

Partner With Us



**Bell Asteri**  
Foundation

*Improving the lives of the children of the cancer community through the art of storytelling.*

# ABOUT BELL ASTERI FOUNDATION



## *Our Mission*

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The mission of the Bell Asteri Foundation is to improve the lives of the children of the cancer community through the art of storytelling.

## *Our History*

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Bell Asteri Foundation was established to oversee and fund two imprints: Bell Asteri Publishing and Ashland Ink Publishing. What began as a vision to help end pediatric cancer by giving a voice to children in the cancer community (patients, siblings, and the young children of parents with cancer) took shape in 2021 when Bell Asteri Publishing & Enterprises released its first books. Every project is created by and for the pediatric and adolescent/young adult (AYA) cancer community. As the mission grew, a second imprint was launched to expand into stories reflecting other challenging life circumstances faced by people of all ages.

Building on the success within the pediatric and AYA cancer community, and recognizing the need for greater impact, the team established the Bell Asteri Foundation as a 501(c)3 nonprofit in 2025 to expand support and funding for this vital work.

## ***Our “Why”***

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Each year in the United States, more than 16,000 children and teenagers are diagnosed with cancer, and around 1,800 lose their lives. Cancer remains the leading cause of death by disease among children (ages 0-14) in our nation. Beyond childhood, another 85,000 adolescents and young adults (AYA) are diagnosed annually. Those in their late teens, 20s, and 30s face unique challenges, different from both pediatric patients and older adults. Tragically, they have seen the least progress in survival rates since the passage of the National Cancer Act of 1971.

Despite this urgent need, funding for pediatric cancer research remains critically low. Federal cancer research funding has seen little growth over the past several decades, and only 8% is dedicated specifically to pediatric cancers. As a result, families must often rely on philanthropy to fuel hope and progress in the fight against these devastating diseases.

The impact on families is overwhelming. Many face crushing financial burdens, with some driven to bankruptcy. Treatment costs are immense, and because most families do not live near a hospital equipped to treat pediatric cancer, they are forced to travel long distances or even relocate. Often, one parent must leave the workforce to care for their child full-time. Siblings face separation, childcare challenges, and emotional strain. Children with cancer and their brothers and sisters alike suffer from serious mental health struggles. And for those who do survive, life after cancer is not the same. Long-term and late effects include organ damage, infertility, and increased risks for secondary cancers.

At the Bell Asteri Foundation, we are deeply committed to walking alongside these families. Supporting them is our mission and our passion. We also stand with the many bereaved families who long to keep their child's memory alive, offering creative avenues for healing and remembrance through books, film, music, and art.



# ***Pillars of Support***

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Our work is built on four main pillars of support, each designed to increase awareness and funding for pediatric and AYA cancers. These pillars focus on advancing research; developing better therapies and technologies to treat and cure these diseases; and on funding programs such as mental health retreats, family camps, and legislative advocacy to support patients and their families.

## **publishing**

- children's books
- memoirs
- poetry
- magazine
- film
- music
- art
- podcast

## **resources**

- hospitals
- schools
- libraries
- nonprofit organizations
- therapists and child life specialists
- school counselors

## **scholarships**

- childhood cancer survivors
- siblings of children with cancer
- children of AYA cancer patients

## **events**

- CureFest
- Alliance Action Days (Washington, D.C. lobbying)
- Book signings
- Gold Fundraisers
- Miscellaneous Advocacy Events

# PUBLISHING

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All books and materials published under the Bell Asteri Publishing imprint are carefully reviewed by our Board of Directors to ensure they reflect our mission. Our authors include childhood cancer patients and survivors, siblings of children with cancer, and parents who have shared that journey. Some contributors also come from the AYA cancer community or are family members of those affected.

The Ashland Ink Publishing imprint highlights works created by and for older cancer patients, as well as children facing other life-threatening illnesses. We also publish books that inspire young people to “rise above the ashes” of trauma or hardship, offering encouragement and hope through their stories.

Beyond publishing, we produce the ***Threads of Gold*** podcast, available on YouTube and all major platforms, along with book trailers, author events, and original music inspired by our characters. We are currently expanding our mission to include documentary-style films that share the real stories of families affected by childhood cancer.



