



CURE 4 THE KIDS
FOUNDATION

The C4K Way, Every Day

STRATEGIC PLAN 2026 – 2029

THE C4K WAY

EVERY DAY

This is our philosophy and commitment,
because **how** care is delivered is
part of care itself.



CURE 4 THE KIDS
F O U N D A T I O N



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Our Path Forward: A Center of Excellence

Since our founding, Cure 4 The Kids Foundation has operated with a singular focus: delivering the best possible care to children in Nevada with cancer and other rare diseases, regardless of a family's ability to pay. That focus has carried us from a business plan our founder drafted at her kitchen table to a Joint Commission-accredited, nationally recognized pediatric treatment center serving thousands of unique patients annually—and the only freestanding outpatient pediatric cancer and rare disease center in the United States to be a Children's Oncology Group (COG) member institution.

With The C4K Way, Every Day, our 2026–2029 Strategic Plan, we are entering a new chapter. After nearly two decades of building and expanding, we are taking a deliberate pause to strengthen what we have, deepen our impact in the areas where we are already making a difference, and prepare ourselves for what comes next. This is a strategic choice made with clear eyes about the moment we are in: a healthcare landscape shaped by federal policy uncertainty, evolving reimbursement structures, and rapid change in the technologies and treatments we deliver. Building from strength is the most responsible way forward.

This plan is built around the simple but powerful idea that we deliver our mission every day while working toward our vision: we will be a center of excellence that sets a national standard for healthcare hospitality. The C4K Way is how we will get there.

Everything in these pages supports that pursuit.

Delivering Our Mission

Cure 4 The Kids Foundation was created specifically to address the unmet medical needs of patients with complex medical conditions, including childhood cancer and rare diseases, in Nevada and its surrounding region.

Our founding purpose was simple: ensure that every child in our state who needed specialty care could receive it, regardless of a family's ability to pay. Through our Charity Care Program, that commitment continues to this day. No child with cancer is turned away from treatment due to a family's financial situation. We have sustained this through

extensive innovation, rigorous financial discipline, community support, and advocacy.

What began as Nevada's first and only nonprofit, outpatient childhood cancer treatment center has grown into a multidisciplinary pediatric treatment center serving children, adolescents, and young adults across a wide range of complex conditions. These conditions range from hematology and oncology to rheumatology, metabolic genetics, behavioral health, and physical medicine.

Additionally, as an independent division of Roseman University of Health Sciences, C4K benefits from academic infrastructure and research relationships while operating with the focus and agility of a freestanding institution.



CURE 4 THE KIDS MAIN CAMPUS BUILDING AT 1 BREAKTHROUGH WAY

Our outpatient model is central to who we are. Most pediatric specialty cancer care in the United States is delivered from inside hospitals and academic medical centers. C4K is structured differently. Patients come to our clinic for treatment and then go home to their families, to their own beds, to the routines and comforts that matter so much during an already difficult time. This reflects our institutional belief that healing happens in the spaces children and families already know.

Our financial model reflects the same intentionality. Over 92% of our revenue comes from clinical services rendered, and earned revenue covers our operations. This means philanthropic contributions go directly to extending our mission, funding charity care, supporting research, and reaching the patients and families for whom this care would otherwise be out of reach.

In every case, every dollar goes where it was meant to go.

Today, Cure 4 The Kids Foundation employs the majority of Nevada's board-certified pediatric oncologists, holds Joint Commission accreditation, and operates a CAP-accredited laboratory. The clinical standards we deliver from an outpatient setting are the same standards patients receive at any leading academic medical center in the country.

Our mission today reflects both our roots and our future: To advance cures and treatment of childhood cancer and other rare diseases.



MISSION

To advance cures and treatment of
childhood cancer and other
rare diseases.



VISION

We will be a center of excellence
that sets a national standard for
healthcare hospitality.





Our History

Cure 4 The Kids Foundation was founded in April 2007 as a 501(c)(3) tax-exempt organization, with a clear goal: transform how Nevada's children with cancer and other complex conditions received their medical care. The initial objective was to create Nevada's first nonprofit, outpatient, multidisciplinary childhood cancer treatment center. That objective was accomplished in record time, with remarkable results.

The institution's founding story is well known within our culture. Our founder, Annette Logan-Parker, sketched the original business plan on a napkin at her kitchen table. There was no parent organization, no committee of wealthy backers, no institutional infrastructure to draw on.

There was an idea, a few driven people willing to do the work, and a clear conviction that the children of Nevada deserved better than the options they had.

The choice to operate as a 501(c)(3) was deliberate, not default. As a nurse, Annette had seen firsthand how cost containment and shareholder pressure shape clinical decisions in for-profit healthcare. The 501(c)(3) structure freed C4K to direct every dollar earned beyond the cost of care back into clinical excellence and the growth of its programs.

The model that emerged was distinctive: the structure and rigor found in academic medical centers and large corporate healthcare environments, paired with the responsibility, thoughtfulness, and generosity of charitable purpose. This combination has allowed C4K to operate with the clinical outcomes of a major treatment center while remaining deeply human in every interaction with patients and families.

"We did not choose nonprofit status for the tax benefits. We chose it because we wanted every dollar earned beyond the cost of care to go back to the patients."

Nearly two decades later, that choice has shaped everything we have built."

—Annette Logan-Parker, Founder

The conviction at the heart of the institution then is the same conviction that anchors it now:

We focus on the difference between what is and what should be. That is what made C4K possible in 2007, and it is what continues to drive the work—and this strategic plan—today.



