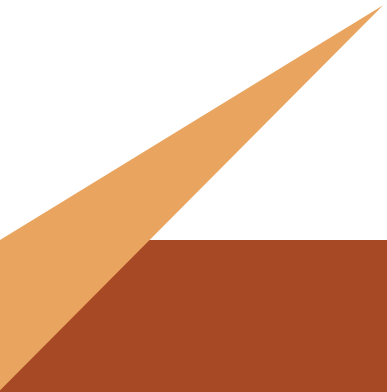
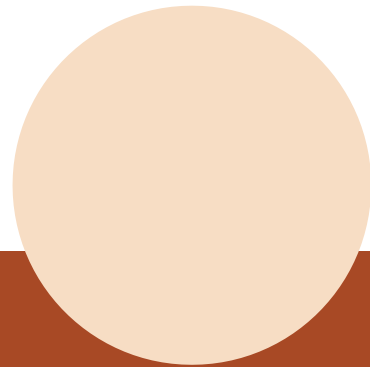
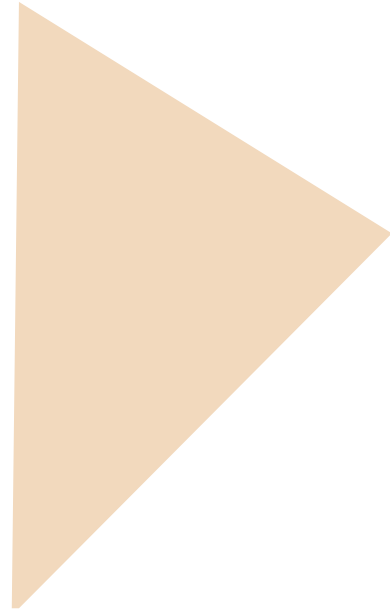




**C.O.L.E.S.
FOUNDATION**



Cole's Story

It was June of 2008 when three-year-old Cole Ruotsala, a beautiful blonde-haired blue-eyed little boy was doing one of his favorite things, playing with his Tonka trucks. Happily engaged somewhere between imagination and reality, the rough and tumble little boy moved his trucks around wherever his ever-growing clever ingenuity guided him. Like many times before, Cole slipped and fell, one of many innocent minor mishaps shared by all three-year-olds. Cole had landed on his tummy and complained to his parents of stomach pains. Aaron and Morine Routsala brought their son to the doctor who confirmed their assessment that it was a simple abdomen injury that would heal soon on its own. Nobody could have possibly known how far off that diagnosis was, and Cole and his family would quickly find themselves hurled into an unimaginable tragedy.

A short month later, on July 24th, Cole again complained of severe stomach "owies," and his parents brought him to the hospital. It wasn't until then that tests revealed that Cole had more than your every day "owie." Cole was diagnosed with Adreno-Cortical Carcinoma, a rare form of childhood cancer. Less than two months later, on September 19th, his parent's worst nightmare was realized. Cole died in their arms.

During the weeks following his initial diagnosis, Cole's family experienced an overwhelming amount of support from friends, family, and even from complete strangers. It was amazing and overwhelming, with many showing their support locally while unexpected others offered encouragement and condolences via email and social media.

Cole's Foundation was created as a tribute to Cole Routsala, a little boy who fought so hard and touched so many. Recognizing the incredible needs of families struggling through the nightmare of caring for a child with a terminal illness. The messages from near and far experienced by the Routsala's inspired the birth of Cole's Foundation, a thank you with a call to action to provide support and assistance to families facing the most devastating challenge that a parent could face, the illness and death of their beloved child.



Childhood Cancer Facts & Statistics

"Your child has cancer." Every year, you or parents you may very likely know will be told these four life-changing words by a doctor. About 15,300 parents of kids of all ages will be given this devastating diagnosis. Childhood cancer is cruel and does not discriminate based on your wealth, ethnicity, gender, your socio-economic status, or how much you love your children. Pediatric cancer is the number one cause of death by disease in children. 10% of these children survived fifty years ago. Today, 90% survive, except for those who are diagnosed with rare cancers. However, the number of diagnosed cases has not declined in nearly 20 years.

