CURE 4 THE KIDS
FOUNDATION

Here We Grow Again

STRATEGIC PLAN WRAPUP 2020 – 2025

What We Set Out to Do and What We Built

When Cure 4 The Kids Foundation introduced the **Here We Grow Again: 2020–2025 Strategic Plan**, it set an ambitious course grounded in bold innovation, a focused vision on curing cancer and rare disease every day, and a commitment to the children and families it serves. The plan called for breaking the mold of traditional healthcare delivery and redefining what pediatric care could look like in our region.

Over the past five years, that vision has not only guided the organization—it has been realized. During this time, Cure 4 The Kids Foundation has cared for children from 40 states across the country, a reflection of both the growing reach of our mission and the trust families place in our care.

Through the expansion of clinical programs, the introduction of groundbreaking treatments, the strengthening of community partnerships, and the advancement of statewide policy initiatives, Cure 4 The Kids Foundation has continued to set the pace for pediatric care in Nevada and beyond. The organization has grown its footprint, deepened its impact, and strengthened its role as a leader in both clinical innovation and advocacy.

What was once just an ambitious vision has become a measurable reality that has brought hope, healing, and life-changing care to thousands of children and families.

This progress would not have been possible without the dedication of the Cure 4 The Kids Foundation team, whose time, talent, and commitment helped shape the strategic plan and bring it to life. Their work has not only fulfilled the promise of Here We Grow Again, but has also laid the foundation for the next phase: **Grow Where We Are Planted**.

We didn't just grow... we evolved.

From humble beginnings, Cure 4 The Kids Foundation has grown from a small tax-exempt organization into a Joint Commission-accredited pediatric treatment center, serving children across Nevada and the surrounding region. In partnership with Roseman University of Health Sciences, the organization has continued to expand its capabilities while remaining focused on addressing the unmet medical needs of children with complex and catastrophic conditions.

From the very start, the mission has been clear: to provide specialized treatment and care to children with serious illnesses regardless of financial circumstances. Through a comprehensive charity care model, no child is ever turned

away, creating access to life-saving care for families who need it most.

What began as a focused effort to meet critical gaps in pediatric care has evolved into a comprehensive model integrating clinical excellence, research, education, and advocacy—building a stable, sustainable organization capable of delivering both immediate care and long-term impact.

That foundation proved essential in 2020, when the COVID-19 pandemic challenged healthcare organizations nationwide. Cure 4 The Kids Foundation adapted, adjusting priorities where necessary while ensuring no child lost access to care.

Today, Cure 4 The Kids Foundation stands as a model of what is possible when purpose, innovation, and community come together.

Building Blocks of the Plan

- **PHILANTHROPY:** Launch an effective public relations and marketing campaign that transforms Cure 4 The Kids Foundation into Nevada's charity of choice and elevates the way our community views and follows through on charitable giving.

- **EXPANSION:** Expand Cure 4 The Kids' capabilities and increase access to high-quality medical care by providing additional outpatient clinical facilities and optimizing our care delivery model and patient experience.

- **EXPERIENCE:** Create an empathy-based culture and clinic experience for patients, families, and team members by shifting mindsets, focusing on love and care, and putting people first.

- **CLINICAL INNOVATION:** Promote the highest quality of care for Nevada's children by developing our recognized model of clinical excellence with enhanced operational efficiencies, financial performance, and human-centered design. Make waves and change the way healthcare is delivered by being a multi-disciplinary, one-stop shop for our patients and families.

- **RESEARCH:** Address the burden of cancer and rare diseases for children, as well as adolescents and young adults (AYAs), by leading a collective impact effort to champion breakthrough research that helps improve and ultimately save the lives of children every day.

- **POLICY INITIATIVES:** Champion transformative healthcare policy changes through a collaborative approach by identifying and collaborating with stakeholders internal and external to our organization. The priority is to maximize every opportunity to improve treatments and outcomes for children, adolescents, and young adults (AYA's) with cancer and other rare diseases.

