Angels Catholic School in Newport Beach implemented school-wide, monthly service activities designed to promote compassion and community service. This year, the school chose the Jessie Rees Foundation as the recipient of their monthly fundraising activities in which they collected toys and socks and raised funds for JoyJars. We are so honored to have had the opportunity to work alongside the faculty and students at Our Lady Queen of Angels, with the collective goal of encouraging kids fighting cancer to Never Ever Give Up.



Members of 4-H Help Spread Jessie's Message of Joy

Jessica and Bryn, members of a local division of the 4-H Youth Development Organization, stepped up to the plate this year to support their peers fighting cancer and to promote childhood cancer awareness in their community. 4-H is an organization dedicated to empowering youth to make a difference in their communities and to be the catalyst for positive change.

Making a difference is just what Jessica and Bryn did! 4-H members participate in what's called Presentation Day—an opportunity to educate others about something the kids are passionate about. Jessica and Bryn chose Jessie's JoyJars for their presentation. Introducing Jessie and her story to a panel of judges, Jessica and Bryn shared details about childhood cancers and demonstrated how to stuff the perfect JoyJar! Jessica and Bryn won 1st prize at their 4-H Presentation Day!



MARCH - We measure our benchmarks of success by how many kids we are able to reach, how many smiles we put on little faces and by how many families we are able to encourage to Never Ever Give Up. Whether it be the first day parents are told that their child has cancer or a difficult day in remembering a hero; whether here in Orange County or overseas, we give families that support and encouragement they need during this difficult time. Here are some of the special ways we connected with families and kids in March.



"We have done so much in 200 days. We have built an international team of supporters, we have raised money for the foundation and we have spread hope, love and joy across America. WOW, we have done a lot. I say "WE" because we are a team. I might be the one with cancer, but you are the ones who CARE! You are inspiring me to NEGU too"- Jessie Rees, Founder of the Jessie Rees Foundation.

Jessie's note to her supporters, written during her fight with cancer, not only showed her compassionate spirit, but also demonstrated the impact a community can have on the life of child fighting cancer, as

Jessie's community of support had done for her.

Two years later, Jessie's movement and message has continued to inspire thousands to stand up and help care for children fighting cancer all over the world. With the support of our donors, volunteers and sponsors, we were so proud to announce this year that—JESSIE'S JOYJARS HAVE GONE GLOBAL!!

While serving kids in over 260 U.S. hospitals, we now ship JoyJars to hospitals in Germany, Ireland, Canada, Switzerland, Australia, Malaysia and 12 other countries!



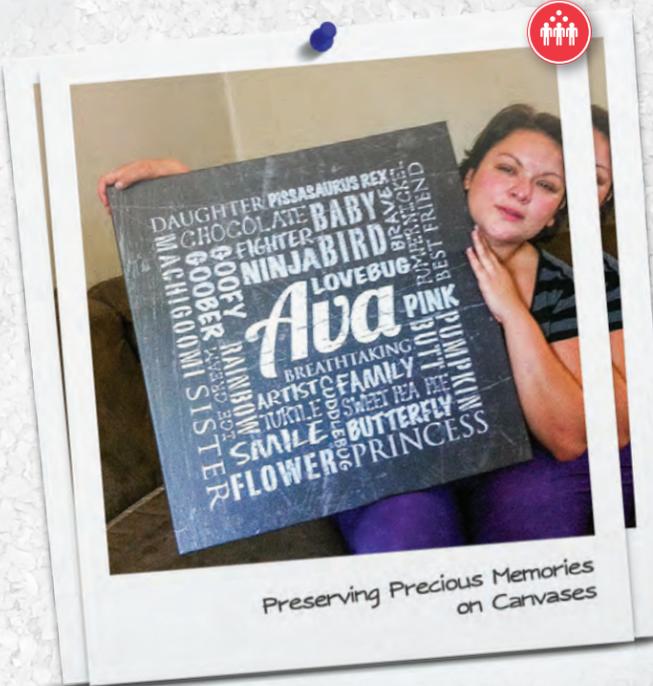
JoyJars Go Global



Kids at Children's Hospital Colorado Wake Up To Smiles and Joy



When a family loses a child, they are left with their precious memories—some stored safely within their hearts, others documented through photographs, videos, baby books and journals. The memory canvases that we offer to families who have lost a child to cancer, help preserve those special memories.



Preserving Precious Memories on Canvases

Hospital visits are one of our most favorite things to do—and they are even more fun when our special visit is a surprise! The kids in treatment at Children's Hospital Colorado woke up to a special delivery one day in March—a delivery from our JoyFactory! TeamNEGU All-Stars, Kaitlin Sandeno and Kara Lynn Joyce, delivered over 100 of Jessie's JoyJars to the kids at the hospital. Another 200 were delivered to other children visiting as outpatient. As always, the kids were smiling from ear to ear as they opened their very own JoyJar!