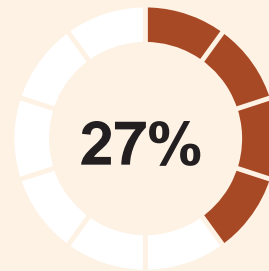
Breaking It Down



Every day, 43 children are diagnosed with cancer. Every. Single. Day. That is equivalent to about the number of kids riding on a bus to school.



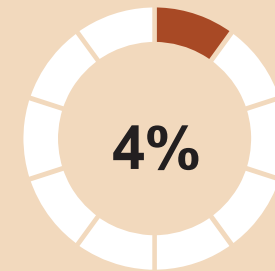
40,000 children with cancer will endure treatments for cancer each year.



There has been a significant increase in the overall rate of childhood cancers in recent decades -- up 27% since 1975 in kids under age 19.



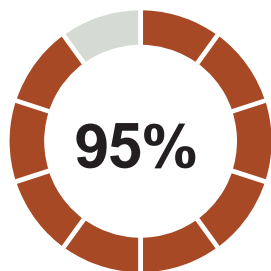
The average age for a child to be diagnosed with cancer is 6-years-old.



Only 4% of federal government cancer research funding goes to study pediatric cancer.



The average cost of a stay in a hospital for a child with cancer is \$40,000.



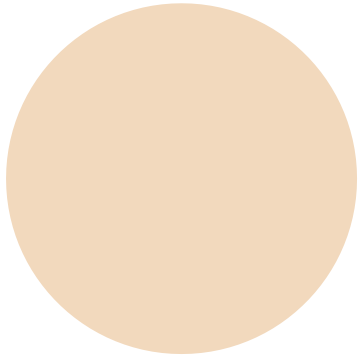
For those who survive, 95% will have a significant post-cancer health-related issues by the time they are 45 years of age. For most, these cancer or cancer treatment repercussions will continue for the rest of their lives. Heart failure, infertility, blindness, and the possibility that cancer will return someday, are a reality for approximately 375,000 adult survivors in the America. For those whose age is between 20 and 39, that equates to 1 in 530 adults.



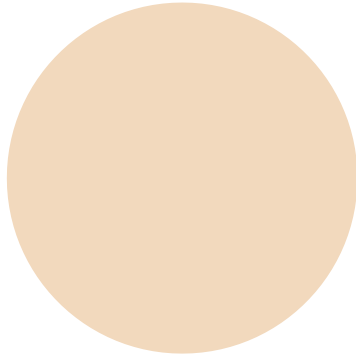
Since 1980, fewer than ten drugs have been developed for use in children with cancer. Only three drugs, teniposide, clofarabine, and unituxin have been approved for use in children. Only four additional new drugs have been approved for use by both adults and children.



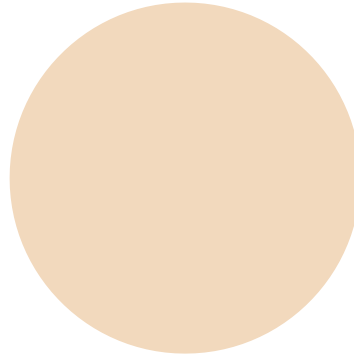
Cole's Foundation Board of Directors



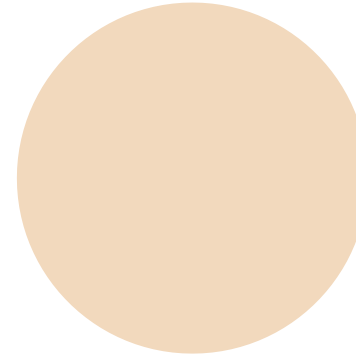
Aaron Ruotsala Ironwood, MI
(Founder and President)



