## the power of you

Annual Report 2010/2011



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## two simple words

but when put into action they mean the world for a child with cancer

## camp & community

## kids without borders

"Driving to the building site the first day, we saw kids standing along the fence staring into the school yard. Seeing them made me realize how much I take for granted. I complain about getting up early for school and sitting through classes all day, but those kids would do anything to do that."

Witnessing poverty first-hand was lifechanging for Samantha Andres and a group of teens from Kids Cancer Care who joined members of the Rotary Club of Calgary and Youth with a Mission in Ensenada, Mexico last winter to build homes for low income families.

The trip was part of our Teen Leadership Program, which helps teenagers move beyond their own adversities with cancer by empowering them to give back through volunteer work. Before heading south, they volunteered at soup kitchens and seniors' homes in Calgary. They were responsible for raising \$1,000 each to cover their airfare, meals and accommodation while in Mexico. It was worth the time and effort. Samantha came home with a brand new appreciation for life: "Everything I have is a gift," she says. "I realize it's better to give back and give others hope than to receive it yourself. I was given so much hope and support during my cancer treatments; I hope we were able to return some of that hope and support by building homes for these families."

> "Everything I have is a gift"

> > – Samantha, survivor





Cancer survivor Samantha Andres understands the importance of giving

# A heartfelt thanks to Youth with being kids change the world a better place.

Davis

viission and Calgary Rotary Clubs (West, Fish Creek and South) for making this international work experience possible for our teens. With your help, kids can overcome their own hardships and make

## camp & community

## a house for Davis

"I think I'm looking at my son through rose-coloured glasses. I want so badly for him to feel better, but I'm so afraid he's on a downward slide and will never feel better again. He is pushing himself but the voice in my head wants to push him more: 'C'mon Davis, forget about your cancer, just keep going.' I know it doesn't work like that; I need to take off the glasses."

When Davis was diagnosed with stage 4 neuroblastoma in 2006, Janine and Brad Weisner never imagined they would willingly give up precious time with him so he could live his dream. Knowing their son was palliative and knowing his time was limited, they agreed to let Davis go to Mexico to build homes for the poor.

At 15, Davis had spent a third of his life undergoing painful cancer treatments with excruciating side effects. Davis longed for a life that had meaning beyond cancer—beyond chemo, nausea, nosebleeds and mouth sores.



Davis was one of those rare kids who understood at a young age that life is a gift to be shared. Davis chose to share his gift with the people of Ensenada, Mexico.

After months of fundraising, however, he was forced to forgo his plans. With failing health, he graciously stepped aside and asked his sister Jessie to take his place.



"Building that house in his name changed me as a person. I want to make a difference. I want to make Davis proud"

- Jessie, bereaved sister

Jessie came home with the most precious gift of all for her brother—a heart full of gratitude and a desire to help others: "It was amazing to see how much you can change a life by building a home," she says. "Davis was with me all the way. Building that house in his name changed me as a person. I'm more passionate. I want to make a difference. I want to make Davis proud." A tired Jessie and Evan at the building site in Mexico. Jessie went to Mexico in her brother Davis's place, when his cancer took a turn for the worse. unter the same of the state of

## **you can** inspire kids

Thank you **Davis** and the many donors who inspired our teens in their quest to help families in Mexico. Your generosity and support is moving them to be more, give more, and live more fully.

## research

### saving Owen

He has the spirit of a Ninja, but he didn't come with a ready arsenal of poisoned darts. Nor was he trained in the art of espionage, so when a sneaking covert cancer ambushed the four-year-old boy from Saskatchewan, he wasn't ready. No one was.

What began as a sore knee turned into an all-out war against cancer for Owen Biggins. Owen was diagnosed with a high-risk neuroblastoma, for which conventional treatments offered little hope.

In their desperate search for more information on this cancer, Owen's parents learned of a promising new procedure involving immunotherapy. This experimental therapy was improving chances of survival by 30 per cent. Although it was not available in their home province, it was being used in Alberta.

