



Contact

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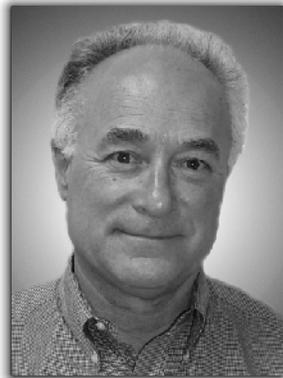
www.childhoodcancer.ca

Past Experience a Big Plus For New CEO

The Board of Directors of the Childhood Cancer Foundation ~ Candlelighters Canada is pleased to announce the appointment of David Stones to the position of President and CEO, effective May 11th, 2004. The Childhood Cancer Foundation is Canada's only national charitable organization focused completely on childhood cancer issues, directing a strategic program of pediatric oncology research funding, advocacy and information support toward improving the quality of life for children with cancer and their families.

As a business and marketing/communications professional, David Stones brings to the CEO position valuable experience in executive leadership in the private, public and not-for-profit sectors, largely in the areas of health and finance.

Most recently, Mr. Stones held the position of Vice President, Marketing and Communications with Mount Pleasant Group of Companies, one of the country's largest providers of bereavement related services. Prior to that, David was National Director, Marketing and Communications for the Canadian Cancer Society/ National Cancer Institute of Canada. David's broad business experience, together with his applied knowledge of brand management, strategic relationship building, media and public relations, and fund development will serve the Foundation well as it seeks to build its influence base and profile across Canada.



Board of Directors Welcomes New Chair

The Childhood Cancer Foundation ~ Candlelighters Canada added a new member to its growing board of directors this November. Ian Young, a retired 10 year financial executive coming to us from Nexfor Inc. a forest products company.

At Nexfor Ian was Senior Vice President and Chief Financial Officer and responsible for all financial activities and assisting all levels of the executive management including the President, C EO and three Senior Vice Presidents.

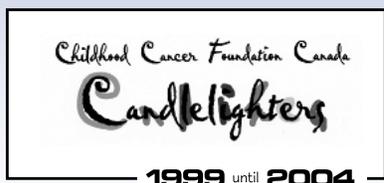
Ian also brings a wealth of business and board experience including: sitting on the board of a Canadian Schedule II bank for over 10 years, sitting as Chairman of the financial section of the Canadian Forest Products Industry, and holding another 25 years at companies like Molson, George Weston Ltd./Loblaw Companies Ltd., and ICI Canada Inc. to name a few.



Along with an enthusiasm for life, our foundation, and the cause, Ian brings a solid business mind and valid experience.

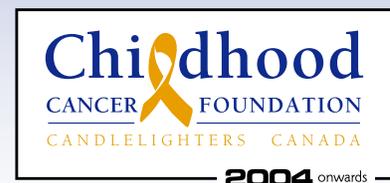
"David and Ian will bring tremendous strength and experience to our team."

- William Pace, Chief Development Officer



We've Got a New Look !

More on Page 13



EVENTS

Key to the Cure raises over \$10,000 and a lot of buzz!

Almost 320 - and thirty-somethings gathered for an extended Halloween party weekend at Vivo Restaurant this October 30th. The bar was packed to the rafters with charity supporters as the band played in harmony with the djs and Gelato Fresco circulated with all-you-can-eat ice cream.

The Key to the Cure was a third-party event thrown by supporter Susie Adelson to help the Coast to Coast Against Cancer (an event held in June 2003 that raised \$490,000) raise additional funds to make the \$500,000 goal. The Key to the Cure raised a whopping \$10,000 for the Childhood Cancer Foundation and will undoubtedly become a staple in the charity's annual program.

Fantastic auction and raffle items were awarded throughout the night, such as Sports Clubs of Canada memberships, Toronto Maple Leafs tickets, gift baskets, toys from Spin Master Toys, Fossil watches, and lots more. The \$20 ticket price gave guests free appetizers all night long, Two-Bite Brownies, baked goods, Gelato Fresco, music from two live djs and live jazz from Melodius Vibes, and, the premise of the event, a key that could potentially open a box to win a prize! Fifteen lucky winners walked away with CDs, DVDs, gift certificates, and more.

The Childhood Cancer Foundation thanks all of those who donated and/or attended. See you all next year!



The Key to the Cure organizer Susie Adelson, (left) and Childhood Cancer Foundation's Alisha Denis, (right), flank co-owner Bill Stratus during the event at Vivo Restaurant in Toronto

Contact

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The Childhood Cancer Foundation is the only national charitable organization is solely dedicated to improving the quality of life for families experiencing the effects of childhood cancer.

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www.childhoodcancer.ca

Pedaling hard to find a cure

Coast to Coast Against Cancer

June 25, 2003 - The six guys from Mississauga who embarked on the fastest cross-Canada cycle in world history arrived at their destination point, Halifax, Nova Scotia, to greet their overjoyed family and entourage of supporters.

Guided by police escorts, ride organizer Jeff Rushton and his team arrived in Halifax in the crisp morning rush hour to ride past the cheering group straight toward the quiet lap of the Atlantic Ocean. There on the beach they ceremoniously dipped their wheels in the water as they had done on the other side of Canada just 10 days before to signify the end of their journey.

"Quite an exciting sight as all six core riders, plus our two alternative riders, and several other cyclists made the trek into Halifax," said Jeff. "When we got within 20 miles we were joined by 20 Fujitsu employees and a police escort with sirens a-blasting. As I got off my bike I was hugged by my wife Diane, my children Skylar and Brooklyn. What a feeling."

