



under the
MICROSCOPE

FUNDING CANCER RESEARCH SINCE 1968

Spring 2019



Saturday evening July 13, 2019 Concern Foundation's 45th Annual Block Party will be *CALIFORNIA DREAMING to Conquer Cancer* honoring Judy Carroll, Lexy & John Carroll & the Carroll Family with the Lifetime of Giving Award on the back lot of Paramount Studios in Hollywood. The event will be designed once again by John Ferdenzi of Town and Country Event Rentals and is expected to be attended by 4,000 guests with a goal to exceed last year's \$1.8 million dollars raised for cancer research.

For the 15th year in a row, Concern will help celebrate The Best of LA 2019® on Los Angeles magazine's street which will feature lounges, photo booths, food stations, DJ dancing and much, much more. The magazine also donates \$25,000 each year to Concern to help further the mission.

The backlot streets will be filled with over 75 food and beverage vendors under the direction of Nancy Eisenstadt including notable classics such as Vibrato Grill Jazz, Ocean Prime Beverly Hills, The Grill on the Alley, Fogo de Chao, Atmosphere Mar Vista, Outdoor Grill, Gyu-Kaku, The Urban Oven, Oak Smoke BBQ, STK, and

Pink's Famous Hot Dogs just to name a few. Plenty of musical and interactive entertainment will be held on multiple stages and various locations throughout the venue which will include photo studios, lounges, and SPA services provided by the Beauty Bus Foundation.

One of the highlights of the evening will be the silent auction and live auction under the direction of this year's auction chairs Lynne Fox, Bettina Tandler O'Mara, Wendy Nogradi, and Courtney Teller. Live and silent auction items and packages include one-of-a-kind opportunities, concert and event tickets, restaurants, staycations, golf packages and so many other wonderful items donated by our friends throughout the community.

Starting from a simple idea back in the early 70's and watching it become a reality with thousands of moving parts is the one thing that sets Concern's signature Block Party apart from most other organizations in this city. It takes a tremendous team comprised of three generations of volunteers all working together each year and this year's Block Party is on course to be one of our most successful fundraising events yet.

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A message from Ilyse "Lisi" Teller

Concern Foundation Executive Board Chair

It's that time of year again where we gear up for our annual Block Party, this year on Saturday, July 13th. Before I get to that though, I want to thank all of our long-time Sponsors and our more recent new Sponsors for answering to our year-end appeal and continuing their support. We look forward to the rest of our supporters joining us soon in our continuing fundraising efforts.

The Block Party this year – California Dreaming to Conquer Cancer - will be recognizing a long time Concern sponsor, The Carroll Family, with the "Lifetime of Giving Award," an honor richly deserved. Over 40 years ago, Dick and Judy Carroll were instrumental, actually key, in securing permission from their fellow Rodeo Dr. vendors to close down Rodeo each year for the annual Block Party. No other organization was able to take advantage of that street closure – and we were able to for many years. About the time the event moved to Paramount, our home for the last 18 years, their son John and his wife Lexy became Co-Chairs of Concern, and subsequently Lexy has stepped up each of the past 9 years as Block Party Chair. The Carrolls were initially hesitant

to accept such an honor, but feel so strongly about fighting cancer, along with the fact that it will be an honor recognizing their extended family, that they graciously accepted. We could not be more thankful and lucky for all of the Carrolls' involvement over so many years.



By the time this newsletter is published, we will have proudly participated for the 10th year in a row as an official charity partner in the L.A. Marathon. We are fortunate for our continuing involvement, and are grateful for the 100 participants who will have helped us raise over \$200,000 this year with absolutely no overhead attached to it. Thanks to all!

Finally, we would like to thank the Kauffman/Levine families for their support in helping continue the legacy of The Marni Fund through Concern. To date, The Marni Fund has raised over \$75,000, and is set to grant their first monies to one of our local comprehensive cancer centers to support breast cancer research.

Happy (almost) Spring to everyone. We look forward to seeing you all at the Block Party – and, again, thank you ALL for your support!

