

# 10<sup>TH</sup> ANNUAL - GENERAL RECYCLING LE TOUR OF HOPE

Triple Crown Mountain Challenge - June 16 to 24, 2012



Kaitlyn, age 10



2011 Ride Team

## SPONSORSHIP PACKAGE



**Le Tour of Hope** is an exhilarating and challenging 8-day cycling adventure to support the Kids with Cancer Society.



This year celebrates the 10th tour by pedaling over the **three highest mountain passes** in Alberta: Highwood Pass, Bow Summit and Sunwapta Pass.



The **Triple Crown Mountain Challenge** will take cyclists to Coleman, Longview, Lake Louise, Columbia Icefields, Jasper, Edson, Wabamun Lake and home to Edmonton.

An **amazing 1,018 km** will be cycled to support children with cancer and their families.



### SPONSORSHIP OPPORTUNITIES



*Ryah was only 16 months old when she was diagnosed with a stage 4 germ cell tumour. Today, Ryah is a happy 3 year old who loves swimming and water slides. She loves Betty Boop, the colour pink and dressing up as a princess. When Ryah grows up she would like to be a Princess.*

***On behalf of our children, Ryah would like to say thank you.***



#### **How did it start?**

In 2002, when Emma was about to embark on her final treatments for childhood cancer, her father, Barry realized how much support his family had received from the Kids with Cancer Society throughout their family's journey. His friend Gerry Shillabeer was determined to help Barry and others facing similar challenges and launched the ride to help the Kids with Cancer Society.

#### **About the ride**

Championed by Nick Lees of the Edmonton Journal, **Le Tour of Hope** has become one of the major fundraising events for the Kids with Cancer Society. A group of cyclists raises funds and awareness for the Kids with Cancer Society by completing a challenging 1018 km scenic route through Alberta. To date the ride has raised over \$1,460,000.

#### **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 or teen. Their efforts led to the creation of the **Kids with Cancer Society**. More than 30 years later we are proud to say that children, teens and their families are no longer alone during their journey. From the time of diagnosis, throughout treatment and beyond, the Kids with Cancer Society provides vital services during their greatest time of need.

#### **You can make a difference**

We would like to invite you to become involved in two causes that touch everyone's hearts: children and cancer. This event is designed to raise funds and awareness for the Kids with Cancer Society. We are seeking support from corporate sponsors to help us achieve these goals.

In return for your generous sponsorship we have highlighted some of the various programs and services that you could support (see page 2). We welcome the opportunity to look at ways to recognize your organization that would be more meaningful to you; ways that would best suit your current marketing needs and strategies.

You have an opportunity to be recognized as a community leader and a visionary in the fight against childhood cancer. Your support will have an enormous impact on our ability to provide a greater level of service for children with cancer and their families throughout Northern Alberta.

**HOW TO BECOME A SPONSOR**



Elgot family



Kids with Cancer Society House



Camp Beat It, David & Miquel

Thank you for considering sponsorship for **Le Tour of Hope Cycling Adventure**. Depending on your level of support we can customize a recognition package that suits your corporate and individual needs. We have created sponsorship opportunities that enable you to be acknowledged during the event in the following categories:

<b>Strength</b>	over \$10,000	<b>Courage</b>	\$2,500
<b>Hope</b>	\$10,000	<b>Believe</b>	\$1,500
<b>Determination</b>	\$5,000		

We appreciate any level of sponsorship including those that are outside these levels. They all help our children.

100% of the funds donated directly support our children in many ways. For a detailed listing of the over 40 programs and services offered to our families see page 5.

Here are some of the ways that we use our funding:

**OVER \$10,000** – *Contributes to early intervention aimed at decreasing life-altering and life-threatening complications from intense treatment through the Childhood Cancer Survivor Program.*

**\$10,000** – *Provides operation support for programs & events at the Kids with Cancer Society House.*

**\$5,000** – *Provides accommodation and meals for 100 people to attend Camp Beat It our 4-day family camp. This camp is a chance to gain support and bond with other families living with cancer.*

**\$2,500** – *Purchases more than 4000 beads for children to create their beaded journey.*

**\$1,500** – *Gives over 1000 Gifts of Courage for children at the hospital. The anticipation of selecting a prize from the treasure chest provides a distraction enabling children to get through uncomfortable and difficult procedures.*

For more information on becoming a sponsor for this event please contact:

**Nadine Samycia**  
 Director of Development  
 780.496.2459  
 nadines@kidswithcancer.ca  
 www.kidswithcancer.ca



Beaded Journey, Taryn



Gifts of Courage, James

### QUESTIONS & ANSWERS



#### *Why is my sponsorship important?*

The Kids with Cancer Society relies on the generosity of the community to raise the funds necessary to support children with cancer and their families. Your cash or cheque donation or in-kind support will allow us to increase our revenues and ensure that our funds are directed to the most important element of the Society—the children.

#### *Will I receive a tax receipt?*

Receipts will be given in accordance with Canada Revenue Regulations. If a promotional benefit is received regulations may not permit us to provide a tax receipt.

*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 7% 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 & Lunch, 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](http://www.kidswithcancer.ca)

### 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!

*“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
- Educational materials
- Resource manual
- Childlife support
- Family support program

### **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](http://www.kidswithcancer.ca)



*Thank you*  
for your interest in this event

