



FOR THE FAMILIES, VOLUNTEERS AND SUPPORTERS OF KIDS CANCER CARE FOUNDATION OF ALBERTA

# Emily's journey

There were times, when I thought I might lose both daughters," recalls Lynn Fast. "I knew I was losing Briony to cancer but now I was losing Emily, to drugs."

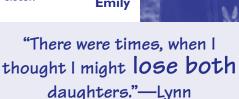
Lynn and her three daughters, Caity (19), Briony (16) and Emily (14), had recently moved to Calgary when Briony was diagnosed with an aggressive brain tumour.



**Briony** 

Although the girls came from a close-knit, single-parent home, they were new to the city and trying to fit in. Lynn struggled to keep her family together, while working fulltime at her new job and caring for Briony.

As Caity drifted away, Emily tried to support her sister and mother. Resourceful and brave on the outside, Emily was quietly giving way to a deluge of fear, anger and loneliness as the family's focus shifted to her sick sister.



Although she didn't know at the time, Emily was not alone in her experience. Research suggests that siblings of children with cancer think about the illness all the time, yet only a quarter of them feel they can share their thoughts and feelings with their parents. The extra responsibility teenage siblings take on during the family crisis along with the intense emotional stress can become intolerable for adolescents.

(continued page 8)

## Brand new look for KCC

What do you get when you take the words, Kids Cancer Care Foundation and distil them into their most powerful essence?

# kids cancer care

The Kids Cancer Care Foundation was the recipient of a generous \$50,000 creative services grant from Karo, a branding and communication design firm. With monies from the grant, Kids Cancer Care underwent an exercise to refresh our brand and logo.

We wanted you to see it first. We adopted this simple, playful word mark because we believe it evokes the life-affirming spirit and vision of our work. (continued page 8)

#### WINTER 2011

Editor: Gail Corbett



Camp



Researc



**Hospital Programs** 



Scholarships



#### On page 3



Please help! February 15 is International Childhood Cancer Day

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Study shows KCC programs key to emotional health

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The secret life of Camp Kindle

# childhoe By providing

Unique Perspectives Artistic Photography

"If there was ever a time we could use your help, it is now."



All photos provided courtesy of KCCFA unless otherwise indicated.

# Message from our CEO

Dear Friends,



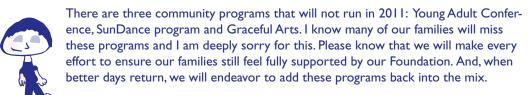
When I begin a new calendar year, I am always filled with hope and expectation. Although we have no way of knowing what the year ahead holds for us, I always believe good things are on the horizon regardless of past or current setbacks.

The difficult economic climate over the past two years has taken its toll on the Kids Cancer Care Foundation. In response to market uncertainty, some of our supporters have had to reduce their donations and, as a result, our revenues are down. At the same time, demand for our programs increased. The resulting strain on our finances has been challenging.

I am writing to let you know about some tough decisions we have had to make. These decisions have not been made lightly and I have the greatest hope that better days lay ahead.

As with most organizations, we have had to make some sacrifices and do more with less. We are grateful to our volunteers and to the many individuals and businesses who have donated their time, goods and services to help us maintain vital services.

It is very likely that you did not notice the cuts we made in 2010. Thankfully, we were able to maintain all of our programs with minimal impact on families and volunteers. Moving into 2011, however, we have had to make even deeper cuts to remain fiscally responsible.



Although our monthly community programs will be on hold this year, we have managed to keep a few favourites: Family Ski Day, Mother's Day, Survivor Day and Cool Yule.

The program cuts extended to our research and hospital programs as well. As with all the cut-backs, we hope these will be short-lived.

We will also produce only two newsletters in 2011/12 instead of three and our yearbook is now online. Communicating with our families, volunteers and supporters is vital to the work we do, but will be relying more on email, our website and social media.

