



7th Annual MOTORCYCLE ADVENTURE

June 21 to 24, 2012

GENERAL INFORMATION PACKAGE



Ryah age 3, takes time to smell the flowers.



To date the ride has raised
OVER 1 MILLION DOLLARS!

100% of the participant pledges go directly to support children with cancer and their families enabling us to provide more than 40 programs and services.



Cindy Gannon
Photography





7th Annual LOOK & Stepper Homes Revving up for kids Motorcycle Adventure

ABOUT THE EVENT

In 2006 the **LOOK and Stepper Homes Revving up for kids Motorcycle Adventure** was created. This annual event encourages motorcycle riders across the province to join together in an effort to support children with cancer and their families demonstrating that there are no geographic boundaries where childhood cancer is concerned.



*Each year the Kids with Cancer Society invites one of its families to accompany the ride. This year we are proud to have **Ruby Hannigan** and her family join us.*

Host family

Ruby is one of the most vibrant 7 year olds that you will ever meet—she radiates energy. Watching her dance around the room it's hard to imagine that less than a year ago she was facing the battle of her life.

When her mom took Ruby to the doctor in May 2011 she had no idea that a few hours later she would be told that Ruby had cancer. In a single moment their lives changed. Her family felt unprepared, overwhelmed and feared the unknown but they were assured that Ruby's leukemia was very treatable.

Over the next two days Ruby received a blood transfusion, underwent surgery to insert a device that would deliver chemotherapy, and endured a bone marrow biopsy. Two weeks after chemotherapy began Ruby faced very serious complications. After complaining of abdominal pain she was diagnosed with a perforated bowel. Ruby underwent two major surgeries and stayed in the hospital for over two months.

The road to recovery was slow for Ruby and painful for her family to watch. Her progress was gradual but as Ruby recovered she would visit the other children on the unit to give them encouragement. Her spark slowly returned.

Although Ruby's story was complicated and uncommon, it is also a story of hope and survivorship demonstrating the strength of the human spirit. Today Ruby loves to sing, dance and make up silly songs—she is a born entertainer. When she grows up she wants to be a nurse or a vet because she wants to take care of people or animals. When you meet Ruby you quickly realize that the possibilities in her life are endless.

Who we are

In 1979 a group of concerned parents knew that something had to be done! The fact was that their children had cancer and they felt alone. They quickly realized that as most people diagnosed with cancer were adults there were virtually no programs or services that addressed the specific needs of the child. Their efforts led to the creation of the **Kids with Cancer Society**. More than 30 years later we are proud to say that children and their families are no longer alone. From the time of diagnosis, throughout treatment and beyond, the Kids with Cancer Society provides vital services during their greatest time of need.



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OVERVIEW



Registration fees

Each participant is required to pay a registration fee. Riders \$600 and passengers \$500 which will cover accommodation (double occupancy), meals, snacks and fuel. If participants prefer private accommodation this can be arranged for an additional cost.

Pledge forms and donation requirements

The rider and participant are each required to collect a minimum of \$1,000 in pledges.



Each rider and passenger will be assigned a child who they will ride in honour of. Once registration has been completed you will receive:

1. your child's picture and biography
2. a pledge form created just for you for people who do not wish to donate on-line.
3. assistance to set-up your personal on-line fundraising page. This is a quick, easy and secure way to encourage your family and friends to donate.

As you collect pledges, you may share your child's story of courage and inspiration with your family, friends and co-workers. Due to health issues it may not be possible to meet your child in person.

Riders must confirm that they have reached the pledge requirements prior to the first day of the ride.

Pledge prizes

The top three pledge earners will receive a very special gift from our children.

Parade of heroes

The Parade of Heroes is the official kick off for the event and is sponsored by *Brazzo Contractors Ltd*. Our heroes, children with cancer, deal with their disease with so much courage and determination that they inspire those around them. Very often we hear from parents that it is the child that gives them the strength to deal with the challenges placed before them.