Saving Owen would require the skill and mastery of an experienced Ninja team. After meeting with Dr. Victor Lewis at the Alberta Children's Hospital, Tim and Suzanne Biggins were convinced: "We felt a huge ray of hope from Dr. Lewis," says Tim. "He was going for the cure. The whole mindset in Calgary is cure, cure, cure."

The Biggins moved their older sons Josh (13) and Liam (11) into their grandparents' place and they headed west with Owen. After five rounds of chemotherapy, surgery and radiation, Owen was ready for the final battle immunotherapy. He was given a new drug that mimicked his immune system to seek and destroy all remaining neuroblastoma. And destroy it did. Owen responded beautifully to the therapy. Now in kindergarten, "He's growing stronger and taller every day," Dad says. "He's registered for hockey and baseball and speaks of being a children's doctor when he grows up."



"The whole mindset in Calgary is cure, cure, cure"

– Tim, father



Owen responded beautifully to an experimental therapy at the Alberta Children's Hospital. Now he's back to being a kid again.

## **you can** help kids beat this thing

A huge thank you to our monthly donors and major research donors inco Chantable Foundation and Meyers Noris Penny. With your help, Kids Cancer Care made a \$2.5-million commitment to the experimental therapeutics program at the Alberta Children's Hospital and University of Calgary. This investment is making new research and treatments possible for cancers where there is no hope, giving kids like Owen a second chance at life.

## hospital

## comfort food

It's Wednesday and the Lynn family is excited. Tonight, for the first time in over a month, they're spending time together as a whole family. They're not a divorced family, but the Lynns have gone through a separation.

Childhood cancer has torn the Lynn family apart. Mom and Dad do hospital shifts, so someone is with Shaine 24/7, while the other is at home with his brother Gabriel. Their routines have gone out the door. Everything familiar is gone. And they miss each other.

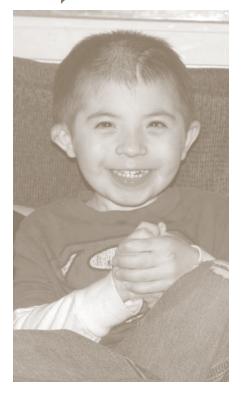
In the frightening and unfamiliar world of childhood cancer, something as familiar as pizza can be a comforting distraction. Every Wednesday, Kids Cancer Care hosts Pizza Night at the Alberta Children's Hospital. It begins with the warm familiar smell of pizza tugging at your nose and ends with a slice of normal.

It's Pizza Night and families are hungry. They're hungry for hope and connection with people who understand. They're hungry for family time and information about childhood cancer. They're hungry for familiarity and certainty.

"We were living under two roofs," recalls Stephanie Lynn, "so Pizza Night became our only family time. What got our family through cancer was having regular family time and meeting other families at Pizza Night. It was incredibly motivating and inspiring to meet other families and talk with them. It's what got us through."

Providing a warm meal and a caring community for families, Pizza Nights feed families at all levels—body, mind and spirit. It's a meal they don't have to worry about cooking and it's familiar, comfort food. "Our only family time was Pizza Night... It's what got us through" – Stephanie, mother





(Clockwise) Stephanie, Gabriel, Shaine, Paul and Darius are a family again. Shaine survived his battle with cancer and now has a baby brother, Darius.

## you can help kids heal

Thank you **Scottabank!** Your generous \$500K commitment over 10 years to our Family Care Program is making programs like Pizza Night and Family Camp possible. You're helping families like the Lynns heal at all levels—body, mind and spirit.

