

Live like Bella[®] 
CHILDHOOD CANCER FOUNDATION
EST. 2013

IMPACT REPORT



2024



Our Mission

The Live Like Bella Childhood Cancer Foundation is committed to being an internationally recognized leader in childhood cancer research and advocacy while providing financial and emotional support to families whose children are battling cancer.

A Letter from Our CEO

Dear friends and families,

It is with immense joy and gratitude that I share with you the Live Like Bella Childhood Cancer Foundation's 2024 Annual Impact Report.

This past year has been a remarkable chapter in our journey - one marked by growth, resilience, and the unwavering commitment to helping children with cancer. Your support has allowed us to expand our reach, strengthen our programs, and provide critical assistance to families during their most difficult times.

Our achievements in 2024 were made possible thanks to the passion of our team, the generosity of our donors, the dedication of our volunteers, and the strength of our partnerships. Each contribution - big or small - has helped us continue Bella's legacy and bring hope to children and families in need.

As we look ahead, we remain inspired by the lives we've touched and motivated by the work that still lies before us. This year's report highlights the real impact of your support and the powerful difference we are making together.

Thank you for standing with us. Thank you for believing in our mission. And thank you for helping us ensure that no child fights alone.

With much appreciation,



Nicole de Lara Puente,
Chief Executive Officer



A Letter from Bella's Family

Dear friends and families,

As a family, we have experienced firsthand the unbearable pain caused by losing a child to cancer. While we belong to a club that no one wants to be a part of, we continue to raise awareness and offer emotional and financial support to families affected by childhood cancer.

Live Like Bella was founded in 2013 in memory of our daughter, Bella Rodriguez-Torres, who passed away at the age of 10 after a long battle with cancer. During her six-year fight, Bella inspired people around the world to live compassionately and serve others. Our foundation's mission is to help children with cancer maintain the same love for life that Bella had. To "Live Like Bella" means to serve and help others. As Bella's family, we will continue to honor her legacy by serving and helping children with cancer. As always, remember to Live Like Bella.

Wear red • Show compassion • Pray for others • Eat s'mores • Belly laugh really loud • Sing at the top of your lungs • See a show • Play an Instrument • Sing Jesus songs • Pray all the time • Cuddle • Take a bubble bath • Say mmm when something taste good • Ride "It's a Small World at Disney World"

With love,
The Rodriguez-Torres family



Live Like Bella Board of Directors



Raymond Rodriguez-Torres
Chairman
ALC Home Health



Shannah Rodriguez-Torres
Vice Chair



Eduardo Duarte, CPA
Foreign Parts Distributors



Alex Alvarez, Esq.
ERRA Law



Alex Trujillo, DDS
Simply Smiles Miami Dentistry



Angelica Santibañez
Amazon



Crystal Van Orsdel Marchant
Van Orsdel Funeral
& Cremation Services



Guillermo Mancebo, Esq.
Mancebo Law P.A.



Javier Rivero
Insigneo



Matthew Bruno
United Community Bank

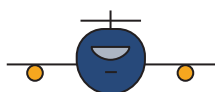


Marta Ramirez
PayCargo



Peter Smith
Kaufman Rossin

What We Do



IN-TREATMENT SUPPORT

Live Like Bella supports families with the financial hardships that arise when a child undergoes cancer treatment. The foundation helps with mortgage/rent payments, medical co-pays, medications, utilities, transportation costs, groceries, and numerous other expenses.



MEMORIAL SUPPORT

In the tragic event that a child with cancer passes, Live Like Bella assists with the costs for memorial services including burials, headstones, funerals, etc.



RESEARCH FUNDING

As of 2024, the Live Like Bella Pediatric Cancer Initiative has provided over \$37,000,000 in funding for 66 pediatric cancer research studies at 10 renowned institutions in the State of Florida.

12 Years of Impact

\$7,984,845 MILLION
PROVIDED IN FINANCIAL ASSISTANCE
SINCE INCEPTION

\$1,534,316 in gift cards
to assist with gas, groceries,
and basic necessities.

\$637,058 in auto
payments.

\$581,909 to help with
utilities.

\$1,419,023 in assistance
with memorial services.

\$574,348 for travel
and lodging.

\$378,713 for medical
copays.

\$129,320 in miscellaneous
family needs.

