

WWW FOUNDATION, INC.

(QuadW)SM

WHAT WOULD WILLIE WANT



The First Five Years

REFLECTING THE
LIGHT-HEARTED
BUT WHOLE-HEARTED
SPIRIT THAT WILLIE EMBODIED

www.quadw.org

MISSION STATEMENT

The WWWW Foundation provides financial support to people and organizations pursuing innovative ideas and opportunities in the areas of higher education, sarcoma research, personally transforming mission experiences and general philanthropy. Our accomplishments will reflect the light-hearted but whole-hearted spirit that Willie embodied.

www.QuadW.org
WWW Foundation, Inc.
100 Crescent Court, Suite 700
Dallas, Texas 75201
214.459.3330
info@quadw.org

WILLIE TICHENOR

Willie Tichenor, in whose memory the What Would Willie Want Foundation, Inc. (QuadW) was founded, died in 2006 of osteosarcoma at the age of 19. The board of eleven is atypical, to say the least. Seven of its members are in their twenties. Among the ranks are an oncologist, a minister, artists, actors, musicians, students, and philosophers.

The composition and nature of the advisory board reflect Willie's personality – he was a showman and a prankster, a master of both hilarity and sincerity. He related to people of all ages and he brought them all together. He made the ordinary extraordinary, the mundane became amusing, and desperation looked far more hopeful.

Willie's hope became our hope. He led us through his illness. We saw through Willie's eyes and became hopeful ourselves. Out of pain and loss, Willie's family and friends established QuadW, redirecting the lens of hope that had focused on curing Willie to finding better treatments and cures for sarcoma, as well as supporting his passions of transformative mission and higher education.

Willie wanted the best and required the best. He questioned the status quo and took risks, acting with a sense for the right and always with a sense of urgency. Best remembered is his spirit. It was nothing short of contagious.

Because Willie was unorthodox, QuadW is taking an unorthodox approach to philanthropy. We are serious, critical, humorous and energetic, or as we have said in our mission statement, we employ "the light-hearted but whole-hearted" way that Willie would have wanted.




The QuadW Board of Directors

PLEASE SUPPORT QUADW

In the short time since QuadW was started in Willie's memory, we have sought out and built strong relationships with innovative thought leaders in our focus areas. This has led to the development of a grant funding philosophy that promises to be game-changing. The programs funded by our early grants have grown organically, presenting a number of exciting, high impact opportunities for QuadW funding to make an even bigger difference. The following pages contain a description of our goals and the manner in which we have set out to achieve them.

We have concentrated, through our young board of directors, on creating leadership skills in the next generation of philanthropists. This dynamic collection of Willie's friends provides QuadW with a stream of ideas and new approaches.

Your gift to QuadW will result in the Foundation's increased ability to transform people's lives with the light-hearted but whole-hearted spirit that Willie embodied.



Willie had high standards for himself and others, and was frequently heard saying to those around him, "We can do better!"

QuadW has made great progress toward its goals. But with your support, "We can do better!"

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SUMMARY FINANCIAL INFORMATION

Modified Cash Basis excerpted from audited statements

Assets and Liabilities as of December 31, 2009

Assets

Cash and Cash Equivalents	\$249,367
Investments at fair value:	
Corporate stocks and equity funds	7,342,608
Corporate and government bonds	1,770,067
Other Assets	<u>37,582</u>
Total Assets	<u><u>\$9,399,624</u></u>

Liabilities

Grants Payable	<u>\$151,837</u>
Total Liabilities	<u><u>\$151,837</u></u>
Total Net Assets	<u><u>\$9,247,787</u></u>
Total Liabilities and Net Assets	<u><u>\$9,399,624</u></u>

Revenues and Expenses for the twelve months ended December 31, 2009

Revenues

Interest	\$93,435
Dividends	171,048
Net Realized and Unrealized Gains on Investments	1,401,512
Contributions	<u>22,670</u>
Total Revenues	<u><u>\$1,688,665</u></u>

Expenses

Amortization Expense	\$2,439
Board Expenses	\$2,844
Conference and Meetings	2,524
Directors Fees	6,500
Grant Writing Expense	15,188
Investment Fees	67,994
Office Expense	12,038
Professional Fees	12,968
Travel	16,493
Taxes	<u>5,905</u>
Total Expenses Before Grants	<u><u>\$144,893</u></u>
Grants Awarded	<u><u>\$612,725</u></u>

SARCOMA RESEARCH

The survival rate of patients with osteosarcoma hovers around 70 percent. But the survival rate for patients whose disease recurs after initial treatment, especially if it metastasizes, is very poor. Willie ran out of treatment options. QuadW's goal is to prevent this tragedy from happening to other sarcoma patients.