The ride met its goal of raising \$500,000 in the weeks to follow with some follow-up events as well as an unveiling of a C2C documentary. Please go the C2C website for further details at www.coasttocoastride.com.



The team as a whole takes a well deserved rest at their final call in Halifax last July.

Ride for Karen



Ride for Karen team enjoy police escort in Halton Region

Another extremely successful event in 2003 also focused around the cycling world: the Ride for Karen was a family affair organized by two sons and their father in memoriam of their mother and wife, Karen. The event saw 128 riders for the 160 km route and 25 riders for the 25 km route battle near freezing temperatures and everything Mother Nature could hurl at them, from hail to rain to biting winds and very little sunshine. The riders persevered to conquer the challenging course, and were rewarded with a barbecue, speeches from the funds recipients, the family, and door prizes for monies raised. These 150 plus humanitarians came together to raise \$51,000 for cancer. The ride was to be symbolic of the challenges cancer patients go through every day. "The moral of the story is

about overcoming adversity. As a team we accomplished what an individual could not. Cancer patients are faced with adversity every day and with the support of a good team, hope and resources, good outcomes can be created. The Ride for Karen strives to create good outcomes for cancer patients and their families (their teams)," confirms organizer Kirk Tobias.

Cancer support continues for East Coast families

The Candlelighters Association of Newfoundland & Labrador are proud of successes

The Candlelighters Association of Newfoundland and Labrador has been operating now since 1981. Wow, it's incredible that our little organization, an idea started initially by Bill and Janet Buchanan with other interested parents is still alive and well.

We are also proud that despite the immense geographical distance in our dear province we also have a small chapter in Corner Brook that was started by Margie Thomas and Gale Stevenson. Although the Child Health Center is located in St. John's, the west coast chapter of our association assists many families who live on the west coast of Newfoundland and Labrador. The majority of these families have to come to St. John's for treatment and are visited and assisted by our association while undergoing treatment.

We are very appreciative of the opportunity to let readers know a little bit about our organization and the activities that help us help so many families in need.

Our executive staff consists of some very dedicated parents who, because of their child's cancer diagnosis, are now focused on improving the lives of others. They are our main volunteers, organizers, visitors, and support!

Our organization starts by acquainting the newly diagnosed with cancer by providing them with the now famous Touch the Sky Kit (kindly provided at a reasonable cost) from the Childhood Cancer Foundation. Within the first week of diagnosis we have a group of dedicated families who visit the hospital usually every second week or any other special reason as outlined by the Oncology Team. When our visiting families meet the new families they usually provide emotional support and unique understanding, as well as gift certificates for services used while in the hospital to assist with the burden of being away from home.

This program also extends to families who travel to Toronto and Calgary for bone marrow or stem cell transplants. Our association helps with a healthy gift certificate package and as well assists with

the cost of accommodation at Ronald McDonald House.

We have formed several committees with the health care corporation to ensure the parent's concerns are heard and action is taken in a timely manner. It is excellent to have this forum and we are pleased with its operation and effectiveness. This committee has resolved many issues such as emergency



underground parking access for parents. We continue to pursue issues presented to us by parents whose children are on active treatment. This area of our work is to advocate on behalf of our families, and it is very satisfying to know that we are making our experience with childhood cancer benefit other families.

Our executive also meets when required with the oncology team at the hospital: Dr. Jack Hand and Dr. Lynette Bowes along with Gail Roberts R.N. and Natalie Benson BSW. We have a tremendous working relationship, and we work hand in hand to ensure assistance is given where needed. This relationship has produced many positive outcomes.

Our organization also operated Camp Delight, which is a seven-day residential cancer camp for children with cancer aged 7 to 17 years and their siblings, as well as bereaved siblings. We have a very dedicated group of volunteers ranging from 19 to 45 years of age who work hard all year long to ensure that our special children have the time of their lives. Our oncology nurse Gail has been a Camp Nurse now for three years and is a big advocate of the camp and the positive effect it has on all our children. We are proud to be able to provide this camp being such a small group of about 350 members with only about 50 to 60 active

families. Our camp is not only for fun. It focuses on teaching the children life skills such as swimming and sign language. We also have interesting visitors such as the Air Search and Rescue Team from Gander, NL. This camp costs our association approximately \$17,000 to run, and we receive some kind assistance from the Canadian Cancer Society.

We have the best Christmas party in town, and this year we had a record 53 children attend our party!! Our group has several events and family days during the year. We usually have a gathering after a special event. For example the Cancer Survivors Mass, which is held in St. John's the first Sunday in June. A member of our executive also sits on the organizing committee for this service.

The Candlelighters Association of NL is totally dependent on generous donations from our corporate friends in the community. Our executive has initiated many fundraising initiatives, which have been met with success. We are thrilled to know that we have many friends of our organization who continue to support us and encourage others to choose us as their charity of choice.

The philosophy of our dedicated executive and volunteer families is this: We, as parents of children with cancer, have gone through an experience that has been life changing. There is a common thread among us and we have to make it count for something. How can you just forget such an experience? Our advice to other struggling organizations is put your heart in it and good things always happen.

The Candlelighters Association of NL is strong and healthy and we hope to remain so with the help of our great supporters and friends.

Thank you to the Childhood Cancer Foundation for providing us with the opportunity to share our group's ideas and successes with other families across Canada.

