



Supporting Young Cancer Patients & Their Families

ANNUAL REPORT





WE ARE DRAGONFLIES

TABLE OF CONTENTS

The Dragonfly Promise.....	2
Letter from Board Chair	3
New Home	4
Pediatric Cancer.....	5
2019 Programs	7
Patient/Family Events & Needs.....	19
2019 Financial Summary	20
2019 Quotes and Notes.....	23



THE DRAGONFLY PROMISE

The Dragonfly Foundation supports families of pediatric cancer patients by:

- Building a network that connects Dragonfly families to each other and the community
- Easing the practical and emotional challenges of treatment and long-term recovery
- Enhancing programs in partner Children's Hospitals
- Partnering with Cincinnati Children's Hospital Medical Center & other organizations to conduct psychosocial research



Photo Credit: Michael Bambino



LETTER FROM THE BOARD CHAIR

The Dragonfly Foundation provides consistent value as we work to learn and adapt to the needs of pediatric cancer patients and their families.

We continue to impact more and more Dragonfly families every single day.

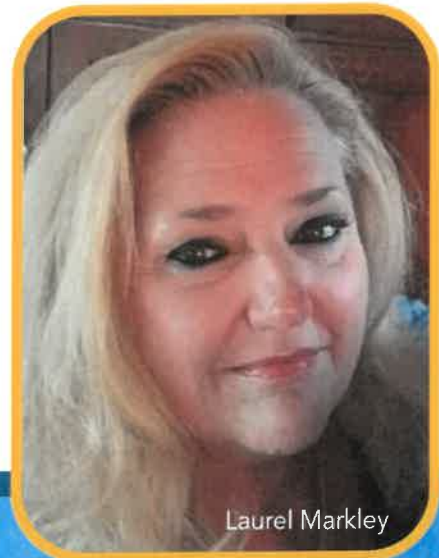
Our work is made possible by staff, volunteers, board members, financial donors and supporters who dedicate their time, compassion, willingness and desire to help. Their support has allowed us to expand programs and services, and provide families with access to resources, opportunities, events and facilities, including a new 15,000 sq. ft. home and carriage house. Public awareness and involvement campaigns have brought countless smiles and have helped build a stronger community of support.

You can't fight the biggest battle of your life alone.

Thanks to people like you, our Dragonfly families don't have to.

Gratefully,

Laurel Markley
Board Chair
The Dragonfly Foundation



OUR **NEW** HOME

The Landing



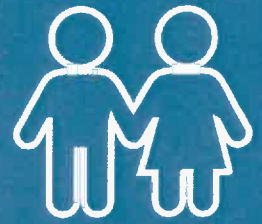
**“Every Dragonfly
Needs
A Place To Land”**

PEDIATRIC CANCER



> 80%

of U.S. childhood
cancer patients
become long-term
survivors



1 in 285



children in the U.S.
will be diagnosed
with cancer before
their 20th birthday

700

new diagnoses of pediatric
cancer around the world in
one day



in the U.S.

43

**kids are diagnosed
with cancer every day,**
and more children die
from cancer than any
other disease.*

#1

cause of death
by disease in children is
cancer

2019 PROGRAMS





dragonfly

Dragonfly has been credited with helping change the paradigm of patient care. Patients and families also say we are the “club they never wanted to join, but now never want to leave.”

9 Programs Offered

- Adopt-A-Family
- Beads of Courage™
- Care Bags
- Patient/Family Events
- Gifting
- Inpatient/Hospital Support
- I Am Still Me™
- Technology
- Urgent Needs

