

COURAGE • WISDOM • HONESTY • STRENGTH



**CONQUERING CHILDHOOD CANCER**  
2009-10 ANNUAL REPORT



# THE MISSION OF THE FOUR DIAMONDS FUND

The mission of The Four Diamonds Fund is to conquer childhood cancer by assisting children treated at Penn State Hershey Children's Hospital and their families through superior care, comprehensive support, and innovative research.

## HISTORY OF THE FOUR DIAMONDS FUND

### FOUR DIAMONDS – COURAGE, WISDOM, HONESTY, AND STRENGTH

Once upon a time, a young man was asked to write his biography for an English class. Instead, he wrote a fictitious tale about a knight named Sir Millard, the worthy bearer of the magnificent Diamonus Quadrus – the attributes he needed to overcome an evil and unpredictable sorceress named Raptenahad.

In reality, Sir Millard was the author – Christopher Millard, a talented 14 year-old boy who struggled for three years to overcome cancer. Sir Millard and The Four Diamonds was Christopher's symbolic description of his fight against the evil and unpredictable cancer. In 1972 Christopher lost his battle with cancer.



After Christopher's death, his parents, Charles and Irma Millard, wanted to do something to help families in central Pennsylvania who were experiencing the same type of situation they had. At the time, what is now the Penn State Hershey Children's Hospital was in its infancy and was not yet equipped to offer the type of care Christopher needed, so he and his family travelled to the Boston Children's Hospital for his treatment. While there, the Millard family was fortunate to benefit from The Jimmy Fund which paid for medical expenses not covered by their insurance. The Millards created The Four Diamonds Fund at Penn State Hershey Children's Hospital based on their experience with The Jimmy Fund, and used Christopher's essay as inspiration for naming the Fund.

The primary purpose of the Fund is to cover any medical expenses not covered by a family's insurance or other means. Since its inception, the Fund has expanded to include support for staff members who provide comprehensive medical care through a team of pediatric oncologists, nurse specialists, social workers, child life specialists, a clinical nutritionist, a music therapist, and a clinical psychologist.

The Fund has also grown to support important pediatric cancer research conducted at Penn State College of Medicine. In 1999, the Fund created Four Diamonds Center for Pediatric Cancer research endowment and in 2007 created an Experimental Therapeutics program endowment. Each of these programs continue to grow as we continue on our quest to cure childhood cancer.

Through the four diamonds of Courage, Wisdom, Honesty, and Strength each of us can share in helping children and their families in their battle against pediatric cancer.

# A Message from Dr. Paz



On behalf of the faculty and staff at Penn State Milton S. Hershey Medical Center, I extend my sincere appreciation to the individuals, schools, and organizations that so generously supported The Four Diamonds Fund at Penn State Hershey Children's Hospital during the past year. Your commitment resulted in a record fundraising year for The Four Diamonds Fund.

Whether it is through a school program, a community fundraiser, or an individual contribution, your gifts to The Four Diamonds Fund provide a tremendous level of support to our patients and their families. In addition to providing direct financial assistance, gifts to the Fund support staff at the Children's Hospital and research conducted at Penn State College of Medicine.

It would be impossible to talk about The Four Diamonds Fund without mentioning the Penn State IFC/Panhellenic Dance Marathon, or THON. The incredible success of the Fund continues to be due, in large part, to THON. I am extremely proud of the many ways in which the students involved with THON support the Four Diamonds patients and their families. Perhaps even more impressive is that we see the same dedication and enthusiasm from the high school and middle school students who participate in the mini-THON program, which continues to grow each year. To see such compassion and diligence from young people of all ages is truly heartwarming.

The mission of The Four Diamonds Fund is to conquer childhood cancer by assisting children treated at Penn State Hershey Children's Hospital and their families through superior care, comprehensive support, and innovative research. With your support, we are able to fulfill this mission. Thank you for your continued commitment to The Four Diamonds Fund.

Best regards,

A handwritten signature in blue ink that reads "Harold L. Paz". The signature is written in a cursive, flowing style.

