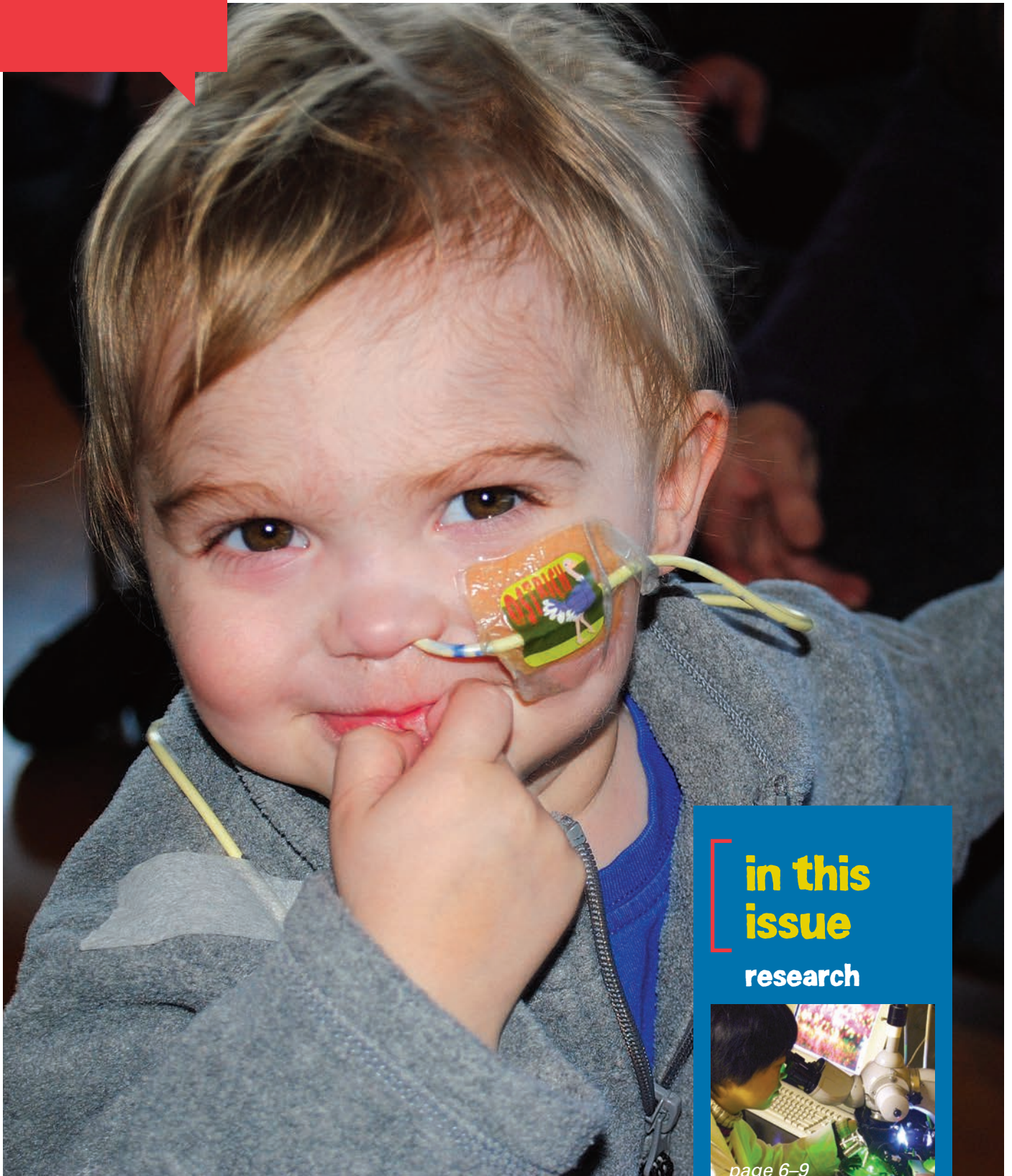


**kids
candidly**

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

**kids
cancer care**



**in this
issue**

research



page 6-9

SPRING 2015 ISSUE

CEO message

dear friends,



It's difficult to remain calm when you feel like you're in the eye of the storm.