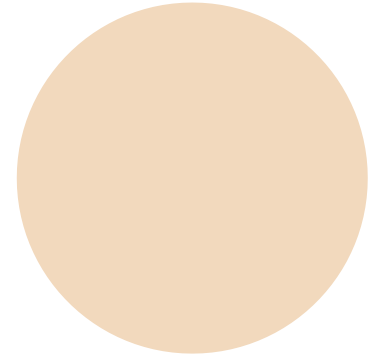
Billy Soden
(Executive Director)



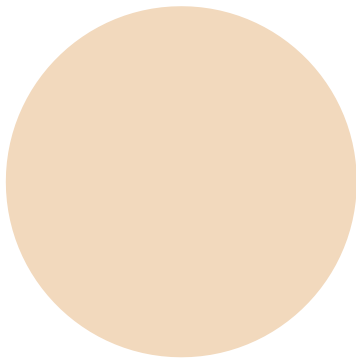
Carla Weaver, Hurley, WI
(Treasurer/Secretary)



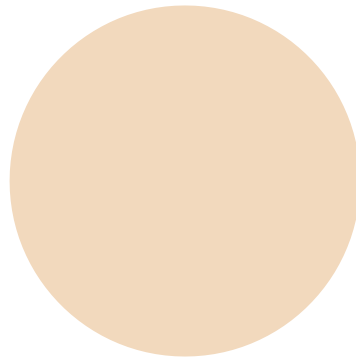
Betsy Wesselfhoft
Ironwood, MI



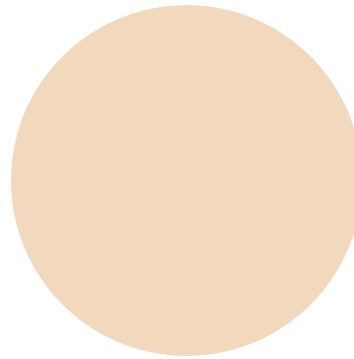
Sandy Daron
Houston, TX



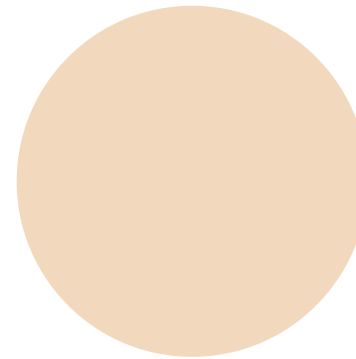
Robin McCray
Pamona Lake, Kansas



Jed Estola
Ironwood, MI



Jonathon Parker
Ironwood, MI



Naomi Wegmeyer
Ironwood, MI

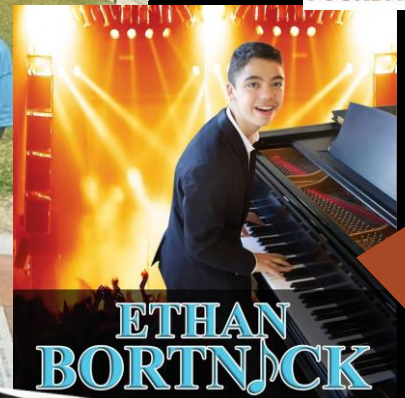
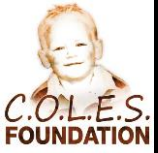
What We Do



Since 2008, Cole's Foundation has served kids and their families dealing with pediatric cancer. This year we've made new connections that put us in a positive position to build upon a decade of our efforts. We help kids with cancer and their families through direct **financial, emotional, and educational support**. We offer **awareness** for those who are a part of battling both the day-to-day realities of childhood cancer and life itself. Our growing **successful impact on these families and their communities** are best measured in the qualitative, as matters of the heart don't always transfer adequately to a spreadsheet.

