



IAN'S FRIENDS FOUNDATION



Evening of Inspiration

Ian's Friends Foundation

2026 SPONSORSHIP INFORMATION



Fighting for a Cure

Pediatric brain tumors are the leading cause of death from disease in children. Yet the study of pediatric brain tumors is not a priority in our country and lacks sufficient funding.

IAN'S FRIENDS FOUNDATION WAS BORN TO FINANCE RESEARCH IN THIS CRITICAL FIELD.

Ian's Friends Foundation's mission is to undertake and support initiatives at research institutions around the world that focus on developing new therapeutic methodologies for the treatment of pediatric brain tumors. Since 2006, IFF has been responsible for raising over \$35 million dollars for pediatric brain tumor research. Through independent grants and its innovative WhatIFF Symposium, IFF has funded and is committed to funding 57 ground-breaking research projects at 31 world-renowned healthcare institutions. This funding leads to unique partnerships with these institutions and novel research that is unlikely to receive support through other channels. IFF also serves as a beacon of hope and trusted resource for families, healthcare providers, and researchers at leading hospitals and universities around the country.

IFF RELIES ON YOUR GENEROSITY.

IFF takes an innovative approach by directing the maximum amount of funds raised to pediatric brain tumor research partners.

IFF funds innovative, high-risk research unlikely to receive traditional support.

IFF actively removes barriers that slow progress toward a cure.

IFF builds unique collaborations between leading research institutions.

IFF pays zero indirect costs, ensuring every dollar goes further.

With scientific funding increasingly uncertain, Ian's Friends Foundation plays a critical role in ensuring vital research continues.



UNTIL THERE'S A CURE



Ian Zagoda

CHILDREN WITH BRAIN TUMORS DO NOT HAVE THE LUXURY OF TIME.

For this reason, our work focuses on identifying projects that are dedicated to overcoming and abating pediatric brain cancer. To do this, IFF partners with, or supports, research labs at leading hospitals and universities around the country focused on the development of new therapeutic methodologies and treatments for pediatric brain tumors. IFF's work is also focused on bringing public awareness to the severity of pediatric brain tumors and raises the funds so desperately needed to sponsor research. Annually, the organization raises hundreds of thousands of dollars for pediatric brain tumor research. IFF has directed funds raised to support ground-breaking and life-changing research projects

OUR VISION
TO CREATE A WORLD
FREE OF PEDIATRIC
BRAIN TUMORS

OUR MISSION
TO FUND INNOVATIVE
RESEARCH FOCUSED
ON THE IMMEDIATE
NEED TO DEVELOP
GROUNDBREAKING
THERAPEUTIC
METHODOLOGIES
TO TREAT AND CURE
PEDIATRIC BRAIN
TUMORS.



Yuvaan Tiwari
March 12, 2018 - July 30, 2021



Kalea Avery
March 17, 2012 - September 1, 2022



Briah Margolias
Age 16 - Diagnosed at Age 1.5



Jatred Forman
November 1, 2006 - April 18, 2014



Charley Maller
Age 18 - Diagnosed at Age 10



Carson Cox
February 27, 2002 - July 29, 2014



Anna Grace Liatowitsch
October 1, 2003 - August 5, 2020



Julia York
Age 26 - Diagnosed at Age 12



Henry Clifton Grossenbacher
August 14, 2019 - April 6, 2020



Braxton Weidman
March 28, 2012 - February 1, 2022



Leah Cohen
November 30, 2001 - October 9, 2019



Ethan Lasciter
Age 16 - Diagnosed at Age 8



Mackenzie Etheridge
Age 16 - Diagnosed at Age 7



Brantley Dobbs
January 5, 2011 - December 6, 2017

– From Our Founders –

WITH GRATITUDE AND LOVE



"We found something..."

Those are the words that changed our family forever. Those are the three words that determined our family's future. Those are the words we heard as we waited for our son, Ian, to finish what we thought would be only a routine MRI. That "something" turned out to be a tumor in Ian's brain stem, arguably the most dangerous area of the brain on which to have a lesion. Even worse, the tumor is inoperable.

After our son Ian was diagnosed with a pediatric brain tumor, we quickly learned that brain cancer is the leading cause of cancer-related deaths in children—and that very little funding goes toward researching these devastating tumors.

"What can we do?"

To help fill this critical gap, we founded Ian's Friends Foundation (IFF). Our mission is to fund innovative pediatric brain tumor research that has the potential to save lives and improve outcomes.

Eighteen years later, Ian's fight continues—and so does ours. We are deeply grateful for the love and support of our community. Your generosity fuels hope and brings us closer to a cure. Together, we are making a difference in the lives of children facing this disease.

We are PARENTS trying to find a cure before it is too late.

Founders- Cheryl & Phil Yagoda

IFF's Research Initiatives

IFF has funded **62** groundbreaking research projects at **32** top U.S. institutions. **94%** of every dollar goes directly to research, with only **6%** covering fundraising and operations.

