

GOLD RIBBON NEWS

FOR FRIENDS OF THE CHILDHOOD CANCER FOUNDATION

Winter/Spring 2006

Reflections From the President



I love this shot of me joining hands with Brandon Schupp, our young mountain climber who's going to help us raise \$1.0 million (p. 3). The picture says it all: we're united; we're strong; we care; and our entwined wristbands shout out our determined battle cry against childhood cancer: **We Will Win!**

This issue of Gold Ribbon News is all about

partnerships, about friendships and alliances that work. It's about the kind of world we're trying to build here at the Foundation, the kind of world we need, if we're going to improve the lot of kids with cancer and move yet closer to that elusive 100% cure rate.

We're moving ahead quickly with the strategic vision and new, streamlined programs and services approved by our Board just over a year ago. A lynch pin of our new programs is our wonderful relationship with all 17 children's hospitals and childhood cancer treatment centres in Canada. By working through and with the hospitals, along with our strong union with all Parent and Survivor Support Groups and other regional childhood cancer organizations,

SHOW YOU CARE

Help support the Childhood Cancer Foundation and show you care by selling We Will Win wristbands to family, friends and colleagues.

Call Christina Chen at 1-800-363-1062 to place your order for adult or youth sized bands.

we have the delivery system for our family support and pediatric cancer research programs.

We're also welcoming many new corporate and individual supporters and Foundation friends who want to join us in our battle. Like Brandon, they want to entwine their willing hands in ours.

Enjoy this Winter/Spring issue of Gold Ribbon News. We hope it will encourage many others to consider

how they can contribute and help. I look forward to many more shots like the one we took with Brandon.

David Stones
President & CEO

FOUNDATION IS UNIQUE

The Childhood Cancer Foundation – Candlelighters Canada was established in 1987. We are the only national charity supporting the fight against childhood cancer in Canada. Our Foundation provides support programs, funds research and advocates for children and their families who are affected by cancer. These programs directly contribute to increasing survival rates and quality of life for pediatric cancer patients and their families, and will ultimately help find a cure for all childhood cancers.

The Gold Ribbon is the international symbol of inspiration in the fight against childhood cancer. The ribbon carries with it the hope that one day we will find a cure for all childhood cancers, and our children will go on to live complete, fulfilling lives.

Childhood
CANCER FOUNDATION
CANDLELIGHTERS CANADA

The impact of childhood cancer

THE HARD FACTS

- Cancer is the #1 disease killer of Canadian children. Each year, cancer kills more children between the ages of one and 18 than asthma, diabetes, cystic fibrosis and AIDS, combined.
- Every school day, about 10 children are diagnosed with cancer in Canada – about 1,500 each year.
- More than 10,000 infants, children and adolescents are currently being treated for childhood cancers in one of Canada's 17 pediatric hospitals and treatment centres.
- One in every four children who get cancer will die of the disease.

THE GOOD NEWS

- About 75% of the children who get cancer can now be cured.
- Findings from research into children's cancers have helped enormously in improving the treatment of adult cancer patients.
- Due to research and an integrated treatment model, the cancer death rate has dropped more dramatically for children than for any other age group.
- Nearly 70,000 patient-years of life are saved each year using newly discovered treatments for childhood cancer, placing childhood cancer second only to breast cancer in terms of years of life saved.

WE WILL WIN

Childhood Cancer Foundation — Candlelighters Canada www.childhoodcancer.ca

YOUR DOLLARS AT WORK

The Childhood Cancer Foundation makes sure that its valuable donor dollars are put to work, fast, in its goal to beat childhood cancer. Some recent examples of many, include:

New relationship with all Canadian children's hospitals:

The Foundation has a unique partnership with all 17 of the children's hospitals and pediatric cancer treatment centres in Canada and through a new C17 Research Network.

This past year, two researchers became the first to be funded under the auspices of the new C17 network. And as we grow our funding base we hope that researchers will soon be funded in all children's hospitals and treatment centres across the country.