You may notice other changes this year, but we are still the same organization, committed to helping children with cancer and their families. If you would like to help the Foundation, we would be happy to have you join the ranks. If there was ever a time we could use your help, it is now.

Thank you for your patience and support. Know that we will continue to keep kids at the fore-front of all we do. If you have any comments or concerns, please contact me at 403.984.6210 or mciver@kidscancercare.ab.ca. As always, I would love to hear from you.

All good things to you and your family.

**Christine McIver,** M.S.M., CFRE, Founder & Chief Executive Officer

kidscancercare.ab.ca

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#### News

# Change the course of children's cancer

February 15 is International Childhood Cancer Day and we're asking you, as a friend of the Foundation, to honour this day by taking action to help.

This is a call for young people like Briony, who are diagnosed with incurable brain cancers and do not live to see their 20s. It's for children like Shaine (aka TANK), who are diagnosed with aggressive cancers that require treatments that leave them with lifelong disabilities—prosthetics, seizures, blindness, deafness or mental conditions. And, it is for kids yet to be diagnosed.

Please take action for kids like Briony and Shaine on International Childhood Cancer Day. The course you take is yours to choose, but please make your mark.

# 5 actions you can take for children with cancer

- I. Shave Your Lid for a Kid®
- 2. Support a fundraising event
- 3. Volunteer
- 4. Spread the word
- 5. Rent Camp Kindle
- 6. Donate

For more information on how you can help, contact us at 403.216.9210 or staff@kidscancercare.ab.ca or check out the How to Help section on our website at kidscancercare.ab.ca.



Briony and Emily





#### **Shaine**

Shaine was only one when he was diagnosed with brain cancer. He's five years old today and cancer-free, but he's not out of the woods

yet. Shaine wears hearing aids and cannot talk or eat on his own because of the cancer treatments. But he continues to light up rooms with his winning smile and attitude. His courage has won him the nickname TANK because he just keeps on motoring.

#### **Briony**

Briony lost her battle to cancer on Valentine's Day, 2009, when she was only 17. She loved tattoos and playing guitar. Her dream was to become a tattoo artist. She had a wicked sense of humour and loved quirky people. Briony always made a point of befriending and defending the underdog. Even in the last months of her life, Briony continued to look out for her younger sister Emily. She saw clearly her sister's potential and wouldn't allow herself or Emily to lose sight of it.

Please take
action for
kids like Briony
and Shaine on
International
Childhood Cancer
Day.

#### Wish List

**Upright freezer** We're looking for a 20 cubic feet upright freezer with a hinge on the right hand side for our Cooking & Caring program. Cooking & Caring was initiated by Kids Cancer Care staff to provide healthy meals for families whose children are on treatment or at the hospital.

# **Broom Ball Equipment**

We're looking for new or used broom ball equipment for Camp Kindle.

If you can help us with our Wish List, please contact us at 403.216.9210 or staff@kidscancercare.ab.ca.

# Ways to raze

Raising funds is never easy, but Sam and her friends showed us it can always be fun. They pulled out all the stops well before their shave event and held a new fundraiser every week. Here's a rundown of some of their fundraising initiatives:

- I.They sold a new item each week, from ice-cream floats to candy bags, popcorn and Texas donuts
- 2. They sold Kids Cancer Care shave hats
- 3. They held a jelly bean contest
- 4. They held a dressdown day, where kids paid for the privilege of ditching their uniforms for casual clothes.

# Community Friends

Friends in the community make great things possible for children and families facing childhood cancer! We thank our friends who raised awareness and funds on our behalf through head shaves and community fundraising initiatives.

#### Sam I am

**S**amantha Sirianni hasn't had cancer. She's never had chemo or radiation, but she's learning about some of the social stigmas associated with cancer by walking in the footsteps of those who have.

Samantha lost her grandmother to cancer when she was just seven and she knows the pain this disease inflicts on families. After

volunteering at Camp Kindle, she understood the role she could play in the world of cancer: "I saw how much the kids enjoyed being at camp and I realized that without my help, there wouldn't be a summer camp."

