



2024



A group of five children are running away from the camera across a lush green field. The children are in various stages of their stride, with their arms and legs outstretched. The background is a soft-focus line of trees under bright, warm sunlight, creating a sense of joy and freedom. The overall tone is hopeful and optimistic.

Our Mission is Clear:

**Elevate seeks to dramatically
improve and save the lives of those
diagnosed with
childhood cancer.**

Dear **Supporters** and **Friends** of **Elevate**,

In our first full year as a nonprofit, **Elevate Childhood Cancer Research and Advocacy** raised over \$80,000. That number represents more than generosity—it represents belief. Belief in our mission. Belief in a future where no child faces cancer without cutting-edge treatment, clear information, and unwavering support.

Our mission is simple but profound: to save and improve the lives of those diagnosed with childhood cancer. What do we mean by that? We mean a world where every child diagnosed with cancer has access to precision medicine from day one. A world where families are empowered with the best possible information to make critical decisions—whether navigating treatment, survivorship, or the hardest moments near the end of a child's life. To get there, we operate with focus and urgency.

We **empower**. We **advocate**. We **invest**.

- We **empower** families through educational resources and community.
- We **advocate** for smarter policies and funding that reflect the urgency and promise of childhood cancer research.
- We **invest** strategically—supporting research, clinicians, and systems that bring precision medicine and compassionate care to every child who needs it.

Most importantly, we **connect**.

We connect the dots between researchers, clinicians, industry, policymakers, and families. We bring together the best of what already exists—cutting-edge science, community wisdom, and institutional knowledge—to ensure no one is working in isolation because progress in childhood cancer doesn't happen in silos. It happens when people, data, resources, and purpose align.

In 2024, thanks to your support, we laid the foundation for this vision. We connected with partners across the country. We spoke up. We helped families feel less alone. And we raised over \$80,000 to ensure the work doesn't stop here.

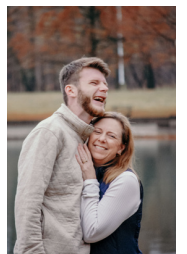
Looking ahead, we see tremendous opportunity—and responsibility. We will continue to push for a future in which childhood cancer isn't an afterthought, but a priority. A future where science and compassion meet every child at diagnosis, not after all else fails.

Thank you for walking with us. For believing in a better way. Together, we will **let kids be kids**.

Robyn Spoon, PhD



CEO, **Elevate Childhood Cancer Research and Advocacy**



Meet the Elevate Board of Directors

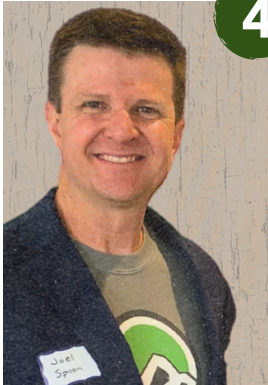


ELEVATE

Childhood Cancer
Research and Advocacy



1



4



2



5



3



6

1

Robyn Spoon, PhD
CEO & Founder

2

Chris Osborne
Board Chair

3

Ryan Spoon
Vice Chair

4

Joel Spoon
Finance Chair

5

Amy Meinch
Secretary

6

Dan Leiter
Board Member

Platinum
Transparency
2025

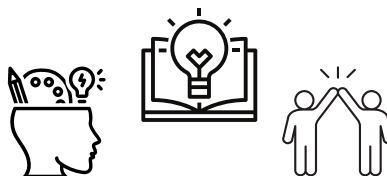
Candid.

Empower. Advocate. Invest.

OUR *vision*

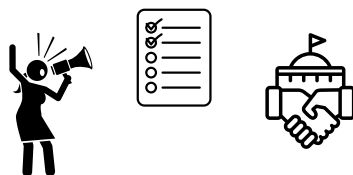


Empowerment



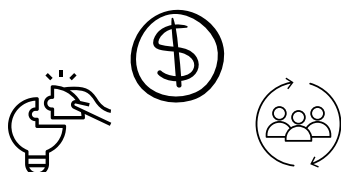
Elevate provides high-quality education and support for families from the moment of diagnosis, through treatment, survivorship, and, at times, the end of a child's life.

Advocacy



Elevate champions policies and programs that prioritize improvements to childhood cancer diagnosis, treatments, survivorship, and sometimes the end of a child's life.