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Helping Children Cope (Part 1)

Grief expert offers comfort to families

Children of all ages are undoubtedly affected by any significant loss, and often very deeply, because their coping mechanisms are just developing. Everyone is usually rightly concerned about how death or a life-threatening situation will affect children.

Whether the situation involves their grandparent, parent, sibling, peer, family member or friend will make a difference, of course. Every loss is difficult, but each loss is different. To lose a parent is a devastating loss for anyone, especially for younger children. But to lose a sibling is equally difficult, even though "what is lost" by the child may be completely different.

Any child old enough to love is old enough to grieve. But we need to ask ourselves the following question to begin to understand the complexity of how the situation affects this child, and how we can offer support:

What does THIS loss mean to THIS child, at THIS time in his/her life?

A wise counselor or caring parent should analyze every relationship and try to understand the bond shared, asking ourselves, "What has this child lost here?" An illness or a death will be difficult for any child of any age, regardless of the relationship, but will be intensified and complicated by the bond that the child has come to depend upon with this person. This bond is what the child loses, and to help, we must understand what that meant to this child and what they are missing.

It is very important to acknowledge that children do grieve, and should be encouraged to do so. Allowing them to express their grief helps make sense of overwhelming fears and anxieties that may be evoked by a death or other significant loss. Having their grief validated gives children the assurance that they are not alone in their experience, and that they will be OK.

The world changes when one generation ensures that the next is better equipped to cope with situations when they inevitably arise. As we ourselves learn about death, we also need to teach our children about

mortality, the dying process, the rituals around death and their meaning, and the ensuing grief process. To do this we must talk honestly with children, listen to their thoughts and questions, and support them through their own sense of personal loss.

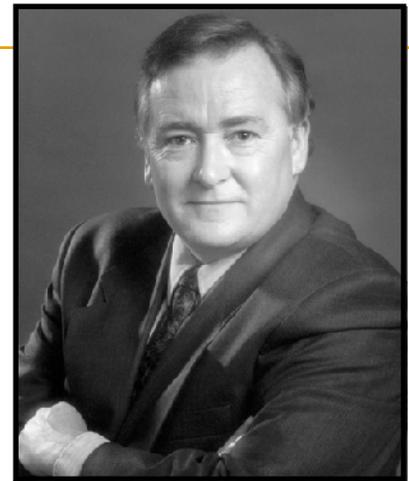
When tragedy strikes, there is often anxiety about the impact upon, and the reactions of the children directly or indirectly involved. Many instinctively shield children from pain and sorrow. We try to keep them from upsetting situations. We leave them at home when we go to visit a sick or dying relative in hospital. We send them to a friend's house when we go to a funeral. We talk about death in hushed voices, rationalizing that "this would be too much for them" and "they are too young to understand." In fact they understand all too well.

Children, from a very young age, know when something is wrong. They hear what is said, and are sensitive to disruptions in the household. They feel the distress of their parents and others, and are deeply affected by it. And when they discern that something is a "secret" that is being kept from them, they arrive at unjustified conclusions. When we do not include children in the situation, or explain what is happening, we leave them to imagine the worst, and cope with their feelings alone. And sometimes, what they imagine is worse than reality.

Children have varying abilities to comprehend death, depending on their mental and emotional development. Maturity does not happen according to fixed age categories. Each child has a unique timetable as to discernment of these things.

Behaviours

The experience and expression of children may be different from adults, but it will be no less painful or severe. Most children fear abandonment more than death. Children who feel isolated tend to fall back on regressive behaviors. Angry outbursts, irritability, changes in eating or sleeping patterns are common signs that a child is suffering. Because children believe in magic, they may believe that if they wish hard enough, Mom will come back, and their sub-



Dr. Bill Webster

sequent anger is because they believe they were unable to reverse the effects of death.

Some may even believe they are somehow responsible for death, and struggle with guilt. Because children cannot differentiate between a wish and a deed, they may recall a moment when they wished a parent would "disappear" or "drop dead", and rationalize that this wish has come true and they are to blame. Others may feel the person has "gone away" because they were bad, or unlovable.

❖ Watch your child at play. Observe how they act with dolls or toys, as this is often a clue to their feelings. Listen to the stories they make up in word or play. You can help by sharing stories and memories of the good times, and positive alternatives to any bad things they may remember.

❖ Often it may appear a child is "unaffected" by the news of a loss. This is because it takes a child a long time to "internalize" bad news. The hard questions may come up many months later. There are perhaps four central questions children express:

1. Did I cause this person's death?
2. Does this mean I will die too?
3. Are you (parents) going to die too?
4. If you die, who will take care of me?

❖ Children tend to mourn little by little, bit by bit. They cannot do it in chunks. Sometimes they experience grief in other ways than sadness and tears. So a child may be upset one minute, and playing happily the next. They might act as if the death has not occurred, because the thought of the loss is overwhelming. They need to be allowed to process their grief in child-sized segments.