Photo Credit: Michael Bambino



ADOPT-A-FAMILY

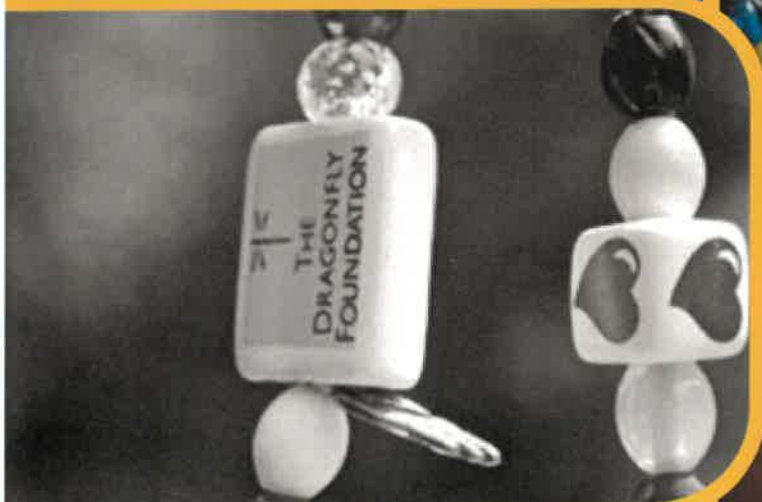
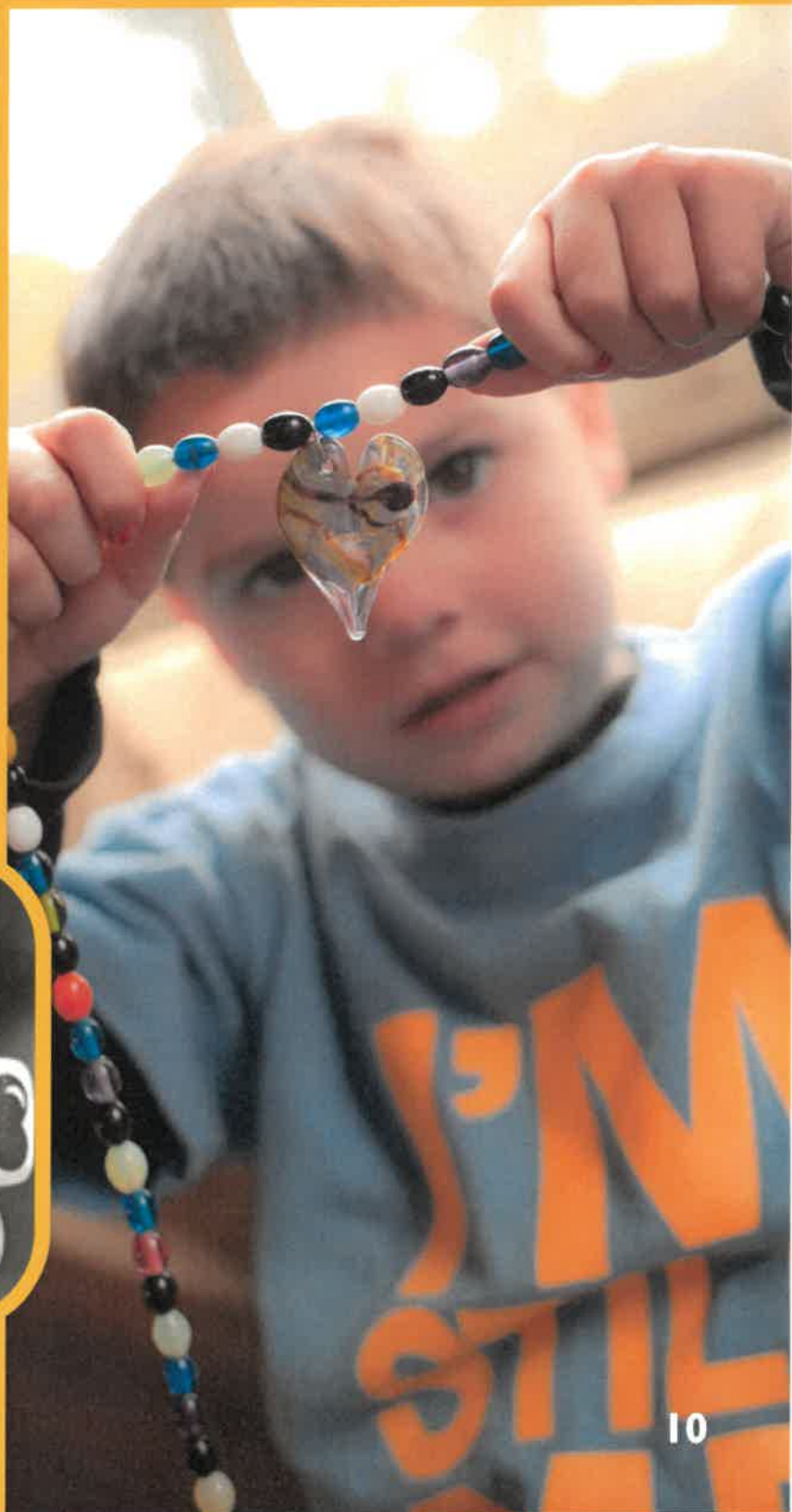


