



2017
PERFORMANCE
REPORT



IFF's Mission

Pediatric brain tumors are the leading cause of death from disease in children, which is why Ian's Friends Foundation works so hard to fund innovative research that will lead to life-saving treatments and cures. We also serve as a beacon of hope and a trusted resource for families, healthcare providers and researchers at leading hospitals and universities around the country.

Dear Friends,

This year has been one of continued growth for IFF—growth that would not have been realized without the incredible support from our IFF champions, our 'IFF BFFs.' Together we reached astounding hallmarks. We are paving the way toward a cure with continued investment in the future of brain tumor research, while also creating innovative structures and strategies around new programming ideas within our organization. On the cover, we've shared the faces of children who have been in this courageous battle—they are the why behind our fight and our continued work.

Someone once said, 'Taking the path of least resistance will never make you proud, it will never make you grateful, it will never make you strong, it will never give you more to give to others.' Our IFF BFFs have chosen the path of resistance that one day, g-d willing, will give to others the greatest gift anyone ever can - the gift of life.

Cheryl and Phil Yagoda

Co-Founders, Ian's Friends Foundation



Cheryl and Phil Yagoda, joined by their children, Arly, Ian and Sophie

2017 Financials and Impact



IFF has supported 20 groundbreaking research projects at 12 world-renowned institutions across the U.S.



Cover Photos —
Clockwise from top left:
Briah Margolis, Carson
Cox, Armani Carter, Julia
York, Brantley Dobbs

Highlights & Accomplishments from 2017

WhatIFF Symposium

In September 2017, IFF hosted its inaugural WhatIFF Symposium, a “Shark Tank” style forum during which nearly 40 renowned clinicians and researchers from all over the country presented ideas for innovative research in the pediatric brain tumor field.

The WhatIFF Symposium was deemed a best-in-class model and served as a platform to break down research barriers, paving the way for industry-wide collaboration that will fast track lifesaving pediatric brain tumor research. After a robust discussion, WhatIFF Symposium attendees voted on three innovative projects to receive up to \$125,000 each from IFF in 2018. The winning research ideas were presented by Hideho Okada MD, PhD., University of California, San Francisco; David Sandberg MD, McGovern Medical School and The University of Texas MD Anderson Cancer Center; and Rachael Sirianni PhD, Barrow Neurological Institute.



These research projects aim to identify more effective pediatric brain tumor treatment options, as well as improve drug delivery methods.

In addition to the three winning projects, IFF is proud to announce that two additional projects presented at the WhatIFF Symposium will receive funding in 2018.

“The WhatIFF Symposium was the best meeting I have ever attended that focused on pediatric brain tumors. This symposium has paved the way to make great strides in the discovery of pediatric brain tumor treatments by identifying opportunities for collaboration and funding three important research projects. IFF is an incredible organization and has made an enormous impact!”

— David Sandberg MD, Professor and Director of Pediatric Neurosurgery at the McGovern Medical School and The University of Texas MD Anderson Cancer Center



Evening of Inspiration

At the Evening of Inspiration in November, doctors, researchers and supporters gathered to celebrate ten years with one mission: to fund pediatric brain tumor research. The event raised approximately \$1.4 million to strengthen IFF’s mission to support and fund groundbreaking pediatric brain tumor research projects.

We fight to cure pediatric brain tumors



IAN'S FRIENDS FOUNDATION



IAN'S FRIENDS FOUNDATION funds pioneering research that will lead to life-saving treatments and cures for pediatric brain tumors, which are the leading cause of death from disease in children.

Support our mission at IansFriendsFoundation.org



IAN'S FRIENDS FOUNDATION

#IFFImpact  

PSA Campaign

IFF launched a successful PSA campaign in 2017 to raise awareness about pediatric brain tumors and its important work. This campaign, which features researchers who have received funding from Ian's Friends Foundation, as well as patient stories, has been displayed in Atlanta, Chicago, Pittsburgh, Boston, New York and San Francisco.

*"In 2017, we launched a **new communications strategy** to amplify IFF's mission and impact in Atlanta and throughout the U.S. Through public service announcements, social media and traditional PR efforts, Ian's Friends Foundation has not only **raised awareness** about the organization and its work to fund pediatric brain tumor research, but we've also seen a **31% increase in fundraising**"*

— Mike Gelfond, IFF board member and Executive Vice President at MasterMind Marketing

A BIG THANK YOU TO OUR 2017 DONORS

iansfriendsfoundation.com/2017donors



IAN'S FRIENDS FOUNDATION

855 Marseilles Drive, Atlanta, GA 30327
404.966.0752

iansfriendsfoundation.org

Be sure to like and follow us on social media to keep up with IFF news and events!

