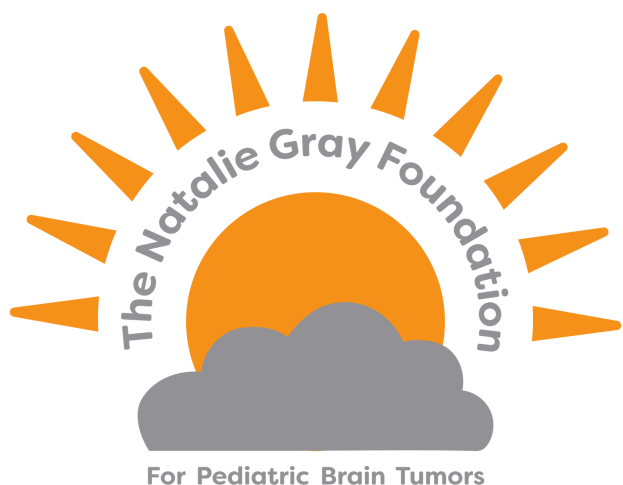


ANNUAL REPORT 2023

Natalie Gray Foundation



Prepared by
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Board of Directors

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FROM THE BOARD

The Natalie Gray Foundation experienced an incredible year of generosity and growth in 2023.

We had more than twice the number of individual donors as the year previous, raised more than \$100,000 in one year for the first time in our organization’s history, and pulled off our first gala. We’ve also managed to keep our costs low with volunteers stepping up anytime we ask.

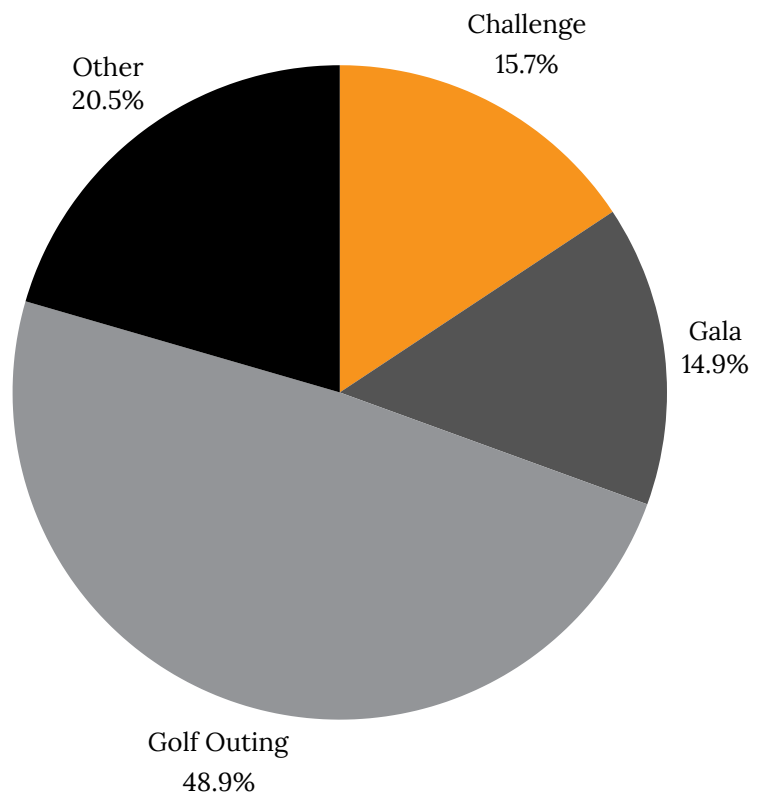
Our Annual Golf outing makes up for about half of our overall funds raised for the year. While our other two large event and other donations share the rest of the pie.

This incredible year has enabled us to contribute more toward our first fundraising goal of raising \$250,000 for the CONNECT Consortium and allowed us to begin thinking even bigger.

We are honored to continue our focus on Natalie’s vision of providing support and inspiring hope for children diagnosed with brain tumors and we are excited to do even more.

Thank you for your continued support.

