

good Press

Celebrating South Florida's Philanthropic Community

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The Gold Standard

Jessica June Children's Cancer Foundation celebrates a milestone year with a mega event

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A Golden Promise

The Jessica June Children's Cancer Foundation, celebrating its 15th anniversary fundraising event on June 1, continues to deliver hope and help for families affected by childhood cancer

Imagine your world being turned upside down by four simple but crushing words.
"Your child has cancer."

To the families supported by the Jessica June Children's Cancer Foundation (JJCCF), those words are an unfortunate reality that can carry unimaginable extenuating circumstances.

"How can I pay my everyday expenses while managing medical bills?"

"How will I provide for my other children?"
"How can I earn an income if I can't work?"

Meanwhile, amid these swirling questions, an innocent child is fighting for his or her life.

The Jessica June Children's Cancer Foundation, an organization that serves as a crucial source of relief for families during their most trying times, will once again do its part to alleviate some of these concerns. On June 1, JJCCF will host its 15th anniversary Gold Party—sponsored by 007, and presented by Vertical Bridge and Breakthru Beverage—at Revolution Live in downtown Fort Lauderdale. Attendees will dance the night away while

enjoying an open bar and specialty food stations; all proceeds will benefit local cancer-stricken children. Guests are encouraged to wear gold, which is the color symbolizing childhood cancer.

The milestone event focuses on live interactive entertainment, and includes a sophisticated silent auction, an exciting raffle—and an art-meets-rock showcase by performance artist Perego. During the event, JJCCF's founder, Sandra Muvdi, will "GO GOLD" on stage along with the winner of the "Go Gold Challenge" (fundraising teams taking the challenge to GO GOLD for kids fighting cancer). The evening, produced by Events by Vento Designs, will mesmerize guests with gold indulgence.

"We are very excited to be hosting this milestone event, not only to celebrate what we have accomplished over the last 15 years but to raise money for local families in need of lifeline support," says Muvdi, the organization's president and CEO. "In honor of our anniversary and the children we serve, I

proudly accept the challenge to GO GOLD on stage during the event!"

JJCCF's events have received tremendous support over the years from sponsors, donors, volunteers and notable community members. This year, a sponsor has stepped up to provide an opportunity for additional funds.

"We are delighted to announce The Celia Lipton Farris and Victor W. Farris Foundation offered a \$25,000 challenge grant to match our title sponsor, 007," Muvdi says. "By doubling the impact, this generous grant will help us advance our mission."

Additional sponsors include Vertical Bridge; Breakthru Beverage; Kip Hunter Marketing; AutoNation; Revolution Live; Daoud's Fine Jewelry; SIDES; Ageless Medical; Josephine S. Leiser Foundation; Joe DiMaggio Children's Hospital; Iberia Bank; Nicklaus Children's Hospital; Cushman & Wakefield; Steve Savor; The Harry T. Mangurian Jr. Foundation; Oxford Enterprises; Timeline Video Productions; Publix; Aviation Legal Group, PA; Bloom, Gettis & Habib, PA; GMAIR; Raw Juce; Nutranext; BBX



SHADDI RANDOLPH, SANDRA MUVDI AND SEAN NUÑEZ; PHOTO BY LISA NALVEN



KATIE KARL FROM BREAKTHRU BEVERAGE, SANDRA MUVDI, AND ANA VENTO FROM EVENTS BY VENTO DESIGNS



THE GOLD PARTY COMMITTEE

COVER STORY



PHOTO BY LISA NALVEN

Capital; GMAIR; Events by Vento Designs; Perego; Creative-Dust.com; Lisa Nalven Photography; Lobster Bar Sea Grille; Anthony's Pronto Kitchen; Damn Good Hospitality Group; Casa Calabria; Piazza Italia; Wild Thyme; The Balcony Las Olas; *City & Shore* and *Lifestyle* magazine/Lifestyle Media Group.

JJCCF was created in 2004 shortly after Sandra Muvdi lost her only child to leukemia, a blood-related cancer. As part of the grieving process, and out of a desire to turn a personal tragedy into crusade for humanity, Muvdi decided to commit the rest of her life to assisting children in their fight against cancer. After having experienced the loss of her own child, Muvdi empathizes with the emotional journey through which a family and child go through after a cancer diagnosis—and she has dedicated herself to do everything possible to help children in need maintain access to basic human necessities during most difficult times.

Today, the organization honors the memory of Jessica June Eiler Muvdi (1996—2003) with the purpose assisting families in crisis enduring pediatric cancer.

Since its founding, JJCCF has focused on emergency financial assistance, advocacy and raising awareness for childhood cancer throughout the community. Under the circumstances that surround a childhood cancer diagnosis, the federal government provides assistance such as Medicaid and Supplemental Security Income; however, many families are unable to pay for basic human necessities—even with help from the government. Jessica June provides temporary financial relief to help families pay for everyday needs such as housing, utility bills, medical expenses, car payments, and groceries. This type of direct and tangible assistance allows families to have access to the basic necessities that are vital to the survival of these children receiving cancer treatment.

As advocates for ill children without the financial means for appropriate care, the foundation works to create awareness about the struggles of children in need fighting cancer. To that end, JJCCF is committed to reach as far as possible to ensure every child is given an opportunity to fight cancer with the appropriate care.

Over the last 15 years, JJCCF has raised \$3 million and has assisted more than 4,500 children and family members affected by pediatric cancer through its Emergency Financial Assistance program. The foundation serves patients from all seven pediatric oncology hospitals in the tri-county area of South Florida and is headquartered in Fort Lauderdale.

THE GOLD PARTY

When: June 1

Where: Revolution Live (100 SW Third Ave., Fort Lauderdale)

Tickets: \$100 for general admission and \$200 for VIP admission, which includes access to a VIP private lounge area. JJCCF's past events have sold out with more than 750 guests attending. Advance ticket purchase is advised.

To purchase: Visit JJCCF.org or jjccf-gold-party.eventbrite.com

More info: For partnership opportunities and more information, please visit JJCCF.org, contact Sandra Muvdi at 954.593.5603, or email info@JJCCF.org.