## scholarships

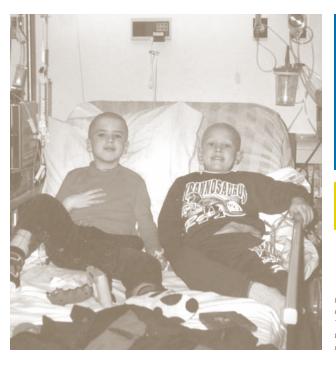
### a cure for Daniel

Justin and Daniel were only six years old and they were fighting for their lives. Building forts out of hospital sheets and taking their daily doses of chemo together, there was only one thing to do: become best friends.

This innocent friendship, kindled in the sterile world of central lines and IV machines, would make six long months of needles and blood transfusions easier, but it would make leaving the hospital harder for one of them.

After several rounds of chemotherapy, Justin's cancer went into remission. As Justin was leaving with a clean bill of health, Daniel relapsed and didn't make it. Justin has carried this memory his entire life. Although that shy seven-year-old boy walked out of the hospital 12 years ago, a big part of him never left. The memory of Daniel endures even today and it inspires Justin, a first-year biomedical sciences student at the University of Calgary. Justin has dreams of becoming a pediatric oncologist and geneticist, so he can help find a cure for cancer in honour of his best friend Daniel.

The Kids Cancer Care Foundation is helping Justin realize these ambitions with a \$2,000 scholarship toward his first year and the first step toward his dream.



With a \$2K scholarship, Kids Cancer Care is helping Justin, a cancer survivor, follow his dream of finding a cure in memory of his friend Daniel



(L-R) Best friends Daniel and Justin receiving chemo together at the hospital. The memory of Daniel is inspiring Justin to pursue a career in pediatric cancer research and care.

## **you can** help kids live their dreams

A warm thank you to Gary Nissen and Don Schafer and the countless friends who support our endowed scholarship fund by taking part in the Dad & Daughter Gala. With your help, 41 cancer survivors like Justin are showing the world that kids can move beyond cancer and follow their dreams.

Thank you for supporting the Kids Cancer Care Derek Wandzura Memorial Scholarship Fund.

## volunteers

### going the distance

Blair had two minutes to get Sarah to the medical clinic for her medication before the Friday night dance. "Hop on, I'll piggyback you," he said. Perched on his back, Sarah could see the scar at the back of Blair's head. "What's your scar?" she asked. A quick intake of breath came before his answer: "That's a scar like yours Sarah. That's my cancer scar." "What's its name?" she asked. Blair didn't answer that question. He was crying.

Comparing battle scars and stories from the front lines of cancer is a common form of bonding among campers at Camp Kindle. But for Blair Birdsell, it was unfamiliar territory. Diagnosed with a brain tumour in the late '80s, his cancer predates our first cancer camps.

Blair rarely tells anyone about the brain tumour he narrowly survived as a kid least of all the campers under his charge at Camp Kindle.

Blair takes his volunteer role at Camp Kindle seriously. Like an officer with his troops, Blair's up before the first camper wakes in the morning and he's there until after the last one beds down at night. He takes no breaks all day.

> "These kids are worth it" — Blair, cancer survivor and volunteer



"Camp is a marathon effort," admits the long-distance runner and swimmer. And true to his training as a marathon runner, Blair is in it for the long haul. "I want to read more and run harder to be mentally and physically strong for my campers. I even want to be as merry and positive as possible because these kids are worth it. They deserve the best. And if I'm going to pick a fight, cancer better be prepared because it's going down."



) kids like Sarah (below) and her brother ric (left) who have been affected by

Thank you to volunteers like

who are taking cancer down by lifting

more than 16,300 hours of their time

gave

cancer and by the second secon to enrich the lives of children with cancer and their families.

## fundraising

## doing hard things

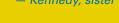
One by one, the ponytails fell. Then the razor came to life, clearing a neat path across her head, over and over, until her hair was gone, every single strand, sitting in a pool at her sneakers.

Doing hard things. That was the motto at Kennedy Laidlaw's school last year and she took it seriously. At 13, Kennedy displays a wisdom beyond her teenage years, lacking any sentimentality for something as frivolous as hair. "If you think about it, it's only hair," she says, sporting her sassy new hairstyle. "It's not really valuable. It's not like an arm or something."

