

**kids  
candidly**

YOUR GIFTS AT WORK, TRANSFORMING  
THE LIVES OF CHILDREN WITH CANCER

**kids  
cancer care**

GRATITUDE REPORT 2020

[kidscancercare.ab.ca](http://kidscancercare.ab.ca)



# 2020 GRATITUDE REPORT





## CEO message



**Thank you for seeing us through this epic year. While it will go down as our most challenging year ever, 2020 also brought its gifts.**

Your support inspired us as we re-imagined and adapted in these uncertain times. With you at our side, we created a vibrant online community, reaching families as far north as Fort McMurray and as far south as Lethbridge.

Most exciting is that for the first time, we were able to deliver programs to children at the hospital in real time. Many of these kids had already been isolated for a very long time and seeing them interact with other kids online was deeply rewarding.

While online programs will never replace the richness of in-person connection, 2020 has opened the doors of possibility, which we readily opened to explore new realms with you.

We are heading into 2021 a stronger and wiser community because of you.

With gratitude,

*Christine McIver*

Christine McIver, M.S.M., LL.D (Hon), CFRE  
Founder and Chief Executive Officer

## outreach

### Nursing

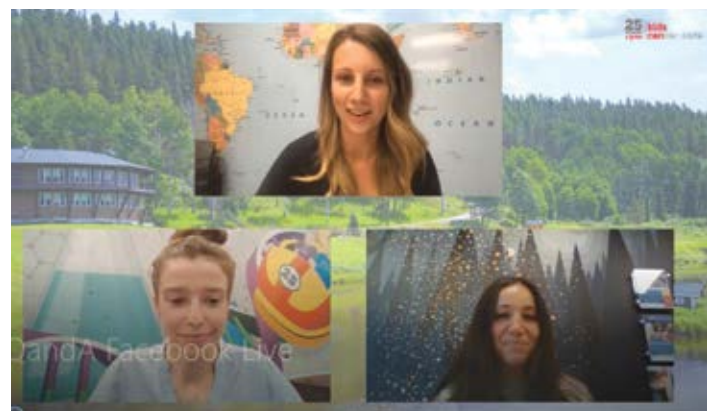
**500** nursing hours dedicated to keeping our COVID-adapted in-person programs and fundraising events safe.

**103 home-cooked** meals nourishing **36 families** in the throes of childhood cancer during COVID-19.

### Child life

**1,673 viewers** benefitting from **4 Facebook Live Q & A and info sessions** with our nursing manager and child life specialist.

**163 kids** connecting through a vibrant online community with regular recreational and therapeutic child life sessions—planting sunflowers, making ice-cream and interacting with local celebrities, including a princess, a magician, Calgary Flames defenseman Juuso Välimäki, Star Wars Stormtroopers and the cutest baby animals ever at a virtual petting zoo.



# The possibili

**4 kids and their families** benefitting from **27 hours of 1:1 time** with our child life specialist—learning to manage their worries and fears through age-appropriate medical play, role playing and rehearsing coping strategies.

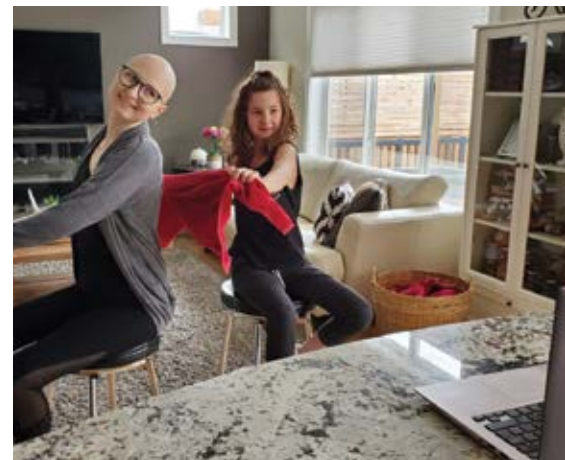
### PEER exercise

**27 kids** benefitting from the healing power of exercise with **165 hours of 1:1 time** with our PhD exercise specialist.

**49 kids** and teens enjoying the social and physical health benefits of exercise in **40 online sessions** and **2 physically distanced outdoor adventures**.

**4,800 viewers** tuning in from **3 continents** for **2 Facebook Live** exercise sessions with our exercise specialist.

*\* Our PEER exercise program is presented by the Flames Foundation and also supported by Truman Insurance.*



# Activities **YOU** created and the lives **YOU** touched

## Wellness & recreation

**Some 500 kids and parents** participating in our online and physically distanced COVID-adapted programs—connecting with and supporting one another while having fun at cooking classes, Scavenger Hunt, Halloween Howler and Cool Yule.

**258 gift packages** delivered to families, enhancing online program experiences and lifting spirits.

**33 teens** benefitting from regular online social connection through the Teen Leadership Program—learning from one another, building new skills and supporting each other through the pandemic.

