



RUNWAY
to HOPE

**2017 SPRING FASHION SOIRÉE
MODEL FAMILY INFORMATION
AND EVENT DETAILS**



THE VISION & MISSION

Founded in 2010, Runway to Hope’s mission is to provide support and direct assistance to Central Florida children and their families who have been impacted by pediatric cancer. Mark and Josie NeJame, the founders of Runway to Hope, envisioned a charity that would keep funding centered to local families as well as devoting resources to new and innovative programs and initiatives to the Central Florida pediatric cancer community.

Through the Runway to Hope Family Assistance Program, direct aid is provided to families who are in desperate need of assistance. Runway to Hope helps cover expenses such as gas, water, electricity, mortgage, car payments, and sadly, at times, funeral and end-of-life expenses.

Additionally, through partnerships with Arnold Palmer Hospital for Children, Florida Hospital for Children, and Nemours Children’s Hospital, Runway to Hope brings new programs and initiatives to the pediatric oncology programs in each of these hospitals by its contribution of a \$3 million pledge.

Our beloved event has been named “Best Charity Event” a combined total of thirteen times in its seven year existence by the *Orlando Business Journal*, *Orlando Magazine*, and *Orlando Style*. Runway to Hope was also the recipient of the Award for Excellence in Fundraising by a Non-Profit Organization from the Association of Fundraising Professionals and Mark and Josie NeJame were honored to be awarded “Outstanding Philanthropists” in 2014 on National Philanthropy Day.

RUNWAY TO HOPE’S SPRING FASHION SOIRÉE

The Runway to Hope Spring Fashion Soiree is the organization’s signature fundraising event of the year! The highlight of the evening is an inspiring and heartwarming fashion show featuring more than 150 incredible and brave children, all of whom are currently battling or have overcome their pediatric cancer. Modeling much more



than clothing, these courageous children walk the runway hand-in-hand with one of our national and local celebrity escorts. The models who take the stage are all between the ages of 2 to 18. It is incredible to watch all of them show off their strength and unwavering spirits as they strut and smile down the runway. The Runway to Hope Spring Fashion Soiree is a celebration of these children and their incomparable courage.

The annual Spring Fashion Soiree is also a true testament to the support and passion the Central Florida community has shown towards this inspiring cause. Since Runway to Hope’s inception in

2010, the Soiree has soared. In May 2016, the event hosted approximately 2,400 guests and an outstanding amount of \$1.3 million was pledged during this single, spectacular evening! Over \$5.5 million has been raised by Runway to Hope since its inception. Being Central Florida’s largest charity event and its most highly anticipated evening, the Runway to Hope Spring Fashion Soiree takes place at the luxurious Rosen Shingle Creek Resort, one of our most valued corporate sponsors.

WHEN AND WHERE

May 20, 2017
Rosen Shingle Creek
9939 Universal Boulevard
Orlando, FL 32819

OUR PARTNERS

Runway to Hope Partners and Donors have the unique opportunity to not only save children’s lives, but to also provide these amazing kids with some of the most joyous and happy memories of their childhoods. Unfortunately, pediatric cancer only receives a relatively small percentage of money provided for cancer research, treatment, and cures. This is why private donations are incredibly essential and necessary to curing and treating pediatric cancer.



THE \$3 MILLION PLEDGE

The funding and proceeds raised for the annual Spring Fashion Soirée contribute to Runway to Hope's \$1 million dollar pledge to each of the three Central Florida local children's hospitals.

ARNOLD PALMER HOSPITAL FOR CHILDREN:

Runway to Hope funds support Central Florida's first-ever comprehensive Pediatric Neuro-Oncology Program, comprised of a team that provides the full range of medical and emotional support specific to pediatric brain tumor patients during and after treatment. The donation made by Runway to Hope helps fund the Pediatric Brain Tumor Program. Nationally recognized brain tumor expert, Dr. Amy Smith, MD., leads this comprehensive, multidisciplinary program focused on pediatric brain and spinal cord tumors. This is one of the only programs in Florida that has a dedicated Pediatric Neuro-Oncologist. In the state of Florida, there are about 220 children who will be diagnosed with a brain tumor every single year.

FLORIDA HOSPITAL FOR CHILDREN:

Runway to Hope funds the Pediatric Palliative Care Program. Pediatric palliative care (PPC) is specialized medical care for children with life-threatening conditions. It focuses on providing relief from the symptoms, pain, and stress of a serious life-threatening condition—whatever the diagnosis. PPC is provided by an interdisciplinary team of doctors, nurses, social workers and other health care specialists. Its purpose is to develop a plan of care with families that meets the medical, spiritual and emotional needs of the child and family in an effort to enhance quality of life. Runway to Hope's 2016 support of our Pediatric Palliative Care Program is allowing our team to expand and grow to meet the needs of our pediatric oncology patients.

NEMOURS CHILDREN'S HOSPITAL:

Runway to Hope funds the National Cancer Institute Community Oncology Research Program (NCORP). This program is led by a team of physicians including Dr. Andrew Kolb, Chief Hematology/Oncology Director, Dr. Eric Sandler, Division Chief of Hematology/Oncology, as well as Dr. Ramamoorthy Nagasubramanian, Division Chief of Hematology/Oncology. Nemours provides a leadership role in cancer control clinical trials and is one of only two designated pediatric NCORPs in the country. Runway to Hope also funds the Interventional Radiology (IR) Program. Nemours has the second largest pediatric IR group in the country, and currently has the only pediatric interventional radiologists in Central Florida.

