Kids with Cancer Society

Annual Report 2025

Our Common Thread

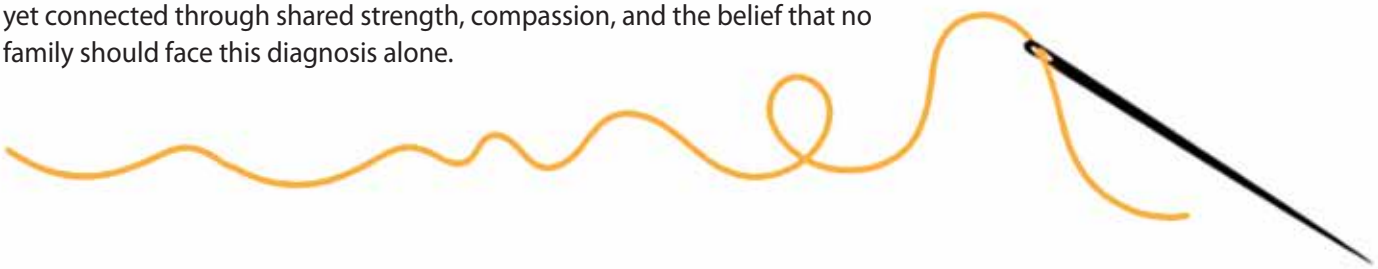


Different Paths.

One Common Thread.

Our Common Thread

celebrates the unique paths of every child and family faced with the harsh reality of childhood cancer. Different backgrounds and challenges are woven together by hope, resilience, and community. Each story is distinct, yet connected through shared strength, compassion, and the belief that no family should face this diagnosis alone.



Our Mission

We support children facing cancer, and their families, by providing wraparound care throughout their journey. With strategic programming, research and partnerships, we strive to meet their evolving needs from the time of diagnosis, through treatment, survivorship or bereavement.

Our Vision

A future where no child or family faces cancer alone—where hope, support, and access to essential programs, services, and research is made possible for all.

Acknowledgment

We would like to acknowledge that we are gathering today on Treaty 6 territory and the homeland of the Métis. For thousands of years, this land has been a sacred traveling route, a warm meeting place, and a home for many Indigenous peoples, including the Cree, Saulteaux, Blackfoot, Métis, Dene, and Nakota Sioux.

Just as this land has always been a place where people come together to find community and strength, the Kids with Cancer Society strives to be a place of comfort, hope, and healing. We are grateful to the traditional Knowledge Keepers and Elders who have cared for this land before us, and we promise to continue caring for this land, and for each other, with kind hearts.

What We Believe

Transparency: We're open about who we are, what we do, and how every dollar is used.

Accountability: We make make commitments to families and we keep them.

Inclusivity: Every family belongs here, exactly as they are.

Trust: We show up consistently, honestly, and without condition.

Integrity: We do what's right, even when it's hard.

Compassion: We care for the whole person, not just the immediate need.

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Woven Together in Care

A Message From Our Leadership

Dear Friends, Donors, Volunteers, and Partners,

When childhood cancer hits, a family's world shrinks in an instant to hospital rooms, medical jargon, and overwhelming uncertainty. In those heavy moments, no one can carry that weight alone. That is where the Kids with Cancer Society steps in, serving as the collective heart of a community determined to hold families up when pediatric cancer threatens to pull life apart. Reflecting on 2025, we are filled with profound gratitude for our community champions who choose to show up every single day to ensure that hope, support, and essential services remain within reach.

Your generosity is woven directly into the daily realities of the care we provide, shielding parents from the burden of collapsing budgets so they can focus solely on their child's healing. Because of your belief in our mission, we were able to step in at the earliest stages of diagnosis to support 113 new families navigating a devastating referral. We invested $625K in direct financial assistance to families to cover everything from everyday essentials and hospital parking to specialized tutoring and palliative care supports. Furthermore, you transformed the KWCS House into a vital sanctuary of comfort, opening its doors more than 9,000 times to provide connection, day camps, and life-changing peer support networks. Every single dollar raised from fundraising events ensured that every program, snack, and support service was delivered at absolutely zero cost, permanently breaking down financial barriers.

A single thread on its own is fragile, but when individual threads create a resilient safety net, it forms the true fabric of our community. This strength allows us to fulfill a lifetime commitment, walking consistently beside families from the initial shock of diagnosis, through the months of treatment, into the triumphs of health and wellness, or through the path of bereavement.

