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# The Dragonfly

Quarterly Newsletter for Foundation Supporters



## Award Winner!

KHG is pleased to announce that President and Executive Director, Chris Grundner, has been selected by The Brandywine Chapter of the Association of Fundraising Professionals (AFP) as the *New Face in Philanthropy!* The award will be presented at AFP's 2008 Philanthropy Day on November 13th. AFP was specifically impressed with the amount of support that Grundner has garnered in such a short amount of time, including donations from over 2,500 unique individuals, as well as several major local foundations and corporations. In addition, AFP also recognized the success of the inaugural "GetYourHeadInTheGame™" Brain Tumor Awareness Walk held this past Spring, which raised over \$222,000 from over 2,000 walkers. "I am extremely honored to receive this type of recognition from such a prestigious organization. It is completely unexpected. More importantly though, I am so excited about the publicity it will bring to the Foundation," Grundner stated. "Everyone who knows me knows that this isn't about me or, even about Kelly. It's about helping people and I am thrilled because I know this award will enable us to do even more good work."

## Seeing is Believing!

The Kelly Heinz-Grundner Brain Tumor Foundation (KHG), along with its collaborative partner, the Delaware Department of Health and Social Services, launched its \$100,000 "Did You Know?" brain tumor awareness campaign in New Castle County, DE on September 1st and, if you live or work in the area you can't miss it. At least that is the word on the street.

"The ads really catch your eye," stated Wilmington resident and foundation supporter, Rich Morgan. "The first one I saw was at the Amtrak station and, excuse the pun, but it stopped me in my tracks!" "I think it is safe to say that we are turning heads and captivating drivers and pedestrians alike on the streets in and around town," stated Joe Harris, from WH2P Marketing Communications, which developed the highly unique ads along with KHG. "Needless to say, that was our intention."

The ads, which are set to run for three months through the end of November, feature a black silhouette of a person's head bearing a white question mark on a bright green background paired with the question, "Did You Know?" and one of six facts about brain tumors. "The campaign's pitch really packs a punch," stated a woman from Newport who asked to remain anonymous. "I didn't know that brain tumors were the second leading cancer-related cause of death for children. That is startling news to hear as a parent. I am definitely glad that they are getting the word out."

"We also really tried to blanket the market and to use some new and interesting media vehicles," Harris continued. "For example, we worked with CBS Outdoor to secure a 10' by 6' floor decal in the lobby of the train station, the first of its kind in Wilmington. I can't wait to hear what people say when they see it." In addition to billboards and

*(continued on page 2)*

The Kelly Heinz-Grundner Brain Tumor Foundation, Inc. is an IRS 501(c)(3) non-profit organization dedicated to (a) raising national awareness of brain tumors; (b) providing much needed emotional and financial support to individuals and families of individuals suffering from a brain tumor; and (c) supporting and advocating advanced research targeted at determining the causes of the disease, possible preventative measures and the potential for patient specific treatment options.



As seen on I-95 North near Frawley Stadium, this is just one of nine billboards throughout New Castle County, DE.



Making a stop at Christiana Mall, this is one of eight DART buses featuring the campaign. In addition, interior ads are running on all 150 DART buses in the county.



A first at the Wilmington Train Station, this floor ad is also accompanied by ads on the train platform and a banner hanging in the stairwell.


Seeing is Believing! (continued from page 1)

a variety of ads at the train station, the campaign also includes bus signs, magazine and newspaper advertisements, Internet banners, aerial advertising and radio commercials. "The radio spots are really engaging if you ask me," said KHG supporter, Erik Schramm. "I heard one on the way to work the other day and even though I am already very familiar with the foundation, it really drew me in."

"Launching our message on this scale has been three-and-a-half years in the making, but it was worth the wait," stated KHG President and

Executive Director, Chris Grundner. "I can't tell you how emotional it was for me when I saw the first billboard. It is truly a dream come true." "All the positive feedback we've been receiving doesn't hurt either," Grundner continued. Assistant Director, Diane Freed, concurred, "The phones haven't stopped ringing and we are being inundated with emails from people all over. It feels really rewarding to be a part of something so special."