Losing her hair wasn't scary, but standing before her peers at a school assembly and asking for donations? That was scary. Being mistaken for a boy? That's tough. Being the brunt of bewildered stares and double takes in public washrooms? That's tough too. But none of these awkward moments add up to Kennedy's fear of public speaking. So what possessed her to risk it all and speak out for children with cancer? In a word, Campbell, her kid brother.

Ten years ago, Campbell was diagnosed with neuroblastoma. The cancer itself is a distant memory for both kids, but it introduced them to summer camp and hundreds of kids like them. Kennedy knows first-hand the incredible impact camp has on kids affected by cancer and it's something for which she's willing to take a stand: "There's such a strong bond between campers," she explains. "It's so important for these kids to have one special week, where they don't have to worry about cancer or being laughed at because they're bald."

"It's only hair. It's not really valuable. It's not like an arm or something" - Kennedy, sister







# do great things

Two bald heads are better than one. Thank you **Trico Homes** and **Delmar College of Hair Design!** Your generosity makes our Shave Your Lid for a Kid<sup>®</sup> program possible. Because of you, hundreds of brave souls like Kennedy raised vital dollars last year, while showing moral support to the kids who lose their hair during cancer treatments. Together, you helped raise \$337,586 this year for kids like Campbell.

> Kennedy (right) is helping kids like her brother Campbell, a cancer survivor, by shaving her head and raising \$8,206 for Kids Cancer Care.

## **you can** build community

## our leaders to you

## Families devastated by childhood cancer have you to thank for their victories.

In this report, you can see how your belief in the power of community is transforming lives every day: parents crushed by a harsh diagnosis, teens determined to overcome hardship by reaching out to others, volunteers driven to give only their best and donors willing to sacrifice the hair off their heads. These are only a few examples of the people connected through our community. Many more are touched by your generosity and, in turn, inspired to give back.

The past two years have been challenging for the Kids Cancer Care Foundation of Alberta as we carefully navigated turbulent economic times. Thank you for standing by our side.

We are inspired by your incredible show of support. Volunteers stepped up to make the impossible possible. Donors found creative ways to keep giving. Even this annual

report would not be possible without a groundswell of support—from graphic designers, printers and paper suppliers—who rallied together to produce this report at no cost to the Foundation. We are most grateful.

Amidst the uncertainty of 2010, we took a big step towards creating more certainty for families. We dedicated \$2.5 million to a clinical research program that is committed to finding treatments for the toughest childhood cancers.

With a full year of operating Camp Kindle behind us, we have learned a great deal and we have grown stronger. The rewards of owning our own camp are immeasurable and the possibilities endless.

While we go about the business of offering programs, balancing books and repairing leaky roofs, our focus, as always, is helping kids survive, overcome, achieve and inspire.

With your help, kids can do anything. Thank you for believing!

Jack Perraton, C.M., QC Chair, Board of Directors

"With your help, **kids can** do anything" — Jack & Christine, KCC leaders

pristine Mc Quer

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

## 6 ways you can play a bigger part

## 1) shave

Lose your hair and show moral support for kids who lose their hair during cancer treatment, while raising vital dollars for children with cancer through our Shave Your Lid for a Kid® campaign. If bald isn't your style, you can always pledge someone who is shaving.

### 2) events

Events need people like you. Ride a motorbike, swing a golf club, dance at a gala. Take part in a Kids Cancer Care event or become one of the many Albertans hosting fundraising events on our behalf.

### 3) volunteer

Volunteers are at the heart of Kids Cancer Care. Join our dynamic team at Camp Kindle, at our fundraising events or in the office. We have a place for you.

### 4) talk

Tell your friends, your family and colleagues about our work. Our greatest resource is you, so spread the word!

