

# *Walk* -With- *Sally*

Platinum  
Transparency  
2023

**Candid.**

Charity  
Navigator



★ FOUR-STAR ★



# MISSION

To lessen the burden of cancer for children and families by providing critical programs and services by way of;



mentorship



mental health support



art healing



financial empowerment





Cancer remains one of the top 3 leading causes of death in the United States, with more than **2 million people diagnosed annually** and **1700 people succumbing daily**.

The death of a parent, sibling, or other important person in a child's life is one of the most frequently reported traumatic and disruptive childhood experiences.

The burden of cancer not only affects the health of the diagnosed but continues to spread, affecting the physical, psychological, emotional, and financial health of the entire family. Walk With Sally was founded on the belief that cancer should not define a family or dictate the trajectory of a child's life.

**“After 19 years of serving our community, we know that the best way to support a child impacted by cancer, is to wrap our programming and services around the entire family.”**

**- Tash Brooks, CEO**





# OUR LIFE CHANGING IMPACT

Our unique and impactful programming has proved to be successful with over 5000+ participants in some of the following ways:

- Increased levels of confidence and acquired coping skills
- Improved academic performance and participation
- Overall emotional wellness and increased physical activity
- Increased self confidence
- Ability to look and plan for the future, increasing greater economic stability and upward mobility
- Decreased anxiety and depression
- Decrease in at risk behaviors
- Overall sense of purpose by contributing to cycle of service opportunities provided by WWS



# OUR PATH TO IMPACT

Immediately upon entry into our program, Walk With Sally enlists a team of trained professionals to assess the needs of the child. Whether it's certified mental health clinicians needed for counseling or art therapy, ongoing support through the match of a mentor, or financial crisis support for the immediate family, Walk With Sally provides consistent curated care for children aged 7 years through 22 years of age in some of the following ways:

- Animal Therapy
- Art Healing
- Ocean Therapy
- Self Esteem Workshops
- Educational Scholarships
- Financial Crisis Support
  - Rental Assistance
  - Food Assistance
  - Transportation Assistance
- Wish Granting
- Free Clothing, hygiene and homewares
- Special Occasion Support
  - Holiday Meals
  - Holiday/birthday gifts
- Home Makeovers
- Internships
- Career counseling

**Walk With Sally is a multi-lingual organization.**



In 2022 we reassessed our programmatic impact and re-upped our commitment to lessening the burden of cancer for children and families.

In 2023, we launched 5 new clinician backed mental health programs designed to interrupt childhood trauma and directly support children experiencing grief, distress and survivorship due to cancer.



# HERE COMES THE SUN A DAY FOR HOPE AND HEALING

This fun-filled day of community and connection offered a variety of games and workshops such as Ocean Therapy, Art Therapy, and various psychosocial activities overseen by our licensed Marriage and Family Therapist, Wendy Lewis. Every element of this project is carefully designed to support the overall psychological well-being and development of coping skills for children and families in bereavement, trauma, and survivorship.





# HOPE LIVES HERE

## REDESIGNING HOME AND HOPE

Walk With Sally is proud to launch a new home re-design program for families whose living spaces have been impacted by the all encompassing nature of cancer. Many of our families find that their homes become heavy and triggering. Whether a family member has passed or cancer has forced them to redesigned how they occupy their space, home no longer feels comforting and restorative. While this is psychologically disruptive for all family members, it is especially disruptive for children. We've partnered with Leah Kouba Interiors to redesign spaces where cancer has been the largest and most oppressive occupant. With new furniture, paint and customized design, we create uplifting spaces that allow families to focus on reconnecting and healing.





# THE SHOPPE

## WE PUT THE “HOPE” IN SHOPPE

With the majority of WWS families living below the poverty line due to the varied costs of cancer, basic everyday needs can sometimes be unattainable. Thanks to partners like The Jessica Simpson Collection, Ardell Beauty and Thirteen Leune, Walk With Sally received enough clothing, homewares and beauty product donations to open “The Shoppe”. Children and families are able to shop year round for brand new clothing, hygiene products, household goods, and even gifts for special occasions - for free. Dignity, self expression and basic human hygiene all impact an child’s identity and feeling of self worth.

The Shoppe has been in the pilot phase since its launch in December of 2022. Whilst all items will remain free to our clients, WWS has longterm strategic plans to make the store a retail experience open to the public. As a boutique, The Shoppe’s revenue will enable the employment of cancer patients having difficulty finding work throughout their treatment and recovery, supporting upward economic mobility and empowerment.





