



· EST. 2016 ·

LONON
THE LONON FOUNDATION



Impact Report 2025

The Lonon Foundation

FOUNDER'S NOTE

Anna Lonon, Founder

This year has been transformative. With your support, we have helped hundreds of children and parents facing the challenges of parental/caregiver cancer, through more than 780 hours of assistance from Certified Child Life Specialists, more than 200 Family Resource Kits with partners statewide, and the addition of three new team members to enhance the care we deliver.

Maddy Marshall returned to The Lonon Foundation as our Executive Director. We also welcomed two new Certified Child Life Specialists, Amelia Brackett and Tolly Wilder. The expertise and care of this core team has already elevated the support we're able to offer families, and I am excited to see the continued impact they will have on our families and the cancer community.

I am deeply grateful for your generosity, partnership, and belief in this mission and the work we do.

We look forward to continuing to walk alongside families—creating emotionally healthy, resilient children who have the tools to cope during the tough times...and beyond.

With gratitude,

Anna



OUR MISSION AND VISION

Our Mission

To help children affected by their parent's or caregiver's cancer diagnosis find comfort, heal, and grow from their shared experiences.

CORE VALUES:



Family-Centered

We know that cancer impacts the entire family, and meaningful care must include parents, caregivers, and children.



Empowerment through education

We help children and caregivers gain age-appropriate knowledge and coping tools so fear and confusion do not define their experience.



Equity & Access

Every child impacted by a parent's cancer deserves support, regardless of geography, income, literacy level, or access to healthcare systems.



Play is healing

Play is a child's natural language—and a proven pathway to healing, understanding, and emotional resilience.



About Us

— The Lonon Foundation is a 501(c)(3) nonprofit that provides trauma-informed, resilience-building programs that address children's emotional needs early and effectively—at no cost to families.



MAKING A DIFFERENCE

Why Our Work Matters

Thousands of children across South Carolina are navigating the emotional weight of a parent's cancer diagnosis—often without support. With increased risks for anxiety, depression, and long-term health challenges, these children urgently need support that helps them understand, cope, and feel less alone. With a play-based, evidence-based approach, The Lonon Foundation works to lessen the impact on children.

- 22% of all cancer cases occur in men and women in the ages of 21-55 and this number continues to increase every year.
- **1 in 15 U.S. children** will experience a parent's cancer diagnosis before age 18.
- There are approx. 8,000-12,000 *new* children in SC each year affected by parental cancer
- Children with a parent undergoing cancer treatment are at **increased risk for anxiety, depression, and long-term health challenges.**
- Parental cancer places families at higher risk for food insecurity, housing instability, and transportation barriers that directly affect children's well-being.
- The stress of parental cancer can elicit **posttraumatic stress disorder (PTSD) symptoms** in children even when a parent survives.
- Research shows that children and teens need age-appropriate information about their parent; coping strategies to help with stress; and peer support with others who understand what they're going through.

OUR PROGRAMS



Family Resource Kits

Family Resource Kits support newly diagnosed parents, providing them with the language and tools to communicate their diagnosis to their child in an age-appropriate way.



Coping Boxes

New families receive customized Coping Boxes filled with sensory tools, age-appropriate books, and coping resources tailored to children's developmental needs and the parent's stage of illness.



Certified Child Life Specialist Support

Ongoing, one-on-one guidance from a Certified Child Life Specialist provide developmentally appropriate activities, individualized coping support, assessments, resource referrals, and parent communication tools.



UPLIFT Program

The UPLIFT Program offers in-person and virtual group experiences that help normalize families' cancer experiences and build connection through therapeutic, creative, and emotionally supportive activities.