"The children we care for today have access to things that just weren't available to Nevada families a generation ago, and that's because **C4K decided Nevada's kids deserved more.**"

—Dr. Joseph Lasky, Medical Director

Our Values

Our values are at the core of everything we do at Cure 4 The Kids Foundation. They guide how we care for our patients, how we treat one another, and how we hold ourselves to a standard that goes beyond what is expected.

Our values are not words on a wall. They are practiced, talked about, and lived out every day across our organization. To bring them to life in a way that's approachable for everyone, each value has its own "monster." When a child sees Grit during a tough treatment day, that monster

becomes a companion in the journey—a reminder that perseverance looks different for everyone and that what they are doing takes real courage. Our value monsters live throughout our clinic because our values are for everyone here, no matter their age.



Grit, Not Quit

We persevere to prevail. We do the right thing, even when it's the hard thing.

Choose Compassion

Empathy and care define us. Kindness and understanding guide us.



Be Humble

We are powered by self-awareness, rooted in purpose over pride, and accountable always.



Embrace Change

We are bold and adaptable in mindset, brave in the face of challenge, and intentional in growth.



Healthcare Hospitality

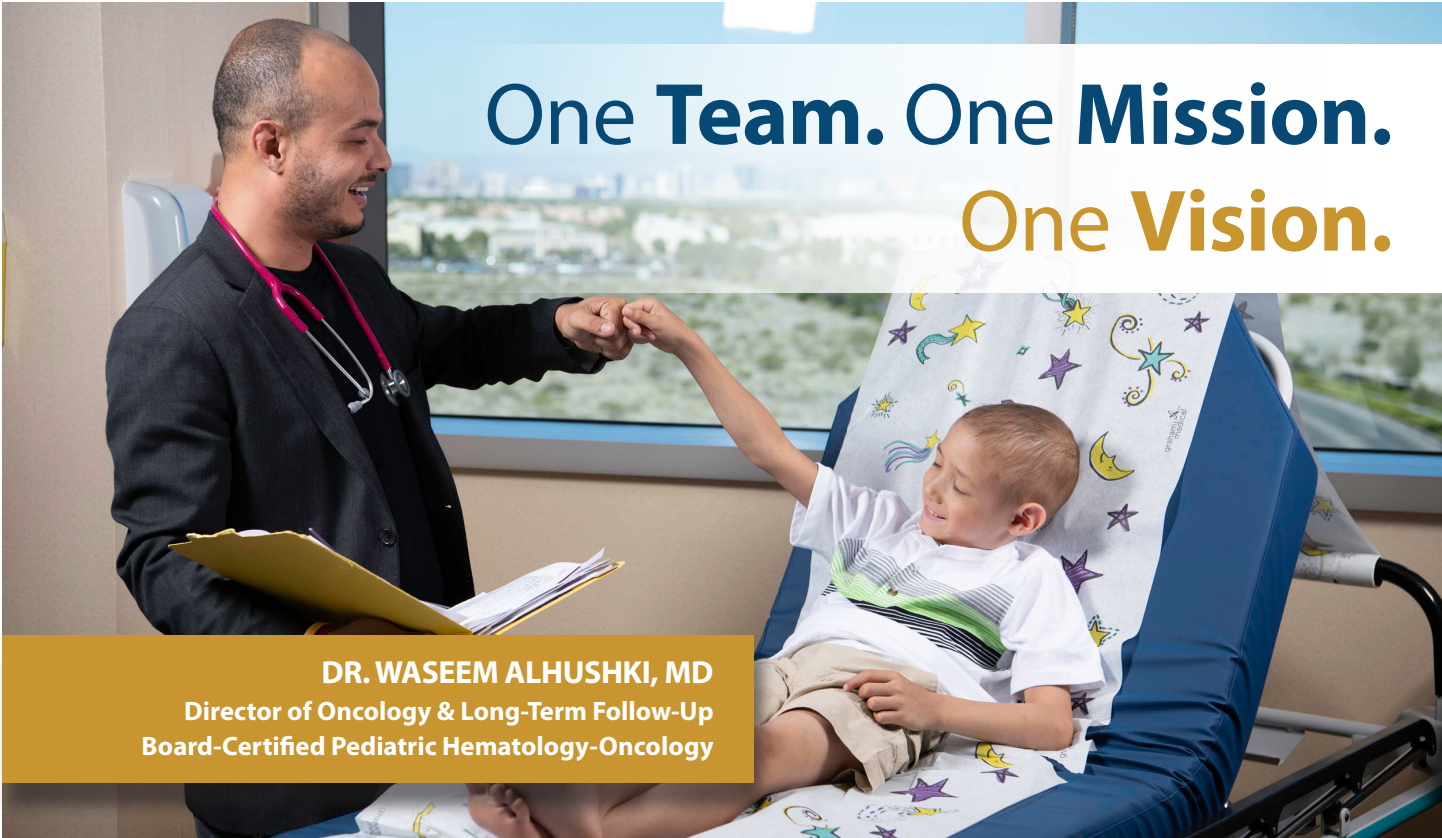
Cure 4 The Kids Foundation operates with clinical excellence delivered with warmth, intention, and deep respect for the people we serve. It shapes every interaction, from the front desk to the treatment chair to the follow-up call.