The Bell Asteri Publishing imprint is dedicated to publishing books, videos, music, and projects that put a spotlight on childhood and AYA cancers. All of the authors and contributors have a connection to pediatric/AYA cancer.

[www.bellasteri.com](http://www.bellasteri.com)



The Ashland Ink Publishing imprint focuses on a variety of stories and projects that focus on finding purpose through life's challenging circumstances. Proceeds from book sales benefit the Bell Asteri Foundation.

[www.ashlandink.com](http://www.ashlandink.com)



The Threads of Gold podcast highlights storytellers who focus on pediatric and AYA cancers. Our purpose is to help promote the books and projects of authors, illustrators and storytellers from within the Bell Asteri Publishing imprint and beyond. Our podcast can be found on YouTube and on podcast apps.

[www.bellasteri.com/podcast](http://www.bellasteri.com/podcast)

# RESOURCES

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**ASHLAND ACADEMY**

READ WRITE LEARN GROW

Ashland Academy serves as the educational outreach branch of Bell Asteri Publishing. Through both the Bell Asteri and Ashland imprints, we provide resources for teachers, students, parents, hospitals, libraries, and other institutions. Our materials cover a wide range of topics, from helping children and adults better understand cancer to exploring themes such as courage and kindness through our characters, to supporting literacy development in both English and Spanish.

Ashland Academy offers discounted book bundles for K-12 educators, along with free downloadable lesson plans, graphic organizers, exam questions, and other classroom tools. We also provide book donations to homebound or hospitalized patients.

Looking ahead, our long-term goal is to expand these efforts by increasing the number of books and resources we can donate to hospitals, libraries, school counselors, therapists, and others who support children and families in medically vulnerable circumstances.

# SCHOLARSHIPS

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The Bell Asteri Foundation is dedicated to supporting young people in the cancer community through scholarships that extend beyond traditional college funding. These awards may be applied toward university or community college, trade schools, or study-abroad opportunities. Eligible applicants include childhood cancer survivors, siblings of children with cancer, and children of AYA cancer patients.

Applicants will be asked to provide a statement of financial need and a short essay reflecting on how cancer has shaped their lives. At launch, scholarships will begin at \$500, with the goal of increasing to \$1,000 or more as the program grows. We recognize that young people affected by cancer face unique challenges, and helping them move forward is one of our highest priorities. Access to education, whether through a four-year university, community college, or trade program, can provide the foundation to rebuild, thrive, and pursue their goals.

Beyond academic scholarships, the Foundation also plans to offer grants for authors and their families to participate in advocacy events. These include Cancer Action Days in Washington, D.C., in February, and CureFest for Childhood Cancer each September. CureFest unites the cancer community for a weekend of events, including the Childhood Cancer Summit hosted by the Congressional Childhood Cancer Caucus, the Golden Toast, and the Rally to the Capitol.

# EVENTS

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Bell Asteri Foundation events will include fundraising events, book signings, and educational programs.

## FUNDRAISING EVENTS:

- Footraces, walks, and other athletic events to raise funds
- Receptions and galas with a “gold” theme
- Online read-a-thon events to promote reading while raising funds

## BOOK SIGNING EVENTS:

- Opportunities for authors/illustrators to sign books at various locations including small bookstores, coffee shops, wineries, and places of business
- Lunch & Learn meetings that include author visits and book signings

## EDUCATIONAL PROGRAMS:

- Book fairs at private schools
- Author visits at schools and libraries
- Virtual Spanish and English lessons using characters from our children’s books
- Arts and Crafts lessons in person and online from our illustrators

# PARTNERSHIP BENEFITS



Your employees' attendance at events and programs - meeting and interacting with our authors and illustrators and children with cancer and their families