# MENTOR FOR A DAY

## SHORT TERM COMMITMENT

## LONG TERM IMPACT

Traditionally Walk With Sally has focused on long-term one-to-one mentorships. The matching process is determined by the specific interests and cancer experience of the child, aligning directly with that of the mentor. In January 2023, Walk With Sally had the longest waitlist in the history of our 19 year organization. We realized that the matching process was creating barriers for entry into the program and potentially removing organic connections and opportunities for support, at the level that was available. While continuing our long-term one-to-one mentoring, we have introduced 'Mentor for a Day' opportunities. These one-time art healing, beach days, picnics, and animal therapy events hosted by WWS, give the child programmatic support and the opportunity to organically connect with mentors in ways we may not have foreseen.





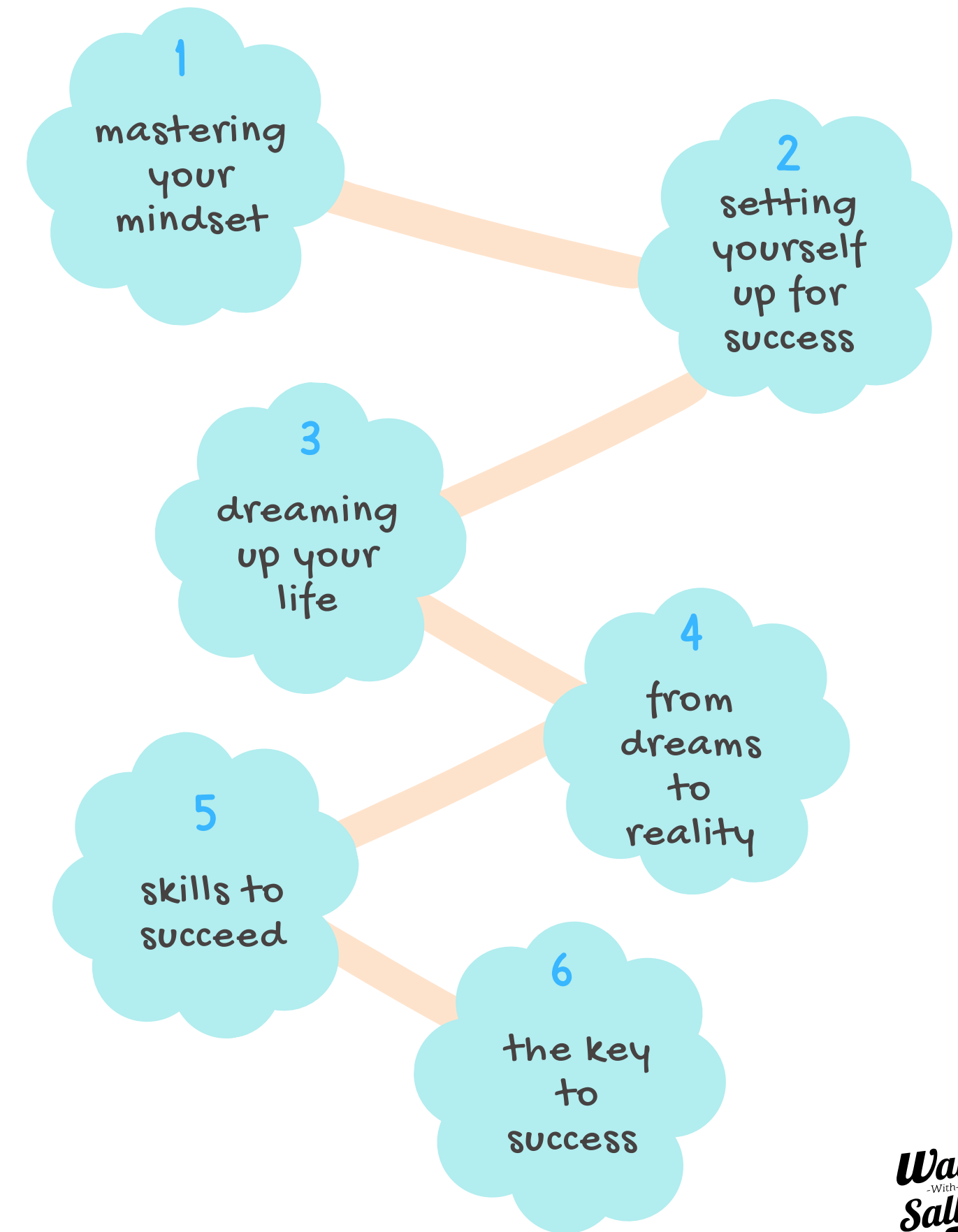
# BELIEVE BECOME

The potential for young people to thrive, especially those living in under resourced communities due to cancer, is at greater risk than ever before. Overseen by our licensed Marriage and Family Therapist, this 6-week self-esteem and positive psychology program is designed to empower teens to explore their interests, create a growth mindset and learn mental health tools that support psychological well-being. Each student will be given an opportunity to explore their career aspirations through the mentorship of an individual who has a successful career in their area of interest. They will graduate the program with and outline and actionable steps towards their dreams. Thanks to the Sheldon Robbins Scholarship Fund, students will also have an opportunity to compete in a quick pitch competition, which will award the top finalists a scholarship towards their future. The graduation celebration will bring together the community to celebrate the formidable spirit of our youth and hope for a future filled with possibilities that aren't defined by cancer.