Investment



Elevate invests time, resources, and money strategically to improve therapies for children diagnosed with cancer.

Elevate focuses these efforts on novel solutions with multi-stakeholder input.

Elevate Empowers

Elevate provides high-quality education and support for families from the moment of diagnosis, through treatment, survivorship, and, at times, the end of a child's life.

Elevate's Empowerment Impact in 2024

- Launched the **Elevate** YouTube Channel in 2024
- Piloted our first advocate-driven webinar
- Produced 5 information-rich segments
- Published 30 blog articles written by or inspired by advocates
- Grew our Facebook following to 1500
- Provided dozens of reliable resources on the **Elevate** website
- Launched 11 **Elevate kids**
- Activated over 100 volunteers





Elevate *kids*

Elevate *kids* is our platform to help childhood cancer families make the most significant impact their way.

'Elevate *kids*' is used to:

- Share their story
- Advocate across all crucial levels—local, state, and federal!
- Fundraise



Your generosity
lets kids be kids!

Elevate Advocates

Elevate champions policies and programs that prioritize improvements to childhood cancer diagnosis, treatments, survivorship, and sometimes the end of a child's life.

Elevate's Advocacy Impact in 2024

Elevate formed two disease-specific advocacy groups:

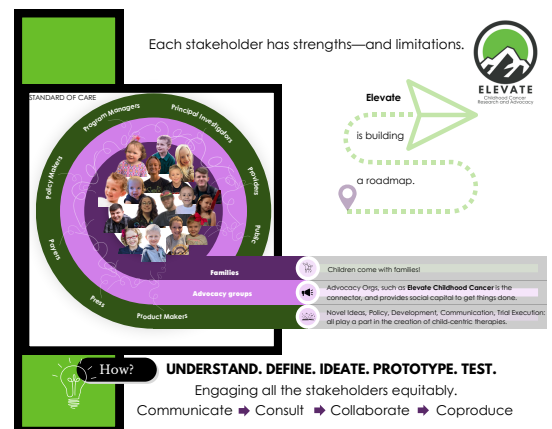
- **Elevate Rhabdo** and **Elevate Wilms** give voice to advocates to move ideas into action

Elevate hosted its first ever advocacy and science event:

- **Elevate** Indiana Biosciences Research Institute Advocacy Day, Indianapolis, IN (2024)
- Attended by over 40 advocates from across the state

Elevate created an advocacy model:

- Spoon, R., Weiss, M., Comer, C., Gray, P., Sandeen, L., & Brooks, T. (2024). Drawing a roadmap for Wilms tumor: The role of advocacy [Poster presentation]. In 12th Annual Pediatric Biology Tumor Symposium at Memorial Sloan Kettering, New York, NY.



*"... our family has learned the hard way that there are gaps and bottlenecks in childhood cancer research, and that they create a deadly environment for some of our kids who need new, more effective options. These gaps and bottlenecks in the process exist from lack of awareness, lack of funding, and sometimes even simply from lack of collaboration. **Elevate** seeks to change that." Lucy Sandeen, Elayna's Mommy*

Elevate spoke at conferences and meetings:

- Advocacy Showcase, 12th Annual Pediatric Renal Tumor Biology Summit, **Memorial Sloan Kettering**
- Parent Perspective, **START** (Sarcoma Translational, Research Team)
- Advocate, **FDA Oncology Center for Excellence** Pediatric Oncology Forum

Elevate participated in consortiums, coalitions and committees, globally:

- Attendee, **Live Like Bella Science Symposium**, Miami, FL (2024)
- Leader, Rhabdomyosarcoma Data Access Task Force, **Rhabdomyosarcoma Coalition** (2023-present)
- Member, Drug Prioritization Committee, **Rhabdomyosarcoma Coalition** (2023-present)
- Attendee, **ACCELERATE Platform**, Brussels, Belgium (2024)
- Member, **National Public Policy Committee**, Children's Cancer Cause, named to the committee in May, 2024
- Research Coordinator, **Rhabdomyosarcoma Coalition**, Member of Rhabdomyosarcoma Coalition since 2021, named as Research Coordinator in November, 2024
- Advocate, **IU Simon Comprehensive Cancer Center** Biennial Survey Advisory Board, develop a long-term survivorship survey for childhood cancer in the state of Indiana