Photo Credit: The Nielsen's Photography and Design

FAMILY ASSISTANCE PROGRAM

In addition to its \$3 million pledge to our children's hospitals, Runway to Hope provides desperately needed direct assistance to children and their families affected by childhood cancer. When a child is diagnosed with cancer, the entire family is put to the test and faces incomprehensible, life-altering situations. Families of childhood cancer patients often experience a dramatic drop in income when caring for their children. Often one parent has to quit work to care for their child. Their entire schedule is often quickly devoted to being bedside in a hospital setting or dedicating all of their time and resources to their child's care. Added to this is, the additional stress and inability to afford the bills and expenses related to medical treatment can be very overwhelming.



The contributions made to Runway to Hope assist with many necessities including hospital meals, transportation to travel to and from the child's life-saving treatments, insurance, mortgage and car payments, as well as frequent requests to maintain the essentials in a home such as electricity and water. Tragically, as aforementioned, end of life and funeral costs and expenses are sometimes a reality for these families who have been both emotionally and financially devastated. The needs are endless and solely funded by philanthropy. Childhood cancer is not a battle these families can or should fight alone.





YOU'RE INVITED

**LET'S FORGET ABOUT ALL THE
HOSPITALS, CLINICS, AND MEDICATIONS.**

IT'S TIME TO FEEL GOOD!

**LET'S TAKE TIME TO HAVE SOME FUN, MAKE
NEW FRIENDS, AND SHOW THE WORLD YOUR**

SPARKLE AND SHINE!

**LET'S SHOW THE WORLD YOU'RE A FIGHTER
WHO WILL TAKE YOU WALK OF FAME DOWN
THE RUNWAY!**

LET'S HOLD HANDS.

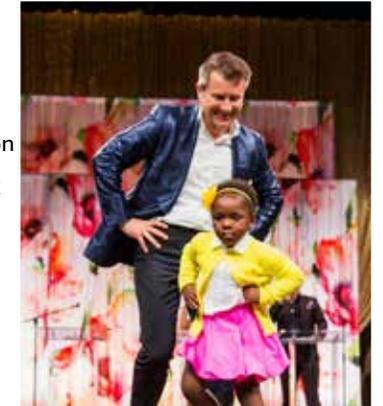
LET'S WALK TOGETHER.

LET'S END CHILDHOOD CANCER.

MODEL FAMILY TESTIMONIALS

Runway to Hope has been a blessing to our family! It has allowed Eden to blossom right before our eyes into a superstar. She has been given the opportunity to show everyone watching that cancer doesn't get a chance to win and that the battle is being won in every step she takes across the runway!!! As her family, we look forward to celebrating those milestones, those steps, every year!"

—Tashas Wilson, Mother of Eden Daniels



"Perez really enjoyed being a part of the Runway to Hope family!

He cannot wait to participate in the next Spring Fashion Soirée. You guys really turned things around for him. He never stopped talking about all the great things he experienced! Keep up the great work." —The Simonvil Family



"Runway to Hope is such an exciting night for Dylan! He truly enjoys all of the activities and quality time with his fellow fighters and survivors. We look forward to this event each year and are deeply inspired by all of the love, support and awareness it brings to childhood cancer." —Trish Leslie, Mother of Dylan Leslie

"We are extremely grateful and amazed with all the work you have done to raise funds for cancer research. The research has led to the development of an experimental drug that saved our little girl's life." —2016 Model Family



BEAUTY & BOYS BASH WEEKEND



By participating in the 2017 Runway to Hope Spring Fashion Soirée, our models will not only enjoy a sparkling moment in the spotlight as they walk the runway, they will also have the unique opportunity to share a day of absolute indulgence at the Beauty & Boys Bash Weekend! This event was created to give our models and their families impacted by pediatric cancer a much-needed break from hospitals, doctors, treatment, medicine and the other challenges they endure every day. This day creates a moment where cancer does not have to take center stage in their lives.

April 1 & 2, 2017
Bloomingdale's, The Mall at Millenia
4152 Conroy Road, Orlando, FL 32839

All of our participating models are invited to join us for a day of shopping, pampering and indulgence where you're the star at Runway to Hope's Beauty & Boys Bash! You will have the chance to choose a brand-new outfit for your walk of fame on the runway in May as well as meet new friends, take pictures in a fancy photo booth, delicious sweets and receive the full red carpet treatment!



Please visit www.runwaytohope.org to submit your model application forms as well as to RSVP for your Bash Date preference.

The Deadline to submit your application is March 20, 2017.

If you have any questions please call the Runway to Hope Office at 407-802-1544. You can ask for Peggy or Savanna.

You can also email Peggy@runwaytohope.org | Savanna@runwaytohope.org

The Runway to Hope Staff is ecstatic that your child will be with us for a night of laughter and fun!



LETS HOLD HANDS.
LETS WALK TOGETHER.
LETS END CHILDHOOD CANCER.



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