Cont'd Page 12

Childhood Cancer Foundation Welcomes New Partner to Family



At a May 2004 media launch held at the Hilton Toronto, Childhood Cancer Foundation and Hilton Canada celebrated their new national partnership designed to benefit children with cancer and their families across Canada. From Left to Right: Barbara McCully, Director of Public Relations, Hilton Canada; Dr. Victor Blanchette, Chief of the Division of Haematology / Oncology at the Hospital for Sick Children; Anna-Lisa Mantesso, Vice President of Sales and Marketing, Hilton Canada; David Stones, President and Chief Executive Officer, Childhood Cancer Foundation; William Pace, Chief Development Officer, Childhood Cancer Foundation, Albert Lee, Marketing & Communications Manager, Childhood Cancer Foundation



The Childhood Cancer Foundation is pleased to announce that Hilton Hotels Canada has selected our organization to be their national charity of choice for 2004/5. This exciting new relationship will see our two organizations working together for the maximum benefit of the over 10,000 children in Canada currently affected by childhood cancer. "This is a tremendous opportunity for Hilton Canada to make a significant impact on both the fight against cancer and the well-being of Canada's children," notes Barbara McCully, Director of Public Relations with Hilton Canada. "Community investment is a cornerstone of Hilton's business strategy and we are thrilled to be a key partner of the Childhood Cancer Foundation."



Childhood cancer survivors help prepare a pancake breakfast for the media at the recent Hilton Canada Childhood Cancer Foundation launch in Toronto. From Left to Right: cancer survivor Hannah Munroe; Executive Chef of Tundra Restaurant, John Cirillo; Rebecca Redden and cancer survivor sister Virginia

Hilton Hotels Corporation is recognized internationally as a preeminent hospitality company. Their family of hotels offers guests and customers the finest accommodations, services, amenities and value for business or leisure. For more information please visit www.hilton.ca.

Foundation Takes Big Step Forward

Childhood Cancer Foundation to Support National Research

The Childhood Cancer Foundation Candlelighters Canada is moving forward with some important steps in its strategy to support and promote childhood cancer research in Canada.

The Foundation has established a historic agreement with the Council of Canadian Pediatric Hematology/Oncology Directors that will see significant funding flow to childhood cancer treatment and research centres from coast to coast. The Council comprises the Directors of the 17 hematology/oncology programs in Canada and represents facilities in Vancouver, Edmonton, Calgary, Saskatoon, Winnipeg, Regina, Ottawa, Kingston, Toronto, Hamilton, London, Montreal (two), Sherbrooke, Quebec City, Halifax and St. John's.

"We're extremely excited about this," enthuses David Stones, Foundation CEO. "It's a unique, very special relationship that should pave the way for a more prolific pediatric oncology research agenda in Canada, including the participation of more children in clinical trials. Our tie-in with the Council makes sure that our funding is applied to a truly national research effort, and that's what we need. Our relationship with the Council will also ensure a strong, unified voice on childhood cancer issues."

The Council is currently putting the finishing touches on a Research Network that will involve all 17 centres and put into place a peer reviewed allocation, monitoring and evaluation process for all research investigations. The Research Network will be chaired

by Dr. Paul Grundy, Head of the pediatric cancer program at the Stollery Children's Hospital in Edmonton.

"Our early investments need to be in infrastructure," says Victor Blanchette, chair of the Council and Chief of the Division of Hematology/Oncology at Toronto's Hospital for Sick Children. As examples, Dr. Blanchette says that early funding will be used to establish Clinical Research Associates in each of the 17 children's cancer centres across Canada, and to create the role of a Senior Medical Officer who will liaise with all centres, as well as with Health Canada and the U.S. based Children's Oncology Group (COG).

"Getting as many of our kids as possible, particularly teenagers, involved in appropriate clinical trials is a real priority," Dr. Blanchette says, echoing David Stones and referencing a long-standing issue related to childhood cancer. "In the short term, we'll also be considering originally conceived research projects. We really thank the Foundation for their initiative, commitment and enthusiasm in helping bring this partnership about."

Details of the partnership were discussed in detail during a June 2004 meeting in Vancouver. Both the Council and the Foundation's Board of Directors subsequently approved in principle a comprehensive agreement that spells out each organization's expectations and responsibilities.

Dr. Max Coppes, the Council's vice-chair and Director of the Southern Alberta Children's Cancer Program in Calgary, thinks the agreement has the potential to revolutionize the

childhood cancer battle in Canada. "Our centres are certainly united as never before," Dr. Coppes says, "and when it comes to beating cancer there's real strength in numbers. With the Foundation's funding and our own sense of unity, we'll see some unique proposals come forward and receive funding. Together with the national voice we now have with the Foundation, we're going to have a meaningful impact on childhood cancer. The children and their families are going to be the true winners."

"This agreement gives us some powerful marketing and fundraising ammunition," Stones says. "We're the only national charity dedicated exclusively to the fight against childhood cancer. And now we're the only one that can ensure a truly national research program that will see only the very best proposals get funded."

"Our job now is to drive that point home in corporate boardrooms and to individual donors across Canada," David Stones adds thoughtfully, emphasizing the hard truth that the challenge now is to ensure appropriate funding on an ongoing basis.

Contact will provide regular updates as the Foundation/Council agreement enters its first full year.

International Confederation of Childhood Cancer Parent Organizations

News

These notes are based partly on discussions at a workshop held at the ICCCPO (Int'l Confederation of Childhood Cancer Parent Organizations) Conference in Porto in September 2002, and also on the experiences of various member organizations of ICCCPO over recent years.

- Julian Cutland (South Africa) & Simon Lala (New Zealand) - ICCCPO members

Introduction

Many parent groups start off as local support groups, often closely related to a specific pediatric oncology treatment centre. They normally develop a close working relationship with the hospital and the staff there, and have their primary focus as the support of the families who are treated at the centre. If they do fundraising, it is normally from the local community and is spent within the local area. However, many groups have evolved from purely local activities to having a national presence, perhaps joining with other regional parent groups to do so, and this can sometimes be a difficult transition for groups to make. There are different "models" that can be adopted by parent organizations when they "go national", and each of them has advantages and potential problems. The aim of this note is to identify these models and the issues that may arise from them.