At Cure 4 The Kids Foundation, we believe that how care is delivered matters as much as the care itself. A child walking into our clinic on a treatment day is a person with fears and hopes and a favorite color and a stuffed animal they bring every time. The way we greet that child, the way we talk to their family, the environment we create around them—all of it is part of the care we provide.

Healthcare hospitality is also how we care for one another. Our providers, nurses, support staff, and administrative team members carry the weight of working in pediatric medicine every day. Creating a workplace where people feel valued, supported, and connected to purpose

is essential to sustaining the kind of care our patients deserve. Our vision is clear: we will be a center of excellence that sets a national standard for healthcare hospitality. And that vision guides how we hire, how we train, how we design our spaces, and how we evaluate our success.

We are working toward the day when other organizations look to C4K as a model for what it means to treat patients and families with the same intentionality and care as the best hospitality organizations in the world, while delivering the rigorous clinical outcomes that children with cancer and rare diseases require.



One Team. One Mission.
One Vision.

DR. WASEEM ALHUSHKI, MD

Director of Oncology & Long-Term Follow-Up
Board-Certified Pediatric Hematology-Oncology

REMAINING ADAPTABLE



Cure 4 The Kids Foundation operates in a healthcare environment that changes rapidly. Federal policy shifts, emerging treatments, new community partners, economic pressures, and advances in technology all shape the landscape in which we deliver care. **A static five-year plan cannot account for that kind of complexity.**

Our previous strategic plan, Here We Grow Again (2020–2025), was ambitious and transformative. It guided us through a period of remarkable growth. And as that strategic plan concluded, we learned that the organizations best positioned to serve their communities are the ones that build discipline into their planning without sacrificing the flexibility to respond when conditions change.

It is also a response to the moment we are in: a healthcare landscape where federal policy,

reimbursement structures, and treatment technologies are all rapidly shifting. A planning framework that cannot adapt cannot serve the children and families we are responsible for.

That is the philosophy behind this plan. **We have moved from a five-year strategic plan to a rolling, three-year framework that is reviewed and refreshed annually.** This will empower us to stay grounded in our long-term vision while remaining responsive to the realities our patients, families, and team members face right now.

Our strategic plan is not a document we set and forget. It is a living framework that guides how we allocate our attention, develop our people, serve our patients, and steward the resources our community entrusts to us.



DR. JOSEPH LASKY III, MD

Medical Director

Board-Certified Pediatric Hematology-Oncology



A Plan to Grow Our Impact

The six enduring commitments of our strategic planning will always remain central to our work: **philanthropy**, **expansion**, **experience**, **clinical innovation**, **research**, and **policy**. At the same time, the specific initiatives we prioritize must be responsive to the world we operate in.

Healthcare does not stand still. Over the past five years, we navigated a global pandemic, welcomed new clinical specialties, expanded our facilities, launched a metabolic gene therapy program, responded to significant shifts in the state's healthcare landscape, and adapted to rapid advances in technology including artificial intelligence. Any one of those developments could have made a rigid five-year plan obsolete.

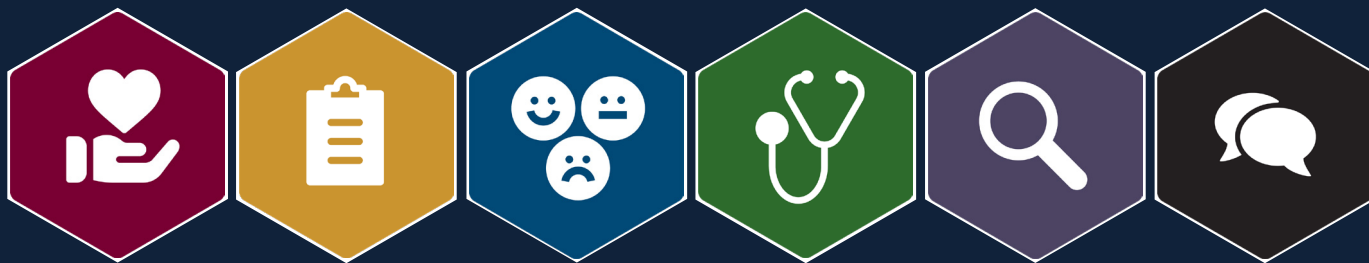
Our approach now is to identify our **crucial strategic priorities** where we believe our energy and resources must have the greatest impact over the next three years. Each year, we review them as a leadership team and ask whether they still reflect the most important work ahead of us. If the landscape has shifted, we adjust. If an initiative has been accomplished, we replace it. And within each year, we set annual priorities and quarterly goals that break our crucial strategic priorities into concrete, measurable action.

This cycle of planning, executing, reviewing, and adapting is supported by a set of leadership disciplines that keep our Mission Leadership Team aligned, focused, and communicating effectively. Those disciplines create a rhythm of weekly check-ins, quarterly planning, and ongoing dialogue that ensures our strategy is not just written down but actively driving decisions across the organization.

The result is a strategic plan that is grounded and flexible—disciplined without becoming rigid. We can respond to new opportunities and challenges as they arise while keeping our long-term vision firmly in view. This approach also reflects how high-performing organizations operate.

“Our enduring commitments tell you what we will always care about. Our strategic priorities tell you our current focus. And our process tells you that we will **keep paying attention, keep learning, and keep adjusting so that the children and families we serve always get our best.”**

—Christine Tonn, CEO



Our Enduring Commitments

Everything we do in service of our mission is supported by six enduring commitments. These interconnected areas of focus each play a distinct role in how we deliver care, develop our team, engage our community, plan for the future, and focus our strategic efforts. Together, they represent the full scope of what it takes year after year to run a world-class pediatric treatment center that always puts children and families first.