Dragonfly recognizes the emotional, relational, practical and financial challenges affecting Dragonfly families, particularly during an emotional or financial crisis, the holidays, at the start of the school year, and for urgent needs. Dragonfly provides families with gifts, gift cards, and practical support to help them keep their focus on getting well as they fight and recover from cancer.



BEADS OF COURAGE™

Beads of Courage is a national program that provides a physical representation of a pediatric cancer patient's individual journey. Patients receive beads to add to their string for key milestones, treatments or checkpoints, including days in isolation, radiation and chemotherapy treatments, blood transfusions, and more. The Beads of Courage program has proven results, including decreasing illness-related distress, increasing the use of positive coping strategies, helping children find meaning in illness, and restoring sense of self in children coping with serious illness.



CARE BAGS

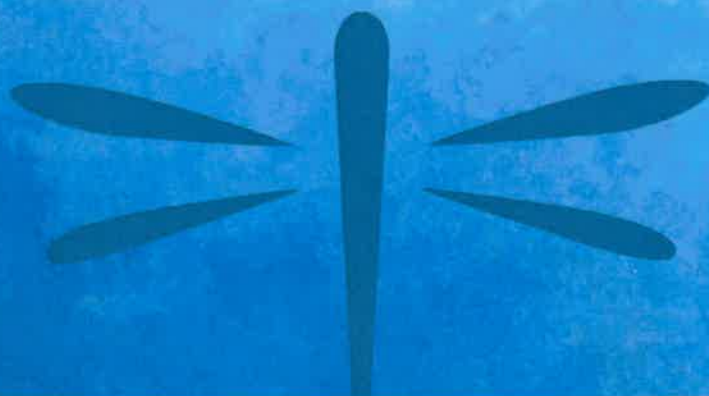
The Dragonfly Foundation, with input from patients, families and others, created a bag of essential items to assist patients and caregivers during the initial days of an extended or emergency hospital stay. During these times of great stress, parents and caregivers often leave home without basic necessities. Dragonfly helps make the hospital stay more comfortable, minimizes the time caregivers spend away from their patient, and eases the stress of not having something when it is needed.



CARE BAG ITEMS

Hand Lotion
Shampoo
Conditioner
Deodorant
Toothbrush
Toothpaste
Mouthwash
Floss
Razor
Shaving Cream
Bath Soap
Comb/Brush
Hand Sanitizer
Eye Drops
Lip Balm
Feminine Hygiene Products
Ear Plugs
Digital Thermometer
Night Light
Ziploc Bags™
Business Card Holders
Calendar

Hospital In-Room Meal Cards
Laundry Detergent Free/Clear Gel Tabs
Dryer Sheets (Unscented, Sensitive)
Flashlight
Gift Card
BioFreeze™
Mesh Laundry Bag
Calendar
Post-it Notes™
Folder With Information
Bumper Stickers
Dragonfly Parents To Parents Tips Book
Soft Tissues
Soft Toilet Paper
Binders
Tab Dividers
Office Supplies
Steno Pad
Thank You Notes
Scotch Tape™
Accordion File Folder
Dry Erase Board

