NEGU NATION

NO ONE STANDS ALONE

AMAZING ALLSTARS

THE POWER OF JOY

NO ONE STANDS ALONE

AMAZING ALLSTARS

NEVER GIVE UP
ONE AMAZING GIRL:
The JESSIE REES FOUNDATION is inspired by 12-year-old Jessica Joy Rees, better known as “Jessie.” Jessie was a beautiful, athletic, smart and compassionate girl who courageously fought two brain tumors (DIPG) from March 3, 2011 to January 5, 2012. On that painful January day when Jessie lost her battle with cancer, she left an amazing legacy of hope and encouragement to other kids who are still fighting. One that continues to inspire her family, Foundation and supporters all over the world.

During her 10-month fight, Jessie focused on spreading hope, joy and love to other kids fighting cancer, or Courageous Kids, as she would call them. She knew having cancer made kids feel lonely and limited. And as a result, Jessie felt empowered to help ease these feelings for kids like her who were fighting. Jessie shared her message to NEGU® (Never Ever Give Up) with as many Courageous Kids as she could, online and in person during her visits to the hospital. In addition, she personally stuffed and sent her fun-filled JoyJars® to over 3,000 kids. She loved stuffing her JoyJars and would fill them to the rim with new, fun and age-appropriate toys. Since 2012, the Jessie Rees Foundation has been able to stuff and send over 125,000 JoyJars to Courageous Kids worldwide. While we celebrate our impact, we must continue to care until there is a cure!

Jessie’s story of compassion has been shared in the media several times and was featured in People magazine. She received the 2012 CNN Young Wonder Award and the Princess Diana Compassion Award. In 2014, Jessie’s story was published in an inspiring book titled, Never Ever Give Up.

ONE POWERFUL MISSION:
On April 8, 2011, Jessie’s twelfth birthday, she had a birthday wish that she shared with her parents...

“Please help every kid fighting cancer to Never Ever Give Up!”

Her request is the sole mission of her foundation and is now commonly referred to as “Jessie’s Wish.”

ONE ESSENTIAL MESSAGE:
While people might be able to survive days without food, hours without water and minutes without air, we believe kids and families impacted by cancer must have HOPE every second to stay strong in their fight. This is why Jessie’s personal motto and message to NEGU (knee-goo) or Never Ever Give Up is so essential to share each and everyday with everyone. NEGU is a message of hope, strength, power and perseverance.

ONE SHOCKING FACT:
Did you know, every three minutes a child is told they have cancer? Every one of these kids has a name, a family and deserves to be encouraged to NEGU. These kids join the over 500,000 children fighting cancer worldwide.

ONE SIMPLE STRATEGY:
At the Jessie Rees Foundation, we believe the best way to fulfill Jessie’s Wish is to commit 100% of our resources to building relationships with each Courageous Kid and his or her family. We start every relationship with the delivery of Jessie’s JoyJars. JoyJars are not the end, but rather the beginning of an essential relationship with a family in chaos.

While each one is stuffed with toys and is designed to put a smile right on the face of a Courageous Kid, it also contains key information for parents to enroll their child and family in the Year of JOY program. Once registered, the entire family starts to receive continuous doses of hope, joy and love to empower them to NEGU. It’s important to understand, we don’t “splash and dash.” We stay connected and support each child and family, so they truly can be encouraged to Never Ever Give Up! If a family has a child with Jessie, we provide them with meaningful encouragement as well - during the most difficult season of their lives.

In keeping to our commitment, our Board of Directors invests over 80% of all donations made to the Jessie Rees Foundation to helping kids and families NEGU.

We will care until there is a cure! Will you help us?
JoyJars® have been stuffed full of toys 125,000+

Children’s hospitals received JoyJars® 275+

Ronald McDonald Houses reached across the US 175

Individual households received JoyJars® 10,000+

Social Media Followers 600,000+

JoyJars® sent to Oncology camps 9,000+
Erik and Stacey Rees know firsthand what it feels like to be told your child has cancer. They spent months during Jessie’s treatment searching for new trials, watching bills pile up, sitting at chemo sessions, waiting for radiation appointments to end, attending countless doctors appointments… the list goes on and on. Because of their own experiences with Jessie, the Jessie Rees Foundation has committed programming resources to help other families in their fight. If you are a courageous family or know of a courageous family, please know the Jessie Rees Foundation is here to help!