It is not the intention to be prescriptive as to what the best model should be. There are many variations in the medical care provided, the social services available, and the legal framework in which parent groups operate. The combination of these makes it necessary for each group to adapt and organize itself to be best able to deliver on the objectives that it sets out to achieve. There are, however, some basic ideas that a group should take into consideration when it decides to formalize its existence.

Local and national organizations - different focuses

Local groups:

These are normally focused within a geographic area, and often on a particular treatment centre. They aim to support all of the children and families in that area, and work closely to maintain and improve the facilities of the treatment centre. Their activities may include: organizing mutual support groups, and providing hands-on support for the families, children and parents; running programs for the children, siblings and parents (including camps, outings, etc.); funding medical equipment or staff posts; improving the general facilities at the hospitals (e.g. play rooms, etc.).

Their strength comes from their close association with the area, and many are very successful in getting great community involvement, including raising funds locally. Typically they are very hands-on and have close contact with individual parents and families. They are able to develop or adapt the programs that are most appropriate for their local situation and communities.

National groups:

Many countries have national parent groups, which have evolved in a variety of ways. The main activities at a national level can include: advocacy and national policies for childhood cancer; creating relevant programs on a national scale, and, if necessary, assisting local groups to implement them; providing assistance and guidance to local groups to get established, and to be effective on an ongoing basis; fundraising for national and maybe local projects.

They tend not to have direct contact with the individual parents, but rather focus on the bigger issues and helping the local groups.

Organization Models

Model 1 - Completely independent groups

In this model, there are several local groups that function completely independently with little or no contact between them.

Advantages:

Each group retains its local character, supporters, identity and funding base, and addresses the specific local requirements.

Disadvantages:

The groups will obtain no benefits from addressing common problems, and they will not be able to speak with a common voice on matters of mutual interest.

Model 2 - Independent groups with a national umbrella body

This model normally arises where there were pre-existing local groups that have established themselves with significant activities, and probably a funding base within their communities. They have then decided to form a national organization where they can come together for mutual benefit, but each retains their own names and identities separate from the "umbrella body." A typical name for such an umbrella body may be a "National Alliance" or a "Confederation" of parent organizations. ICCCPO itself would fall into this type of model.

Much of the sharing of experiences and programs would be on the basis of "this works for me, see if you can adapt and use it yourself," rather than on consciously setting out to develop common programs for everyone.

Organization Models Cont'd

The main power will remain firmly with the local groups that continue to have complete autonomy; subject possibly to some mutually agreed goals and standards. The national body has very limited power to enforce its views on the local groups, and it will be successful only so long as the local groups perceive that there is value to them from belonging to it.

There could be two variants of this model: One option would be for the umbrella body to have a distinct legal existence, and be registered as a non-profit organization in its own right. This would allow them to do fundraising itself, in addition to what is done by the local groups.

A second one is for the body to be an informal organization, which provides a forum for the groups to come together for mutual interest, exchange of ideas, and to decide on coherent approaches to common problems. However it would be restricted in what it would be able to do by way of fundraising.

Advantages:

Each local group retains its local character, supporters, identity and funding base.

However, they have a basis in the confederation where they can speak with a common voice to address mutual interests. These may include aspects of government policies, e.g. for health or for social welfare. It also provides a forum for the exchange of information, experiences and programs. It provides the opportunity to do fundraising on a national scale and tap sources of funds (e.g. of country-wide organizations) who may possibly not want to support purely local organizations.

Disadvantages:

This model has the potential for conflict between the national alliance and local groups in areas of fundraising. Clear agreements as to which local or national groups will approach specific potential donors are desirable.

There is also the potential for conflict if the relative roles and functions of the local and national groups are not clearly agreed.

This model loses the possibility of creating a common "brand" for childhood cancer in the country. The public will possibly see several different organizations and names apparently doing the same thing, and hence creating some confusion in the mind of the public.

Model 3 - A National organization with local groups - diffused control

In this model, there is a national organization and several local groups, which share a common name and identity, but where the local groups voluntarily choose to belong to the national organization.

The local groups generally function as in the previous models, but there may be some constraints on them resulting from their membership of the national organization. The role of the national organization is to address some or all of the functions described above, including providing leadership and guidance to the local groups.

The balance of power between the local and national levels could vary. In some cases the national organization could be funded by the local groups, while in others it may raise its own funds for national purposes, or for distribution to member local groups. There could also be variations in the amount of control of policies, programs, etc., that the local groups can exercise over the national body, and vice versa.

Compared to Model 2, the national body will probably play a more proactive role in identifying, developing, and assisting in the implementation of common programs.

Advantages:

All of the advantages of Model 2 apply, with the addition that there is a common identity and brand across the whole country.

Also, there is an even greater weight for the organization when it speaks on national and advocacy issues.

There is greater potential for the development of common core programs, for the benefit of all groups, and a reduction of the reinvention of wheels.

Disadvantages:

Similarly to Model 2, there is the potential for conflict between the national and local groups in areas of fundraising, and with the relative roles and responsibilities at local and national levels. Clear agreements as to the rules of the game for these are definitely desirable so that the different parts of the organization are not, and are not perceived to be, in competition for the same resources.

Model 4 - A National organization with local groups - central control

There are considerable similarities with Model 3, but in this situation there is much tighter control over the local groups from the national level. Generally, there will be one legal entity for the whole organization, in terms of registration as a non-profit organization, covering both the local and national components of the organization.