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"I chose to shave my hair and I am extremely lucky to have that choice."

— Sam

Samantha Sirianni organized a shave event at her school in honour of her late grandmother, who died of cancer. The event raised \$44,693 for children with cancer.

That's when Sam decided to do more.

In honour of her late grandmother, Sam spearheaded a Shave Your Lid for a Kid® event at Rundle College Campus, which raised a staggering \$44,693 for the Kids Cancer Care Foundation. Her enthusiasm inspired the student body, moving elementary, junior and senior high school students to take part in a campus-wide fundraising campaign. In the months leading up to the shave, students held mini-fundraisers

each week, selling icecream floats one week and popcorn the next. They sold jelly beans, candy and even Kids Cancer Care shave toques.

And for all her courage and generosity, Sam's receiving a unique glimpse into the world of cancer. She is experiencing all the vulnerability and social stigma cancer patients feel with being bald. "This hasn't changed my view on cancer, but it has

showed me how much hair affects a person and others," says Sam. "I'm a 14-year-old girl and people are going to stare, but it hurts and I don't like it."

Most days Sam takes it all in stride, revealing a wisdom well beyond her 14 years: "Cancer patients don't have the choice to lose their hair. I chose to shave my hair and I am extremely lucky to have that choice."

But as the days pass and the post-event excitement settles, Sam is discovering an up-side to going bald: "I sleep in much later now that I don't have to worry about doing my hair in the morning," she says. "For basketball, I don't have to take the time to put it up. Sometimes it does get a bit chilly but that's what hats are for!"

A big thanks to Sam and all the students and supporters who made the Rundle shave such a memorable event.



# Community Friends

# Kiehl's Shop for the Cause nets \$13,542

Talk about a success story. Kiehl's story began in 1851 as a full-service pharmacy offering homeopathic and herbal remedies. Founded in New York's Lower East Side working class neighbourhood, Kiehl's is now located in more than 30 countries and has become famous for its simple, no-frills-packaging approach to skin care.

And what makes Kiehl's so special is their community spirit. Kiehl's supports a variety of charities in numerous cities around the world. Here in Calgary, Kiehl's has become Kids Cancer Care's newest friend.

On November 12, 2010, Kiehl's hosted a Shop for the Cause event at their new Chinook Centre location. One hundred per cent of proceeds from the day's sales went to the Foundation. It was an amazing day with support from our families who dropped by to say hello. Virgin Radio set up a live remote at Kiehl's to drive traffic to the store, while our friends from Jugo Juice set up shop to provide refreshing cranberry smoothies to customers. It was truly a magical event and raised \$13,542 for Kids Cancer Care.

Thank you to Kiehl's for a spectacular day and to Jugo Juice and Virgin Radio for coming to show their support. A special thank you to Jugo Juice for their continued friendship. This year's Jugo Day on September 16, where a dollar from every smoothie or fresh-pressed juice was donated to the Kids Cancer Care Foundation, raised more than \$12K.



It is through community partnerships that we are able to help the children and families at the heart of our Foundation. Thank you for making this possible.





Scenes from Kiehl's Shop for a Cause. photos courtesy Kiehl's

# Make a difference in 2011

For most people, the New Year symbolizes a fresh start, a new beginning and a second chance at getting it right. You can start 2011 off right by helping children with cancer by hosting your own community initiative. It can be as simple as organizing a bake sale, wine raffle, golf tournament or any creative fundraising idea you'd like to put into action. We're here to help!

Contact Ashlee Guise at guise@kidscancercare. ab.ca to start planning your community initiative today. Let's make 2011 the year of giving.

# Staying healthy

The Lynn family was one of the families who took part in Bennett's study. They know firsthand the importance of remaining positive and being connected to others through community. When their son Shaine was undergoing treatments, they found support from other parents at our Pizza Nights at the hospital. They are continuing to experience the healing power of friendship and support through our camp and community programs.