Courageous Kid Luke, a super brave, happy, loving ten-year-old who fought Osteosarcoma got the opportunity to go on a NEGU Adventure with his family in Southern California. Jessie Rees Foundation **NEGU Adventures** are one-of-a-kind mini outings or activities designed to give Courageous Kids fighting cancer an opportunity to put treatments aside for a while for a special experience and lots of fun with their families. During Luke’s Southern California NEGU Adventure, he and his family visited theme parks, the beach and joined us in the JoyFactory to stuff JoyJars that would be sent to other Courageous Kids fighting cancer.

Luke’s mom shared her reflections from their NEGU Adventure, “Our morning at the JoyFactory was so wonderful… This organization has walked along side us from day one. They made our NEGU adventure possible and have showered grace and love and compassion on us.
Jessie is a true inspiration to us. Her wish has a ripple effect across the world – I hope she is smiling down from heaven at how much JOY her legacy ignites every single day for so many kids.”

We believe that Luke and every child fighting cancer is incredibly courageous and deserves constant boosts of hope, joy and love during their treatment.

“The Jessie Rees Foundation for us has been more than just the jar, I think the JoyJar is a starting point and the catalyst for a deeper relationship that has spanned the entire course of our treatment.”

- Luke’s mom, Michelle

With our free year of JOY program, we are able to help encourage Courageous Kids and their families for an entire year – at NO cost to the family! Our hope with each family and each Courageous Kid is to begin a lifelong relationship of support. We are so happy to report that Luke is in remission! We NEGU for you Luke!

In our effort to provide support to every Courageous Kid fighting cancer and their family, please visit Jessie.org/joy to sign up for regular boosts of joy for FREE today!
When your own child is first diagnosed with cancer, your world suddenly flips upside-down. Trips to clinics, hospitals and doctors become a new “normal.” Often times, treatment can slow kids down causing them to sit back and watch as their peers run off ahead. Jessie knew that cancer can make you feel lonely and limited, so we at the Jessie Rees Foundation have made it our mission to end these feelings... As Jessie’s wish says it perfectly;

“Please help every kid fighting cancer to Never Ever Give Up!”

While others look for a cure, our main mission at the Jessie Rees Foundation is CARE. Whether that means providing a boost of JOY, sending kids on a NEGU Adventure or just providing encouragement, we are here... NOT just for children battling cancer, but for their family battling alongside them. We don’t “splash and dash”... We stay, serve and support!

WHAT ARE JOYJARS®?
Jessie Joy Rees created JoyJars during her courageous 10-month fight with two brain tumors (DIPG). Jessie felt inspired to help ease the feeling of loneliness and limitation for Courageous Kids fighting cancer. So, she created JoyJars, hospital certified plastic jars that are filled with hope, joy and love. Jessie’s JoyJars are now a recognized symbol of everything Jessie stood for as they are sent to Courageous Kids around the world.

TO PUT IT SIMPLY, JOYJARS® ARE:
- 64 ounce plastic jars
- 100% free to patients and hospitals
- Filled with new toys and activities
- Stuffed with love
- For boys and girls (ages 18 & under)

Packed within these plastic JoyJars is something beyond special... the power to bring about a change, a hope, a reminder that there are people that care, a reminder to NEGU, Never Ever Give Up!

JESSIE’S JOYJARS® RULES:
- Stuff ‘full’ of fun age appropriate toys!
- Select only cool things. No cheesy toys allowed!
- Ship within 2-3 days of order. Time is precious!

Each one of Jessie's JoyJars delivers a reminder to children battling cancer to Never Ever Give Up, a message to keep smiling and to share JOY.

Jessie personally sent over 3,000 JoyJars to Courageous Kids during her fight, and her legacy continues on now reaching over 125,000 Courageous Kids in all 50 states and 30 countries – most recently to Egypt!

There truly is a lot of power bottled up in these jars. If you know a Courageous Kid in need of a boost of JOY, please request one of Jessie’s JoyJars for them today!

Learn more at: Jessie.org/Joy-Jars
$20 Delivers one of Jessie’s JoyJars to a Courageous Kid!
$500 Funds a family for an entire year!
Alejandrita receives a JoyJar in Lima, Peru
Joy
Team Members
2,100

Joy
Encouragement cards sharing
12,000+

Joy
JoyJars® stuffed to spread
9,800

Statistics reflect totals since relationship began in 2012.
It’s inspiring to contribute to something larger than yourself, and the Jessie Rees Foundation is fortunate to spread JOY to Courageous Kids and families around the world with the help of Compassionate Corporations like Anthem.