QuadW has chosen to concentrate in two areas with sarcoma research. One is to provide the infrastructure needed to expedite research, and the other is to encourage development of tomorrow's leadership that will bring innovative thinking to advance the field.

QuadW goal:

By 2014, we will have three drugs in clinical trials that are based upon research crediting the WWWW Foundation, Inc. (QuadW).

QuadW Sarcoma Biostatistics Office

One of the largest obstacles in the field of sarcoma research is simply finding adequate tissue samples with which to conduct experiments. QuadW addressed a major need in the medical field by providing our largest grant to create the QuadW Childhood Sarcoma Office of Biostatistics and Annotation. This collaborative initiative with the Children's Oncology Group (COG) has provided the biostatistics personnel and software resources necessary to statistically analyze researchers' experimental results.

In addition, the initiative has made research easier by improving the cataloging, quality assesment, and annotation of osteosarcoma tumor samples stored in the COG's centralized tissue bank. Having high quality, well-annotated tissue samples is crucial to the process of studying the biology of osteosarcoma. QuadW supports the research community with a selection of tissues that are well-documented, well-kept, and experimentally viable.

Grant funds were also used to sponsor an international gathering of researchers interested in analyzing the coming data from bone sarcoma genome sequencing studies. The Bone Sarcoma Genetics Consortium aims to provide an avenue for sharing and collaboration among these top researchers.

"Willie was a very impressive young man. He seemed much more mature than most teenagers I see. Throughout his battle, he had his priorities firmly established: As long as he could do so, he refused to let the cancer or the treatment interfere with the other important aspects of his life. He was aided immensely by a group of good friends, who did not run away from him or desert him due to his cancer. His friends have continued their efforts to fight sarcomas even after his death by their commitment to the QuadW Foundation."

-Dr. Robert Benjamin
MD Anderson Cancer Center



QuadW board members with international group of researchers

SARC Unified Database

The Sarcoma Alliance for Research through Collaboration, SARC, is a cooperative group of some 40 hospitals that collaborate to conduct experimental clinical trials for sarcomas. In the past, the data for these trials has been documented on whatever database system was used by the lead hospital for each trial. This method has resulted in datasets that cannot be easily compared or combined to answer research questions. The SARC Unified Database project consolidates findings from the clinical trials of multiple research institutions to allow an open exchange of information, and provides a standard system to be used for future trials. This system ensures that doctors and researchers are not duplicating each other's efforts and can move more expediently towards finding a cure.



QuadW board members meet with SARC representatives at the American Society of Clinical Oncology (ASCO) annual meeting

Young Investigator Award

QuadW encourages young leadership in sarcoma research by annually sponsoring the Willie Tichenor Young Investigator Award in Sarcoma through the Conquer Cancer Foundation (ASCO). This grant helps investigators in the early stages of their careers by providing funding for their clinical research endeavors.

QuadW board members meet with Conquer Cancer Foundation Young Investigator Award recipients



Chinese Biorepository

Dr. Ching Lau of the Baylor College of Medicine in Houston plans to establish a bone tumor tissue bank in Beijing, China in collaboration with Chinese institutions. QuadW Board members attended the Jishiutan Orthopedics Forum in Beijing in April, 2010 to meet potential project partners.

Bret Alexander, Lisa Tichenor and Ross Vick with Dr. Ching Lau at the inaugural Forum



Willie Tichenor Fellowships in Sarcoma

The Willie Tichenor Fellowships in sarcoma provide clinical, laboratory and classroom training in all areas of sarcoma medicine. In partnership with the University of Texas MD Anderson Cancer Center and with Dana-Farber Cancer Institute at Harvard University, fellows work with world-renowned sarcoma experts and develop skills and insight for diagnosis, patient-oriented care and laboratory-based sarcoma research.



QuadW board members with Dr. George Demetri of the Dana-Farber Cancer Institute

Novel Mouse Model

The novel mouse model, developed by Dr. Jason Yustein at Baylor College of Medicine, is supported by the QuadW Foundation. This project mimics in mice the metastatic process of osteosarcoma in order to give a truer picture of the biology and genetics of the disease.