**HAROLD L. PAZ, M.D.**

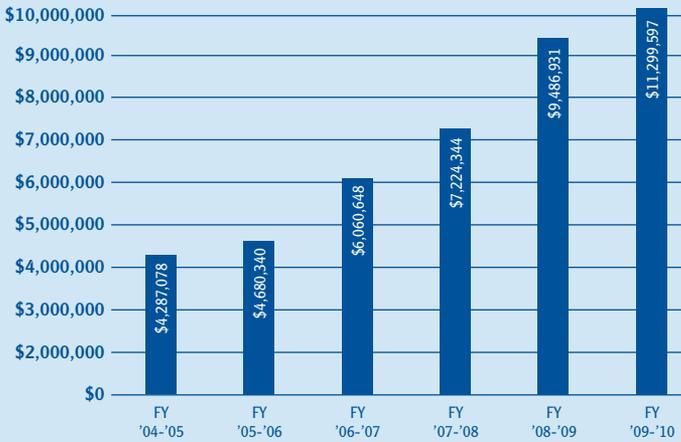
Chief Executive Officer, Penn State Milton S. Hershey Medical Center  
Senior Vice President for Health Affairs, Penn State University  
Dean, Penn State College of Medicine

# The Four Diamonds Fund

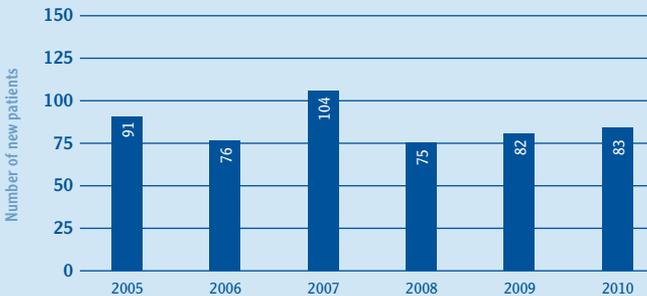
## FISCAL YEAR 2009-2010 STATISTICS

Total amount of gifts raised was \$11,299,597  
471 Memorial gifts totaling \$58,976  
543 patients seen throughout the year  
83 new patients  
7 realized bequests totaling \$672,662

## TOTAL AMOUNT RAISED BY THE FOUR DIAMONDS FUND FOR THE PAST SEVERAL YEARS



## COMPARISON OF NEW FOUR DIAMONDS PATIENTS DURING THE PAST SEVERAL YEARS

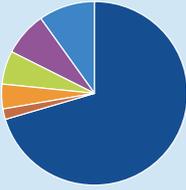


## PATIENT INFORMATION

The Four Diamonds Fund and Penn State Hershey Children's Hospital strive to be leaders in providing pediatric cancer care. Children's Hospital is a member of the national Children's Oncology Group (COG). Penn State Hershey Children's Hospital ranks 25th in size relative to the 211 institutions in the United States that care for children with cancer. Patients from all over central Pennsylvania come to Children's Hospital for cancer care. The information below shows the counties in which our patients reside.

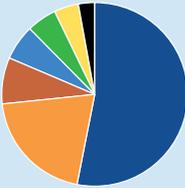
County	No. of Total Patients	County	No. of New Patients
Adams	18	Adams	1
Berks	49	Berks	2
Centre	7	Centre	3
Chester	3	Chester	0
Clearfield	1	Clearfield	0
Clinton	1	Clinton	1
Columbia	1	Columbia	0
Cumberland	59	Cumberland	8
Dauphin	71	Dauphin	8
Franklin	33	Franklin	7
Fulton	3	Fulton	1
Hampden	1	Hampden	1
Huntington	3	Huntington	3
Lackawanna	2	Lackawanna	0
Lancaster	135	Lancaster	23
Lebanon	26	Lebanon	1
Lehigh	4	Lehigh	1
Luzerne	15	Luzerne	5
Lycoming	2	Lycoming	0
Mifflin	2	Mifflin	0
Montgomery	2	Montgomery	0
Northumberland	4	Northumberland	1
Perry	3	Perry	1
Potter	1	Potter	0
Schuylkill	11	Schuylkill	2
Susquehanna	1	Susquehanna	1
Wyoming	3	Wyoming	0
York	76	York	13
<b>Other States</b>		<b>Other States</b>	
Maryland	8	Maryland	0
Virginia	1	Virginia	0
<b>Total</b>	<b>543</b>	<b>Total</b>	<b>83</b>

## Sources of Funds



■ 71%	\$8,052,013.00	Penn State Dance Marathon (THON)
■ 9%	\$962,349.00	Investment Interest
■ 8%	\$961,019.00	Mini-THONs
■ 6%	\$672,662.00	Bequests
■ 5%	\$592,488.00	Special Events
■ 1%	\$58,976.00	Memorial Gifts