**"YOU BECOME  
WHAT YOU BELIEVE"**

-Oprah Winfrey

## 6 WEEK WORKSHOP







Walk  
-With-  
Sally

BELIEVE  
BECOME

Providence  
Little Company of Mary

MADISON  
BROWN



The Sheldon Robbins  
Memorial  
Scholarship Fund

Walk  
-With-  
Sally

BELIEVE  
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BELIEVE  
BECOME

MADISON  
BROWN

BELIEVE  
BECOME  
CERTIFICATE  
OF COMPLETION  
Presented to  
*Isaac Gutierrez*

BELIEVE  
BECOME  
CERTIFICATE  
OF COMPLETION  
Presented to  
*Treyvon Phillips*

BELIEVE  
BECOME  
CERTIFICATE  
OF COMPLETION  
Presented to  
*Angelina Boregas*

BELIEVE  
BECOME  
CERTIFICATE  
OF COMPLETION  
Presented to  
*Thania Duran*

BELIEVE  
BECOME  
CERTIFICATE  
OF COMPLETION  
Presented to  
*Cristobal Duran*

BELIEVE  
BECOME  
CERTIFICATE  
OF COMPLETION  
Presented to  
*[Name partially obscured]*

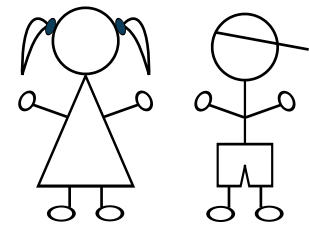
BELIEVE  
BECOME  
CERTIFICATE  
OF COMPLETION  
Presented to  
*Violet Pina-Gomez*

BELIEVE  
BECOME  
CERTIFICATE  
OF COMPLETION  
Presented to  
*Micah Kudo*



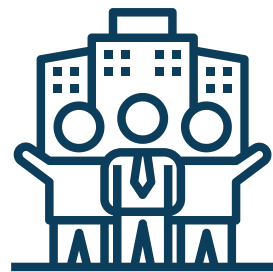
**5** new programs launched  
in 2023

Impact in **75**  
cities across  
**SIX**  
states in United States



**1,000+**  
children directly supported  
since inception in 2004

**\$5.8M**  
raised since 2004



**14**  
corporate donors  
in 2023

currently  
**70+**  
community Partnerships

**84%** of WWS Friendships  
have been **RENEWED** for  
multiple years

*Walk  
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**IMPACT  
HIGHLIGHTS**