MEET THE CARROLL FAMILY

Four generations and a Lifetime of Giving



Pictured from left to right: Lexy Carroll, Alex Carroll, Whitney Carroll, Melanie Carroll, and John Carroll



Judy Carroll

It was in the early 70's when Dick Carroll's sister Lolly died of cancer - she was not yet 50. Cancer had never come that close to the Carroll family before. The feelings of helplessness

sent Judy and Dick on a quest to find a meaningful way to begin to alleviate their grief.

Judy heard about a new charity group, the Concern Foundation that dealt with providing funding for cancer research. This small group of dedicated people were looking to make a difference in a world where just the utterance of the word "cancer" would shake a family to its core.

The Carrolls volunteered and immediately found themselves involved in what would be the first Block Party on Rodeo Drive. As the owner of Carroll & Company and head of the Rodeo Drive merchants association, Dick secured permission by the other store owners and the city of Beverly Hills to close down the street, and they both set out making plans with a group of "the hardest working young men and women they had ever encountered". They enlisted other family members to help - their children and Judy's parents Sylvia and David Weisz all joined in the efforts. This was the beginning of long relationship with Concern and the Carroll Family.

In 2002, John joined the Concern Board followed by Lexy and they both have served as Co-Chairs of the organization's Executive Board. Lexy continued the family tradition by serving on the Block Party Committee for the last 15 years and as the event chair for the last 9 years in a row. Their children, Melanie, Whitney and Alex began volunteering at a

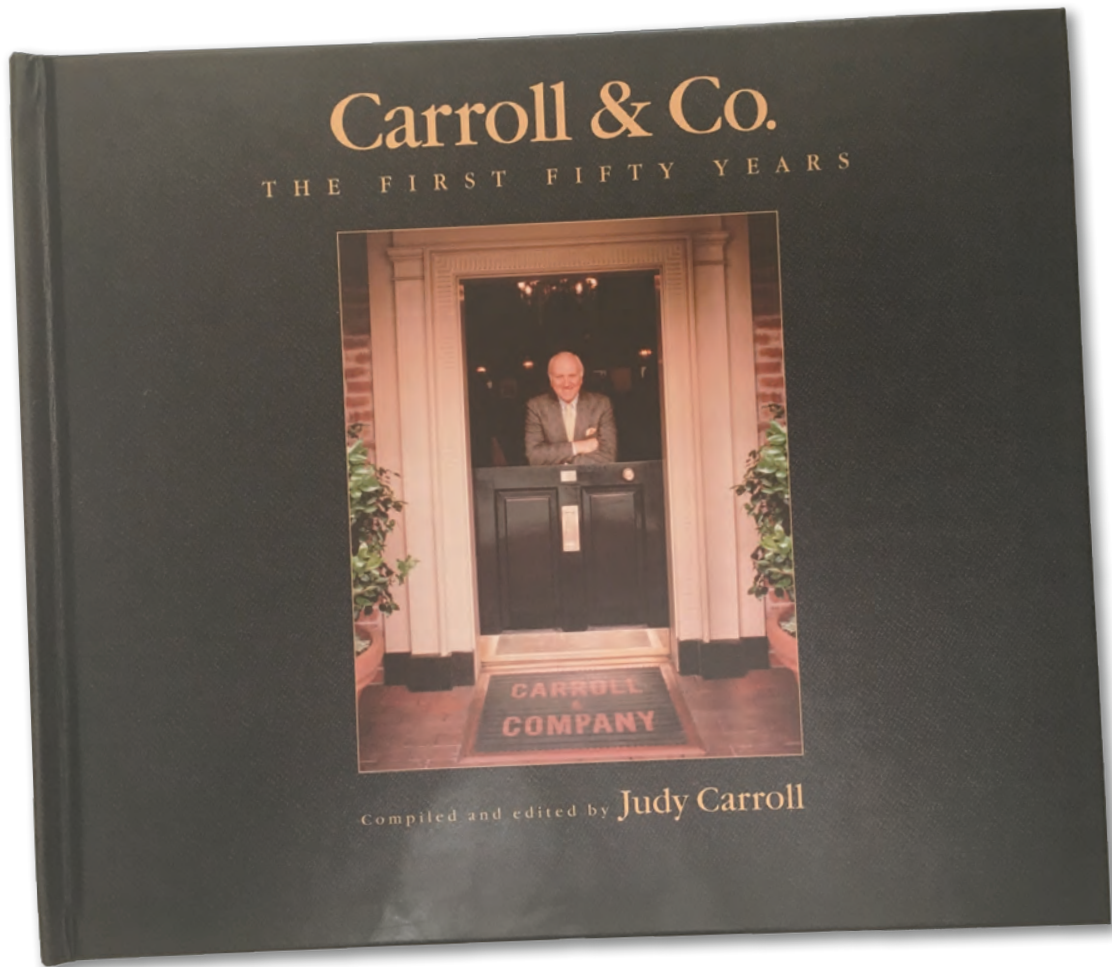
young age and continue their support and commitment to the cause. Whitney's first job out of college was taking on the role of Concern's administrative assistant for over two years.