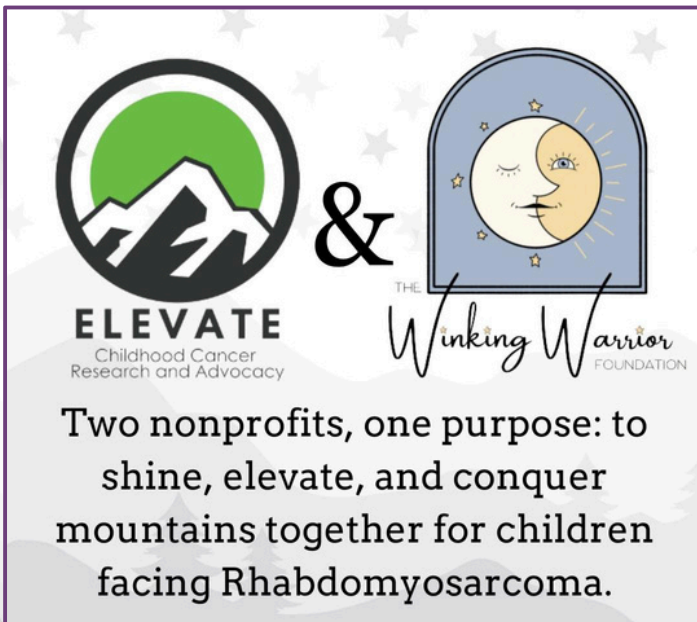


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Elevate Invests

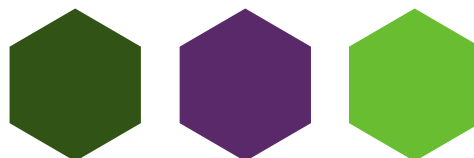
Elevate champions policies and programs that prioritize improvements to childhood cancer diagnosis, treatments, survivorship, and sometimes the end of a child's life.

A Glance at 2025



"Thank you both for your faith in our research. I cannot properly articulate what it means to me personally to receive your gift. I pledge that every dollar we spend will be scrutinized, and nothing will go to waste."

-Dr. Lou Stancato, IBRI



MEET ELEVATE'S BOARD CHAIR

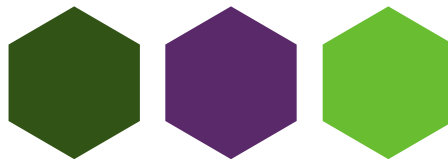
CHRIS OSBORNE



"I believe this organization is poised to take the lead in helping research institutions to get more therapies into phase one clinical trials.

Childhood cancer research is severely underfunded; children & their families can't wait any longer for better treatment options."

-Chris Osborne, Elevate Board Chair & Justin's Uncle



Your generosity
lets kids be kids!

Elevate

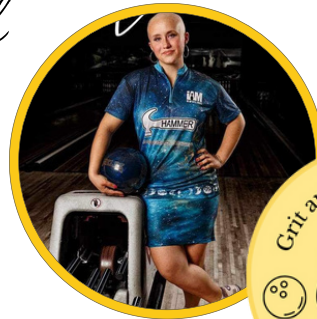
Fundraising highlights

- In-Person Events
- **Elevate** Community Fundraisers
- **Elevate Kid** Fundraisers & MORE!



Grit and Grace In Motion

 *Bowling for Childhood Cancer Research*



Shop for Change

July is sarcoma awareness month, so I will be giving 100% of my personal Oliveda product sales to **Elevate - Childhood Cancer Research & Advocacy**.

"Let Kids be Kids."





Elevate the Stage: Amplifying Pediatric Cancer Research

Columbus, Indiana
Presented by:



Lexington, Kentucky
Presented by:
Misdee & James Miller



PIPER MADISON



MACKENZIE WILMOTH



CAGED SONGBIRDS



THE VAN HALENS

ELEVATE IBRI ADVOCATES DAY

Indiana Biosciences Research Institute



THANK YOU

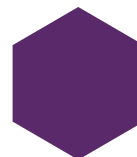
ELEVATE Community

for your incredibly powerful
advocacy during

SARCOMA AWARENESS MONTH



elevatechildhoodcancer.org



Elevate Connects

Elevate is a proud
founding member of:



Elevate is a proud
active member of:



**The Pediatric
Inclusion Alliance**



Your generosity
lets kids be kids!



ELEVATE

Childhood Cancer
Research and Advocacy

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