The past seven years have brought extremes in the stock market and our economy. While 2015 may not be exceptional, according to financial forecasts it should move us back to "normal" with positive but moderate returns.

With your steadfast support, I believe we can make 2015 an exceptional year – despite tepid financial forecasts.

Indeed, your support has strengthened us and encouraged us to embark on an exciting future for Kids Cancer Care and the children and families we serve. I invite you to read more about our plans in this issue of Kids Candidly.

As we set out to realize these plans, our camp, outreach and scholarship teams are abuzz with activity, planning our spring and summer programs.

At the same time, our events team is busy planning our 2015 fundraising events. I hope to see you at one of our many events this year.

By now, you have probably received our winter fundraising appeal in the mail. If you haven't already done so, please give generously to this campaign. Our work depends on funds from this campaign.

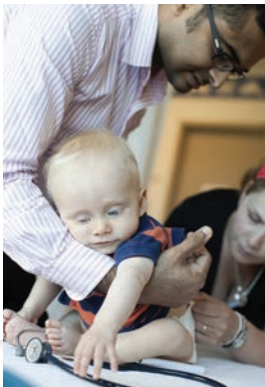
Please know that you are vital to everything we do and we are grateful for your generosity. Thank you for believing in children with cancer.

Sincerely,

Christine McIver, M.S.M., CFRE,
Founder and Chief Executive Officer



Please give generously to our winter fundraising appeal.



You can be a hero for kids with cancer

every month of the year!

You can save young lives and make lives better every month of the year when you join our *League of Superheroes Monthly Giving Program*.

Be part of the experimental and applied therapeutics research effort to find new treatments for children with incurable cancers.

To get started, contact **Karen Filbert** at 403 984 1228 or filbert@kidscancercare.ab.ca.

With your help, kids can beat this thing!

news & media

facebook



You can see all the great photos and videos from our camp and fundraising events all year long. Become a fan at Kids Cancer Care Foundation of Alberta.

all a-twitter



You can follow us on Twitter @kidscancercare for the latest news and events.

youtube



See our stories of hope and courage. Check out our YouTube channel KidsCancerCare.

websites



Stay up-to-date with the latest news and events and find out how you can get involved at kidscancercare.ab.ca.

Book your next school or corporate retreat or family reunion at campkindle.ca.

experimental and applied therapeutics (ExpAT)

Thanks to you, Kids Cancer Care completed its \$2.5-million commitment to the ExpAT program one year ahead of schedule in 2014 and committed another \$1.25 million over five years to ensure that this vital research program may continue its crucial work. Read more about the ExpAT program on pages six to nine of this issue.

nursing research chair in child and family cancer care

With your support, we have committed \$200,000 per year for five years to support a research chair in nursing at the University of Calgary. The research chair is responsible for advancing knowledge and best-practice in the physical, psychological and social impacts of childhood cancer on the survivor, the family and the health care and social support systems. The ultimate goal is to ensure this population is well-supported.

new research grants

The Kids Cancer Care Chair in Pediatric Oncology Research, an endowed chair made possible by you, awarded grants to the following researchers at the University of Calgary and Alberta Children's Hospital:

- 1. Dr. Catherine Laing, RN, PhD - \$48,000**
Stories that Heal: Understanding the Effects of Creating and Viewing Digital Stories with Pediatric Oncology Patients, Families and Healthcare Teams;
- 2. Dr. Fiona Schulte, PhD - \$49,000**
An Innovative Approach to the Implementation of Screening for Distress in a Pediatric Oncology Program; and
- 3. Dr. Deborah Kurrasch, PhD - \$47,000**
Novel Screening Platform to Uncover Atypical Teratoid/Rhabdoid Tumour Therapeutics.

what's your story?

U of C researchers are looking for children and young adults (8 to 30 years old) to take part in a research study on the power of digital storytelling for cancer patients and survivors. Contact Dr. Catherine Laing at 403 210 6135 or laingc@ucalgary.ca.

new educational support program for kids

While increasing our annual scholarship awards to \$2,500 each, Kids Cancer Care is also committed to supporting children, disadvantaged by cancer, throughout their primary and secondary school years. Currently in the discovery phase, this program will launch later this year.