QuadW members with Dr. Jason Yustein



Other Sarcoma Activities

Complementing the Foundation's initiatives, Mac and Lisa Tichenor volunteer in projects benefiting the sarcoma research community. Mac serves as chairman of the board of the Sarcoma Alliance for Research through Collaboration (SARC) and Lisa is a member of the external advisory board for a grant in metastatic osteosarcoma research to Baylor College of Medicine from the Cancer Prevention and Research Institute of Texas (CPRIT).



HIGHER EDUCATION GRANTS

Willie was only able to attend college for one semester, but even in that short time he developed an appreciation for the importance of higher education. QuadW provides the means through scholarships for students like Willie to explore the world around them.

QuadW goal:

We will create three new grant opportunities in three years for higher education. These opportunities may include fellowships, grants, scholarships and creative options to support individual dreams and talent.

I learned that school can be fun and it isn't always a torture chamber. Willie Tichener, 4th grade

The Willie Tichener Scholarship in Plan II at the University of Texas

Willie was admitted into the selective Plan II Honors program at the University of Texas and developed an appreciation for education and the immeasurable impact it can have on an individual. An explorer himself, Willie believed study abroad opportunities provide a way to create new relationships and understand different points of view.

The Willie Tichener Scholarship in Plan II at the University of Texas was established as a permanent endowment to support the University's core purpose: "to transform lives for the benefit of society." Preference is given to students planning to study abroad who have demonstrated financial need.

Taylor Tichener and Elizabeth Trieu with Plan II Scholarship recipients



The Willie Tichener Arts Scholarship

Willie spent much of his time in high school involved in the arts. He performed as the lead vocalist in a band, sang in a competitive choir and participated in numerous high school musicals. His love for music and the arts is the inspiration for The Willie Tichener Arts Scholarship. The scholarship is granted each year to a graduating senior from Highland Park High School who has been involved in the arts for their entire high school career and wishes to continue that involvement whether it is as a profession, as an avocation, or simply as a source of entertainment and joy. The scholarship is renewable for up to four years.



Lauren Hayden and Charlie Haggard with Willie Tichener Arts Scholar, Robert Doviak

"This is by far the most meaningful award that I have ever received in my entire life simply because of the fact that it is in honor of the life of Willie. The impact that he had on my life and still has will never be forgotten."

-Robert Doviak

PERSONALLY TRANSFORMING MISSION EXPERIENCES

QuadW funds individual participants in mission experiences and organizations that create mission opportunities. Just as Willie was transformed by the joy of making a positive impact on others, we hope to widen the circle of people changed by a mission experience.

QuadW goal:

We will provide the opportunity for 150 people to engage in personally transforming mission over the next three years.



“Always take time to give a crap because if you don’t you’ll ruin someone’s day.”

-Willie Tichenor, 9th grade

3.0 Summer Internship

Located in Mobile, Alabama, the 3.0 internship is a summer-long program for college students funded by QuadW. Interns live within the low-income areas they serve. Complete immersion allows the interns to build meaningful relationships with the children and adults of these communities. 3.0 benefits local churches by helping them re-connect with and serve their area.



“The 3.0 Summer Internship has had a broad and profound impact. For many of our interns it has literally been life changing, altering their views and plans for the future in dramatic ways. The effect on the six communities served cannot be overstated. Many desperate needs would have gone unfulfilled if not for the work of our interns.”

-Don Woolley, Founder of 3.0 Summer Internship

“3.0 provides an accessible model for churches, regardless of size or location, to be engaged in missional outreach. This program is a reminder that every congregation can be a missional, evangelistic church.”

-Bishop Paul Leeland, Resident Bishop of the Alabama - West Florida Area

“I came here cynical about church, but I’ve realized that if I’m not doing what I want the church to do, then I’m the same kind of hypocrite I always complain about. At the beginning of the summer, I felt like God was calling me here to help the world, but God called me here to wake me up!”

-Stephanie Bamberg, 3.0 intern

WILLIE BUILD

In the past 5 years, through WillieBuild, six houses have been built for six families. WillieBuild is a project of Highland Park United Methodist Church in conjunction with Habitat for Humanity. During a two-week period in May, hundreds of volunteers gather in Willie's memory to build a home for a deserving family. QuadW supports this project with volunteers, funding and marketing.