The Overall Approach

- Assessed the C4K market position, both local and regional, in the healthcare and nonprofit industries.
- Evaluated the strategies and tactics of our competitors.
- Identified and evaluated potential marketplace forces related to healthcare reform and other factors that influenced the demand for services, and C4K's position to respond.
- Evaluated the need to expand clinical services to support the mission, vision, and goals of the organization in the changing local and regional healthcare market.
- Provided the framework for delivery strategies to accomplish our objectives.
- Built on the original goal of becoming a community resource by creating an innovative, new healthcare model where the child came first.
- Worked to realign the statewide historical mindset of how the burden of childhood cancer was addressed and who was responsible for subsidizing the cost of high-quality care.

Christine Tonn: Chief Executive Officer (standing)
Annette Logan-Parker: Chief Advocacy and Innovation Officer

Leadership Shift

In January 2024, Cure 4 The Kids Foundation announced the appointment of Christine Tonn as Chief Executive Officer, effective January 1, 2024, as part of a Board-supported succession plan.

Tonn has been with C4K for more than 15 years, previously serving as Chief Financial Officer and President. Her leadership has been instrumental in navigating the financial complexities of healthcare while protecting patient access to care. She also played a key role in developing C4K's Charity Care Plan, ensuring that uninsured families receive the treatment they need.

Founder Annette Logan-Parker has transitioned into the role of Chief Advocacy & Innovation Officer, where she focuses on advancing policy, strengthening external partnerships, and expanding research and care delivery across the state. She continues to serve as President of the Board of Directors.

With this transition, Cure 4 The Kids Foundation is positioned to deepen operational excellence under the CEO while continuing to expand advocacy, research, and external partnerships under the Founder's continued leadership as Chief Advocacy & Innovation Officer.

Our Results: Philanthropy

From Best Kept Secret to Household Name

During the 2020–2025 strategic plan period, C4K experienced significant growth in community awareness, philanthropic engagement, and donor partnership. Throughout this time, C4K also remained deeply committed to financial stewardship, ensuring that approximately **94 cents of every dollar directly supported patient care**. What was once known as one of Southern Nevada's best kept nonprofit secrets continued to evolve into a widely recognized organization supported by a growing network of individuals, corporations, and community leaders who believe deeply in improving pediatric healthcare in Nevada.

At the heart of of philanthropy has been **Circus Couture**, C4K's signature fundraising gala. Between 2020 and 2025, Circus Couture expanded both its reach and impact within the community. From the beginning of the strategic plan to its largest year, revenue from Circus Couture grew from approximately $200,000 to $750,000, representing a 275% increase. This growth reflects the continued enthusiasm of the community and the dedication of supporters who believe in the organization's mission.

Philanthropic partnerships also played a powerful role in both expanding clinical programs and enhancing the patient experience within the clinic. In 2020, Cure 4 The Kids Foundation secured major naming opportunities that directly supported the expansion of services for patients and families. These included naming support of the **Robert and Dorothy Kaiser Foundation and Cashman Family Foundation Preventative Healthcare Center**. It houses the country's only **UFC Youth Training Center**, offering critical physical therapy services to the patients at C4K.

C4K also secured philanthropic support and seed money to open the **Andre Agassi Foundation for Education Learning Center**. This was made possible by the **Andre Agassi Foundation for Education** in collaboration with **Clark County School District** who sponsored a CCSD facilitator and a guidance counselor for C4K to have onsite.

This Learning Center houses **Janie's Classroom,** establishing a unique partnership that helps patients continue their academic progress during treatment.

Community partnerships also created meaningful moments for patients and families within the clinic environment. With support from the **Vegas Golden Knights** and **Pat McAfee**, Cure 4 The Kids Foundation was awarded $500,000 and introduced the **Vegas Golden Bell**—an exclusive No More Chemo Bell giving oncology patients the opportunity to celebrate the completion of treatment with a powerful and emotional milestone shared with their families and their entire care team.

Several transformative gifts further strengthened the organization's capacity to serve patients over the past 5 years. In 2020, an **anonymous donor** contributed $300,000 to launch a COVID-19 assistance program. In 2021, **Gwen Stefani** made a six-figure contribution to support the expansion of C4K's in-house laboratory. Between 2022 and 2025, the **Engelstad Foundation** provided over $2 million to fund the organization's growing Behavioral Health Program. And in 2024, C4K received its largest single donation of $3 million from **the same anonymous donor** to help offset rising drug costs following Medicaid's 2023 fee schedule shift.