**10,000+** items donated  
to THE SHOPPE with an estimated value of  
**\$250,000+**

**7,500+** hours of  
friendship support



in 2023

**12,600+**  
family members  
supported since 2004

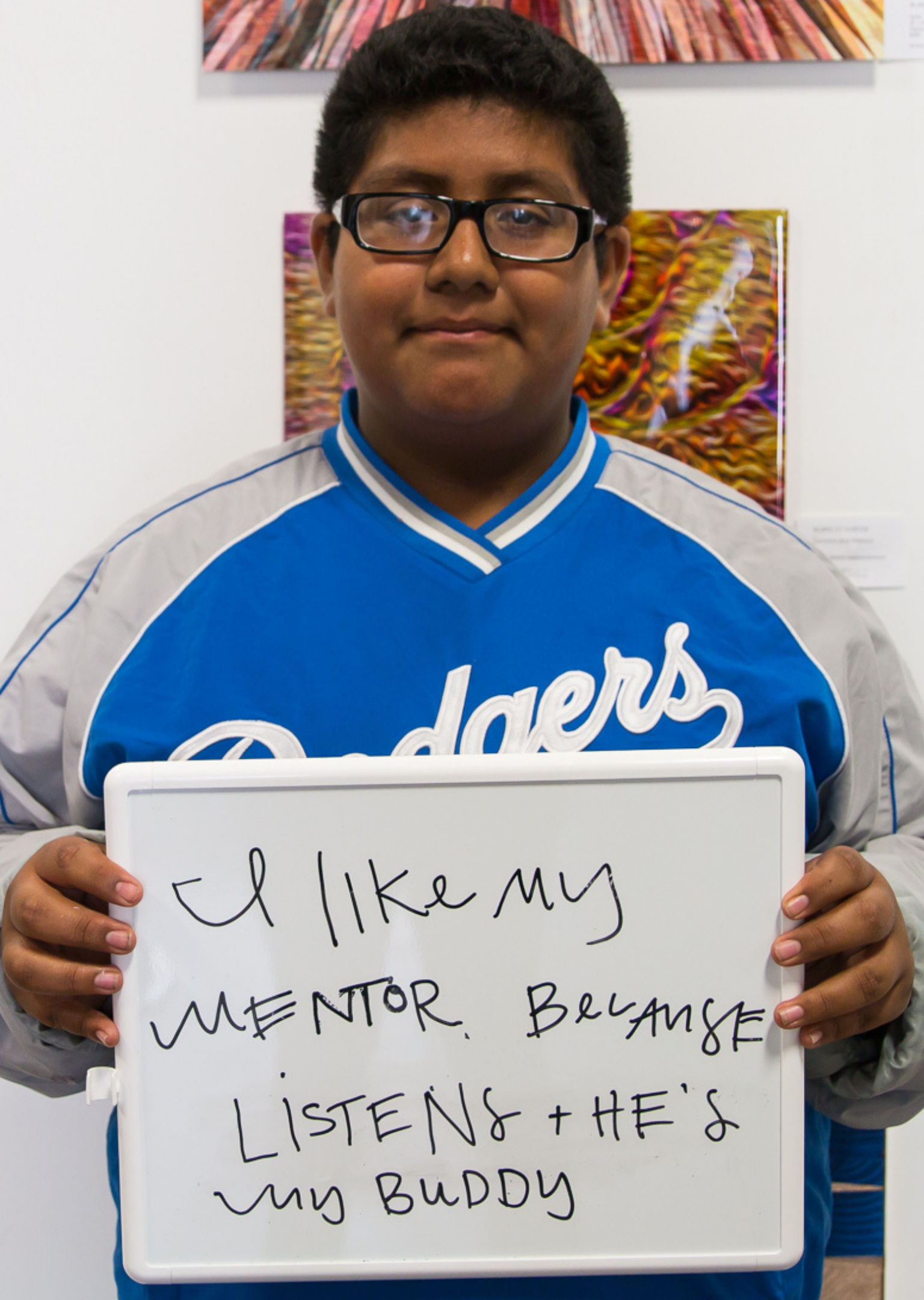


since 2004,  
**\$155k+** given in  
**EMERGENCY FINANCIAL RELIEF**



**135,000+**  
volunteer hours  
since 2004

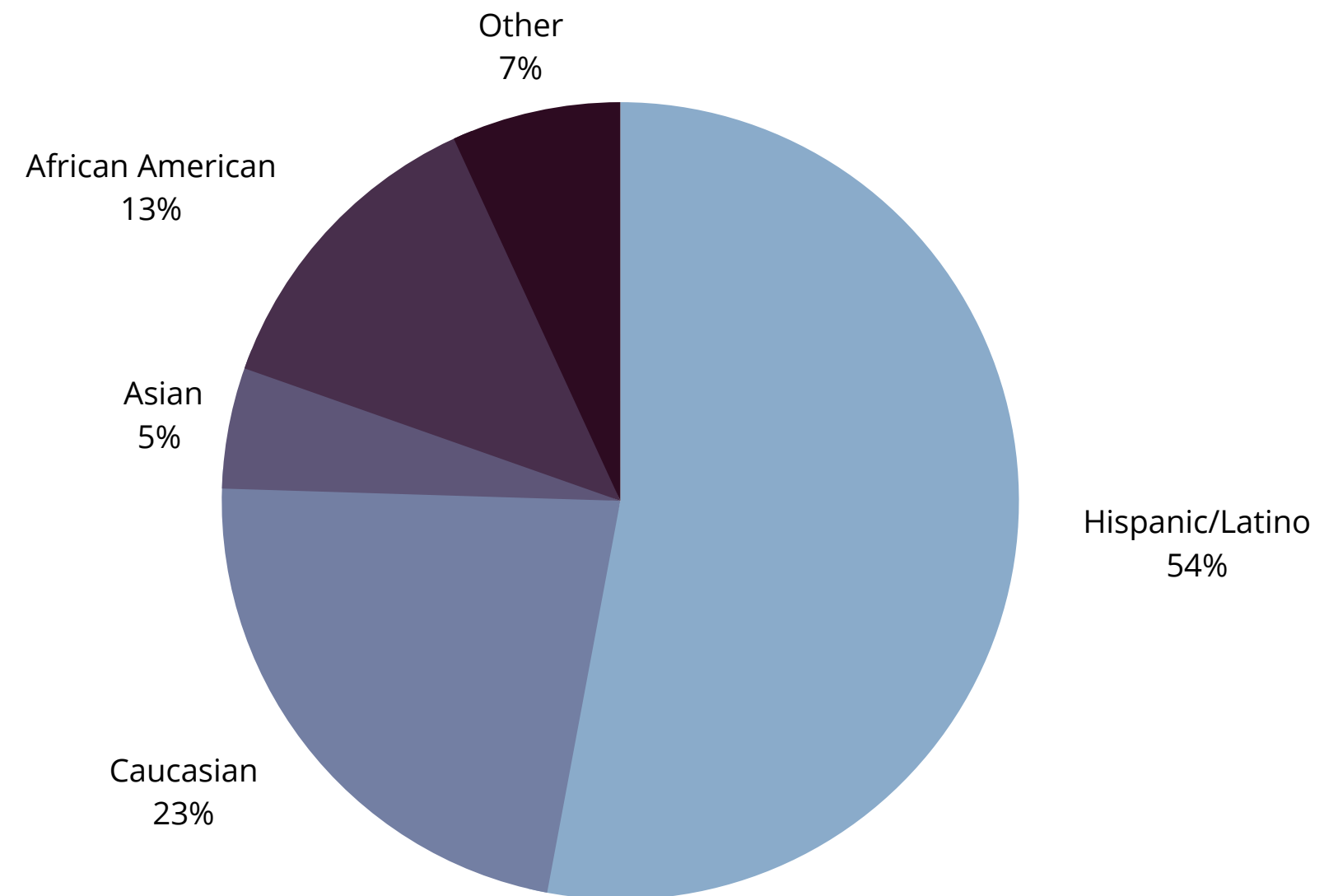




# OUR DEMOGRAPHICS

We believe that in order to truly serve our community, we need to dedicate ourselves to understanding their unique circumstances and needs.

We have varied family structures, including grandparent or sibling guardianships and single-parent households. We serve children and families from every race, gender orientation and socioeconomic background.



- 78% under-resourced & historically underserved families
- Children, who are matched: 64% female, 36% male
- Children, who are waitlisted: 93% male, 7% female



# OUR PARTNERS





# OUR BOARD OF DIRECTORS



**RUSSELL HOSSAIN** - *Chairperson*  
SVP, Business Development - Cross  
Country Mortgage



**RICHARD PIMENTEL** - *CFO & Secretary*  
Chief Financial Officer - Community  
West Bank



**PETER BROWNING**  
Browning Family Foundation & VP of  
Cerritos Acura



**ERIK HELMSTETTER**  
Partner - Oder Investment  
Management



**ELLEN ROBBINS**  
Partner - Akerman, LLC



**ED VUKMIROVICH**  
*CIMA*, Director of Relationship  
Management - Diamond Hill



# OUR TEAM



**TASH BROOKS**  
Chief Executive Officer



**KATI GARRIDO**  
Program Director



**WENDY LEWIS**  
Licensed Marriage & Family Therapist



**MELISSA OSTROWSKI**  
Development Manager



**SARA PERAL**  
Licensed Social Worker



**JEN TOMO**  
Program Manager



We look forward to changing lives with you.



**Melissa Ostrowski**

*Development Manager*

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