2015 spokeskid spotlight

Lord of the ring

Gordon feels he's had two new leases on life and he plans to make the most of both. He's been in the ring twice with cancer, but his spirit remains steadfast and unbroken. A vital part of the Kids Cancer Care community since the age of 13, Gordon is now active in our Teen Leadership Program. He says camp helped him to emotionally endure three and half years of chemotherapy, while the Teen Leadership Program helped him to give back. Gordon recently returned from El Salvador, where he and other teens from the Teen Leadership Program built homes for low-income families. Gordon is looking forward to representing the foundation that means so much to him as a 2015 spokeskid.



Victoria No-Quit Boehm

Victoria has also been an active member of our Teen Leadership Program. This young woman loves life and is passionate about almost everything. Her greatest loves are hockey and theatre. When she was diagnosed with Hodgkin's Lymphoma at 16, despite her doctor's misgivings, Victoria insisted on playing hockey while on chemo. Although her new bald look prompted a few mean-girl looks from other players, she powered on and finished victorious. The plucky young hockey player from Calgary became a national sensation in the Twittersphere, when Don Cherry tweeted, "Way to go Victoria 'no quit' Bohem. You remind me of the saying, success is failure turned inside out, so stick to the fight." And stick to the fight, she has. Victoria has been cancer-free for two years and is now working fulltime as she saves for university. She aspires to a career in public relations and is looking forward to the opportunities this position offers.



power
of you

Tundra: heating up philanthropy

When you think of tundra, you typically think: “Vast rocky terrain in the frozen hinterlands—cold winds and permafrost.” But there’s another kind of Tundra in North America that’s a whole lot warmer, a lot more fun and definitely a lot more charitable.



“Tundra is an ideal community partner.”
— Jill Miller



Tundra Process Solutions Ltd. joined Kids Cancer Care in 2010 as a community fundraising partner and has given with gusto ever since. Specializing in industrial equipment solutions for companies across western Canada, Tundra manages to build fun and friendship into everything they do. Their work-hard, play-hard attitude has seen the company grow 50 per cent every year for the past decade. They are the seventh fastest growing company in Canada today.

Fortunately for Kids Cancer Care, successful fundraising seems to come as naturally to Tundra as hard work and serious play.

“We’ve always been a community-minded company,” says Iggy Domagalski, partner and chief operating officer at Tundra. “And a few years ago, we were looking for a charity to support. It had to be a local children’s charity that could really engage our staff and give them a chance to make a meaningful contribution. Kids Cancer Care was a perfect choice.”

Since then, Tundra has become a major fundraising force for children with cancer. They annually host ugly sweater days, curling bonspiels, indoor rock climbing events and Stampede ho-downs. With matching gifts from the company, Tundra’s 200-strong team has raised \$50,000 for Kids Cancer Care.

Tundra has also donated significant amounts of time and equipment to a large heating project at Camp Kindle. Valued at \$25,000, the new heating and ventilation systems will ensure our campers stay warm at night and provide an indoor space to play in all year long.

“Tundra is an ideal community partner,” says Jill Miller, manager of community and signature fundraising events at Kids Cancer Care. “They have literally given across all areas of the foundation. And they’re amazing to work with.”

This spring, Tundra is helping out once again, by renting Camp Kindle for their staff teambuilding retreat. Every dollar of profit generated through Camp Kindle rentals goes directly to our mission.

But that’s not all.

Word on the street says, this year, Iggy is taking part in the High Hopes Challenge, a fundraising event that sees business leaders like Iggy raise a minimum of \$10,000 each, before mastering the challenge course at Camp Kindle.

“When we came to Kids Cancer Care in 2010, we were looking for a partnership, something where we could be fully integrated with the charity’s mission,” says Iggy. “We originally chose Kids Cancer Care because they met certain criteria, but we stay because of who they are as an organization. We share the same culture of fun and our staff has really identified with their work and cause.”

Indeed, even children of Tundra staff are getting involved. Last year, eight-year-old Kaydence asked her friends to donate money to Kids Cancer Care in lieu of birthday gifts. The daughter of Casi Simcoe, an accountant at Tundra, little Kaydence raised \$110 to help kids overcome their adversity with cancer.