Philanthropy also played a key role in transforming the clinic environment through the creation of themed, donor-sponsored exam rooms designed to bring comfort and joy to young patients. And during the strategic plan period, C4K expanded from a single themed exam room to fourteen unique spaces, with philanthropic funding secured for ten of these rooms through community partnerships.

As Cure 4 The Kids Foundation grows, philanthropy will remain a cornerstone of its mission, ensuring that the generosity of the community continues to support life-changing care for children across Nevada and beyond.

Impact Highlights 2020–2025

Circus Couture revenue grew from $200k to $750k

Single largest donation in C4K history—$3M—received in 2024

Engelstad Foundation provided $2M+ for Behavioral Health Program

Anonymous donor contributions launched COVID-19 assistance program and offset drug costs

Expanded to 14 themed, donor-sponsored exam rooms

Vegas Golden Knights and Pat McAfee partnership secured $500k and the Vegas Golden Bell

"Every gift to Cure 4 The Kids Foundation is a promise to a child that their community is standing behind them."

Our Results: Expansion

From 30,000 to Over 65,000 Square Feet

Expansion remained a central focus of the **Here We Grow Again Strategic Plan**, reflecting Cure 4 The Kids Foundation's commitment to increasing access to specialized pediatric care across Nevada and the surrounding region. This pillar focused on strengthening clinical capabilities through strategic recruitment, integrating technology to support clinical workflows, and expanding the organization's physical footprint to meet the growing needs of children with complex medical conditions.

At the beginning of the strategic plan in 2020, Cure 4 The Kids Foundation introduced several new clinical programs designed to address critical gaps in pediatric specialty care in Nevada. During this period, the organization successfully launched its **Physical Therapy program**, expanded **Pediatric Rheumatology services**, established the **Pediatric Orthopedic Center**, and introduced the **C4K Learning Center**. These additions strengthened the clinic's multidisciplinary care model, allowing patients to access multiple specialized services—including educational support—within a single, coordinated medical facility.

In partnership with Roseman University of Health Sciences, Cure 4 The Kids Foundation also **established an on-site dental clinic**—the first nonprofit, community-based dental clinic in Nevada designed to provide integrated medical and oral health care for children with complex medical conditions. The clinic is available to C4K patients and their immediate families.

In 2020, C4K operated within approximately 30,000 square feet of clinical space. Over the five-year period, the organization experienced

significant growth in both services and facilities. A major milestone occurred in 2023 with the opening of a second location for the Pediatric Orthopedic Center. Continued growth followed in 2025, when Cure 4 The Kids Foundation signed the lease for its 200B expansion, bringing the **total operational footprint to 65,567 square feet**.

Expansion efforts also focused on strengthening partnerships to support long-term clinical growth. Between 2020 and 2025, Cure 4 The Kids Foundation grew its team from **91 to 191 employees**, including the addition of **10 new providers** across multiple specialties—representing a 111% increase in staffing. That growth was matched by demand, as annual patient visits rose from 18,804 to 30,850, a **64% increase**, while the number of unique patients grew from 3,620 to 8,310—a **130% increase**.

These investments in clinical talent and infrastructure have been essential to sustaining expanded services and ensuring that children across Nevada have access to specialized care close to home.

Through these efforts, Cure 4 The Kids Foundation significantly expanded both its facilities and clinical capabilities during the 2020–2025 strategic plan period. These advancements reduced the need for families to seek care outside of Nevada while strengthening the state's pediatric healthcare infrastructure for children with cancer and rare diseases.

Impact Highlights 2020–2025

- Physical footprint grew from 30,000 to over 65,000 sq. ft.
- Established on-site dental clinic in partnership with Roseman University of Health Sciences
- 200B office expansion signed in 2025, adding operational capacity
- Physical Therapy, Pediatric Rheumatology, and Pediatric Orthopedic programs
- Team grew from 91 employees to 191, including 10 new providers
- Strengthened Nevada's healthcare infrastructure

"Every new program, every square foot, and every provider we add is one less reason a family has to travel out of state."

Our Results: Experience

From Leaving Fear Behind to Establishing Hope

At Cure 4 The Kids Foundation, experience has always been at the heart of the organization's identity. The 2020–2025 strategic plan placed a renewed emphasis on this pillar, recognizing that delivering exceptional care requires an equal focus on both **Patient Experience** and **Team Experience**. Together, these two components ensure that patients, families, and employees feel supported, respected, and connected at every stage of their journey.

