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AMANDA HOPE RAINBOW ANGELS CELEBRATES 10TH ANNIVERSARY OF SUPPORTING CHILDHOOD CANCER WARRIORS IN ARIZONA

Non-profit provides Comfycozy's for Chemo adaptive apparel line, free counseling, events, and financial aid to families with a child warrior battling cancer or other life-threatening disease

Phoenix, AZ – April 11, 2023 – Amanda Hope Rainbow Angels (AHRA), (<https://www.amandahope.org/>), today announced its 10th anniversary as a Phoenix-based charitable non-profit that assists and supports childhood cancer warriors and their families throughout the state of Arizona and in Nevada. Amanda Hope Rainbow Angels was founded in 2012 by Lorraine and Marty Tallman in honor of their daughter, Amanda. At age 9 Amanda was diagnosed with Leukemia. She battled for three long years, then as a side-effect of her treatment, Amanda developed a secondary cancer. At the end of her journey that year, Amanda made Lorraine promise she would help every child just like Amanda. To honor her wish, Lorraine created the adaptive apparel line, Comfycozy's for Chemo, to bring comfort and dignity to individuals while receiving treatment in the hospital and delivered the first 500 Comfycozy's for Chemo shirts to Phoenix Children's Hospital. Then in 2013, Lorraine and Marty incorporated Amanda Hope Rainbow Angels as a 501(c)(3) non-profit to deliver counseling, play therapy and other support of services to child cancer warriors and their families.

"I love when we are able to help a young warrior! I know what it means to have this kind of care and support," said Amanda Hope Rainbow Angels founder, Lorraine Tallman. "Often the child shares a dream with us or a way we can create "the most best days" for them. Whatever Major Distraction, like a spa day or crafts day, truly, the smallest acts of kindness are what guide our families during the hardest journey of their life. We help our families with the here and now everyday challenges. This is the reason I do what I do and have been fully dedicated to this calling for the last ten years."



In 2014, AHRA started to host events for the warriors and their families, called Major Distractions – the first was painting nails at “Spa Days”. The organization also began to provide “Meals of Hope”. The initial AHRA office opened in 2015 with two full-time staff members, an Experience Matters Consultant and 30 volunteers and served 1,200 families. By 2019, four fulltime and three parttime employees were on board, three Arizona State University (ASU) interns and 100 volunteers who staffed the organization to support 1,900 child cancer warriors and their families.

In 2016, Lorraine joined committees at Phoenix Children ‘s Hospital to advocate for family-centered care and continued to use her journey with Amanda to help families. The organization received 147 Comfycozy's for Chemo applications, and by 2017 Comfycozy's were sent to all 50 states. During this same year the programming expanded into Nevada while in Phoenix, AZ, AHRA moved into its Comfort & Care Center. The following year, 2018, the first Strategic Plan was developed for AHRA, and Nevada services expanded with the opening of Amanda’s Dream Center to provide much needed counseling services.

Although in 2020 the focused was primarily on the pandemic by many, AHRA purchased its first “Amanda on the Go!” mobile unit to provide at-home counseling services. The organization provided over \$130,000.00 in financial aid through grocery cards, gas cards, and utility bill payments to warriors and their families. In 2021, Be the Lead surprised AHRA with a second "Amanda Hope on the Go!" mobile unit to expand the at-home counseling services.

A Mindfulness Coordinator was hired in 2022 and the focus on free integrated health services began with work with the Southwest Institute of Healing Arts (SWIHA). Additionally, a Mother Mentoring Coordinator joined the team as well as a volunteer Mother Mentoring Coordinator for Spanish-speaking mothers.

Befitting the 10th year anniversary of Amanda Hope Rainbow Angels, Lorraine Tallman, CEO, Amanda Hope Rainbow Angels, was recently named one of the Phoenix Business Journal’s Outstanding Women in Business presented by Arizona Bank & Trust. Lorraine is the driving force behind Amanda Hope Rainbow Angels. Her experience in the pediatric cancer world sparked her lifelong devotion to advocacy and support for children and their families. She is committed to fulfilling her daughter, Amanda’s, wish to provide dignity and comfort to all children battling life-threatening diseases.

Today, the organization provides the Comfycozy’s for Chemo adaptive apparel line, free counseling, events, and financial aid to families with a warrior battling cancer. Thousands of children have felt the impact of Amanda’s legacy through the AHRA support services. These programs bridge the gaps in care and provide the families with additional support during the most challenging times in their lives.

ABOUT AMANDA HOPE RAINBOW ANGELS

Amanda Hope Rainbow Angels (AHRA), (<https://www.amandahope.org/>), is a Phoenix, AZ-based 501(c)(3) nonprofit, support and educational organization. Founded in 2012, Amanda Hope Rainbow Angels is a celebration of Amanda Hope's life. During Amanda's three-year fight with leukemia and nine-month battle with a brain tumor, Amanda dreamed she would one day design a fun clothing line for children like her that would provide comfort and dignity during chemo treatments. Amanda's life ended all too soon, but her dream lives on through AHRA's Comfycozy's for Chemo apparel and Amanda's legacy continues with AHRA expansion of programs and services.

AHRA's Comfort and Care team of licensed counselors, coaches, and mentors provide FREE counseling, play therapy, and supportive services to families impacted by childhood cancer or another life-threatening illness. Patients, siblings, parents, and caregivers can take advantage of bilingual individual, couples, and family therapy sessions. Grief counseling, mindfulness practices, mother mentoring, and facilitated support groups for families to connect with others on the same journey as also available.

In person services are available for Arizona families with a child battling cancer or a life-threatening illness, but AHRA also offers virtual support groups to families anywhere in the world with a child battling cancer or a life-threatening illness.

For further information visit <https://www.amandahope.org/>.

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