**APRIL** is a bittersweet month for all of us at the Jessie Rees Foundation as we remember Jessie and celebrate her birthday. Volunteers and athletes with the Jessie Rees Foundation joined Jessie's family this month in doing what Jessie loved best- spreading joy. This was her mission and her wish, and will continue to be her legacy for years to come. April was a chance for us to honor Jessie and the amazing work she did and continues to inspire through her foundation.

The Jessie Rees Foundation's 2nd Annual NEGU Gala was a beautiful night—a night to shine for courageous kids fighting cancer. During this special evening, we were joined by three of our NEGU kids, Rhys, Cade and Ayden, all who received special recognition for their courage and strength. We were also joined by an amazing representation of our TeamNEGU All-Stars; Matt Leinart, NFL Quarterback & Heisman Trophy Winner; Brendan Porter, Professional Lacrosse Player; Lenny Krayzelburg, Olympic Gold Medalist in Swim; Kaitlin Sandeno, Olympic Gold Medalist in Swim and National Spokesperson for the Jessie Rees Foundation and Jordan Palmer, NFL Quarterback. Over 400 guests and volunteers attended the NEGU Gala.

The event lineup included a special performance by singer and songwriter, Sharif Iman, with his symbolic song "Shine" and an unforgettable night of dancing and music compliments of The Bolts. Unveiled

during the evening were the newly released NEGU Power Packs.

The NEGU Gala was dressed with everything special to Jessie— 85 beautifully displayed, themed baskets of silent auction items including destination packages, hotel stays, dining opportunities, spa treatments, sporting event opportunities and so much more. A special area of the auction room displayed "Jessie's Favorite Things" -baskets filled with all things that Jessie loved most.

During the evening, guests had the opportunity to bid on some special items including a hand painting and masterpiece by artist Tom Clark, inspired by the event's theme—Shine for Courageous Kids. Tom created this amazing live art piece right in front of guests-start to finish! By the close of the event, we raised over \$100,000 to care for kids fighting cancer.



While in treatment at Children's Hospital Orange County (CHOC Children's), Jessie endured countless blood draws and tests. But thanks to compassionate phlebotomists, she conquered her fear of needles. So, it was only fitting that the foundation founded by Jessie would sponsor the reception area of CHOC Children's new Phlebotomy Laboratory.

On Jessie's 14th birthday, April 08, 2013, Erik and Stacey Rees oversaw the foundation's contributions to the laboratory—brightly-colored, child-friendly furniture, and games and activities to help patients cope with blood draws. They also honored and celebrated Jessie's birthday by delivering JoyJars to the kids in treatment in the laboratory.

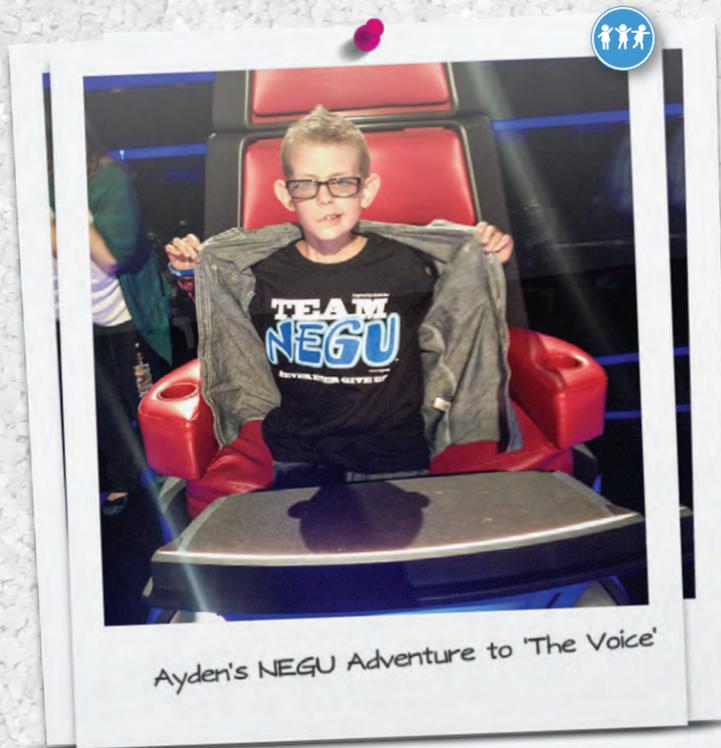
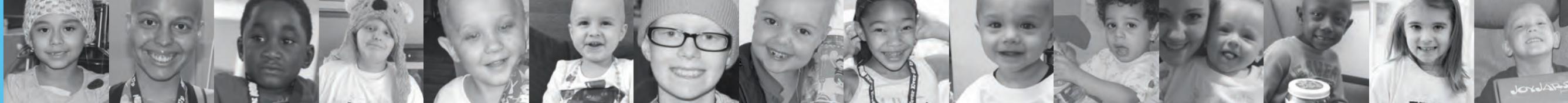
*"More than 15,000 kids use the lab annually and we wanted to make a scary place joyful and fun, which CHOC allowed us to do. We are so thankful we got to invest in these kids and this amazing hospital"- Erik Rees.*



Hospital stays can be very difficult for children, especially when they are lengthy. In April, we released our new NEGU Power Packs; all-in-one hospital room or bedroom facelift kits. Each NEGU Power Pack comes equipped with a NEGU blanket, NEGU pillowcase, a NEGU door hanger, spirit sticks and several other items to encourage kids to NEGU- Never Ever Give Up. One of our very first recipients of the NEGU Power Pack was courageous fighter Kacie!