As we step into 2026, the reality of our mission is shifting due to a notable 13% year-over-year increase in family referrals. The demand for low-barrier, comprehensive wraparound services is rising, and with it, our responsibility to answer the call. To meet these growing needs, we are expanding our horizons by increasing our investment in educational supports for children and youth affected by cancer, building on the success of flagship initiatives such as BrainWorks and enhancing the academic scaffolding available to families.

We cannot take the cancer away, but because of you, we can take care of the beautiful people facing it. Thank you for lending your voice, your resources, and your belief in our mission as we continue to build a community that stands strong and stays present.

With heartfelt gratitude and purpose,

Chelsea Draeger Hughes
Chief Executive Officer, Kids with Cancer Society

James Richardson
Board Chair, Kids with Cancer Society



The First Stitch

Our Roots and Evolution

At Kids with Cancer Society, we understand cancer doesn't just affect the child, it consumes the entire family.

We exist to hold families up when pediatric cancer threatens to pull everything apart. We can't take the cancer away. But we can take care of the people facing it. For the kid who is scared and exhausted, we offer comfort, connection, and moments that feel like childhood again. For parents pushed to their breaking point, we show up with financial help and support they can access from a hospital bedside. We're there for worried siblings who feel invisible and for caregivers who quietly put their own lives on hold to keep their family going.

From the moment of diagnosis through treatment, survivorship, and bereavement, we walk beside families. Quietly. Consistently. Free of charge. For as long as they need us. Because when a family is fighting for a kid with cancer, they need someone fighting with them.

1979 -1992

OUR EARLY YEARS

1979 — Dr. John Akabutu, Nurse Judy MacTavish and parents from the Northern Alberta Pediatrics Parents Association (NAPPA).

1988 — Parent Sheila Ethier launches the very first "Camp Beat It" (attended by 12 families) and a family Christmas party.

1989 — Ken and Paddy Webb, alongside friends Hugh and Louise Campbell, engage the Edmonton Eskimos to join families at West Edmonton Mall, sparking a tradition spanning over 30 years.

1993 -2004

NEW IDENTITY & MAJOR MILESTONES

1993 — Official Name Change to Kids with Cancer Society & First Medical Grant of $20k to the Pediatric Oncology Medical Team

1998 — The Society launches the Beaded Journey Program, a profound initiative honouring a child's cancer treatment milestones.

2004 — KWCS funds and launches the Childhood Cancer Survivors Program with a landmark $500,000 donation.

2007 -2018

SCALING IMPACT & INVESTING MILLIONS

2007 — The Society celebrates its very first million-dollar revenue year.

2009 — The official doors open to the new KWCS facility (11135 – 84 Avenue), and a $3 million Pediatric Oncology Research Chair is created at the University of Alberta.

2018 — The official launch of Papa Ken's House, a dedicated overnight accommodation project providing a safe haven for out-of-town families.

2020 - Present

INNOVATION & LEGACY

2020 — KWCS pivoted to deliver virtual support, mailing out hundreds of "Camp in a Box" packages to rural and isolated families

2023 — The Beaded Journey Gala raises an incredible $400,000, while a modern digital transformation project moves the Society fully to cloud-based operations.

2025 — University of Alberta officially honours decades of research investment by naming the Kids with Cancer Society Pediatric Oncology Research Lab.

Measured to Meet the Need

2025 By the Numbers

FINANCIAL INVESTMENTS

$2.8M
Invested in programs

$625K
Invested in financial support provided to families for daily living, medical expenses, parking, and more.

$564K
Invested in school and educational supports

$375K
Invested in counselling services

$472k
Clinical trials and invested in pediatric cancer research

SUPPORTS ACCESSED

9,325 Times
KWCS services were accessed by families

271 Nights
of accommodation were provided at Papa Ken's House

~1668 students and their teachers
Attended a Cancer in the Classroom program, including Out of School Care programs and school assembly

4405 Times
Family Programs were accessed

2987 Times
KWCS services from counselling to advocacy to financial support to BrainWorks were accessed

+2000 Hours
of volunteering

Different Threads of Care & Support

The New Diagnosis

"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. "

– Ava's family

The initial weeks following a diagnosis are a whirlwind of medical jargon, fear, and profound upheaval. We step in immediately to absorb the shock.