Participants will have the opportunity to meet some of our remarkable children **Sunday May 27, 2012 at Hawrelak Park in Edmonton, 1:30 – 3:30 pm** for a BBQ and to witness some very special kids ride a motorcycle.





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ITINERARY

Prior to the ride you will be advised who your ride leader is, the names of other participants in your group, and details on who you will be sharing a room with. The agenda may be subject to change. Please arrive with a full tank of gas.



Day 1 - Thursday, June 21

Riders from all over Alberta will meet in Red Deer and travel to Canmore. Participants will overnight at the Blackstone Lodge and enjoy a leisurely evening connecting with old friends and new riders.

Day 2 - Friday, June 22

After breakfast riders will cross into BC and experience some of our country's most spectacular scenery. Riders will stay overnight at the Lizzard Creek Lodge in Fernie. Participants will enjoy some fun activities and spend the evening with the Kids Cancer Care Foundation motorcycle group to celebrate their 10th anniversary.

Day 3 - Saturday, June 23

Soon after breakfast riders will travel through Fairmont and Radium with hotel accommodation to be determined. The evening will provide participants with an opportunity to learn more about the organization that they are supporting. They will also meet Ruby and her family who have benefited from the programs provided by the Kids with Cancer Society.

Day 4 - Sunday, June 24

When breakfast is over and everyone says their good byes, riders and passengers will make their own way home. Gas and lunch vouchers will be provided.





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QUESTIONS & ANSWERS



How much of the participant's pledge donations will be directed to the cause?
100%, registration fees paid by the participants covers all costs of the ride.

Who pays for the pledge prizes? There is no cost to the society.

How quickly will tax receipts be processed?

On-line donations will receive an automatic receipt. Pledges made by cheque or cash will take four weeks. However, as June is our busiest fundraising month of the year it may take 8–10 weeks.

Where is my money going? See page 5, Program Highlights.

Is the Kids with Cancer Society a registered Charity?

Yes. Charitable Registration No. 88640 1397 RR0001.

What are the administration costs?

With a small staff, large volunteer base, and by obtaining products and services through donation, the Kids with Cancer Society maintains less than 9% administration cost.

How does the Kids with Cancer Society decide what programs and services to fund? By working with the parents, and through close communication with the medical team who treat children with cancer, the Society is able to identify priorities and fund only programs that will have the greatest impact.

Do other organizations provide the same or similar programs and services?

All programs and services initiated by the Kids with Cancer Society are designed to either enhance or create new opportunities while at the same time ensuring that there is no duplication or overlap of resources and services.

Where does the Kids with Cancer Society receive its funding?

- LOOK & Stepper Homes Revving up for Kids Motorcycle Adventure; Beaded Journey Gala; Relay Walk, Le Tour of Hope Cycling Adventure and the National Inside Ride
- Corporate Donations
- Public Donations
- Memorial Donations
- Third party events such as community golf tournaments, head shaves & dinner/silent auctions
- Employee donation programs
- We do not participate in telemarketing or use fundraising companies.

How can I learn more about the Kids with Cancer Society?

Contact 780.496.2459 or visit
www.kidswithcancer.ca



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“A beacon of light during a difficult journey.” That is how one family described the Kids with Cancer Society.



Brayden was diagnosed with rhabdomyosarcoma when he was 2 1/2 years old. Brayden is 4 now and loves Mario games and playing with his baby sister Arley. He loves Halloween and all the Disney movies. When Brayden grows up he would like to be a truck driver like his daddy.

PROGRAM HIGHLIGHTS

The Kids with Cancer Society provides programs and services not offered by any other organization. From the time of diagnosis, throughout treatment and beyond, the Kids with Cancer Society provide vital services for the children and their families. Here is a list of some of the many programs and services that the Kids with Cancer Society provides:

Kids with Cancer Society House

The first of its kind in Canada, the house provides families with a place to go during difficult times. It includes an information center, a site where support programs can be delivered, and a safe welcoming environment where support can be gained from others in similar situations.