## Uses of Funds



■ 59%	\$8,500,000.00	Future Funds for Experimental Therapeutics *
■ 19%	\$2,805,000.00	Future Funds for Pediatric Oncology Research
■ 9%	\$1,284,149.00	Patient Care Providers Hershey Children's Hospital Research Institute
■ 4%	\$615,361.00	Patient/Family Support **
■ 4%	\$523,227.00	Research Grants
■ 3%	\$377,145.00	Administrative Expenses
■ 2%	\$324,122.00	Scholarships

\* 3,139,407 of funds collected in previous fiscal years was moved into experimental therapeutics during fiscal year 2009-2010

\*\* financial assistance for uncovered medical expenses and other treatment related expenses





**LOVE BELONGS HERE**  
**PENN STATE IFC/PANHELLENIC**  
**DANCE MARATHON 2010**

**THON™**

# The 2010 Penn State IFC/ Panhellenic Dance Marathon

*Excitement peaked THON weekend as the placards were turned, announcing THON had raised a tremendous \$7,839,054.86. Including the donations received in the weeks following THON weekend, the final THON fundraising total for 2010 was \$8,052,013.59 – which was an increase of more than \$561,000 from the 2009 total.*

Since 1977 THON has raised more than \$68 million for The Four Diamonds Fund. Through THON's continued support, The Four Diamonds Fund has been able to:

- Cover all medical costs not paid for by insurance for any Pennsylvania family with a child diagnosed and treated for pediatric cancer at Penn State Hershey Children's Hospital.
- Provide world-class care from an outstanding pediatric oncology team to every pediatric oncology patient.



GORDON WENZEL

- Establish the Four Diamonds Research Endowment which supports pediatric cancer research being conducted by Barbara A. Miller, M.D. and Ken Lucas, M.D.
- Create a Stem Cell Transplant Clinic where pediatric oncology patients can receive their stem cell or bone marrow transplants and specialized care close to home.
- Establish the Pediatric Cancer Experimental Therapeutics Research program to promote and facilitate the development of new therapeutic approaches in the treatment of pediatric cancer.

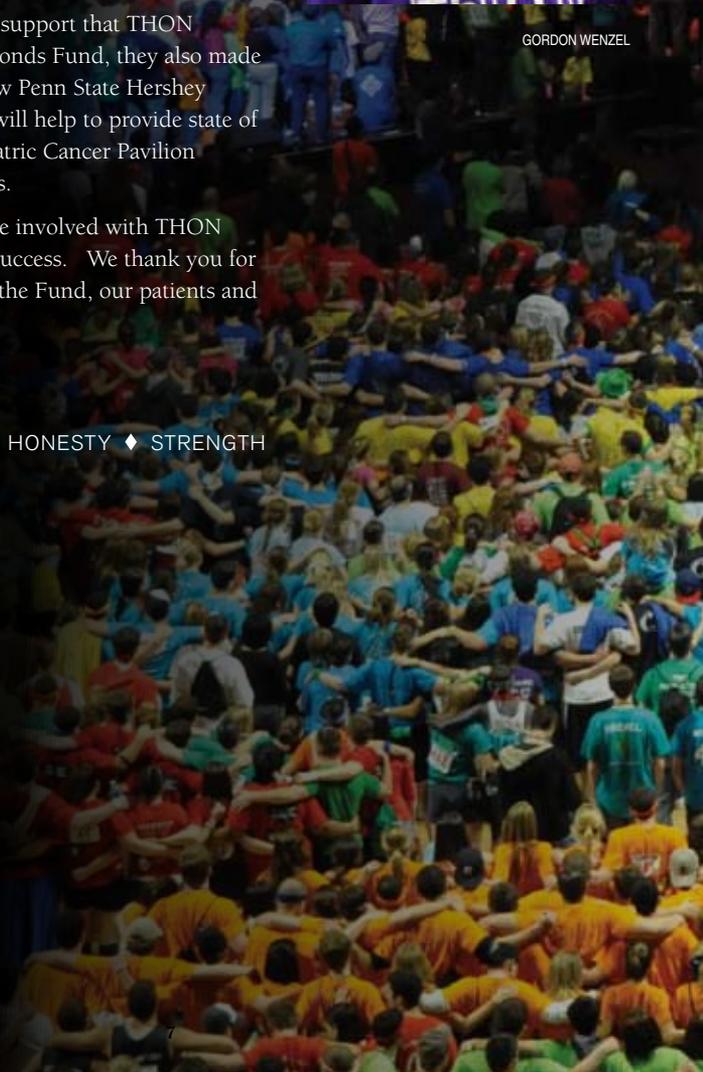


GORDON WENZEL

In addition to the financial support that THON provides to The Four Diamonds Fund, they also made a \$10 million gift to the new Penn State Hershey Children's Hospital which will help to provide state of the art facilities in the Pediatric Cancer Pavilion for pediatric cancer patients.