# Camp & Community

# Research shows KCC programs important for emotional health

A research study by Leanne Bennett, a behavioral science student at Ambrose University, shows Kids Cancer Care programs are playing an important role in helping families cope with

the emotional strain of childhood cancer.

Bennett's study draws on decades of research by psychologists and social workers specializing in pediatric oncology and on interviews she conducted with Alberta families who were either experiencing or had experienced childhood cancer. Taking steps to create a community is especially important because, according to research, one's awareness and perception of one's mental health during the childhood cancer crisis

is often at odds with reality. While "the majority of parents rated their general health as good... fifty per cent of parents suffered from severe anxiety and 32 per cent from moderate anxiety." (Monterosso, Kristjanson and Phillips qtd. in Bennett) Similarly, "42 per cent of parents suffered from severe depression

and 27 per cent from moderate depression." (Monterosso, Kristjanson and Phillips qtd. in Bennett)

According to Bennett's findings and the families she interviewed, the Kids Cancer Care Foundation is playing an important role in keeping Alberta families and individuals healthy by providing a community where cancer patients, survivors, siblings and parents can support one another. Being with others who share a common bond and an intimate knowledge of childhood cancer helps children and families maintain perspective when they need it most. Likewise, meeting young people who have survived the disease helps give newly diagnosed children and their families hope.

Bennett's study is a loving testament to her close friend Tim Harriman who passed away from cancer last fall. The study is designed to help families realize they are not alone and to encourage them to reach out and experience the healing power of friendship and community. For a complete copy of the study, please visit us online at kidscancercare.ab.ca.

communicate openly and who find support in a community are more likely to cope better.

Families and individuals

who remain positive,

Examining the social and emotional stressors that childhood cancer places on families



The Lynn family enjoys some well-deserved family time at Family Camp.

siblings, parents and marriages, Bennett's study explores healthy coping strategies that families can rely on during their family crisis. Her research suggests that families and individuals who remain positive, communicate openly and who find support in a community are more likely to cope better both during and after the cancer experience.



# The secret life of Camp Kindle

Purchasing Camp Kindle was a decisive move for the Foundation. It gave us the opportunity to expand and meet the needs of our growing community, while offering the flexibility and freedom to develop our own programs.

But Camp Kindle also provides the Foundation with a potential revenue source. Since opening its gates in 2009, Camp Kindle has hosted more than 35 groups, from schools, choirs, bands and even the RCMP Explosives Unit. The feedback from these groups has been positive.

"From planning to execution, Kids Cancer Care staff catered to our needs! We so appreciate all that they did to make this such a great experience for our students. The staff was patient, understanding, receptive and eager to please. We'll be back."

But even with several happy clients eager to return, Camp Kindle is still not booked to capacity. We need your help to get the word out about Camp Kindle. So next time

your children's school, band or choir or your company's HR department is planning a retreat, tell them about Camp Kindle.

#### 5 reasons to rent Camp Kindle

#### **Customized experience**

Camp Kindle accommodates groups of up to 120 participants and our staff meets with each group to customize their visit to meet their unique goals and budget. Whether it's team building, leadership development, wilderness training, environmental education, a family reunion or a family wedding, we work with each group to create their ideal experience.

#### **Natural beauty**

Camp Kindle is a one-hour drive west of Calgary and two hours south of Edmonton. Nestled in the Foothills on 160 acres of forest and pasture, Camp Kindle offers a treasure trove of natural beauty with miles of hiking, snowshoeing and cross-country skiing trails. There's even a baseball diamond and soccer field.

#### **Extreme experience**

Camp Kindle features a state-of-the-art challenge course with two ropes courses, two zip lines, a giant swing and a climbing wall. It also boasts a newly renovated arts and crafts cottage, a performing arts centre and a music auditorium.

#### **Modern facilities**

"From planning to execution,

Kids Cancer Care staff

catered to our needs!"