And, of course, Tundra matched every cent she raised. ■

New child life specialist offers support for kids through therapeutic play

“I love working with kids. I love the way they think and interact with the world.” — Jenna

If you ask Jenna, working with children is all about communication. Whether it's therapeutic talk, medical play or expressive art, it all comes down to bridging the adult-child worlds.

“You have to be careful with the words you choose with kids. You have to ask lots of questions, so you understand how they're perceiving things,” says Jenna Schwanke of Kids Cancer Care, who recently completed an internship in child life services at the Alberta Children's Hospital, Rotary Flames House and Ronald McDonald House. “Kids easily confuse words like I.V. for poison ivy or urine for ‘you're in,’ so you need to get really concrete and use very basic, descriptive language, like medicine straw for I.V. or pee for urine.”

Child life specialists draw on a variety of modalities to communicate with the child and build trust.

“We might help a child understand a medical procedure by giving them a chance to perform a similar treatment on their teddy bear in a Teddy Bear Clinic,” Jenna explains.

They may also help a child express difficult feelings through medical art. “We fill a needle syringe with paint and squirt it all over into a colourful work of art,” says Jenna.

Transforming scary medical instruments and procedures into creative playthings or industrious medical play, helps diminish their frightening power, giving children a sense of mastery and control over the situation.



Research shows that child life interventions help ease emotional distress for kids and help minimize the need for narcotics and other painkillers. They help children to better understand their medical procedures, cope better with their hospital stay and recover more fully afterwards.

Child life services are also invaluable beyond the hospital. They help children transition from the hospital back to their home, school and community.

As Kids Cancer Care's first child life specialist on staff, Jenna will provide a range of new services designed to help kids heal emotionally after their cancer experiences.

“Some children will reprocess their cancer experience or their loss and grief all over again with each new stage of psychological development,” Jenna says, “and sometimes it's just too painful for parents to relive it over and over again.”

As a child life specialist, Jenna will be there to help these kids understand and integrate their childhood cancer experiences, along with the trauma and loss that sometimes follow. ■

As Kids Cancer Care's first child life specialist on staff, Jenna will continue to coordinate outreach programs with her colleagues, while also offering a range of new services for children:

1. *One-to-one bereavement sessions;*
2. *Psycho-social support at camp and outreach programs; and*
3. *One-to-one sessions in therapeutic play, medical procedure preparation, expressive art and medical play.*

Jenna Schwanke, Kids Cancer Care's first child life specialist, enjoyed some serious play with families at our annual Family Ski Day courtesy of Canada Olympic Park Winsport Canada.