We hold these commitments steadily, and we revisit how we advance them as the landscape changes. The needs of our patients and families evolve. The realities of healthcare, research, and policy shift. Each year, we update the priorities that energize these commitments, so their purpose endures while the work continues to grow.

- ◆ **PHILANTHROPY:** Building a culture of philanthropy that complements our earned-revenue model, where every philanthropic dollar extends the mission beyond what clinical revenue alone can sustain. This funds charity care, research, and care for children who could not otherwise reach it.
- ◆ **EXPANSION:** Strengthening the clinical capabilities we have already built by investing in our team, meeting demand within our existing services, and forming strategic partnerships that expand access to pediatric care across Nevada and the region.
- ◆ **EXPERIENCE:** Sustaining a culture of healthcare hospitality, where how care is delivered is part of the care itself for patients, families, and team members alike, treating patient experience and team experience as two sides of the same commitment.
- ◆ **CLINICAL INNOVATION:** Maintaining and advancing our model of multidisciplinary outpatient care, where children receive the standard of treatment found in major academic medical centers without leaving Nevada or requiring hospitalization. We embed innovation in daily clinical practice as much as in research protocols.
- ◆ **RESEARCH:** Building on our position as the only freestanding outpatient pediatric cancer and rare disease center in the United States with Children's Oncology Group membership, expanding research access for children, adolescents, and young adults while building the infrastructure that supports investigator-initiated work and our rare disease registry.
- ◆ **POLICY INITIATIVES:** Translating what we learn at the bedside into policy that closes systemic gaps in insurance coverage, access to specialists, rare disease data, and legislative frameworks never designed with pediatric patients in mind. We pursue this work collaboratively and on a bipartisan basis at the state and federal levels.



Enduring Commitment: **Philanthropy**

Strengthening Community Investment in Our Mission

Philanthropy works differently at Cure 4 The Kids Foundation. Most of our revenue comes from clinical services, so earned revenue covers our operations, our facilities, and the day-to-day work of running a nationally recognized pediatric specialty center.

That means philanthropic dollars do not pay for overhead. They extend the mission directly, funding what clinical revenue alone cannot reach:

- **Charity care** for families who cannot afford treatment
- **Research** that brings the latest treatment protocols to Nevada's patients
- **Access** for children whose care would otherwise not be possible

Giving here is a partnership. C4K built and funded its own foundation, and we are extending it to reach more children. As patient volume grows each year, this commitment grows with it, grounded in clear goals and transparent reporting so donors can see exactly what their support makes possible.

We are grateful for a community that understands what is at stake and meets us in that work.





Enduring Commitment: Expansion

Strategic Growth Within Our Core

Growth at Cure 4 The Kids Foundation has always followed the needs of patients and families. Over two decades, that meant new specialties, new facilities, and a larger team, each step taken because a child needed something we could not yet provide.

With that foundation built, our focus turns inward: strengthening the services we offer so more families can be cared for locally. That means investing in three areas:

- **Our people.** Pediatric subspecialists are scarce nationally, so we retain and develop the team we have through professional development and a workplace culture that makes C4K a destination employer.
- **Our clinical depth.** Hematology, oncology, rheumatology, and metabolic genetics are where focused investment will have the greatest near-term impact, building on services with proven potential to draw patients from across the region.
- **Our infrastructure.** Health records, laboratory capabilities, care coordination, and the workflows connecting every department all have to grow with patient volume, because growth without strong infrastructure creates strain rather than progress.

This is a different kind of growth, and it is growth this institution is ready for.