Camp Kindle comes fully equipped with a

modern industrialsized kitchen with a full contingent of kitchen staff that prepares three healthy, nutritious meals a day. The staff is able to accommodate special dietary requests.

There are also two heated dorm-style cabins with running water, electricity and flush toilets. And, for the brave-at-heart, there's a rustic getaway cabin for roughing it.

#### A great cause

And most importantly, revenue generated from Camp Kindle helps fund our oncology camps.

We need **your help** to get
the word out
about Camp
Kindle!



School groups and band groups are discovering the magic of renting Camp Kindle.

## Rent Camp Kindle

# Customized camp experiences

- Corporate leadership
- Music retreats
- Environmental sessions

# Outdoor activity in the Foothills

- Hiking
- X-country skiing
- Snowshoeing

#### **Extreme experience**

- 2 ropes courses
- 2 zip lines
- Climbing wall
- Giant swing

#### **Modern amenities**

- · Industrial kitchen
- Heated dorms
- Running water
- Electricity
- Flush toilets

#### A great cause

Support a child with cancer

Call 403.984.6209 or email miller@kidscancercare.ab.ca to rent Camp Kindle today.

## Feature Stories (from page 1)

### Emily's journey...

Emily started hanging out with a rough crowd and her grades started falling. By 16, she was using drugs and eventually ran away from home.

A fatally ill child in the hospital and another one on the run, Lynn was living every parent's worst nightmare—in stereo.

Early one evening in June, however, the phone rang and it was the call Lynn had been waiting for. On a highway just outside Canmore, crying and scared, Emily called her mother and told her she was ready to come home.

Lynn persuaded Emily to attend a two-week SunSeeker program offered by the Kids Cancer Care Foundation. Emily wasn't keen on the idea. She knew she'd be out of her comfort zone, hiking a glacier and kayaking in the Kootenays.

"I literally had to drag Emily to camp kicking and screaming," recalls Lynn. "She didn't want to go. Em was upset with me, but I knew I was doing the right thing."

The decision to go would ultimately save Emily's life

On the second day of the glacier hike, Emily decided to pack it in. But Tracey Stahn of the Kids

Cancer Care Foundation "just wouldn't give up on me," says Emily. "She slowed her pace down to mine and we took it really slowly. Tracey kept saying, 'We're going to finish this Emily, but we're going to finish it the way you want to."

And that's what they did.

As they continued hiking in silence, something shifted for Emily. Out of the blue, she announced she'd be staying for the entire two weeks: "I started thinking about Briony and I knew she'd want me to keep going."

Emily's experiences at SunSeeker helped her to make some dramatic changes in her life. She started hanging out with a different crowd back home and started focusing on school again. She also started helping her sister Briony once more.

Briony eventually lost her battle to cancer on Valentine's Day when she was only 17 years old. Fortunately for Emily and her mother, they now had the support of each other and the Kids Cancer Care to navigate this unspeakable loss.

"Kids Cancer Care is our family," says Lynn.
"They have shared blood, sweat and tears with
us, and always have our best interests at heart.
I am so thankful for everyone who supports
our family, even now."



On a highway just outside

Canmore, crying and

scared, Emily called her

mother and told her she

was ready to come home.

Emily's experiences at SunSeeker helped change her life.

#### Brand new look for KCC...

Helping children with cancer is what we do at Kids Cancer Care. It's who we are. That hasn't changed. The Kids Cancer Care Foundation of Alberta is, and will remain, our official name.

But how do we shift our focus from the present reality of childhood cancer to a future where there is no childhood cancer? Simply put, we erase it.

Erasing childhood cancer is what we strive to do every day at the Kids Cancer Care Foundation—whether its reducing its impact on kids through our camp, hospital and scholarship programs or permanently eliminating it through research.

"We're here to empower kids and erase childhood cancer," said Christine McIver, founder and chief executive officer of the Kids Cancer Care Foundation. "Our new logo expresses this beautifully."