\$2,730,156 for rent and
mortgages.



Family Testimonials



Gianna Volland
Osteosarcoma fighter
9 years old

"Thank you, Live Like Bella, your help with our car and transportation costs made it possible for Gianna to get to every treatment and keep fighting."

– The Volland family



Santi Niebles
Medulloblastoma survivor
7 years old

"We are very grateful for Live Like Bella. Their support allowed us to be with our son during the most trying times. It gave us peace and a little bit of normal."

– Alvaro, Santi's father



Glenda Espinoza
Sarcoma fighter
Forever 11 years old

"Thank you Live Like Bella, for helping us through the hardest time of our lives. Glenda is everything to me, and your support reminded us we were not alone."

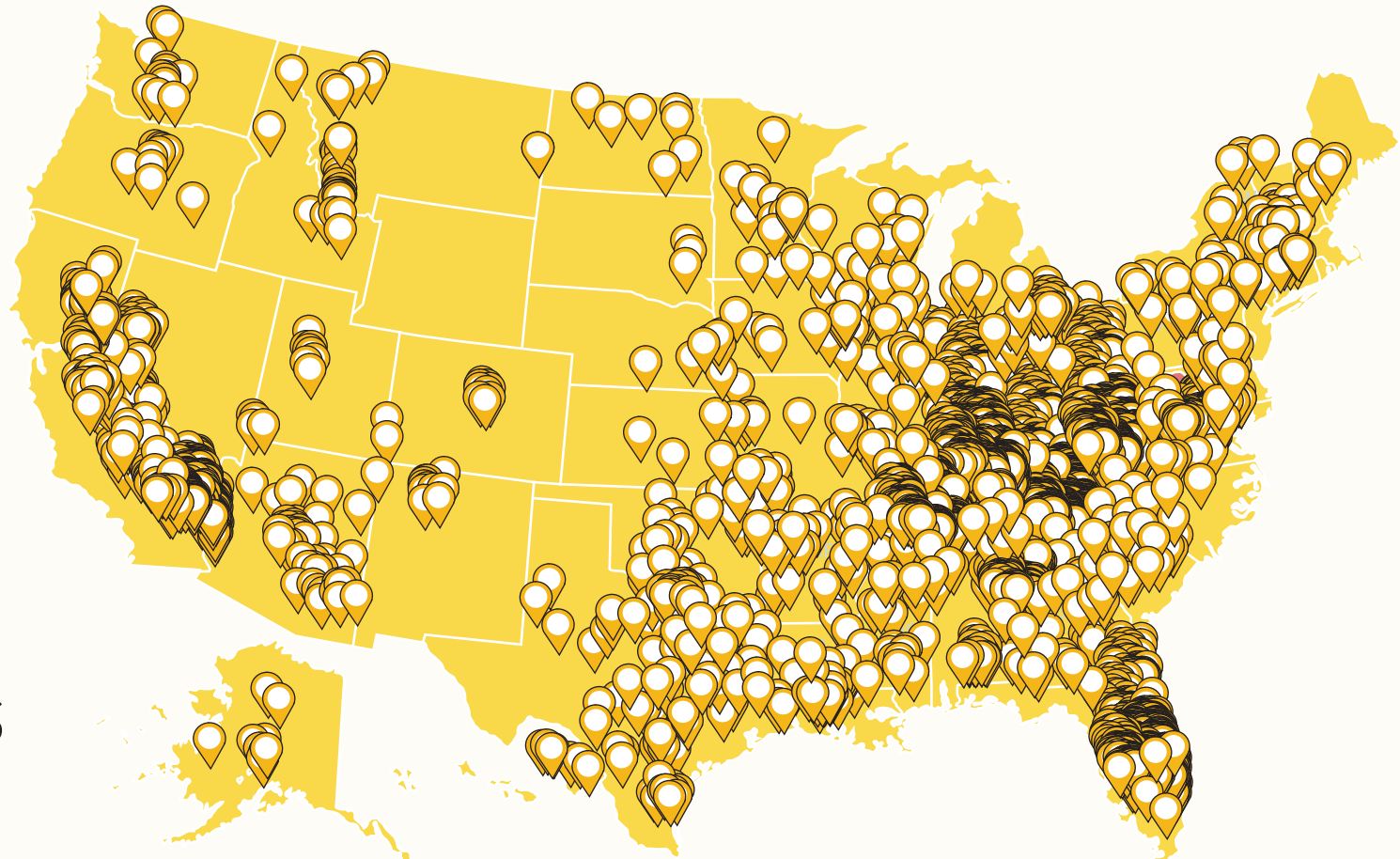
– Carlos, Glenda's father

Our Reach

Each pin represents a family that has received financial assistance, once or multiple times, in the US.