meet the
ExpATs

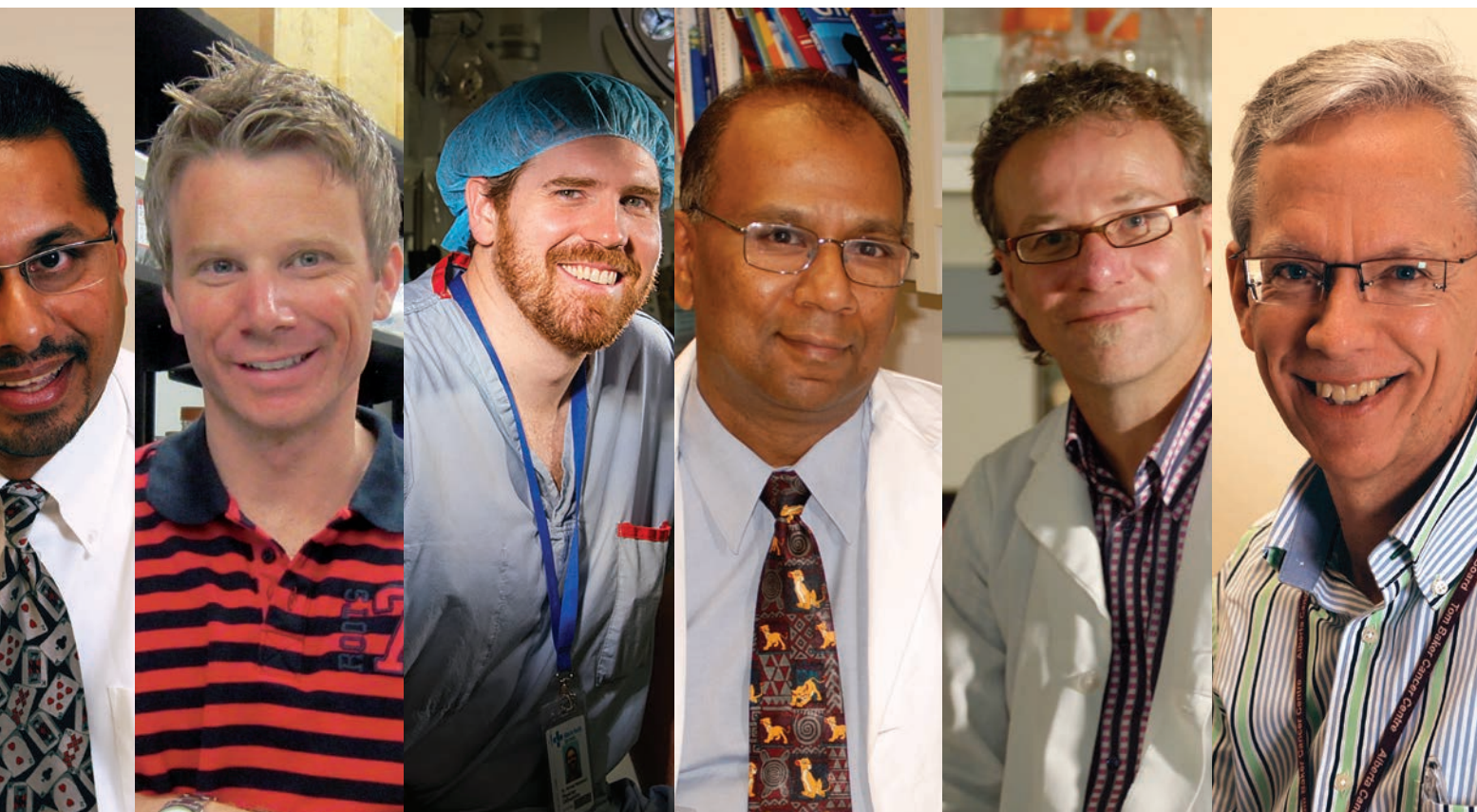


RESEARCH

From left to right:
Dr. Paul Beaudry;
Dr. Jennifer Chan;
Dr. Darren Derksen;
Dr. Faisal Khan;
Dr. Lucie Lafay-Cousin;
Dr. Victor Lewis;
Dr. Doug Mahoney;
Dr. Michael Monument;
Dr. Aru Narendran;
Dr. Steve Robbins; and
Dr. Doug Strother



Every year, 1,500 Canadian children are diagnosed with cancer and approximately 230 die of the disease. This is roughly equivalent to a commercial airline crashing and killing everyone on board at least once a year. We need to support research into new therapies if we are going to change this.



you are a vital piece of a complex research puzzle that may offer kids with incurable cancers the first hint of hope ever.

Your gift to our research program has empowered Calgary researchers to harness their individual and collective strengths to launch a concerted research effort called ExpAT—experimental and applied therapeutics.

Poised to address current gaps in the field of childhood cancer research, ExpAT researchers are collaborating with research teams across the hall and across the globe toward a single mission—to speed up the process of developing and moving new therapies from the Petri dish in the lab to the bedside of children in the hospital.

Taking a therapeutic agent from the bench to the bedside takes years of time, teams of people and billions of dollars. Calgary ExpAT researchers are committed to doing their part in the lab and at the hospital for children with high-risk cancers, but they need your help.

kids with a serious drug problem

Although childhood cancer exacts an enormous price on survivors, families and the health care and social support systems, it is a relatively rare disease. In financial terms, this translates into a market that is far too small to interest drug and biotechnology companies to invest in research for pediatric cancer drug therapies.

If we do not invest in drug research, we will not see any major improvement in survival rates for children with high-risk cancers. Nor will we see any major improvement in drug toxicity and the long-term health problems conventional cancer therapies cause in survivors.

