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SAVE THE DATE

Dani's Foundation GALA

Saturday, March 6
Invesco Field
at Mile High
For Information
call
303.601.1881

SUMMER OF '09 SIZZLES FOR DANI'S FOUNDATION

2009 has been amazing for Dani's Foundation and the Campaign to End Pediatric Sarcoma. It is time to look back with gratitude and to look forward with great anticipation for another year of success in the Campaign to End Pediatric Sarcoma!



March
My Big Greek Roast
Invesco Field
at Mile High
Denver, CO

Billed as one of the "funniest nights in Denver", My Big Greek Roast paid a satirical tribute to Denver Bronco Trainer Steve Antonopoulos. Many current and former team members joined in on the evening of toasting and roasting that featured a Silent Auction and Roast of the man who has single-handedly kept the Denver Broncos in top athletic form for over 30 years.

June
Soiree Under the Stars
Berthoud Inn and
Events
Berthoud, CO



Innkeeper Mark Chaffee, of the Berthoud Inn and Events Center, and renowned chefs Jean and Chantal Martini hosted and served an elegant gourmet dinner to the assembled guests on June 20. Adding to the evening's festivities, Firefall Alumni Steve Manshel provided those in attendance with a post-dinner concert.



August
Kiss The Bluz Goodbye, Cocktails for A Cause
City Park Pavilion,
Denver, CO

This summertime fun stimulus party featured Friends of the Foundation the opportunity to libate amidst the splendor of Denver's City Park gardens and to take advantage of bidding on wonderful auction items. Musical entertainment was provided by 8-year-old musical phenom Jaden Carlson and CBS Recording Artist Keaton Simons.

September -**STEPS (Stride To End Pediatric Sarcoma) Walk**
Pepsi Center
Denver, CO



Many Foundation supporters joined together in this first annual **STEPS** Walk that has been designed to raise awareness and funding for Dani's Foundation and the Campaign to End Pediatric Sarcoma. As a bonus for our organization, the Brighton High School Honor Society has adopted Dani's Foundation as their charity of choice for the coming year and many members of that club participated with other walkers in **STEPS**. It was truly an amazing day for Dani's Foundation!

On behalf of the Board of Directors and Staff of Dani's Foundation, we send our thanks to each and every person who has donated their time, talents, products and financial resources to Dani's Foundation with the goal of assisting us in our efforts to succeed. Because of each of you, Dani's Foundation will continue in its efforts to provide resources and information to patients, family members, caregivers and healthcare professionals; complete the work necessary on a comprehensive pediatric sarcoma education program that will seek out earlier detection and ultimate survival; and fund greater scientific investigations that will work to find the cause and the cure for pediatric sarcomas and assist in the funding for better treatment protocols for all cancer patients.

Our very best wishes to you and yours for a wonderful holiday season and a New Year filled with health, wealth and great happiness!

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*Why
should we care
about rare diseases
like
pediatric sarcomas?
Because,,
as one mother put it,
"even one life lost
is one life too many!"*

From the Desk of Michele Ashby



I am very upset - Why? Because children are still dying from the type of cancer that took my daughter's life ten years ago. The outcomes for young people today, diagnosed with Ewing's Sarcoma and the other forms of pediatric sarcomas, are the same as they were 10 years ago. I believe strongly that there is much more that can be done and I know, in my heart, that we can have a tremendous impact in the coming year if we can all join together and make a commitment toward defeating these deadly childhood opponents!

As each of us prepare to embark on the *Season of Giving*, I am making an impassioned plea to you with the goal of garnering a year end tax-deductible gift to Dani's Foundation so that we may continue our effort in the Campaign to End Ewing's and the other forms of Pediatric Sarcoma. If every person who is reading this newsletter would make a \$25 donation to our Foundation by the end of the year, we could offer greater support to the Ewing's community. Might you consider forgoing the purchase of *just one* holiday gift this year and send that money that you would spend on that gift to Dani's Foundation? I am quite certain that your family member, friend or business associate will be deeply touched by this gesture, knowing that you are honoring them with this very important gift that will serve to help so many. One can only imagine what these holiday donations can mean to our Foundation and to those that we seek to serve.