Congratulations to everyone involved with THON 2010 for the unbelievable success. We thank you for your continued support of the Fund, our patients and their families.

COURAGE ♦ WISDOM ♦ HONESTY ♦ STRENGTH



“When asked how THON is able to raise so much money each year, the answer given by Caitlin Zankowski, THON 2010 overall chairperson, was simple, “One dollar at a time.”

Caitlin Zankowski  
THON 2010 Overall Chairperson





## 2009-2010 The Four Diamonds Fund Mini-THONs

Modeled after THON, mini-THONs are devoted to raising money and awareness for the battle against childhood cancer. The events introduce concepts of philanthropy and encourage the development of leadership skills for students in elementary school through high school. These high energy events often are organized by students with the help of faculty advisors and parents.

In preparation for their schools' events, many students participated in a mini-THON workshop designed to allow students to network, share ideas, and learn best practices from one another. Several students also attended mini-THON events during the Penn State Dance Marathon (THON) in February. They took the lessons they learned back to their schools, applying their new knowledge to contribute to the success of their events.

During the 2009-2010 school year, The Four Diamonds Fund mini-THON program grew by 26% with the addition of 10 new schools. Collectively, the 52 participating schools from across Pennsylvania raised more than \$965,000 to support The Four Diamonds Fund's pediatric cancer care and research.

The Four Diamonds Fund is very proud of all of the students who have played a part in the mini-THON Program success. Congratulations!

## 2009-2010 FOUR DIAMONDS MINI-THONS

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Annville-Cleona Middle School & High School	\$40,000.00
Bethel Park High School	\$4,863.61
Central Columbia High School	\$4,171.88
Central Dauphin High School	\$88,625.00
Cheltenham High School	\$20,120.67
Cocalico High School	\$3,255.51
Cumberland Valley High School	\$75,520.00
Dallas High School	\$13,301.91
Elizabethtown College	\$500.00
Elizabethtown High School	\$1,704.12
Ephrata High School	\$5,088.00
Garden Spot High School	\$6,129.76
Garnet Valley High School	\$11,000.00
Gettysburg High School	\$7,051.10
Governor Mifflin High School	\$30,279.85
Hanover High School	\$7,651.02
Hempfield High School	\$75,871.29
Hershey Key Club	\$6,000.00
Indiana Area Senior High School	\$1,366.15
Jim Thorpe Area High School	\$2,071.22
Kennard-Dale High School	\$21,666.50
Kittanning Senior High School	\$1,000.00
Lake Lehman High School	\$1,733.00
Lampeter-Strasburg High School	\$36,908.19
Laurel Valley High School	\$3,500.00
Littlestown Area High School	\$3,275.00
Lower Dauphin High School	\$25,570.00
Lower Moreland High School	\$37,953.78
Manheim Central High School	\$18,051.00
Northeastern High School	\$1,000.00
Northern High School	\$15,266.14
Palmyra High School	\$23,000.00
Pennridge High School	\$7,332.70
Red Lion High School	\$53,186.48
South Western High School	\$13,875.90
Springfield High School	\$119,020.00
Trinity High School	\$34,000.00
Upper Dauphin High School	\$5,400.00
West York High School	\$23,250.00

### MIDDLE SCHOOL MINI-THONS

Annville-Cleona Middle School ( <i>Included with HS total above</i> )	
Cedar Crest Middle School	\$3,909.33
Conewago Valley Intermediate School	\$14,000.00
Easton Area Middle School	\$9,677.65
Mechanicsburg Middle School	\$4,565.00
Park Forest Middle School	\$18,234.72
Simon Butler Elementary School	\$10,000.00
Southern Middle School	\$11,433.92
Spring Grove Middle School	\$35,533.52
Tunkhannock Area Middle School	\$11,216.06

### ELEMENTARY SCHOOLS MINI-THONS

Northside Elementary School	\$6,153.00
Hamilton Heights Elementary School	\$1,210.00

**TOTAL**

**\$965,815.33**



## Superior Care- Unique Programs and Services supported by The Four Diamonds Fund

The family-focused approach of the Penn State Hershey Children's Hospital embraces the philosophy that a child with cancer is a child first and a patient second. Children with cancer have the same developmental needs other children have. They need to have fun, to learn, to develop social skills. They need to interact with others, express their feelings, and find ways to understand their world.