Kacie is a fun-loving teenager who loves hanging out with friends and loves playing volleyball, softball, and cheerleading. She is extremely creative and has plans to become an art teacher when she's older. Kacie has a special love for reading, but after experiencing double vision as a result of a rare brain tumor, reading has become somewhat difficult for Kacie. Nonetheless, Kacie does not let cancer define her. Kacie told us after receiving her Power Pack that she was really looking forward to finishing treatment. *"I pray that hopefully this radiation will take it all away, so I can go back to being as much of a normal teenage girl as I can be. I will Never Ever Give Up this fight"- Kacie.*

**"Please help every child fighting cancer never ever give up." - Jessie Rees**



Ayden's NEGU Adventure to 'The Voice'

**MAY** - We are all about encouraging kids to Never Ever Give Up so they have fuel for the fight. May was such a perfect month for us to encourage kids in some new ways! In May, we launched NEGU Adventures, our opportunity to provide courageous kids with an outlet outside of their everyday fight with cancer. With so many special connections we have made with celebrities and professional athletes, we are able to send some special kids on some fun adventures! May was also an amazing month filled with JoyDrives hosted by kids, groups and local businesses.

The Jessie Rees Foundation's NEGU Adventures are one-of-a-kind sports and entertainment adventures designed to give courageous kids an opportunity to put treatments aside for a while for a special experience and lots of fun with celebrities and professional athletes.

During Jessie's fight with cancer, she was invited to attend a taping of "American Idol". Escorted in a limousine, Jessie and her family visited the Idol contestants backstage and enjoyed the show while she cheered on her favorite contestants! Knowing how much this experience meant to Jessie during her own treatment, the Jessie Rees Foundation will continue to offer these exciting, memorable moments for kids fighting cancer.

In May, courageous fighter Ayden, aka Rock Star Ayden, experienced his dream NEGU Adventure as he joined the cast and contestants at the taping of "The Voice"! Escorted in a limousine, receiving VIP treatment, taking backstage visits and even rockin' the drums on stage, Rock Star Ayden had his own one-of-a-kind experience. Here is what Ayden's mom tells us about their NEGU Adventure to "The Voice", "This experience was so uplifting for his heart and mind! To have that feeling of the crowd, the energy, and to do something you've dreamed of for so long...well, it's a pivotal moment"- Misty, Ayden's Mommy.

The students at Melinda Heights Elementary School teamed up for the second year to host their successful JoyDrive, benefiting the Jessie Rees Foundation. The students made signs and posters for their event, and set up several donation stations where students, staff and parents could drop off hospital-approved toys for JoyJars.

The students at Melinda Heights Elementary collected over 5,000 toys at their Joy Drive! Their efforts enabled us to send joy to lots of courageous kids this year!



Melinda Heights Elementary School Students Collect Toys for JoyJars

Life Technologies, a global life sciences company, is well known for developing products that contribute to ground breaking life science research. The Life Technologies teams also have a strong commitment to serving their local communities in several different ways through their "Giving Back at Life" initiatives. One of those opportunities is Global Volunteer Day for which employees and their families come together to volunteer for a full day of service to their local non-profit partners.

In May, the Carlsbad Life Technologies team selected the Jessie Rees Foundation as one of their charities for service projects. Over 300 compassionate employees of Life Technologies joined together to stuff 10,000 JoyJars! These JoyJars were shipped to Ronald McDonald Houses across the country.



Life Technologies Sends 10,000 JoyJars for Global Volunteer Day



*June* - We kicked off our summer spreading joy and raising awareness for childhood cancers. Joined by athletes, sponsors, volunteers and several courageous kids, we spent this June coordinating fun NEGU adventures, rallying community support at JoySplash and preparing JoyJars for California children's hospitals.

Elite 11 is an annual, elite camp for the "best of the best" high school quarterbacks who will likely be going on to play college and/or professional football. These young men receive high level training and coaching by pro athletes. This year, the 2013 Elite 11 players took time from their rigorous training to encourage some courageous kids who came out to the camp to join them. The athletes spent time with the kids and talked to them about reaching for their goals. Jordan Palmer, Elite 11 coach and TeamNEGU All-Star, shared Jessie's courageous story with the players and her decision to make a difference, "Think about Jessie's stats-- working with 240 hospitals and reaching 55,000 children," Jordan tells the young men, "Now think about your stats -- yards, touchdown passes -- pretty insignificant, right? This isn't really just about NEGU-- it's about your opportunity".

Elite 11 camper, Manny Wilkins, talks about how he was touched by the introduction, "I met two kids, Andrew and Sapphire, who really touched my heart. It was really cool to



ESPN, Nike and Elite 11 Join in Bringing Joy to Courageous Kids

➔ see somebody who had gone through so much and have such bright smiles on their faces and still enjoy living — and loving — life".