ACROSS THE US & 38 COUNTRIES

AREAS ASSISTED BY 2024



2024 Community Collaborations



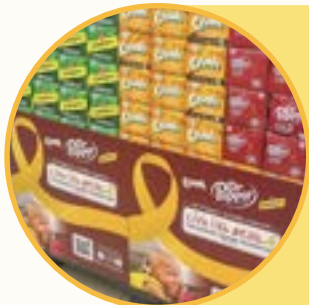
Miami-Dade County Vehicles Wrapped in Gold

Miami-Dade County and Live Like Bella permanently wrapped four vehicles to raise awareness for childhood cancer. The vehicles include one each from the Department of Solid Waste Management, the Miami-Dade Police Department, the Department of Transportation and Public Works, and the Miami-Dade Fire Rescue Department.



Miami International Airport Campaign Partnership

Miami International Airport (MIA) partnered with the Live Like Bella Foundation to shine a light on childhood cancer during Childhood Cancer Awareness Month. MIA displayed impactful billboards on over 800 screens throughout the airport in 2023 and 2024.



Dr. Pepper Helps Raise Awareness in Walmart Stores

Dr. Pepper teamed up with the Live Like Bella Foundation to spread awareness for childhood cancer in 2024. Walmart shoppers accross South Florida stores saw co-branded Dr. Pepper products on the shelves.



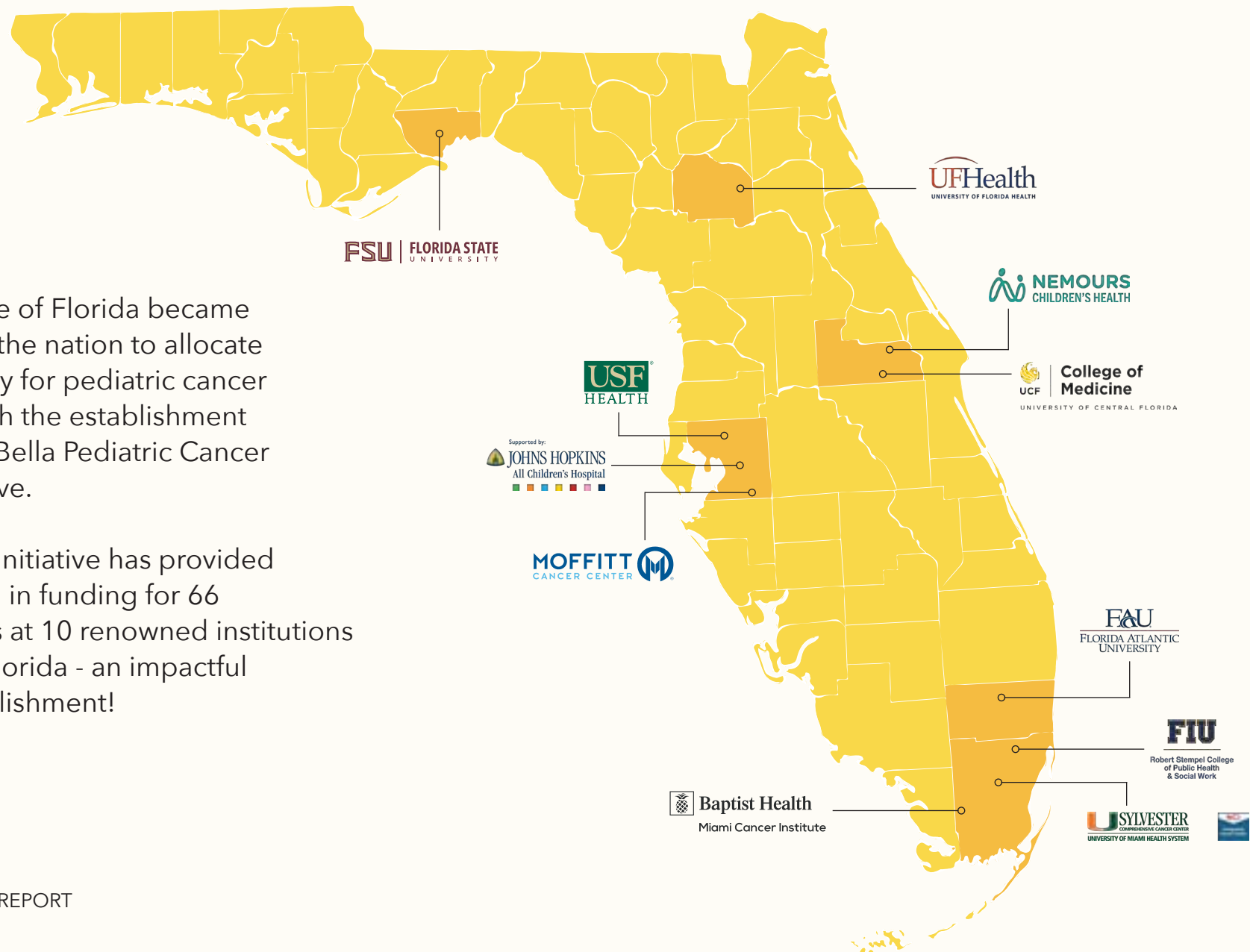
Live Like Bella Volunteers in the Community