- **Immediate Hospital Referrals:** Through our vital hospital partnership, we connect with families at the very beginning of their journey; they never have to search for us.
- **Newly Diagnosed Backpacks:** Delivered directly to the bedside, these custom backpacks provide immediate practical essentials, age-specific comfort items, and a direct gateway to emergency support.
- **Emergency Financial Navigation:** To keep parents focused entirely on bedside care, our dedicated fund offsets the rising costs of daily living, covering parking passes, groceries, and travel for treatment.

113
Newly Diagnosed Backpacks delivered to hospital bedsides

$625K
Distributed in direct emergency financial aid

1462
Times hospital parking covered for families

170
Urgent requests fulfilled for medical, daily living, and palliative care

In Treatment & Survivorship

"Your generosity kept us afloat when I couldn't bear to leave my son's side, and you also ensured our daughter got the counselling support she needed to navigate her brother's cancer journey." — The Montour Family

Whether a child is in active treatment or transitioning to life after cancer, the daily logistics can overwhelm a household. We provide practical solutions to ease day-to-day pressures, foster resilience, and ensure a health crisis does not compromise a family's future.

65 Unique Family Programs facilitated to foster joy, peer connection, and belonging.

1524 Specialized counselling sessions provided to help families process trauma.

1006 Times, helping 132 families through the BrainWorks Program

56 Post-secondary bursaries awarded since 2022, transforming survivors into scholars

- **Wrap-Around Psychological Care:** Trauma-informed, customized care delivered by a multidisciplinary team (psychologists, counsellors, child life/grief experts) using talk, music, play, and art therapy to mitigate long-term trauma.
- **Our Learning Support Model:** Specialized educational programs to prevent academic setbacks caused by medical treatments. Includes the BrainWorks Program, Cancer in the Classroom, tailored tutoring, assessments, and post-secondary bursaries.
- **Connection and Community:** Programs designed to combat family isolation, build confidence, and elevate caregiver voices. Driven by a network of 100+ volunteers through initiatives like Caregivers Connect, Creative Hearts, Little Heroes, Next Gen, and #Trending.

Bereavement

"When the medical crisis ended, the world moved on, but the Society stayed by our side..."

— KWCS Member

For families who have experienced the unimaginable loss of a child, our support never expires. We offer a dedicated, compassionate community where grief is held with the utmost respect, ensuring no family walks this road alone.

- **Dedicated Peer Community:** Regular, peer-facilitated support groups that connect parents walking a similar journey to share comfort and strength.
- **Honouring Memory:** Annual Time to Remember event, memory-tracking keepsakes, and dedicated space designed to celebrate and honour each beautiful child.
- **Compassionate Counselling:** Customized, one-on-one professional grief support tailored to the unique timeline and needs of every family member.

24
Bereaved families wrapped in ongoing peer and community support

82
Families and children attended Time to Remember

5
Times last year, Compassionate Hearts program met

Beyond Basic Care: Hospital & Research Support

Kids with Cancer Society is an independent charitable organization. We are not a hospital program, a government service, or part of the Stollery Children's Hospital. We are a separate community of support that partners alongside the healthcare system to fund advancements in the wider pediatric oncology landscape.

Clinical & Hospital Support: We provide vital funding to the Stollery Children's Hospital to complement basic medical care. This includes supporting Child Life activities and specialized resources; professional development and continuing education for frontline medical staff; and upgrades to special spaces on the pediatric oncology unit.

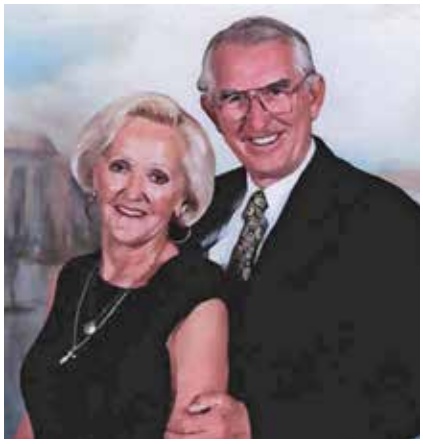
Research Funding & Innovation: For a child fighting cancer, a clinical trial is often a lifeline. Through our partnership with the University of Alberta Hospital and the Muriel and Ada Hole KWCS Chair in Pediatric Oncology, we drive innovation to make treatments both more effective and less toxic.

