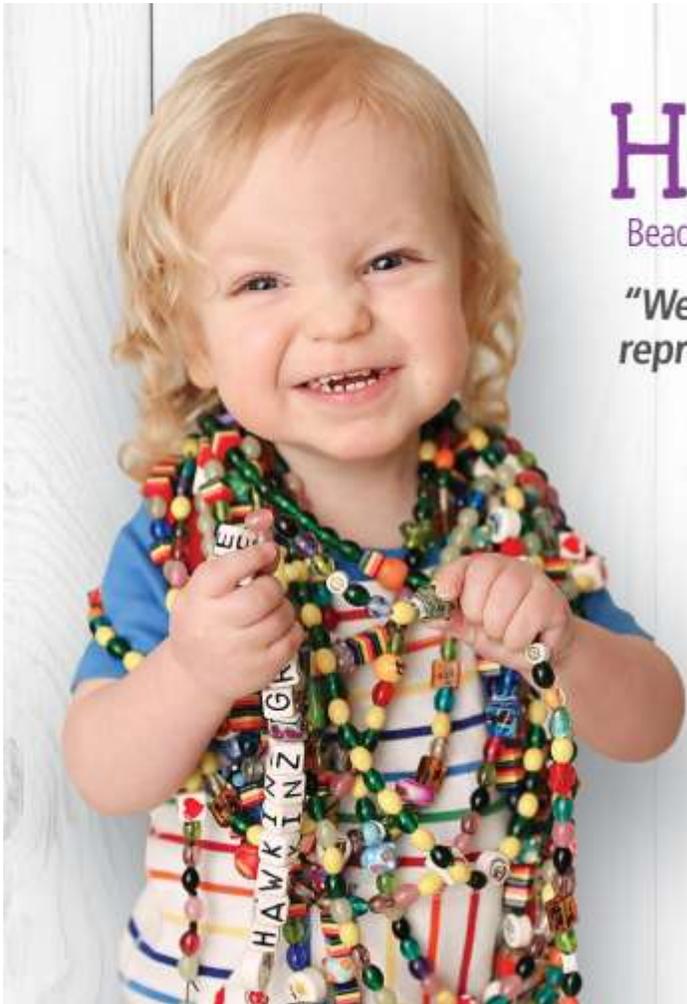


BEADS OF COURAGE, INC.™



Hawkinz Age: 2
Beads of Courage Chronic Program Member

"We believe in beads because they represent courage and strength for all the medical issues Hawkinz has endured in his life!"

— Tracey, Hawkinz's mom

beads of COURAGE
www.BeadsofCourage.org
#BelieveInBeads

MEDIA KIT 2019

OUR 16TH ANNIVERSARY



OUR MISSION



BEADS OF COURAGE, INC. is an approved public charity under I.R.S. Code Section 501(c)(3). The International Headquarters of Beads of Courage is located in Tucson, Arizona.

THE MISSION of Beads of Courage, Inc. is to provide innovative, arts-in-medicine programs that improve the quality of life of children coping with cancer and other serious illnesses.

OUR VISION is to transform the treatment experience for children coping with serious illness by advancing the science of caring.

THE CORE BEADS OF COURAGE PROGRAM helps children record, tell and own their stories of courage through the use of colorful beads that honor their courage and acknowledge each step of their treatment journey.

BEADS ARE GIVEN according to specific program guides based on each child's medical diagnosis – for example, a red bead for every blood transfusion, a white bead for every dose of chemotherapy, a black bead for every needle poke. Children may accrue hundreds, even thousands of beads, during treatment.

ONGOING EVALUATION indicates that the signature Beads of Courage Program decreases illness-related stress, increases the use of positive coping strategies, helps children find meaning in illness, and restores a sense of self in those coping with serious illness.

ADDITIONAL PROGRAMS offered by Beads of Courage, Inc. support siblings, families, clinicians and caregivers of children coping with serious illness.



OUR HISTORY



BEADS OF COURAGE, INC. was developed by pediatric oncology nurse Jean Baruch while working on her PhD in Nursing at the University of Arizona.

Her inspiration came from her clinical practice and her experiences as a camp nurse at one of Paul Newman's Hole in the Wall Gang Camps.

With the financial support of family and friends, Jean developed and piloted the Beads of Courage Program at Phoenix Children's Hospital in February 2003. The program is now in 240+ hospitals throughout the US and six additional countries.

Beads of Courage was incorporated as a 501(c)(3) nonprofit organization in 2005.

A NOTE FROM THE FOUNDER:

Beads of Courage, Inc. is dedicated to helping children with serious illness record, tell and own their stories of survival. We have been working diligently to transform the treatment experience for children coping with chronic life-threatening illness through our arts-in-medicine programs. In the 16 years since our inception, our organization has established programs in over 240 children's hospitals and serves children in 14 countries, including the United States, Canada, the United Kingdom, Japan, Australia and New Zealand. Our growth is evidence of the need for the type of support Beads of Courage provides for children coping with serious illness. Thank you for your interest, support and genuine concern for children coping with serious illness, their families, and the health care providers who care for them.



Jean Baruch, PhD, RN
Executive Director and Founder

WHAT CHILDREN AND FAMILIES ARE SAYING



“BEADS OF COURAGE IS A LIGHT in a dark journey. The beads create such a colorful, warm and calming chain. They keep track of moments when courage had to shine to power-through the pain and fear.” – Judie B.



“WHEN I LOOK AT REED’S BEADS

I quickly see a year of trials and triumphs; a year when life tried to break us, but didn’t. Looking at his Beads of Courage reminds me just how much my son is warrior. He went to battle for his life and survived! It has been six months since he received his lifesaving heart transplant and when we look at his beads, it gives me hope for his future. Each bead serves as a reminder that Reed will be able to get through whatever may come.” – Lindsey U.