Over the past year, Cole's Foundation has doubled in its scope and reach with our flagship **Kid's Unite To Fight (KUTF)** program, an opportunity that combines cancer awareness and education with **service learning**. KUTF participants provide kids from **K-12 schools, youth organizations, and afterschool programs** to **connect directly with families and patients** in their community. Through written and email messages of **hope and encouragement**, each child is paired with a single identified child with cancer. These compassionate connections **allow kids to learn about cancer, struggle, and survival while multiplying a community of supportive advocates**. These intentional efforts **bridge the gap between patients and families** who feel isolated and people who care about and help them and aren't always sure how to help. This service-learning collaborative is an intentional intervention model that **reduces stress and trauma and provides for the health and well-being of kids and families** in their darkest hours. The KUTF program also helps us **identify and address the specific needs** of any given child so we can help with **financial resources** such as **prescriptions, travel and lodging, wish fulfillment**, and monetary assistance.

In addition to the KUTF program, we have developed a partnership with **Ethan Bortnick** and his #1 PBS shows, *The Power of Music* and *Celebration of Music*. Ethan is a 17-year-old musical prodigy who has been traveling the world since age five, giving sold out concerts that benefit an infinite number of humanitarian causes. Recognizing the power of the performing arts to **The Cole's Foundation/Ethan Bortnick collaboration provides a national platform for Cole's Foundation to focus on pediatric cancer and rally communities to help meet the needs of local families facing the challenges and trauma of childhood cancer**, heal and provide **support** for those experiencing a medical crisis. Cole's Foundation will continue to **empower** others to learn and give with **love** to young cancer patients, who all too often hide in the shadows of larger, well-funded, cancer organizations with a strong national presence.



ETHAN BORTNICK



COLE'S FOUNDATION



ED ROSSI, of Neenah, Wis., performs a jump on his motorcycle in front of area school kids on a Ironwood Theatre put on by the COLE'S Foundation.

little bit and give back what God's given me. It's been a blessing."

After his 15-minute show on the street, the kids took their seats in the theater and Rossi took the stage to urge the kids to aim high and keep trying, even when they fail, "get up when you're down." He also asked the kids to help their neighbors when they're down, to give to their community.

Next to the stage was Ethan Bortnick, a 17-year-old piano

MAKE A DIFFERENCE

WWW.COLESFOUNDATION.ORG





Our new "Very Important Princess" (VIP) program was just launched in September of 2018. *Note: The "P" can also be a princess or a prince! Through a collaboration with Terri Bunch, Executive Director of the Miss Greater Southern California Pageant and former Mrs. California United States, Mrs. USA, and Mrs. Elite Global Earth International, Cole's Foundation has been selected as the pageant's designated cause.

Their new titleholder and contestants will represent Cole's Foundation to champion pediatric cancer awareness at events throughout the year. Our first chosen VIP is a 13-year-old girl diagnosed with Neurofibromatosis at 10-months old. She was given the full VIP Miss Greater Southern California treatment at the pageant on September 29, 2018. She was also the honored presenter of the scholarship award. We are expanding this program by replicating it with a network of titleholders from across the country. Our VIP's and pageant contestants, titleholders, and alumni will be invited to make personal appearances that educate, celebrate, and bring awareness to the needs and issues surrounding pediatric cancer.

Cole's Foundation is the official sole charity of the 2018-2019 Miss Greater Southern California Pageant and our recent connection with Ms. America will evolve our VIP Program into a high-energy, positive presence in media markets that are starving for good news to share and increasingly seeking to uncover the common Humanity that we all share.



Our 10-year investment in growing the Cole's Foundation has led us on a journey that has given us a rich understanding of the challenges of suffering families with kids who have cancer. In the name of Cole Routsala, we ourselves have found that hope in serving this population is fueled by faith in action and good old-fashioned persistence.

We have served thousands of families across the country in their time of need. We know that we are fortunate to have collaborations that not only give a stronger voice in helping pediatric cancer-related issues, but has also increased the number of lives we are able to touch and the innovative ways we have been able to do so. To that end, we have collaborated with another charity, Hope Dealer, who has committed in full to both our mission and the growth of Cole's Foundation through the continued development of creative and practical projects that best serve the needs of our families.