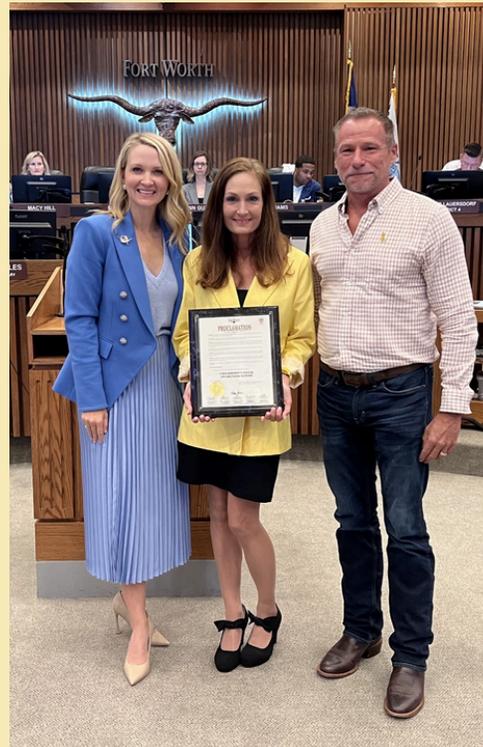
Company logo on our websites and all printed materials at events

Recognition at events and opportunity to speak at events and/or on upcoming podcasts and in films.

# PHOTOS



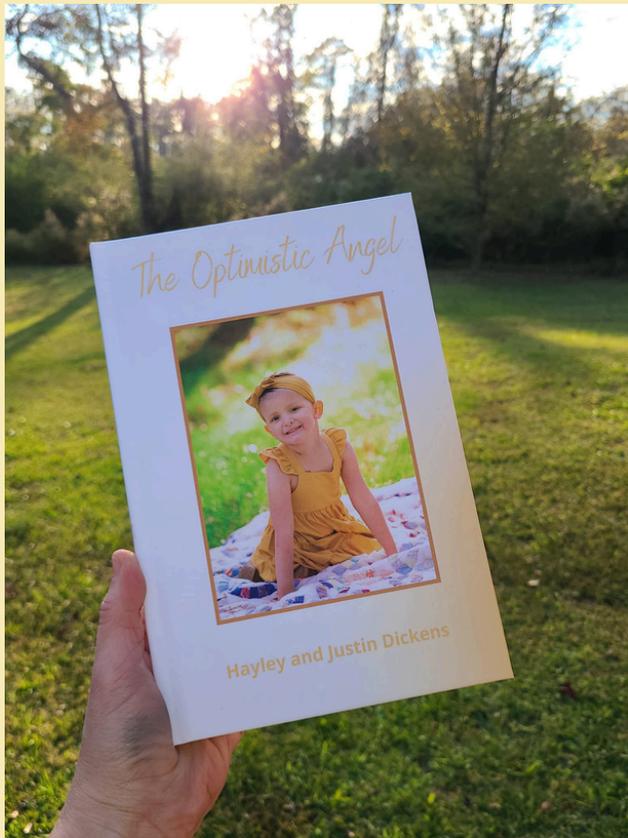
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# PHOTOS



**Bell Asteri**  
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# BOARD OF DIRECTORS



## **Bill Crews**

*Board Chair*



Bill is the Controller at TotalEnergies, a French energy company. He is a childhood cancer advocate who has decades of experience volunteering with MD Anderson Cancer Center, the Leukemia & Lymphoma Society (now called Blood Cancer United), Lymphoma Research Foundation, and more. He serves on the National Advisory Council of Gold Together for Childhood Cancer at the American Cancer Society, and he is an active member of the Coalition Against Childhood Cancer. Bill is the author of the memoir, "A Time To Fight," and the upcoming children's book, "Brady's Eight Seconds". He is a former competitive swimmer, soccer player, and bull rider turned Ironman triathlete and marathoner. He is a stage four AYA blood cancer survivor whose little sister died of leukemia when she was six and he was eight.

## **Virginia Chisholm-Park**

*Board Member*



Virginia is a passionate leader and advocate, as the general manager of a popular Italian restaurant in downtown Fort Worth. With a strong commitment to her community, she excels at creating a welcoming and memorable experience for her patrons. Beyond her professional life, Virginia finds joy in nature and cherishes time spent outdoors with her dogs. Her deep connection to the cause of childhood cancer stems from a very personal place. Her husband is a survivor of a very rare childhood cancer. This experience has given her a profound understanding of the challenges families face and fuels her dedication to making a difference.

