During 2014, Tracy’s Kids provided 11,014 art therapy sessions, made 20,581 patient contacts, and spent 561 hours in consultation with medical treatment teams all designed to help children with cancer address the emotional toll imposed by the disease and its treatment.

In the Fall, one of our kids held a bake sale and delivered this heart warming ‘thank you’ along with the proceeds. We wouldn’t be able to enjoy that smile without the generosity of our loyal and generous contributors.
A Message from Matt Gerson, Founder and Chairman of Tracy’s Kids

In April I announced that Tracy’s Kids has distributed over Four Million Dollars since I was introduced to the program in 1998. The best way to understand how those funds help children with cancer navigate the emotional roller coaster imposed by the disease and its treatment is by watching our Art Therapists in action.

So in early June following an appointment in Northern Virginia I took a detour to the Tracy’s Kids program in the Children’s Hospital/PSV clinic. The first thing I saw was a two-year-old girl skipping down a colorful hallway to the art area, taking a seat and making herself at home. Minutes later came a five-year-old boy striding purposefully, also many steps ahead of his parent. A similarly aged boy strolled in by himself and headed straight for a mountain of blocks. All three cheerfully greeted Art Therapist Jessica Gerard -- who has led our program there for three years.

The vibe in the clinic reaffirmed the feedback I receive throughout the year from parents, physicians, nurses and others. An example is a recent letter singling out another Art Therapist, Katherine Phlegar:

While "it’s very difficult to encapsulate in this letter what Ms. Phlegar meant to us this past year...," suffice it to say that "when we would be on our way to the hospital for Julia to get her treatment, she would be looking forward to her visit to the Art Room and her various projects instead of the injection she’d be getting. As parents, we believe this “distraction” was the perfect way to encourage Julia to think of other things besides her ordeal."

"Ms. Phlegar’s wonderful disposition and ability to keep things positive and humorous created an amiable channel of communication between her and Julia despite our daughter’s shyness."

"On the day that Julia “rang the bell” that signified the conclusion of her chemotherapy treatment..., her tears were not for the termination of her ordeal but for the thought that she had to say goodbye to Ms. Phlegar and the entire support team."

"Julia is on her way to a full recovery and she’s looking forward to leading a normal life. This was possible only through the excellent work of Ms. Phlegar and the entire team of doctors, nurses, and specialists."

I include these anecdotes because they best reflect why we do what we do. And I convey them mindful that it is because of our generous donors that in 2014 we were able to run four separate programs that provided a total of 11,014 art therapy sessions, made 20,581 patient contacts, and spent 561 hours of consultation with medical treatment teams — all designed to help children with cancer address the psychological toll they endure during this unforgiving chapter of their lives.

Please take a second to check out this link to a news report from Comcast Newsmakers created at our February movie-themed celebration. The interviews capture the unique contribution that we make and the ways in which we are welcomed and valued.
Another high water mark for Tracy’s Kids was the 2015/16 "Catalogue for Philanthropy: Greater Washington" recognizing us as one of the region’s best community-based charities. We were chosen as a highly effective local charity following a rigorous vetting from a 125-person review team made up of foundations, corporations, nonprofits and the philanthropic community that evaluated our impact and fiscal soundness.

In addition, for the first time Tracy’s Kids will be included on the Approved Charity List for the 2015 Combined Federal Campaign (CFC) of the National Capital Area. The CFC is the federal government’s official workplace giving program that enables federal employees to designate specific charities and make financial contributions through payroll deduction. Our Combined Federal Campaign Number is 21655.

So all in all, another eventful and successful year for Tracy’s Kids and the children and families we serve. On behalf of the Board of Directors, I want to thank our supporters who made these milestones possible. I look forward to sharing even more successes in the weeks and months ahead.

Sincerely,

Matt Gerson
Founder and Chairman, Tracy’s Kids
Our Mission

_Tracy’s Kids_ helps young cancer patients and their families cope with the psychological stress and trauma imposed by the disease and its treatment. We are dedicated to helping the children and families we serve to be emotionally prepared to fight cancer as actively as possible—and prepared for the time when they are cancer free.

What We Do

In 2014, _Tracy’s Kids_ operated at four locations across the country—three in the Washington Metropolitan area and one in San Antonio, Texas. All of our services are offered at no cost to patients. We know the entire family suffers when a child has cancer and we encourage parents, siblings and other family members to avail themselves of Art Therapy. Our child-centered, open studio approach for inpatients and outpatients allows us to provide support during all phases of cancer treatment.