Patient Experience encompasses every interaction a child and family have throughout their care journey—from the moment they enter the clinic to the completion of treatment and beyond. Understanding and continually improving this experience remains essential to maintaining C4K's reputation as a center of excellence in pediatric specialty care. One of the most important cultural initiatives during this strategic plan period was the development of **The C4K Way**. Created as a guiding framework for employees and patients alike, The C4K Way reflects the values and behaviors that define the organization's approach to care—reinforcing the belief that exceptional medicine must be delivered with empathy, respect, and accountability. For patients, this is experienced through compassionate interactions, meaningful moments such as the Vegas Golden Bell, and an environment intentionally designed to reduce fear and anxiety.

Team Experience is equally critical to sustaining this level of care. Healthcare professionals who care for children facing catastrophic illnesses experience significant emotional demands, making it essential to foster a culture rooted in collaboration, transparency, and mutual respect. Guided by the C4K Accountability Creed, the

organization maintained a work environment built on civility, open communication, and shared responsibility. Programs such as the **Path Stones to Excellence**, **Going the Extra Mile (GEM) Award**, and the Presidential Award of Excellence recognition programs continued to celebrate the outstanding contributions of team members and reinforce a culture of appreciation and support.

These investments in people and culture have earned national recognition. In 2021, Cure 4 The Kids Foundation was named a **Top Workplace in Nevada** by the Las Vegas Review-Journal and **ranked #2 nationally** among **Best Nonprofits to Work For** by The NonProfit Times. The following year, the organization rose to **#1 nationally** in the same category and #10 overall—reflecting what team members experience daily: a mission-driven workplace where clinical excellence and genuine compassion for one another go hand in hand.

Another important component of the experience pillar focused on preparing the next generation of healthcare professionals. Through collaboration with Roseman University of Health Sciences and UNLV, C4K expanded student internship opportunities designed to provide hands-on experience for future clinicians.

Together, these efforts reflect C4K's belief that delivering an exceptional experience begins with investing in its people. By intentionally advancing both **Patient Experience** and **Team Experience**, the organization continues to create an environment where patients, families, and employees feel supported throughout every stage of their journey.

Impact Highlights 2020–2025

The C4K Way established as a guiding, cultural framework

Vegas Golden Bell transformed our No More Chemo Parties in collaboration with the Vegas Golden Knights and Candlelighters

UNLV internship opportunities introduced within Physical Medicine Department

Ranked #1 nationally among best nonprofits to work for

Launched pharmacy and nursing apprenticeship opportunities

Empathy-driven culture prioritizing compassion for all

"The C4K Way reminds us that how we care for people is just as important as the care we provide."

Our Results: Clinical Innovation

From Life-Saving Treatment to Life-Changing Experience

Clinical innovation has remained a defining pillar of Cure 4 The Kids Foundation's growth, reflecting the organization's commitment to delivering cutting-edge care to children with cancer and rare diseases. Throughout the 2020–2025 strategic plan period, C4K made significant investments in technology, infrastructure, and advanced treatment capabilities—ensuring that patients in Nevada, and increasingly from across the country, have access to the highest level of pediatric specialty care. Over the past five years alone, the organization has cared for children from **more than 40 states**, further reinforcing its role as a regional and national destination for specialized treatment.

One of the most transformative milestones during this period occurred in 2024, when C4K completed **Nevada's first successful infusion** of Hemgenix®, an FDA-approved gene therapy for adults with hemophilia B. This breakthrough represented a significant advancement not only for the organization, but for the patients it serves. **C4K is one of only six centers** in the western United States to have administered this therapy, with nationally approved sites remaining extremely limited.

In 2025, a frontline team of nurses, providers, pharmacists, and laboratory staff led a quality improvement initiative that reduced the organization's average time to antibiotics for patients with central lines **from 85 minutes to 33 minutes**—well within the national Golden Hour benchmark of 60 minutes and on par with the best published outcomes from leading academic children's hospitals. Achieved through

process improvement rather than new technology, this milestone reflects the strength of C4K's clinical culture and its commitment to continuous quality improvement.