To change this, we need to collaborate with partners across all levels of society – government, industry, universities, hospitals, research institutes and individual and corporate donors.*

ExpAT is Calgary's response to the current drug problem facing children with high-risk cancers.

Thank you for making new research possible.

* Abridged from Dr. Peter Adamson's, et al, 2005, Making Better Drugs for Children with Cancer (Committee on Shortening the Time Line for New Cancer Treatments National Cancer Policy Board).

if you build it, they will come –the Calgary ExpAT program

Over the past few years, your support has built a veritable hub of research and discovery at the University of Calgary and the Alberta Children's Hospital. You have helped Calgary researchers to envision a bold future for pediatric cancer research.

With your help, these researchers were able to:

- 1. Build** a leading team of interdisciplinary researchers by recruiting new research talent and by synchronizing the efforts of local research talent.
- 2. Identify** current areas of strength and determine where these strengths fit within the international context of pediatric cancer research in order to better align their research efforts to advance children's cancer research in general.
- 3. Boost** their capacity for research and discovery by purchasing specialized laboratory equipment and technology to support their vision and work, i.e., a DIMSCAN microscope, high throughput screening equipment and the creation of a pediatric tumour bank.

what is the ExpAT program?

The experimental and applied therapeutics program is a multi-disciplinary team of researchers and clinicians, working in concert to discover, screen and bring to clinical trial new targeted therapies for children with high-risk cancers. ExpAT's twofold vision is to:

- 1. Save** lives by developing targeted treatments for children with incurable cancers.
- 2. Improve** lives by reducing the toxicity of children's cancer treatments and the permanent health problems they cause.

you have helped build a strong research program with a focus in:

1. Drug discovery – narrowing the field and identifying potential

Cancer scientists screen high-risk pediatric cancers against libraries of drugs to identify and prioritize promising therapeutic agents.

2. Pre-clinical studies – testing potential drugs for toxicity and efficacy

Translational researchers develop cancer models that mimic the human immune system and the micro-environment of human cancer.

Using therapeutic agents identified in the discovery phase, these researchers test their toxicity and efficacy to determine if they are effective in targeting and killing cancer cells in human tumour samples.

If they are effective, translational researchers identify and map out the molecular pathways the therapeutic agents used to kill the cancer.

3. Applied research and care – testing and improving therapies to ensure they are safe and effective for children

Once a therapeutic agent proves successful in a laboratory setting, it moves into clinical trials at hospitals across North America. Here, it goes through a series of rigorous tests to determine whether it is safe and effective for treating large populations of children.

While some researchers identify and develop new therapies, clinical researchers continually carry out research to improve current therapies.

"The weakest link in research for childhood cancer drugs, and the greatest threat to continued improvement in outcomes for children with cancer, is pediatric drug discovery."

—Dr. Peter C. Adamson

strategically positioned to make the biggest impact

Currently, there is a lack of good modelling systems for children's cancers in the field of pediatric cancer research. Fortunately, this just happens to be an area of strength at the University of Calgary.

The powerhouse of Calgary's ExpAT program lies in its expertise in immunobiology and how the micro-environment of human cancer interacts with innovative therapies to fight cancer.

Collectively, ExpAT researchers have aligned their research interests to intersect at the fertile juncture of these two arenas of discovery. The ExpAT team is poised to make the biggest impact here because understanding how innovative therapies interact with immunobiology is precisely where the greater field of pediatric cancer research could most benefit.



Above - Dr. Faisal Khan's research team is studying pediatric blood and bone marrow transplants to reduce graft versus host disease and improve outcomes.

Below - Dr. Darren Derksen's research team is collaborating with Dr. Doug Mahoney's team to identify the molecular pathways certain organic therapies take to target and kill cancer cells.

Calgary ExpAT – the next five years

With your support, Kids Cancer Care will donate \$1.25 million over five years to support the next phase of the Calgary ExpAT program.

Here is a snapshot of ExpAT's five-year scientific and operational plan, which we invite you to embrace with us:

SCIENTIFIC

1. **Build** on areas of strength and areas critical to advancing pediatric cancer therapeutic research.
2. **Investigate** the immune-biology and micro-environmental aspects of cancer.
3. **Develop** cancer models to further test promising new drugs.
4. **Perform** pre-clinical drug studies to support future clinical drug trials.
5. **Expand** tumour banking, so children with high-risk cancers anywhere in Canada may also have hope for a cure.

