



In February 1991, my daughter, Ashley, was a typical, energetic 3-year-old child, adored by her family. When Ashley's diagnosis of Wilms Tumor (kidney cancer) came, our lives were shattered. After losing her left kidney to the disease, Ashley endured many grueling years of chemotherapy, radiation and their effects. Ashley is now cancer-free and lives with hope in her heart.

For every parent who has heard the words, "Your child has cancer," it is a moment frozen in time. In one shattering instant, life forever changes. Coping with pediatric cancer is one of the most distressing events that a family has to face. They are thrown into a world of unfamiliar and uncertain terrain.

Each year, more than 12,500 children are diagnosed with cancer. Over 400 of those cases are diagnosed in New Jersey. Cancer is the leading cause of death by disease in children. The Ashley Lauren Foundation, a non-profit, charitable organization incorporated with the State of New Jersey on July 6, 2005, was founded because of a passion to make a difference in the lives of these families. This is accomplished by providing resources to the families in order to lessen their financial, material and emotional burden so that they can concentrate on their child.

We are here because we've been there—and we care. Please join us in our mission to support these children and their families through this most critical time in their lives.

Monica Vermeulen  
Executive Director and Ashley's Mom  
The Ashley Lauren Foundation



*"Would I love to find a cure for cancer? Absolutely! But for now I will use what I have to help."*

—Ashley Lauren Vermeulen



*Providing  
hope and help  
for children with cancer  
in New Jersey.*



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We are a 501(c)(3) non-profit organization NJ Charitable Registration #CH2746800

PLEASE CONTACT US FOR SPONSORSHIP OPPORTUNITIES



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The goal of the Ashley Lauren Foundation is to ease the journey when pediatric cancer is diagnosed by providing **MATERIAL ASSISTANCE** (food, clothing, household items); **EMOTIONAL SUPPORT** (for the entire family); **FINANCIAL ASSISTANCE** (household services lost in a crisis situation, bills not paid through medical insurance, traveling expenses to and from hospitals, funeral expenses, etc.) **PARTIES FOR THE CHILDREN; ADVOCACY;** Birthday and Holiday Gifts for Children and anything else that is needed to make their lives easier. **IN ADDITION**, the Ashley Lauren Foundation ensures that young adults ages 18-21 are provided the same services afforded the youngest patient—to protect these patients from slipping through the cracks due to their age.

In order to accomplish our goal—we, as a Foundation—are in need of financial sponsorship.



## How You Can Help



An organization is only as strong as its supporters. We need the help of individuals, businesses, corporations, schools and other non-profits willing to commit time and resources. From a student bake sale to the local business community up to the corporate boardroom—everyone involved will be given the opportunity to reap the benefits of providing personal, direct and immediate aide to these children.

### WE NEED YOU... so that no time is lost in being able to meet vital needs.

When we receive a referral from a hospital about a family in need, it is attended to immediately. We want to reach out with hope and help—as soon as possible.

### WE NEED YOU... so that we can alleviate the burden when a financial need arises.

The biggest need for a family battling pediatric cancer is financial assistance. The needs are so vast and we are committed to doing all that we can to help in this area. We have been receiving referrals of families who are in jeopardy of losing household utilities; health insurance, etc. due to the fact that they are taking time from work and their medical bills are so enormous. In addition, we have been receiving referrals of families who can no longer afford the medications needed for their child and are without transportation to and from their child's treatment center. The Ashley Lauren Foundation is there to cover critical situations that need immediate attention.

### WE NEED YOU... so that each family knows that they are not alone and have our continued support.

The effect of childhood cancer on both the child and the family is devastating and long lasting. After the long battle and treatment, children and families face the fear of recurrence, as well as possible physical, mental and emotional long term effects. Families often face stresses related to work, school, finances, specialized care (when needed), adjusting back to "normal" life and the strain of the treatment on the family. All of this is made even more difficult when a child fighting cancer loses the battle...sometimes, this is when we are needed the most.

### WE NEED YOU... to support us in helping these children through an ordeal that no child should have to face.



### MAKE A GENERAL TAX-DEDUCTIBLE DONATION

### MAKE A TRIBUTE OR IN-MEMORY DONATION

You can honor someone special by making a donation in their name for a birthday, anniversary, wedding or special occasion. The honoree will receive an acknowledgement note for your gift. You can also pay tribute to a deceased loved one by making a donation in his/her name.

**ARRANGE PLANNED DONATIONS** You can mention our foundation in your will, living trust or make a charitable life insurance gift.

**IN-KIND GIFTS** You can donate pantry goods, toys, school supplies and office equipment. Please call us to find out what is needed.

**MATCHING GIFTS** You can check with your company's Human Resources Department for policies and procedures on matching gifts to see if they would be interested in becoming a corporate sponsor.

**ADOPT A CHILD'S WISH LIST** You can make a child's wish come true by adopting a wish from their holiday list.

**PROVIDE TRANSPORTATION FOR FAMILIES** You can arrange for car service, personally provide transportation, or donate Frequent Flyer Miles to help families get to treatment centers—without which, treatment would be missed.

### DONATE YOUR TIME

- You can help deliver gifts, meals or whatever is needed to families in need.
- You can help raise funds by making solicitation calls or fulfilling mailings.
- You can initiate your own event to benefit the foundation. Please call us to share and discuss potential opportunities.

**OTHER VOLUNTEERING OPPORTUNITIES** Fundraising Committees; Grant Writing; Project/Event Management; Public Relation/Media Support; Accounting Services; Legal Assistance; Office Support; Office Supplies; Printing Services

*“Wow, you and your organization  
are by far the most flexible,  
responsive program of any I have  
referred to (and that is a lot!)*

*Thank you!”*

Heather Hoover,  
PEDIATRIC ONCOLOGY SOCIAL WORKER  
NEWARK BETH ISRAEL HOSPITAL



PLEASE CONTACT US AT 732-414-1625 OR  
WWW.ASHLEYLAURENFOUNDATION.ORG FOR SPONSORSHIP OPPORTUNITIES