



## OVERVIEW

Jeunesse Founders Randy Ray and Wendy Lewis created Jeunesse Kids™ in 2012 with a mission to empower communities to give children a brighter future, and a vision to reach children in need on each of the six continents in which Jeunesse operates. Since then, Jeunesse Kids has raised more than \$12 million and has been making a meaningful difference in the lives of children in need around the world through local and global programs that provide sustainability and create long-term impact.

In 2019, Jeunesse Kids made the largest single donation in the organization's seven-year history with a **\$1 million** grant to fund the Kids Beating Cancer Cellular Therapy Lab in the company's hometown of Orlando, Florida. This initiative was fully funded by contributions by Jeunesse Distributors from around the world.

The funding of the **Kids Beating Cancer Cellular Therapy Lab** fulfilled a 27-year dream of founder Margaret Guedes who established the organization after losing her son John to cancer in 1992. In the 28 years since, Kids Beating Cancer has raised more than \$22 million and has provided access to programs and services for 9,500 children.

For decades to come, the Kids Beating Cancer Cellular Therapy lab will help to save the lives of countless more children battling cancer and will help to advance research to find a cure to childhood cancer.



## ABOUT KIDS BEATING CANCER

Kids Beating Cancer was founded in 1992 with a mission to provide access to life-saving treatments through the science of cellular therapy, and to advance innovative research that leads to new discoveries in patient care, while supporting the children and their families throughout the journey to a cure.

**1 in 5 children will not survive childhood cancer. Kids Beating Cancer is determined to change this grim statistic — and the new Cellular Therapy Lab is a huge step in that direction.**

- Cancer remains the number one disease killer of children; more than genetic anomalies, cystic fibrosis and AIDS combined, second only to accidents.
- The risk of any single individual developing cancer by age 20 is approximately 1 in 330.
- 43 children per day or 15,780 children per year are expected to be diagnosed with cancer.

**For some children and their families, a stem cell or bone marrow transplant is the last hope treatment when all others have not been successful. It is these children and their families and their desperate need that drives the Kids Beating Cancer mission and our desire to partner with this organization.**



## PROGRAM

Jeunesse Kids implements charitable initiatives at Jeunesse company events worldwide. These initiatives benefit local children and are focused on a specific project that will yield sustainable, long-term benefits. For the Jeunesse EXPO event held in Orlando in September 2019, in honor of Childhood Cancer Awareness Month, Jeunesse Kids partnered with Kids Beating Cancer with the goal to help fund the \$1 million needed to create a state-of-the-art cellular therapy lab that would offer the latest technology and treatments options to save the lives of children battling cancer.

Jeunesse Distributors were introduced to the project at the event and were challenged to dig deep into their hearts to help save the lives of children needing what is likely their last hope — a bone marrow or stem cell transplant. The generous Jeunesse family did not disappoint. In less than 48 hours, nearly \$400,000 was collected, with individual contributions ranging from \$5 to up to one amazing donation of \$200,000! At stage time on the final day of the weekend event, Jeunesse Kids had collected \$370,055, by the end of the day, that total had increased to \$394,790!

Jeunesse Chief Visionary Officer Scott Lewis was so moved by the extraordinary generosity shown and the lab's life-saving impact, he made the decision from stage to go all in, adding more than \$600,000 from Jeunesse Kids to completely fund the \$1 million needed.

There wasn't a dry eye in the crowd as the surprise funding was unveiled and Kids Beating Cancer Founder Margaret Guedes addressed the crowd with an emotional and heartfelt thank you for making a 27-year dream to build a state-of-the-art treatment and research lab come true.

**This extraordinary moment was captured on video. Take a moment to [watch the video here](#). You'll see firsthand how the Jeunesse Family of Distributors, Founders and employees came together in one amazing moment that will change the lives of children and families for decades to come. The video speaks volumes and conveys so more than words could ever do — and it's guaranteed to make your day!**



*"Thank you so much from the bottom of my heart for a 27-year dream! And for all of you — on behalf of the children we're serving — Thank you so much!"*

**Margaret Guedes**  
Kids Beating Cancer Founder

*"We cannot thank Jeunesse Kids enough for funding the Kids Beating Cancer Cellular Therapy Lab. This new facility will be four times the size of our existing lab and will offer new state-of-the-art equipment to save the lives of more children, improve the quality of the lives of the children treated, and to conduct research that could one day find a cure to pediatric cancer.*

**Sam Azar**  
Kids Beating Cancer Chairman and COO

## IMPACT

The grant from Jeunesse Kids means the dream of a new cellular therapy lab and life-saving equipment will become a reality for Kids Beating Cancer. The new 6,412-square-foot lab is anticipated to open in 2021. In the meantime, Kids Beating Cancer has already put the funding to use by purchasing several key pieces of advanced technology equipment, which when the lab opens, will be moved to its permanent home. Until then, this equipment is already helping improve patient care and treatment outcomes by:

- Enabling practitioners to facilitate more accurate treatment
- Providing improved cellular analysis
- Dramatically reducing wait and treatment times

**All of this results in improved experiences for children and the ability for the lab to treat a greater number of patients, which means more lives saved!**

### MEET ONE OF THE KIDS BEATING CANCER — WITH THE HELP OF JUENESSE KIDS

#### Kyven's Story — As Told by his Mom

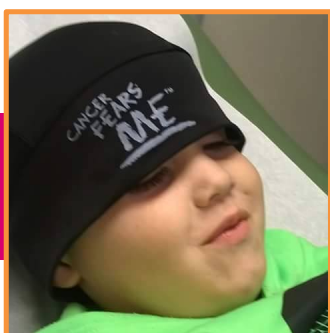
I took Kyven (7 at the time) to the Dr. Sept. 22, 2014. The Dr. told me his liver & spleen were enlarged and to get him straight to the hospital. Once there, they did a lot of tests. After awhile they took us to the 4th floor. I was extremely nervous cause no one had said anything at this point. We get to a room & Dr. Sutphin came in to ask when my husband would be coming. But he couldn't come that night, so we went into another room where I heard the words, "Your child has cancer.!"

From there everything was a blur. I had to call my husband & break the news over the phone. It was so hard to do. My husband was able to come the next day. He got his port put in, started chemo & had a bone marrow biopsy all within 2 days of diagnosis. He spent 11 days in the hospital. He did great through treatment, a few bumps but over all he kicked butt. In Dec 2017, he finished treatment & was doing great for 21 months. We went in for routine labs Sept. 2019. We got the phone call later that night that your child's cancer had come back. We were told he would need a bone marrow transplant asap.

We took all my kids in to get tested & I had 2 perfect matches to him. My 14- year-old daughter Kenidi was who donated. She also shaved her head for him. He was admitted for his transplant. He went through chemo then his transplant was in October 2019. He did great through the process. Of course he had bad days, but he never let it get him down.

Since transplant he has done great overall. No major issues!! He is thriving & growing like a weed. He just turned 13. He is my fighter for sure ❤️ 🧡!

His sister & donor (below) shaved her head in solidarity! 😊



Kyven during treatment



Big Sister Kenidi



Kyven living his best life!

**It is exceedingly rare that any one of us has the chance to actually save a life. Yet, through the partnership with Kids Beating Cancer, the Jeunesse Family around the world has had the privilege of helping to change the course of history by giving kids like Kyven a second chance on the life they were destined for.**