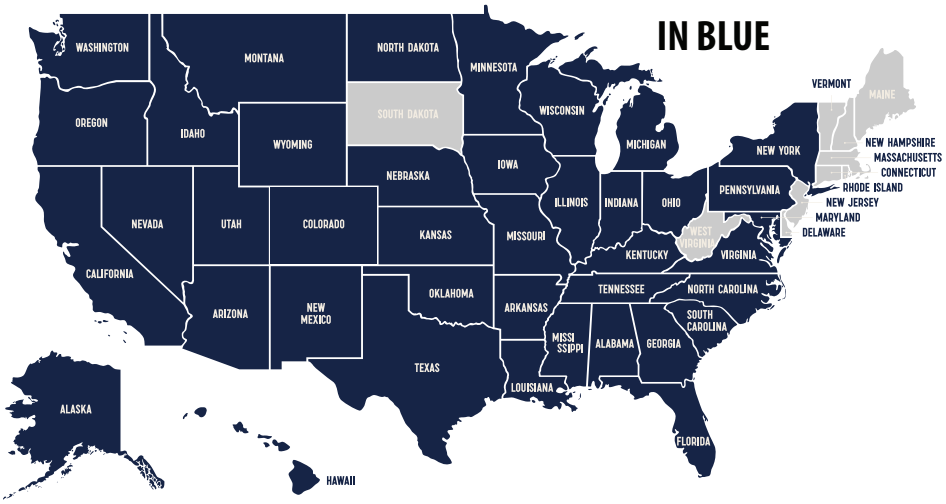
In parallel with these clinical advancements, Cure 4 The Kids Foundation continued to modernize its infrastructure through the implementation and enhancement of key technologies. Upgrades to the electronic health record (EHR) system, patient management platforms, and workflow tools improved efficiency, strengthened communication across care teams, and enhanced the overall quality and safety of patient care.

Diagnostic capabilities were also significantly expanded during this period. The addition of X-ray and fluoroscopy technology increased the organization's ability to provide comprehensive, on-site diagnostic services—reducing the need for external referrals and enabling faster, more coordinated care. C4K also invested in strengthening its laboratory and operational systems, including enhancements to lab technology, cybersecurity infrastructure, and data management platforms. These improvements ensure the organization can support continued growth while maintaining the highest standards of safety, accuracy, and efficiency.

Throughout the strategic plan period, Cure 4 The Kids Foundation maintained its accreditation from **The Joint Commission**, reinforcing its ongoing commitment to excellence in patient safety and quality of care. These standards serve as a foundation for the organization's continued stability to increase innovation, and leadership in pediatric specialty care.

NATIONAL IMPACT

STATES WITH PATIENTS SERVED BY C4K SHOWN IN BLUE



Impact Highlights 2020–2025

- Gene therapy introduced in 2024; C4K is 1 of 6 centers in western U.S.
- Time to antibiotics reduced from 85 to 33 minutes, within the national "Golden Hour" benchmark and on par with major academic children's hospitals
- X-ray and fluoroscopy advanced diagnostics installed
- EHR and clinical workflow systems modernized and enhanced
- Laboratory infrastructure, tech, and cybersecurity upgrades
- Joint Commission accreditation maintained

"Innovation ensures that the most advanced treatments are available close to home for children who need them most."

Our Results: Research

From Moving the Needle to Setting the Pace

Research remains a critical pillar of Cure 4 The Kids Foundation's mission to improve outcomes for children, adolescents, and young adults (AYAs) facing cancer and rare diseases. At the start of the 2020–2025 strategic plan, the organization set out to strengthen its research capabilities through a collective impact approach—expanding access to clinical trials, building data infrastructure, and forging partnerships that drive meaningful progress in treatment and care. Five years later, research is no longer a separate function at C4K. It is woven into how care is delivered, how data is captured, and how every patient visit contributes to what medicine learns next.

Recognizing that cancer remains the leading cause of death by disease among children and adolescents in the United States, C4K prioritized efforts to accelerate the development of safer and more effective therapies. While meaningful progress has been made in pediatric oncology, many diseases still lack adequate treatment options—reinforcing the urgency of integrating research into everyday clinical care rather than treating it as a parallel activity.