• **Dr. Yigal Dror**, Principal Investigator,

The Hospital for Sick Children (Toronto): Development of a data and biological sample registry for bone marrow failure syndromes, to better understand patterns and possible causes of this rare, poorly understood, and often fatal condition whereby the body ceases to manufacture blood cells;

• **Dr. Lillian Sung**, Principal Investigator, The Hospital For Sick Children (Toronto): A study using laboratory analysis to understand the prevailing variables that cause some children with acute myeloid leukemia to develop severe and often fatal infections.



Harriet (L) had a better chance of survival because of the research work of Dr. Lillian Sung on acute myelogenous leukemia. Just weeks after going back to school, Harriet and her friend Petra (R) started Cut Off Cancer – a haircutting fundraiser. For more information on how to run an event in honour of Harriet, see our Web site.

New Web site supporting families across the country

Our extensive Web site is a constant source of support and information to families, corporate and individual supporters across the country. You can visit the site at www.childhoodcancer.ca

New Family Support Kits ready to help families

The Kits contain a childhood cancer information book, Foundation and valuable contact information, as well as We Will Win Foundation wristbands. They are distributed through support groups, hospitals and directly to families who contact us through our Web site.



Kids helping kids... Daniel, Melissa and Jonathan Korman volunteer to pack Family Support Kits that will go to families of kids with cancer this year.

“Supporting the Foundation is one of the best things I’ve done in my life. We’ve reached a 75% survival rate – let’s make it 100%”

—R.K. - Monthly Donor

Historic number of Scholarships awarded in 2005



Meghan plans to follow a career in journalism/PR

In August 2005, we awarded the greatest number of scholarships in our history. There were 49 recipients in 2005, each receiving a \$1,000 award. Until recently, these awards were only \$300 each and fewer were allocated. This is a unique program in Canada and a continual source of joy for Foundation staff and volunteers.

To adopt a scholarship for a childhood cancer survivor, please call Mary Lye at 1 800-363-1062.



The whole staff team at this Richmond Hill, Ontario dental office joined together to adopt a scholarship. Their “adoption” supported Meghan, a survivor of osteosarcoma, in her first year at the University of King’s College in Halifax.

WE WILL WIN

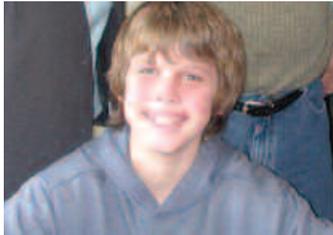
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NEW INITIATIVES BRING NEW HOPE

The Childhood Cancer Foundation is hard at work on a number of innovative, new programs, resulting in increased funding for pediatric cancer research and a brighter future for Canadian kids with cancer.

MOUNTAIN OF HOPE

13 year old Brandon Schupp, from London, Ontario is set to climb a mountain in support of the Foundation and childhood cancer research. He climbed Mt. Baker in Washington State last year. In late 2005 he raised \$20.0 K in support of his little friend, four year old Cole, who is battling neuroblastoma.



Brandon will climb Good Hope Mountain in July 2006 to raise awareness for 10,000 Canadian kids who have cancer and help us raise \$1,000,000 for pediatric cancer research.

On July 24, Brandon will begin the 2-week climb of 10,000 ft. Good Hope Mountain in B.C.- that's one foot for every child with cancer in Canada today. We're hoping to



Mountain of Hope
Childhood Cancer Foundation

raise \$100 in sponsorship for every foot — that's \$1.0 million.

Brandon wants to climb progressively higher mountains for us, culminating in Mt. Everest when he turns 18. Brandon and the Mountain of Hope Campaign could help change the face of pediatric cancer research in Canada.

To support the Mountain of Hope Campaign, log on to www.childhoodcancer and follow the Mountain of Hope links.



Four year old Cole and his family face a long battle with neuroblastoma. You can follow their journey on www.caringbridge.org/visit/colepetrie

GOLD RIBBON JAZZ CRUISE

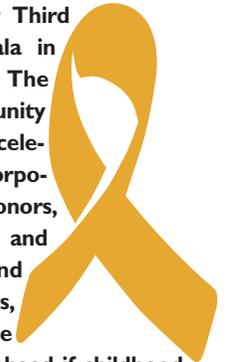
On Canada Day (July 3) we will host our first-ever Gold Ribbon Jazz Cruise on Lake Ontario. The night will sparkle with wonderful music, food and friends, with a spectacular fireworks display from Ontario Place, making this a night to remember. For more information contact Mary Lye at mlye@childhoodcancer.ca or call 1-800-363-1062.



