

Mountain of Hope Campaign - 2006

Raising \$1,000,000 to help find a cure for 10,000 Canadian kids with cancer

Dear Administrator,

As you read this, more than **10,000 children are in treatment for cancer** at 17 children's hospitals across Canada. Six more will be diagnosed today. Cancer is not just an adult disease, but not all Canadians are aware of this.

Thirteen year old grade 8 student, Brandon Schupp from London, Ontario, wants more people to know that kids get cancer too - and that they need help.

On July 24, 2006, Brandon will begin a historic two-week ascent of the 10,000 foot **Good Hope Mountain** in British Columbia – that's **one foot for every child in Canada currently experiencing their cancer journey**. When he reaches the summit of Good Hope, he wants Canadians to have raised one million dollars for childhood cancer research - **\$100 for every foot he has climbed**. We have named this campaign, **Mountain of Hope**.



Brandon Schupp www.brandonsdream.com

Since he was just a little boy, Brandon has wanted to climb mountains. When he was 12, he climbed his first 10,000 foot mountain, Mount Baker, in Seattle. But plans to climb his second mountain were put on hold when, last September, Brandon's little friend, Cole, aged 4, was diagnosed with neuroblastoma, a cancer of the nervous system. Brandon wanted to put his energy into helping Cole's family. In just two months, Brandon, his school, and his wider community, raised \$20,000 in honour of Cole.



Cole Petrie www.caringbridge.org/visit/colepetrie

Now, Brandon has teamed up with the Childhood Cancer Foundation – Candlelighters Canada, to climb a **Mountain of Hope**. Success for Brandon will be reaching the summit and raising **\$1,000,000 for childhood cancer research in Canada – the biggest ever national fundraising initiative to help find a cure for kids with cancer**.

The Childhood Cancer Foundation is a fully independent charitable organization, receiving funding from individual donors, corporations and caring community groups. We receive no funding from government or the United Way. Our small staff is complemented by wonderful volunteers who help in many ways.

There are many things that your school can do to help Brandon reach his goal - here are just a few:

1. **Fill your free "I Can Help" can** with loonies and toonies and other change. This will be an attainable goal for many classrooms across Canada. Children will see what a difference their change can make and wonder at how it all can add up to become a significant step up on the Mountain of Hope! Visit our web site to order your "I Can Help" can and to see photos from the first Ontario school who said "I Can Help".
2. **Run a Cut off Cancer event** – a sponsored haircutting/head shaving that raises funds, but also helps make wigs for kids with cancer. (This event was started by Harriet Lye, a then grade 10 student, cancer survivor, and my daughter). Complete information package for **Cut off Cancer** is downloadable on our Web site.
3. **Sell our "We Will Win" wristbands** for \$2.00. They come in bags of 100 and in 2 sizes: adult and youth.

To order your free "I Can Help" cans and We Will Win wristbands and to register your school in the Mountain of Hope Campaign, please visit www.childhoodcancer.ca and click on the **Mountain of Hope** button.

For elementary school teachers, there is a "**Mountain of Hope - Ideas Sheet**", compiled by some very creative elementary teachers who are working with their students to "adopt" a few feet of Brandon's Mountain of Hope. Check out their ideas in the Mountain of Hope section of our Web site.

When Brandon is 18 he plans to climb Mount Everest. Until then, he will train harder, climb more mountains and help us come closer to finding a cure for Cole and thousands more Canadian kids.

Current statistics point to the likelihood that a child in your school has experienced or is currently experiencing cancer. This is an opportunity to show them you care. Brandon is giving us a way to make a difference - to change the future. We would love to work together with you and be able to offer **hope** to all children with a diagnosis of cancer that **We Will Win**.

Please share this letter with your staff, student council, parent council, family and friends. I am sure that they would like to be a part of history too.

You can get more information, order fundraising supplies and register your school on-line at www.childhoodcancer.ca – click on **Mountain of Hope**. If you have any questions, please call us at 1-800-363-1062 x11.

We look forward to your participation.

Warmest regards,

Mary Lye
Director, Marketing and Communications
Childhood Cancer Foundation



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