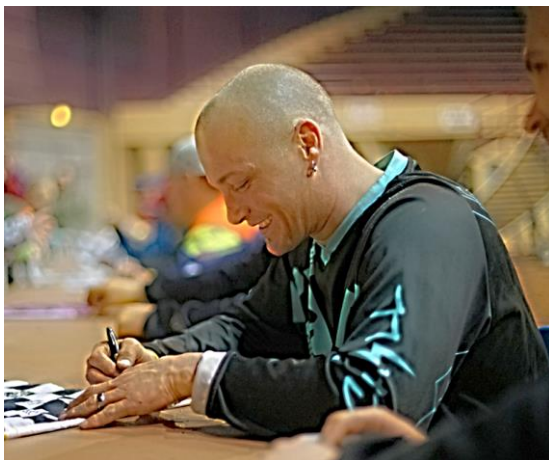
The Cole's Foundation Make A Difference Program

Cole's Foundation invites grades 2-12 students and teachers from school districts or other groups to participate in "Make A Difference Day." The focus of the program centered around the message of how all of us can use our skills and talents to "Make A Difference" in our home, community, and country.

Upon arrival, students and staff encounter Ed Rossi, motorcycle trick artist. Ed introduces himself and states his purpose for doing what he does, which is to help others using his talents and skills. Within minutes, Ed and his motorcycle are flying through the air, performing unbelievable flips and stunts to high energy rock, fueling the excitement. A professional filmmaker and videographer uses his talents to capture the whole thing using cameras and drones on film. Ed stops several times during the performance to share how every person watching could use whatever skills and talents they had could do the same.

Students then proceeded into a theatre, greeted by Brittany Wagner, former Ms. California and currently the reigning Ms. America. Brittany shakes hands and takes selfies with all who ask. She also spends 90 minutes interacting and coaching local juniors and seniors who are nominated by their teachers and staff for our "Make A Difference Award" and scholarship. The nomination criteria for this award include students who exemplify the following criteria:

- Sets high personal standards of character and integrity
- Empowers others to reach their potential
- Encourages involvement in community service
- Uses their skills and talents to make a difference
- Selflessly promotes a "pay it forward" mindset



"...I probably had cancer and needed to get a biopsy. I sat there mute, not able to even think. In around a week I went to Milwaukee and had my biopsy to see what type of cancer it was. After my results came back I had two weeks until my surgery. My surgery went as planned and for a week I was recovering in a hospital room. This is when my life started to change. During my stay, I saw kids that were much younger and had it worse than me. I tried to be supportive to the really young ones, giving them words of encouragement. Luckily, the surgery stopped the cancer from spreading. At the end of October I will be cancer free for four years..." ~ Andy Aspinwall (2018 Cole's Foundation 'Make A Difference Day' Scholarship Winner)

ColesFoundation.org



Brittany (Ms. America) held a session with kids which included telling her story of being bullied as a child and how she struggled to find her place in the world. She advocates for continued involvement in the community and beyond and guides each in making their own "Make A Difference" PSA on camera. Ms. America shows how she uses her talents to "make a difference" in the lives of others. All award nominees are invited to attend the public concert later that week.

The first of two concerts for the day are entertained and empowered by 17-year-old Ethan Bortnick, the world's youngest touring musician and humanitarian who has raised over \$50 million for causes and has two #1-rated PBS television shows – The Power of Music and Celebration of Music, explains to the kids how it was the impact of his younger brother being born with half a heart that inspired him to use his talents to “make a difference” in the lives of others. Brittany Wagner also briefly explains to the audience how she became the spokesperson for the National Diabetes Association and now a champion of Cole’s Foundation. Aaron Routsala, President & Founder of Cole’s Foundation, shares with the kids how he uses his talents and skills to “make a difference” in the lives of others after losing his 3-year-old son, Cole, to cancer, ten years ago. Students are encouraged to reflect on their own abilities and how they might use them to make a difference as well. Each are given an option to go out into their community and sell “Make A Difference” t-shirts to help raise money for kids with cancer. The entire community is on board!

