



# Frankie's Mission

## HopeFest 2010

Saturday Evening,  
October 2, 2010

Garguilo's

It will be an evening  
to remember!

SAVE  
THE  
DATE

Have you received news of a child that has been diagnosed with cancer? Referring a child and their family to our organization is an important part of helping us carry out our mission. To bring a family's situation to our attention, please contact us via our website—>

## Frankie's Mission: Now Serving Four States

Frankie's Mission is building strong and long-lasting relationships with pediatric oncology teams of major cancer hospitals in NY, NJ, CT and PA.

The Board of Directors of Frankie's Mission has joined Memorial Sloan Kettering Cancer Center in support of two major programs to benefit children and their families during treatment. *The Pediatric Free Cancer Project* has been established to ensure that any family lacking health insurance or who faces an inability to pay for their child's cancer care, will continue to receive high quality and cutting edge treatment in an effort to save their child's life.

Frankie's Mission also supports *The Joy Fund* at Sloan Kettering. The

main function of *The Joy Fund* is to support the Child Life Department located within the Pediatric Unit. The professionals working for Child Life are trained to make a child's hospital experience as smooth as possible. They offer multifaceted, age-appropriate program activities in the Recreation Center and at bedside. The activities are also designed to offer children a safe outlet for alleviating anxiety and provide fun ways to spend a day in the hospital. Child life staff can assist children as they learn to adapt and cope, introduce therapeutic medical play sessions, and design social activities to normalize the difficult and traumatic experiences that the child is undergoing.

Both programs are in align-

ment with the Foundation's core mission and goal, and are excellent channels in aiding the childhood cancer crises.



"Help people..  
**REALLY** help them."  
Frankie Loccisano

### How we are helping the Childhood Cancer Community

The main function of Frankie's Mission is its own **Family Relief Project**. This project extends financial help to families when their income and resources have dropped due to the serious illness of cancer their child is enduring. Frankie's Mission makes direct contact with each family via social workers, nurses and pediatric cancer doctors. A concentrated effort is made to responsibly explore the most opportune fashion that financial assistance can be offered to each family. The following children and their families are just a few of the many who have benefited from our organization.

Andrew, age 7— Rhabdomyosarcoma

Hardy, age 2— Hepatoblastoma

Nicholas, age 6— Acute Lymphoblastic Leukemia

Siobhanna, age 16— Non Hodgkin's Lymphoma

Terence, age 15— Osteosarcoma

[WWW.FrankiesMission.Org](http://WWW.FrankiesMission.Org)

# FORE! Hitting the Links!



Frankie Loccisano Golf Classic 2010 will be held at Dyker Golf Course, Monday June 28, 2010 Save the date!

The Second Annual Francesco Loccisano Memorial Golf Classic was a charitable and social success!

115 delighted participants joined the Board of Directors on June 29, 2009, at Marine Park Golf Course and Russo's on the Bay in an effort to fund the Foundation's *Family Relief Project*. Golf Chairman, Kevin Breen, organized this memorable event with the aid of a very hard working committee of volunteers. The course was generously dotted with tee sponsor signs from over 45

sponsors who donated toward the event. The gift bags were filled to the brim by SBS Promotion company.

After a hot breakfast, golfing was smooth while the sun continued to shine. Jamie Lynn's Kitchen donated hundreds of Poland Springs water bottles for our golfers.

Following the completion of 18 holes, the golfers proceeded to a wonderful Awards Luncheon at Russo's on the Bay. Owner, Frank Russo, provided an outstanding cocktail hour and gourmet lunch-

eon which included a full premium open bar

A highlight of the prize auction was a restaurant dine-a-round. Dozens of restaurants in Manhattan, Brooklyn and Staten Island generously contributed with a gift certificate for dining at their establishment. Other prizes also included Broadway play tickets, Giants tickets and golf clubs.

Pro-Golfer, Greg Norman, generously donated many beautiful items from his line of golf wear which added a special highlight to the prizes.

A sincere thanks also goes to "The Pearl Room" for generously gifting every single golfer with a gift certificate for fine dining at their wonderful establishment.

The Board of Directors is very appreciative to all the many corporations and families who extended themselves in an effort to aid the Foundation's mission.

The event far exceeded the committee's goal. All golfers left with a smile on their face, happily informing the Board that they can't wait to attend next year's Golf Classic



Board Member, Marianne Teta, is joined by Chris Santoro, Danny Ali and Gennaro Anzalone



Chris Loccisano, Michael Coluccio, Anthony Orrichio and Tom Kane, enjoyed great weather.