With our new logo we are declaring our bold vision for children with cancer because we believe—we've always believed—that with a little help Kids Can.

"We're here to
empower
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erase
childhood
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- Christine

McIver

## Volunteers

# The gift of song

The A Cappella Fellas have been making music together since 2003. While rehearsing with the Young Canadians in Calgary, the Fellas started using their downtime to learn a cappella renditions of popular songs. It wasn't long before street-busking led to a hat full of business cards, enabling them to become the in-demand powerhouse singing ensemble they are today.



With two fulllength recorded CDs under their belt and a list of clients a mile long, the A Cappella Fellas are growing in popularity and demand. But yet they still man-

age to find time for community service. The A Cappella Fellas aren't just entertaining the masses at corporate events, school assemblies, cultural festivals and sporting events. For the past two years these upbeat, zany singing Fellas have been bringing joy to the lives of young people with cancer. The A Cappella Fellas led

a singing and beat-box workshop at our annual Young Adult Conference last year, inspiring the teens with their unique brand of singing

and creativity. And, last fall, they brought a warm Christmas glow to the festivities at Theatre Calgary's A Christmas Carol.

But it isn't just our teens and families who are raving about the Fellas; the A Cappella Fellas are equally enamored with the kids and families in our community. "Each time we work with Kids Cancer Care we have the pleasure of meeting some of the bravest

young people whose lives have been affected by cancer," says A Cappella Fella member Ben Perrin. "It never ceases to amaze us to see the uplifting positivity gushing out of these kids. Kids Cancer Care seems to bring a sense of community and belonging to these kids and it shows in their faces. We're always happy to come back and help, even if it's only with our voices."

"Kids Cancer Care seems to bring a sense of community and belonging to these kids and it shows in their faces. We're always happy to come back."
—Ben Perrin, A Cappella Fellas

# Volunteer opportunities

Parents' Quest for the Cure Gala

March 12 Westin Calgary Set up, take down and various roles

# Astral Media's National Day of Caring for Children

May 5 Location TBD Call centre volunteers, pledge recorders and greeters

#### Casino Calgary

June 10 & 11 Various shifts and roles available

To volunteer, contact
Sharlene at 403.984.1222
or email coulter@kidscancercare.ab.ca.



The A Cappella Fellas have been inspiring teens with their unique brand of singing and creativity at our Young Adult Conference and Teen Camps.

## Our People

# Jennifer brings a perfect blend of expertise, humility and compassion



"There isn't a day goes by where I don't learn a lesson from a child or family,"

—Jennifer

The Kids Cancer Care Foundation scored big last December when Jennifer Crysdale accepted an invitation to join our board of directors. A clinical nurse specialist in pediatric stem cell transplant for the Haematology/Oncology/ Transplant Program (RN, MScN), Jennifer brings years of clinical experience and expertise to her role at KCC.

Since graduating from McMaster in 1995 (Bachelor's in Nursing), Jennifer has worked in pediatric oncology at the Alberta Children's Hospital and at Toronto's Hospital for Sick Children. She has a wealth of experience in several areas of pediatric oncology and stem cell transplant, including patient and family clinical care, program evaluation, nursing research and staff education.

Jennifer also brings compassion and humility to her work with an unshakable sense of commitment and purpose:

"I am inspired by the courage and resiliency of the children and families I care for," she says. "There isn't a day goes by where I don't learn a lesson from a

child or family or something new in this very complex specialty. I have never questioned whether this is the right career for me—I wake up every day knowing I can make a difference."

Jennifer looks forward to serving children in her new role on the board at Kids Cancer Care by informing and inspiring other board members with her passion for and knowledge of pediatric oncology. She also looks forward to a day when there is a cure for all children's cancers. But until that time, Jennifer is content to continue "making their journey a less difficult—less side effects, less pain, less fear with more smiles, more comfort, more living."