“Make A Difference Day” is followed days later, culminating in a full concert by Ethan Bortnick and his band. Featured throughout the performance is the sand animation art of Anna Strelkova, who uses her talents to create the story of Cole’s Foundation using sand on a lighted background and projected on to the theatre screen. Anna uses her talents and skills to “make a difference” in the lives of others back home in Russia, too, where she frequently helps orphanages and kids with Down Syndrome.

An online and silent auction can be held in concurrence with the event to help a local family in need. Recently, we were able to help 16-year-old Emma Broeniman was first diagnosed with a disease at 15-months-old with a condition that included the possibility of both losing one of her legs and developing brain cancer. Emma was diagnosed with brain cancer at age 5 and her leg was amputated at age 8. She has 9 brain tumors in her short life, including the one she has now, and has undergone 36 surgeries. Emma is legally blind because of the cancer and now walks with a prosthetic leg. Just over a month ago, Emma lost her mom to breast cancer. Cole’s Foundation was grateful to have met this young girl and her family, and to help them with their overwhelming needs.



Testimonials:



“
I loved the event. It was a true eye opener and it channeled my life. I am thankful I was a part of it. ~ John M.
”

“
“It was humbling that so many people truly cared and took the time to connect with the boys in sharing the kinds of things that they did.” ~ Joe, Nicole, Mitch & Spence R., La Mirada, California
”

“
Thank you for exposing our youth to ideals that promote self-worth and service. ~ Patty D.
”

“
Thank you SO MUCH for writing to Sarah!! It meant ALOT to her - she was outside playing in the dirt pile when the mail came, and she kept singing, “I got a letter, I got a letter..” and kept saying she had a new friend named Cody! It was really nice to hear from a child miles away from us; it was a super awesome surprise and shows that there are super nice kids out there who are more than willing to learn and to help others.” Sarah L.
”

“
Great job to the Cole's Foundation for bringing a positive message to the youth in the area. ~ George C.
”

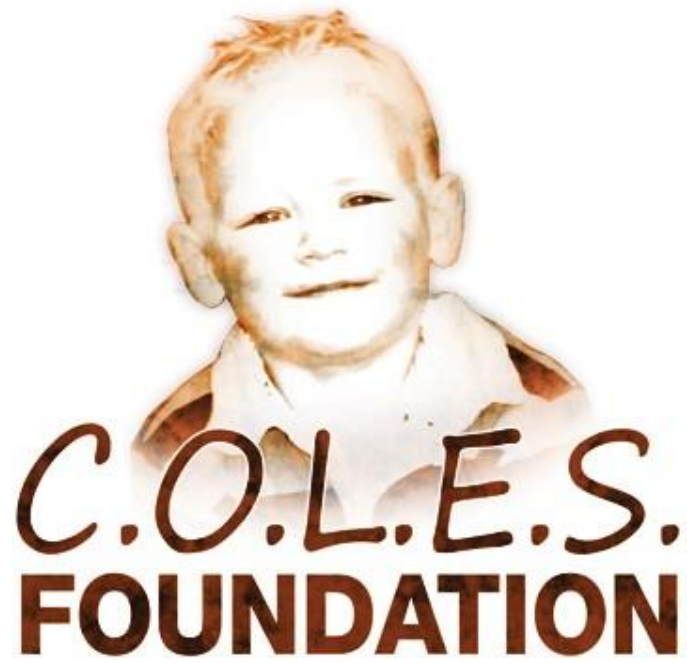
Media Showcase



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Contact Us;

For media and press inquiries, please contact Billy Soden at KidsUniteTofight@HopeDealer2.com or 952-446-6230.