



Kids with Cancer Society ANNUAL REPORT

2024



SUPPORTING FAMILIES
FOR 46 YEARS



Annual General Meeting
June 25, 2025

Welcome to the Kids with Cancer Society Annual General Meeting.

As I reflect on my final year as Board Chair of the Kids with Cancer Society, I find myself deeply moved by the courage, resilience, and unwavering hope of the children and families we have the privilege to serve. Their stories are a powerful reminder of why our mission matters. Pediatric cancer may be relentless, but so is our commitment to standing alongside families during one of the most challenging journeys of their lives.

This year, thanks to the exceptional generosity of our donors, partners, volunteers, and staff, we have continued to provide critical programs and services to families in need. As the pediatric cancer landscape evolves, so too does our dedication to ensuring that no child or family faces cancer alone.

I would like to take this opportunity to recognize the invaluable contributions of our Board of Directors and the Family Advisory Council. Your leadership, insight, and dedication shape an organization that is not only responsive but forward-thinking—one that grows to meet the ever-changing needs of the families we serve.

It is also my distinct pleasure to congratulate and welcome James Richardson, the Chair-Elect of the Kids with Cancer Society Board of Directors. James's thoughtful and compassionate leadership will undoubtedly guide the Board into its next chapter of meaningful service and impact.

I also wish to say thank you to our passionate and hardworking staff at KWCS. Your unwavering dedication to the Society's mission is evident in everything you do—from each program to each initiative, every interaction demonstrates your commitment to our families and fuels the hope we aim to provide.

I would also like to extend a special acknowledgment to Dr. Bev Wilson and J.P. Janssens, whose recent retirements from the Board mark the conclusion of years of remarkable service. Both have been instrumental in advancing the programs and services that define the Kids with Cancer Society today, and I speak for all of us when I express our profound gratitude for the lasting impact of your efforts.

As my time as Board Chair comes to a close, I leave this role with an unwavering belief in the important work of our Society. Over the years, I have come to understand that the Kids with Cancer Society is much more than an organization—it is a community. A community that inspires strength, hope, and compassion during life's most difficult moments.

The challenges faced by those we serve may evolve, but our determination to meet those challenges with care and innovation remains steadfast. Together, we will continue building stronger programs, cultivating meaningful partnerships, and providing unprecedented support to the families who depend on us.

Thank you for being part of this journey. Together, we move forward—united, inspired, and resolute in our mission to ensure that no child or family ever has to face cancer alone.



Brad Armstrong
Board Chair
Kids with Cancer Society



Message

2024 Board of Directors

Brad Armstrong
BOARD CHAIR

J.P. Janssens LLB
SECRETARY

Kavan Hyde CPA
TREASURER

Kim Cusack

Chelsea Draeger Hughes
NON-VOTING MEMBER (STAFF)

Natalie Houseman

Karen Klak
PARENT REPRESENTATIVE

Bryce Liedtke
PARENT REPRESENTATIVE

Dr Sarah McKillop

Aleksa Mrdjenovich MBA

James Richardson MBA, CMC

Don Riep

Adam Temple

Erica Thomas
PARENT REPRESENTATIVE

Jodi Wacko

Dr Beverly Wilson

2024 Family Advisory Council

Erica Thomas
CHAIRPERSON AND BOARD REPRESENTATIVE

Karen Klak
BOARD REPRESENTATIVE

Rebecca Leitdke

Gloria Lovsin

Nichon Miller

Tawnee Moore

Jay Nedeljak

Christina Pardley

Elaine Pederson

Ben Proulx

Maira Quintanilha



Who we are

The Kids with Cancer Society provides unique, vital programs and services free of charge to children diagnosed with cancer and their families, residing in Northern Alberta and the NWT.

Many families describe the Kids with Cancer Society as a lifeline when their lives have been turned upside down by a cancer diagnosis. We serve families from the time of diagnosis, through treatment, survivorship and beyond, no matter the diagnosis or treatment.

Our programs and services address their unique and complex needs ranging from family support programs and activities, peer support, counselling services, financial support and educational support. We also fund ground breaking pediatric cancer research and provide support to the pediatric oncology unit at the Stollery Children's Hospital.

2024 Impact Highlights

\$2,864,013

Invested in our mission

8500
Times

KWCS services were accessed by families

\$646,877

Invested in financial support provided to families for daily living, medical expenses, parking, and more

442
Nights

of accommodation were provided at Papa Ken's House

\$543,964

Invested in school and educational supports

932
Students

attended a Cancer in the Classroom presentation

\$422,500

Clinical trials and invested in pediatric cancer research

1500
Times

Family Programs were accessed

\$383,865

Invested in counselling services

1120
Services

were accessed from counselling to advocacy and assistive technology through BrainWorks

2202
Hours

of volunteering



Ava's Story

As school was winding down for 2023-2024, Ava was excited for summer to start. She had every intention of finding a summer job and starting the path to achieving her goals. She was handing out resumes and decided to try outdoor soccer...except she wasn't 'feeling good. Ava was increasingly fatigued and couldn't seem to overcome feeling tired. There were multiple trips to the ER. At the end of June, Ava caught a stomach bug and couldn't seem to recover. One more visit to our family doctor to get some answers. Except this time, we got a result we were not expecting and were told proceed immediately to the Stollery Emergency Department immediately.