Support

Assuring that the child and their family are able to adapt to the diagnosis, prepare and cope for the demands of treatment, and minimize the family disruption and related stress through the course of treatment and its long term effects.

- Support meetings
- Social worker
- Annual family “Camp Beat It”
- Camp for the child & their siblings
- Christmas party
- Beaded journey
- Sibling support program
- Support through education annual family conference
- Newly diagnosed visitation program
- Bi-weekly pizza support program
- End of treatment program
- Gifts of courage

Clinical

Addressing the psychosocial needs of the whole family within the clinical setting:

- Brainwork’s program: assisting children who experience learning difficulties associated with treatment
- Family support program
- Educational materials
- Resource manual
- Childlife support

Research

Ensuring that funds are available to participate in activities that improve the wellbeing and outcome for children with cancer.

- The Muriel and Ada Hole Kids with Cancer Society Chair in Pediatric Oncology—the first research chair in Northern Alberta.
- Clinical trial support: Providing access to clinical trials which improve the outcome of the disease.
- Childhood cancer survivors program: One of the few in North America that provides lifelong evaluation, treatment, and support for children experiencing longterm late effects due to cancer treatment.

For a complete listing of the programs and services provided by the Kids with Cancer Society visit:
www.kidswithcancer.ca



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CHILDHOOD CANCER FACTS



Delaney is 10 years old and was diagnosed in 2011 with rhabdomyosarcoma. She LIVES to dance (jazz, hip hop, ballet and tap) and has found a new love for hockey. Delaney is still thinking about what she wants to do when she grows up.



Kiera is 5 years old and was diagnosed with lymphoblastic lymphoma in March of 2011. She is in kindergarten and loves craft time and making new friends. Keira enjoys gymnastics, going camping, listening to music and painting her nails. Pink and purple are her favourite colours and she loves eating ribs. When Keira grows up she would like to be a nurse.

Not only is childhood cancer the number one killer disease in children but it is estimated that approximately **1 in 333 young people will be diagnosed with cancer before the age of 20**. These alarming statistics, and those outlined below speak to the very reasons why the Kids with Cancer Society is so important in the lives of these children.

- Today, despite progress in research, childhood cancer kills more children than all other diseases combined.
- The cause of most childhood cancers is unknown, and at present childhood cancer cannot be prevented.
- The majority of children with cancer require rounds of chemotherapy to treat their disease. Many require surgery and/or radiation to remove the tumour. For some, a bone marrow transplant is their only hope of survival.
- The length of treatment for childhood cancer ranges from 3 months to 2.5 years. In general, treatment for adult cancers is considerably shorter.
- Three in 10 children will lose their battle with the disease.
- Significant advances in cancer therapy, the result of scientific and clinical research, mean that approximately 75% of children diagnosed with cancer are expected to become long-term survivors.
- The improved prognosis for childhood cancer has not been realized without a cost. The intense and extensive medical treatment necessary to achieve a cure often creates additional life threatening, and life altering challenges for the child as they endure treatment during a period when they are developing emotionally, physically and intellectually. The reality is that now, as more and more children are surviving cancer, it is increasingly important to address ongoing and emerging needs of the child and their family in order to achieve complete and long term healing.
- Many advances in adult cancer treatments are due to breakthroughs in childhood cancer research.
- Cancer begins with the transformation of a single cell. We have yet to understand why—if only we knew!



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WHAT IS THE NEXT STEP?

If you would like to register for the 7th Annual LOOK and Stepper Homes Revving up for Kids please contact Val: **780.496.2459** or **valf@kidswithcancer.ca**

A list of qualifier questions will be sent to you for completion. Once your eligibility has been confirmed we will forward the registration link and password. Upon registration you will receive additional information including your personalised pledge form, and other important documents and instructions.

Please contact the Kids with Cancer Society via email or phone if you have any questions regarding the registration process:

Kids with Cancer Society
11135 - 84 Avenue
Edmonton, Alberta T6G 0V9
Phone 780.496.2459
Fax 780.496.2451





Thank you
for your interest in this event