Live Like Bella volunteers play a vital role in the fight against childhood cancer. By donating their time and talents at events and community initiatives, our incredible volunteers help raise awareness, uplift families, and further our mission to support families whose children are battling cancer when they need it the most.

Live Like Bella Pediatric Cancer Research Initiative

In 2018 the State of Florida became the first state in the nation to allocate funds specifically for pediatric cancer research through the establishment of the Live Like Bella Pediatric Cancer Research Initiative.

As of 2024, the Initiative has provided over \$37 million in funding for 66 research studies at 10 renowned institutions in the State of Florida - an impactful historic accomplishment!



2024 Signature Events



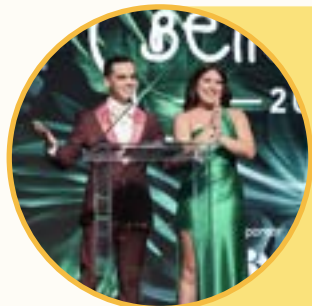
Live Like Bella Superhero 5k

The Live Like Bella Superhero 5k is our annual race where more than 2,000 supporters gather to run and walk in honor of children battling cancer. This event helps raise much-needed funds and awareness for families impacted by childhood cancer.



Live Like Bella Pediatric Cancer Research Symposium

The Live Like Bella Pediatric Cancer Research Symposium is a full-day event that brings together researchers from universities and hospitals around the world. The symposium focuses on research studies funded by the State of Florida's Live Like Bella Pediatric Cancer Research Initiative Grant Program.



Bella's Ball

Bella's Ball is an annual black tie gala held in September in honor of childhood cancer awareness month. Supporters gather for an evening of raising awareness and funds for childhood cancer research, in-treatment and memorial assistance.

Bell of Hope Endowment Fund

The “Bell of Hope” Endowment Fund at Live Like Bella ensures long-term support in the fight against childhood cancer. This fund provides lasting resources to sustain the foundation’s mission and create a legacy of hope.

History:

Inspired by the tradition of ringing a bell to mark the end of their cancer treatment, Live Like Bella believes in celebrating different milestones every step of the way. The “Bell of Hope,” located at our Coral Gables headquarters, allows children to ring for a good scan, lab result, or even just a great day at any point in their journey!



A Special Thank You to our Endowment Donors

\$1,000,000

- PayCargo

\$500,000

- Rita Starr and Ivor Rose Estate
- Robert J. Suris, The Estate Companies

\$50,000

- Carlos and Tina Duart

\$15,000 - \$20,000

- Guillermo Mancebo and Family

\$10,000 - \$15,000

- Former Miami-Dade Commissioner Kevin Cabrera
- Mayor Jose "Pepe" Diaz, City of Sweetwater
- Miami-Dade County Commissioner Roberto J. Gonzalez
- Miami-Dade County Board of County Commissioners, Chairman Anthony Rodriguez