For a child with cancer, the hospital becomes a regular part of their world. Thanks to the generosity of individual, corporate and organizational donors, The Four Diamonds Fund is able to financially support the work of a team of specialists whose superior care and comprehensive support helps children with cancer and their families adapt to this new world.

## Social Work

A team of social workers are often the first support unit a family meets after they have received a cancer diagnosis. These compassionate staff members help families to navigate through the initial days of their diagnosis and continue working with the families through the months and years of treatments, follow-up visits and after-care services. The social workers assist with insurance paperwork, work with the child's school and/or parents' employers, and provide other psychosocial support.



## Child Life

Child life specialists offer pediatric cancer patients and their families a variety of services to assist in education, coping, distraction, and making the hospital environment feel more familiar. Educating patients and their families about the hospital and their diagnosis is an essential part of the Child Life Program. Knowing what to expect helps patients feel less anxious and more in control.

Child life specialists use age-appropriate tools to help explain medical procedures and diagnoses to children and their families, and work to ease the anxiety children may have about medical procedures. They may accompany children into treatment rooms to reassure or distract a child during a treatment, or may provide the tools for parents to play that role in helping their child.

They help to alleviate the boredom a child may encounter during treatments through a variety of games, art projects and other entertaining activities. Play and age appropriate activities help pediatric patients cope with their hospital experience by making the hospital environment more familiar and by providing outlets for expression, while also helping children who have extended hospital stays to remain on track in reaching important child development milestones.

## Nutrition Support



Maintaining healthy nutrition for pediatric patients throughout and following their treatment positively contributes to the body's healing process and helps to reduce the side effects of therapy. For the past 12 years, the department of clinical nutrition provided services to pediatric oncology patients and their families. The Registered Dietician who works with Four Diamonds patients works to identify and address nutrition-related

problems as quickly as possible and to provide education to patients and families for nutritional and medical issues before, during, and after therapy.

## Music Therapy

Many Four Diamonds families report the music therapy program is a component of care their child consistently and positively anticipates. The music therapy program is defined as "therapy first, music second," and aims to address relaxation and pain management as well as help patients and families adjust to hospitalization and emotionally cope with diagnosis and treatment.

A music therapist funded by The Four Diamonds Fund provided more than 800 therapy sessions to Four Diamonds patients and their families in the past year. Music therapy sessions are tailored to achieve specific therapeutic goals, depending on the patient's needs. Treatment activities may focus on active music play, passive listening, song writing, or music recording projects, and are conducted in individual, small group, and large group settings. Whether working on relaxation, motivation, or functional developmental skills, patients consistently respond positively to music therapy, and report significant decreases in distress and anxiety.

## Clinical Psychologist

The clinical psychologist supported by The Four Diamonds Fund has become a tremendous resource to the patients and their families. The experience of childhood cancer can be extremely distressing to patients and families, and the clinical psychologist uses his expertise and proven therapies to assist children and their families to adjust to their unique situations. During the past year more than 420 visits were conducted.

# Innovative Research - The Importance of Pediatric Cancer Research

Conquering childhood cancer is always on the forefront of the researchers' minds at the Four Diamonds Pediatric Cancer Research Center. Although great strides have been made in the treatment of many childhood cancers, 1 in 5 children with cancer will die from their disease. And many of those who survive may encounter serious side effects and long-term health problems because of the intensity of their treatment. A major focus of research is to better understand the biology of childhood tumors in order to design new therapies which will increase cure rates while minimizing damage to healthy tissues.

The Four Diamonds Pediatric Cancer Research Center was established in 1999 through the endowment of two chairs in pediatric research: the Penn State IFC/Panhellenic Dance Marathon Chair for Pediatric Cancer Research, currently held by Kenneth Lucas, M.D., who utilizes these funds to develop immunotherapy to improve outcomes in bone marrow transplant patients; and the Christopher Millard Endowed Chair in Pediatric Oncology, which supports the laboratory of Barbara Miller, M.D. to do research on the role of ion channels in cell proliferation, carcinogenesis, and chemotherapy resistance.





The pediatric oncology physicians and nurses at Penn State Hershey Children's Hospital are members of the Children's Oncology Group, which allows them to be involved in the development and management of protocols used internationally to treat children with cancer. This provides patients with access to the most advanced clinical trials available for malignancies including leukemia, lymphoma, brain tumors, neuroblastoma, Wilm's tumor and other kidney tumors, bone tumors, and sarcomas. It is through this participation by institutions worldwide that the cure rates for cancer have improved over the last 60 years from a universally fatal disease to one that carries an 80% long-term survival rate.

