



Annual Report 2011

To our friends and supporters:

Thank you for your continued support! Through the dedication of our Board of Directors, Co-Founders, and a host of volunteers and supporters, **CJ's Thumbs Up Foundation** has been able to continue its mission in the second year of our journey.

We did great things in 2011, including:

- Provided \$14,000 in financial assistance to thirty-two (32) families in the Richmond, VA area.
- Gave \$500 to the Children's Hospice and Palliative Care Coalition in California, 25% of the money raised by the Team CJ race team effort in Big Sur.
- Provided 70 meals to families of hospitalized children through meal vouchers and volunteer support, growing the **CJ's Meal Fairies** program.
- Raised over \$30,000 through a combination of individual giving and organized events.
- Hired a part-time foundation administrator to help with the coordination of fundraisers and annual events.
- Created a new logo and revised our website with the help of VCU students through the Create-A-Thon.

A letter from a parent:

"I would like to thank you for the money that you sent to us. It was a huge blessing to our family. Our son has aplastic anemia and spent a lot of time in the hospital. We were unable to work. We are so thankful for the love and kindness that you showed our family. Our son is making progress each week."

— The Hazelwood family

While we are happy that we were able to increase our financial support to families by 17%, our demand has more than doubled as awareness has grown about our foundation. **We end our fiscal year with 13 families on our waiting list for financial assistance grants.** We rely on regular, pledged donations from individuals, families, and businesses to sustain our future as an organization. **Please remember CJSTUF as you plan your charitable giving for the coming year.**

Thank you for helping us help families in their time of need.

Sincerely,

Rachel Reynolds
Executive Director

John Toscano
Board Chair

2011 Board of Directors & Staff

Board

John Toscano, Chair	Joe Mattys
Emily Starrett, Vice Chair	Jay Campbell
Vicki Swanson, Treasurer	Lauren Coe
Meredith Hayes, Secretary	Susan Epperson
	Kimberly Thies

Staff

Rachel Reynolds, Executive Director
Roger Reynolds, Development Director
Michelle Alford, Foundation Administrator

Profile of our Beneficiaries

⇒ In 2 years, we have helped **over 56 families** with children ranging from 1 year to 18 years of age.



⇒ 50% of our families have a child with a diagnosis of cancer (various tumors, leukemia, lymphoma). Other diagnoses served include cystic fibrosis, sickle cell disease, neurofibromatosis, HIV, and other chronic, life threatening illnesses.

⇒ 85% of families served have more than one child and 30% of families are single-parent households.



CJ's Thumbs Up Foundation

PO Box 854
Ashland, VA 23005

Phone: 804-798-7522
E-mail: info@cjstuf.org
www.cjstuf.org

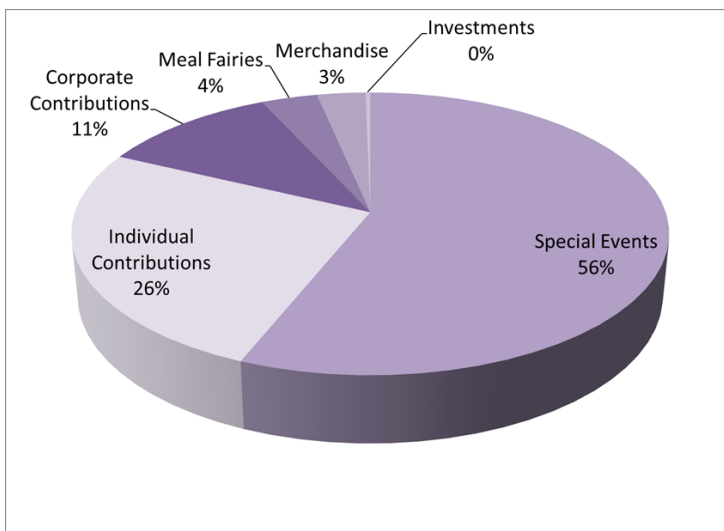


How can you help?

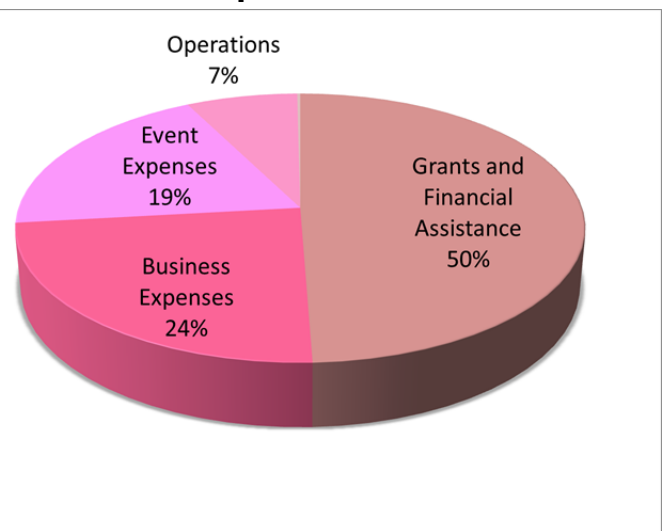
- ☑ **Stay involved:** Sign up on our website for our email newsletters. Follow us on Facebook and Twitter for the latest news and updates.
- ☑ **Tell others:** The more people know about us, the wider our reach.
- ☑ **Join** our volunteer database.
- ☑ **Donate!** Your regular donation helps keep our mission moving forward.

Fiscal profile-2011

Income*



Expenses*



*As of 12/13/11:

Revenues=\$31,264

Expenses=\$29,313