“Each May, WillieBuild brings me together with those that knew Willie best, along with their memories, their stories, and his impact upon their lives. For me, WillieBuild is about a lot of things. It’s about honoring the memory of a great kid, whose promise for this world was so much greater than his time on it. It’s about building six houses, for six families, in five years, on previously barren lots. It’s about rebuilding a neighborhood, one so close to our own, one that has been forsaken for far too long by far too many. It’s about good food, good people, and good laughs. It’s about continuing Willie’s works in

ways that he couldn’t, and providing a mechanism by which more people can know of him, even if they never met him. It’s about fortifying a legacy alongside those that knew Willie.”

-Zach Fichtenbaum, Willie’s Friend

The same year that Willie endured twenty chemotherapy treatments, two major surgeries, seven minor surgeries, and four blood transfusions, he also built houses for the people in Juarez, Mexico. A friend asked him how he was able to push his body physically during the building process. Willie’s response was, “because I love the feeling that I get when I make a difference in someone else’s life.”



Board members Elizabeth Trieu and Johnny Peters on the Williebuild worksite



WillieBuild volunteers attend dedication ceremony

DISCRETIONARY GRANTS

Discretionary grants provide board members the opportunity to address special program interests that are separate from the principal giving of the Foundation, but remain close to the spirit of the mission. Each year, a \$1,000 grant per board member fosters individual growth in philanthropy, creates new program areas and focuses on positive community outreach.

QuadW goal:

Each board member will research and propose a discretionary grant annually for the next three years.



Taylor Tichenor removing debris on Christian Leadership Center mission trip



Mary Katherine Vigness with Normandy Scholars



Charlie Haggard raising money for Child's Play by participating in a Rock Band marathon

"I was a student at Centenary College for the duration of Willie's illness. At Centenary, the community of staff and students was there to help me through this difficult time. Now I have the opportunity to support the Christian Leadership Center through QuadW's discretionary grant program."

-Taylor Tichenor, Board Member

"Throughout our lives, Willie kept pushing me to be the best that I could be, and that approach to life continues to serve me well. QuadW is proof of the impact Willie had on each of our lives. The opportunities provided by QuadW help us cultivate our skills and channel our passions in meaningful ways."

-Mary Katherine Vigness, Board Member

"I feel that the Foundation's efforts are preparing me to be a leader for the rest of my life. We have an incredibly unique opportunity to make a difference in the world at such a young age, and it's the qualities we take from our relationship with Willie that keep us moving forward as a whole."

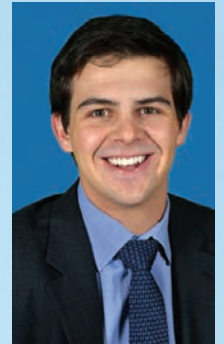
-Charlie Haggard, Board Member

BOARD OF DIRECTORS

BRET ALEXANDER

Bret Alexander graduated from the University of Southern California with a BSBA in Management & Organization and a BS in Music Industry. He lives in downtown Los Angeles and works as a Consultant for Cognizant Technology Solutions in their Information, Media and Entertainment practice. Bret enjoys traveling, playing drums and going to the movies.

“In high school, Willie and I always jumped at the opportunity to dress up in our finest suits, get a group of friends together and hit the town. Often to prepare for these outings, we would each buy a new shirt and tie to mark the occasion. On one of these particular evenings, we were fortunate enough to have two very good looking dates accompanying us (they may or may not have been current QuadW board members). As we greeted our dates together, I recall Willie whispering to me, “I’m pretty sure we look better than the girls tonight.” As you have gathered, Willie taught me a great deal about self-confidence, and even more about vanity.”



CHARLIE HAGGARD

Charlie Haggard graduated from SMU with a BA in Cinema Television. He lives in Los Angeles, where he works as the Music Librarian for NBC-Universal Television Music Services. When Charlie isn’t working, he enjoys playing music, hanging out with friends, and working on Internet videos with his comedy troupe, Chicken Fried Comedy.