After meeting Jessie's daddy, Erik Rees, and the courageous kids who came to cheer them on, the young men from Elite 11 were inspired to become compassionate leaders on and off the field. Erik left them with some important words to remember when paving their paths on the field and through life. "What you do on the field defines what you 'do'--what you do off the field defines 'who' you are", Erik explained to the young men, "I challenge you all to be known as compassionate competitors that desire to make a difference in your communities."



Anthem Blue Cross Employees Stuff JoyJars for California Children's Hospitals

➔ To kick off our first annual NEGU for Kids California Tour that took place in July, our strategic partner, Anthem Blue Cross, joined us this month in stuffing hundreds of JoyJars that would be delivered to 14 California children's hospitals. Employees of Anthem Blue Cross spent time with us to learn more about Jessie's foundation and how to stuff the perfect JoyJar. Together we prepared hundreds of JoyJars that would be delivered to kids in California children's hospitals on our upcoming tour.

We are so grateful for the relationship we have with Anthem. "The Jessie Rees Foundation's good work closely mirrors Anthem's mission to help improve the health and lives of the people in our communities," said Pam Kehaly, President of Anthem Blue Cross, "Anthem was proud to partner with the Jessie Rees Foundation last winter to bring joy to hundreds of kids through their holiday JoyJar program, and we are honored to work with them to support their NEGU for Kids tour this summer."



Honoring Jessie's Love for Swimming at JoySplash

➔ Our 2nd Annual Joy Splash was a day to remember! Countless Orange County kids and families joined us for this fun-filled family event which included wacky relays, crazy contests, and lots of prizes. Several TeamNEGU All-Stars also attended the event to sign autographs and participate in the fun activities. JoySplash is an opportunity for us to raise more awareness and resources for childhood cancers in a fun way and to honor Jessie's love for swimming.



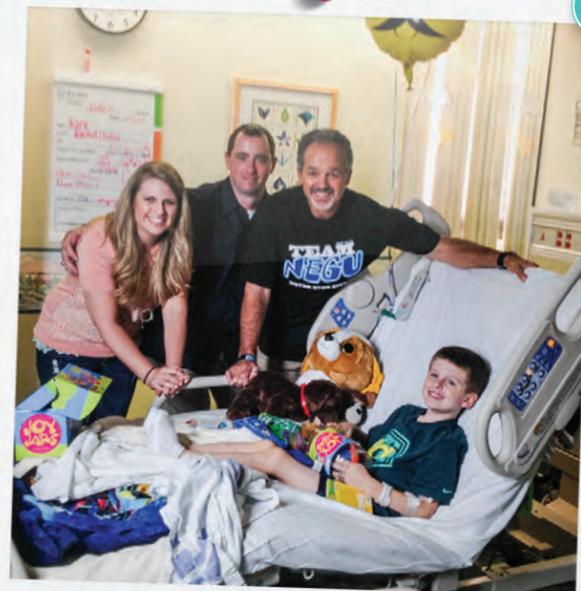
NEGU for Kids California Tour, Sacramento to San Diego

*July* was an exciting month of new adventures and new relationships. This month, we embarked on our first annual NEGU for Kids California Tour and welcomed Coach Chuck Pagano and DeMarco Murray to TeamNEGU. Pagano and Murray participated in their own NEGU public service announcements for childhood cancer awareness.

This year, we set out for our first NEGU for Kids California Tour! Sponsored by Anthem Blue Cross, we traveled on a 4-week, 13-city tour from Sacramento to San Diego to address two major health concerns affecting our children—childhood cancer and childhood obesity. Traveling in our very own NEGU van, our TeamNEGU All-Stars delivered JoyJars to children in hospitals and spent time at local Boys and Girls Clubs educating kids on obesity prevention, proper nutrition, exercise techniques and of course...encouraging all kids to Never Ever Give Up.

As we made our stops through California children's hospitals and Boys and Girls Clubs, we were also joined by Anthem Blue Cross Employees, volunteers, community members and professional athletes—all with one goal—education, prevention and encouragement.

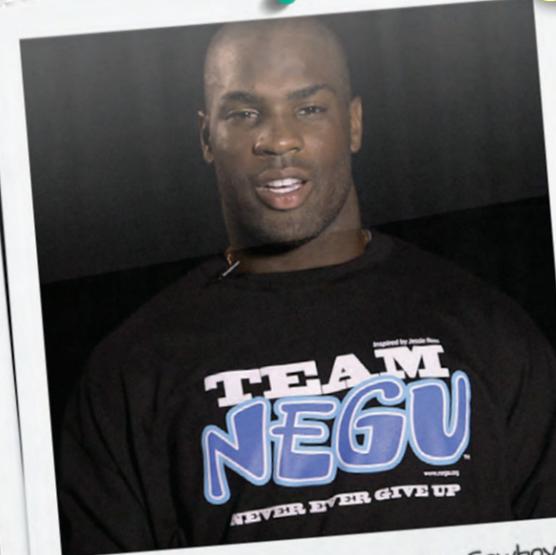
At the end of the tour, we were able to bring joy and encouragement to hundreds of California kids and to share Jessie's NEGU message with thousands.