- ***25 Active Research Studies:*** Funded at the Stollery Children's Hospital, ensuring local families can access experimental, life-saving agents without the financial and emotional burden of traveling to distant centers.
- ***Cutting-Edge Clinical Trials:*** Coordinated through the Northern Alberta Children's Cancer Program to directly improve overall survival rates and long-term quality of life.

A Tapestry of Togetherness: Family Programs & Support

Connection, Joy, and Community

Our family programs are thoughtfully designed to create inclusive, welcoming spaces where kids can simply be kids—comfortable, understood, and free to have fun. By engaging families in shared experiences, we weave a protective safety net that builds confidence, sparks lifelong friendships, and offers the reassuring reminder that no one walks this path alone. From reintroducing Bravery Bell Ringing celebrations that honor vital milestones, to expanding our Beaded Program into weekly hospital visits, our programming continuously evolves.



"This house... will always be a part of our story. A part that's made our lives happier and helped connect us with families who can truly understand our falters and victories."

— The Moore Family

The Legacy of Ken & Paddy Webb

We extend our deepest gratitude to the late Ken and Paddy Webb. Their extraordinary vision and enduring generosity continue to weave strength into our community, ensuring families facing childhood cancer are supported in deeply meaningful, tangible ways. Their incredible legacy lives on in every child's smile, every joyful holiday celebration, and the sanctuary provided by Papa Ken's House.

Home Away From Home: Papa Ken's House

Named in loving memory of Ken Webb, Papa Ken's House serves as a vital home-away-from-home for families traveling to Edmonton for treatment or appointments.



271 Nights
Of safe, comfortable refuge provided to families in need.

39 Families
Relieved of the crushing financial and emotional burdens of travel.





Ken & Paddy Webb Christmas Party

In early December 2025, the Fantasyland Hotel Ballroom transformed into a magical holiday wonderland, providing a judgment-free, festive space for families to connect and celebrate.

76 Families Connected: Welcoming 339 total guests for festive meals, cookie decorating, and visits with Santa.

$14,573 Raised: Secured via the Ken and Paddy Webb Endowment to keep this treasured holiday tradition thriving.

"This event allows my son to connect and be with other children who have faced the same challenges. Often in school he feels different... and there he gets to be himself."

— The Cowles Family



Camp Beat It 2025: Wilderness Explorers

Supported by the Ralph Hole Jr. Memorial Fund and the Edmonton Civic Employees Charitable Assistance Fund (ECECAF), 2025 marked a triumphant return to a full overnight experience at our beautiful new location, Camp Nakamun.

Under the theme "Wilderness Explorers," families reconnected with nature and one another through outdoor adventures, from kayaking and geocaching to family dance parties and quiet campfire conversations. The heart of the weekend culminated in Sunday's emotional torch relay, where each child carried the flame through camp, a moving symbol of resilience and unity that brought everyone together around a community fire of unyielding hope.

"For families like ours, it can be very difficult to find time for joy. The tough treatments take so much out of us... Camp Beat It gave us something that nothing else can match: a true gift of happiness, not only for our child but for our whole family."

— Camp Beat It Participant

116 Participants: A full-capacity camp supporting 59 children and 57 adults across 28 families.

14 New Families: Half of the attendees experienced the magic of Camp Beat It for the very first time.





The Fabric of Fellowship – Event Highlights

Our 2025 Milestones

Our signature events are the vibrant threads that bring our community together, proving that while every child's path through cancer is fundamentally different, the support they receive must remain absolute and constant.

In 2025, your collective energy fueled the following signature events turning isolation into community.

Signature Fundraising Events

The Beaded Journey Gala | $479,000 Raised:
An annual community gathering that transforms medical timelines into a powerful display of solidarity and family resilience. Presented by Sureway Construction.

Horsepower for Hope | $454,889 Raised:
A high-energy morning rally across Edmonton, culminating in a massive 177-driver car show at the Edmonton EXPO Centre.

Family Fundo | $279,146 Raised:
A family-friendly bike ride that brought together 304 active cyclists and overall 350 community members participated. Presented by The Crossing Company.

The Tour of Hope | $250,229 Raised:
An epic 5-day, 545 km cycling journey through Northern Alberta, connecting 24 cyclists with local communities and KWCS families. Presented by Ste Anne Natural Gas Co-op (SANG).

The RCMP Dream Experience: Connecting Beyond Borders

Out of town families often navigate childhood cancer while balancing travel, treatment, and time away from home. In 2025, the RCMP hosted an unforgettable overnight Dream Experience specifically tailored for two out-of-town families, offering them a lifeline of joy.