_Tracy’s Kids_ began at the Lombardi Cancer Center of Georgetown University Hospital in 1991 and has grown from one art therapist at one hospital to eight art therapists at four separate clinics. Our art therapists are Master’s trained and Board Certified. They are integrated members of the medical teams and work directly with physicians, nurses and medical professionals to help address the multi-faceted needs of each patient.

_Tracy’s Kids_ provides opportunities for relaxation, confidence-building, and self-expression. Using art to identify fears and feelings, whether conscious or unconscious, the _Tracy’s Kids_ program allows young patients and their families to gain some control over the difficult experiences they are enduring.

Most of the children come to our clinics eagerly anticipating their art projects – which shift the focus from medicine to creativity and makes clinic days less stressful. Art Therapy can't replace all that is lost during this period in their lives, but through art, kids are able to experience themselves not "just" as a patient or pin cushion, but as creators, in charge and engaged in meaningful work. We help them find what they are able to do and what they enjoy, cultivating resilience and hope that the illness will not be forever. We strive to open visual communication that helps those we serve describe their experiences through narratives that might sound something like: "A scary thing happened to me. I was in the hospital and I had a tube in my throat. I could not move or talk, but that is over now. I am safe and I can move on."

_Tracy’s Kids_ provides bereavement and support services to clinic and hospital staff as they are faced with the difficult changes and losses inevitable when working with this disease. The art therapists offer formal and informal exercises, workshops and presentations to staff, integrating art therapy into not only the patients’ lives, but also into the lives of those who care for them.
In 2014, *Tracy’s Kids* provided the Lombardi Comprehensive Cancer Center $146,823.

*Tracy’s Kids* has long been the focus of life in Lombardi’s pediatric oncology outpatient clinic, fostering an inviting atmosphere of relaxation while inspiring reflection through creativity. Creating art in the midst of treatment allows patients to process and respond to their experiences in a healthy and empowering way.

Special projects during 2014 included creating two music videos showing art therapy in action. “*Tracy’s Kids* Happy” and “Rainbow, Sparkle, Kaboom!” showcase the community feeling at the Lombardi Center, and convey some of the reasons why children actually look forward to visiting the clinic. You can see the videos on the *Tracy’s Kids* YouTube channel at: https://www.youtube.com/watch?v=6W8Spj7R7rY

Two art therapists, Tracy Councill, MA, ATR-BC, LCPAT and Kathryn Martin, MA, ATR-BC, serve as integrated members of the treatment team, working with patients, siblings and caregivers in both inpatient and outpatient settings. This year we challenged ourselves to introduce one new art material each month which led to our learning and teaching Zentangle, Artist’s Trading Cards, Needle Felting and Clay Whistles—to name a few!

In 2014 the art therapists at Lombardi provided 3,250 hours of art therapy sessions, 4,125 patient contacts and 170 hours of consultation with treatment teams. About 85% of their time is spent in direct patient care.
Children’s National Medical Center
Sheikh Zayed Campus for Advanced Children’s Medicine
Washington, DC

In 2014, Tracy’s Kids provided Children’s National Medical Center $192,947.

The Tracy’s Kids art therapists at CNMC work with patients and families in a newly renovated art room that has become the focal point of the outpatient infusion center.

This year we expanded the Summer Sibling program from 12 to 15 weeks, providing structure and support to about 800 siblings who often accompany their families to the treatment center when school is not in session. We also added a Sunday art therapist this year, so Tracy’s Kids brings fun, support, and engagement to kids and families at CNMC seven days a week. Many young people must spend a month or more confined to their hospital rooms—and when they can begin to venture out they cannot go far or be with great numbers of people. Opening the art room at night and on weekends lends structure to their days and a safe destination outside their rooms.

One tiny artist who has been a regular in the art room for two of her four short years was preparing for admission to the transplant unit. She was so comfortable in the art room that the medical team was concerned about how she would cope with the restrictions her transplant would impose. With daily visits from the Tracy’s Kids team, her transplant room was soon transformed into her own personal art studio-- her walls covered with glittery paintings and her renditions of her favorite characters from the movie "Frozen."

During 2014 one full-time art therapist, Katharine Phlegar, MA, ATR-BC anchored the CNMC team. Part-time art therapists are Elizabeth Burks, MA, ATR-BC, Catherine Rubin, MA, ATR-BC and Nisha Tracy, MA.