KHG also created a new interactive website at [www.GetYourHeadInTheGame.org](http://www.GetYourHeadInTheGame.org) to coincide

with the launch of the awareness campaign. The website features in-depth information on all six facts that KHG is pushing out with the campaign and encourages viewers to get involved in spreading the word by joining the "Get Your Head In The Game" Movement. Viewers can also take a short quiz to test their knowledge. Quiz takers who answer all the questions correctly will have the opportunity to enter a raffle to win a prize, which will be drawn monthly. "All the answers are on the website," Grundner points out, "so I expect everyone to get a perfect score!" 

## It's Time for Tulip Season 2008!

The Kelly Heinz-Grundner Brain Tumor Foundation (KHG) launched the Fourth Annual Tulips Against Tumors Tribute on August 1st and is anticipating another successful campaign.

The Tulips Against Tumors Tribute was established when KHG launched in 2005 as a way of raising awareness of brain tumors and raising money for the Foundation. "The idea is for supporters to purchase tulip bulbs, imported from Holland, from the Foundation and then plant them on a designated day in honor of those who are battling brain tumors now, our valiant brain tumor survivors, and those we have lost. Then, when the tulips bloom next Spring, purchasers can share in the beauty of the tulips and feel good knowing that they have supported a really great cause," stated KHG's Assistant Director, Diane Freed.

"Proceeds from the tulip sales will be used to help fund the statewide launch of the 'Did You Know?' awareness campaign in 2009," stated Tom Jule, Foundation Treasurer and Board Member. "In addition, tulip sales will also provide funding for our Family Assistance Program, which provides financial support to patients and families who are struggling with this disease and have a significant financial need," Jule continued.

This year's selection includes twelve stunning choices, with six top sellers from last year and

six new selections from which to choose. "We are particularly excited about our additions to this year's selections—the Purissima Mixture, a combination of deep rose pink Heijn tulips combined with ivory to white Flaming Purissima, the large peony flowering Blue Spectacle and the award winning tulip, Maureen. And back again this year is last year's best seller, Giant Darwin Hybrid Mixture featuring a vibrant mix of yellows and reds as well as top sellers Kelly's Special Blend, Big Smile and Kingsblood," explained Janie Truitt, Foundation Board member and Tulip Campaign Chairperson.

This year, KHG is also participating in Winterthur's GardenFair on Sept. 26th, 27th and 28th. KHG volunteers will man a table with tulip bulbs for sale and free KHG informational materials. This event, which attracts thousands of garden enthusiasts each year, will allow KHG to continue to spread the word about brain tumor awareness.


"Tulips Against Tumors is an opportunity for supporters nation-

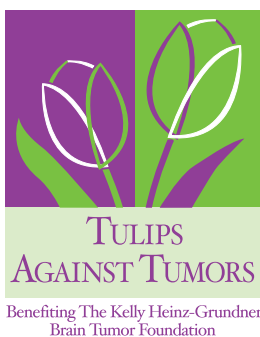
wide to make a difference in the fight against brain tumors by helping to build brain tumor awareness and engaging new supporters in the cause. We hope that you will join us in our efforts by buying tulips yourself and becoming a sales representative with your friends, family and associates," Susan Morisson, Foundation Vice President and program creator stated.



Benjamin Kremer, Greensboro, North Carolina, enjoys a spring day in front of tulips purchased by his mother, Barbie.

All tulip bulb orders must be received and paid by September 30th and will be distributed to purchasers between October 27th and October 31st, in time for the National Planting Day Tribute on November 1st at 1p.m. EST. Supporters may also donate their purchased bulbs to be planted at this year's Memorial Garden sites at Nemours/Alfred I. duPont Children's Hospital and Helen F. Graham Cancer Center. If you are interested in attending the Memorial Garden dedication ceremonies, please call KHG for details.

To learn more about the Tulips Against Tumors Tribute campaign, purchase tulip bulbs or to download the brochure and order form, please visit [www.TulipsAgainstTumors.com](http://www.TulipsAgainstTumors.com) or contact Diane Freed, Event Coordinator at 302-427-2280. 



## Brain Tumor Surgery: What I Wish I Had Known

by Sharon Morin

I was diagnosed with a benign brain tumor located in my right temporal lobe in June, 2007. Once the shock of “brain tumor” dissipated, I finally had some answers. When I had my annual physical last April, I told my primary care physician I had been experiencing memory lapses. He wasn’t particularly concerned; we both attributed it to getting older. But these lapses got worse over the next several weeks and I began having trouble concentrating as well as having physical symptoms and ongoing fatigue. Finally, on Father’s Day last June, I had two episodes that I later learned had been seizures. I saw my primary care physician a couple of days later; he sent me for an MRI, and the diagnosis was made.