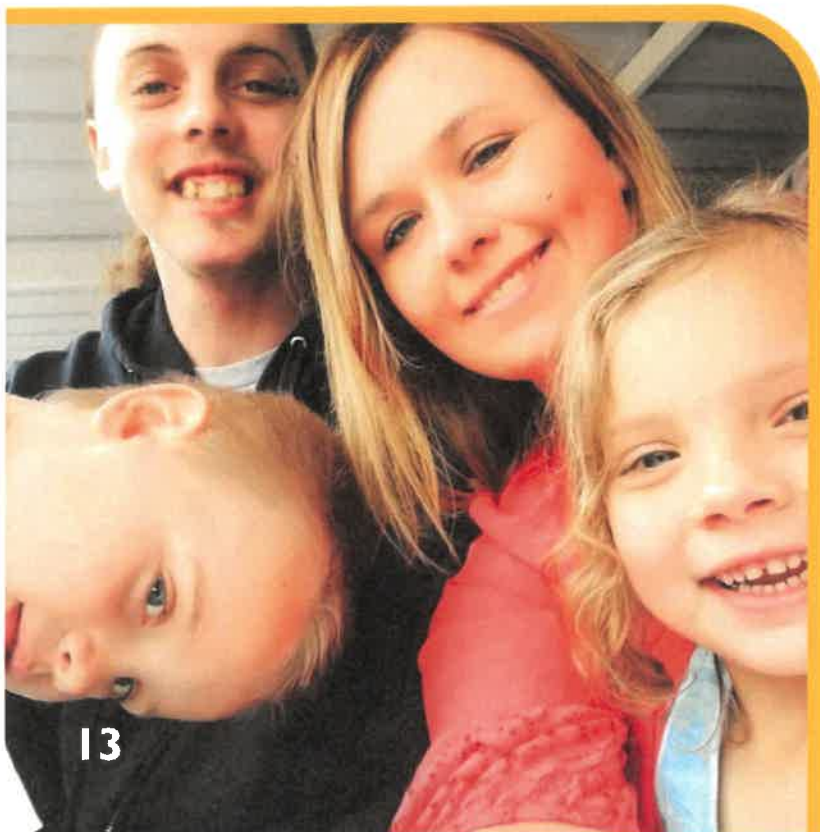


FAMILY GIFTING PROGRAM

The Dragonfly Foundation provides patients and their siblings/offspring with toys, gifts, gift cards, clothing, household goods and other products. Gifts help patients and families get through day-to-day struggles and celebrate life. We know that cancer affects the entire family. Providing these items eases financial and emotional burdens during one of the most difficult times a family can encounter.



Today, we are making plans to adopt 400+ dragonflies and siblings this holiday season **(approximately 1,200 gifts)**

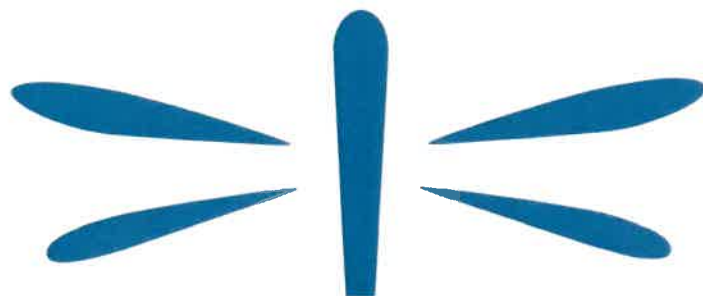


“

Our tree went up just today, and when I hang the ornaments on it, my 'Dragonfly' ornament will again be right where it belongs, at the very top.