### 5) rent

Rent Camp Kindle. Next time you plan a retreat for your school, band, or corporate group, take them out into the natural beauty of the Foothills. Our staff will work with you to create a customized visit that meets your goals and budget.

## 6) donate

There are so many ways to make a gift to Kids Cancer Care:

- > Make a one-time gift online, by phone or send a cheque in the mail.
- > Double your giving. Find out if your company has a matching gift program to double the impact of your gift.
- > Become a monthly donor. It doesn't take much. Even \$5 a month adds up and, over time, will make a significant difference. Sign up for monthly giving today and help fund the next wave of childhood cancer research.
- Provide a fitting memorial. Is there someone special you'd like to remember? Why not recognize this person with a gift in their name to Kids Cancer Care. We'll mail a card to the family, so they know you've made a gift in honour of their loved one.
- > Leave a legacy. Imagine a cure for cancer, long after you're gone. A legacy gift to Kids Cancer Care will affect thousands of children for years to come. Speak to your financial adviser about leaving a bequest for Kids Cancer Care.

## your donations at work

## where the money comes from

## Kids Cancer Care raised **\$4,258,675** in 2010/11, up 39% over the previous year.

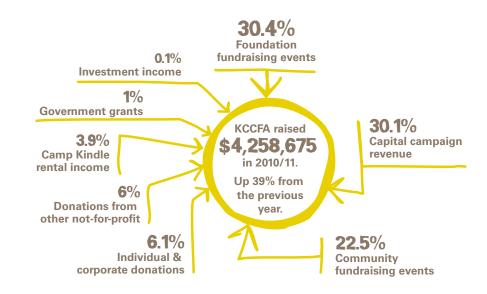
>The revenue increase is largely due to our capital campaign, which we initiated in 2010 to raise money to upgrade Camp Kindle. In its first year, the capital campaign brought in \$1,281,748 towards a campaign goal of \$8 million.

> Combining general and capital campaign revenue, more money was raised in 2010/11 than any other year in the history of the organization.

> In 2010/11, we saw evidence of the economic challenges beginning to

ease. After two years of sharp revenue declines, 2010/11 saw only a slight dip in general fundraising revenue—down 1.6% over the previous year compared to a 24% decrease the year before.

> Our first full year of camp rental operations brought in \$166,201, which more than offset the \$125,187 in variable costs incurred to rent the camp during the off season. Looking to the future, there is room to grow this area to help offset our own camp program expenses.



To reduce printing costs and our environmental footprint, we have included only financial highlights in this report. To view the complete financial statements, please visit our website at kidscancercare.ab.ca or contact our office at 403 216 9210 or staff@kidscancercare.ab.ca.

## where the money goes

Kids Cancer Care invested \$3,880,282 in programs and operations in 2010/11, up 15% over the previous year, and \$363,646 in property and equipment.

> Ninety-six per cent of the expense increase was in two key program areas – research and camp. The Foundation's investment in research more than doubled to \$734,911 as we embarked on a new direction with a five-year funding commitment of \$2.5 million to the experimental and applied therapeutics program at the Alberta Children's Hospital and the University of Calgary.

> Camp & Community program expenditures\* increased by 20% over the previous year and reflect an expansion of program offerings as a result of operating Camp Kindle for our first full year.

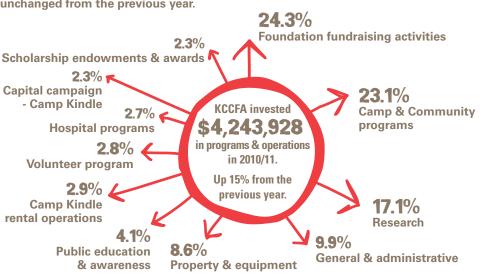
> The \$363,646 investment in property and equipment largely reflects improvements to Camp Kindle, including the addition of a ropes challenge course.