Natalie Gray Foundation Board of Directors



WHO WE ARE

The Natalie Gray Foundation for Pediatric Brain Tumors was formed in 2021 after Natalie Gray, then a 14 year-old middle school student, was diagnosed with pilocytic astrocytoma, an inoperable brain tumor.

Natalie learned some stark facts about pediatric brain tumors and was determined to use her medical diagnosis and experience to help others on her cancer journey. That's why she started this foundation to provide support and inspire hope for children diagnosed with brain tumors through resources, research, and funding.



#1

Pediatric cancers are the leading cause of disease-related death in children in the U.S.

9

Children are diagnosed with a pediatric brain tumor every day in the U.S

50%

Half of children with brain tumors do not survive.

40

It's been 40 years since there has been a change in survival rates for children with brain tumors.

Despite these numbers, pediatric cancers are one of the **least funded areas of cancer research**. Only 4% of National Cancer Institute (NCI) budget is directed to pediatric cancer.

WHAT WE DO

About half of all pediatric cancer research is funded private philanthropies like us.

Pediatric brain tumors have one of the highest death rate of all childhood cancers but have one of the lowest levels of research funding. That means researchers can't study new therapies let alone move into large scale studies and FDA approval. This leaves children with brain tumors therapies developed for adults.

That's why, at Natalie's direction, our foundation made a commitment in 2022 to raise \$250,000 over five years for the CONNECT Consortium. CONNECT is a global group of pediatric are centers focused on developing and testing treatments for children with brain tumors.

Dr. Maryam Fouladi is the founding director and chair of the CONNECT Consortium and is also a critical member of Natalie's care team at Nationwide Children's Hospital.



To date, we've provided **\$175,000** to the CONNECT Consortium. We are on track to **reach our goal in half the time we expected.**



Galentine's Day

We were excited to share our story at this event on Feb. 9, where a portion of the event sale benefitted our Foundation!

Go Gray in May

We went Gray in May for Brain Tumor Awareness Month, selling custom shirts & hoodies.



Pour for Powell

Our guest bartenders took part in *Pour for Powell* on June 24, earning more than **\$2,700**.



JANUARY

FEBRUARY

MARCH

APRIL

MAY

JUNE

JULY

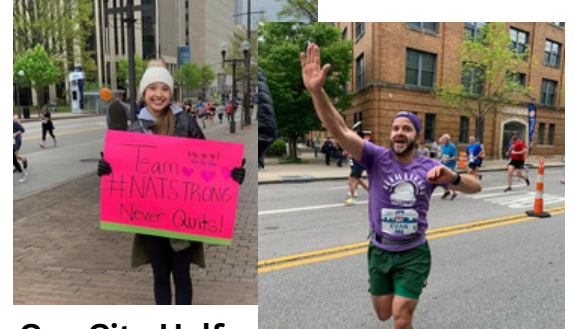
AUGUST

SEPTEMBER

OCTOBER

NOVEMBER

DECEMBER



Cap City Half

Natalie cheered on the #NatStrong team at the Capital City Half Marathon in May.



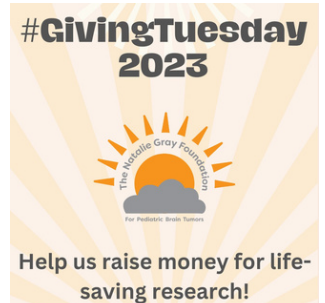
New Partnerships

We launched a partnership with the Cohesion Foundation in June.



Giving Tuesday

Our social media and email campaign on Giving Tuesday, Nov. 28, raised **\$1,351.84**.



HOW WE DO IT

Our foundation began in 2021 with a golf outing and has grown to holding three primary fundraisers throughout the year.

