

PIEDMONT POST

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Schreyer Birthday Fund Gala on July 17

Fund to raise money
for hospitalized children

Pierre Schreyer, a French-born Montclair resident, succumbed to a rare form of cancer October 13, 2015, four months after he graduated from Head-Royce High School. Schreyer spent his 17th birthday that year in Children's Hospital in Oakland. On a strict bone marrow transplant diet, Schreyer was unable to enjoy even a slice of cake.

Rather than let the disappointment get to him, Schreyer chose to help other kids in his situation, so he created a fund to cheer up other hospitalized children on their birthdays. He called it Pierre's Birthday Fund. The fund allowed hospitalized kids to have a birthday party and receive a \$50 gift on their birthday. More than that, the fund gave each kid a little bit of joy on their special days.

"It was something small just to commemorate their lives and acknowledge their birthdays" said



Pierre Schreyer.

Pierre's mother, Jennifer Schreyer, executive director of the fund.

Over time, the fund grew to epic proportions. Pierre broadened his scope by raising money for new Bingo prizes and video game machines to keep kids entertained during their stay at the hospital.

"There are kids who will do a little something here or there, but [Pierre] was such an entrepreneur. That he was really thinking about other people while he was going through treatment is just really in-

Gala

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credible," said Kristen Barbarics, director of development at UCSF Benioff Hospital.

This Sunday, July 17, a day on which Pierre would have turned 19, the nonprofit bearing his name will hold its inaugural gala to raise money for patient services at UCSF Benioff Children's Hospital and UCSF Medical Center at Mission Bay, where Pierre spent nearly two years in treatment.

Schreyer's mother, Jennifer, says he raised over \$50,000 for hospitalized children during that time, cold-calling Oakland residents and eliciting help from his grandparents, who run a foundation.

This year, Pierre's Birthday Fund is helping raise money to bring the Beads of Courage program to patients at Mission Bay. Beads of Courage is a craft-making course where kids make strings of multicolored beads to document their hardships with disease, their

resilience, and the completion of certain medical procedures. Funds raised at the gala will also help establish a massage program at the Children's Hospital, providing children with some much-needed relaxation.

The first annual Pierre Birthday Fund Gala will be held at the Oakland Aviation Museum, 8252 Earhart Road on Sunday, July 17 at 6:00 p.m.

The event is being held at the Oakland Aviation Museum to remember Pierre and his love of flying.

"Pierre loved to fly," explained Jennifer Schreyer. "He started flying by himself when he was just 6 years old to go see his grandmother in Paris."

Ian Wright, the museum director, jumped on board and is sponsoring the inaugural gala by offering the venue, which will allow more proceeds to go directly to fundraising.

To attend Pierre's Birthday Fund Gala, visit: <http://www.pierresbirthdayfund.org>.

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