Indianapolis Colts' Head Coach Chuck Pagano Joins TeamNEGU

We are so honored to have had the Indianapolis Colts' Head Coach, Chuck Pagano, join TeamNEGU this year as one of our national NEGU for Kids public service announcement speakers. It was only a year ago when Coach Pagano was in the trenches of his own fight with leukemia. Coach fought hard and never ever gave up, and now he has a special love for encouraging courageous kids to do the same. Currently in remission, Coach Pagano chooses to live his life with joy and a NEGU spirit, just like Jessie did.

DeMarco Murray, running back for the Dallas Cowboys, joined us this summer for our childhood cancer awareness campaign. In his public service announcement, Murray shares that it was his NEGU attitude that got him to where he is today. Now, Murray joins us in rallying a community of support to help encourage the thousands of kids fighting cancer to Never Ever Give Up.



Dallas Cowboys' DeMarco Murray Joins TeamNEGU

**Over 50 professional athletes visit kids in hospitals & encourage them to never ever give up!**



August was all about courageous and compassionate kids! Launching our NEGU bedroom makeovers and spending time at local Boys and Girls Clubs, we were able to encourage countless kids to Never Ever Give Up



Bella's NEGU Bedroom Makeover & Fun Adventure to Legoland

Thanks to some compassionate volunteers, this summer we started surprising courageous kids with their own NEGU Bedroom Makeovers! Our NEGU design team, Lori and Stacey, have put on their creative hats to work in turning bedrooms into NEGU havens where kids can wake up every day, inspired to Never Ever Give Up!

Bella was our first recipient of a NEGU Bedroom Makeover! Our NEGU design team met with Bella to talk about her likes and interests and collaboratively sketched together their ideas of the perfect bedroom.

When it came time to makeover her room,



we sent Bella and her family to Legoland California-- And we got to work! Included in Bella's NEGU bedroom makeover was new paint, new bedding, fun organizers and lots of NEGU flare!

Bella also received a new desk, which was a special request of hers as she wanted a special place to do school work. On top of Bella's new desk is a picture of Bella and Jessie, taken when they were in treatment together at CHOC. Bella and Jessie had a special connection and are forever connected through their journey together.



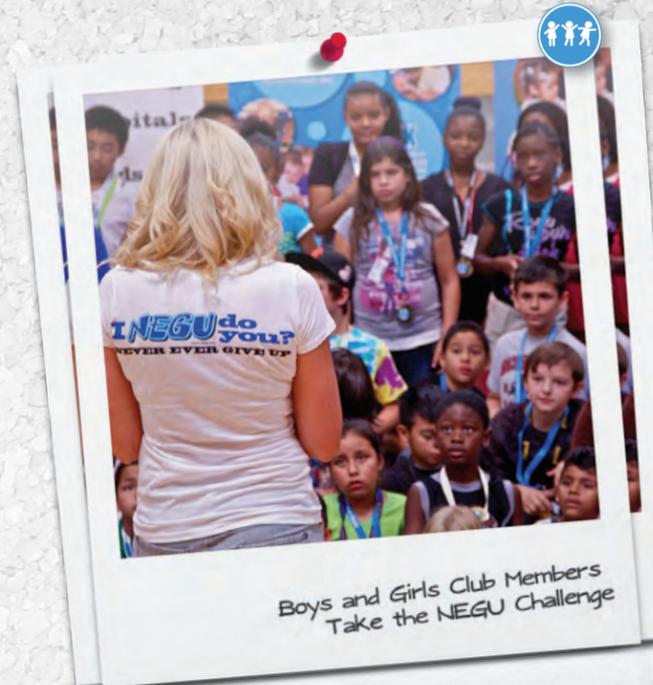
Jade's NEGU Nurse Stephanie at Phoenix Children's Hospital



Courageous fighter Jade took a special opportunity this year to recognize her NEGU Nurse Stephanie, who is an exceptional caregiver at Phoenix Children's Hospital! Jade's mommy shares with us how Stephanie encourages Jade to Never Ever Give Up.

*"Stephanie was Jade's very first nurse at Phoenix Children's Hospital (PCH). She has always fought for us when we needed things taken care of. She has created a friendship with Jade that made her feel comfortable and even happy in instances where she was miserable.*

*Steph, you have made bad days brighter, horrible days better and good days more fun just by being you. PCH is lucky to have you on their team, helping the kids and their families who unfortunately have to call that place home from time to time. You have been such a blessing to our family and your love and support will never be forgotten and always cherished. We love you"*  
- Joie, Jade's mommy.