> General & administrative costs increased by 10% due to reporting requirements associated with giftsin-kind totalling \$33,603, which generate corresponding non-cash expenses. Excluding this, general and administrative costs remained relatively unchanged from the previous year. > Fundraising costs increased by 2.4% because of increased costs associated with the Camp Kindle capital campaign. Based on a five-year rolling average, fundraising and administrative costs continue to be within industry standards of 25% to 35% of revenue.

> Once again, volunteer support played a significant role in the Foundation's support to families, with a 35% increase in the number of volunteers and a 10% increase in the number of volunteer hours over the previous year. Despite this substantial increase, the increase in volunteer expenses was held to 2%.

> Faced with the economic challenges of the past year, Kids Cancer Care cut back on public education and awareness expenditures by 4.2%, but still managed to initiate a rebranding of the Foundation through a \$50,000 creative services grant.

\* Excluding amortization, which is a non-cash expense.



## you can be proud

## thank you

You have taken a place in the hearts of Alberta families facing childhood cancer. Your heartfelt donations, brave head shaves, inspired fundraising initiatives and generous gifts of time and talent have touched the lives of children affected by cancer and the families who love them.

### heroes \$100,000 +

Alberta Cancer Foundation Cenovus Energy Inc. Ken & Bernice Baher Kids With Cancer Society Lite 96 Michael & Linda Shaw

### champions \$50,000 - \$99,999

Charles Fischer & Joanne Cuthbertson CTV KARO Group Inc. Scotiabank Trico Charitable Foundation

### hands of healing \$25,000 - \$49,999

Alberta Lottery Fund Anonymous FirstEnergy Capital Corp. Kids Up Front Foundation Michael R. Shaw Foundation Pengrowth Management Limited The Calgary Sun The Canadian Cancer Society Trico Homes



### hands of honour \$10,000 - \$24,999

**Boundary Technical Group** Calgary Jewellery Ltd. CGI **CIBC Children's Foundation** Continental Electrical Motor Services Ltd. **Delta West Academy** Fan 960 Flint Energy Services Ltd. **Garv Nissen Genco Development Corporation GLJ Petroleum Consultants Ltd.** Gordon & Robyn Ritchie Government of Canada - Canada Summer Jobs Meyers Norris Penny LLP Naveen & Christina Dargan Nexen Incorporated nonfiction studios inc. SeisWare International Inc. The Brown Family Foundation The United Way of Calgary and Area Trail Appliances Ltd.







### hands of promise \$5,000 - \$9,999

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### hands of hope \$1,000 - \$4,999

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BDO Dunwoody LLP **Berkhold Family Foundation** Bertram Drilling Corp. Bjornson Designs Inc. Blair Gevauer **Bonavista Energy Trust Brad Stevens** Bruce & Cindy Gibson **Calgary Flames Foundation** Calgary Fleet Outfitters & Supply Inc. **Calgary Motor Dealers Association Calgary South Rotary Partners** Canada West Land Services Ltd. **Cerum Dental Supplies Cerum Ortho Organizers** Christine & Ric Mclver Clint Cawsev **Colleen Bell** Complyworks Ltd. **Coronado Stone Crave Cupcakes Dave Pilkington Deborah Wood Dew It Green Design Didsbury Search and Rescue Dilawri Group Calgary Direct Shops** Don & Diane Hamilton Don & Javne Schafer **Donna & Terry Aarsby** Edmonton Indoor Lawn Bowling Club **Ensign Drilling Inc. Eugene & Jackie Christensen Eva Chalmers EVC Management Inc.** Fairborne Energy Frank A. Mason Professional Corporation Gerardjan (Oppe) Cosijn **Gerry Wood Gibson Energy Ltd. Gord Weber** Gordon & Joyce Lackenbauer **Gowling Lafleur Henderson LLP Harry Stepper Hatch Energy Social Committee** Herve Lafontaine **High River Kinsmen Service** Hungarian Veterans' Association Ike Kolias