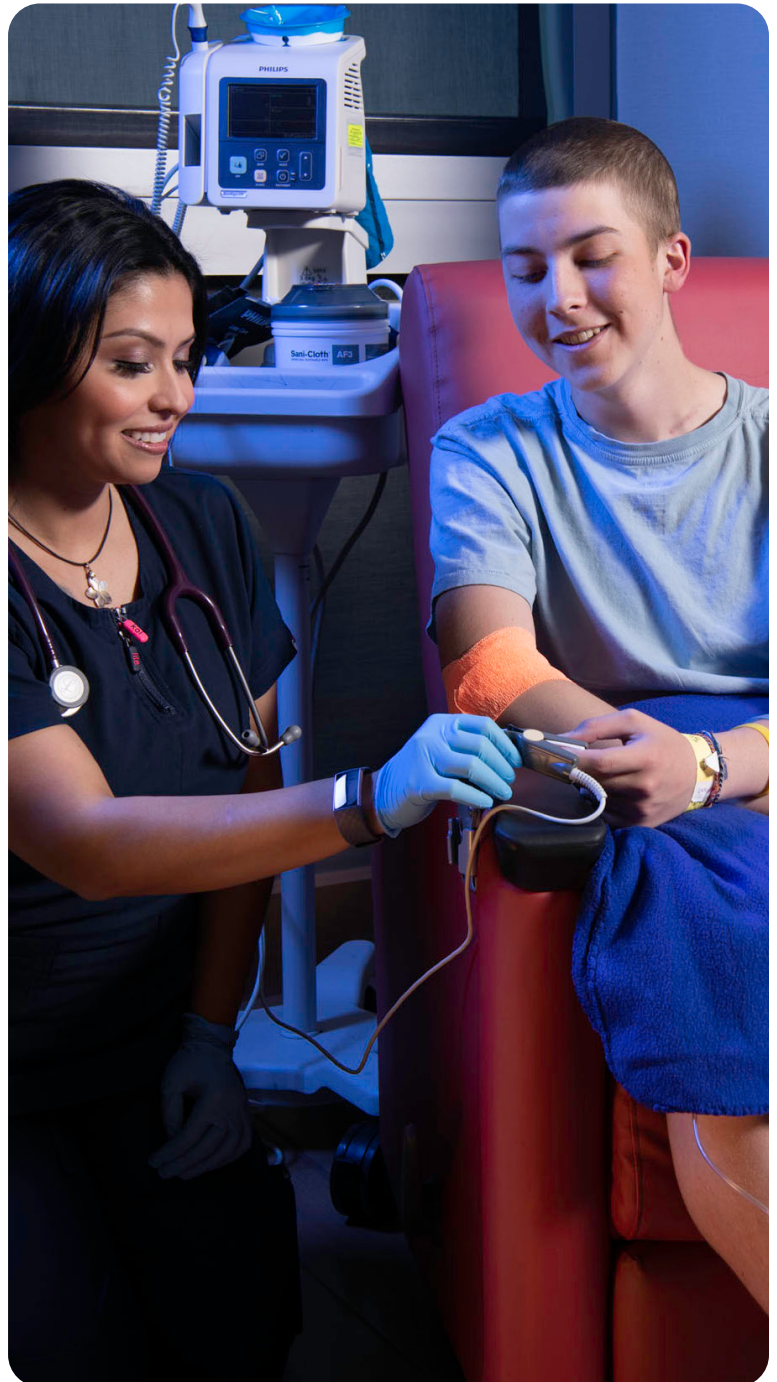
Enduring Commitment: Experience

Healthcare Hospitality for Every Patient, Family, and Team Member

We believe that how care is delivered is part of the care itself. Clinical excellence and human connection are one commitment, and every interaction carries it, from the front desk to the treatment chair to the follow-up call. We hold this commitment in three ways:

- **Through our values.** The C4K Way (Be Humble, Choose Compassion, Embrace Change, and Grit, Not Quit) is a set of lived practices that shape how we hire, train, recognize, and support every person who carries this work, and our leadership team is committed to modeling them.
- **Through our team.** Pediatric medicine carries an emotional weight that does not lift at the end of a shift, so we sustain hospitality by supporting our people, recognizing their work, and connecting them to purpose.
- **Through the whole child and family.** Behavioral health, social work, interpreter services, physical therapy, child life, and community resource navigation are how care reaches the whole family, helping with insurance, transportation, and the emotional wellbeing of patients and their siblings.

As the families we serve grow and change, these services grow with them. The discipline stays the same: healthcare hospitality, every day, with every patient, in every interaction.





Enduring Commitment: **Clinical Innovation**

Comprehensive, Multidisciplinary Care Under One Roof

Cure 4 The Kids Foundation is structurally distinctive in American pediatric medicine.

Children come to our clinic for treatment and then go home to their families, receiving the same caliber of care they would find at a major academic medical center. We are committed to providing:

- **Comprehensive care under one roof.** A child treated for cancer also has access to behavioral health, physical therapy, dental care, and more, coordinated by their care team.
- **Innovation embedded in practice.** We actively pursue new treatments and technologies, and we put equal weight on improving how care is delivered.
- **A culture of clinical excellence.** Ongoing education keeps our multidisciplinary team current, and structured quality improvement, reviewing outcomes data, monitoring safety, and gathering family feedback, means that when we find a way to do better, we act on it.

We hold this standard so that children in Nevada do not have to leave home to receive it.



Joint Commission Accreditation

C4K has held The Joint Commission's Gold Seal of Approval since 2011, earned through regular, unannounced inspections of our patient safety standards. Alongside our CAP-accredited laboratory and our COG membership, these credentials reflect the level of clinical rigor we hold ourselves to as a world-class outpatient pediatric center.





Enduring Commitment: Research

Advancing Knowledge to Improve Patient Outcomes

Research is woven into how we treat patients.

Our affiliations with the Children's Oncology Group (COG) and the NCI Community Oncology Research Program (NCORP) enable our patients to participate in the same nationally coordinated clinical trials available at major academic medical centers. This commitment is reflected in:

- **Access for every eligible patient.** We want participation offered to every eligible child, adolescent, and young adult as a standard part of care, so the opportunity reaches families whether or not they know to ask for it. That means growing our research team, investing in the technology to manage complex protocols, and integrating enrollment into the care pathway from the earliest stages of treatment.
- **A lasting rare disease registry.** Our registry is a long-term institutional asset for the rare disease community in Nevada and the surrounding region. This multi-year work reaches its mature form during this planning period.
- **Investigator-initiated research.** We are building the capacity for our own clinical team to originate research, moving C4K from a site that takes part in studies to one that generates them. This work is already underway, including the iRest Pilot Study in behavioral health.

The data from our trials, our registry, and our patient outcomes also informs the legislative and regulatory work that shapes access to care for Nevada's children.





