



“Share the Joy” Program helping local children fighting Cancer launched by Windsor Diamonds and Jessica June Children’s Cancer Foundation (JJCCF)

HOW WOULD YOUR LIFE CHANGE IF YOU WERE TOLD “YOUR CHILD HAS CANCER”?

Most parents put their lives and careers on hold to become fulltime caregivers and do everything possible to save their child’s life. In addition to families facing an immediate medical and emotional crisis, oftentimes a childhood cancer diagnosis leads to parents losing their jobs and families being financially destroyed.



Amairani, a local 14 year old fighting Leukemia, and Sandra Muvdi, founder of the Jessica June Foundation

JESSICA’S STORY

After losing her beloved Jessica June to Leukemia at the age of 7, Sandra Muvdi decided to dedicate her life to assisting children in need fighting cancer by creating the Jessica June Children’s Cancer Foundation (www.jjccf.org) in 2004.

Their mission is to provide emergency financial assistance for children fighting cancer to ensure their access to basic human necessities. Additionally, the Foundation advocates for and raises awareness of childhood cancer. The Foundation is committed to providing financial relief to help families enduring pediatric cancer pay for everyday



necessities such as medical, utility, rent, mortgage, car, gas and groceries. This direct and tangible temporary financial assistance JJCCF provides is vital to the survival of these children while they receive cancer treatment. During the past four years the Foundation has assisted 180 local children and 775 family members. At present JJCCF has 24 applicants waiting to be assisted.

“SHARE THE JOY” PROGRAM

Windsor Diamonds is a very active partner in this wonderful organization and implemented a program called "Share the Joy" which encourages businesses to donate or raise \$2,000 and adopt a local family. 100% of the \$2,000 goes directly to the family in the form of checks payable to vendors representing basic human necessities.

Derek Parsons, an owner in Windsor Diamonds, believes that local businesses should be involved in helping their community solve social problems to benefit our neighbors in need. When he first launched “Share the Joy” it was with the generous support of Carlos Cervantes and BankAtlantic on 17th Street Causeway.

Shaniece, an 11 year old leukemia patient at Joe DiMaggio Children’s Hospital was the first benefiting child from this program. She has a twin sister, a disabled mother and no

paternal support. The family was provided with rent checks and grocery and gas gift cards to the tune of \$2,000'

Following on this success, Parsons sought the kind and loving sponsorship of Lorah Carrie, owner of Essentials Boutique. She sponsored Shanice, age 15 with Leukemia at Broward General Medical Center and a resident of the Ronald McDonald House.



Sandra Muvdi, Robin Hirschman, Lorah Carrie and Shanice, a local 15 year-old fighting Leukemia

This was followed by sponsorship from the Diamonds Bourse of Southeast United States, and Rosenberg Diamonds in Boca.

On Wednesday July 7th, Windsor Diamonds was able to bring the "Share the Joy" program to its own SE17th Street location, and what a joyful event it was!

Windsor Diamonds provided \$2,000 to adopt Amairani Ruiz age 14 years, diagnosed with leukemia on 12/18/2009. Amairani's mother gave up her job cleaning houses to care for her daughter. Her father has unsteady day work on construction sites. There are three siblings aged 8, 9 and 11. The family's income falls below the poverty line threshold which allowed Amairani to qualify for government program, Medicaid.

In attendance were Gregg Sjoquist, CEO of The Wasie Foundation and Chairman of the JJCCF Board of Directors, Jen Klaassens, Director of Philanthropic Programs at The Wasie Foundation, and Karen Holmes of Children's Home Society.

In addition to the financial crisis, the family often feels alone and in despair. We arrange a ceremony which provides the family with emergency financial relief, love and compassion.

THEY ARE NOT ALONE!

Sandra Muvdi explained that "The local need of families in crisis enduring pediatric cancer surpasses the Foundation's ability to assist. "Share the Joy" Corporate Giving Program directly helps one family at a time, accomplishes JJCCF's mission, and businesses get a unique hands on experience and community exposure. It is a sure win-win situation for everyone involved."

Would you like to "Share the Joy" with a family in crisis having a child fighting cancer?

Whether you are a business, a school, a sport or social club, a church or temple, or a professional association, you can adopt a local family in need and share the joy with your members as you assist them during their worst time and show your love and care by inviting them to your location.



Erika (mother), Amairani, a local 14 year old fighting Leukemia, Jackie Rodriguez and Sandra Muvdi

If interested, please send an e-mail to Sandra Muvdi at: Sandra@JJCCF.org or to Derek Parsons at: diamondman@prodigy.net

CONTACT INFORMATION

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