My surgery took place on July 17 at one of the top hospitals with one of the leading brain tumor centers in the country. The eight-hour surgery went smoothly, and my neurosurgeon assured my waiting family that I would be fine.

I was discharged four days after the surgery. I trusted that the hospital personnel would tell my family and me all we needed to know as I moved into the recovery stage. The discharge nurse was thorough with the basics: giving us a written list of medications and a detailed schedule for taking them. She also described danger signs to watch

for (primarily a fever which could indicate infection). I was told that it would be “a long road” and that I should have patience. I later wished I had a better idea of what that vague prediction and advice really meant. It didn’t occur to either my family or me to ask for a more specific explanation of what an “average” recovery for a neurosurgical patient was like: the duration, what my symptoms might be, and what physical limitations I should expect.

I am now ten months removed from the surgery. My mind is alert and I can remember almost everything that has happened since my surgery. I can go to a movie, go shopping, go out to eat—all things that seemed impossible just a few months ago. In fact, I have returned to teaching and am glad to be back. I sometimes think about what I wish had been different as I worked through my recovery. There were so many questions I didn’t know to ask before my surgery, yet there were so many questions I needed answers to post surgery. If only there had been a hotline or resource to call as I experienced different signs and symptoms. I couldn’t turn to the internet because it was months before I was able to log on – and I first had to retrain myself on the computer.

However, there are things that are under the patient’s control. As a neurosurgical patient, each person’s experience will be different, but I can safely suggest that you should prepare yourself in the following ways:

- **Write down any questions you and family members might have before your surgery.** Your questions should include, “Who should I contact when I have questions after I leave the hospital?” Get some assurance that this contact person will respond to your phone calls. Find out what you can expect during and after surgery. Ask specific questions and try to get specific answers. Don’t be content with the “every patient is different” response. Go into this knowing all you can possibly know, even if that is just a description of what an average patient with your diagnosis might expect.
- **Keep a journal.** During your recovery, even a rambling collection of thoughts, descriptions of what you are feeling, and a log of activities you have been able to do (or not do) is very valuable. My journal has helped me chart my progress, as a reminder of where I was and how far I’ve come, and it has acted as a reference tool for making lists of questions to ask



Sharon Morin, brain tumor survivor from Peabody, Massachusetts, during a recent visit with her daughter in Chicago, Illinois.

my doctor. I didn’t begin mine until my recovery period; I wish I had begun it the day I was diagnosed, and I would suggest you begin it right away.

- **Set limits, particularly when you first get home from the hospital.** Too many visitors? Some visitors are staying too long? Tell them. You are a patient, not a host/hostess. Too many phone calls? Screen your calls. None of this is rude or selfish. It is necessary for your physical and emotional well-being. I learned these things the hard way.
- **Push yourself to try to do things you haven’t done since surgery.** You should begin this early in your recovery. Walk all the way around the block instead of half way; try to read one of the books that has been laying next to your bed; make a phone call that you have been postponing. It is good for you, and it will be a good way to measure your progress. Try to do whatever it is that represents a challenge to you as soon as you possibly can. Do it again in a few weeks.
- **Be patient.** Brain surgery isn’t just an operation; it represents real trauma to your brain. Progress is slow and definitely not steady. It is difficult and often frustrating. But you will improve, and, with determination and perseverance life will get better.

I recently flew to Chicago to visit my younger daughter who moved there a month after my surgery. This was the first traveling I have done, in itself a milestone for me. My greatest ambition since surgery was to see her apartment and her new life. I have been able to do that; I am grateful. Life has returned to a new state of normal.

(Please visit [www.khgfoundation.org](http://www.khgfoundation.org) to read the rest of Sharon’s story) 

### United Way Reminder!

As the United Way giving season is gearing up, KHG would like to remind its supporters of its eligibility as a write-in agency. KHG’s United Way designation codes are **11155 (DE)** and **42308 (Southeastern PA)**. Supporters in other states can also choose KHG by simply entering its full name and its EIN number, 55-0887286, where requested.

### Save the Date!

Mark your calendar as the 2nd Annual “GetYourHeadInTheGame<sup>®</sup>” Awareness Walk will be held on **Saturday, May 2, 2009** at Dravo Plaza at Riverfront Wilmington!

The inaugural event this year raised over \$222,000 and boasted over 2,000 participants. The goal will be to break those records in 2009!