OPERATIONAL

1. **Build** on current capacity to conduct cutting-edge research with the purchase of new equipment and technology, i.e., cancer cell lines, and drug libraries.
2. **Hire** new children's cancer research personnel, including principle investigators, researchers and specialized research staff.
3. **Create** a new wet lab facility to house the growing ExpAT team and their equipment and technology to better support collaborative, interdisciplinary research. ■



Ryan

(Above and on front cover)

Ryan was two when he was diagnosed with glioblastoma, a highly malignant and aggressive brain cancer.

Although he endured months of intense cancer treatments, the tumour persisted and Ryan passed away at the age of four.

The ExpAT program was designed with children like Ryan in mind.

Thank you for supporting ExpAT.

what's up
at kindle?

Rekindling a passion for learning through outdoor education

"It's great to see them so enthusiastic and passionate about what they've learned. They also think it's wonderful that, by going to Camp Kindle, they're helping children with cancer," —Terri White

As a teacher for 15 years, Terri White of École Manachaban knows how challenging it can be to create excitement in the classroom and passion in her students. As with any educator, she is charged with the responsibility of teaching kids the all-important fundamentals, while making learning fun. For her outdoor education class, Terri has found the perfect place that facilitates learning and sparks creativity. That place is Camp Kindle.

"I am a huge fan of Camp Kindle and a big advocate of outdoor education," says Terri, who has been bringing her classes to Camp Kindle for five years. "It's great for kids to get outdoors, get dirty and have fun, while learning about the environment and developing skills in teamwork and leadership. The staff at Camp Kindle do a wonderful job of teaching these skills, using a combination of curriculum-based activities with classic camp activities."

Cassie Miller, camp program manager, wants Camp Kindle to be the number one camp choice for Alberta schools. "Our goal is to create the best camp programs for students," says Cassie. "We want Camp Kindle to be the place teachers bring their classes and where learning and fun go hand-in-hand. We focus on both personal and group development through outdoor adventure activities, while encouraging students to challenge themselves."

Terri has seen first-hand how students flourish at Camp Kindle and she has seen the healing power of nature work its magic on kids. "The kids are excited to go to Camp Kindle and come back full of stories," says Terri. "It's great to see them so enthusiastic and passionate about what they've learned. They also think it's wonderful that, by going to Camp Kindle, they're helping children with cancer."

As for Terri, she has her own reasons for wanting to help children affected by cancer.

Having lost her own son Steven to cancer 18 years ago, Terri knows all too well the devastating nature of childhood cancer. She understands the importance of a place like Camp Kindle. "It's great that a place like Camp Kindle exists and that children with cancer have a place to go and just be kids," says Terri. "It's also wonderful that schools can utilize the camp and give back all at the same time." ■

Music hall makeover

Renovations to this crucial resource at Camp Kindle have just been completed. The newly renovated music hall will be a mecca for music groups across the province looking to rent acoustically sound facilities in which to rehearse and perform.



"It's also wonderful that schools can utilize the camp and give back all at the same time."

—Terri White



how
to help

5 things you can do to help kids with cancer

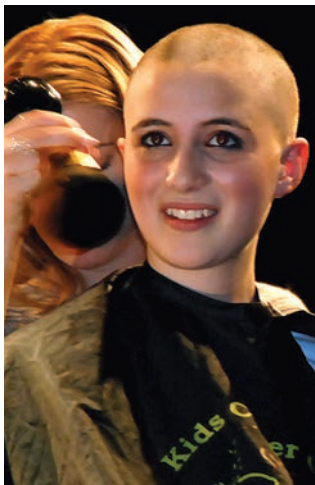
1. Donate. Please give generously to our winter fundraising appeal, delivered in February to your home. You can make a one-time gift or join our League of Superheroes Monthly Giving Program and help fund the next wave of research in experimental and applied therapeutics.