Throughout the strategic plan period, Cure 4 The Kids Foundation significantly expanded clinical trial participation, increasing patient access to evidence-based treatments and emerging therapies. Through its affiliation with the **Children's Oncology Group (COG)** and participation in **NCORP**, C4K opened access to more than **100 national clinical trials**, alongside **15 active studies** and a growing pipeline of new trial startups—ensuring children can access cutting-edge treatments while staying close to home in Nevada. As the **patient population grew by 130%**, research operations expanded in parallel, ensuring that every additional patient encountered the same access to clinical trials and emerging therapies as those who came before.

C4K's commitment to research is also reflected in its willingness to pursue innovative approaches to access. The organization has **opened clinical trials for individual patients** when no other pathway existed—a practice most centers will not attempt. This patient-first philosophy prioritizes opportunity over convention and reinforces a simple belief: every child deserves access to the most advanced care available, even when that child is only one.

Building research capacity at C4K has required not only clinical infrastructure but sustained external funding. **The Marlon Foundation** has been one of the organization's most consistent research partners throughout the strategic plan period, providing recurring grant support that has helped build and sustain C4K's research operations—including support for the Clinical Research Associate role critical to clinical trial enrollment and patient-level research data integrity. Foundation partnerships of this kind are what make it possible for C4K to grow research alongside care rather than treat the two as separate functions.

Additionally, a central objective of the strategic plan was to build a framework for improving how Nevada's children receive care for rare diseases. Cure 4 The Kids Foundation made substantial progress toward this goal by strengthening its data capabilities and advancing efforts to track patient outcomes systematically. In 2024, the organization created Nevada's first dedicated **Rare Disease Registrar** role—a position responsible for collecting, managing, and analyzing patient data, and for turning clinical encounters into research-ready evidence. This function supports a deeper understanding of rare diseases while positioning C4K to contribute meaningful insights to broader research efforts.

Cure 4 The Kids Foundation also built the foundation for Nevada's first statewide rare disease registry, designed to capture real-time data and support long-term research initiatives. This infrastructure represents a critical step toward improving care coordination, identifying trends, and advancing treatment approaches for children across Nevada and beyond.

Through these combined efforts, Cure 4 The Kids Foundation has moved from a participant in pediatric research to a contributor shaping it. As the organization continues to grow, research will remain central to its mission—ensuring that every patient, every trial, and every data point contributes to a broader understanding that drives innovation, improves care, and advances cures.

Our Place in the National Research Lineage

Cure 4 The Kids Foundation is the only freestanding outpatient pediatric cancer and rare disease center in the United States to be a member of both the Children's Oncology Group (COG) and the NCI Community Oncology Research Program (NCORP).

Together, these networks have driven much of the survival progress in childhood cancer over the past six decades — including the rise in survival from childhood acute lymphoblastic leukemia from less than 10% in the 1960s to more than 90% today. Every other COG and NCORP member institution delivers this caliber of research-grade care from a hospital, an academic medical center, or an integrated inpatient system. C4K stands alone as a freestanding outpatient clinic.

Through these affiliations, C4K patients have access to:

- **100+** national clinical trials
- **15** active studies during the strategic plan period
- **The same research infrastructure** as children at major academic medical centers—without leaving Nevada and without being hospitalized to receive it

"Every child we treat today is quietly rewriting the textbook for the child who comes next."

Our Results: Policy Initiatives

From Our Reality to Changing Healthcare

Advocacy and policy initiatives emerged as one of the most transformative pillars of the 2020–2025 strategic plan, reflecting Cure 4 The Kids Foundation's commitment to improving systems of care for children with cancer and rare diseases. What began as a goal to actively participate in policy discussions evolved into a leadership role in shaping healthcare policy across the state of Nevada.

At the outset of the strategic plan, Cure 4 The Kids Foundation identified a critical gap in how childhood cancer was represented within statewide healthcare planning. In response, the organization **developed its own Comprehensive Childhood Cancer Plan**, which ultimately influenced the State of Nevada to formally incorporate pediatric considerations into its broader cancer control framework. This marked a significant step forward in ensuring that the unique needs of children with cancer are recognized at the state level.

Following the passage of Senate Bill 315 in 2019, C4K's Founder, Annette Logan-Parker, assumed the role of **Chair of the Nevada Rare Disease Advisory Council (NV-RDAC)** in 2022—further strengthening the organization's leadership in rare disease advocacy statewide. Under her leadership, the council has made substantial progress in advancing awareness, coordination, and policy development. Key structural improvements included revamped annual reports to the Governor and the introduction of a two-year strategic planning framework to guide statewide rare disease initiatives. These efforts have created a more organized, data-driven, and forward-thinking approach to addressing rare diseases in Nevada.