“I NEVER IMAGINED THE AMOUNT OF JOY the Beads of Courage program would bring my son. He knows how brave he is, but having the beads to show him, and that he can show others, makes him so much prouder of himself. He knows what the various colors mean, and he knows each time he has to deal with something medically difficult, like his weekly infusion, he gets to add a bead to his collection. I am so thankful for this program.” – Lauren A.

“I AM SO GRATEFUL to be a part of this amazing program. Beads of Courage brought my journey to life. It reminds me that there is a light at the end of every tunnel – and a bead. The fight against cancer can be filled with moments of fear and pain. Today, I am able to view these bumps as moments of triumph rather than struggles. My beads remind me that this battle is never fought alone.”
Katie C.

FACTS AND FIGURES



NUMBER OF HOSPITALS: Beads of Courage programs are in 240+ children’s hospitals in the United States, Canada, Japan, Australia, New Zealand, and the United Kingdom.

NUMBER OF CHILDREN: Beads of Courage, Inc. serves approximately 60,000 children in the US and internationally. The program is available for children and teens from birth through the age of 18 years.

MEDICAL CONDITIONS: The Beads of Courage Program is available for the following medical conditions: cancer and blood disorders; cardiac conditions; burn injuries; neonatal ICU; serious chronic illness. All program bead guides were developed in collaboration with experts in the field (nurses, doctors, child life specialists, social workers) so that each bead guide reflects meaningful acknowledgment of a child's treatment journey.

ABOUT OUR BEADS: The Beads of Courage Program depends on a few different types of beads: **Program Beads** are commercially manufactured due to the sheer volume of beads required; these are the beads you see on bead guides that correspond to specific events in a child's treatment journey. **Act of Courage Beads** are artist-made glass beads given to acknowledge treatment-defining moments. These beads are donated by a large group of supporting bead artists.

PARTNERS AND COLLABORATORS: Beads of Courage, Inc. is proud to collaborate with numerous local and national corporations and nonprofit organizations to further our vital mission – including, but not limited to:

Angel Charity for Children
APHON

Arizona Society of Glass Beadmakers
Cox Charities

Intl. Society of Glass Beadmakers
Larry H. Miller Charities

Maureen’s Hope Foundation

Nashville Predators Foundation

Palermo Heart to Heart Foundation

Phoenix Suns Charities

Society for the Arts in Healthcare

Summit Hut

CONTACT US



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Team Beads of Courage (Carry A Bead) page:
[Facebook.com/TeamBeadsofCourage](https://www.facebook.com/TeamBeadsofCourage)
Beads of Courage Tucson Supporters page:
[Facebook.com/BeadsofCourageTucson](https://www.facebook.com/BeadsofCourageTucson)

 Instagram: [Instagram.com/BeadsofCourage](https://www.instagram.com/BeadsofCourage)

 Pinterest: [Pinterest.com/BeadsofCourage](https://www.pinterest.com/BeadsofCourage)

Be sure to tag Beads of Courage in your social media posts!
Use our hashtags: #BeadsofCourage #BeadStrong #CarryABead
www.beadsofcourage.org



Jordan

Age: 6

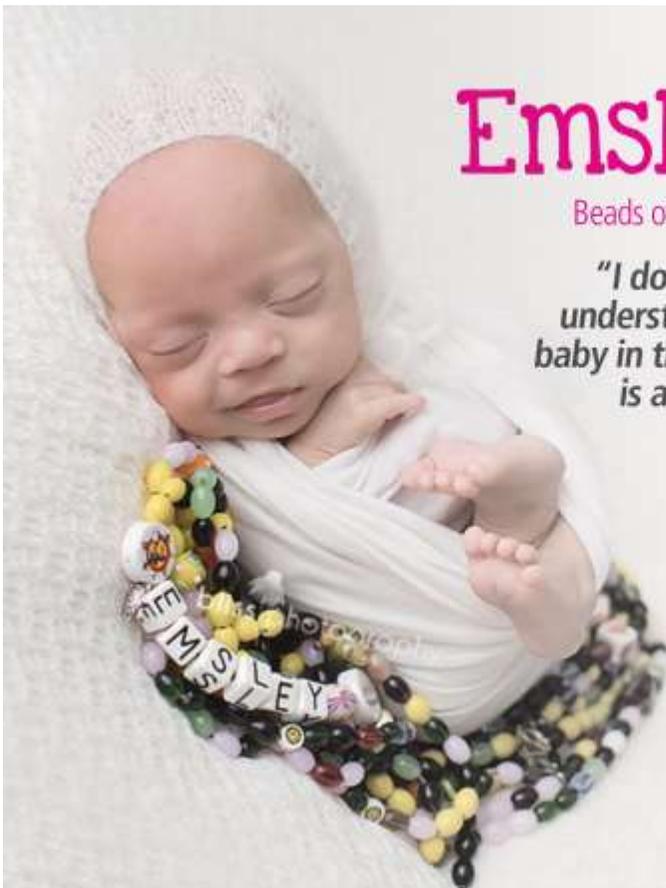
Beads of Courage Oncology Program Member

"We believe in beads because it's a symbol of the courage and strength it takes to overcome all of the obstacles while battling childhood cancer."

— Kristie, Jordan's mom



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#BelieveInBeads



Emsley

Age: 5 months

Beads of Courage NICU Program Member

"I don't think anyone can really understand what it's like having a baby in the NICU. Beads of Courage is an awesome, visual way for friends and family to see all she's endured. We love Beads of Courage!"

— Mindy, Emsley's mom



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