The Carroll Family has not escaped cancer. Judy's grandmother, father and aunt lost the battle as did Dick's niece and Lexy's father. There is some good news – all three of Judy's daughters (John's sisters) are cancer survivors, and will be fine thanks to the many advances that have been made in medical research.

This year, the Carrolls will be presented the "Lifetime of Giving Award" a recognition that is clearly long overdue and well deserved for their long involvement and support...44 years to be exact. They insisted it be a family affair with Judy, Lexy, John and their family all taking part in the activities. A beautiful legacy of four generations of the Carroll Family have been and continue to be active participants in Concern Foundation.

Carroll & Co.

T H E F I R S T F I F T Y Y E A R S



Dick Carroll built one of the most successful menswear stores in the country. His wife Judy has lovingly and professionally chronicled the first 50 years of Carroll & Co. in a newly published anthology. This extensive look at Dick from his humble beginnings to his greatest successes is full of letters, notes, ads and articles, images and stories about Hollywood celebrities, politicians and local personalities. For anyone who knows Carroll & Co., this is a trip down memory lane.

The book costs \$95 and can be purchased at:

Carroll Custom
427 North Canon Drive, Suite 108
Beverly Hills, CA 90210
(310) 273-9060

CONCERN FOUNDATION

CONCERN FOUNDATION 45TH ANNUAL BLOCK PARTY

Saturday July 13, 2019 PARAMOUNT STUDIOS



Honoring JUDY CARROLL, LEXY & JOHN CARROLL & THE CARROLL FAMILY with the Lifetime of Giving Award

Celebrating BEST OF LA 2019 Los Angeles

Dreaming TO CONQUER CANCER



Premier: \$100,000

Reserved tables, 50 Block Party tickets, Full Page Digital Tribute*, event signage and sponsor name on invitation

Benefactor: \$50,000

Reserved tables, 36 Block Party tickets, Full Page Digital Tribute*, main stage signage and sponsor name on invitation

Platinum: \$25,000

Reserved tables, 24 Block Party tickets, Full Page Digital Tribute* and recognition in publicity materials

Hall Of Fame Diamond: \$13,000

Reserved tables, 18 Block Party tickets, Full Page Digital Tribute*

President's Gold: \$6,000

Reserved table, 12 Block Party tickets, Full Page Digital Tribute*

Research Patron: \$3,000

Reserved table, 6 Block Party tickets, Full Page Digital Tribute*

Family Contributor: \$1,500

4 Block Party tickets (2 adults and 2 children under 12), no table, Half page Digital Tribute*

Individual Block Party Tickets

@ \$400 each Qty. _____ \$ _____
*Fair market value of each Block Party ticket is \$125.00

