

9TH ANNUAL
GENERAL RECYCLING

Le Tour of Hope

A CYCLING ADVENTURE FOR THE KIDS WITH CANCER SOCIETY

JUNE 18 - 26, 2011



Some of the 2010 cyclists

SPONSORSHIP PACKAGE

Le Tour of Hope is an exhilarating and challenging **eight-day cycling adventure** through BC and Alberta. This year, the team starts in Penticton and travels north through the scenic Okanagan Valley. It returns to Edmonton via Vernon; Revelstoke; Golden; Lake Louise; the David Thompson Resort; Rocky Mountain House and Pigeon Lake.

2011 Honorary Chair and Ride Marshall
Nick Lees, Edmonton Journal and
Cheyenne Friend, photo courtesy of
Cindy Gannon Photography



CHEF
BOMBAY



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Sponsorship Opportunities



Kyiah is 8 years old and was diagnosed with a Wilms tumour in 2006. She likes going to the playground in the summer and loves doing ANYTHING in winter as long as there is snow! She loves playing with her Pet Shop animals and Barbies. She enjoys school and her favourite subjects are gym and art.

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

- General Recycling Industries Ltd.
- The Crossing Company
- AirSprint
- Airways Rentals, Leasing & Sales
- Bev and Bob McNally
- Cedar House Restaurant & Chalets
- Chef Bombay
- Cowan Graphics
- David Morris Fine Cars
- New Asian Village
- United Cycle
- B & B Demolition Limited
- Clark Builders
- Edmonton Journal
- Gas Alberta
- Talisman Energy
- US/Canada

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 BC and Alberta. To date the ride has raised over \$1,000,000.

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 there are a variety of ways that we can recognize your organization. On page 5 you will find the sponsorship levels highlighting the type and levels of recognition. 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.

Questions

To discuss sponsorship opportunities or if you have questions please contact:

Kids with Cancer Society
11135 - 84 Avenue
Edmonton, AB. T6G 0V9
Phone: 780.496.2459
Fax: 780.496.2451
Email: valf@kidswithcancer.ca

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Childhood Cancer Facts



Sara was only 2.5 years old when she was diagnosed with acute lymphoblastic leukemia. She is now 3, loves playing with her older siblings, going to the park, swimming, playing hide and seek and jumping on the trampoline. Sara loves puppy dogs and her favourite food is spaghetti.



Keegan was diagnosed with Ewing's sarcoma when he was 6 years old. He is 7 and his favourite classes in school are Math and Phys. Ed. His favourite colour is light blue and he likes playing his PS3 and eating Cheezies. Keegan is still thinking about what he wants to be when he grows up.

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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Hope Now and for the Future

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



Naomi was diagnosed with an ependymoma brain tumour in 2010. She is 6 years old and likes to write and illustrate books at school. She enjoys playing dress-up, singing and dancing, going to church, colouring and reading books. When Naomi is older she hopes to be a mom and a police woman.

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:

New Facility

The Kids with Cancer Society House, the first of its kind in Canada, provides families with a place to go during difficult times. The house 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: Helping to ensure that children and their families do not face life altering and life threatening effects of 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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Questions & Answers



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

Call 780-496-2459 or visit www.kidswithcancer.ca

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 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 3 “Hope Now and for the Future”.

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?

- Le Tour of Hope Cycle Event; LOOK and Stepper Homes Revving up for Kids Motorcycle Adventure; Beaded Journey Gala; Relay/Walk & BBQ
- 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.

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Sponsorship Levels

Recognition		Strength \$10,000	Hope \$5,000	Determination \$2,500 (stage dedication)	Believe \$1,500	Support \$1,000 & under
Name recognition on support vehicle		Prominent	✓	✓		
Inclusion on news release		Prominent	✓	✓	✓	✓
Website	size of logo based on sponsorship dollars	Prominent	Logo	Logo	Name	Name
Cyclist Package		Prominent	Logo	Logo	Name	Name
T Shirt		Prominent	Logo	Logo	Name	Name
Jersey		✓	✓	✓		





Thank you

for supporting our children and their families.