The Board of Directors gather at the Awards reception at Russo's on the Bay

Be a Part of Frankie's Mission! Get Involved!  
Host Your Own Charity Event to Benefit Our Cause!

Be a part of what we do by hosting your own community event to benefit our foundation. Join our dedicated team and make a difference. Gather your family, friends, co-workers, school and set the wheels of inspiration rolling. The funds you raise will assist a family that is struggling with a childhood cancer battle.

Among the following options, you will find a variety of events to suit the age group that you wish to target: adults, teens, children, family-oriented: Texas Hold Em, 5k Marathon, Mystery Dinner, Wine Tasting, Casino Night, Night at the Races, Karaoke, Pancake Breakfast, Pasta Party, Walk-a-Thon, Youth Sports, Bingo, Video Game Tournament, Board Game Night, Bake Sale, Halloween Pumpkin Patch, Car Wash, Jamba Juice Party, Bowl-a-Thon, Dance-a-Thon, Mardi Gras Party, Carnival, your OWN IDEA! To host an event, please contact us. 917-497-7534 email Floccisano23@aol.com

For a list of our sponsors, please visit us at [www.FrankiesMission.org](http://www.FrankiesMission.org)

We greatly encourage you to patronize the many companies, corporations and businesses, both large and small, who demonstrate social responsibility when supporting our worthy cause.

## Sponsor Spotlight

In each Newsletter, it is our pleasure to spotlight one of our many sponsors for their special dedication toward our mission.

Standard Buying Service, a multi-million dollar enterprise with over 600,000 products, ranks in the top five percent of all promotional companies in the USA. In 1949, Ken Geiger, a ribbon salesman, started the company from humble beginnings with a staff of one administrative employee. With great vision and hard work, he grew SBS into a custom promotional giant that not only sells wonderful, totally targeted and exciting products but also a company that delivers solutions to their customers. Ken taught his son, Kevin, the business while remaining active until his senior years. He passed away in 2005 at the age of 87. Kevin now helms the corporation with the same values his dad possessed, and really places an emphasis on the word "service."

Kevin, along with Enza Mazzaferro, an SBS executive of ten years, exemplify the true meaning of social responsibility in their great efforts to assist Frankie's Mission. They were a major sponsor of this year's golf outing.

To contact SBS for all your promotional needs, you may visit them online at: [www.sbspromo.com](http://www.sbspromo.com) or call 1-800-532-4102

# HopeFest 2009, Harvest Gala

## An Afternoon of Inspiration!

Our Second HopeFest Gala on Sunday, November 22, 2009, held at Russo's on the Bay, was a true celebration that promised an afternoon of inspiration.— and this event lived up to that label.

HopeFest Co-chairs, Christina Bruno and Stephen Trimboli led the way. "Like last year, it was our goal to

convey Frankie's message of helping others and of always being hopeful in the face of great adversity," said Christina Bruno, who was also the first cousin of Frankie Loccisano. Stephen Trimboli, who also serves as Vice President of the Foundation, adds to this sentiment, "Now, in our second year, we have a constant stream of families coming to us for help. It is our pledge to never ever turn a family away who needs us. Hopefest helps us to raise the funds that we need to keep our promise of making a better world for kids who have cancer."

The Board of Directors honored four outstanding individuals. Jeffrey Basti, M.D. was the recipient of the Humanitarian Award. His award was presented by Board Member, Marianne Teta. Salvatore Ferrera, Ph.D., was recognized with the Leadership Award, presented by Dennis Larkin, a 19 year Xavierian Alumnus and friend to Frankie Loccisano. The Community Spirit Award was presented by last year's Hopefest hon-

oree of the same award, Tom Kane. Tom handed the well deserved award to Kelli Kilbride, owner of Lavender Blue in Brooklyn, New York.



Board of Directors, Honorary Members, and Honorees for the afternoon gather together.

The fourth award was a special highlight of the afternoon. Each year the Board of Directors recognizes a young pediatric cancer survivor who

exemplifies the values of courage and hope. This year, the Board was proud to announce Shannon Rose O'Brien for this special honor. Shannon is an 18 year old survivor of non Hodgkin's lymphoma. She is an honor student at Kean University and presents an outstanding record of personal achievements as well as a full body of work toward pediatric cancer awareness.