In 2014 the Tracy’s Kids team at CNMC provided 3,690 hours of art therapy sessions, 6,664 patient contacts and 150 hours of team consultation. About 88% of their time is spent in direct patient care.
Children’s Center for Cancer and Blood Disorders of Northern Virginia (CCBD)
PSV Clinic
Fairfax, VA

In 2014, Tracy’s Kids provided the Children’s Center for Cancer and Blood Disorders $71,495.

This large outpatient facility provides check-ups, consultations and infusions to hundreds of young patients. Tracy’s Kids art therapist Jessica Girard, MA, ATR, maintains a thriving Open Studio and collaborates with the clinic’s social workers, child life specialists, doctors and nurses to provide emotional support to patients and their families. In a bustling outpatient clinic with a large number of patients, the art room is an oasis of calm and creativity where patients know they can express what is on their minds.

At the PSV clinic we witnessed a beautiful moment at the art table between a young patient and her father. The newly-diagnosed cancer patient and her father were drawing hearts at the young patient’s request. As she filled her heart with bright pink, she looked over and noticed that her father had drawn a big black blob in the center of his heart. "That's not how a heart is supposed to look, Daddy!," she exclaimed. Her dad looked to the art therapist for encouragement before answering, honestly, "I know, honey. That's how my heart feels right now." They talked a little more, giving the father a chance to be honest with his daughter about his concerns, but with support from the art therapist so that the daughter was not overwhelmed.

In 2014 Tracy’s Kids provided 1,702 hours of art therapy, 6,980 patient contacts, and 118 hours of team consultation in the PSV clinic. About 85% of their time is spent in direct patient care.
Methodist Children’s Hospital
San Antonio, TX

In 2014, Tracy’s Kids provided Methodist Children’s Hospital in San Antonio $54,059.

In our three years at Methodist Children’s Hospital in San Antonio, the Tracy’s Kids model has been successfully integrated into a very large, multi-faceted Pediatric Hematology/Oncology program that includes a busy Outpatient Clinic and Infusion Center, a Bone Marrow Transplant program and a Late Effects Clinic.

Tracy’s Kids is available free-of-charge to all patients and families who wish to participate. The art therapist meets frequently with staff to address patient needs and provide feedback to doctors, nurses, and other psychosocial staff.

In 2014, three San Antonio-based foundations contributed to the MCH program -- The Blue Bird Auxiliary of Methodist Hospital, The Greehey Family Foundation and The Harvey Najim Family Foundation. We are working hard to ensure that the program at MCH will one day be fully funded by these and others generous grants from the San Antonio community.

A patient at Methodist Children’s asked us to share his art on our Facebook page. He’s a huge fan of Lady Gaga, especially “Born this Way.” In the hospital during his bone marrow transplant he deejayed Lady Gaga, and danced around his room to pass the time! Here he is taking an art-break with his Tracy’s Kids art therapist, Gaby Gamez.

We were excited to be asked to organize a show of work by Tracy’s Kids participants form January-March 2014 at the University of Texas Health Sciences Center. Here’s the link to an article about the show: http://library.uthscsa.edu/2014/01/new-library-exhibit-art-work-by-pediatric-cancer-patients/.

In 2014, the MSA program provided 2,372 hours of art therapy, 2,812 patient contacts, and 123 hours of team consultation. About 88% of their time is spent in direct patient care.
Special Events in 2014

Carroll Square Gallery

We once again ended the year with an exhibit at Carroll Square Gallery, 975 F St, NW, Washington, DC. Our sponsors -- GLL Real Estate Partners, Akridge, and Hemphill Fine Arts -- helped us put on another wonderful show featuring over 200 works of art from many of our “kids.”

The show’s theme honored our “Happy” music video with an installation of small canvases on which kids depicted what makes them happy. The show also featured hundreds of art pieces kids chose to share from the work they had made throughout the year.
Once again, we entered the Washington Post Magazine’s Peeps Contest. Although we did not win, we did make it to the Semifinals, which was very exciting. Our art project was named, “The Wizard of Peeps.”

In April, Matt Gerson was featured in Children’s National Medical Center’s Philanthropic Profile — “Admired as a trailblazer for art therapy, Matt Gerson is a Washington, DC-based executive who established Tracy’s Kids as an independent charity. Since 1998, he has raised almost $4 million in philanthropic support to help children with cancer cope with the emotional stress imposed by the disease and its treatment. Of that, $1.6 million has benefitted children and families at Children’s National — where the program is donated at no cost to our patients.”