Enduring Commitment: Policy Initiatives

Advocating for Children at Every Level

Policy advocacy is how we extend our impact beyond the walls of our clinic. The children we serve face challenges no single treatment center can solve alone, so we work with lawmakers, regulatory bodies, and advocacy organizations to build a better healthcare environment. Few centers see Nevada's pediatric specialty population at the depth we do, and the evidence we generate grounds what we advocate for across every level:

- **State.** The legislative cycle is a primary lever for change in specialty care access, rare disease infrastructure, workforce development, and reimbursement. We provide testimony and perspective, in partnership with the Nevada Rare Disease Advisory Council, patient advocacy organizations, public health leaders, and legislators.
- **Federal.** Through the Coalition Against Childhood Cancer (CAC2) and direct relationships with federal agencies, we bring the perspective of an outpatient pediatric specialty center to national conversations on funding, drug development, Medicaid, and infrastructure, and we work to protect the federal programs that make our patients' access to research-grade care possible.
- **Global.** Through Childhood Cancer International (CCI) and its North American Regional Committee, we help shape global standards for pediatric drug development and trial access, and we learn from approaches in other countries that inform what is possible here at home.



Our approach is bipartisan and collaborative, because the health of children is a priority that reaches across political affiliation.

2026–2029 STRATEGIC PRIORITIES

To advance our enduring
commitments.



Our six enduring commitments are the work we return to year after year. These four strategic priorities are where we are focusing that work now. They represent the concentrated attention we believe will strengthen those commitments and move our mission forward most meaningfully over the next three years, shaped by the healthcare landscape we operate in and reviewed annually to ensure they remain the right work at the right time.

Leadership Disciplines ensures our leadership team operates with the clarity, communication, and alignment.

Growing Where We're Planted turns our attention inward, strengthening and deepening the clinical programs where demand is growing and families need us most.

External Relationships focuses on the partnerships that extend our reach, particularly with Roseman University of Health Sciences and our hospital partners.

Grow Our People, Grow Our Standards invests in the team members who deliver healthcare hospitality every day, because the standard we set will only be as strong as the people sustaining it.

The pages that follow explore each of these priorities in detail.



Leadership Disciplines

2026–2029 Strategic Priority #1

As Cure 4 The Kids Foundation has grown, so has the complexity of leading it. What once required a handful of people making decisions in real time now involves a team of leaders across clinical, operational, philanthropic, and administrative functions, all working toward the same mission with different day-to-day realities. This strategic priority is about ensuring that our leadership team operates with the kind of clarity, communication, and discipline that an organization of our size and ambition requires.

WE ARE FOCUSED ON TEN AREAS:

- 1. A Healthy, Aligned Leadership Team:** Our Mission Leadership Team meets regularly for strategy, understands one another's strengths and priorities, and welcomes the respectful debate that produces better decisions.
- 2. Shared Focus On What Matters Most:** Each quarter we name the single priority that will move us forward most, supported by a few focused goals everyone can connect their work to.
- 3. A Reliable Communication Rhythm:** Information moves quickly and accurately through daily check-ins, weekly leadership meetings, monthly problem-solving, and quarterly planning, each with a clear purpose.
- 4. The Ability to Articulate Our Strategy:** Every team member, from our physicians to our front desk staff, can speak to our vision, who we serve, what we promise them, and what we are focused on now.
- 5. Clear Ownership of Every Goal:** Every part of the organization has a specific person responsible for carrying its goals through, so important work never falls into the gaps between roles.
- 6. Ongoing Input From Our Team:** We regularly ask team members what is working, what is getting in the way, and where they see opportunity, then bring that into how we plan and decide.
- 7. Listening to Patients and Families:** We review feedback from patients and families as carefully as we review our financial data, and we act on what we learn.
- 8. Core Values That Live in Daily Practice:** Our core values and purpose are known across the organization and guide how we hire, recognize, support, and treat one another every day.
- 9. A Clear Sense of Progress:** Every team and role has a simple, meaningful way to know whether the work is on track, connecting daily effort to the priorities of the whole organization.
- 10. Plans and Progress Made Visible:** Our priorities, values, and progress are visible across the organization, so every team member can see where we are headed and how we are doing.



Why This Matters

Building Organizational Clarity, Alignment, and Execution

Organizations that grow quickly often outpace their own internal systems. The same hands-on, figure-it-out culture that drives an organization's early success can become hard to sustain at scale if it is not supported by intentional structure. Cure 4 The Kids Foundation has grown from an idea to a nationally recognized pediatric treatment center serving thousands of patients annually. That growth is something to be proud of. But it also means that the way we lead, communicate, and make decisions has to evolve alongside it.

This is how we ensure that our growth is sustainable, that our leaders are equipped to manage complexity without losing sight of our mission, and that our team members feel connected to a shared direction even as the organization continues to change.

The Mission Leadership Team is assembled to focus on what the mission needs most. This agile team is responsible for setting and executing the strategic priorities outlined in this plan, ensuring that leadership stays aligned with the most impactful work.

CHRISTINE TONN, CPA, MBA
Chief Executive Officer

ANNETTE LOGAN-PARKER
Founder & Chief Advocacy
and Innovation Officer



Growing Where We're Planted

2026–2029 Strategic Priority #2

For much of our history, growth at Cure 4 The Kids Foundation meant new specialties and new facilities. That growth was necessary, and it transformed us into the multidisciplinary pediatric treatment center we are today.

Now, we are focusing on strengthening what we have built. We are investing in the clinical programs where demand is growing, improving the systems and processes that support those programs, and expanding services within our existing service lines where patient and family needs are telling us to go deeper.

