

PEDIATRIC CANCER FOUNDATION



2011 Annual Journal



It is with pride and gratitude that **Pediatric Cancer Foundation (PCF)** dedicates its 2011 Annual Journal to those who have served as President of the charity since its inception in 1970. Under the leadership of each of these remarkable women, **PCF** has grown from a grass-roots charity to the vital source of funding it is today.

In its infancy, **PCF** began as the Maxwell Leeds Tumor Foundation, created in response to one child's immediate medical needs by raising money to support Columbia Presbyterian, the hospital at which the child was treated. Under the leadership of Vicki Tananbaum, and later her sister, Andrea Miron, and with aid from the child's grateful parents and family, the Maxwell Leeds Tumor Foundation took shape. The seeds of this organization would ultimately become the roots of **Pediatric Cancer Foundation**. Over time, the Maxwell Leeds Tumor Foundation changed its name to reflect the broader reach its increased fundraising efforts achieved, work that was spearheaded by each successive President. **Pediatric Cancer Foundation** grew into a charity distinguished by its burgeoning support of not just one, but of five area hospitals on the forefront of children's cancer research and treatment.

With each successive **PCF** Presidency, the number of events and programs created and run by its Boards of Directors grew... and so did its fundraising dollars. New Presidents brought in fresh supporters and volunteers, and the charity thrived. Since 1970, nearly 90% of its dollars raised to go directly toward funding research, treatment and state-of-the-art diagnostic and other equipment. Discoveries made through the research **PCF** has supported over the years have touched not only children in our own communities, but children around the world.

Today **PCF** raises hundreds of thousands of dollars a year, a feat that could not have been achieved without the strength, dedication and passion that each **PCF** President has brought to the charity. In the face of a growing economic crisis, the charity's exceptional leadership has fostered an increase in its volunteer base and with it, additional sources of funding. Our Presidents, aided by the Boards of Directors who help guide them, have over time broadened the Foundation's support base not only to that of local businesses and private donors, but to corporate partners and sponsors as well.

Pediatric Cancer Foundation resoundingly applauds its extraordinary Presidents for their outstanding work on behalf of children battling this devastating disease. It is through their tireless efforts, limitless vision and unparalleled dedication that **PCF** has been a steady supporter of vital advances in the fight against pediatric cancer. **PCF's** Presidents, those past and present, have exemplified how truly to... *hold the hand of a child.*

PEDIATRIC CANCER FOUNDATION

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A copy of our latest annual report may be obtained upon request.
To ensure our children's future, funds from this Journal support pediatric cancer research.