Childhood Cancer Survivors, Shannon Rose O'Brien and Alexandra Capellini

The Board has re-named the Hope award, and it is now called the "Michele Grace Marciano Award of Hope." Michele Grace Marciano was the daughter of Foundation Treasurers, Al and Lorraine Marciano. Michele battled and succumbed to Hystiocytosis at the age of two. The award was presented to Shannon by Alexandra Capellini, who is also a childhood cancer survivor and last years recipient of the same honor.



Foundation Co-Chairs, Lucy A. Bruno and Camille Orrichio Loccisano, with guest, Sen. Charles Schumer

The final results of the event were very favorable. Major funds were raised and a wonderful time was had by all who attended. Gala guest, Dana Aguello, said it very well. "Once again, Hopefest left many of us in tears, but yet so very inspired and with a sense of what is really important in life!"

Our next Hopefest  
October 2, 2010 Save the date!

### Your Help is Needed

### Please Support Our Noble Cause

The Francesco Loccisano Memorial Foundation is a 501(c)3 non-profit government entity. We operate and depend fully on corporate and personal donations. The individuals who serve on our Board of Directors and our committees do so strictly on a volunteer basis.

To keep our organization strong and to help us continue our chartable acts, you may make a tax deductible donation in the following ways: visit us at [www.FrankiesMission.org](http://www.FrankiesMission.org) and contribute via our website or mail a check payable to Francesco Loccisano Memorial Foundation P.O. Box 237 Brooklyn, NY 11228

You may also consider the following options to further help us in our mission.

#### Bequests

Remember the life and legacy of Francesco Loccisano in your last will and testament. By gifting our foundation, you will be assisting our mission. You may also be eligible for significant estate tax savings.

#### Stock Transfer and Property

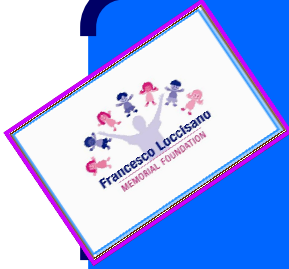
You may extend a gift of real estate, personal property or a stock transfer. You will also benefit capital gains savings as well as a full market value tax deduction.

#### Matching Gifts

If your employer offers a "Matching Gift" program, please consider this option. Many organizations and companies will double your contribution.

#### In Lieu of Flowers

Please consider a tax-deductible contribution to our foundation in memory of a deceased loved one, friend or acquaintance. On your behalf, we will send a formal and respectful acknowledgment to the family of the departed. As well, it may bring comfort to the family of the deceased to know that a monetary tribute in their loved ones name will benefit such an important cause.



## Board of Directors

Camille Orrichio Loccisano  
 Lucy A. Bruno  
*Co-Chairs*  
 Stephen F. Trimboli  
*Vice President*  
 Alfred Marciano  
 Lorraine Marciano  
*Co-Treasurers*  
 Angela Trimboli  
*Secretary*

Claudia Anzalone  
 Kevin J. Breen  
 Teresa Breen  
 Anthony Giliberti  
 Tom Kane

Linda Mollo-Holmes  
 Jeff O'Brien  
 Richard Rizzuto  
 Lorraine Serrantonio  
 Sylvester Sichenze, Esq.  
 Marianne Teta

## Honorary Members

Charles E. Schumer  
*United States Senate*  
 Michael E. McMahon  
*United States Congress*  
 Martin J. Golden  
*New York State Senate*  
 Vincent J. Gentile  
*New York City Council*

Alexander Chou, M.D.  
*Memorial Sloan Kettering  
 Cancer Center*  
 Melinda Merchant, M.D.  
*National Institute of Health  
 Washington, D.C.*  
 Salvatore C. Ferrera, Ph.D.  
*Xaverian, Ret.*

## Our Mission

Francesco Loccisano, also known as "Frankie", fought and succumbed to pediatric cancer. Through his journey, he vowed to develop his own foundation aimed at improving the world around him. We are a grass-roots organization founded by Frankie's family and friends who, in his honor and memory, have pledged to salute his legacy of helping others. We serve children fighting cancer in NY, NJ, CT and PA by directly, actively and responsibly extending financial assistance while they undergo life saving cancer treatments that are critical to their care and survival. Our further goals are raising awareness on the importance of biomedical research to discover the desperately needed cures.



Frankie's Mission....  
 reaching out to help children  
 with arms wide open