- A donation of \$25 will help us in underwriting the continuation of our website www.danisfoundation.org. This is the most important resource that we can offer to the Ewing's and Pediatric Sarcoma community. Your gift will keep this website operational and help us in updating vital information and resources for patients, family members, caregivers and medical professionals.
- A donation of \$50 will assist us in underwriting the supplies necessary to launch our Pediatric Sarcoma Community Education Program in 2010. As you will see from the story on page 3, this program is needed to insure that Dani's Foundation takes the lead in educating the Colorado community on the symptoms of pediatric sarcoma with the goal of seeking earlier detection and ultimate survival.
- A donation of \$100 and above can help us to continue our efforts to fund cutting-edge research that is desperately needed by today's scientific investigators. In today's economic crisis, funding for research has been cut and the research for pediatric cancer will suffer the most with these cuts. Present financial cuts could result in putting 20 new pediatric cancer studies on hold. In addition, 400 children will not have the opportunity to participate in clinical trials next year. This is unacceptable. We cannot leave better treatment options further from reach. We need to act NOW and insure that research continues. Our children are counting on our support!

I established Dani's Foundation in memory of my daughter, Daniele Stell, who last her battle to Ewing's Sarcoma ten years ago. Many of you know the story of Dani and her valiant battle against this dreadful disease. It was awful for Dani and for those of us who loved and cared for her. Dani's story mimics so many other stories and that is why this Foundation is dedicated to each and every patient, family member, caregiver and medical professional who are waging the battle against Ewing's Sarcoma and those other pediatric sarcomas that are still affecting and taking the lives of children and young adults. The madness needs to stop and we need you help if we are to make a difference in the days ahead! Your support is the key to our ultimate success!



I realize that this has been a tough year for all of us in regard to the global financial crisis, but try to imagine what this year has been like for those patients and their families who have been diagnosed a major illness and for those scientific investigators who are seeking funding in order to continue their work in finding the causes and cures for major diseases. These are the individuals that need us now, more than ever before, and I am asking for your support if we are to continue our efforts to beat Ewing's and the other forms of pediatric sarcoma. Whatever you can do, we will gladly accept your support with the goal of expanding the scope and service that we seek to provide.

In advance, I thank you for your continued support of Dani's Foundation and honoring my passion to assist the Ewing's and pediatric sarcoma community. Your friendship and love has enabled Dani's Foundation to thrive and we will look forward to keeping you actively involved in our quest to End Pediatric Sarcoma. My best wishes to you and yours for a wonderful holiday season and a New Year filled with health and happiness.

DANI'S FOUNDATION WILL LAUNCH PEDIATRIC SARCOMA EDUCATION PROGRAM IN 2010

Children and young adults are dying from pediatric sarcomas. Many pediatric sarcoma symptoms are ignored and/or un-diagnosed due to typical childhood growth factors or attributed to the typical bumps, bruises or pains associated with athletic participation.

Daniele "Dani" Stell went undiagnosed for a period of six months. The symptoms of her Ewing's Sarcoma were attributed to other physical conditions. By the time of her diagnosis, she was in critical condition and the cancer had spread to her lungs.

Former Denver Bronco Quarterback Norris Weese's Ewing's Sarcoma went undetected for eight months. His pain and discomfort were attributed to the soreness associated with his many bumps and bruises that he had encountered during his football career. By the time of his diagnosis, he too was in critical condition and eventually succumbed to Ewing's Sarcoma.

These are just two of the thousands of stories that can be shared to demonstrate that there is a need to educate the community on the symptoms of pediatric sarcomas. Studies show that by seeking earlier detection, cancer survival rates increase.

Dani's Foundation is in the process of finalizing the production of a comprehensive Pediatric Sarcoma Community Education program that will be distributed throughout the State of Colorado in 2010. The program is being designed to make the Colorado community aware of the symptoms of pediatric sarcomas with the goal of seeking earlier detection and ultimate survival.

The Pediatric Sarcoma Education Program materials will be available **FREE** of charge to public and private schools for use by school nurses, physical education instructors, coaches and athletic trainers. In addition, materials will be sent to pediatricians and primary care physicians throughout the State of Colorado.

"We hope that by spreading the word on the symptoms of pediatric sarcomas, we can save one child's life," explained Claudia Cruz, Dani's Foundation Board Member and volunteer coordinator of the Pediatric Sarcoma Community Education Program. "We do not wish to act as alarmists, rather we are working to educate the State of Colorado, especially those who work with our children, on the symptoms of these rare childhood diseases and encourage further medical testing should symptoms persist for an extended period of time.