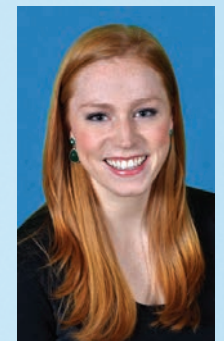
“Willie’s strength was tremendous; he never talked about his pain, and he absolutely never let anything short of a doctor’s mandate keep him from doing what he wanted. I remember one time he was in the hospital to run some tests. On my way down to visit him, he called me and told me to meet him outside of the lobby of the hospital as soon as I could, and to keep the car running. When I got there, he threw his crutches in my trunk, hopped in the front seat and told me to floor it. When we got a few blocks away, I asked him why he just broke out of the hospital. He said the nurses were on their way to hook him up to an IV for the rest of the night, and he wanted to go do something, anything, before he went on lock down. Even if he only got thirty minutes to drive around and have a normal life, he was going to do it, and nothing was going to stop him.”



LAUREN HAYDEN

Lauren Hayden graduated from Southern Methodist University in 2008 with a Bachelor of Fine Arts in Acting. While pursuing her acting career in New York, Lauren also performs daily as a Research Assistant at MSD Capital. Her interests include cooking, yoga, and pretending that she owns a dog.

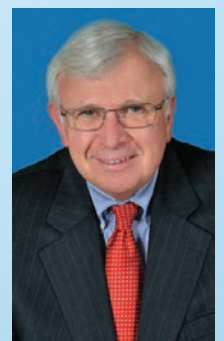
“Willie had the right set of priorities in life. He loved being around his friends and family, and he was very supportive. He never let cancer take away his positive attitude and cunning sense of humor. Some of my favorite memories of Willie are of watching him perform with his band CloverStreet. He performed with such strength and joy. No one could tell if he was tired or in pain -- to us he seemed a total life force. I remember screaming their lyrics at the top of my lungs, vying for a coveted shout out from the band, and hoping that it would come from Willie (no offense Charlie).”



BOB MENNEL

Bob Mennel is a medical oncologist practicing at Baylor University Medical Center in Dallas. His greatest joy in medicine has been teaching, especially the Oncology Fellows, the medicine house staff at Baylor University Medical Center and medical students. His greatest joys in life are his children and grandchildren.

“As Willie’s physician, I felt that I had trouble initially breaking into Willie’s circle. Although Willie was a fun-loving and outgoing individual, because we had such serious matters to discuss he would not readily open up to me, a stranger. However, as we moved along in our journey together I saw the principled man who loved life and hated this disease that was going to prevent him from meeting his full potential, and Willie’s potential was great. Even when Willie was embroiled in problems of his own, he had time for others, especially his friends. I find it fitting that his friends now comprise the What Would Willie Want Board.”





JOHNNY PETERS

Johnny Peters graduated with a BS, MA in Speech Communication from The University of Southern Mississippi and a Masters of Divinity from Southern Methodist University. He is the Director of the University of South Alabama Wesley Foundation. Johnny enjoys tinkering, playing, creating, and redeeming. He lives in Mobile, Alabama with his wife, Danielle, and his dog, Bodie.

“One night Willie and I took some graduates of the Sunday school class we co-taught out to dinner. We talked, Willie cracked jokes, we all laughed, and had a great time...it was a typical night hanging out. Willie was the center of the party. That was often the case when he was around. He just made things better. As everyone left that night he asked if I'd walk with him to his car. We got to his car and he told me that earlier that day he found out that the cancer we thought was gone had come back. The news was devastating. I asked him why he didn't tell anyone earlier. He replied, “Why would I? Tonight was for us to celebrate.” No one at the table that night had any clue what burden he was carrying. And that's the way he wanted it. Celebrating their lives was more important to him than grieving over his pain. He was just that kind of guy. It was how he lived, and it was the way he led at our church. He knew that there are things more important than ourselves.”



LISA TICHENOR

Lisa Tichenor is a graduate of the University of Texas with a BBA in finance. For over two decades, she was a “stay-at-home mom” to Taylor and Willie. In addition to her work with the QuadW Foundation, Lisa is involved in several ministries of the United Methodist Church, including Africa University, and runs a community garden. She enjoys cycling, reading, snow skiing, hiking, and being with friends.

“Our young board of directors is a group of friends that remained close to Willie during the three years of his illness, staying with him in the hospital and camping out at our home the rest of the time. It seemed logical that they would have a voice in directing the work of the foundation created in his memory. The board is a decision-making body, not a rubber stamp of our wishes. They take seriously their responsibility as board members. We give them the authority to shape the work of the board, knowing that it will be an educational and enriching experience for them and a source of great creativity for the Foundation. We acknowledge, too, the importance of having fun while you work, just like Willie lived his life.”



