

EIGHTH ANNUAL

GENERAL RECYCLING

Le Tour of Hope

June 19 - 27, 2010



2009 Ride Team

SPONSORSHIP PACKAGE

A cycling adventure for the Kids with Cancer Society

Le Tour of Hope is an exhilarating and challenging **8-day cycling adventure** along some of Alberta's most scenic routes.

Help us make a difference in the lives of children with cancer and their families.



EDMONTON JOURNAL



2010 Honorary Chair and Ride Marshall Nick Lees, Edmonton Journal and Cheyanne Friend, photo courtesy of Cindy Gannon Photography

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Sponsorship Opportunities



Kyiah is 6 years old. She was diagnosed with Wilms' tumour in 2006. She likes going to the playground, riding her bike and playing with her ponies. Kyiah wants to be a veterinarian when she grows up.

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

How 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 acknowledge your organization. On page six 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.

The Ride

Le Tour of Hope is an annual fundraising event during which a group of Alberta cyclists commit to raising at least \$3,500 each in pledges to support the Kids with Cancer Society. Cyclists also help raise awareness for the society by completing a challenging 964 KM from Calgary circling through the Rockies and back to Edmonton while experiencing some of the most scenic routes Alberta has to offer.

About The Kids With Cancer Society

The Society provides programs that support the emotional, clinical and research needs of children with cancer and their families. We support children with cancer and their families from the time of diagnosis, throughout treatment and beyond. Families who are affected by the disease describe our services as a lifeline.

In this package you will find more details about the vital support the Society provides to children with cancer and their families. For further information visit www.kidswithcancer.ca.

Kids with Cancer Society

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Childhood Cancer Facts



Abby is 5 years old and was diagnosed with a Wilms' tumour in February, 2009. Abby likes riding quads, jumping on the trampoline and playing with her older brother. Her favourite colour is purple and she loves the bread sticks from Georges in Elk Park.



Kai was diagnosed with cancer in 2007. He is now 4 years old and likes books and hockey.

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.
- Two 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.



Adam is 11 years old and was diagnosed with a second cancer in 2006. When he grows up he wants to find a cure for cancer.

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

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 child and their sibling
- 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.

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Questions & Answers



How much of my sponsorship dollar will be directed to the cause?
100%, all costs are offset by corporate sponsorships.

How much do I have to pledge to receive a receipt?
\$15. However, upon request any amount will be receipted.

How quickly will tax receipts be processed?
Within 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 4 “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?

- Beaded Journey Gala; Relay/Walk & BBQ; Le Tour of Hope 8-day cycle event; LOOK and Stepper Homes Revving up for Kids Motorcycle Adventure
- 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?

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

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Sponsorship Levels

Recognition	Strength \$10,000	Hope \$5,000	Determination \$2,500	Believe \$1,500	Support \$1,000 and under
Name recognition on vehicle	Prominent	Listed as contributor	Listed as participant		
Website	Prominent	✓	✓	✓	✓
Annual Report	✓	✓	✓	✓	✓
Logo Placement in Rider Package	Prominent	✓	✓	✓	✓
T Shirt	Prominent	Logo – Large	Logo – Medium	Logo – Small	Name
Stage Dedication 8 Days Available			✓		



Alexa is a very sweet 5 years old and loves to make things with play-doh and putting together puzzles. She was diagnosed with rhabdomyosarcoma in September 2007 and really enjoys school.



Jayde was diagnosed with leukemia in September, 2006. She is now 6 years old and is in Grade one. Her favourite part of school is recess, especially when she can play in the snow. She would like to be Tinkerbell when she grows up.