Steve Antonopulos, Head Athletic Trainer in Professional Football, is acting as the Honorary Chairman of the Foundation's Pediatric Sarcoma

Community Education Program. "As an athletic training professional, I am joining with Dani's Foundation and encouraging the Colorado community to become actively involved in the Campaign to End Pediatric Sarcomas. By working together to become aware of the symptoms of pediatric sarcomas, we can insure better health for the children of our State." Antonopulos is stressing that "information is the key to deciphering between a minor injury or a more serious condition. This community education program will help everyone in understanding the symptoms and knowing when to seek further medical detection."

The Pediatric Sarcoma Community Education Program is being sponsored in part by a grant from the Nathan B. and Florence R. Burt Foundation in association with Good Works community grants from Sam's Club and WalMart stores.

NATHAN B. AND FLORENCE R. BURT FOUNDATION



If you would like to assist in helping to underwrite the remaining aspects of Dani's Foundation Pediatric Sarcoma Community Education Program, contact Martha Simmons (303.601.1881 or via email to martha@danisfoundation.org) for details.

We need a community effort to help keep our children healthy and support of this very important campaign can make a tremendous difference in the days ahead!

CHILDHOOD CANCER STATISTICS

- Cancer kills more children than any other disease.
- More than 2,300 children and teenagers die from cancer each year - more than asthma, diabetes, cystic fibrosis, congenital anomalies, and AIDS, combined.
- One in every four elementary schools has a child with cancer.
- The average high school has two students who are current or former cancer patients.
- Every year, more than 12,000 children and teens are diagnosed with cancer.
- On average, 46 children and adolescents are diagnosed with cancer every week day in the United States.
- Sarcomas are cancers of bone, muscle, fat, cartilage, and soft tissue
- There are more than 50 types of pediatric sarcomas, and they account for 20% of all pediatric cancers.
- Bone cancer incidence increases between the ages of 11 to 15 coinciding with the adolescent growth spurt.
- Under the best circumstances, chances for a 5-year survival rate are slightly better than 60%.
- Cancer that has spread to other organs by the time of diagnosis decreases 5-year survival rates to about 20%.
- One out of three children, diagnosed with sarcoma will not survive the cancer.

Dani's
FOUNDATION



SIZZLIN' SUMMER EVENT SCENES

A Soiree Under the Stars



Kiss The Bluz Goodbye



STEPS Walk



Natalie's Story

Natalie Sanchez was born Nov 2nd, 1994, at 8:01 a.m. She left us unexpectedly on Sunday, August 30th, 2009 at 12:43pm. She was beautiful, fun, popular and a great friend to all.

In late summer 2008 she was diagnosed with a very rare form of cancer called Ewing's Sarcoma in her pelvis and hip with several small nodules in her lungs (the lung nodules disappeared after cycle 4 of chemo). This also happens to be the same cancer her uncle Matthew had been diagnosed with in 1987, though his was in 5 ribs and eventually spread to his lung. He lost his life in 1987 at age 15 after being "cured" of the disease and died following complications due to septic shock just days before he was to go home following a bone marrow transplant.

Both Natalie and Matthew were considered cancer-free at the time of their death, the therapy had worked, and were steps away from finishing the cancer treatment to completely eradicate any rogue cells.

Ewing's sarcoma is a malignant blue round-cell tumor which affects the connective tissue of the bone, as well as manifests itself as a soft-tissue cancerous tumor which grows out of the bone. The most common areas in which it occurs are the pelvis, the femur, the humerus, and the ribs, as well as the long bones in the arms or legs. This form of cancer is non-hereditary. Only 150 teens per year are diagnosed with Ewing's Sarcoma and the chances of it happening twice in one family are a billion to one.

The Sanchez family withstood many challenges through Natalie's journey, but the fight that Natalie made was tenacious. Supporting her fight right by her side every minute of every day of every hour was her mother Sarie, who never left her side during Natalie's 250 days at the hospital, her father Andy who was now managing both the family and work with the most positive soul any Dad could have. Her Grandparents Donna and David gave love and life to Natalie each day while also caring for Natalie's 6-year-old twin brother and sister. They are truly amazing and strong Grandparents! We also have to thank the blood donors - of which there were many. Every time she received blood or platelets (which was frequent), she said out loud that she felt the strong life-force of the donor's blood going into her and healing her.

Natalie's community has also been tremendously supportive with love from all, including the staff at CHOC with their countless hours of love and support. Natalie had angels all around her taking care of her every step of her life.

We will all miss our friend, daughter, granddaughter and sister. You are an Angel now Natalie in the heavens watching over all of us. We love you Nat and will miss your beautiful soul and smile.