”

A Dragonfly Mom



HOSPITAL SUPPORT

The Dragonfly Foundation helps enhance the quality-of-life programs at partner hospitals. Working closely with hospital social workers, Dragonfly provides entertainment, toys, craft supplies, gifts, catered events and other opportunities to bring joy to the patients and caregivers while they are in the hospital.



I AM STILL ME™

The Dragonfly Foundation created its "I Am Still Me" campaign and program with support from Cincinnati Children's Hospital to help patients before, during and after hair loss due to chemotherapy treatments. The program has evolved to include supporting all young patients who may be affected by treatment, its side effects, and/or the emotional challenges that intersect with everyday life.



“Your donations, no matter the amount, have helped my child cope or even be distracted from what she is dealing with. Whether it be a small gift card or tickets to the Reds game.”



TECHNOLOGY

The Dragonfly Foundation provides laptops, tablets, video communication and gaming systems, power cords and charging stations to patients and families at the hospital and at The Landing. These items are important tools for helping maintain connections to people, resources, news and opportunities. Technology also plays an important role in boosting spirits and providing a sense of independence and a measure of control.

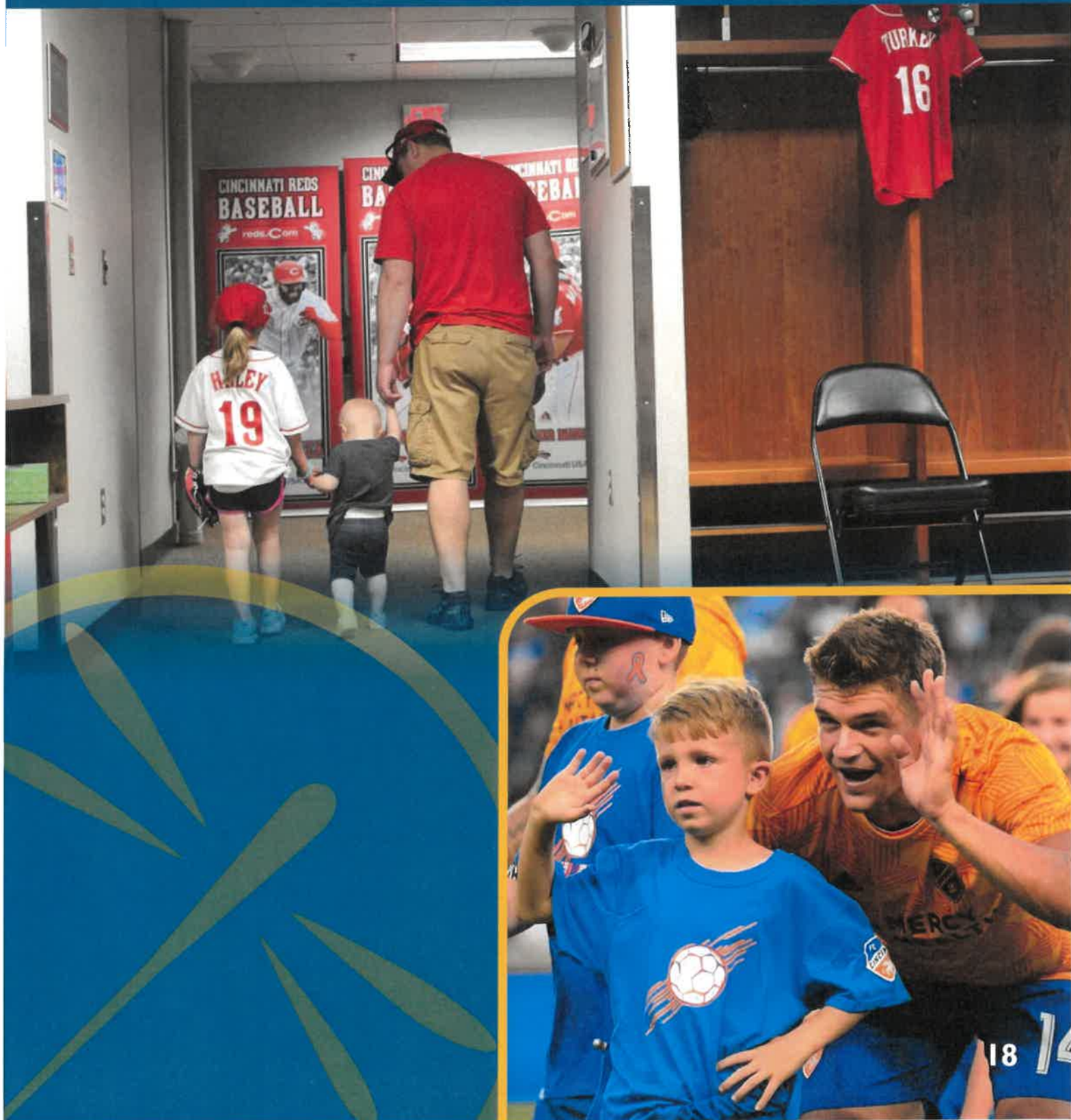


URGENT NEEDS



Dragonfly often responds to critical and/or time-sensitive needs that arise unexpectedly. These unpredictable and unique situations often require creative problem solving and responsive community connections. With a “why not try” philosophy, we remain committed to doing what we can, when we can, as often as we can to help fill a need and to create joy.

PATIENT/FAMILY EVENTS



Donate Tickets & Suites To Dragonfly Families

The Dragonfly Foundation accepts tickets and event opportunities, even at the last minute.

Contact our Ticket Donation Hotline at 513-609-4758.

Having access to suites and private events:

- Helps immune-compromised patients avoid crowds (suites also offer private restroom facilities)
- Provides special opportunities for families to enjoy
- Gives patients/families something to look forward to
- Offers opportunities for Dragonfly families to meet and get to know one another.