"Just as quickly as the Oncology team began their care and management of Ava's leukemia, the Kids with Cancer Society were there providing their support. Blair, KWCS Family Services Manager and a staple and constant presence at the hospital, provided comfort and reassurance during those chaotic first days. He calmly and compassionately informed us that we would not be on this journey alone. He gave Ava a backpack full of items often needed in a hospital stay." - Ava's family

Finding an answer for Ava included lumbar puncture, bone marrow, and countless blood tests. Within 48 hours, she was diagnosed with Acute Lymphoblastic Leukemia—ALL less than one month before her 16th birthday.

KWCS supports were immediately offered to us, including access to financial assistance to help ease the unexpected costs associated with constant travel and admissions to the hospital. Programs were identified where Ava could meet and socialize with other kids who have been diagnosed with Cancer. Cancer patients and families are offered access to programs to help with coping such as counselling, educational assistance for diagnosed kids, and transitioning back to school when and if Ava would be ready.

Even though processing this drastic change in Ava and our lives took some time, it was truly a relief to know that we would have the reassurance and support from the Kids with Cancer Society to rely on whenever Ava or our family should need.

Ira's Story

Ira is our busy 7-year-old little man who loves Mario Kart, his Yoto, Taekwondo, playing with his siblings and looking forward to the many KWCS events throughout the year (especially Family Camp, the Christmas Party and H4H). Ira can't get enough of pizza and fries. He is in grade 1 and enjoying playing with new friends. He has a spectacular memory and a great sense of humour. We cherish each moment and every milestone that he reaches.

Ira was diagnosed with a tumour in his mid-brain in October 2022 at the age of 4. His diagnosis happened very quickly and like all parents who have experienced a critically ill child, we were not prepared for how much our lives would change in one instant. We went from a healthy preschooler to a week in the PICU and four weeks inpatient at the Stollery. While in the hospital, Ira underwent 6 brain surgeries and has had one additional surgery since his initial discharge.

Our family currently accesses programs through the KWCS like counselling services and the BrainWorks Program. Ira also anticipates visiting the KWCS house after every hospital visit. It is a bright spot at the end of sometimes hard days. The KWCS events have created amazing opportunities for our family to make beautiful memories outside of Ira's diagnosis and we have formed relationships with other families with shared experiences to ours.

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Generosity Highlights 2024

*Kids with Cancer Society
Signature Events,
Community Events,
and Campaigns*
RAISED OVER \$2,094,000!

\$587,000	Horse Power for Hope
\$503,000	Beaded Journey Gala
\$300,000	Family Fundo
\$197,000	Tour of Hope
\$103,000	Share the Joy Campaign
\$404,000	Community Events



Every Kids with Cancer Society program and service is offered to families completely free of charge.

Quite simply, we could not do what we do without the generous support of our donors, sponsors, community partners, and volunteers.

Every day you are changing the lives of children diagnosed with cancer by helping us to give them exactly what they need at every stage of their cancer journey. Because of you, we help them not just survive, but thrive.



Family is at the heart of everything The Crossing Company's, Ryan and Jill MacLean do. Ryan's dad, Bob, has been riding in our long-distance road cycling event, Tour of Hope, for many years. Ryan and Jill wanted to create

a family friendly event that would not only raise funds for the Kids with Cancer Society but also involve their kids, friends, business community, and KWCS families. Family Fundo was born. The family bike ride instills an immense sense of community in everyone that participates. Families and sponsors ride side by side where they learn firsthand how childhood cancer impacts the entire family. Family Fundo provides a fun distraction and has grown into the best family bike ride in the city. In the past 6 years, Family Fundo has raised over \$1.4 million dollars for children fighting cancer. Ryan and Jill are completely involved in the success of the event: hosting, riding and connecting their community with ours. It truly takes a village to support kids and their families throughout their cancer journeys, and the MacLean Family leads with compassion, enthusiasm and commitment and are integral members of our community.



Mercedes-Benz
Edmonton West

Mercedes Benz Edmonton West Principal, Scott Held, has been invested in the Kids with Cancer Society for many years. Not only does he lend the iconic Mercedes Benz name to our Horsepower for Hope community fundraiser but encourages trusted members of his team to go above and beyond to personally get involved in the event. Rollie Poon, Sales & Leasing Specialist President's Circle AMG Expert, himself raised a record setting \$57,550 for the 2024 event and helped raise awareness of childhood cancer! An incredible example of kindness and determination to make a difference. Lead-up events were also hosted by the Mercedes Benz team, allowing our families and the greater car enthusiast community to visit their impressive dealership. The support of our corporate leaders signifies their commitment to our kids and families because they understand a journey of this magnitude can never be faced alone.

