



It's all about Hope!

This issue of our newsletter is all about HOPE and it just so happens our 2013-14 KEYS Kids Ambassador's name fits the bill! Hope, a beautiful cancer warrior, has been the face of KEYS kids throughout the year. Her beaming smile, courage and determination has been inspirational to our KEYS kids and all of us at KEYS!

We invite you to join us on May 16th when our school partner, the Vernon-Verona-Sherrill Entertainment Industry class, hosts the annual *Hearts of Hope Benefit Concert*. These amazing teens have been working hard creating and recording original songs for our KEYS teens this year and will showcase their gifts of song on this special night. This is an event you don't want to miss! Tickets will be available in the coming weeks and once again, we will be live-streaming it to our KEYS kids across the country via our website at www.theKEYSprogram.org!

In the meantime, you can get a glimpse of our next KEYS Kids Ambassador whose photo will be revealed when we reach 6,000 smiles on our Smile-o-Meter! You can read more about our Smile Challenge and snazzy Smile-o-Meter in this issue.

Our goal is to deliver music & smiles to 6,000 kids this year and we would love for you to be involved! Whether becoming a Smile Sponsor, attending our *Hearts of Hope Concert*, *Wearing Your Heart on Your Sleeve*, or being a part of our Smile Crew at our *Smile Experience* days this summer...we invite you to participate in experiencing HOPE first hand. Who knows? You may even meet her at one of our events along the way!♥

All our best;

Colleen & Dave Bennett ~KEYS Founders



Hope, along with the Birdseed Bandits at last year's Hearts of Hope Concert!

Wear Your Heart on Your Sleeve Day is June 13th ~ Join Us in Selling Hearts Throughout March & April!



In honor or memory of

Each year, on the Friday before Father's Day, the KEYS Program hosts its *Wear Your Heart on Your Sleeve Day*. It's a day to support kids who are battling cancer and serious illnesses by wearing our heart sticker on your sleeve for the day. Each sticker has room for you to write the name of a loved one who you can honor on this very special day!

We would love for your office, business, school or community group to join us in showing our KEYS kids that we support them! Contact our Community Giving Coordinator, Cheri, at cheri@thekeysprogram.org or 315-335-6312 for more info!

Scott Shepardson Softball Tournament Benefits KEYS!

On April 19th, friends and family of a very special musician are gathering together to honor his memory while helping to deliver smiles to our KEYS kids!

Please join us at the **1st Annual Scott Shepardson Softball Tournament** on April 19th at 12 North Sports Bar, 10125 Mulvaney Road, Marcy. Softball, music, food and fun will be the order of the day. Register a team or purchase tickets for just \$20. Call Fran 315-316-3219 or JoAnne 315-896-2826 for tickets & info!

A Day in the Life of a Traveling Musician

Our wonderful traveling musician, Donna Mucks, was on the road again this month visiting our KEYS kids at All Children's Hospital and Joe DiMaggio Children's Hospital in sunny Florida!

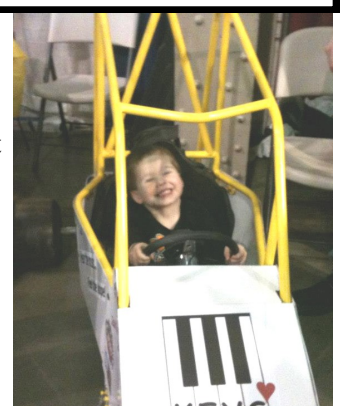
Music, hope and smiles were abound while the children laughed, danced and even serenaded Donna with their own songs!

Thank you for all you do to bring music and SMILES to our KEYS kids, Donna!♥

The Smile Experience ~ Music, Motorsports and SMILES!

This summer, the KEYS Program is enhancing its family programming with the addition of a combined music and motorsports program called the *Smile Experience!* This unique outreach program provides a special opportunity for kids who are battling cancer and their siblings to drive a USAC Quarter Midget while enjoying a day at the track with their family. Families enjoy a special hospitality area at the track with family-fun activities and LIVE music too! The KEYS Program's philosophy is that cancer does not define a child, so all thoughts or mention of illness stay outside the track gate. Each and every child who enters the track is just a wonderful giggling, silly kid having a fun *Smile Experience* with their family!

If you or your business would like to become a *Smile Sponsor* contact Colleen at keysprogram@msn.com or call 315-363-6446 TODAY!