Digital Journal Pages & Listing

- Full Page Digital Tribute (15" w X 8" h) **\$1,200**
- Half Page Digital Tribute (15" w X 4" h) **\$750**
- Quarter Page Digital Tribute (7" w X 4" h) **\$500**
- Eighth Page Digital Tribute (3 1/2" w X 2" h) **\$250**
- Friends of Concern (name listing only) List as: _____ **\$100**

(Please Print) Name _____ Company _____

Address _____

Phone _____ E-mail _____

Concern Solicitor _____ Sorry, I am unable to attend. Please accept my donation in the amount of \$ _____

Enclosed is my check made payable to Concern Foundation \$ _____ Please charge my: VISA MC AMEX DISC

Amount \$ _____ Acct.# _____ Exp. Date _____ Signature _____

Please Mail This Form

along with payment and artwork to:

CONCERN FOUNDATION

ATTN: TRIBUTE JOURNAL 2019

11111 WEST OLYMPIC BLVD. SUITE 214

LOS ANGELES, CA 90064

or you can submit your tribute and payment on-line at www.concernfoundation.org and e-mail tribute to wendy@concernfoundation.org

For further information call: 310-360-6100
Learn more about Concern at www.concernfoundation.org

*Rules regarding exempt income for charities require "messages, tributes or acknowledgements" (as opposed to "ads") for the Tribute Journal. Messages may include a corporate logo and/or trademark message, but should not constitute an "ad" for the company. Concern Foundation's Federal ID #23-7002878

PLEASE RE-RUN THE SAME TRIBUTE AD FROM LAST YEAR'S JOURNAL.

WE ARE CREATING A **DIGITAL TRIBUTE JOURNAL** THAT WILL BE DISPLAYED ON A CONTINUOUS VIDEO LOOP ON LARGE SCREENS THROUGHOUT THE EVENT.

If you wish to submit your ad electronically, we will ONLY accept **PDF, EPS, JPEG, INDESIGN OR ILLUSTRATOR** files suitable for 1920 x 1080 pixel resolution, aspect ratio 16:9. You can also send text in a Word document. If your ad includes logos or images, please send them separately as high resolution JPEG or vector files. Email ads to **Wendy Ohye** at wendy@concernfoundation.org

Ad Deadline:
Friday, June 14, 2019



Auction Donor Form 2019

PLEASE PRINT

Company Name _____

Contact Name _____ Contact's signature required _____

Address _____ City _____ ST _____ Zip _____

Phone (day) _____ E-mail _____

Concern Foundation Contact _____

Item(s) _____

Brief Description for bid sheet _____

Do you have any promotional items (i.e. brochures, pictures, etc) to display at the auction? _____

Company Website/Social Media Links _____

Any restrictions on this donation? _____

Retail Value _____ Expiration Date* _____

**Please furnish Gift Certificates which are valid as of our July 13th 2019 Event Date.*

Please check one: Donation enclosed To be delivered Please create certificate

Please return this form as soon as possible or no later than Friday, May 31, 2019

Please send completed form to:

CONCERN FOUNDATION, AUCTION COMMITTEE

11111 W Olympic Bl, Ste 214, Los Angeles, CA 90064

Phone (310)360-6100 • Fax (310)473-8300

info@concernfoundation.org • www.concernfoundation.org

Concern Foundation's Federal ID #: 23-7002878. Donations are tax deductible as permitted by law.



CONCERN FOUNDATION 45TH
ANNUAL BLOCK PARTY



Food

1212 Santa Monica
Atmosphere Mar Vista
Bar Hayama
Beyond Meat
Button Mash
Cafe del Rey
California Sushi Academy
Dulan's on Crenshaw Soul Food
El Floridita
Factor's Famous Deli
Fogo de Chao
Fresh Brothers
Gus's BBQ
Gyu-Kaku
La Boheme
Maria's Italian Kitchen
Marmalade Cafe and Catering
Santa Monica
Oak Smoke BBQ