358

Patient/Family Event Attendees in 2019

2,406

Attendees of Events in 2019

29

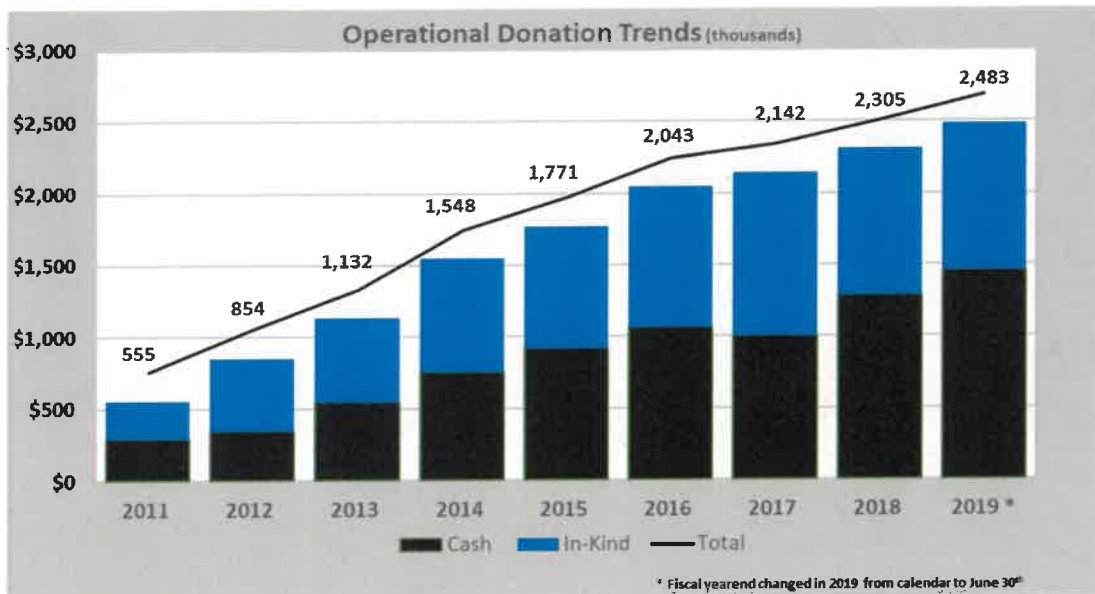
Average Number of Events Per Month

“ I don't think my family would have had the strength to keep going had the Dragonfly Foundation not swooped in and lifted us up with encouragement, distractions, and support. My children love going to The Landing... and the joy in my children's faces was priceless. I hadn't seen any of them that happy and relaxed in years. That is why I love Dragonfly! ”

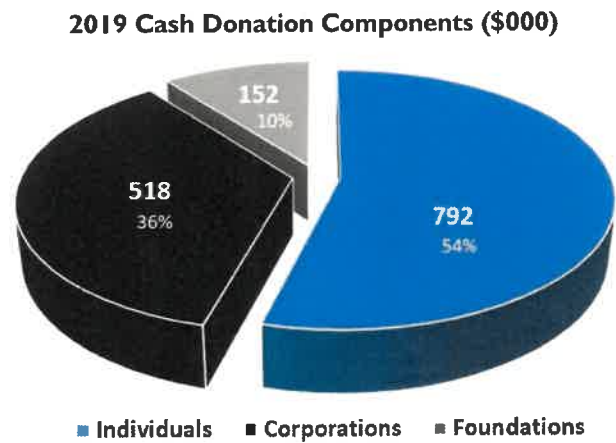
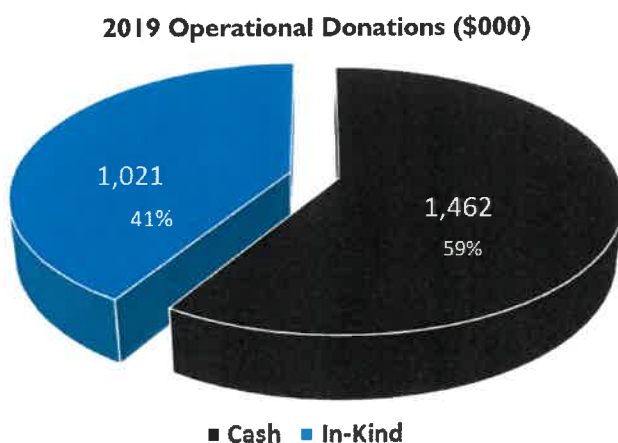


2019 FINANCIAL SUMMARY

- Since inception, Dragonfly have raised more than \$14 million to support its programs.
- Total donation levels have grown over 19% on a compound annual basis.