KEYS Newsletter ~ March-April 2014

Volunteer Corner



Volunteers Cheri & Adam w/ Katie Quick (center).

We are pleased to announce Pat Pepe has accepted the role as our new Volunteer Coordinator so that Cheri Schmalz may move into our new Community Giving Coordinator position. Both ladies are volunteers with our *Smile Crew* and we are so grateful for their dedication and support.!

We have so many great folks on board we have outgrown our conference room. All future volunteer meetings will be held at the **Sherrill-Kenwood Public Library**, 543 Sherrill Road, Sherrill, just up the street from our office!

Our upcoming volunteer nights will be held at 6pm on April 8th, May 13th and June 10th!

Be sure to give us a call or email us at if you plan to join us so we are sure to have enough cookies for everyone! Contact Volunteer Coordinator, Pat at pat@thekeysprogram.org or 315-363-6446 to join us!

SMILE Sponsors!

It's all about the SMILES here at KEYS!

Here are some of the wonderful *Smile Sponsors* who have made a donation in January & February:

- ◆ Stewart's Ice Cream
- ◆ Herb Catlin
- ◆ Community Car Wash
- ◆ Stars & Stripes Tool
- ◆ Gater Racing News
- ◆ Angela Schuyler
- ◆ JoAnne Rotach
- ◆ Pat Albaugh
- ◆ Kim Nethaway
- ◆ Don & Yvette Tourville
- ◆ Mathew Webber
- ◆ Punam & Rich Macco
- ◆ Annie Eichenlaub
- ◆ The Miller Family
- ◆ Palencia Family
- ◆ Margaret Mulford
- ◆ Estrella Family
- ◆ Coston Family
- ◆ Bellinger Family
- ◆ Coolican Family
- ◆ PR Plus
- ◆ The Riggall Family



The KEYS Program
308 Sherrill Road, Suite 100
Sherrill, NY 13461

Phone: 315-363-6446

Fax: 315-363-6446

E-mail: keysprogram@msn.com

www.theKEYSprogram.org

Hear the music...*fee*/the hope!

Scholarship Applications Welcome!

Each year, the KEYS Program awards a Michael Sowich Memorial Scholarship to a high school senior in the Vernon-Verona-Sherrill or New Hartford School District who displays exceptional community service.

The applicant must be an active member of their local fire department OR have a parent who is an active member of their local fire department.

Deadline to apply is May 1st, 2014.

Applications are available in the VVS Guidance Office or by emailing us at: keysprogram@msn.com or giving us a call at 315-363-6446.

Upcoming Events

- ◆ **April 19th** ~ Scott Shepardson Softball Tournament at 12 North, Marcy, NY!
- ◆ **May 16th** ~ Hearts of Hope Benefit Concert at 7pm at VVS High School, Verona, NY!
- ◆ **June 13th** ~ Wear Your Heart on Your Sleeve for KEYS Kids Day!
- ◆ **September 14th** ~ KEYS Michael Sowich Memorial Golf Outing at Noon at Old Erie Golf Club, Durhamville, NY!

6,000 Smiles Challenge!

Help us deliver 6,000 Smiles this year! You can help by simply making a donation to KEYS of \$20 or more.

For every \$20 you donation...you create another SMILE! For every 300 smiles that is raised we will take a box off the Smile-o-Meter below to reveal the face of our 2014-15 KEYS Kids Ambassador!

Follow progress of our Smile-o-Meter on our website at www.theKEYSprogram.org

KEYS Smile-o-Meter!



"6,000 Smiles Campaign" Sponsorship Form

Please fill out, detach and return to address below. Thank you for helping us to deliver 6,000 smiles!

Name: _____ Phone: _____

Address: _____ Email: _____

City: _____ State: _____ Zip: _____

(If a Business/Foundation) Business/Foundation Name: _____

Contact Person: _____ Website: _____

Number of Smiles You Want to Create: _____ x \$20 = \$ _____ **Total Amount Enclosed**

Please make check payable to: **KEYS** and mail to: 308 Sherrill Road, Suite 100, Sherrill, NY 13461

The KEYS Program is a 501c3 nonprofit children's music charity federal ID # 16-1609790 registered with the IRS and NYS Division of Charities. Donations are tax-deductible to the fullest extent of the law. Consult your tax preparer.