God Bless

The Sanchez family has established a Ewing's Sarcoma Research Fund in Natalie's memory with Dani's Foundation. If you would like to make a donation to this fund, please contact Dani's Foundation for details.

EWING'S SARCOMA ALLIANCE KICKS OFF NOVEMBER 4, 2009 IN MIAMI

Dani's Foundation, in association with MiNE, LLC, has been working to establish an umbrella organization for all Ewing's Sarcoma advocates. The Ewing's Sarcoma Alliance is a new organization that has been designed to bring Ewing's patients, advocates, researchers and medical institutions together with the goal of advocating, educating, networking and jointly collaborating on present and future research that is being aimed at finding the cause and the cure for this rare disease that is affecting and taking the lives of children and young adults. The Ewing's Sarcoma Alliance formally kicked off on Wednesday, November 4, 2009 in Miami when interested parties gathered to discuss the future evolution of this new organization.

This Alliance has been the goal of Dani's Foundation Founder Michele Ashby for many years. Ashby and her company MiNE, LLC financially sponsored the one day meeting in Miami. "By working with other like organizations, we can make a tremendous impact in the battle against Ewing's Sarcoma," explained Ashby. "Together, we represent thousands of voices that, when united, can make a tremendous impact on the overall awareness for EWS and all pediatric cancers." Ashby went on to explain that by "working as an organized Alliance, we can become instrumental in raising awareness, advocating for support, educating the public, networking resources and assisting in collaboration on present and future Ewing's research endeavors."

Ashby and the staff of Dani's Foundation facilitated the meeting in Miami and Ashby emphasized the need for this new Alliance of Ewing's Organizations in her opening message on November 4. "In order to reach the mainstream of America and capture their attention and passion, we have joined together to organize this collaborative effort that will tell our stories, individually and as a group, with the goal of actively engaging the American community to become involved in a united campaign to end Ewing's Sarcoma. There has never been a time when we, in the health and human service sector, have had all of the resources necessary to fully meet the needs of those that we serve. It can be different when we come together, as one group, and speak loudly and clearly on behalf of the Ewing's community. As of today, we are officially organized in that effort to create a single, unified voice, and we are encouraging others in the national and international Ewing's community to become involved with this new Alliance and to join with us in making our message heard throughout the world!"

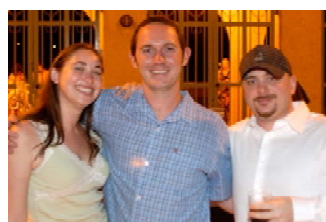
The initial meeting of the Ewing's Sarcoma Alliance took place at the Eden Roc Resort in Miami, FL. The meeting was planned in association with the annual CTOS (Connective Tissue Oncology Society) Annual Meeting.

If you would like to become involved in the Ewing's Sarcoma Alliance, contact Martha Simmons at Dani's Foundation for details.

Let's ALL work together to End Ewing's Sarcoma NOW!



EWING'S SARCOMA
ALLIANCE



Foundation Donors

On behalf of the Board of Directors & staff of Dani's Foundation,
we send our sincere thanks to those donors who have supported our efforts during the last quarter.

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EVERY DOLLAR COUNTS

Dani's Foundation strives to insure that every dollar donated makes a tremendous difference in the campaign to End Pediatric Sarcoma.

Per an independent account review of Dani's Foundation for Year 2008, for every dollar raised by Dani's Foundation, 94 cents was allocated to programs, education and research. The remaining 6 cents was allocated to Foundation expenses (administration and fundraising).

HOW DO WE MEASURE UP?

The National Center for Charitable Statistics reports that "for better or worse, the percentage of total expenses going to program costs is the most common measure of a non-profit organization's efficiency. Donor expect worthy organizations to have low fundraising and administrative costs." The industry standard that measures the cost of doing business ratio for non profit organizations is the Combined Federal Campaign, the federal government's program of giving that generates millions of dollars for non profit organizations. The CFC requires that participating organizations certify that their combined fundraising and administrative costs constitute no more that 25 percent of the organization's total revenue.

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Annual Donation (I will be making an annual donation of \$ _____ to Dani's Foundation for _____ years.)

My employer will match my donation. Matching Fund donation form is enclosed.

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All contributions are tax-deductible to the extent allowed by laws.

THANK YOU FOR YOUR SUPPORT!

To make a secure online donation, visit Dani's Foundation on the world wide web at www.danisfoundation.org!