Jessie’s Daddy, Erik said, “We wouldn’t be where we are today if it wasn’t for Anthem. Their compassion for kids fighting cancer has exponentially grown our impact. I’m honored to not only be an Anthem member but a grateful dad.”

Teaming up with Anthem means their associates learn about Jessie’s NEGU message, stuff JoyJars and some even got to personally deliver Jessie’s JoyJars to Courageous Kids fighting cancer in the hospital.

Anthem associates have stuffed over 9,000 of Jessie’s JoyJars since 2012. After getting the opportunity to hand deliver one of Jessie’s JoyJars to a Courageous Kid, Anthem associate Truc Tang said, “It was really a heartwarming and humbling experience to meet all these kids who are fighting the good fight. They were all so happy to get the JoyJars and get a little extra attention. Being there, I could really appreciate the magnitude of the work that the Jesse Rees Foundation is doing and how Anthem is supporting that.”

“Since 2012, the Anthem has teamed up with the Jessie Rees Foundation to spread joy to kids fighting cancer across the US. They have offered us wonderful ways to engage our associates in many states while increasing our social responsibility efforts. I strongly suggest any corporation that desires to make their community a better place to team up with the Jessie Rees Foundation. When you do, your company, your leadership and your employees will experience new levels of impact and joy.”

- Pam Kehaly, President, West Region & Specialty Businesses, Anthem Inc.

Because of the support from Compassionate Corporations like Anthem, there are Courageous Kids with smiles around the world receiving boosts of JOY and encouragement to NEVER EVER GIVE UP! We encourage Compassionate Corporations to get involved with our team building activities that truly bring everyone together for the care of children fighting cancer.

If you are interested in being a Compassionate Corporation and supporting the Jessie Rees Foundation, please visit jessie.org/GiveBack/
Children are diagnosed with cancer each day in the United States.

EVERY 3 MINUTES a family is told their child has CANCER.

500,000 Children are battling worldwide... some with no treatment options.

1 in 5 won’t get the opportunity to grow up, graduate school, or just be a kid...

Children make up ONE THIRD of our population.

Currently they only get 4% of the funds budgeted for new research.

To us, these children are much greater than 4, they deserve the world.

Cancer is the #1 Killer of Children Under 14.

It kills more kids than AIDS, Asthma, Juvenile Diabetes, Congenial Anomalies & Cystic Fibrosis Combined.
WE AREN'T JUST STATS... WE MATTER!

Every one of these kids has a name, a family and deserves to be encouraged to NEGU

Photo Courtesy of Daniel Wallace, Tampa General Hospital
Support from NEGU AllStars helps encourage kids across the country to Never Ever Give Up, just like Jessie wanted!

Jessie’s Daddy, Erik says, “The Jessie Rees Foundation is incredibly blessed to work with athletes, who have a heart for Jessie’s mission and for creating smiles for kids fighting cancer.”

After hearing about Jessie at church in 2012, World Series Baseball Champion Skip Schumaker and his wife Lindsey knew they had to get involved. Since then, their hearts for caring for kids fighting cancer with the Jessie Rees Foundation have only grown.

As a NEGU AllStar, Skip has taken his passion for supporting kids fighting cancer to another level. We count on all of our AllStars to help us visit kids in the hospital and encourage them to NEGU. Skip has always made visiting Courageous Kids a priority in his life. Not only does he take the time visit them in the hospital often, he goes above and beyond to support them with his annual baseball fundamentals camp. Each year, he and some of his buddies from Major League Baseball teach kids the fundamentals of baseball, with all of the proceeds going to the Jessie Rees Foundation.

“To give back and to help continue Jessie’s dream of encouraging every child fighting cancer to Never Ever Give Up is an honor and privilege. This is one of my favorite events all year - I get to see these awesome kids learn baseball from great athletes, share Jessie’s dream and help raise funds for an amazing cause, started by a very brave Jessie Rees. I am thankful for these guys donating their time and for Saddleback College allowing us the use of the fields.” – Skip Schumaker

This year, Skip’s camp raised $18,000 to support Courageous Kids fighting cancer – that’s 900 of Jessie’s JoyJars in the hands of kids fighting cancer! Over the past few years, Skip has raised over $50,000 to help kids NEGU.