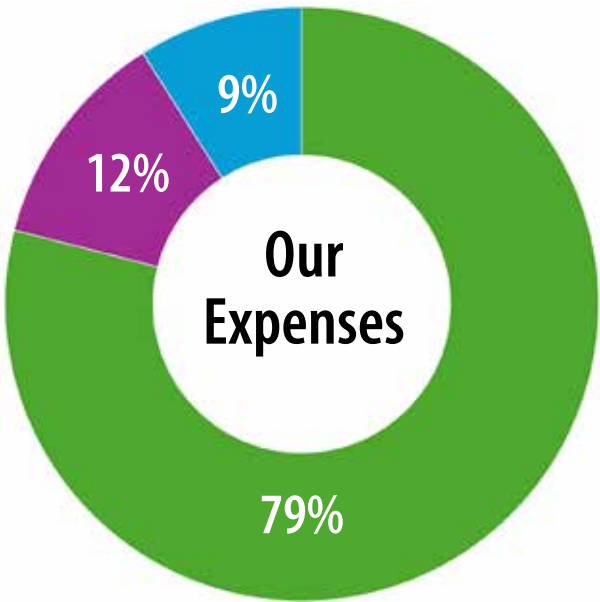
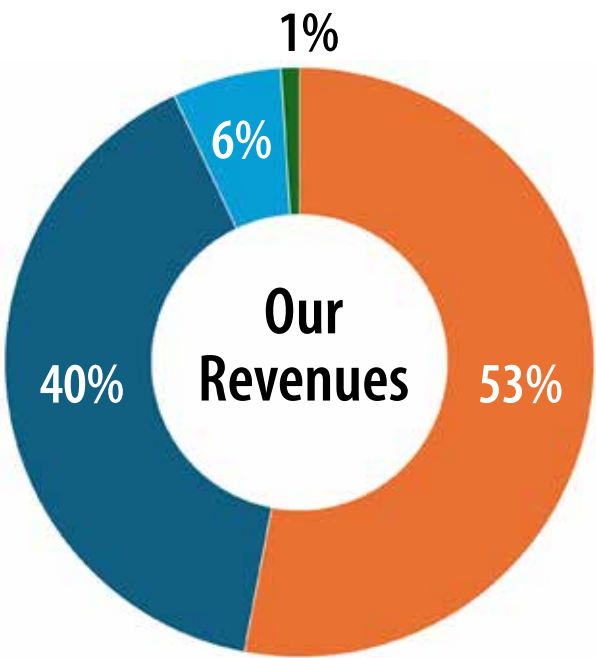


DES Engineering has been whole-heartedly involved with the Kids with Cancer Society through many different avenues. From Revving up for Kids, to Tour of Hope, the Beaded Journey Gala, their answer is always yes. Dan Hamilton began DES's involvement and has passed the reigns on to Thomas Kyle and Ryan Hamilton who have continued to be enthusiastic supporters. At the 2024 Beaded Journey Gala, DES not only sponsored the event but had the winning bid on our EPS Dream Experience and outbid the room for the large art canvas created by our kids. Everything they commit to is done with a sense of pride and compassion knowing the investment into our kids and families will have a positive impact for years to come. It is heartwarming to witness the next generation at DES committed to the incredible values instilled by the leadership before them. We are lucky to know these amazing people who truly care.

2024 Financial Statements

Thanks to our donors and supporters, we generated \$3,703,863 in revenue through ►

- Donations
- Events and Gaming
- Endowment Funds
- Interest and other income

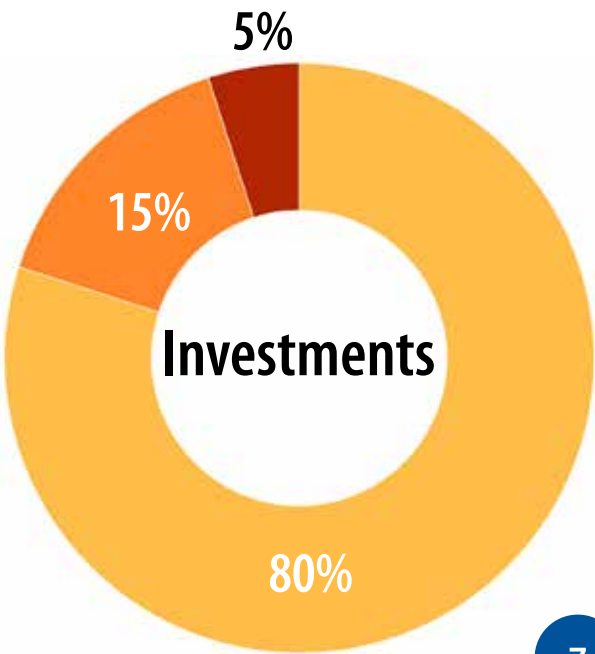


◀ We thoughtfully invested our revenues

- On our mission
- Fundraising
- Administration

Thanks to our supporters, we invested ► \$2,864,013 in our mission (excluding endowment funds)

- Support Programs and Services
- Pediatric Cancer Research and Clinical Trials
- Papa Ken’s House



Thank You

**Your support ensures no child
has to face cancer alone**

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Charitable Registration #88640-1397RR0001