Boys and Girls Club Members Take the NEGU Challenge



National Spokesperson for the Jessie Rees Foundation, Kaitlin Sandeno, was busy this year visiting Boys and Girls Clubs all over the state, encouraging young kids to reach for their dreams and make a difference in their communities. "A big 'thank you' to Kaitlin, Cory and everyone from Team NEGU for visiting us today! We truly appreciate the work that you do and the message that you continue to share with others. Thank you for sharing Jessie's story and mission with our staff and Club members. Each Boys & Girls Clubs member took the oath: 'I commit to stay active, I commit to caring for people in need, I promise to have fun, and in all I commit to NEVER EVER GIVE UP!'" - Boys and Girls Club Inland Empire.



3rd Annual NEGU Golf Classic Breaks Fundraising Records

September is National Childhood Cancer Awareness Month, and we took every opportunity we could to bring more awareness to the devastating realities of childhood cancer. This month we also broke fundraising records at the 3rd Annual NEGU Golf Classic, with proceeds going to resource for kids and families fighting cancer.

Our 3rd Annual NEGU Golf Classic was a smashing success! Joined by over 200 golfers, our wonderful sponsors and our dedicated volunteers, we surpassed last year's fundraising efforts by raising \$260,000, which enabled us to send 10,000 holiday JoyJars this year!

A special "thank you" goes to The Salah Foundation for their \$100,000 matching gift, which empowered us to reach so many children. Participants enjoyed a fabulous day of golfing at the prestigious Coto de Caza Country Club, lunch by Wahoos and a fun-filled evening of awards, dinner and entertainment.

This year, we were so honored to announce our ball-drop winner, courageous fighter Nico's family, who received gifts of their choice totaling \$1,000. Nico's family opted for Universal Studios and Disney World tickets and other special gifts to be used on their family vacation to Florida.



September is a very important time of the year for the Jessie Rees Foundation as we promote and advocate

for National Childhood Cancer Awareness Month.

This year, we were joined by American Comedian, Robby Novak, also known as Kid President and Sevenly, a crowd-fundraising organization, in an attempt to bring more awareness to childhood cancers and bring more support to kids and their families. In his video produced by Soul Pancake, "Kid President Challenge: Spread Joy", Novak explained how he was over the moon when

he received his own JoyJar while in the hospital. "One time I was in the hospital" Novak shares, "and this nurse just came up and gave me a present. I didn't even know them, and they made my day". Novak encouraged supporters to make a purchase at sevenly.org during a selected week in September, with a portion of the proceeds going to the Jessie Rees Foundation. By the close of the challenge, over \$18,000 was raised to help send JoyJars to kids in hospitals.



Kid President and Sevenly Join Us for Childhood Cancer Awareness Month

Courageous fighter Oscar, joined by his mom, dad and brother Isaac, took a NEGU adventure to Dodger Stadium to visit with the team and have some fun! Escorted in a stretched limo, Oscar's family was taken to the field to watch batting practice, met Vin Scully and enjoyed a great game with hot dogs, cotton candy and other treats. During their visit, the boys received autographed bats and gloves, signed jerseys and were even given a tour of the locker room by team members Skip Schumaker and Nick Punto, also members of our TeamNEGU All-Stars. Before leaving, Oscar and Isaac got to show their Dodger spirit on the big screen for the whole stadium to see!



Oscar's NEGU Adventure to Dodger Stadium

# Over 80,000 joyjars have been sent



*October - With the football season in full swing this fall, professional, college and high school teams created a special opportunity to make an impact on the lives of courageous kids with their love of football. It was also another fun month of NEGU bedroom makeovers, adventures and more!*



Capo Valley Football Team Welcomes NEGU Team Captain Kurt!

The Capistrano Valley High School football team welcomed their newest team member to the roster during their homecoming week this fall. 9-year old courageous fighter Kurt joined the Capo Valley team all week in preparation for their big game. In fact, Kurt played such a big role in the team's game-day preparations, that he was named Honorary Team Captain for the week!

Kurt is currently in the remission stage of his fight with leukemia and he will Never Ever Give Up! A big "thank you" goes to the Capistrano Valley High School football team

for welcoming Kurt in as part of your own, and for giving him this one-of-a-kind, special opportunity to put leukemia aside for a while and to do something fun!

*"For more than two and a half hours, Kurt was part of the team, and he was in football heaven! The heartfelt, caring emotions and love for Kurt shown by complete strangers – and now friends at CVHS – was totally amazing. The high school made us feel we were not alone and that they had all rallied behind Kurt to lift his spirits."-John, Kurt's dad.*



UCLA Bruins Welcome Courageous Kids For Some Football Fun

UCLA football coach, Jim Mora has been a big contributor to the Jessie Rees Foundation in helping us encourage kids to Never Ever Give Up. This year, Mora and his team welcomed 4 courageous kids to the field to participate in practice, talk with the players and practice field goal kicking. Courageous fighter Cade ran a play against the Bruin's defense which resulted in a touchdown!

*"It was an amazing day", Cade's dad Mike shares of their experience with the Bruins. "It was the kind of day that we will never forget".*

Courageous fighter Katie got her special bedroom makeover this November! Katie was an active participant in her room makeover, choosing her paint colors and accessories. What Katie didn't know, was that some special flare would be added to her room donated by the LA Galaxy, an American Professional Soccer Team. Katie has a special love for soccer, so the team surprised Katie with a jersey signed by each member of the team and a hand-written note to inspire her to Never Ever Give Up.