We are so grateful for the support of our Awesome AllStars like Skip who have huge hearts for caring for Courageous Kids fighting cancer! NEGU!
Orange County youth flag football coaches Jim Ryan and Paul Albertini have coached many youth athletes in the community. Albertini is the founder and coach for Advantage Flag Football League in Anaheim and Ryan is the current girls Team NEGU coach. Both coaches believe embracing character, integrity and community service are all of equal importance in becoming a successful athlete. Sharing that philosophy, Albertini and Ryan came together to create a special opportunity for youth athletes to give back to the Jessie Rees Foundation.

The girls on Team NEGU participated in a nine-week football league hosted by Advantage Flag Football League and coordinated a fundraiser to support Courageous Kids fighting cancer to NEVER EVER GIVE UP. Collectively, the team has raised over $10,000 for the Foundation, that’s 5,000 smiles they have helped create – and they are still fundraising!

Albertini said, “That’s what our league is all about, giving back to our youth through sports.” Albertini helped create awesome custom Team NEGU jerseys for the girls, and Ryan coached the girls on football fundamentals.

When the girls are not on the field, they’re in the stands, talking to supporters about the Jessie Rees Foundation, and sharing ways to get involved. The girls also bake and sell Courageous Cupcakes and sell to fans each week! Jayden Perry, a Team NEGU athlete, said the opportunity to help others made the experience rewarding, “It was really fun to come out on Friday nights to play and get my community together to help bring smiles to kids who need it.”

The Team NEGU girls are equally motivated to continue their work helping others and to inspire more young athletes to do the same. Team NEGU athlete, Brooke Ryan said, “I think it’s important for athletes to realize that they can help others and have fun while they are doing it!”

Thank you to Team NEGU for all you do to help encourage kids fighting cancer to Never Ever Give Up!
We love when Compassionate Corporations go above and beyond in helping kids fighting cancer to NEGU. Toyota Los Angeles Region has done just that!

Each quarter, the team at Toyota Los Angeles Region works together to not only team build but also encourage Courageous Kids! This past quarter, they hosted a JoyDrive in their office and collected toys to send to Courageous Kids fighting cancer and their siblings. They also have come together as a team at the JoyFactory to stuff Jessie’s JoyJars! Believe it or not, the compassionate giving doesn’t stop there! One Toyota - LA Region team member supports our Brave Beanies program by personally knitting beanies in her free time. She has donated dozens of colorful, creative beanies to stuff in Jessie’s JoyJars.

Toyota Los Angeles Region team member Soojie Kuroda says, “The Jessie Rees Foundation and Toyota partnership can only be described in one word: “WAKU-DOKI”…a Japanese phrase as defined in the Urban dictionary meaning a “feeling of anticipation/adrenaline rush when you are about to do something EXCITING” - it’s a feeling you can’t describe!! But it’s a sense of AWESOME!! This is how I feel about the special relationship that Toyota and the Jessie Rees Foundation have built. Our Toyota Family’s involvement with the special Joy Jars is truly WAKU-DOKI!!! We are so proud to help in the battle of helping kids fighting this terrible thing called CANCER to Never Ever Give Up!”

Jessie’s Daddy, Erik added, “I’m humbled and honored to have the love and support of Toyota. They exemplify what it means to be a compassionate corporation in incredible ways. Because of Toyota more kids fighting cancer smile and receive JOY. That’s priceless!”

Thank you Toyota Los Angeles Region for all you do to encourage kids fighting cancer to NEVER EVER GIVE UP! We are truly better with you on our team!

If your company is interested in being a Compassionate Corporation visit: Jessie.org/GiveBack
JoyDrives are toy drives for Courageous Kids with cancer. Super Scouts across the country are making Joy Drives annual events. By participating in a JoyDrive, Super Scouts earn an awesome patch and help kids fighting cancer to Never Ever Give up! Whether they are donating a portion of their cookie money, holding a courageous cupcake stand, or collecting toys for JoyJars with a JoyDrive, Super Scouts are making a huge difference in the lives of kids fighting cancer!

One troop mom said, “I have to tell you that the girls (even at 5 and 6 years old) really took Jessie’s story and mission of care to heart. They were completely engaged while watching Jessie’s story and wanted to get started raising money immediately. I have been told by several moms that their daughters, including my own, went straight home and emptied their entire piggy banks to send to the foundation. Thank you for allowing us to be a part (even in a small way) of Jessie’s wish that all kids be comforted in their time of need.”