In the interview, Matt tells his “favorite Tracy’s Kids story, [which] involved a kid from an unstable family background who was going through a bone marrow transplant without much parental support. He made two hand puppets—one he called Dr. Bones. Through the puppets he made it clear that he thought that the doctors were going to take out his bones and replace them with new ones. Our art therapists conveyed that to the medical team, which caused the doctor to take another run at explaining what was going to happen and allaying the boy’s concerns. To me that’s the essence of what we’re trying to do. I remember enduring several scary procedures plus chemo and radiation, and we’re helping kids deal with such experiences through art.”
In continuing to expand the types of art that Tracy’s Kids participants can partake in, Tracy’s Kids and Musicians on Call teamed up to create another music video – although unlike “Keep Your Head Up” and “Happy,” this time the kids wrote their own song. The video is accessible on our YouTube channel, along with past music videos and other Tracy’s Kids videos we have shared. (https://www.youtube.com/watch?v=FO8g4qDpve0)

In September, Tracy was asked to write a guest blog post for the Cancer Knowledge Network www.cancerkn.com – her post, titled “Reflections on Childhood Cancer Awareness Month” can be accessed here: https://cancerkn.com/reflections-childhood-cancer-awareness-month/

Here’s an excerpt from that post:

“Reflecting on her cancerous tumor, a teenage patient made a clay whistle and named it “Señor Tumor,” a comical, mustachioed personification of her cancerous tumor. Her younger sister made a whistle in the form of “Olaf,” from the movie Frozen, shown in the process of melting away, just as the chemo was melting the tumor.

“Their little brother watched his sisters and rolled red play-doh into a ball, added googly eyes and named it “the rock in my sister’s tummy.” As he worked, he asked the art therapist and his sister questions about the “rock,” what her chemo was for, and how she felt. In art therapy, humor and metaphor made a menacing tumor into a funny little “Señor,” a snowman being melted away by chemotherapy, and a “rock” that could be talked about and understood.”
Elyssa and Brian Morris once again collected art supplies for the Art Therapy Program at Children's National Medical Center. This picture represents only a portion of the art supplies they have collected in honor of their brother Zach over the past nine years.

A San Antonio area Girl Scout Troop collected and donated art supplies to the Tracy's Kids program at Methodist Children’s Hospital in 2014.
On the evening of Tuesday, February 25, 2014 — in the heart of Hollywood’s awards season — *Tracy’s Kids* held our ninth annual “And the Winner Is” event at the Regal Theatre Gallery Place in Washington, DC. Our guests walked the red carpet, enjoyed the glamour of a Hollywood premiere, and viewed one of the six films nominated for a coveted award.

At the event we presented Senator Heidi Heitkamp (D-ND) with the Courage Award for the perseverance and bravery she has shown during her personal battle with cancer. She spoke briefly about her own experiences, and we were honored with all that she shared. Past recipients of the award are the late Arlen Specter, Marcelle Leahy, Barbara and Tim Johnson, John McCain, Debbie Wasserman Schultz, Sue Myrick, Barbara Grassley and Dave Camp.

For the first time, we auctioned off paintings created and donated by the participants of *Tracy’s Kids.* The paintings of the Washington Monument and the Alamo in San Antonio were hugely popular and raised $2,600 for the program!
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Expanding Opportunities For Broadcasters Coalition
Executive Director
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**THE TRACY’S KIDS TEAM**

**Tracy Councill**, MA, ATR—BC  
Program Director  
MA, Art Therapy, GWU  
BFA, Painting and Printmaking,  
Virginia Commonwealth University

**Catherine Rubin**, MS, ATR—BC  
Art Therapist—CNMC (PT)  
MPS, Creative Arts Therapy, Pratt Institute  
BA, English Literature, American University

**Elizabeth Burks**, MA  
Art Therapist—CNMC (PT)  
MA, Clinical Counseling, Art Therapy,  
The Adler School—Chicago  
BA, Psychology, GWU

**Nisha Tracy**, MA  
Art Therapist—CNMC (PT)  
MA, Art Therapy, GWU  
BA, Studio Art, The Colorado College

**Jessica Girard**, MA  
Art Therapist—CCBD NoVA  
MA, Art Therapy, GWU  
BA, Studio Art, Brandeis University

**Gaby Gamez**, MA, ATR—BC  
Art Therapist—MCH  
MA, Art Therapy, School of Visual Arts  
BA, Graphic Design, Universidad de Monterrey

**Kate Martin**, MA  
Art Therapist—Lombardi Cancer Center  
MA, Art Therapy, GWU  
BA, Humanities, University of Colorado-Boulder

**Stewart Kirby**  
Head of Business Affairs  
*Tracy’s Kids*

**Katharine Phlegar**, MA, ART—BC  
Art Therapist—CNMC  
MA, Art Therapy, GWU  
BA, Studio Art, Davidson College

**Marcy Romm**  
Manager of Corporate Affairs  
Board Member  
*Tracy’s Kids*
Thanks to everyone who helped make 2014 another successful year for Tracy’s Kids!