## Education support

**51 kids** with cancer-related learning issues benefitting from **2,000+ hours** of one-to-one tutoring online.

**59 parents** learning to support and advocate for their children with cancer-related learning issues in a **7-part webinar series** with neuropsychologists, psychologists, educators and child life specialists.

**16 refurbished laptops and tablets** delivered to families, making online learning possible for kids without computers.

**111 school kids** learning about childhood cancer and how to support a classmate with cancer during **4 virtual Cancer in the Classroom presentations**.

## Scholarships

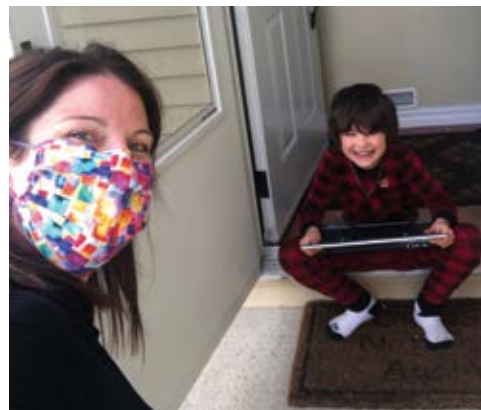
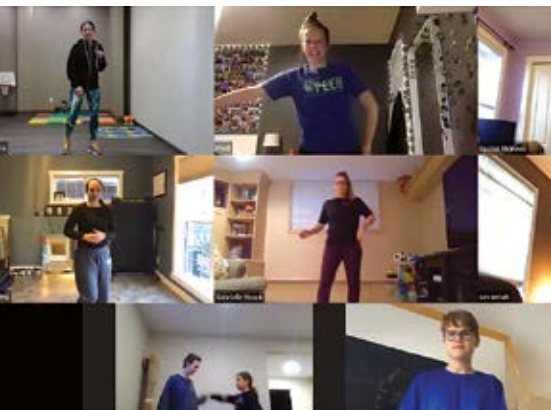
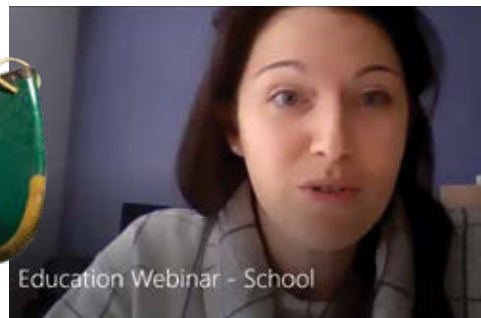
**13 young people** pursuing their dreams with the help of a Derek Wandzura Memorial Scholarship at a post-secondary institution of their choice.

**camp**

**211 kids and parents** enjoying the natural beauty of the foothills during their private family get-away at Camp Kindle.

**64 kids and parents** enjoying physically distanced fun and festivities at our first ever Kindle Play Day.

**9 virtual campfires** lifting spirits by bringing the magic of Camp Kindle into the homes of **1,200+ families and supporters**.





how  
to help

# 5 ways you can help us

rebuild lives and restore hope during COVID and beyond



## BE A MONTHLY DONOR

Help us sign up **190 monthly donors**—a new monthly donor for every new child diagnosed in Alberta each year.

## MAKE A ONE-TIME GIFT

Your gift will help ensure **we're here to help kids** in these uncertain times.

## BE CHARMED

Experience the magic of a gala event from home at **Parents' Quest for the Cure: No-Show Gala**. Get your event box for two while tickets last.

## BE BRAVE

Join our online **Big Brave event** and cut, colour or shave your lid for a kid, while raising funds for essential online and COVID-adapted programs.

## FUNDRAISE ONLINE

**Start an online fundraising event** to help kids living in fear of what COVID-19 could do to their fragile health.

Donate, register or learn more at [kidscancercare.ab.ca](http://kidscancercare.ab.ca) today.

the possibilities  
**YOU**  
created  
and  
the lives  
**YOU**  
touched

## fundraising

**68 cyclists** riding **15,000 kilometers** to raise funds in the Kids Cancer Care Cycle Challenge.

**382 everyday heroes** raising funds by razing their heads (moustaches or beards) through the Big Brave campaign.

**Thousands of cans and bottles** donated in cities across southern Alberta, raising \$89,973 through our Back-to-Basics Bottle Drives.

**160 beaming girls** enjoying the world premiere of Dad and Daughter Gala Goes to the Movies, our first-ever COVID-adapted, physically distanced Dad and Daughter event, featuring *Despicable Me*.

**100+** individuals and corporations raising much-needed funds, selling masks, organizing COVID-19-adapted golf tournaments, holding online raffles and auctions and selling Candygrams at Christmas.

**150 limited edition Derek Bear toques** selling out in **12 days**.

**66 new monthly donors** helping us to deliver free programs to families by reducing gift processing and administration costs.



## research

**\$223,322** invested in basic, translational and clinical research projects at the Alberta Children's Hospital and University of Calgary.



## volunteers

**300 volunteers** dedicating **3,492 hours** to help deliver programs and fundraising events and maintain Camp Kindle. 🗨️

**kids cancer care**

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