Gold Ribbon Gala

We will be hosting our Third Annual Gold Ribbon Gala in Toronto in November. The Gala provides an opportunity for the Foundation to celebrate successes with its corporate partners and key donors, cancer survivors, medical and research professionals and other related stakeholders, as well as to refocus on the many challenges that lie ahead if childhood cancer is to be defeated.

The event is a combination of inspiration, information and fundraising - silent and live auctions. Guest speakers from survivors to cancer researchers and pediatric oncologists provide information and the basis for unbri-dled hope. For more information on our 2006 Gala, visit our Web site or call us.



Gold Ribbon Classic Golf Tournament

Mark September 25 in your calendar for our first Gold Ribbon Golf Tournament at Angus Glen Golf Course in Markham. More details will be available on our Web site.



Late Breaking News...

Stay tuned for exciting news about the Childhood Cancer Foundation and The Big Comfy Couch™ — as seen on Treehouse...

As well, we're pleased to add Days Inn to our roster of corporate supporters..full details to follow.

Check our Web site often for updates on these and other exciting projects in support of Canadian children with cancer.

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WE WILL WIN

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Welcome Gold Ribbon Friends



"I am very pleased to welcome new Gold Ribbon Friends who have joined the growing support team for 10,000 children across Canada who are battling cancer:"

Mary Lye, Director of Marketing and Communications

THE PRINTING HOUSE



Janice O'Born, from the charitable office of The Printing House (TPH), receives a special plaque, and grateful thanks, from Ian Young (L), chair of the Foundation Board; David Stones, Foundation President and CEO and Foundation Board Treasurer, Glenn Fraser. The gift, proceeds of the TPH seasonal greeting card program, is designated to support pediatric cancer research at Canada's children's hospitals.

CADILLAC FAIRVIEW - Announcement

"Cadillac Fairview has chosen to partner with the Childhood Cancer Foundation for their annual 5/10K run on April 30, 2006 in Toronto, Ontario. Cadillac Fairview is committed to improving the quality of community life where it carries out business through enhancing community resources. The Company is pleased to support the Childhood Cancer Foundation in its fight against childhood cancer. Cadillac Fairview is one of North America's largest investors, owners and managers of commercial real estate."



Cadillac
Fairview

ING INSURANCE

The ING donation from Debbie-Coull-Cicchini, CEO, Ontario region and Susan Gibbs, VP, group insurance, Ontario region, is designated to support the Foundation's Teen Network.



THE RECREATIONAL VEHICLE DEALERS ASSOCIATION OF CANADA

The RVDA recently declared a three year commitment to the Foundation.



RONALD MCDONALD HOUSE CHARITIES

Support from RMHC is designated for the Family Support Kit.



Purolator

Thanks to our friends at Purolator who are covering all our shipping costs this year, including the Family Support Kit programme.



THE UNIVERSITY OF OTTAWA MEDICAL FACULTY

Students from the U. of Ottawa Medical Faculty held a head shaving at a recent Ottawa 67's game, raising more than \$30,000 for pediatric cancer research.

OSPREY WOODS PUBLIC SCHOOL

Grade 4 students banded together to raise over \$2,300 in a Penny Drive in their classroom.



*Kindness gives birth
to kindness*

— Sophocles

HOW YOU CAN HELP

Thousands of Canadian individuals, organizations and corporate partners help us with our work. Whether giving through monthly donations, volunteering or holding a special event to raise funds or sponsorship of our events or programs, all gifts of funds, time and spirit are deeply appreciated.

You can donate on-line through our Web site www.childhoodcancer.ca through a completely secure, private donation portal (CanadaHelps.org). We accept VISA and MasterCard, and all online donations are e-receipted. If you prefer to donate via regular mail, please send your cheque or money order made payable to "The Childhood Cancer Foundation" to:

The Childhood Cancer Foundation

55 Eglinton Avenue East, Suite 401
Toronto ON M4P 1G8

Or call **Mary Lye**, Director of Marketing and Communications at 1-800-363-1062.



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