This is a deliberate strategic choice, not a pause. Growing where we are planted means looking closely at each of our clinical departments and asking: Where are the opportunities to serve more patients within our current capabilities? Where are referring providers and families telling us they need more? What investments in staffing, training, or technology would allow us to deliver even better outcomes in the areas where we are already strong?

OUR AREAS OF FOCUSED GROWTH INCLUDE:

Hematology: Our hematology program addresses a wide range of non-malignant blood disorders. Growth here means expanding the scope of services available to patients with bleeding, clotting, and other hematologic conditions, and exploring new areas of care that align with the expertise our team already provides.

Oncology: Oncology remains the cornerstone of our clinical mission. Growth here means expanding our capacity to take on more patients, strengthening our long-term follow-up program for childhood cancer survivors, continuing to build our research portfolio so more patients have access to the latest treatment protocols, and exploring emerging areas such as integrative oncology.

Rheumatology: Pediatric rheumatology is among the most underserved specialties in the country, and Nevada is no exception. Our rheumatology program addresses a critical gap in access to care for children with autoimmune and inflammatory conditions. Growth here means reducing wait times, building referral pathways, expanding access through hospital partnerships, and establishing C4K as the regional destination for pediatric rheumatologic care.

Metabolic Genetics: Our metabolic genetics program serves patients across the lifespan with inherited metabolic conditions that require ongoing, specialized management. Growth in this area means continuing to serve this population with the expertise and continuity of care that families depend on, while exploring how emerging approaches like gene therapy may expand treatment options for our patients over time.



Why This Matters

Deepening Impact Within Our Existing Programs and Partnerships

In any organization, there is a natural temptation to chase new opportunities before fully realizing the potential of what already exists. This strategic priority is our commitment to doing the disciplined, focused work of strengthening our foundation.

When our core programs are operating at their best, staffed by the right people, supported by the right systems, and reaching the patients who need them most, we will be in a much stronger position to expand again when the time is right.

Thousands of complex, unique patients rely on Cure 4 The Kids Foundation each year. Growing where we are planted means ensuring that every one of them receives the full benefit of what our team and our programs have to offer.

DR. AIMEE FOORD, DO

Director of Benign Hematology

Board-Certified Pediatric Hematology-Oncology

CURE 4 THE KIDS
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External Relationships

2026–2029 Strategic Priority #3

Cure 4 The Kids Foundation does not operate in isolation. Our ability to serve patients depends on a network of relationships with hospitals, university partners, referring providers, insurers, and community organizations. Thus, this strategic priority is about being intentional about important external relationships—not just maintaining them but actively deepening them. It means understanding what our partners are working toward, identifying where our goals align, and building strengthened collaboration into the way we operate.

OUR KEY PARTNERSHIPS INCLUDE:

Roseman University of Health Sciences: Our partnership with Roseman is foundational to who we are and where we are going. As an independent division of Roseman University, C4K is located on the Roseman medical campus and benefits from the academic infrastructure, research capabilities, and health sciences talent pipeline that this relationship provides. We proudly serve as a clinical training site for Roseman’s nursing and pharmacy students, and as Roseman’s College of Medicine continues to develop, C4K will play a role in training the next generation of physicians. We are also exploring the development of a fellowship program that would allow C4K to recruit and train pediatric subspecialists within our own institution, helping to address a national shortage that directly affects the children we serve. Strengthening this partnership means continuing to find opportunities for collaboration in clinical training, research, and shared services that benefit both organizations and ultimately benefit the patients we serve together.

Hospital Partnerships: As a dedicated outpatient center, C4K depends on strong collaborative relationships with the hospitals in our community to ensure seamless, coordinated care for every child. When a patient needs inpatient care, surgery, emergency services, or advanced procedures such as bone marrow transplant, the quality of that child’s experience depends on how well our teams work together. Our physicians hold privileges at local hospitals, and we are committed to deepening these relationships so that transitions between our clinic and hospital settings feel like one continuous system of care for families. Growth in this area also means working with our hospital partners to expand access to services that require an inpatient setting.

Referring Providers and Community Partners: The children we serve are often referred to us by pediatricians, family physicians, and specialists across Nevada and the surrounding region. That trust is built through the confidence that each child will receive excellent care and be returned to their primary provider with a clear plan in place. Our work also extends to partnerships with organizations like the Nevada Rare Disease Advisory Council, community nonprofits, and advocacy groups, which amplify our ability to influence policy, raise awareness, and connect families with crucial resources.



Why This Matters

Strengthening Partnerships for Long-Term Sustainability

No single organization can meet every need of a child with cancer or a rare disease. The strength of our external relationships determines whether families experience a connected, coordinated system of care or a series of disconnected encounters. It also affects our long-term sustainability as an organization. By understanding what our partners are building and where we fit into their plans, we can make better decisions about our own future and ensure that the care C4K provides will be available to Nevada's children for generations to come.

As a dedicated outpatient center, C4K is **committed to maintaining strong relationships** with community partners to ensure that every child receives world-class, seamless, coordinated care—no matter how complex their needs become.

CHAMPIONS 4 CHILDREN, 2026
Community Partners from the Vegas Chamber
Recognized by C4K for Outstanding Impact



Grow Our People, Grow Our Standards

2026–2029 Strategic Priority #4

Our vision is that we will be a center of excellence that sets a national standard for healthcare hospitality. That standard will be set by the people who show up every day and deliver it: the nurse who stays an extra few minutes because a parent needs to talk, the front desk team member who remembers a child's favorite color, and the physician who compassionately explains a complex diagnosis so a frightened family can understand.