The full-throttle adventure began in Edmonton with the K9 unit, interaction with police technology, and a thrilling helicopter ride. From there, the families took off in a private plane to Regina, where they participated in an official parade and joined the cadets for a special graduation dinner.

Community & Third-Party Impact

$431,448 Raised
By 21 independent Grassroots Events organized by passionate community members.

$217,443 Raised
The Bellerose Bikeathon was hosted twice this year, weaving a massive net of student support









The Hands That Hold the Thread

Our Dedicated Volunteers

Volunteers are the hands that hold our common thread tight, stretching across every program to build a community of safety, joy, and resilience. They step into our families' lives during their heaviest moments and intentionally inject laughter, fun, and connection.



Volunteer Spotlights

Eleni Tsoukalas

Four and a half years ago, a 2021 Hodgkin's lymphoma diagnosis turned Eleni's world upside down. During that difficult time, KWCS became a vital light in the darkness for her family. After two years in our programs, the mission inspired her to give back. The moment she turned 18, she transitioned from participant to dedicated volunteer. Today, she helps create the same comfort and joy they once received. One of her favourite memories happened during some downtime at Camp Beat It, when a young girl covered her in stickers, capturing pure, unfiltered joy. To Eleni, KWCS remains "a light in the darkness when kids and families need it most."



Nick Thiessen

For Nick Thiessen, volunteering is all about community. Having grown up with a family friend diagnosed with childhood cancer, the cause always hit close to home. In the summer of 2024, Nick joined KWCS as a summer student, fell in love with the work, and stayed involved. Over the past year and a half, Nick has become a dedicated community supporter. His favorite memory is volunteering at Camp Beat It last summer, where the fun-filled weekend completely energized him. Beyond giving back, volunteering has allowed Nick to build lasting connections and close friendships at university. To Nick, KWCS is simply "hopeful" and a true "community."



Heartfelt Thanks to Our Staff

At the Kids with Cancer Society, we firmly believe that no family should ever have to walk the childhood cancer journey alone. While our staff team is small, our dedication to this community is entirely limitless.

Day in and day out, our team works tirelessly behind the scenes to provide a vital lifeline of programs, foster deep community connections, and deliver compassionate, unconditional support. Together, we ensure that our families find a steady anchor of hope and stability when they need it most.

Thank you to our staff for keeping our common thread strong, unbroken, and full of love.

Tying It All Together:

Celebrating Our Corporate Champions

Empowering Our Community Through Generosity

Every child and family facing childhood cancer walks a distinct path, but they are uplifted by a common thread of community support. Our corporate donors provide the structural strength that keeps our lifeline of programs running. We are deeply grateful to these community champions who continuously prove that when it comes to supporting our families, kids always come first.

SANG CO-OP LTD.

and Kevin Ouderkirk

The Fabric of Rural Community Connection

CEO Kevin Ouderkirk and the SANG team act as a true family to the Kids with Cancer Society, using their networks to advocate deeply for families. The annual SANG golf tournament rallies rural community leaders to engage with and champion the mission. Kevin leverages his province-wide connections with gas cooperatives to secure warm hospitality for the signature Tour of Hope event.

"The impact Kevin and the SANG Team have goes beyond words. They are true community champions who advocate for our families at every opportunity. Their support ensures our kids always come first."

LEDCOR GROUP

A Legacy Entrenched in Corporate Family Values

Ledcor's deep-rooted bond is symbolized by Dave Lede's name on the program house, reflecting a corporate culture that prioritizes giving back. They drive corporate impact through high-level leadership gifts directly from the President alongside robust employee giving campaigns. They also regularly assess the Society's evolving needs, dedicating countless volunteer hours and consistently supporting fundraising events.

"We are incredibly proud of our enduring friendship with Ledcor and look forward to many more years of working hand-in-hand for our families."

CANTIRO
Amazing Lives Happen Here

and Jodie Wacko

Inspiration, Compassion, and Direct Impact

Since joining the Board, Jodie Wacko has expanded the Society's network through deep community connections, gala support, and corporate advocacy. They launched Cantiro's annual golf tournament in September 2025, challenging participants to invest in children battling cancer. The event highlighted the personal journey of Céleste and her family to bring vital awareness to the difficult road families face. The tournament raised an outstanding $115,797, demonstrating the Cantiro team's compassion and dedication.