\$5,000 - \$10,000

- The Bruno Family
- Ed Duarte and Family
- The Estevez Family
- Florida Preferred Group
- Maurice's Jewelers
- Dr. Duane Mitchell
- PNC Bank
- Marta Ramirez and Family
- The Rodriguez-Torres Family
- Dr. Nima Sarshar and Family
- Angelica Santibañez and Family
- Julio Santoyo
- Fidel Valdes and Family
- Van Orsdel Funeral Home
- Daniel Yates and Family



Facts & Figures



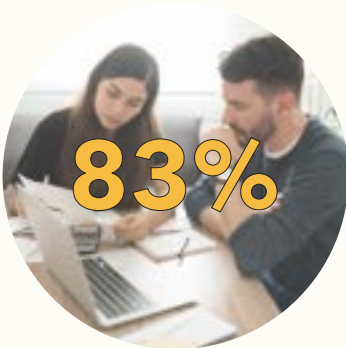
Childhood cancer is the leading **cause of death** by disease in children under 19.



1 out of 6 children with cancer in America **do not survive 5 years.**



Two thirds of children diagnosed with cancer will have **long lasting chronic conditions.**



At least 83% of families will **suffer financial hardships** while their child is in treatment.

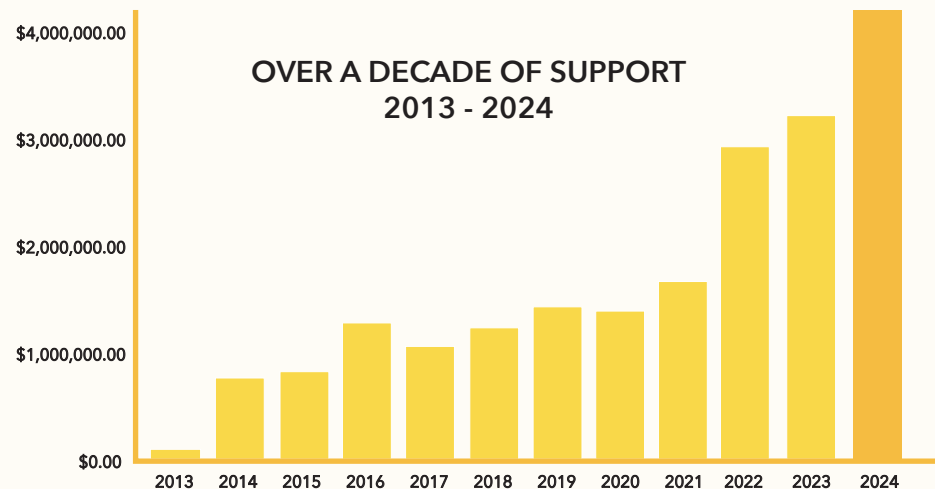


Pediatric cancer is **vastly underfunded** receiving less than 4% of the National Cancer Institute's budget.



Every day, 42 children are diagnosed with cancer.

2024 Financials



Thanks to the support of our donors, Live Like Bella has experienced continued growth since it was established in 2013.

2024 was a record breaking year, as **the foundation raised over \$4,000,000!**

Statement of Activity

REVENUES	
Public Grants	\$1,679,850
Private Grants	\$2,181,400
Fundraising Events (Net of direct costs of \$617,518 for 2024)	\$290,186
Other Donations	\$228,101
Total Support & Revenues	\$4,379,537
EXPENSES	
Program Services	
In-treatment Support	\$1,659,997
Memorial Support	\$223,432
Total Program Services	\$1,919,429
General & Administrative	\$450,611
Fundraising	\$146,190
Total Supporting Services	\$595,801
Total Expenses	\$2,516,230
Change in Net Assets	\$1,863,307

Disclaimer:

The Statement of Activity and Statement of Financial Position included in this report covers the fiscal year ending on December 31, 2024, the audit was conducted by Zomma Group CPAs and Consultants.



Statement of Financial Position

ASSETS	
Cash and Cash Equivalents	\$1,484,220
Receivables	\$2,138,914
Fixed Assets & Other	\$34,899
Total Assets	\$3,658,033
LIABILITIES & NET ASSETS	
Total Liabilities	\$928,019
Unrestricted Net Assets	\$1,995,745
Restricted Net Assets	\$734,269
Total Liabilities & Net Assets	\$3,658,033





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