Katie's LA Galaxy-Inspired NEGU Bedroom Makeover



We Moved to our New JoyFactory in Irvine!

*November was a month of joyful expansion for us. We moved into our new JoyFactory in Irvine to accommodate the thousands of JoyJar requests we receive. This month JoyJars were delivered by UPS to some special kids in the United Kingdom!*

Over the past two years, we've outgrown ourselves, with joy bursting from the seams of our Rancho Santa Margarita JoyFactory. So last August, we made the decision to move to a bigger office to house more toys, more volunteers and more JoyJars! Once we were all moved in, we welcomed our fans and supporters into our new offices and our new JoyFactory for our house warming celebration.

Our open house event was a great evening of JoyJars stuffing, tours and some fun photo opportunities in front of our NEGU-inspired Christmas tree. We are so thankful for the help of our Strategic Partner, Applied Medical, in finding the perfect spot for our expanded Joy-Factory.

The 49ers welcomed five of our courageous kids to their practice field to tour the facilities, meet the players and have some fun! The kids who came out to join the 49ers were all in treatment at Lucile Packard Children's Hospital in Palo Alto. Each guest was showered with a goodie bag filled with 49ers gear and received signed autographs by the team. The 49ers gave these kids an unforgettable experience that they will remember for years to come.



The San Francisco 49ers Welcome Courageous Kids to the Field

Representatives from our strategic partner, UPS, helped us deliver international joy this month to some courageous kids in the United Kingdom! UPS has so graciously shipped every one of our JoyJars from the very beginning. But this month, UPS team members George Willis, VP of Operations, Clive Preston, Area Sales Manager and Sharon Hauber, Development Manager took a special opportunity to see Jessie's JoyJars in action as they hand delivered them to kids in treatment at University Hospital in Coventry, England.



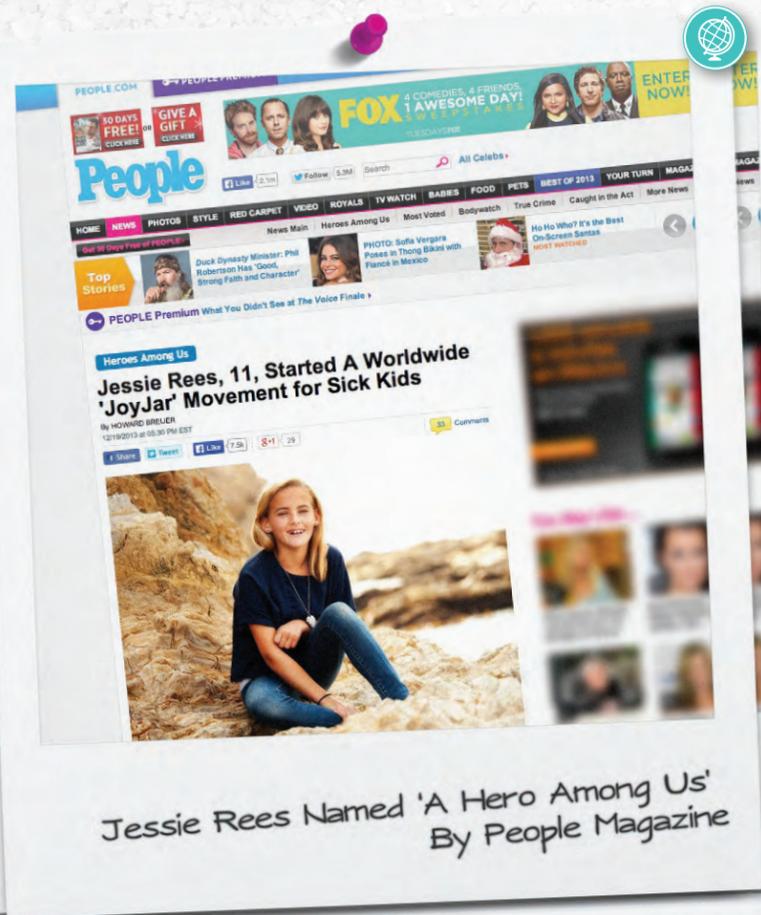
UPS Representatives Deliver JoyJars to Kids in the United Kingdom

We are so grateful for the relationship we have with UPS and for their continued support of delivering JoyJars to courageous kids!



*December* - We finished off our 2013 year with lots of joy for courageous kids, some holiday joy for our supporters and a special recognition of Jessie from People magazine. In December, we received word that Jessie was named a 'hero among us' by People magazine and her passionate work with JoyJars was selected as one of the most moving stories of 2013. We are so proud of you Jessie, and we will Never Ever Give Up working to fulfill your wish and your dream.