The Challenge • Jan. 13, 2023

The Challenge is a student-led fundraiser centered on a high school rivalry game. Students fundraise leading up to the game and then take part in contests, raffles and more during the game. In 2023:



- The Challenge drew **the most individual donations** of any other fundraiser in 2023!
- The game had **record attendance** for a Liberty High School varsity basketball game

\$2,450
Sponsorships

\$12,788
Other (flat donations, t-shirts,
raffle tickets, online auction)

\$11,697 Net Raised

OUR FIRST GALA



The Nat Gala • July 27, 2023

We were excited to host our first Gala in 2023 with a goal to educate attendees and have a fun night with food, music and dancing.

Thanks to our partnership with the Cohesion Foundation, we were joined by OSU Buckeye football players Lincoln Kienholz and Parker Lewis.

The gala was a huge success! Since it was our first year, we set a goal to break even. We had **157 attendees, 18 event/food/swag sponsors** and were thrilled to raise more than \$11,000!

\$5,500
Sponsorships

\$12,788

Ticket Sales and Other (flat donations, raffle tickets, online auctions)

\$11,074 Net Raised

INSPIRATION AWARD

During the inaugural Nat Gala on July 27, 2023, we gave the first **Natalie Gray Foundation Inspiration Award** to the Schnetzler Family.

Tragically losing their 10-year-old daughter, Wilhelmina “Wonder Willie” Schnetzler, to pediatric glioblastoma in 2021, the family channeled their pain into purpose.

In honor of Willie’s memory, they established the **Wilhelmina “Wonder Willie” Jane Schnetzler Foundation**, dedicated to advancing healing, compassionate treatments, and funding vital research for pediatric brain cancer.

Tara Schnetzler, Willie’s mother, continued this work by opening Zen Hen, a boutique in Powell, Ohio. More than just a store, Zen Hen serves as a fundraising hub, with some proceeds directly contributing to the foundation’s mission.

The Schnetzler Family’s commitment to turning personal tragedy into positive action serves as a testament to the extraordinary impact individuals can have. Their dedication to advancing pediatric brain cancer research and support for affected families resonates with the spirit of the Inspiration Award, making them true beacons of hope in the face of adversity.

Find more information about the Wilhelmina “Wonder Willie” Jane Schnetzler Foundation can be found at <https://shorturl.at/dvDJU>.



MAKING A DIFFERENCE

CureFest for Childhood Cancer

The inequity of funding for childhood cancer research, especially for pediatric brain tumors, must be tackled on many fronts.

That's why Natalie and her mom joined hundreds of other families in Washington DC in September for CureFest for Childhood Cancer. Participants heard from world leaders in pediatric oncology and spoke to legislators about the Give Kids a Chance Act.

Give Kids a Chance Act

From 2020 to 2023 the FDA approved 42 combinations of cancer drugs and only two were for children.

This proposed legislation would allow kids with cancer access to combinations of new cancer drugs, paving the way for more children to survive cancer!

The bill has bipartisan support. As of this writing, it remains in committee.

More information can be found at [givekidsachanceact.org](https://www.givekidsachanceact.org).



DONORS BY THE NUMBERS

391 Individual donors

15 Donors making recurring donations, totaling \$2,288 for the year

First time donors in 2023 **323**

72 In-Kind donations of items to raffle or auction

31 Donors gave more than \$1,000 in 2023

2023 SPONSORS



NEWCOMER CONCRETE SERVICES INC.



United Midwest
Savings Bank



LANDSCAPE

CHRIS MARSTON



JASON ARMSTRONG



ALBRIGHT FAMILY



MELON



COLDWELL BANKER REALTY
Darci Wagner



BILL & CINDY POTTGEN

PAT GRAY

JIM & TONI THOMPSON



AUSTIN MEYER, DDS
POWELL VILLAGE DENTAL

JP CONNELLY



United Healthcare
Jennifer Bowen



THE MATTEO FAMILY

dublin **DANCE** centre
& GYMNASISTICS



TRACY & KEVIN SWORDS



Jason Barlow, Agent



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The Natalie Gray Foundation for Pediatric Brain Tumors is a IRS 501(c)(3) charitable organization based in Powell, OH. The Foundation's stated purpose is to "provide support and inspire hope for children diagnosed with brain tumors through resources, research, and funding."