MAC TICHENOR

Mac Tichenor serves as Executive Director of the QuadW Foundation. He is also President of Tichenor Ventures, LLC, which invests in early-stage biotechnology companies. He was previously Chairman and CEO of Hispanic Broadcasting Corporation, later Univision Radio. Mac holds BA and MBA degrees from the University of Texas at Austin and an MS from the University of Texas at Dallas. He enjoys flying, hiking, bicycling, and snow skiing.

“No one can better answer the question “What Would Willie Want” than the group of his close friends that comprises the board. In running the Foundation, they have been called upon to exercise judgment and make decisions that are usually the province of more experienced people. The Foundation has undertaken to educate its young board members through formal sessions dedicated to matters such as strategic planning, investment management, fiduciary responsibility, and conflict of interest considerations. Board members have been very active and involved in evaluating the effectiveness of our grants through site visits and interaction with the people involved in each project. They infuse our operation with a unique combination of youthful exuberance, enthusiasm, optimism, dedication, and iconoclastic questioning of the status quo.”



TAYLOR TICHENOR

Taylor Tichenor graduated from Centenary College of Louisiana with a BA in Spanish and a certification from the Christian Leadership Center. He lives in Dallas and works for the United Methodist Reporter. He is interested in photography, science fiction and snow skiing.

“When Willie and I were in high school we used to play games of water basketball. Because of his size I could never get a shot off to make a basket, but I was in his face and was able to climb all over him and steal the ball or block his shot. So we came up with a game where it would more or less be equal between us. Willie would always have the ball and he would get a point every time he made a basket. Then I would get a point every time I blocked his shot or stole it from him. After a while it became our habit to play this way and we would have really close games. Other times we would just forget about the game and talk about what was on our minds, what was going on in our lives or just not care who was having the better game.”

ELIZABETH TRIEU

Elizabeth Trieu is a proud graduate of the University of Texas at Austin where she received a BA in Theatre and Dance. She lives in West Hollywood and is involved in various creative projects while chasing her acting dreams. She enjoys dinner parties with friends, singing, hiking, and challenging people to dance-offs.

“A huge part of Willie’s life was his band, CloverStreet. Some would say that I was a CloverStreet “groupie.” I prefer CloverStreet Band-Aid. The band often played shows at local clubs in Dallas where they became pretty well known and well received by an eclectic crowd. Before one of their shows, Willie called me up with an odd request. He asked, “Can you help us build Stonehenge, like the rockers of the movie, Spinal Tap?” Willie thought this would be a good stage gimmick. And it was. Willie’s energy and gumption won over the hearts and attention of many. His legacy lives.”



ROSS VICK

Ross Vick graduated from the University of Texas with a BA in Philosophy. He lives in Dallas with his wife, Jessica. He, like many, has decided to pursue that slightly-less-than-hopeless dream of being a musician he shares with so many others, past and present. He grew up with Willie and misses him dearly.

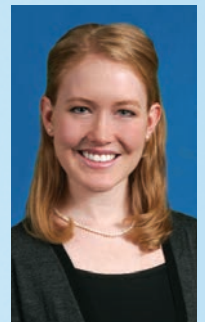
“In saying our goodbyes as we both left for our first year of college, I suggested we establish a township equidistant between Denton and Austin and use it as a meeting place. Willie said, “Yeah, good idea. We’ll name it Waco.”



MARY KATHERINE VIGNESS

A Fort Worth native, Mary Katherine Vigness graduated from The University of Texas at Austin with a BA in History/Plan I Honors and Theatre and Dance. She is a law student at Washington and Lee University School of Law. Mary Katherine enjoys writing, spending time outdoors, and anything related to the performing arts.

“As lifelong friends, Willie and I would turn everything – even canoeing – into a race or competition of some kind. We were family friends, and our parents often took our two families on outings, vacations, and movie nights during our childhood. No matter what game or activity our parents had in mind for “the kids,” Willie would glance at me with a mischievous grin, and we would race off to challenge each other yet again. Part of the fun was saying, “Anything you can do, I can do better.” It was our way of having fun, of playing, and enjoying each other’s company. I will remember Willie’s smiling eyes, always challenging me to be the best that I could possibly be.”





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