- The Dragonfly financial statements have been audited by a third party every year since inception.
- Over the past several years, almost 90% of every dollar donated went towards supporting programs (event donations net of event expenses for purposes of this determination).
- Operational cash donations have averaged 52% of total donations over the past five years.
- Fiscal year ended June 30, 2019 donation components:



2019 QUOTES & NOTES

New Podcast Launch: The Dragonfly Effect

Dragonfly's new podcast features conversations with patients and their parents, supporters and others. The Dragonfly Effect is available at Dragonfly.org/Podcast and on most listening services.

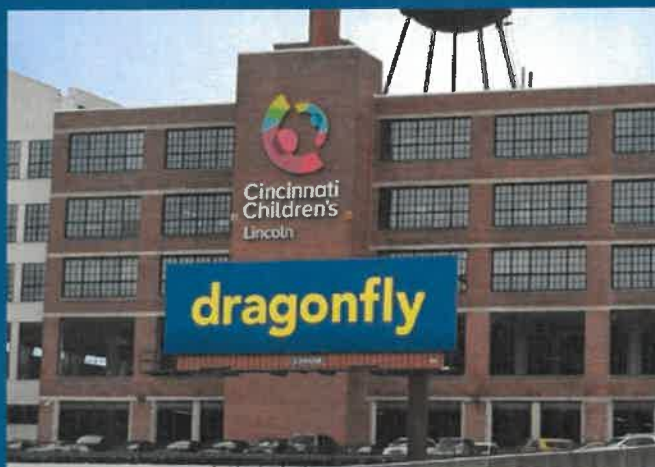
New Dragonfly Patch Program For Girl Scouts Attracts Interest From 11 States in 3 Months

To learn more, please visit Dragonfly.org/GSPatch.



