

New York family

■ givingback

What's Your Favorite Charity?

GIVING BACK

20 distinguished New Yorkers talk about their favorite charities. Plus, New York Family's picks for organizations that improve the lives of children and families

ALISON QUALTER BERNA AND ALLISON SCHLANGER

Cofounders, apple seeds

Cookies for Kids' Cancer is committed to raising funds to support research for new and improved therapies for pediatric cancer through local bake sales by individuals, schools, churches, synagogues, clubs, and businesses. It was founded by a family whose son was diagnosed with cancer. This year, the organization hopes to sell more than 120,000 cookies to raise more than \$500,000. That money will go to key research that is underfunded. Pediatric cancer is the leading cause of death by disease for children under the age of 18.

cookiesforkidscancer.org 