The Pediatric Oncology Experimental Therapeutics Program was endowed by the Four Diamonds Fund in 2007 with the mission to identify approaches to increase the cure rate and reduce side effects of cancer treatment for children. The program supports the identification and validation of new targets for cancer-directed drugs and facilitates creation and testing of new therapies to treat childhood cancer. The Experimental Therapeutics Program endowment complements the research programs supported through the Four Diamonds Pediatric Cancer Research Center endowment.



# The Emma Lindsay Johnson Family Story

*As told by Shane Johnson and Cynthia Chuang, Emma's parents*

Emma Lindsay Johnson was born on April 20, 2004 on a beautiful sunny day in Boston, Massachusetts. She was a precious baby and grew to be a gorgeous little girl who loved dancing, soccer, princesses, and fairies. We moved to Hershey, PA shortly after she turned one. In March 2006, she helped us welcome the arrival of her baby brother, Sammy. She was thrilled to be a big sister!

Emma became a Four Diamonds kid in May 2006 when she was diagnosed with neuroblastoma, a deadly form of childhood cancer. It started as a grapefruit sized tumor in her abdomen. By the time it was discovered, it had already spread to her lymph nodes, bones, and bone marrow. Emma was given a 30% chance of survival. Needless to say, our family was completely devastated by Emma's illness. Emma endured very intense treatment over the following 15 months, including chemotherapy, surgeries, a bone marrow transplant, radiation, and immunotherapy. The treatment was very difficult for her; she lost

a lot of weight and became so weak that at times she couldn't walk. In spite of that, Emma always had a strong spirit. While strangers would see her as a sick, bald child, she always saw herself as Emma the Princess.

During this very difficult time in our lives, Four Diamonds was with us every step of the way. Four Diamonds supports wonderful people and services that have made Emma's hospital stays bearable (and she spent almost 150 days in the hospital), from the daily craft activities to the music therapists. Four Diamonds also provided our family with financial support to help with the mountain of medical bills that Emma incurred. It also supports the wonderful doctors and researchers at the Penn State Hershey Medical Center that conduct research for cures for pediatric cancer. We are deeply thankful that Four Diamonds was available to help us through the most difficult time of our lives.

We are thrilled that Emma has been off therapy for over a year now, and she remains cancer free! So far, she has beaten the odds, and we are so grateful for that. Unfortunately, neuroblastoma can recur, and the risk of relapse is high. But today Emma is healthy and strong, and we cherish every day.

Emma has now left the world of illness and cancer behind her, and is living the normal life of a 5 year old. We were never as proud of her as we were on her first day of kindergarten. Two years ago we didn't dare hope that Emma would survive to go to school, and now Emma skips onto the school bus everyday with a smile on her face. Life couldn't be better.



# How you can support Four Diamonds

We are so thankful for the many individuals, corporations, and organizations that support The Four Diamonds Fund and our mission to conquer childhood cancer. There are many ways to support The Four Diamonds Fund including gifts to the Fund, organizing a fundraiser, or supporting existing fundraisers.

You can also show your support by becoming a Four Diamonds Ambassador. Ambassadors for the Fund assist with a variety of events and activities throughout the year to raise money and awareness for The Four Diamonds Fund. We have a wide range of opportunities for those interested in helping to support The Four Diamonds Fund. For more information on how you can support The Four Diamonds Fund, please contact our office or visit our Web site.

The Four Diamonds Fund  
Office of University Development & Alumni Relations  
P.O. Box 852  
Hershey, PA 17033-0852  
(717) 531-6086  
[www.FourDiamonds.org](http://www.FourDiamonds.org)

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PENNSTATE HERSHEY  
 Children's Hospital



the four diamonds fund  
at Penn State Hershey Children's Hospital

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**717-531-6086**

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# The Four Diamonds Fund Advisory Board

The Four Diamonds Fund Advisory Board is comprised of civic-minded volunteers, representing a diverse population of Four Diamonds parents, hospital staff, community and business leaders, and Penn State Dance Marathon alumni. The Advisory Board supports the Fund in our mission of conquering childhood cancer.

Jeff Krisciunas, Chairperson  
Charles and Irma Millard, Co-Founders  
Ted H. Dwyer, III, Advisory Chairperson  
Kristen Masengarb, Vice Chairperson, Community Outreach  
Beth Peiffer, Vice Chairperson, Allocations  
Jake Ray, Vice Chairperson, Finance

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