If you want to get involved, please visit jessie.org/Community-Opportunities today!

We’ve found that collecting dimes in a 16 oz. water bottle accumulates to $100 - and that $100 sends 5 of Jessie’s JoyJars to Courageous Kids fighting cancer! This fun way of raising money for kids fighting cancer is called Compassion Change.

Mission Viejo High School’s NEGU club ran a 6-week Compassion Change drive and raised $2,500. Every classroom, the library and the cafeteria had a Compassion Change collection jar.

Mark Perez, the ASB Advisor, said, “I was so touched to see the entire school really get into this fundraiser. To know that we are making a difference in the community and causing a positive rippling effect for kids fighting cancer around the world is really great. To know that our school cares about the community is awesome. We are excited to see this become an annual event, and keep the momentum going.”

If you want to get involved host your own Compassion Change drive to help Courageous Kids fighting cancer, please visit jessie.org/Community-Opportunities today!
JarBar Makeup says, “What’s in your jar matters.” This is not just a catch phrase, this is founder Jennifer Bobay’s passionate belief – just like Jessie, she wants what’s inside the jar to be great quality and make a difference in the life of the recipient.

Bobay’s father had cancer and Jessie’s story and mission is very personal for her. JarBar Makeup created three pieces, a lip-gloss, lipstick and nail polish and named them Jessie! Twenty percent of all the ‘Jessie’ makeup sales come back to the Foundation to help kids fighting cancer.

Bobay said, “When I think back to the time when my father was battling brain cancer, there are memories that seem dark even in my mind today. But, there were so many huge moments of light in the darkness brought by the kindness of so many people. I think of what Jessie accomplished while she was in her own battle...Her legacy to me is bringing light for someone else. I am so proud that Jar Bar Makeup can be a part of her vision.”

If you want to be a supporting retailer for the Jessie Rees Foundation too please visit, jessie.org/NeguGear

Communities around the world work together to raise funds for Courageous Kids fighting cancer with the Jessie Rees Foundation. One such group was the University California at Irvine Greek community. This year they chose the Jessie Rees Foundation as their beneficiary and hosted a variety of fundraisers leading up to their 37th Annual Greek Songfest for Jessie Rees Foundation!

Some of these fundraisers included hosting a weekly NEGU booth to educate their fellow students about the Foundation and raise funds to support Courageous Kids fighting cancer. They also held Courageous Cupcake Stands, Compassion Change Drives and spent time in the JoyFactory volunteering. They used the Foundation’s online fundraising platform to compete to see which team could raise the most money. On top of all this, the Greek community at UC Irvine hosted Courageous Kids at sporting events all year long. We are so grateful for the UCI Greek Community for your excellent service and dedication for encouraging kids fighting cancer to NEVER EVER GIVE UP!

If you want to get your community involved visit, jessie.org/Community-Opportunities
BECAUSE OF YOU IN 2015  WE WERE ABLE TO SPREAD MORE JOY

$1.9 MILLION raised due to generous hearts

31,000 JOYJARS® stuffed and shipped

75 MEMORY CANVASES for kids in Heaven

2,200 families receiving a free YEAR OF JOY

1,500 Volunteers engaged

81% Towards programs
8% Diverted to Fundraising
11% Allocated to admin

55 Children’s hospital visits with NEGU AllStars

Over 125,000 JoyJars stuffed & shipped since 2011

Adopting the Pareto Principle, we ensure a minimum of 80% of all resources go to programs.
When Jessica Joy Rees was diagnosed with an inoperable brain tumor at age 11, she chose to focus not on herself but on bringing joy and hope to other children suffering from cancer. It started with a simple question: How can we help them? It became an international movement called NEGU: Never Ever Give Up. Proceeds help send Jessie’s JoyJars to children fighting cancer all over the world.

“I had the honor of meeting Jessie and stuffing JoyJars with her in her home. Her passion to help others was inspiring and I’m confident it will inspire you to make your world a better place. Never Ever Give Up!”

-Eva Longoria, Actress, Humanitarian & Philanthropist

Buy your copy today at Amazon and Barnes & Noble and help spread JOY to kids fighting cancer

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JESSIE REES FOUNDATION
NEVER EVER GIVE UP

START GETTING JOY
TOMORROW!

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