Healthcare hospitality is only as strong as the people practicing it. This strategic priority is about investing in those people with the same intentionality we bring to our clinical programs and our facilities. That investment starts with how we establish what *great* looks like. For every role at Cure 4 The Kids Foundation, we are working to define what healthcare hospitality excellence means in practice.

OUR AREAS OF FOCUS INCLUDE:

Provider Support and Collaboration: Our physicians carry an extraordinary clinical and emotional weight. They are treating children with some of the most complex and serious conditions in medicine, often while navigating challenging conversations with families, managing administrative demands, and keeping current with rapidly evolving treatment protocols. Supporting our providers means creating structured opportunities for communication, collaboration, and feedback, ensuring they have what they need to practice at their best.

Leadership Development: Setting a national standard requires leaders at every level who understand our vision, model our values, and can coach their teams toward excellence. We are investing in leadership development that is specifically aligned with our culture and our healthcare hospitality commitment, so that as our organization continues to evolve, the people leading it are equipped to sustain and raise the standard.

Training as a Strategic Advantage: Making training a competitive advantage means ongoing education in patient experience, communication skills, cultural competency, and the specific clinical competencies each role requires. It also means learning from our own data, using patient feedback, team feedback, and operational metrics to identify where we can improve and designing training around those opportunities.

Building a Team That Sets the Standard: Our values (*Be Humble, Choose Compassion, Embrace Change, and Grit, Not Quit*) are the criteria by which we hire, develop, recognize, and evaluate every member of our team. We are committed to building a workforce where every person embodies these values, where new team members are selected not just for their skills but for their alignment with our culture, and where existing team members are supported in growing into the kind of professionals who set the standard for others.



Why This Matters

Developing the Team That Delivers Healthcare Hospitality

When families talk about their experience at Cure 4 The Kids Foundation, they rarely lead with our Joint Commission accreditation or our clinical outcomes data. They talk about how they felt. They talk about the person who held their hand, who made their child laugh on a hard day, who remembered what was happening in their lives beyond the diagnosis. Clinical excellence is the baseline. What families remember, and what will ultimately define our reputation as a national model, is the way our people make them feel while delivering that excellence.

Every investment in a team member's development is an investment in the care a child receives. To set a national standard for healthcare hospitality, we are building a team capable of delivering on the **most ambitious vision in our organization's history.**



DR. SUMIT GUPTA, MD
Director of Neuro-Oncology
Board-Certified Pediatric Hematology-Oncology

OUR TEAM





Mission Leadership Team

In 2026, our executive leadership group was renamed the Mission Leadership Team. This change reflects a fundamental belief about how leadership should function at Cure 4 The Kids Foundation.

The Mission Leadership Team consists of leaders from across the organization who are focused on what the mission needs most. The call to this team is to show up for whatever the organization requires and to lead with the kind of humility and purpose that has defined C4K since its founding.

This team is responsible for setting and executing the strategic priorities outlined in this plan. They meet weekly for strategic alignment, participate in quarterly planning sessions, and engage in ongoing professional development to ensure that the way they lead keeps pace with the complexity of the organization everyone at Cure 4 The Kids Foundation is building.

MISSION LEADERSHIP TEAM MEMBERS



CHRISTINE TONN
CPA, MBA
Chief Executive Officer



ANNETTE LOGAN-PARKER
Founder, Chief Advocacy
and Innovation Officer



DOYNE PICKETT
CPA
Chief Financial Officer



JOSEPH LASKY
MD
Medical Director



TAMARA SALDANA
MSN, RN, CIC, CHFM
Chief Nursing Officer



DANIELLE BELLO
PhD, ABPP-CN
Senior Director of
Integrated Clinical Services



KRISTINE GATSKI
MBA
Director of Clinical
Operations



TIFFANI IZZO
MS-IOP
Director of Human
Resources



MELISSA ANDRUS
Executive Assistant
to CEO



Board of Directors

The Board of Directors provides governance and strategic oversight for Cure 4 The Kids Foundation, ensuring that the organization's resources are managed responsibly and that our mission consistently remains at the center of every decision.



ANNETTE LOGAN-PARKER
Founder, President
of the Board



DAVID LEAKE
CPA
Treasurer



RENEE COFFMAN
PhD
Secretary



CORY FREY
ABA, CBWA
Board Member



FARHAN NAQVI
JD
Board Member



LEEAN HERNANDEZ
MBA
Board Member

**TO LEARN MORE ABOUT OUR BOARD OF DIRECTORS,
VISIT [CURE4THEKIDS.ORG](https://cure4thekids.org)**





Medical Leadership

Our medical team represents the clinical heart of Cure 4 The Kids Foundation. These clinical leaders bring specialized training, years of experience, and a deep commitment to advancing care for children with cancer and other rare diseases.



JOSEPH LASKY
MD
Medical Director



WASEEM ALHUSHKI
MD
Director of Oncology &
Long-Term Follow-Up



AIMEE FOORD
DO
Director of Benign
Hematology



SUMIT GUPTA
MD
Director of Neuro-Oncology



DANIELLE BELLO
PhD, ABPP-CN
Senior Director of
Integrated Clinical Services

TO LEARN MORE ABOUT OUR PROVIDERS,
VISIT [CURE4THEKIDS.ORG](https://cure4thekids.org)





CURE 4 THE KIDS
FOUNDATION

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