Logos include: Children's Hospital Los Angeles, Children's Hospital of Philadelphia, Emory University, UNC Eshelman School of Pharmacy, Duke University Pratt School of Engineering, Dana-Farber Cancer Institute, Boston Children's Hospital, University of Georgia, Duke University School of Medicine, Georgia Tech, Perelman School of Medicine, Weill Cornell Medicine, Crad-Camp Pediatric Brain Tumor Center, Washington University in St. Louis School of Medicine, KITZ Heidelberg, EPFL, Johns Hopkins All Children's Hospital, UPMC Life Changing Medicine, dkfz German Cancer Research Center, Rady Children's Hospital, Stanford Medicine, UF University of Florida, UCSF Benioff Children's Hospital, UMass Chan Medical School, University of Pittsburgh, NYU Langone Medical Center, Cincinnati Children's, UTHealth, McGovern Medical School, Oslo universitetssykehus, SBP Medical Discovery Institute, Johns Hopkins University, Nationwide Children's, and Columbia University Irving Medical Center.

Did You Know?

- Pediatric brain tumors are very different in cell structure than adult brain tumors, and unfortunately minimal research is conducted around pediatric brain cancer research.
- Of the federal funding that is allocated to cancer research, only 4% goes towards pediatric cancer, and less than 1% towards pediatric brain cancer.
- IFF's work focuses on identifying projects that are dedicated to overcoming and abating pediatric brain cancer.
- We partner with, and/or support research labs at leading hospitals and universities around the globe focused on the development of new therapeutic methodologies and treatments for pediatric brain tumors.



What Makes IFF Different?

- We applaud and get excited about all cancer research initiatives, but at IFF, above all, we are a family.
- We do not have a robust bureaucratic structure that allows us the flexibility to fund projects on an ongoing basis.
- If a research doctor comes to us with a project that has a clinical application to children (at any point of the year), we use our savings that we keep for such cases, or we secure additional funding.
- While the average nonprofit spends 36.4% on overhead, IFF directs approximately 94 cents of every dollar raised to research—ensuring your support goes directly toward finding a cure.
- At IFF, we try to be one point of contact with global impact.
- Since cancer does not discriminate, neither do we. We have 31 research partnerships across the United States and the world.

WhatIFF Symposium

Hotel Intercontinental Atlanta September 25-26, 2026

This September, Ian's Friends Foundation will host the WhatIFF Symposium, a two-day, invitation-only gathering focused on accelerating pediatric brain tumor research.

More than 60 leading clinicians and researchers in pediatric neurology will come together to collaborate on high-impact ideas that traditional funding models often overlook. Designed as a "shark tank-style" forum, the symposium supports innovative, scientifically sound approaches, including early-stage and high-risk concepts with the potential to change the course of treatment.

The goal is simple: remove barriers, encourage collaboration across institutions, and move promising therapies forward faster.

This model is already producing results. A new clinical trial for recurrent medulloblastoma emerged directly from the symposium through a collaboration between the University of Texas Health Science Center and Sanford Burnham Prebys.

Support for the WhatIFF Symposium helps accelerate breakthroughs like this.

Sponsorship Opportunities

TRAILBLAZER- \$25,000 AND ABOVE

Brand Placement

- Your brand featured on attendee bags seen by every guest
- Dedicated onsite presence to engage attendees directly
- Inclusion in conference materials with a full-page brand feature
- Live recognition from the podium during the event
- Ongoing visibility across IFF's website, social channels, event materials, and signage

PIONEER- \$5,000 AND ABOVE

Brand Placement

- Inclusion in conference materials with a full-page brand feature
- Live recognition from the podium during the event
- Ongoing visibility across IFF's website, social channels, event materials, and signage

INNOVATOR- \$10,000 AND ABOVE

Brand Placement

- Dedicated onsite presence to engage attendees directly
- Inclusion in conference materials with a full-page brand feature
- Live recognition from the podium during the event
- Ongoing visibility across IFF's website, social channels, event materials, and signage

DISCOVERER- \$2,500 AND ABOVE

Brand Placement

- Live recognition from the podium during the event
- Ongoing visibility across IFF's website, social channels, event materials, and signage



Evening of Inspiration

Making a Lasting Difference with Compassionate Hearts

- We believe our Evening of Inspiration (EOI) is more than a yearly fundraiser for cancer research. It's a time to share with our community updates on our commitment to finding a cure.
- Many doctors working in our research labs attend every year and get an extra sense of urgency because they interact with children battling brain tumors during the evening.
- We have many attending parents with healthy kids, who are able to put their parental struggles into perspective before leaving the EOI once they hear the passionate stories from our guest speakers.
- We have children with brain tumors in attendance, who notice some of their peers did not survive the year, and they leave EOI with determination to live each day to the fullest.
- Our guests leave EOI with a full heart because they know they are now part of a bigger purpose.
- The doctors and researchers as well as our donors are our modern day heroes, saving children all over the world.