# BOARD OF DIRECTORS



## **Lori Culberson**

*Board Member*



Lori is a Senior Software Engineer at The Home Depot in Atlanta, where she builds impactful technology for thousands of customers. Formerly an elementary math and science teacher in Houston for 13 years, she launched extracurricular programs, including running, triathlon, and computer science clubs, that inspired her transition into software engineering. She later taught at a coding bootcamp, helping adults shift into tech careers as she once did. A former Ironman triathlete, Lori now enjoys walking, cycling, and yoga. She volunteers with Habitat for Humanity and Rebuilding Together Atlanta and finds balance in gardening and giving back to her community.

## **Christian Englert**

*Board Member*



Christian is a graduate of Dallas Baptist University. He is a childhood brain cancer survivor who was diagnosed at the age of 15. He shared his remarkable story in his memoir, "Refined by Fire," which was released by Bell Asteri Publishing in 2025. Christian is a talented musician and public speaker with a passion for advocacy.

# BOARD OF DIRECTORS



## **Shanna Englert**

*Board Member*



Shanna is a Human Resources Manager at Reichert Woodworks, LLC, and has been married to her husband, Martin, for 30 years. Together, they have two children, Christian, 25, and Lauren, 22. Their family's journey with childhood cancer began when Christian was diagnosed at the age of 15. Today, he is a pediatric cancer survivor, celebrating almost 10 years of being cancer-free. Shanna is also a cancer survivor, and her shared experience with her son has deeply fueled her passion for advocacy. She has volunteered with Make-A-Wish North Texas, helping bring hope and joy to children and families facing the unimaginable. She feels honored to stand alongside others in the fight for awareness, support, and a cure.

## **Mariah Forster Olson**

*Board Member*



Mariah is a childhood cancer survivor and advocate, serving on the boards of several nonprofit organizations. As a baby, Mariah was diagnosed with neuroblastoma and underwent extensive chemotherapy, radiation therapy, and surgical procedures to save her life. This resulted in a cure for her cancer but left her with a lifetime of debilitating long-term and late effects. Yet, Mariah's passion for public speaking and advocacy is making a positive impact in the childhood cancer community. Mariah is also the author of the book "Hope Over Despair: Childhood Cancer and the Lifelong Journey of Survivorship."

# BOARD OF DIRECTORS



## **Lisa Henthorn**

*Board Member*



Lisa is the Real Estate Portfolio Director for Service Corporation International (SCI), North America's leading provider of funeral, cremation, and cemetery services. With a strong background in real estate and legal affairs, she is known for her strategic thinking, collaborative approach, and passion for service. She credits much of her success to skills gained through volunteerism and currently serves as a volunteer Captain for the Houston Livestock Show and Rodeo and Ironman Texas. Whether managing complex real estate projects or supporting charitable causes, Lisa is dedicated to making a lasting impact in every community she serves.

## **Amy Onick**

*Board Member*



Amy is the Marketing Director for Fort Worth Vein Center and has been working in the Healthcare industry for 25 years, including a decade in the Pediatric specialty. She began her career as an Elementary school teacher after working as a nanny for families throughout college. The combination of her professions has inspired her passion for improving the lives of children, and her personal family struggles with cancer have given insight into the necessity of research.

# BOARD OF DIRECTORS



## **Robert Sims**

*Board Member*



Robert Sims is a retired Air Force veteran and a dedicated real estate agent with Century 21 Judge Fite, serving Tarrant County for over five years. Originally from Lynwood, California, he specializes in helping clients buy, sell, invest, and rent with personalized strategies tailored to their goals. Beyond real estate, Robert is passionate about giving back to his community. He coaches football and track at Lake Country Christian School, volunteers with organizations like Under the Bridge Ministries, Union Gospel Mission, and Tarrant Area Food Bank, and mentors youth through Academy 4 and Big Brothers Big Sisters of Tarrant County. Driven by service and excellence, Robert is committed to delivering exceptional results while making a meaningful impact both in real estate and in his community.