C4K also sponsored the NV-RDAC's **While You Wait Campaign**—an initiative designed to collect data from rare disease patients and providers statewide to better understand the challenges and barriers to care. These insights will directly inform policy recommendations for the 2027 legislative session.

In addition to structural and leadership advancements, C4K played a key role in advancing important legislative efforts. In

2023, the organization was instrumental in the passage of **Senate Bill 221, establishing a unique provider type** for cancer and rare disease centers and further strengthening Nevada's approach to specialized care. During the 2025 legislative session, Cure 4 The Kids Foundation supported the passage of **Senate Bill 348, modernizing Nevada's newborn screening program** by updating its funding model and ensuring separate Medicaid reimbursement, strengthening early detection for rare diseases statewide.

Additionally, through her role as Chair of the NV-RDAC, Annette Logan-Parker led advocacy efforts contributing to the passage of **Senate Bill 189, establishing Nevada's first licensing framework for genetic counselors** and recognizing genetic counseling as a reimbursable medical service.

Through these combined efforts, Cure 4 The Kids Foundation has evolved from a participant in healthcare policy to a recognized leader in shaping it. By aligning advocacy, data, and clinical expertise, the organization continues to drive meaningful change—ensuring that children with cancer and rare diseases in Nevada have access to the care, resources, and support they need.

Impact Highlights 2020–2025

Developed comprehensive childhood cancer plan, influencing Nevada's statewide cancer control framework

SB315 passage led to establishment of the NV-RDAC

Annette Logan-Parker appointed to NV-RDAC Chair in 2022

SB348 passed in 2025, modernizing Nevada's newborn screening program

Advocacy efforts contributed to passage of SB189, establishing genetic counselor licensure

"While You Wait" campaign launched

"Advocacy turns what we've learned at the bedside into protections for every child across the state."

Here We Grow Again:
Strategic Plan 2020–2025 Summary

We Met the Moment...and Built for the Next One

Over the course of the 2020–2025 strategic plan, Cure 4 The Kids Foundation did more than grow—it redefined what is possible for pediatric healthcare in Nevada. Across every pillar, the organization advanced with intention, aligning clinical excellence, innovation, research, advocacy, and philanthropy to build a model of care that is both comprehensive and deeply human.

This period of growth was not linear, nor was it without challenge. It required bold decisions, new ways of thinking, and a willingness to challenge traditional systems that were not built with children and families at the center. What emerged is an organization that not only meets the needs of today, but actively shapes the future of care.

Through expanded access to specialized services, groundbreaking clinical advancements, increased participation in research, and meaningful influence in public policy, Cure 4 The Kids Foundation has strengthened its role as both a healthcare provider and a system-level leader. At the same time, the organization's continued investment in its culture and its team has ensured that compassion remains at the core of every interaction—defining not just what care is delivered, but how it is experienced.

Importantly, this work has been made possible through the collective efforts of a committed community. Patients and families, team members, donors, partners, and advocates have all played a role in advancing this mission—demonstrating what can be achieved when purpose and collaboration align.

As Cure 4 The Kids Foundation looks ahead, it does so with a clear understanding that the work is far from complete. The needs of children with cancer and rare diseases continue to evolve, and so too must the systems designed to support them.

With a strong foundation in place, the organization is positioned to build upon this momentum—continuing to expand access, drive innovation, and advocate for a future where no child must leave Nevada to receive the care they need.

CURE 4 THE KIDS
FOUNDATION

Six Pillars. One Mission. Every Child.

PHILANTHROPY
Record-breaking gifts fueling programs, patient care, and community impact

EXPANSION
From 30,000 to 65,000+ sq. ft. and a 111% increase in staffing

EXPERIENCE
Nationally and locally ranked as one of the best nonprofits to work for

CLINICAL INNOVATION
Nevada's 1st gene therapy infusion and Golden Hour results that rival top children's hospitals

RESEARCH
Nation's only freestanding COG-affiliated pediatric cancer and rare disease outpatient center

POLICY INITIATIVES
From policy participant to statewide leader in childhood cancer and rare disease legislation

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https://www.cure4thekids.org