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### shaves over \$1,000

Andrew Sibbald School **Bishop O'Byrne High School Bowness High School Claire Cochrane CP Rail Discovering Choices School** Dr. E.P. Scarlett High School **Ecole Secondaire Beaumont Composite High School Flle Domoslai** Golder Associates Ltd. **Greg Fulmes** Hanna Dyckerhoff Henry Wise Wood High School **Isabella Fisico** Jared & Eric Nikolai Kat Yeomans Kathleen & Kennedie LeFeuvre **Kelly Kerr Kennedy Laidlaw** Lester B. Pearson High School Loredana Ciavardini Melanie Hunt **Nellie McClung School** O.S. Geiger **Prince of Peace School** Pure IT **R.T. Alderman School Rundle College** Sadie Nielsen **SAIT Polytechnic -Business Students Alliance** Savanna Energy Services Corp. Standard School Sue Music Terez Goulet Vivian Hurbin Webber Academy Wildwood School William Aberhart High School Wilma Hansen School

### community initiatives \$50,000 +

Astral Media Canadian Association of Geophysical Contractors Coast to Coast Against Cancer Foundation Enerflex Post Hotel Lake Louise Willow Park Charity Classic

### \$25,000 - \$49,999

Cargill Meat Solutions Corporation Rogers Communications Inc.

### \$1,000 - \$24,999

Alberta Petroleum Storage Systems Ames Tile & Stone Ltd. **BiFrost Developments Bill Brown** Bon Ton Meat Market Boots, Buckles & Bling **Bucars RV Centre Calgary Flames Foundation Calgary Naval Veterans Association Calgary North Hill Lions Club Canadian Remarketing Group Cardel Construction Ltd. Christine & Ric Mclver Wedding Coach & Horses Ale Room CORK - Fine Wine, Liquor and Ale Cross for Kids Crown Roval Invitational Golf** Donate A Car Canada Inc. Elevate Auctions Fall Dinner Fundraiser -**Margaret Zacharias Farnum Construction Management** & Consulting Ltd. Fashion Show - Susan Williams **Fort Garry Industries** Hot Yoga on 17th In Memory of Cohyn Fundraiser -Trisha Jaskela **Inland Aggregates Limited** Johns Manville Canada Inc.

Jugo Juice Kiehl's Since 1851 Leland's Baseball Tournament -Traci Rhvason Mosaic Energy Ltd. Pendant of Hope - Donna Aarsby Professional Golf Association of Alberta Rangeland RV & Trailer Sales Ltd. **Recreation Vehicle Dealers Association** Semi-Committed Beach Party -**Dwight Cramer** Shorcan Energy Brokers Inc. Strathmore Poker Run The Rotary Club of Calgary Chinook WAAB Festival - Janine Weisner Walking Upright Play - Allan Wilson West Island College

Kids Cancer Care is grateful to all our supporters. Due to space limitations, we are able only to list contributions of \$1,000 and higher. We have made every effort to provide an accurate list of our supporters. We apologize for any omissions or errors. Please notify us of any inaccuracies. Thank you.





## **you can** be the difference

### volunteers

Aaron Baxter-Betz Adam Sinclair Adam Verheyde Aditi Amin Aileen Rudock Al Martin Alan Hunt Alanna Mason Alex Campbell Alex Jackson Alex Oswell Alex Shepherd Alexis Misner Alisha Virk Allen Caven Allene Goehner Amanda Handziuk Amanda Xavier Amy Redman **Amy Spence** Andrew Aitkenhead Andrew Barton Andy Kinmonth Ann Greenwood Anne Cameron Anra Lee Ashley Janzen Ashley Purcell Ashley Xu **Aurora Williams** Autumn Wilton **Barbara Forster** Bev McMullen **Bill Marshall** Birgit Ladouceur Blaine Lodomez Blair Birdsell **Bobby Jain Brad Konno** 

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## kids cancer care

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