Ocean Prime Beverly Hills
Outdoor Grill
Pink's Famous Hot Dogs
Porta Via
Prufrock Pizzeria
Samba Brazilian Steakhouse
SITK (Someone's in the Kitchen)
STK Los Angeles
Stonefire Grill
Tavern LA
The Grill on the Alley
The Urban Oven
Torelli Trattoria
Vibrato Grill Jazz

Beverage

Beauty and the Bar
Bulletproof
Buzzbox

Coke Products
Don Q
Dulce Vida Tequila
Health-Ade Kombucha
Humboldt Distillery
Nuda Tequila
Reed's Ginger Brews
Tito's Handmade Vodka
UPTIME
Weaver's Coffee and Tea

Dessert

Bertha Mae's Brownie Co
Buzz Bar
DeLuscious Cookies & Milk
Fry Girl
Just Jans
Mychals

List of commitments received as of printing deadline.

CLA (formerly NSBN) Golf Tournament Raises \$105,000 for Concern

October 29th was a beautiful day in Santa Clarita and the CLA Golf Tournament to benefit Concern Foundation was another huge success. This year's tournament raised \$105,000 for cancer research.

This was Concern Foundation's fourth year partnering with CLA, and to date the tournaments have raised over \$350,000. The money raised by the golf tournament will be granted by Concern to several different research projects in Los Angeles including a brain tumor research project at Children's Hospital Los Angeles, led by Dr. Anat Epstein, The Adolescent and Young Adult Cancer Program (AYA@USC) at USC's Keck Medical Center, and the Stem Cell Research Center at UCLA.

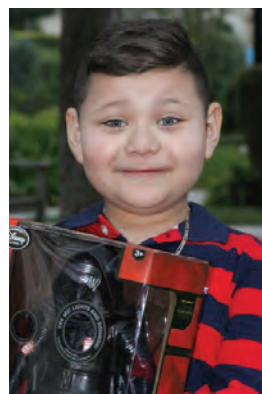
Thank you partners Steve Asher & Ken Miles and all of the generous golfers and friends of CLA for supporting Concern and some very important cancer research projects in Los Angeles.



Concern's Holiday Party for the Real Superheroes – the Cancer Patients and their Families

Concern Foundation welcomed nearly 600 pediatric cancer patients and their families to the 31st annual Holiday Party at Paramount Studios on December 9th. The superhero themed event started with a screening of *Incredibles 2*, followed by delicious food, cookie and tote bag decorating, writing letters to Santa and a bag filled with toys for each family.

This year we welcomed Buca Di Beppo and Pink's Hot Dogs to the party. They were a huge success! Factor's Famous Deli served up their delicious mac and cheese and chopped salad. Burger King chicken nuggets were handed out. And once again, Fresh Brothers Pizza provided food for all the pizza lovers while Krispy Kreme donuts were passed around for all those with a sweet tooth. Vita Perfetta was a big hit with their adorable cotton candy art! Beauty Bus Foundation's tent was filled with guests getting makeovers, manicures, new hairstyles, and glitter tattoos. And of course, the day would not have been the same without the amazing and super talented DJ Dwayne Brown dancing with the crowd, 3D Cheese Photos, bounce houses, Brian Kramer Photography and of course, Santa Claus. Thank you to Town & Country Event Rentals, to Paramount Pictures Studios, and to our wonderful volunteers and donors. We are grateful for your generosity and support. You all made this a very special day for the real superheroes – the cancer patients and their families!





CONCERN

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UPCOMING EVENTS:

Saturday March, 23

LA Big 5K at Dodger Stadium

Sunday, March 24

LA Marathon at Dodger Stadium

LA Marathon Cheer Zone at Santa Monica Blvd. and Rodeo Dr.

Tuesday, May 21 and Wednesday, May 22

Block Party Invitation Mailing at the Concern Office

Saturday, July 13

45th Annual Block Party at Paramount Studios

FOLLOW US ON SOCIAL MEDIA!



Facebook.com/concernfoundation



Twitter.com/concernfdn



Instagram/concernfoundation



YouTube.com/concernfdn



FORWARDING SERVICE REQUESTED

www.concernfoundation.org

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