"The Cantiro Team continues to make an incredible impact on our community, and we are deeply grateful for their unwavering, compassionate support."





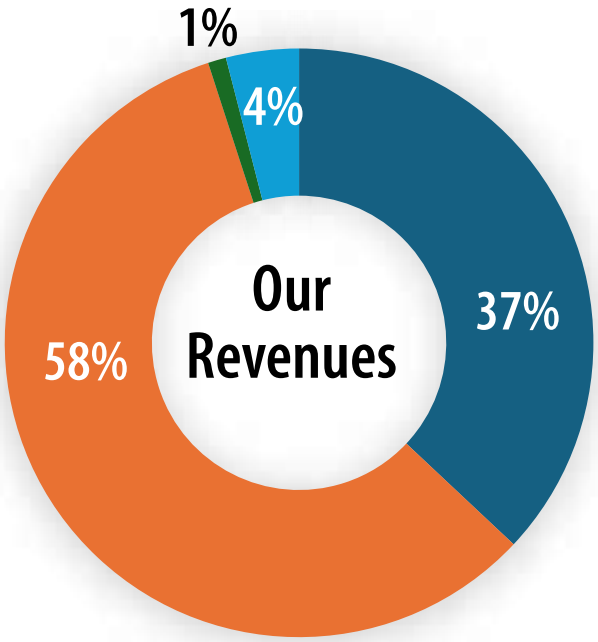


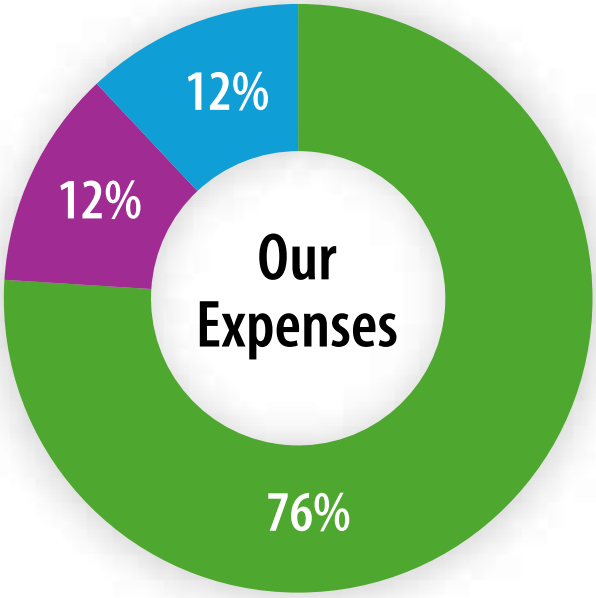


2025 Financial Summary

Thanks to our donors and supporters, we generated revenue through

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



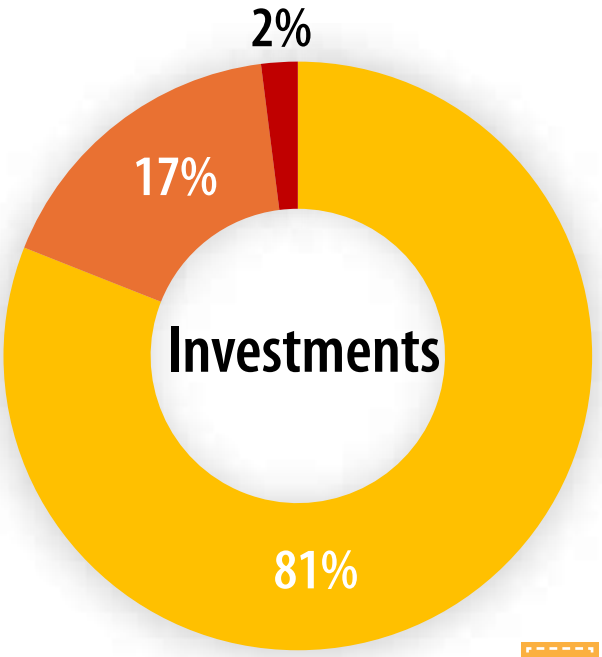


Invested in our mission 2025

- On our mission
- Fundraising
- Administration

Thanks to our supporters, we invested $2,804,554 in programs (excluding endowment funds)

- Support Programs and Services
- Pediatric Cancer Research and Clincal Trials
- Papa Ken's House



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