## Message from the President

With a significant amount of recent news being focused on the 29th Olympic Games, I thought it was a great opportunity to share an inspirational story about an amazing former Olympian. Before I get to that story though, I need to give you a little background.

Throughout my childhood my parents would often expose my brother and I to books and movies that taught us something important about life. At the time, despite their enthusiasm, we were never overly impressed with their selections. In fact, I wonder if I will ever recover from having to watch Amadeus or Gandhi so many times. This is not to say that these movies (or movies like them) were bad, but rather that at such a young age they were way too long and boring. Yet, there is one movie that my parents both loved and shared with us, which I really did like. That movie was Chariots of Fire, which we saw not only at the theater, but relived constantly through the stirring sound track that my parents liked to play.

I remember really admiring the main character, Eric Liddell (pronounced like “riddle”), an outstanding Scottish athlete who overcame tremendous odds to win the 400 meter race in the 1924 Olympics in Paris. Eric was the son of Christian missionaries and, as a result, was a deeply religious and very principled man. He even refused to run in his best event in the 1924 Olympics, the 100 meters, because it was held on Sunday.

The movie was great because it showed how Eric used his God given gifts, with grace and dignity, but “entirely without vanity.” I vividly remember one particular scene in the movie that depicted how before the 400 meter Olympic race, as Liddell crouched down in the starting blocks, someone slipped him a piece of paper with a quote from I Samuel 2:30 in the Bible that read: “*Those who honor me, I will honor.*” Liddell ran with that piece of paper in his hand and he not only won the race, but broke the existing world record with a time of 47.6 seconds.


I had no idea what that quote meant at the time, but it was such a poignant scene in the movie, especially since he won the race despite not being picked to finish in the top three, that it stuck with me all these years. What’s more, I was only eleven when this movie came out, so I had no real sense how deeply the story impacted me. However, with the most recent Olympics and the resurfacing of Eric Liddell’s story, I began to think back to the movie and how profound it really was. Truth be told, in a time with few real heroes, except those I could find in comic books, Eric Liddell provided me with a positive role model that deep down I wanted to emulate in my own life.

As if this story didn’t make enough of an impression on me, I was blown away when I learned “the rest” of Eric Liddell’s story. After his Olympic

triumph, following in the footsteps of his parents, Eric returned to northern China as a missionary, where he served for nearly twenty years, devoting his life to spreading God’s word. In 1941, as a result of World War II, the danger in China escalated severely. Liddell tried to evade the Japanese by moving his work to rural China; however, he was captured and placed in a prison camp in 1943. Sadly, he died just months before the end of the War in 1945 – from all things... a brain tumor. Liddell actually had the opportunity to be freed midway through his internment (because Winston Churchill had negotiated for his freedom as a former Olympic hero), but he gave his spot to a pregnant woman in the camp. In his last letter to his wife, Liddell said that he was dying with complete surrender to God’s will and therefore had no regrets.

So, what does this have to do with the foundation? Well, as many of you already know, when Kelly passed away in September of 2004, I too came to a point of complete surrender to God’s will. It was at that point that I left my job at JPMorgan Chase and put everything that was familiar in my life aside in order to pursue something seemingly very radical – starting this foundation – at great personal and financial risk to myself. Now, three years after the launch of the foundation in September of 2005, we are witnessing nothing short of a miracle with the launch of our “Did You Know?” awareness campaign. If you stop to think about it, the number of things that needed to happen, as well as the sequencing of those things, is pretty amazing. We obviously put a lot of work into it, but even with all our efforts, I know we would have fallen short without some divine intervention. To me, the parallel to Liddell’s story is that God has honored us because we are “*running the race that He has set before us.*”

Note that in the above I wrote “us” and “we”. The reason for this is simple. It was more than just me who took a risk to start this foundation. All of you – our supporters, donors and volunteers (including the Board of Directors) – joined me in the “race” to make something positive happen out of the worst tragedy of my life. I couldn’t have done it without you and I want to THANK YOU from the bottom of my heart. I know it is unrealistic logistically for all of us to get together at the same place and time to celebrate, so please make sure to celebrate this momentous time in the history of KHG and to feel the joy in a job well done. You deserve it and believe me when I say that I know that Kelly is celebrating with us too.

As always, thank you for your continued support and keep your questions coming! 

Truly,  
Chris

A handwritten signature in cursive script that reads "Chris".