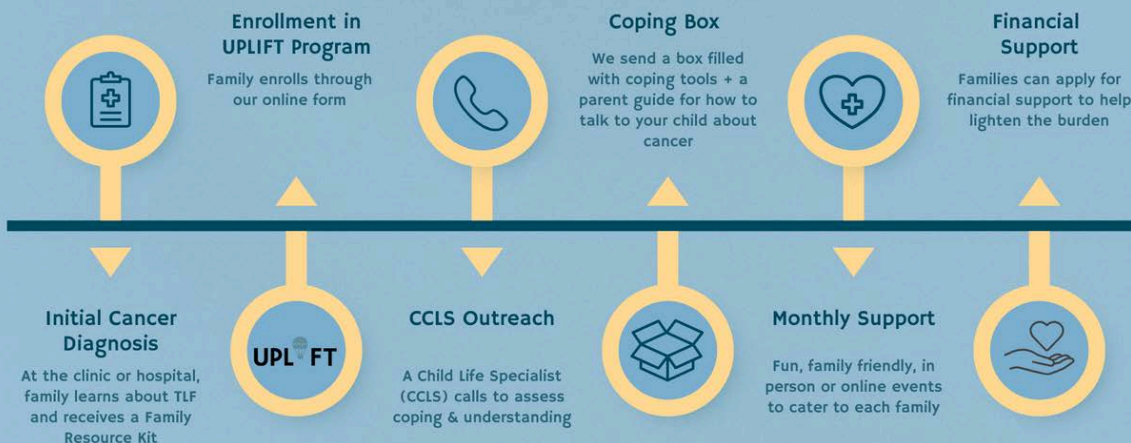
Michelle Somogyi Nemeth Mini Grant Program

Mini Grants offer immediate financial assistance to help families meet essential needs or access additional counseling.

Timeline of Support

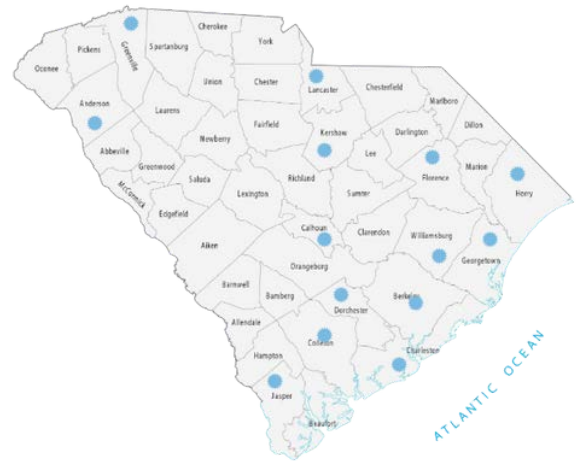


Timeline of Support



IMPACT IN NUMBERS

2025 SC counties serving families receiving The Lonon Foundation resources



8% increase in participating children from last year



61 families receiving resources



31 Welcome Boxes sent to new families



122 clinics, school, church, & nonprofit orgs as referral partners



109 caregivers and parents supported



122 children served



205 Family Resource Kits delivered



780 hours of support from Certified Child Life Specialists

UPLIFT STORY



A new cancer diagnosis left one Lowcountry mother, her two young children (ages 8 and 2), and her mother living together in the hotel where she worked. Thankfully, they were referred to us by a nurse navigator at MUSC Hollings Cancer Center. Tolly, one of our Certified Child Life Specialists, immediately reached out, providing resources and a connection to a community committed to their emotional well-being.

“The family began attending events, and we witnessed the impact firsthand. The 8-year-old, initially hesitant at a virtual coping activity, slowly found her voice and her smile at an in-person UPLIFT event,” said Tolly. At the December Holiday event, both girls and their mom enjoyed time with other families and were able to enjoy art, dinner, and the lights at College of Charleston.

Because of your impact, The Lonon Foundation has been able to support this family in need, showing them that they aren't alone and have a community of peers and child and family advocates who walk beside them through this difficult time in their lives.



FINANCIAL SNAPSHOT

Thank you to our sponsors...

Our work is powered by the generosity of our community partners, sponsors, and grant funders who believe in supporting children through a parent's cancer journey. We are deeply grateful for their partnership.