Typically, local groups are formed (and disbanded) under the control and approval of the national organization, and there are common policies and standards (e.g. for financial practices, programs, etc.) across all of the groups.

Again, there can be balance of power issues, and there need to be clear agreements as to what the relative roles are between local and national. There needs to be an appropriate degree of autonomy for the local groups to function effectively, while conforming to key values and goals of the overall organization.

Advantages:

All of the advantages of Model 3 apply.

Disadvantages:

Since there are probably local variations in the needs of parents and families, there is the potential that local groups are too constrained by national policies from meeting specific local requirements. There is a danger that the organization could become detached from the grassroots parent groups, and tend towards being a centralized, bureaucratic organization. This could be a problem especially within a large country, with many local groups, where it may become very unwieldy to try to have too tight a central control over local groups. There is still the potential for conflict between local and national level functions.

Corporate Fundraising

Pfizer Canada Kicks Off Pharmaceutical Challenge With Lead Donation



Life is our life's work

Our goal is to raise \$100,000 from the pharmaceutical industry over the next year. This ambitious project was inaugurated by Pfizer Canada with a \$25,000 donation dedicated towards childhood cancer research. This research will be conducted in association with the Council of Canadian Pediatric Hematology/Oncology Directors, who represent the 17 research centres across the country.

"Supporting this campaign was not only an easy decision, but also an honour," says Theresa Firestone, Vice President of Government and Public Affairs for Pfizer Canada.

"It ties into our role as one of the leading pharmaceutical research companies that recognizes its responsibility to our communities and their children," confirms Firestone.

This campaign is being launched at a time of great importance. Our research and programming dollars are being stretched ever more thinly by the increasing demands from treatment centres and families across Canada.

"Pfizer is proud to issue this challenge to the Canadian pharmaceutical industry: match our donation of \$25,000 and change the life of a child with cancer," Firestone concludes.

RBC Starts 2004 Off Right With \$10,000 For The Childhood Cancer Foundation



The Childhood Cancer Foundation is pleased to accept a generous donation of \$10,000 from the RBC Foundation to fund our research, programs and services. RBC has been a loyal supporter of the Childhood Cancer Foundation for five years.

Esso's Imperial Oil Foundation Helps Kids Go 'Back to School'



The Imperial Oil Foundation returns once again this year to fund the Childhood Cancer Foundation's Back to School program with a donation of \$15,000. The Imperial Oil Foundation has been faithfully providing support for children returning to school from cancer treatment and their classmates for six consecutive years. Back to School kits are distributed to teachers after children who have been receiving cancer treatments return to school. The kits are equipped with tools to educate classmates about cancer and the effects of the disease to make the transition easier for all.

The Keg Spirit Foundation looks out for children's futures.



We are pleased to announce that the Keg Spirit Foundation has joined our list of generous supporters with an \$8,700 donation to our Survivor Bursary Fund. This fund provides financial support to survivors of Childhood Cancer as they move on to their college educations and make the most out of their second chance at life.

WELCOME Friends

"I would like to welcome our new Childhood Cancer Foundation contributors to the family.

These partners help make better lives for children, teenagers and parents living with cancer. We look forward to the ongoing relationship with these important partners."



- William Pace
Chief Development Officer
Childhood Cancer Foundation

Bombardier
Costco (Price Club)
Decoma
Estee Lauder (Origins)
First Service
Foresters IOF
Goodyear
Hasbro Canada
Hershey Canada
Industrial Colours & Chemicals
Kaatza Fdn.
Kimberley-Clark
Kodak Employee Chest & Trust
Kraft Canada
Plastcoat
Paul Newman's Fdn.
R K Fuels
Riello Burners
St. Paul Germaine
Volvo Canada
Whitehall Robins
Winners
Yamaha

Canadian Corporations For The Cure

Childhood Cancer Foundation continues to expand

Birds of a feather flock together. This adage holds true as much in the business world as it does in nature. For the Childhood Cancer Foundation, this means that our ongoing growth and success has been noticed by some very recognizable and successful major Canadian corporations. Within the last year, a variety of brands that are household names have joined the swelling ranks of corporate donors to our foundation.

Have you ever shopped at Winners or Costco? Driven a Volvo or enjoyed Paul Newman's Salad Dressing? Perhaps you have eaten some Kraft cheese or had your latest vacation photos printed on Kodak paper? If the answer is yes to any of these questions, then you have been supporting the companies that are supporting us.

Representing a wide cross-section of Canadian industry, these leading companies, and many others, are joining

the fight against Childhood Cancer. These companies recognize the tremendous value of their investment in our Foundation; and we recognize how valuable these new partners are to our continued success.

"Leading corporations are recognizing not only the significance of our cause and the good works we do," notes William Pace, Chief Development Officer, "but also the best business practices that we follow every day. We strive for transparency and accountability in all our endeavours and this is incredibly important to all our donors, whether they be a Tier One corporation or a family at home."

If you think your company should be part of this success story, then talk with your public relations or human resources department and let them know. You will be surprised at how easily you can become part of our growing team.

Fundraising from coast to coast

New Direct Mail campaign targets corporations

The Childhood Cancer Foundation is working hard to expand both the number and size of our fundraising relationships. Throughout the spring and summer of 2004 we are running a number of major initiatives to generate new revenue to support our programs, services and research.

