



2022

Leia's Kids Foundation

# LEIA'S KIDS 2022 REPORT



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# EXECUTIVE SUMMARY

Leia's Kids was established as a 501(c)(3) to directly confront the issue of childhood cancer in our community. The organization works tirelessly to fulfill our mission to provide hope and support to children and their families battling childhood cancer. This is accomplished in various ways:

1. We help cover costs associated with a childhood cancer diagnosis, such as unexpected travel or child care and more.
2. We also throw Crown-A-Kid Parties, which is a special party for the child to celebrate their courage.
3. We build community support for parents and kids facing cancer through community exposure.
4. We remain in contact with all of our families, helping them through this emotional journey as well as printing and distributing journals for children with cancer and their siblings.

# MESSAGE FROM OUR FOUNDER

2022 was an extraordinary year for Leia's Kids. We planted our roots in North Texas and truly took off. It was a year of grit, grace, and gratitude. We made a home out of Texas and grew our audience to 30+ states. These past twelve months kept us very busy from lobbying in DC, planning parties for warriors, and bringing joy-filled smiles to the world's youngest fighters.

At seventeen years old I had a vision placed on my heart and today at twenty-three years old, I can truly say the journey is worth every hardship we face.

Thank you from the bottom of my heart for believing in the mission of Leia's Kids, for praying, walking, and running beside us as we defeat hopelessness and take down cancer. Your support and gratitude allows Leia's Kids to touch so many hearts and lives.



“Leia’s Kids is a hope-filled nonprofit that changes lives of these heroic families fighting cancer.”  
-Annie F.



# CROWNINGS

Leia's Kids honors each child and their family through a Crown-A-Kid party. This is a time to celebrate and encourage the child and family during the biggest battle of their lives. Each child receives a \$1,000.00 donation.



## LILLY

- Diffuse Intrinsic Pontine Glioma (DIPG)
- Five years old
- Valentine's Day Party at home
- Lilly gained her angel wings and is dancing in Heaven



## DREW

- Leukemia
- Six years old
- A baseball-themed party with the Frisco Rough Riders in Texas



## CAITLIN

- Ewing Sarcoma & Leukemia
- Eleven years old
- An overnight safari experience with her family



## EVERLY

- Neuroblastoma
- Three years old
- A party at home to come soon



## MARY

- Diffuse Intrinsic Pontine Glioma (DIPG)
- Six years old
- A Princess and Zoo-themed party at the Colorado Zoo



## SANTIAGO

- Leukemia
- Six years old
- A family beach vacation in Galveston, Texas.



## ADILYN

- Diffuse Intrinsic Pontine Glioma (DIPG)
- Six years old
- A Princess Tea Party at home
- Adilyn gained her angel wings and is smiling in Heaven



## ZA'ELLE

- Neuroblastoma
- Four years old
- A Cinderella-themed party and Play Zone



# MAGICAL PROJECTS



## Princess Marygold

01

Leia's Kids introduced Princess Marygold, the first-ever childhood cancer survivor princess! Her mission is to bring smiles full of hope.

## Internship Program

02

Leia's Kids invited college students to apply for a now-annual marketing internship. This past summer, we hosted three students from various Texas Universities.

## Speaking Engagements

03

Leia had several speaking engagements this past year, including an interview on *Good Morning Texas*, the keynote address at *All Hallow's Fundraiser Gala*, and a speech at the *TedX McKinney* event.

## Battle Plan & Grief Journal

04

Leia authored the nine-week *My Battle Plan Journal* and the four-week *Grief Journal* for children to express their highs and lows throughout their cancer journey, including dealing with the loss of a sibling to cancer.

## Crowns & Cowboys Photoshoot

05

Leia's Kids put together a photoshoot opportunity for over 30 families to attend and try on various thematic outfits and get their pictures taken for free.

## Curefest Attendance

06

Leia participated in lobbying for *Give Kids the Chance Act* in Washington, D.C. and assisted Senator McCall. The whole team traveled and led various events for a week.

# 2022 METRICS

100+

Battle Plan  
Journals Shipped

3

Seasons of  
"Be The Link  
Podcast"