"I hope you know it's so comforting to see these (Dragonfly's Lamar Advertising billboards) around town, especially when you are heading to the hospital. It never gets easy heading there and to see the dragonfly sign brings such comfort and joy. It always makes us smile knowing you're there."

— A Dragonfly Mom



When your nine-month-old's Dragonfly Family shirt is suddenly too small for his growing frame, your four-year-old Dragonfly may commandeer said shirt for another purpose. 😊❤️



Mary Lou,
We want to sincerely express our gratitude & thanks to Dragonfly. We cannot tell you how much this has meant to our family. Dragonfly is a great organization. We were not sure what we were going to do because of our situation, but your help & assistance came just in time for our family to get back on track & we thank you all very much.



BOARD MEMBERS

Laurel Markley, Board Chair
Sr. Vice President, Investments, Aurelius Family
Partners of Raymond James

Robert Brown, Esq., Board Secretary
Attorney, Graydon

Jim Neitzke, Treasurer
Principal, Cypress Business Advisors

Bill Carigan
Market President, ProMark

Brad Cates
CEO, ProSource

Jennifer Chung, MD
Physical Medicine & Rehabilitation,
The Christ Hospital Health Network

Peter Clayton
Executive Director, Internal Medicine
University of Cincinnati/UC Health

Dave Cook
CEO, Strategy & Development Lead, Global Retail

Dwayne Emerson
Chief Technology Advisor, Worldwide Technologies &
Dragonfly Board Member/Volunteer CTO

Tom Fahey
Central Region Territory Manager, Lamar Advertising

Megan Ossenbeck
Transaction Manager, Cushman & Wakefield

Regan Schmidt
Attorney, Taft, Stettinius & Hollister

EMERITUS BOARD MEMBERS

Marty & Amanda Brennaman
Retired Broadcaster, Cincinnati Reds

Mark & Melissa Matson
President, Matson Money

ADVISORY BOARD MEMBERS

Jim Browning
CEO, Marsh Ideas

John Burns
President, Encore Technologies

Greg Elam
Affiliated Consultant to KMK Consulting Company

Trish Elam
President, Midwest Cactus

Tony Ricci
Owner, Tony's Steaks & Seafood

Scott Seger
President, CBTS

Tom Stieritz
Executive Director & COO, The Christ Hospital

Wayne Speer
Entrepreneur & Consultant at L.W. Speer & Associates
LLC & Markley
Visiting Professor of Entrepreneurial
Studies & Corporate Innovation at
Miami University, Oxford, OH

Steve Wanamaker
Founder & CEO, Lead Tribune Media Group

Bob Wysocki
Chief Technology Officer, Microland



506 Oak Street
Cincinnati, OH 45219
(513) 494-6474
Ticket Donation Hotline: (513) 609-4758
info@Dragonfly.org
Dragonfly.org

Copyright 2019 Annual Report
Created With Support From:
Tom Tally, T-2 Designs
Brian Pieper
Vinay Patnaik



2019 Annual Report Addendum

The following financial information related to the year ended June 30, 2019 supplements the 2019 Financial Summary shown on page 20 of the 2019 Annual Report:

- Total Assets	\$2,106,724
- Net Assets	\$1,507,710
- Program Service Expenses	\$1,501,249
- Fundraising Expenses	\$702,044
- Administrative Expenses	\$165,784
- Change in net Assets	\$1,011,246