2. Join. Events need people like you. Register for one of our many fundraising events this spring or summer. There really is something for everyone. Whether you love to dance, golf, run, cycle or just need a haircut, we have a fundraising event for you.

3. Fundraise. Become one of many Albertans hosting fundraising events on our behalf and show kids with cancer you care. A community fundraising event can be as big or as small as you like. Whether it's a chili cook-off or bake sale at work, a Stampede ho-down or charity golf tournament for staff and clients, it's all fun and it helps the kids.

4. Shave. Show moral support for children who lose their hair to cancer, by shaving your head and raising funds. If bald isn't your style, you can always support someone else who is shaving with a generous donation.

5. Take action during Childhood Cancer Awareness Month. We have big plans in store for this September with lots of ways you can get involved — chalk, talk, Tweet, volunteer, donate or fundraise for us. Let the world know its Childhood Cancer Awareness Month and that you're taking action to end the disease. ■



events

you can get involved

To find out how you can get involved in our fundraising events as a participant, volunteer or sponsor, contact us at 403 216 9210 or staff@kidscancercare.ab.ca.



We appreciate the opportunity to communicate with you about our activities. If you wish to alter the amount or type of mail you receive, please contact us at 403 216 9210 or email staff@kidscancercare.ab.ca.

save the date

FUNDRAISING

Ride with Rouge

Thursday, June 11, 2015
Rouge Restaurant
ridewithrouge.com

High Hopes Challenge

Presented by City
Saturday, June 13, 2015
Camp Kindle

Greek Festival

June 19 – 21, 2015
Hellenic Community Centre

Kinsmen Ride for a Lifetime

June 19 – 21, 2015
Calgary > Revelstoke > Cranbrook > Calgary

Tour for Kids Alberta

July 17 – 19, 2015
Canadian Rocky Mountains

Shaw Charity Classic

August 5 – 9, 2015
Canyon Meadows Golf and Country Club

Don, Joanne and the Coach Golf a Kid to Camp tournament

Presented by Trico Homes & XL 103
Thursday, August 6, 2015
Cottonwood Golf and Country Club

Sears Great Canadian Run

Saturday, August 22, 2015
Calgary > Camp Kindle

Dad and Daughter Gala

Presented by Dilawri Group of Companies
Saturday, October 24, 2015
BMO Centre Hall E, Calgary Stampede Park

3rd Annual Community Shave Your Lid for a Kid®

*Presented by Trico Homes, 98.5 VIRGIN
Radio, Calgary Sun and Pattison Outdoor*
September 2015 (TBD)

CAMP

Spring

Bereaved Family Camp
May 8 - 10, 2015

Spring Family Camp
June 5 - 7, 2015

Summer

SunMaker (ages 7 – 17)
Session 1 July 13 – 17, 2015
Session 2 July 20 – 24, 2015
Session 3 August 10 - 14, 2015

SunRise (ages 3 – 7)
Session 1 (Calgary) July 13 - 17, 2015
Session 2 (Calgary) July 20 - 24, 2015
Session 3 (Edmonton) July 27 - 31, 2015

SunSeeker
Level 1 August 10 - 14, 2015 (ages 14 – 17)
Level 2 July 13 - 24, 2015 (ages 15 – 17)

Counsellor in Training (ages 16 – 17)
July 13 - 24, 2015

SunHaven (ages 7 – 17)
Session 1 June 29 – July 3, 2015
Session 2 August 17 – 21, 2015

All camp programs, with the exception of SunRise, take place at Camp Kindle.

OUTREACH

PEER (ages 5 – 18)

Wednesday evenings
Gordon Townsend Gymnasium
Alberta Children's Hospital

Mother's Day Brunch

Sunday, May 10, 2015
Camp Kindle

Survivor Day

Sunday, June 7, 2015
Camp Kindle

COP Fun Day (ages 3 – 12)

June 2015 (TBA)
WinSport Canada Olympic Park

Canadian Publications Agreement #40049602

RETURN UNDELIVERABLE ADDRESSES TO:

**Kids Cancer Care
Foundation of Alberta**
609 14 St NW, Suite 302
Calgary, AB T2N 2A1

Telephone 403 216 9210
Facsimile 403 216 9215
Toll Free 888 554 2267