Corporate Sponsors



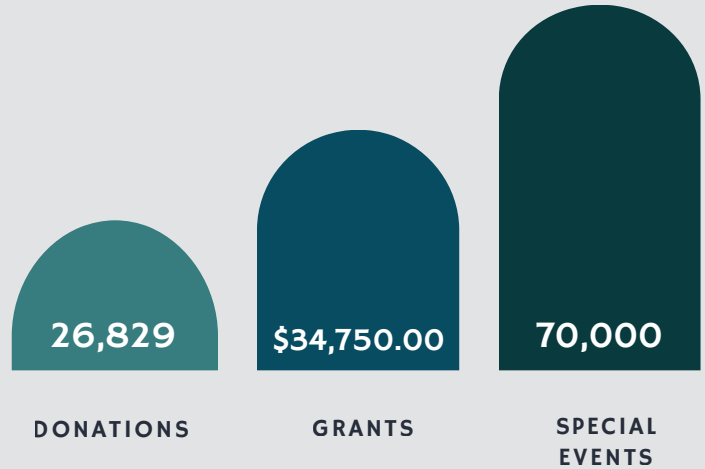
Program & Grant Partners



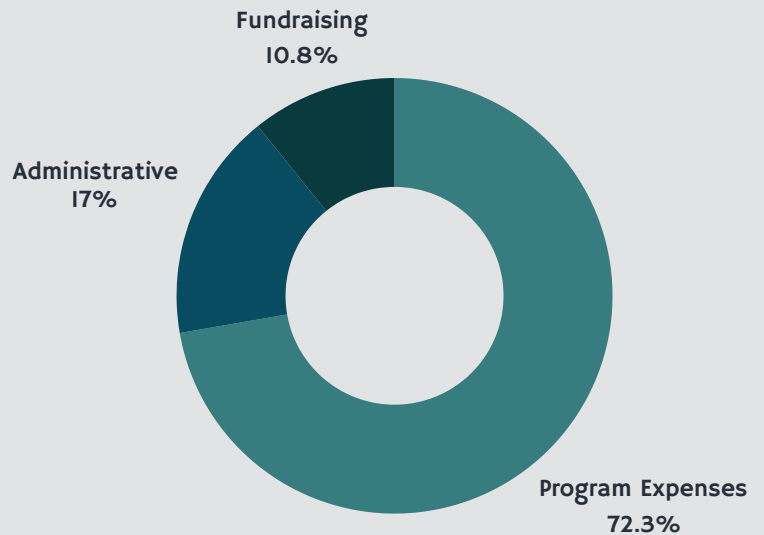
Event & Community Sponsors



Revenue



Expenses



FINANCIAL SUMMARY

Total Revenue \$131,829.43

**Does not include all 2025 grant funding*

EXPENSES & DEDUCTIONS

Total Expenses 106,629.11

Program \$75,935.81

Administration \$17,811.66

Fundraising \$11,331.95

HOW YOU CAN GET INVOLVED



Donate

Your gift ensures children facing a parent's cancer receive consistent, compassionate support all year long—at no cost to their families. There are several ways to support us, including employee matching programs and stock options. Reach out to learn more!

Become a Corporate Sponsor

Corporate sponsors make it possible for children to access support through the UPLIFT Program—while also providing hands-on Volunteer Days and service opportunities for your teams.



Partner with Us (Family Resource Kits)

Clinical partners help ensure children receive age-appropriate coping tools at the moment of diagnosis and throughout treatment. To become a Family Resource Kit site, please contact us.

Become a Volunteer

Volunteers play a vital role in creating comfort and connection for children and families impacted by cancer—from assembling Family Resource Kits to supporting community events. Your time and heart help ensure no child faces cancer alone.



For additional opportunities or further questions, email our Executive Director, Maddy Marshall, at maddym@thelononfoundation.org

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Charleston Tea Garden
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Barrier Island Eco Tours
Titelist
Foot Joy
Lowcountry Custom Golf
Srixon
Dunes West Golf & River Club
Plantation Course at Edisto
Charleston National
Shadowmoss Golf & Country Club

WHAT'S NEXT IN 2026?



Targeted outreach to Charleston Sea Islands & Rural SC areas

With a generous donation from the Beyond our Gates Foundation, we will expand our outreach efforts to the high-need Sea Islands communities. This will include at least 2 in-person events as well as outreach initiatives specifically created for these communities.

We will also continue to increase virtual UPLIFT support to counties along the I-95 corridor, a high-need area of South Carolina.



New coping support

Our Certified Child Life Specialists will create new specialized Coping Boxes for children that help during a specific life event related to their parent's cancer diagnosis, including:

- Teddy Bears to help teach about a parent's treatment or side effect (e.g., port placement).
- Comfort Boxes to support children during parent's transition to hospice or end-of-life care.



Increased Certified Life Specialist support

We aim to double the amount of hours of child life support, from approximately 800 hours to 1,600 hours, supporting more than 400 individuals and 100 families.

We will continue to increase technology and materials for Spanish-speakers, as well as provide support from our Spanish-speaking CCLS, Amelia.



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