Our sweet Jessie has received so many accolades and recognitions over the past 2 years for the movement she started of encouraging kids fighting cancer to Never Ever Give Up. In 2012, Jessie was awarded the International Lady Diana Award for her encouragement to children fighting cancer. That same year, Jessie was also named a "Young Wonder" at the 2012 CNN Heroes All Star Tribute. This December, Jessie was named "A Hero Among Us" by People Magazine in which she was recognized for her courageous journey and inspirational legacy. We couldn't be more proud of our Sweet Pea, Jessie—



Jessie Rees Named 'A Hero Among Us' By People Magazine



Our First Annual NEGU Santa Stroll Rallies Community Holiday Spirit



Santa Stroll was our first ever, family holiday event and fun-raiser! The night was filled with great company from our fans and followers, fun games and prizes and lots of holiday cheer! Santa made his appearance to take pictures with kids and families by our NEGU-inspired Christmas tree. Awards were given to the participants who showed the most Christmas spirit, to the highest fundraiser and to the participant who completed the most laps in one hour! What a wonderful night it was to rally some community holiday spirit and to support kids fighting cancer.



Our Mobile Joy Lab Comes to CHOC Children's Hospital



We launched our Mobile Joy Lab this December—a mini JoyFactory that comes right to the hospitals so kids in treatment can stuff their very own JoyJars! We celebrated the opening of our Mobile Joy Lab at CHOC Children's!

Child Life Specialist, Amber Chavez, tells us about the kids' reactions to our Mobile Joy Lab, "I think it was really beneficial that they got to choose their own items for their JoyJars. When kids are in the hospital, they never get to make choices on the medicines

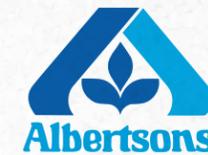
they take, the surgeries they need, how many times they get poked etc, so having them make their own JoyJar provided these patients the opportunity to do just that—decide what they wanted! A simple act can make a big difference."

"Thank you" to the staff, doctors and nurses at CHOC Children's for allowing us this special opportunity. And "thank you" to all of the courageous kids and families who joined us for this joyful day. We NEGU for YOU!

➤ STRATEGIC PARTNERS



SUPPORTING SPONSORS ➤



ask us how your company can stuff JoyJars



## 5 Great Ways to Support Us ⬇

- 1 **Volunteer::** Sign-up to join TeamNEGU and help us spread hope, joy and love to kids battling cancer. TeamNEGU Members can host JoyDrives, hold fundraisers, start high school clubs, walk in honor of TeamNEGU at local charity walks, contact their local children's hospitals to see if they would like JoyJars and much more.  
*To learn more and sign up please visit: [www.negu.org/volunteer](http://www.negu.org/volunteer)*
- 2 **Donate::** There are many ways to donate to the Jessie Rees Foundation. One great way is by making an online donation. A simple investment of \$20 ensures a child gets one of Jessie's JoyJars. \$100 sends a child a NEGU PowerPack. \$200 sends a family a special memory canvas if their loved one is with Jessie. You can also make in-kind donations in a variety of ways.  
*Please donate at [www.negu.org/donate](http://www.negu.org/donate)*
- 3 **Promote::** Please use email, Facebook, Twitter and other social media channels to spread Jessie's NEGU message to your friends, family and community.
- 4 **Sponsor::** The Jessie Rees Foundation is honored to have the support of global, national and local corporations that help us spread more hope, joy and love to courageous kids around the world. Your company could sponsor JoyJars, events and other resources.  
*To learn more email Erik Rees at [erik@jessie.org](mailto:erik@jessie.org)*
- 5 **Join::** Become a member of the JoySquad and sponsor a child a month for only \$20. This is a great way to help spread hope, joy and love to children fighting cancer around the world. Each JoySquad member received their very own JoyPack that includes a limited edition JoySquad t-shirt, key chain and six mini JoyJars to give boosts of joy to people you know.  
*Sign-up today at [www.joysquad.org](http://www.joysquad.org)*

**Facebook::** [www.facebook.com/JessieReesFoundation](http://www.facebook.com/JessieReesFoundation)

**Twitter::** @TeamNEGU

**Instagram::** [jessiereesfoundation](https://www.instagram.com/jessiereesfoundation)

**YouTube::** [www.youtube.com/negujess](http://www.youtube.com/negujess)

## MARK YOUR CALENDARS!

- ➔ **3rd Annual NEGU Gala -**  
March 29th at Marriott Fashion Island Resort & Spa
- ➔ **4th Annual Joy Splash -**  
June 14th
- ➔ **4th Annual NEGU Golf Classic -**  
Sep 15th at Coto de Caza Country Club
- ➔ **2nd Annual Santa Stroll -**  
December 7th at Santa Margarita High School



**2014 is going to be a great year. Join us!**

**NEGU**

**JESSIE REES FOUNDATION**

Facebook:: [www.facebook.com/JessieReesFoundation](http://www.facebook.com/JessieReesFoundation)

Twitter:: @TeamNEGU

Donate: [www.negu.org/donate](http://www.negu.org/donate)

Online:: [www.negu.org](http://www.negu.org)

Mail:: PO Box 80667, RSM, CA 92688-0667

Office:: 9451 Toledo, Irvine, CA 92618 (no mail service)

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**NEVER EVER GIVE UP**