8

New Kids  
Crowned

10+

Community  
Exposures

50+

Care Packages  
Sent

15

Families received full  
Christmas dinners and gifts

4

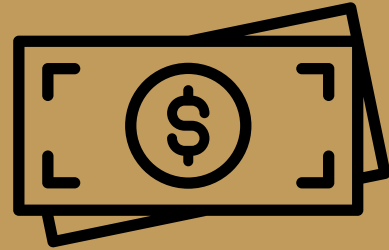
Awards Granted  
to Leia's Kids

3

City Proclamations  
in September

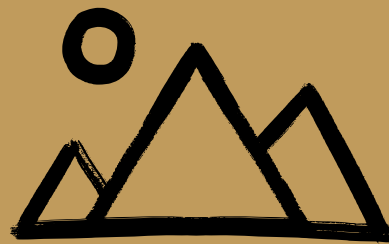
# Assistance Granted

Thousands of Additional Dollars  
in Financial Assistance



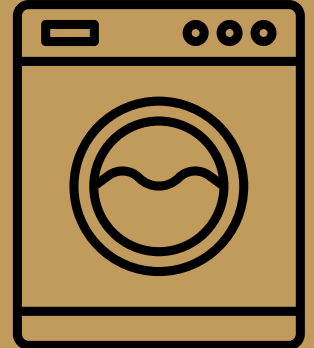
Grief & Fighter Retreats  
led by Leia

2



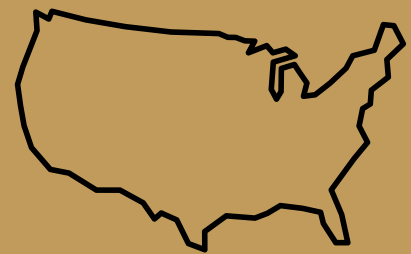
Home Appliances Given

6



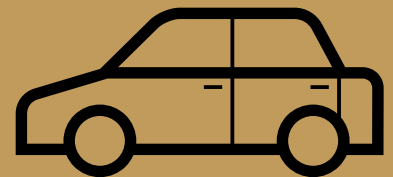
States We Served

6



Car Payments Paid

2





# Social Media Acknowledgements

66.5K

Accounts reached  
across all social  
media platforms

50K +

Instagram Reels  
interactions

2K

Followers on  
Instagram

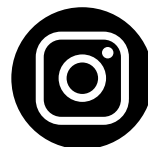
100%

Growth overall - we tripled our engagement in  
one year.

## LEIA'S KIDS ONLINE HUBS:



[www.leiaskids.org](http://www.leiaskids.org)



@leias\_kids



[info@leiaskids.org](mailto:info@leiaskids.org)



@Leia's Kids



740.381.0214

LEIA'S KIDS  
2022

# 2022 Timeline

## January

- Season three of Be The Link Podcast

Jan

Feb

## February

- Crown-A-Kid, Lilly

## March

- Released Princess Marygold
- Appearance on the Jeff Crilley Show

Mar

Apr

## April

- Awarded 'McKinney Woman of the Year'
- Awarded "Women of Influence in Dallas"

## May

- Crown-A-Kid, Adilyn
- Crown-A-Kid, Drew

May

Jun

## June

- Crown-A-Kid, Caitlin
- First-ever internship with three college girls
- Created the My Battle Plan Grief Journals

## July

- Crown-A-Kid, Mary
- Led a Grief Retreat in Colorado

Jul

Aug

## August

- Crown-A-Kid, Za'elle
- TEDx McKinney

## September

- Crowns & Cowboys Photoshoot
- Allen, McKinney, Frisco City Proclamations
- CUTX Childhood Cancer Panel Speaker

Sep

Oct

## OCTOBER

- Launched Read Alouds
- Joined Coalition Against Childhood Cancer

## November

- Crown-A-Kid, Santiago

Nov

Dec

## December

- Sponsored 15 families with Christmas dinners and gifts

# THE C&RE

## OUR MISSION

Our mission is to provide hope and support to children and their families battling childhood cancer.

## OUR VISION

Leia's Kids envisions joy and quality family time being brought to every family fighting pediatric cancer.

## OUR VALUES

- Resilience
- Empathy
- Hope
- Enthusiasm
- Joy
- God-Centered

## BE THE LINK



# IN THE SPOTLIGHT

**Leia's Kids donated fifteen Christmas dinners across four different states this holiday season. Not only did fifteen families receive a homemade meal, but also Christmas presents and stockings of gifts from Santa himself. Thank you to all who helped us with this effort to unite families battling pediatric cancer during Christmas time.**



# FIGHT LIKE A KID<sup>👑</sup>

## childhood cancer

"I cannot thank you enough. My girls were so excited about the gifts and the gingerbread house, they played with that gingerbread house for hours. And it meant so much to me to have such wonderful food and not have to cook. It was truly delicious and my girls said it was the best macaroni and cheese they've ever had in their whole lives. And the biggest gift for me was that I just got to rest and relax all day yesterday. I slept through the night which I honestly don't think I've done since Reagin was diagnosed in July. You have no idea what a gift it was to my family to just have one single day to relax together, and actually sit down and eat a home-cooked meal together. That literally has not happened for us in almost 6 months now. I just wanted you to know that it goes far beyond even the food and the presents because you gave me a gift that I so desperately needed. A little bit of time and relaxation. Thank you so much and Merry Christmas."

-The Taylor Family