LOS ANGELES, CALIFORNIA

Playa Studios
Friday, October 9, 2026

Purchase Tickets & Review
Sponsorship Opportunities:



ATLANTA, GEORGIA

The Foundry at Puritan Mill
Saturday, November 7, 2026

Purchase Tickets & Review
Sponsorship Opportunities:



Evening of Inspiration Sponsorship Opportunities

CHAMPION- \$50,000 AND ABOVE

24 Tickets

Brand Placement

- Presence and naming in all media activities.
- Event naming- IFF presented by "YOUR COMPANY."
- Opportunity to activate brand at the event.
- Category exclusivity.
- Placement of signage in multiple locations across the event.

Publicity & Product Placement

- Prominent presence on Step and Repeat.
- Logo on ALL collateral material: evites, program, multi-media presentations, and print advertising where possible.
- Advertising space in official program.
- Opportunity to gift guests including talent, media, and VIP influencers.
- Customized edited video recap.
- Media round-up and complete recap from the event.

Online

- 8 mentions on Ian's Friends Foundation social channels (4 Facebook and 4 Instagram).
- Social media engagement from select celebrity attendees and ambassadors.
- Link to Company website from the Foundation's website.

Media Coverage

- Company mentioned in all press releases sent out by IFF as an exclusive partner.
- Company mentioned in all pre and post press.

PIONEER- \$25,000 AND ABOVE

12 Tickets

Brand Placement

- Presence and naming in all media activities.
- Opportunity to activate brand at the event.
- Category exclusivity.
- Placement of signage in multiple locations across the event.

Publicity & Product Placement

- Presence on Step and Repeat.
- Logo on ALL collateral material: evites, program, multi-media presentations, and print advertising where possible.
- Advertising space in official program.
- Opportunity to gift guests including talent, media, and VIP influencers.
- Customized edited video recap.
- Media round-up and complete recap from the event.

Online

- 6 mentions on Ian's Friends Foundation social channels (3 Facebook and 3 Instagram).
- Social media engagement from select celebrity attendees and ambassadors.
- Link to Company website from the Foundation's website.

Media Coverage

- Company mentioned in all press releases sent out by IFF as an exclusive partner.
- Company mentioned in all pre and post press.



Evening of Inspiration Sponsorship Opportunities

TITLE- \$15,000 AND ABOVE

10 Tickets

Brand Placement

- Presence and naming in all media activities.
- Opportunity to activate brand at the event.
- Placement of signage in multiple locations across the event.

Publicity & Product Placement

- Logo on ALL collateral material: invites, program, multi-media presentations, and print advertising where possible.
- Opportunity to gift guests including talent, media, and VIP influencers.

Online

- 6 mentions on Ian's Friends Foundation social channels (3 Facebook and 3 Instagram).
- Social media engagement from select celebrity attendees and ambassadors.
- Link to Company website from the Foundation's website.

Media Coverage

- Company mentioned in all press releases sent out by IFF as an exclusive partner.
- Company mentioned in all pre and post press.

BENEFACTOR- \$10,000 AND ABOVE

8 Tickets

Brand Placement

- Presence and naming in all media activities.
- Opportunity to activate brand at the event.
- Placement of signage in multiple locations across the event.

Publicity & Product Placement

- Logo on ALL collateral material: invites, program, multi-media presentations, and print advertising where possible.

Online

- 4 mentions on Ian's Friends Foundation social channels (2 Facebook and 2 Instagram).
- Social media engagement from select celebrity attendees and ambassadors.
- Link to Company website from the Foundation's website.

Media Coverage

- Company mentioned in all press releases sent out by IFF as an exclusive partner.
- Company mentioned in all pre and post press.



Evening of Inspiration Sponsorship Opportunities

PARTNER- \$5,000 AND ABOVE

6 Tickets

Brand Placement

- Presence and naming in all media activities.
- Placement of signage in multiple locations across the event.

Publicity & Product Placement

- Logo on ALL collateral material: evites, program, multi-media presentations, and print advertising where possible.

Online

- 3 mentions on Ian's Friends Foundation social channels (2 Facebook and 1Instagram).
- Social media engagement from select celebrity attendees and ambassadors.
- Link to Company website from the Foundation's website.

Media Coverage

- Company mentioned in all press releases sent out by IFF as an exclusive partner.

PATRON- \$2,500 AND ABOVE

4 Tickets

Brand Placement

- Presence and naming in all media activities.

Publicity & Product Placement

- Logo on ALL collateral material: evites, program, multi-media presentations, and print advertising where possible.

Online

- Link to Company website from the Foundation's website.

FRIEND- \$1,000 AND ABOVE

2 Tickets

Brand Placement

- Presence and naming in all media activities.

Publicity & Product Placement

- Logo on ALL collateral material: evites, program, multi-media presentations, and print advertising where possible.

Each ticket includes \$175 of non-deductible value.



Creating a world free of
pediatric brain tumors

Platinum
Transparency
2026

Candid.

Contact Us

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IAN'S FRIENDS FOUNDATION



*Some of our IFF Jr. Next Generation
of Leaders for a Cure*