Corporate Contributors

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- Comcast | NBCUniversal

$10,000 & Up
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- BNSF Railway Company
- Capitol Counsel
- CBS Corporation
- Consumer Electronics Association
- DirecTV
- Entertainment Software Association
- GlaxoSmithKline
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- D&P Creative Strategies
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- World of Color Expo 2014

Up to $999
- Art at the Center
- Basin Electric Power Cooperative
- Lignite Energy Council
- Lycee Rochambeau – French International School
- The National Cathedral School
- The Palmetto Group
- Putala Strategies

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$5,000—$10,000
- Ken & Julie Moelis
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- Robert Gold & Amy Barrett
$1,000—$4,999
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- Donald Kaniewski
- Jonathan Klein
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- Peter Scher
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- David Urban
- Mary Margaret Valenti

$500—$999
- Janis & Howard Berman
- Tim Broas
- Bert Carp
- George Reed Dellinger
- Vic & Judith Fazio
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- Marty & Sherry Franks
- Tammy Goldberg
- Robert & Jill Granader
- Beryl Howell
- Ronald Klain
- Jack Krumholtz
- Patrick & Marcelle Leahy
- Katherine Loevinger
- Tamera Luzatto
- Susan O'Neill
- Gary Slaiman
- Todd Stern & Jennifer Klein
- Amanda Thompson

Up to $499
- Luke Albee
- Helen Allen
- Bernard & Carla Anderson
- Wade Douglas Belcher
- Karen Bernstein
- Dana Bitton
- Lyndon Boozer
- Eric Davidson
- Elizabeth Delaney
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- Lori Steinman
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- Robin Weinberg
**In 2014 we began receiving grants from foundations in the San Antonio area and were awarded a total of $27,500 for funding of the program at Methodist Children’s Hospital. We will continue to apply for grants and foundation funding, and hope that the program at MCH will be fully funded by these and other grants in the future.**

### Foundation Contributions

**$10,000 & Up**
- Children’s Charities Foundation, Inc.
- Color Me A Cure Foundation
- Friedman Family Foundation
- The Greehey Family Foundation**
- Issa Family Foundation
- The Harvey Najim Family Foundation**
- The Perelman Family Foundation

**$5,000—$9,999**
- The Blue Bird Auxiliary of Methodist Hospital**
- The Joan & Herb Kelleher Foundation
- Mitchell Silberberg & Knupp Foundation

**$1,000—$4,999**
- Zach & Barbara Horowitz Foundation
- Joel & Carol Jankowsky Foundation
- The Journey Fund Charitable Trust
- The William Rosenberg Family Foundation

**Up to $999**
- Amazon Smile Foundation
- Allstate Giving Campaign
TRACY’S KIDS, INC.
Statement of Financial Position
December 31, 2014

<table>
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<tr>
<th>Assets</th>
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<tr>
<td>Cash and cash equivalents</td>
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<td>Total assets</td>
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<table>
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<tr>
<th>Liabilities and Net Assets</th>
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<td>Liabilities</td>
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<td>Accounts payable and accrued expenses</td>
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### Statement of Activities

**Year Ended December 31, 2014**

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<th>Unrestricted</th>
<th>Temporarily Restricted</th>
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<td><strong>Change in Net Assets</strong></td>
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<td>$ 55,310</td>
<td>$ 982,690</td>
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TRACY’S KIDS, INC.

Statement of Cash Flows
Year Ended December 31, 2014

Cash Flows from Operating Activities
Change in net assets $ (59,138)

Adjustments to reconcile change in net assets to net cash used in operating activities:
Depreciation 1,439

Change in operating assets and liabilities:
Increase in contributions receivable (843)
Increase in prepaid expenses (83)
Decrease in accounts payable and accrued expenses (1,583)

Net cash used in operating activities (60,208)

Net Decrease in Cash and Cash Equivalents (60,208)

Cash and Cash Equivalents, beginning of year 1,011,045

Cash and Cash Equivalents, end of year $ 950,837