Our new corporate campaign is reaching out to over 500 corporations across Canada giving them the opportunity to join the fight against childhood cancer. At the same time, 200 private foundations are being invited to support our many initiatives through their granting

programs. For the many individuals in Canada who want to make a difference in the lives of our kids, our fall direct mail campaign will be going out to over 15,000 homes.

Our goal is to raise over \$100,000 in new revenue this summer and with the support of these fundraising programs, we are confident we will reach this goal. If you would like to be involved, through a personal donation or by getting your company to support us, please contact us and let us know how we can work together for a better future for our kids.

WELCOME
Friends
cont'd

Aon Reed Stenhouse

CCH Canadian

Cognos

Fujitsu Consulting

Gears Bike Shop

**German Canadian Club
of Barrie**

**Hummingbird
Communications**

**John Howard Society
of Toronto**

Korson Furniture Imports

**MacKenzie Financial
Charitable Foundation**

Master Lift Truck Service

**Mastermind Education
Technologies**

**Mulvey & Banani
International**

My Old Pants

**North Face Country
Homes**

**Personal Performance
Consultant**

**Smurfit - Image Pac
Display Group**

TD Bank Financial Group

TechData Canada

Telus



The Bay held its annual Holiday Windows unveiling on November 6th in support of the Charity Bear sales throughout the holidays. On hand was skater Elvis Stojko, improvisationist Colin Mochrie and singer July Black. The stars came up after the unveiling to sign Charity Bears for waiting fans. We thank the Bay for their continued support and the stars who took time out of their busy schedules to help children with cancer.

Helping Children Cont'd

Children will need reassurance that they are not responsible. Some may mistakenly feel this has happened because they were naughty, or did not keep quiet as they were instructed. Remember, the child feels that death is controllable, so will make the false assumption that if they had done more, or behaved better, that this would not have happened. Most children need assurance of love, acceptance and feelings of security, and these needs are heightened in a time of crisis or loss.

This feature will be continued in the next issue of Contact. For more information please go to: www.GriefJourney.com

ICCCPO News Discussion and Conclusions Cont'd

As was stated earlier, there cannot be a one size fits all situation for how parent groups are organized within a country. Interacting aspects of history, geography and personality will all play their parts in shaping the future and defining what is possible and practical in a given place and time. We do, however, firmly believe that there is great merit in having a national organization for the childhood cancer parent organizations within each country.

We also believe that it is absolutely essential to have strong and active local groups who are the people to provide hands-on support for the individual children and families. The balance between these two

components, and how the relationships between them are defined, is something that each country will have to work out for itself. It is highly desirable that this is done with good will on all sides, recognition of the potential benefits and dangers of the alternatives, and with a determination to see that the best is achieved for the children and families. There is then a far better chance of building something of value for the long term.

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For all the latest information on childhood cancer support, visit us at:

www.childhoodcancer.ca

Looking back at our brand over the years

The beginnings of building a successful image

From its simple beginnings back in 1987 to present day, the Childhood Cancer Foundation - Candlelighters Canada has never lost sight of the fact that they are the only national charity that is

100% dedicated to improving the lives of children with cancer. And even with changes in



focus and strategy, change is something that this 17-year organization is accustomed to and always willing to accept.

When the Childhood Cancer Foundation struck out on their own in the early to mid-90s, they aligned their

promotional/awareness campaigns with the messaging emerging from Candlelighters US. Meredith Baxter Birney (of "Family Ties" TV show fame) was a strong advocate back then. Her TV recognition made her ideal for harnessing media attention and various TV applications. The symbolism of Candlelighters took on more significance as they partnered it with the tag line, "It is better to light a candle than curse at the darkness".



The logo to the left was the logo we utilized up until the mid-90s. But as our US Candlelighters dwindled in national

presence, we stopped using the tagline due to lack of the TV ads being run and the lessening effect of Ms. Birney who was not as well recognized by the mid-90s.

As of this year, the Childhood Cancer Foundation is going to change the look of our logo by incorporating the internationally recognized symbol of childhood cancer – the gold ribbon. Look for this new version on future materials distributed by the national office as well as an official launch of the new branding in the Fall of 2004.



Board Member wins top honours in the Race Across America 2004



Left: Jeff Rushton and Kevin Wallace enjoy a quiet moment on the road while working towards their goal.

Below: It's all victory and success when Jeff Rushton and Kevin Wallace (centre with jerseys) arrive in Atlantic City after completing the Race Across America in 6 days, 14 hours and 7 minutes.



Congratulations go out to Jeff Rushton (Childhood Cancer Foundation Board member) and Kevin Wallace on their incredible victory in the Race Across America. They won the 2-man division and set a new world record of 6 days, 14 hours and 7 minutes. They cycled 2 hours shifts back to back, dedicating each shift to a cancer fighter past or present, starting in San Diego and finishing in Atlantic City. They left their competition in the dust, with the 2nd place team coming in a full day after them. Their victory earned them bragging rights and raised almost **\$32,000** (u.s.) which went to the Lance Armstrong Foundation in the United States.



22 young Canadians receive bursary awards

Students achieve their dreams of change

Written By Alisha Denis

Every year the Childhood Cancer Foundation supports young people who are on their way to a post-secondary education by awarding them \$1000 scholarships. To date we have helped over 200 students make their dreams of furthering their education and achieving their personal goals come true.