### Hello Amber!



Hockey player, mom, wife and former resident of Dawson City, Yukon, Amber McDermott's New Year's resolution for 2011 is to run five kilometres in 30 minutes. Who's this interesting wonder woman, you ask? It's none other than Kids Cancer Care's community program coordinator.

A graduate from Queen's University with a Bachelor's of Physical and Health Education, Amber has worked extensively with recreational athletes of all ages and administered programs for high-performance athletes. Her passion for working with children combined with her experience in event planning made Amber the ideal person for the position, where she's responsible for developing and planning programs for our families throughout the year.

But it's not only Amber who enjoys her work with the Foundation; her two children Bronwyn (10) and Fiona (seven) also think Mom

has a pretty sweet job. "The girls think I have the best job and they have had the opportunity to come to Camp Kindle and participate in some of the programs," said Amber.

Amber's a great addition to the Kids Cancer Care family and enjoys working with our families to provide them with memorable programs and experiences in a fun-filled atmosphere.

## Our Supporters

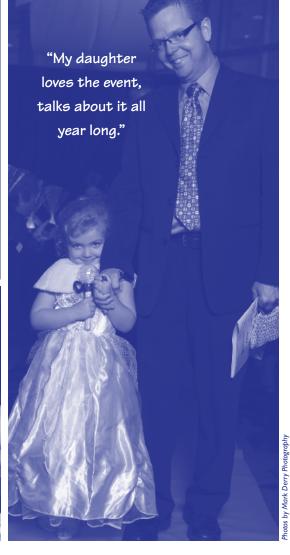
# Dad & Daughter Gala a sold-out success

Kids Cancer Care rolled out the pink carpet last fall for 600 Calgary dads and daughters at the second annual Dad & Daughter Stardust Gala. Evening highlights included paparazzi, caricaturists, face painters, balloon artists, make-up artists, an astrologer, magician, silent auction and a dad and daughter spotlight dance. Presented by Pengrowth, the sold-out gala raised more than \$42K for scholarships for childhood cancer survivors in southern Alberta.









## Thanks to our supporters

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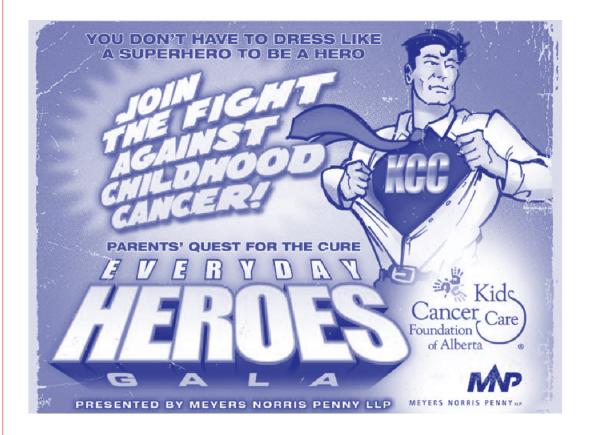
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# Fundraising Events



#### Parents' Quest for the Cure

Everyday Heroes Gala Saturday, March 12, 2011 Calgary Westin \$2,500 for tables of 10; \$250 per person

#### Ride for a Lifetime

June 24-26, 2011 \$600/rider; \$500/passenger Calgary — Revelstoke — Vernon — Calgary

#### Don & Joanne Golf a Kid to Camp

Thursday, August 11, 2011 Cottonwood Golf & Country Club \$500 per golfer

#### Tour for Kids—Alberta

July 15-17, 2011 Canadian Rockies \$329/cyclist

To take part in a KCC event as a sponsor, donor, participant or volunteer, please contact the Foundation at 403.216.9210 or email staff@kidscancercare.ab.ca.

We appreciate the opportunity to communicate with you about KCCFA's activities. If you wish to alter the amount or type of mail you receive, please call us at 403.216.9210 or email staff@kidscancercare.ab.ca.

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