

Board Meeting Minutes

April 2026

Present: Susannah Peterson, Dave Storey, Cara Connelly, Kim Sue Lamster, Kevin & Kelsey Yeska, Brad Westergaard, John Stofflet, Mike Herbert.

Absent: None Meeting called to order at 6:33pm.

ED Report: Susannah notes demand for services is way up due to new diagnoses and the economy. She is writing 2-3 grants per month, with an 85%-90% success rate. She replaced some print materials in new dx bags to reflect current programming, like Parent-to-Parent Program. A motorcycle group raised \$9,000 for BCCN. She is working on a BCCN summer party date.

Patient-Family Liaison Report: Demand for services is high! Already 18 new diagnoses in 2026, with 103 in 2025. Numerous relapses, and an upsurge in ped hematological cases. A new social worker is being trained to handle brain tumor patients/families. Carbone Cancer has a new leader--Dr. Christian Capitni, a leading childhood cancer expert currently with UW Health and AFCH, so UW Health Kids and BCCN should have a strong advocate for its services and mission at the top.

FFF Discussion--Kevin says the website is live and tweaks have been made. Teams can start registering. Extensive discussion about sponsorship and donor expansion, and possibly changing sponsorship levels. Susannah has secured UW Health Kids as event sponsor, and (ACTION ITEM): Susannah will reach out to Findorff, MGE, Liz Lauer for sponsorships. There was also discussion about requesting BCCN families reach out to their employers to seek donations in honor of their patient child. Kevin walked us through Cara's AI marketing and growth suggestions, and we will implement some of these, like sending patient stories/mission stories to potential donors. ACTION ITEM: Kevin, Susannah, and the web team will meet next week to talk about necessary changes and tweaks to the tournament website and donor platform. Also discussion about incentives, like allowing the most successful fundraising team to have the first position at tournament launch. Board members are encouraged to share messaging and tournament info on their social media accounts. Remember, if you are sharing a link to the BCCN page, put the link in COMMENTS, not in the body of the post. Meta will suppress the reach of post that directs people to other pages. I'm not sure if this applies to sharing the FFF FACEBOOK post, since it's META.

Action Item: Cara will handle inviting Nicole to the next in-person meeting (date TBD). It will likely be a Thursday evening at 6pm in late May or early June.

Adjourned at 7:38.

Submitted by Secy. John Stofflet