When I first contacted this group, they had no idea they had been awarded the bursaries. I was calling to bug them for a favour. They were all so willing to help our organization and take time away from their lives to do so. At first, the mundane chore of trying to track down 22 busy students seemed daunting; to be honest, I wasn't really looking forward to it. But once I got talking to them, time seemed to fly by. I lapped up every word they had to say. These individuals convey spirits like no other. They emit hope and higher knowledge and a drive that inspires everyone they touch. They radiate positive energy despite what they have gone through. Corny as it may sound, I feel like a better person after having learned from each of them. I now know exactly who and what I and the rest of us are working for here at the Childhood Cancer Foundation.

We are so pleased to offer our sincere congratulations to the recipients below and wish them the best in their futures.

Recipients listed in alphabetical order.

Margot Catizzone, Toronto, Ontario	Carletta Marsman, Dartmouth, Nova Scotia
Jason Collin, Mount Albert, Ontario	Stephanie McMillan, Bowmanville, Ontario
Heather Cleland, Victoria, British Columbia	Jocelyn Stager, Cambridge, Ontario
Laura Ann Dowling, Upper Tantallon, Nova Scotia	Alexandria Stanley, Mississauga, Ontario
Christopher Figliuzzi, St. Albert, Alberta	Katherine Sunderland, Lakefield, Ontario
Katie Graham, Brockville, Ontario	Alana Turner, Winnipeg, Manitoba
Hilary Henley, Winnipeg, Manitoba	Kerry Vandendriesse, Azilda, Ontario
Trevor Johnson, Barrie, Ontario	Nicole Westergaard, Mission, British Columbia
Jane Knight, Quispamsis, New Brunswick	Rory Windrum, Moose Jaw, Saskatchewan
Sara Kowalski, Sudbury, Ontario	Ihab Younes, Ottawa, Ontario
Justin MacFarlane, Bedford, Nova Scotia	Michael Zahaiko, Winnipeg, Manitoba

Our 2004 winners will be announced in August.

Teen survivors seek higher knowledge

Two Childhood Cancer Foundation bursary recipients stories

Hilary Henley

I was diagnosed with Acute Lymphoblastic Leukemia on April 1, 1999. I was 13 years old and just finishing grade eight. My diagnosis came as a complete surprise. I had a routine blood test done and a week later, I was told that I had cancerous cells in my blood. I began chemotherapy treatments immediately and went into remission just a month and a half later. I continued receiving chemotherapy treatments for the next 2 ½ years. I finished on August 10, 2001. I still continue to visit the Cancer Care clinic for regular check-ups, as I will for the rest of my life, however my visits are becoming less frequent all the time.

It's sometimes hard to think of anything that I enjoyed during this difficult time in my life but the truth is, this experience brought my entire family closer together and I believe that it has made me a stronger person.

Following my diagnosis, I was unable to continue attending my classes. I finished off the year as best I could and continued on to grade nine the following year. Although I was unable to attend classes, I finished my courses through Distance Education and the help of a great tutor and friend. I returned to school for grade 10 at a new high school. I was still



receiving chemotherapy treatments during this year and having been away from school for almost 1 ½ years, I found that most of my group of friends had grown up and moved on without me while I was gone. This made for a very difficult transition but I worked hard at school and with the help of one of my closest friends, met many new people. As a result, I am graduating from high school on June 25, 2003, on time, with my original class.

I look forward to pursuing my degree and thank you for your support.

"... I believe that it has made me a stronger person."

Laura Ann Dowling

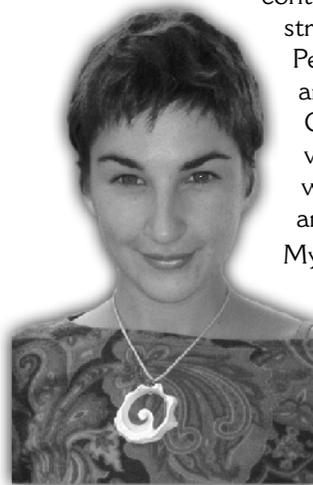
My name is Laura Ann Dowling and I am a twenty three year old who recently finished treatments for Hodgkin's Disease. I was diagnosed with Hodgkin's last August while in California where I was volunteering with a Topsail Youth Program based in San Pedro. I went through the grueling Chemotherapy and radiation treatments between October and March and am now in remission.

I would like to make a dedication to my family. I feel blessed to experience such unconditional- beyond-Earth love and support. My mom and dad, Paula and Bob Dowling, my Auntie Anne-Marie

Kennedy, and my Auntie Geraldine Dowling were with me through all of the treatments and all of my days. And also to Bob and Joanne Ebba and Alice Robinson who became my family while in California while struck with the trauma of diagnosis. I am truly amazed by all the incredible people in my life, my family and friends.

I feel that this Disease taught me that the most important thing in life is the connection of body, mind, and spirit, and the connection we have to Earth. My fiery passion for life has increased a hundred fold over the past year... I wake up every morning now and directly go outside on the grass with my bare feet and I greet the day and give thanks for it. I have been working as a leader at Earth Education camps and plan to study at Kings college this September and sometime down the road, become a teacher. In my life I shall

continue to strive for Peace, Love, and Connection, with Earth, with Others, and with Myself.



"My fiery passion for life has increased a hundred fold over the past year."

check us out at: www.childhoodcancer.ca



Pg1

New Vision for
 Organization

Pg2

2003/4 Events:
 Key to the Cure

Pg3

2003/4 Events:
 Coast to Coast

Pg4

Spotlight on Nfld.
 & Labrador

Pg6

Hilton Hotels becomes
 part of CCF family

Pg12&13

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